

**Dylan Wert**

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**Research and Development  
Task 3 + 4  
Persuasion 2019**

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**Research and Development**

**Task 3**

**Persuasion 2019**

## Brief

The brief was to create a persuasion campaign for a selected theme of our choice. To create a creative brief which we would then use as a guide to follow for the project.

## Deliverables

The Deliverables of this project was a persuasive campaign in the media of our choice. The media used would have strong reasonings as to why i chose it relating to the theme we had decided upon. For example if i was to choose the theme of the environment i would not be printing lots of leaflets as this is damaging the environment in the process and a bad choice.

## THEMES

- ▶ Human Rights
- ▶ Gender Equality
- ▶ Racism/culture/identity
- ▶ Disease
- ▶ Participation
- ▶ Disability/discrimination
- ▶ Homelessness
- ▶ Medication/drug use
- ▶ Food safety
- ▶ Environment

# Persuasion Research

Researching and understanding how persuasive campaigns work was essential to my research. This helping me understand how political, environmental and social campaigns design themselves to be most effective at targeting their audience. One which i looked at closely is Brexit and how the vote leave party had such a stronger message and design than the vote remain.

Also, understanding how campaigns and persuasion can work in a multiple of outcomes and ways is important than just creating a website or poster.



# Environmental Research

I chose out of the topics available to look at the environment because this is something I am passionate about and felt I would be able to look into this with the most knowledge and passion from the start. I made sure to look at a range of environmental concerns and what is already out there.

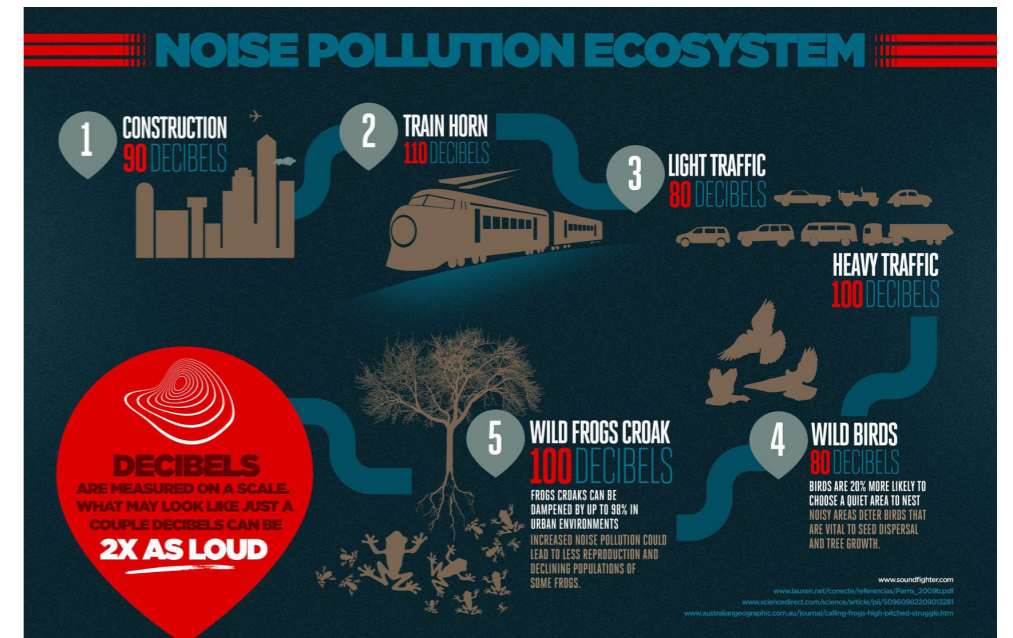
There are many campaigns targeting plastic waste at the moment but less target out areas which I felt might be the more effective route moving forward.



# Environmental Research

Global warming, climate change, plastic waste... These are all sadly common day discussions and issues that we all talk about. However, some issues like deforestation, overpopulation, light and noise pollution and even medical waste are huge problems too.

