



Corals For Conservation

Action Project Reference Number: 85-O4

Action Project Title: Create Graphics for sites that C4C is working on.

Project Details:

Corals for Conservation would like you to design materials and graphics tailored to the specific sites they are working on. These resources should align with their conservation goals, providing site-specific information, promoting awareness of local marine biodiversity, and supporting their coral restoration and community engagement initiatives.

The partner encourages your own creativity in producing a unique finished product, however has outlined the essential areas below to ensure you comply with the project aims.

Useful Links

- Website- <https://www.corals4conservation.org/>
- Facebook- <https://www.facebook.com/C4Conservation>

KEY RESEARCH AND DISCUSSION AREA

Planning and Preparation

- What is the purpose of the materials?
- Who is the current target audience for the content? What potential new audiences are there?
- How will the content reflect the values, mission aims and long-term goals of the organisation?
- Where can you find the data and facts for the infographics?
- What format/designs will you use to make the resources engaging and suitable?

Design

- If you are appealing to multiple audiences, how could you differentiate the infographics (e.g. language, level of assumed background knowledge)?
- What sort of design features are currently used in the organisation's promotional material? (e.g. colour scheme, font, layout) What works well and what could be improved?
- What knowledge or other sources could you use from your own experience or from online for inspiration?
- Is the content eye-catching but appropriately informative too? There's a fine balance to find.

Potential Barriers

- Financial barriers (e.g. lack of money to produce hard copy materials)
- Practical barriers (e.g. access to internet to access web content)
- Information and knowledge (e.g. level of assumed knowledge is too high for certain audiences)

Proposal

- Can you effectively explain why you chose the smaller details of the designs (colour choice, font choice, image size/selection etc.)?
- Would it be added value to send the organisation an editable version of the work you have produced so that they have the option to tailor it as and when needed for future use?
- It may be worthwhile to include a small page of resources in the proposal that you have used in case the organisation like what they see and want to do some further reading.
- In the presentation, really make sure to give the reasons you chose the decisions you took.

Evaluation

- Have your infographics hit the targets you set yourself at the beginning?
- Does the presentation effectively communicate to the organisation exactly what you want them to hear? Is it clear and concise, talk about methodology and selection of designs?
- Is the work you created exactly what was asked of you in the brief?