Think Pacific Foundation

Action Project Reference: 51-49
Action Project Title: Design patterns for new Think Pacific Sulus

Project Details:

Sulus are traditionally worn in Fijian Rural Villages by both men and women and come in a day-to-day version as well as one for formal occasions.

Please design new Think Pacific Sulus for both occasions. Advise on fabric that can be used to make the process more sustainable.

The partner is open and interested to see your personal approach and design ideas for this project and has provided fewer strict guidelines to allow for a creative and unique finished product.

Useful Links: Website

Have any questions about this project? *Ask your mentor in your next meeting/drop-in or send them a message*

Key Research & Discussion Areas

Planning and Preparation

- What is the purpose of the designs?
- 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 visual representations?
- Do the organisation's current marketing platforms suit the current audience/have the potential to attract new audiences?
- What similar organisations are generating web content which could be used for inspiration?
- What is your vision for how the designs will be used?
- What message does the content aim to deliver?
- How can the content be diversified to gain support in other areas?
- 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?
- How could design features differ for varying audiences?
- What knowledge or other sources could you use from your own experience or from online for inspiration?
- Which platform is most appropriate for creating these infographics? (consider ease of use, professional finish and practicality!)
- Is the content eye-catching but appropriately informative too? There's a fine balance to find.
- Are images you aim to use subject to copyright?

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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)
- If you are unsure exactly what the brief is asking of you (in regards to specific uses/designs of infographics) and you feel you need clarification, make sure to send questions to your mentor early in the task so you have enough time to action on the response.

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.
- Is it worthwhile (if you have an idea) to include a timeline/plan of when these infographics would be used to give the organisation an idea of your vision? Making the action project as finished as a piece as possible gives it that extra edge!

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?
- Did you take the action project in a slightly different direction? If so, why?

Have any questions about this project? *Ask your mentor in your next meeting/drop-in or send them a message*