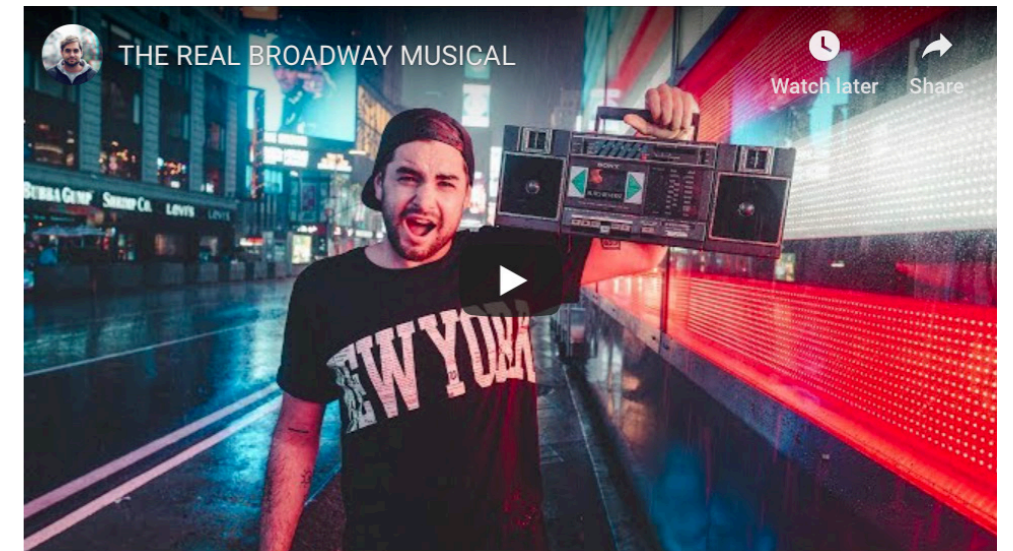
After researching these several areas that are less publicised in the public eye it has given me a better sense of some of the other issues that our environment faces and not just that once the plastic waste problem is solved everything else is great.



# Noise Pollution

We can, as an effect of noise pollution, generate headaches and migraines from too much noise and the wrong amount of noise within a day. This can lead to higher blood pressure and even effect our sleep patterns. There are so many knock-on effects with noise pollution. We were not created to handle hearing constant noise 24 hours a day. That is why sometimes when you go to the beach and mountains and it is so peaceful you can often feel refreshed because your body is able to have a true break from the urban life and sounds which it is unable to escape the majority of the time.

- Industrialisation
- Poor Urban Planning
- Social Events
- Transportation
- Construction Activities
- Household Chores



<https://youtu.be/A04Flv0H6R0>

# Creative Brief

I was tasked to create my first ever creative brief for this project and learned how to structure it through a range of workshops. Using this now I would ensure to reference back to it when completing the project.

It is the guidelines to work to on a project which includes the objectives from the client to ensure the correct outcome. It is for the client and the designers and a way in which to communicate and agree on the project throughout the design process. It is NOT a project plan but the boundaries in which the creative process will occur.

GRAPHIC COMMUNICATION: PERSUASION: ADZ5444 Who's The Designer?

## CREATIVE BRIEF

**CLIENT**  
Name: Noise Pollution UK  
Number: 020 7946 0665  
Email: noisepollution@change.co.uk

**PROJECT**  
Noise Pollution UK: Protecting wildlife from human noise.

**PREPARED BY**  
Name: Dylan Wert  
Number: 07527211992  
Email: dylanwert@hotmail.com

1

### OVERVIEW

The problem is that our environment is under so much strain from a range of sources and the most popular factors like plastic and fossil fuels get the most coverage. However, noise pollution is becoming a larger problem every year with the increase in city populations and activities. Sound pollution has a huge impact on human's health and hearing problems but also it has an impact on wildlife. Birds and the oceans are the largest affected by it and if we don't change, it could have a damaging effect on these two areas of wildlife and the environment in years to come. There is no legislation regarding noise pollution in the UK and so there is no limit to noise volumes and limiting noise in certain areas. It affects our wildlife but also humans and if we don't raise up the issue, we will all have to face the consequences.

### OVERVIEW

The primary goal of the campaign is to raise awareness and persuade the UK public to be aware and agree that noise pollution is become a problem especially in cities. It is affecting the environment of wildlife and humans ourselves. Noise pollution is never going to be able to be eradicated because it is part of life. However, artificial noise can be minimised to ensure stability.

A goal is to raise enough awareness to take action and force the UK Government to starting thinking about legislative action in creating a noise pollution act. To also reach the companies and organisations which create machinery for construction, the department of transportation and the environmental boards to push to think more about how much sound they are generating and the implications of this.

To make the audience realise how the volume of noise and excessive nature of it is damaging to the environment. Human's would want to take action against noise pollution if it stopped allowing people to freely live where they wanted, move around and communicate with one another without interruption. This is what we take away from certain species. We cannot continue to do this any longer.

