WorldSkills UK Graphic Design
Pre-Competition Activity

The Competition – 'Social Change' Brief

PLEASE NOTE THAT THIS TASK IS INTENDED TO BE USED FOR PRACTICE PURPOSES ONLY, AND DOES NOT FORM A PART OF THE OFFICIAL WORLDSKILLS UK COMPETITION.

Social Chain have collaborated on this simulated graphic design brief for the purposes of the 2019 WorldSkills UK passive round competition only. The 'Social Change' campaign referred to in this document is also simulated for the purposes of the competition.

Context
Who is your client?
This brief is set by Social Chain.

Social Chain are a relatively young marketing agency, having being founded in 2014. During that time however, they have grown to a size of around 200 employees, based in 5 cities in 3 countries in Europe and the US. They owe their success primarily to their disruptive attitude to marketing, focusing primarily on social media and attracting some of the best young talent available – they have an average employee age of just 23. They boast a global roster of clients containing the likes of Coca-Cola, Superdry, Apple, FIFA, Amazon, Sky and more. As part of the Social Chain Group, they also have access to 400 online communities with a combined following of over 66 Million. This contains some of the most successful online brands – Student Problems, Sporf, Love Food, Gamebyte, BeFit Motivation to name a few.

What is the purpose of the Social Change campaign?
Social Change is an initiative which hopes to use the same expertise that we have given to the above brands, channelling this knowledge towards a variety of causes for the betterment of the planet. We also hope to utilise our influence with the communities to ensure that these messages travel as far as possible.

The causes that we are looking to address are those contained within Global Goals – a set of 17 goals that were agreed to by world leaders back in 2015, with a target of a drastic improvement in human life worldwide by 2030. These goals are targeted at ending poverty, fighting inequality and stopping climate change. More information around these goals specifically can be found on https://www.globalgoals.org/

What we need from you?
Your task is to design a range of impactful graphic materials which will assist the 'Social Change' campaign. You should set out with a mission to channelling your ability as a designer as a force for good, and take an innovative and positive approach to engaging a new generation.

Who is your Target Audience?

We know that the future of the planet is in the hands of the younger generation, and so we aim to use our voice online to channel our messaging towards this audience to ensure that they are as equipped and engaged as possible to tackle these issues.

What is your Campaign Objective?

You need to consider the business objectives of the campaign. This campaign does not aim to 'sell' products or services but to persuade, inform, and change or confirm opinions. This is a 'social awareness' campaign and your designs will help to add impact by engaging the audience because they are informative and inspirational. Your aim is to inspire and unite those who are likely to intuitively support the premise of the campaign in the first instance, to encourage them in getting involved to multiply our voice. We want to ensure this campaign has a fresh outlook, and provides solutions rather than terrifying the audience – we want to equip people with the knowledge they require to both take action themselves and teach others to do the same.

Tone of Voice

The tone of voice is in effect the personality of the campaign. You need to echo the tone of voice in the visual values you develop for the campaign, a well chosen and inspiring visual style will add impact to campaign copy. The following words describe the tone of voice for the campaign. Your visuals should resonate with the 'tonal' values, outlined here:

- **tangible;**
- **honest;**
- **provocative;**
- **optimistic;**
- **assertive;**
- **progressive;**
- **inclusive;**
- **positive;**
- **and, of course, creative ....**

Competition Brief

Your Tasks

Please submit designs for the following. Please make sure you read this brief carefully, as you will receive 0 marks if items are omitted:

1. A design for an A2 poster for the Social Change campaign. You will create an inspiring, original and memorable overall look and feel to your designs which carries across all items.

   You may create and import icons/photographic treatments which help distinguish this overall look and feel. Text can be generic, and your designs should include some photographic images which can be edited. However, you must consult generic brand guidelines for Social Change/Social Chain and your use of colour and typography should be sympathetic to these brand guidelines.

You must also include an Social Change logo on each item as lead brand, Social Change at second hierarchy and Website, and Social Chain's Twitter, Instagram and Facebook at low hierarchy.

Use of printing materials should be considered and clearly explained.

These should be submitted as PDF files, but your working files should be included in your WeTransfer folder.

2. A 10 second animation sequence suitable for circulation on social media which takes your design style, look and feel into motion graphics. This should suit with your print design pieces and carry the Social Change logo as lead brand. Social Change as second hierarchy. This animation should come in two versions – one suitable for use on Facebook and the other for Instagram Stories.

3. A series of at least 5 static images that promote the Social Change campaign, and can be used across Twitter and the Instagram feed. The Twitter pieces should contain the Social Change logo as a lead brand but the Instagram versions should not.

4. A Behance portfolio reflecting your design development and progress. This should show your research and workings for each deliverable and also show any development ideas you may have i.e. T-shirts, mugs etc. that would support the campaign.

5. A We Transfer of all your competition files. Please upload your preparatory work and finished pieces to your Behance site:

PLEASE NOTE THAT THERE IS NO REQUIREMENT TO SUBMIT THE PRE-COMPETITION ACTIVITY TASK.
https://www.behance.net/

Create a folder with the name (Yourname) WSUKGD 2019

Your WeTransfer should be a zipped file containing everything you have done for the competition clearly labelled. Take care that the site you create appears as you intend it to.

Include a text file with your Behance location and put all your competition files into it and use Wetransfer to send it to wsukgraphics2019@gmail.com

<u>Deadline –</u> ████████████████

If you are unsure about anything please email Mark or Deborah at this email address

Wsukgraphics2017@gmail.com

The competition website that should be used in your designs is http://bit.ly/2mwkGTc

The correct logos for Ideas Foundation is enclosed in this zip file. Please refer to the Ideas Foundation Brand Guidelines when creating your designs.

General guidance:
- this is a very hard task, and unlike a 'real' brief, you do not have the luxury of being able to discuss the work with your client. You will need to have faith in your ideas
- an important aspect of the brief is design constancy and recognisability as well as the recycling of design elements. You may find it useful to develop a brand mark from the Creativity Counts to aid recognition
- remember that you will score no points if you do not submit any of the required elements, so ensure to complete all sections of the brief
- your research is important and you should try and demonstrate how you came to your final ideas and designs clearly on your Behance site
- take care with your work organisation; project planning is key to success along with being organised
- create a folder for the project and save everything into it
- clearly organise your work: imagine what would happen if someone took over your work. make things clear for them. this will make work easy at the end when you just compress the one folder into a zip file and use WeTransfer.

When we are assessing your work at this stage of the competition these are the areas we will be looking to award points for:
- planning and pre-production
- subject and audience research
- use of typography
- answering the brief
- use of graphic and illustrative elements
- overall final outcomes
- use of Behance to creatively present process
- elements of design are fit for purpose i.e. correct resolution for use and copyright/ legal implications have been considered.
- your development of a style consistency across all the outputs
- check your outputs against the list below!