

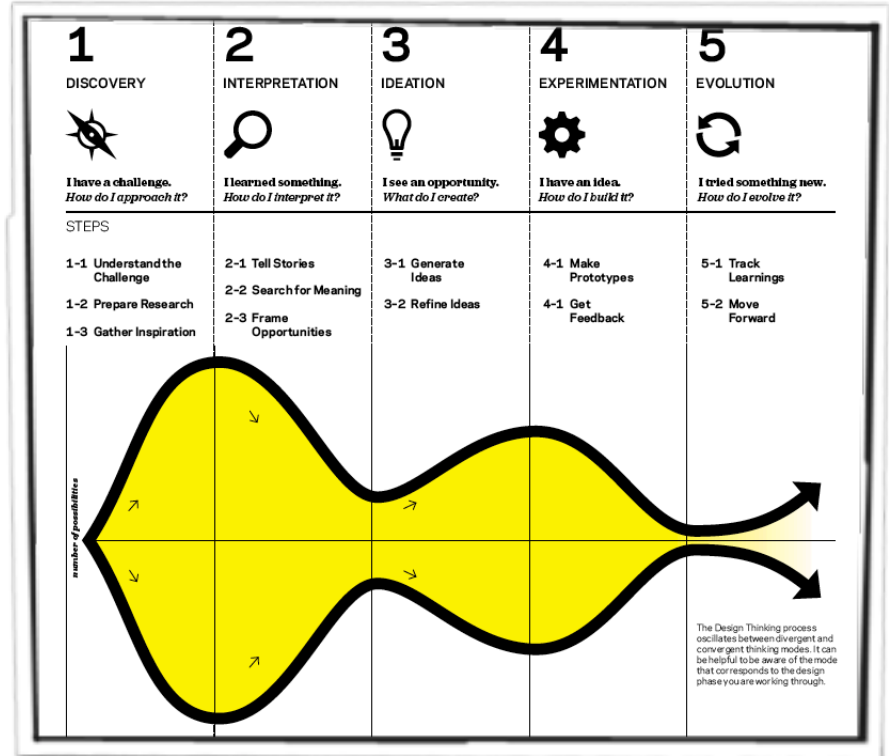
# Change Now.

## A Communication Design Challenge

Do you have a solution or perspective that you wish to persuade others to adopt?

- What is the issue?
- What are parameters and roadblocks to the issue?
- What is the solution?
- Who do you need to convince to see the change or solution enacted?

These are questions you resolve with other through a **Design Thinking process.**



### YOUR CHALLENGE:

Come up with a communication design solution to a social or environmental issue. This may involve print or video media.

### CONSIDERATIONS:

- Target Audience & collateral audience (not targeted but will be hit by it).
- Medium most appropriate to reach and convince your audience
- Branding -- this is like an allegory. We do it everyday. Wear a hockey jersey you tell us the tribe you are associated with. For example, Sidney Crosby is used to sell Bell Canada, Reebok, Gatorade & Tim Hortons. In essence, If Sid represents a well balanced all Canadian sweet young man who is super talented, then so are Reebok, Gatorade & Tim's. Emma Watson is now the face of women's issues.

### PROCESS:

Brainstorm a variety of issues that are relevant to you and your classmates. Select an issue and a specific problem that is shared among you and a couple of others. Work with them to:

**Discovery** - understand the problem and see how you might approach it. This includes research and hypothesizing possible approaches.

**Interpret** - Examine your data. Sort it to seek connections. What allegories (or branding) opportunities are possible?

**Ideate** - Seek opportunities by generating ideas and testing them out in your sketchbooks. When you have selected a concept, produce a **Design Brief**

**Experiment** - This is your project. A prototype strategy you develop and share with the class.

**Evolution** - You will reflect on the feedback and determine where you could go next in the evolution of your design process. Prepare a [Napkin Pitch](#)

This is a great time to break apart and seek your own possible paths — then come back together to share and determine how to move forward.

## **COMMUNICATION DESIGN LEARNING TARGETS:**

### **Process (2x10)**

**1. Present evidence of:**

- Discovery research notes, specific websites and other observations in notes and sketches.
- Interpretation of data, including charts and lists and possible solutions in notes and sketches
- Ideation 5 different possible approaches in written and graphic form

**2. Write a Design Brief.** This includes writing and a sketch that briefly outlines the challenge you plan to address and the process you aim to follow. Describe why this is a problem and the opportunities for design might be. *Write this as if you are writing it for a design partner who has missed a few classes.*

- Include a sketch of your design or story board if a video.

### **Product (100)**

A graphic design from **each individual** that shows consideration for:

- your team's design strategy
- design principles of form follows function, alignment, and other principles.
- colour and other elements for their capacity to engage and inform
- a branding strategy
- eye movement
- fonts (2 font limit that work well together, both should have an appropriate voice for your design intent)
- persuading your audience to your solution.

### **Presentation and Evolution Reflection (2x10)**

1. The collection of designs are presented in a way that informs us of the design strategy. This should cover the need for it, your process and the intent behind your strategy
2. Each individual reflects on the design's success and shortcomings and what could be done to improve the design. Reflect on the benefits and challenges learned from working as a design team.