We are aiming to reach people who care about the environment and want to ensure the world we build will still have the wildlife it has today. We aspire to create global activists and allow people to develop a better understanding of not only the materials we consume but the sounds we hear and create.

### THE MOST IMPORTANT THING TO SAY?

You can't stand irritating sounds and unwanted noises. So, we must stop forcing wildlife to do so.

We don't tolerate unwanted noise in and around our homes. Wildlife doesn't either.

### TARGET AUDIENCES

UK Gov Legislators  
Environmentalists People for change  
Construction Officials  
General Public  
Cities Councils  
Transportation Officials

### CREATIVE DEVELOPMENT

**Research:**

- Projects that promote noise pollution awareness and prevention
- Which wildlife is affected and how?
- Campaigns that exist with the same goals
- Look into medias these have been advertised
- How can this message most powerful create change?

**Ideation:**

Concept – series of videos / animation and sound advertisements which highlight the problem and solution. Make people feel uncomfortable with the amount of sound or the sounds themselves which it becomes uncomfortable to listen. Then directly highlight how wildlife is affected by this.

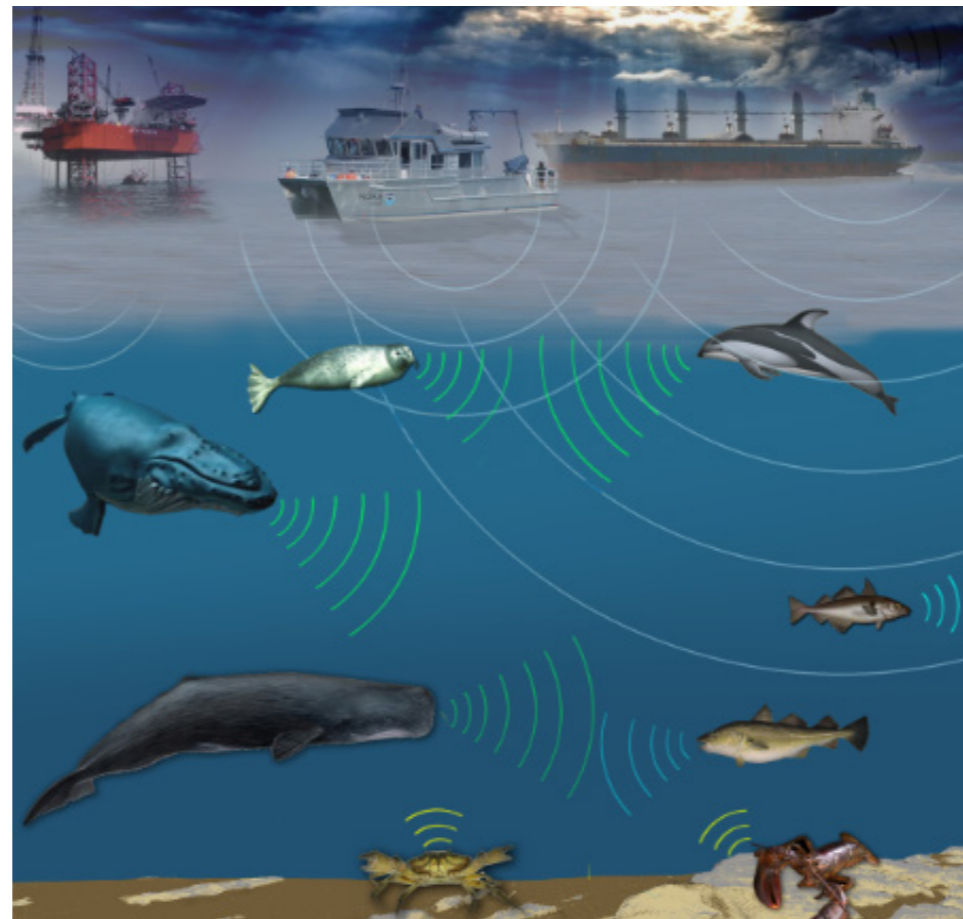
Concept – Infographics based on the effects of sound on wildlife. However, replacing the wildlife with humans so that people possibly for the first time will understand and can relate to how sound effects wildlife and the environment.

2 3



# Noise Pollution / Wildlife

Wildlife depend on sound whether that's in relation to sourcing food, communication and even mating. Science has shown that the effect of noise pollution on wildlife has intensified over the last decade and is not stopping. It has a huge impact on population and community levels across different animal species. Roads are a major cause of noise pollution from the cars that all of us take for granted. Man-made noise is a recent phenomenon which has a big impact on behavioural change among animals as well as humans. We are unable to completely get rid of noise pollution, but we can definitely do something about the man-made pollution and start to reduce it.



