philo

Brief set by:
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How has Christmas been used by designers as a tool for impactful and productive conversation?

Related Disciplines
Graphic Design
Product and Service Design
Digital Design
Illustration
Impact
Newspaper and Magazine
Press and Outdoor

Deadline
1 October 2021, 5pm GMT

The Challenge
The aim of this brief is to look at how different brands use Christmas as a communication tool to create campaigns with impact.

This should initially focus on graphic design, both in the printed and digital arenas. But feel free to explore other creative outputs associated with the festive time period.

Once established, use this information to create a your own speculative project utilising the theme of Christmas. This can be in any creative field you feel appropriate but remember that we want people to continue talking about it after viewing.

What to Consider
This challenge is all about people and their relationship with Christmas. Think outside the box and research people's relationships with the holiday and why it can be so emotive.

Audience
The specific audience in this project is quite wide. It can be anyone who celebrates Christmas and engages in commercialism on a global stage.

Anticipated Final Outcome
At this stage of the course the final outcome is up for discussion. It should be based on thorough research throughout the previous four weeks and represent a culmination of your ideas and progression.

Assessment
This brief will be assessed against 7 core themes which should be considered in each element of your design process:

1. Research
2. Distil
3. Imagine
4. Make
5. Collaborate
6. Design
7. Communicate

Notes to consider
As the weeks progress, the target audience will become clearer, which will in turn inform a responsive final outcome.

This project begins with an exploration of a man made construct. Where it leads and what is achieved can be as magical as the festive period itself.

Good luck and have fun!