

Art and Design

National 4/5

Design Brief 20:21

N4/5 Design Activity

Graphic Design Brief

Outline:

- You have been asked to by the Scottish Government to Design an *Information Graphic* (Propaganda) to communicate important information to the public.
- It will be used in Print (Posters, Newspapers, Billboards) and Digital Media, (Online, Pop-ups, Social Media, Bus stops, TV), and should be eye-catching and simple.
- It should give the public a very clear message and should be a bold combination of Image and Text.

You may choose to promote either the ongoing work of *Food Banks* or the work of our *NHS* (National Health Service).

Health & Safety:

- Your design MUST be EYECATCHING, but not so distracting that it is dangerous*
- Your design must not be offensive to any group
- You must take account of where the graphic is likely to be seen e.g. Bus Stop

Target Market:

- You must identify the TARGET MARKET – who will actually view and read your graphic - and be sensitive to the needs and concerns of that market e.g. Those in need of Food Parcels; Those working in the NHS
- This should then be agreed with your teacher.

Function:

- Your final design solution will Grab the TARGET MARKET's attention
- It must COMMUNICATE the message quickly and easily
- It must be promote the work of Food Banks/The NHS positively
- It must give information on how/where to access Food Banks/NHS Services



Theme:

Your design should choose from the *Themes* –

- ***Our NHS*** – Celebrating and promoting the rich variety and excitement of the Services that the NHS provides EVERYDAY, *before and after* the Coronavirus Pandemic. Perhaps, if you would like, celebrating the work of someone close to you, who works in the care sector

Colour/Shape/Shiny/People/Clean/Bright/Bold/Caring/Welcoming//Comforting/Reassuring/Safe/Free for All Whenever you need it/Protecting (Possible Forms to consider)

- ***Our Food Banks*** – Celebrating and promoting the kindness and sharing that we all found easier during the Coronavirus Pandemic. Suggesting that we never lose that kindness. Growing our sense of COMMUNITY by supporting our local Food Bank EVERY time we shop for ourselves. Images including the types of things that Food Banks need.

Sharing/Helping-hand/Caring/Community/Joining/Together/Growth Brighter/For Everyone/Sensitive/Patterned/Colour/Texture/Protecting (Possible Forms to consider)

Design Constraints:

- Must be bold and eye-catching
- Must be a positive image
- Must be easy to read
- Must Use *mainly* SANS SERIF Fonts
- Must **NOT** have excess text
- Must attract attention from a 10m distance

Design Considerations:

- Must use AT LEAST 2 colours but not more than 5 (+ Black or White allowed)
- Your message must be easy to understand and remember
- Your chosen image(s) must back up the message in the text

Materials/Techniques:

- You can use Photography, (if you can take your own, great, but not essential)
- You can use any digital technology that you have access to
- Digital technology available in school and online to help you
- You can use Collage, hand drawing, stencils etc