A poster for the Noise Pollution Awareness Project. The central theme is the word "Quiet" written in various languages: Stille, Спокойствие, Calma, Quiet, هادوء, Kalm, and 平静. The word is arranged around a silhouette of a globe. Below the globe, Arabic text reads: "الضجيج يوصلك لحدود الاكتئاب والإحباط.. فلنتعاون معا للحد منه". At the bottom, it says "Noise Pollution Awareness Project" and "التلوث الضوضائي". The poster includes logos for sponsors and partners such as the Ministry of Environment, Planning and Economic Development, and various banks and groups.

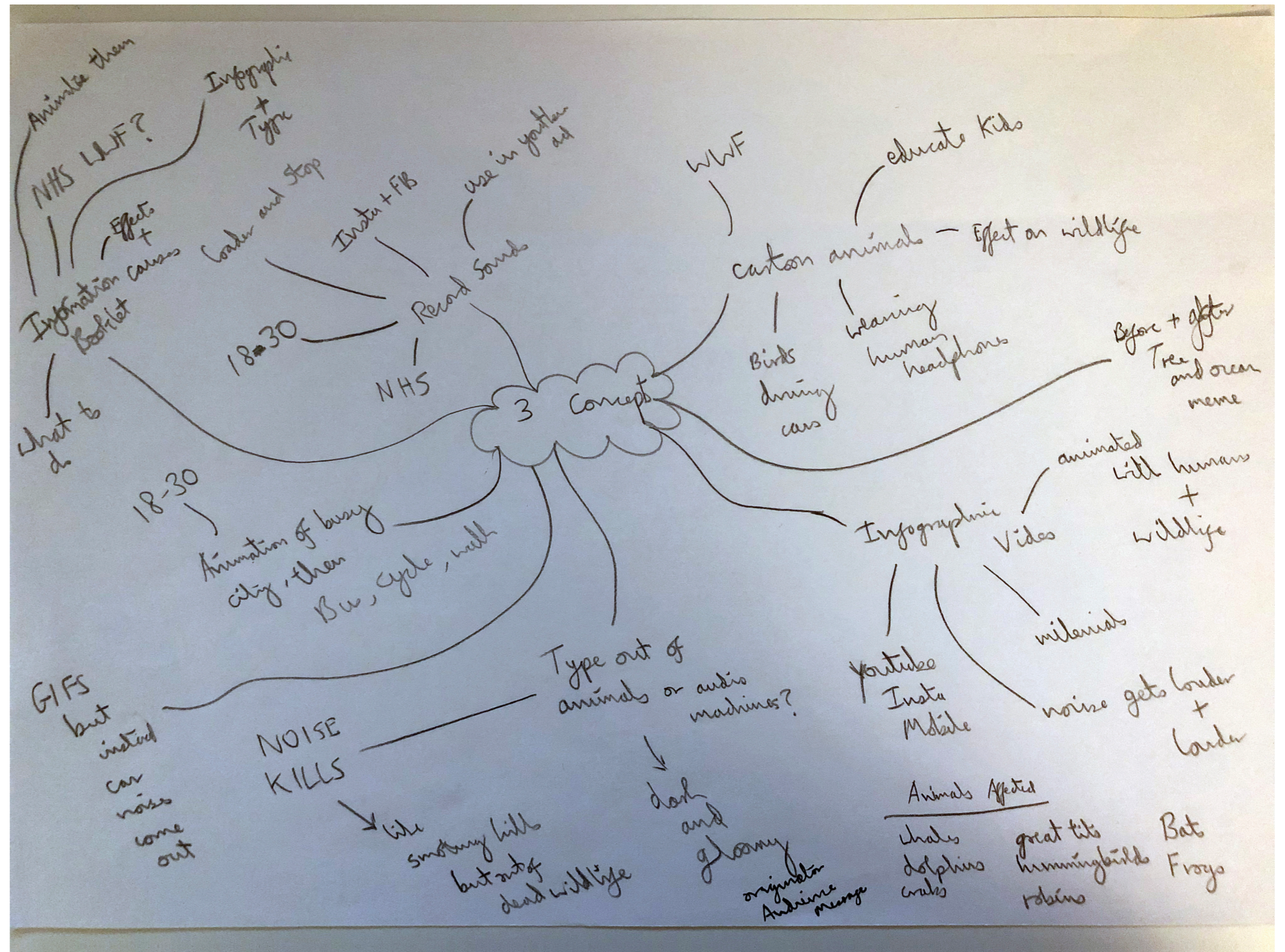


<https://vimeo.com/oceancare/underwater-noise>

# Idea Generation

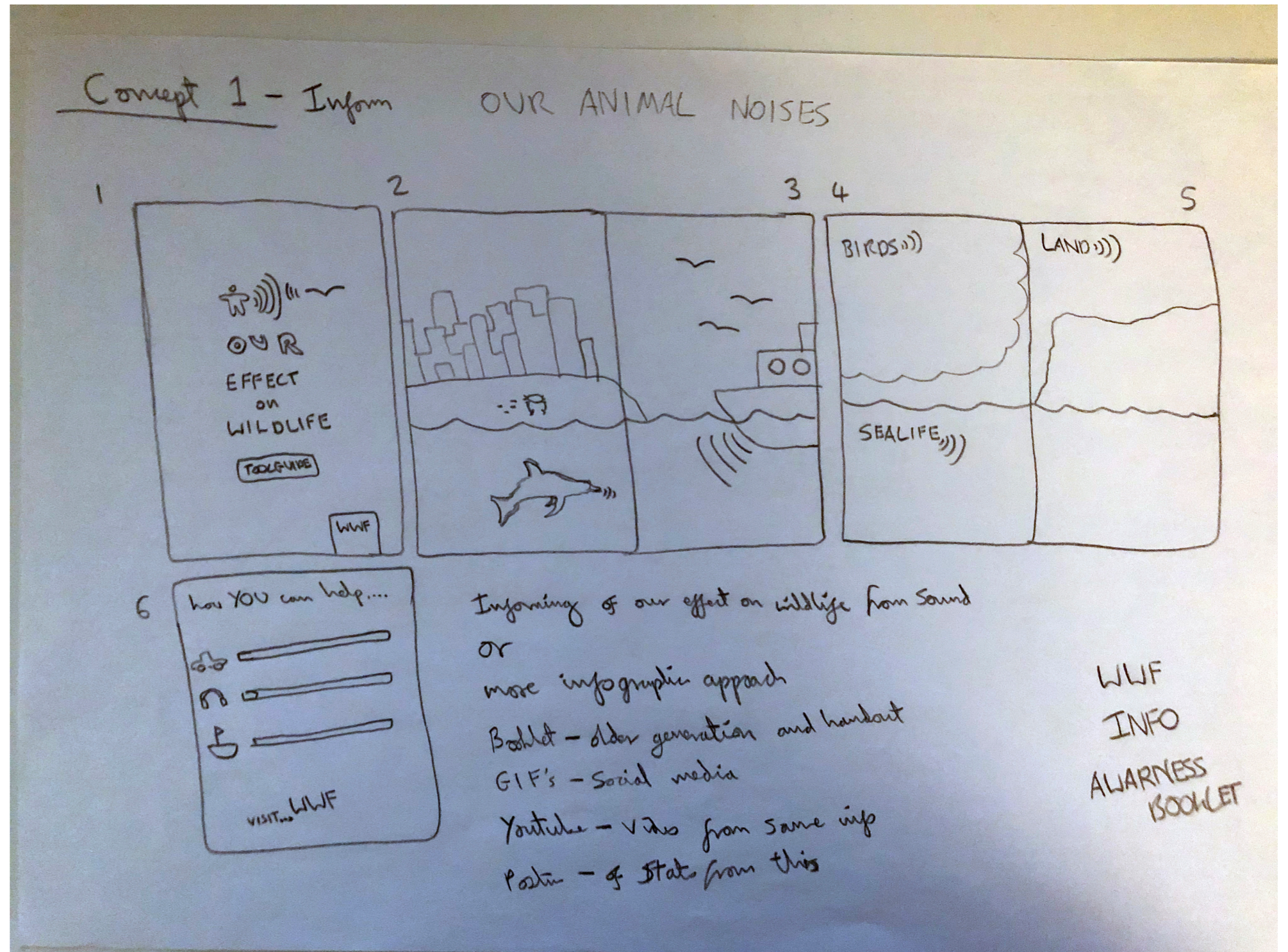
Initial ideas for the campaign consists of different media, how to interact with target audiences and how to best promote the campaign with noise in mind.

There are many campaigns targeting our effect on wildlife from the WWF but often they can be harsh and painful to look at. I wanted to create a campaign which is freindly and approachable but still carries a strong message.



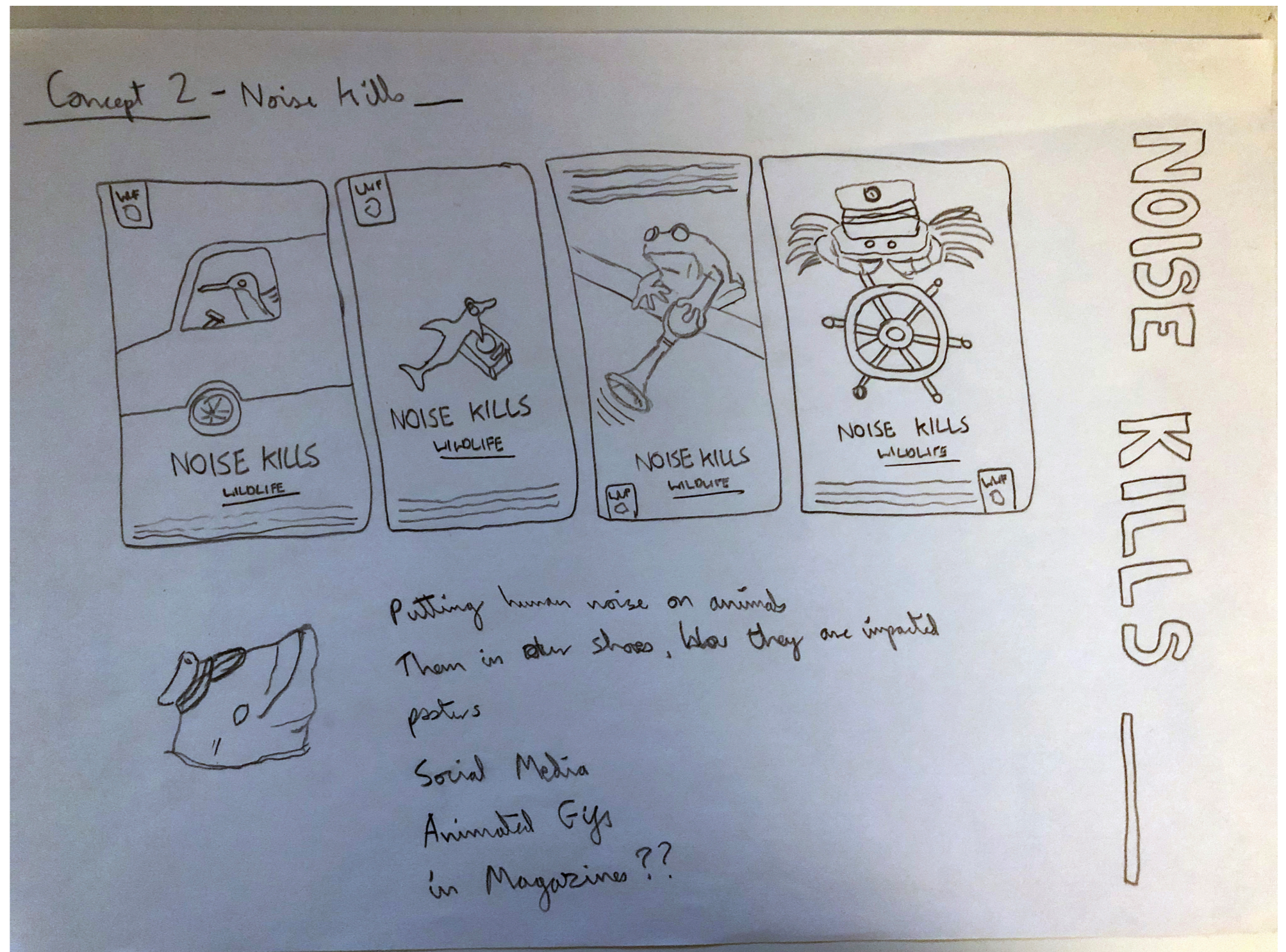
# Concept 1

The first concept was an informative booklet based on animals that are affected by noise pollution and the different areas that they are affected. To inform the general public and then on the back page is a few ways in which the general public can start to make incremental change in their life to tackle this growing problem. The idea is that this could be printed and given out at zoos but also the information could be digitized to GIF's and social media posts. This is because the target market I am aiming this at is young adults who are actively on social media and also the generation who are most likely to change their production of noise.



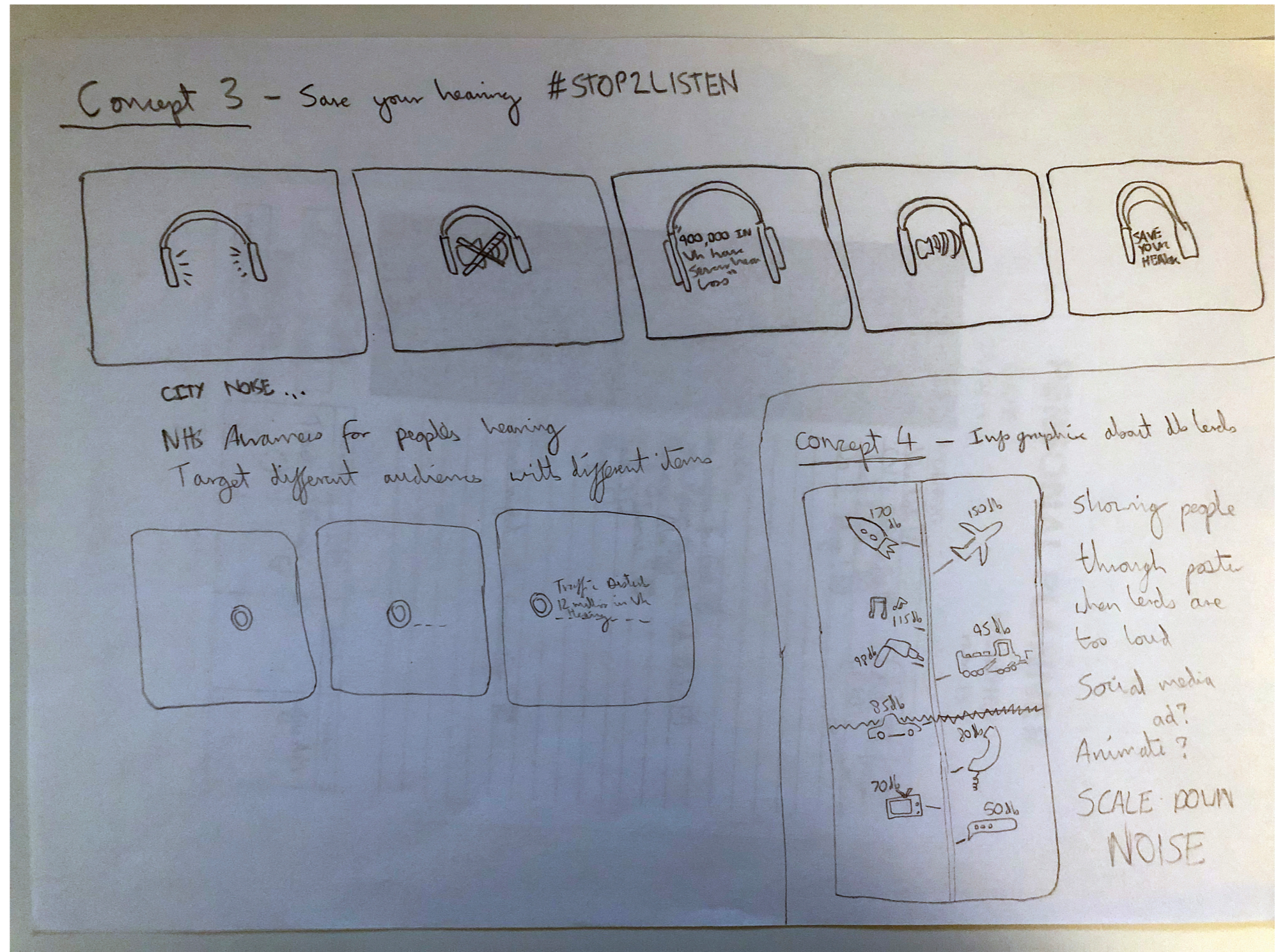
## Concept 2

Concept 2 is a series of posters each with an animal that is affected by the noise it is creating the environment that it is seen in. It is meant to be a completely new way of looking at the issues of noise pollution putting the wildlife in our shoes. This could be placed in magazines as adverts or social media. However, the negatives of this outcome after thought is that it is too static and that posters might not be the best way in order to connect with an audience today.



# Concept 3

Thirdly, I wanted to look at using a pair of headphones as a piece of technology which seems harmless. However, shows who us as humans make so much noise but don't see or think about the effect it can have. Inside the speakers would be typographic quotes which would be displayed using motion graphics in animation. This would be a very direct approach towards the problem and show the statistics. This could possibly look at how humans are affected but how wildlife is affected worse?

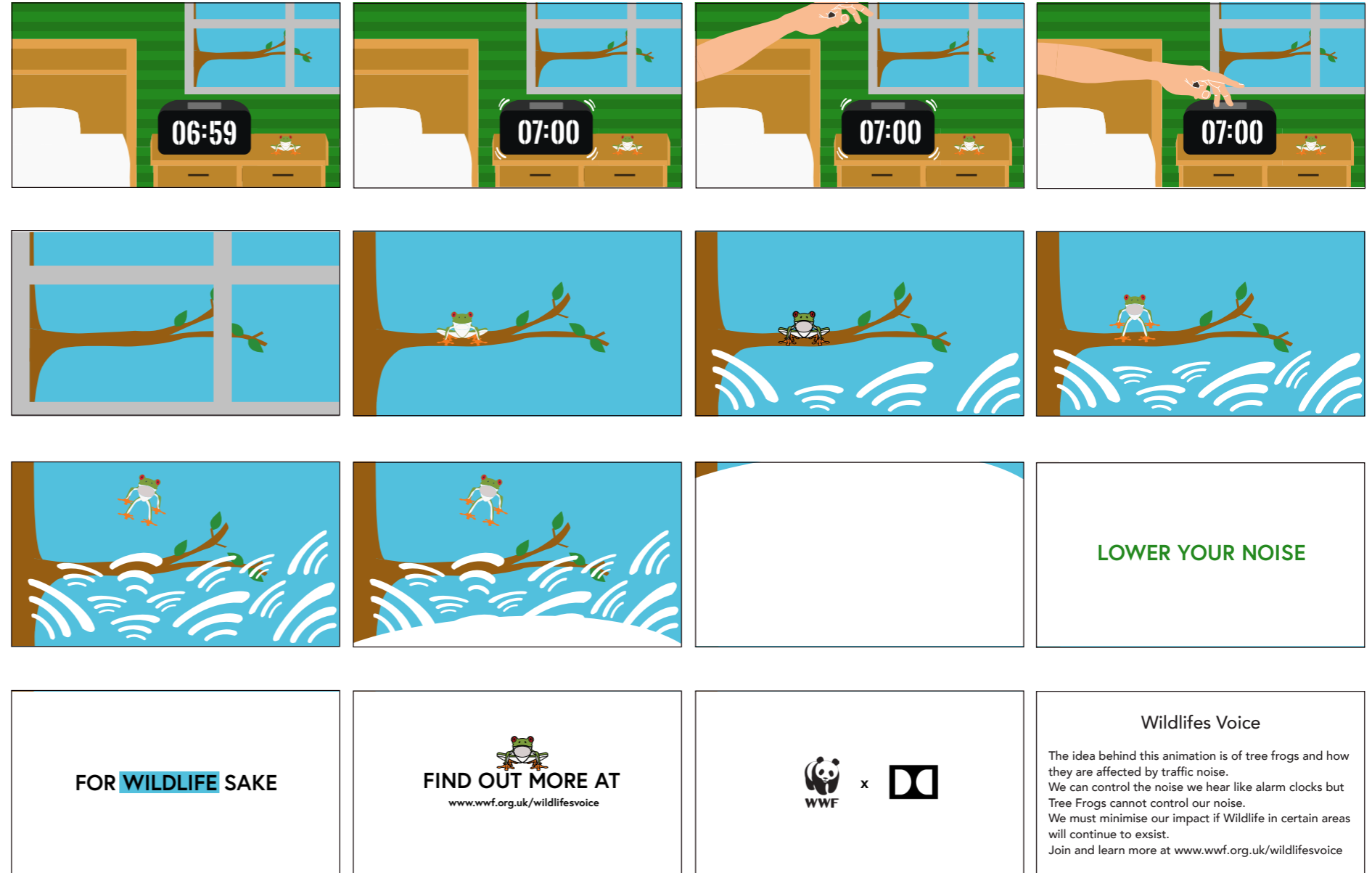


# Outcome Storyboard

My idea is to use dolphins, tree frogs and birds to highlight the impact of noise pollution on wildlife in the sea, on land and in the sky. I feel by having a range may improve its reach affecting people who care about different species. I chose these three animals because of the reasons above but also because they are all effected differently by noise pollution and each in their own ways are having trouble with living in certain areas, mating and even increased stress.

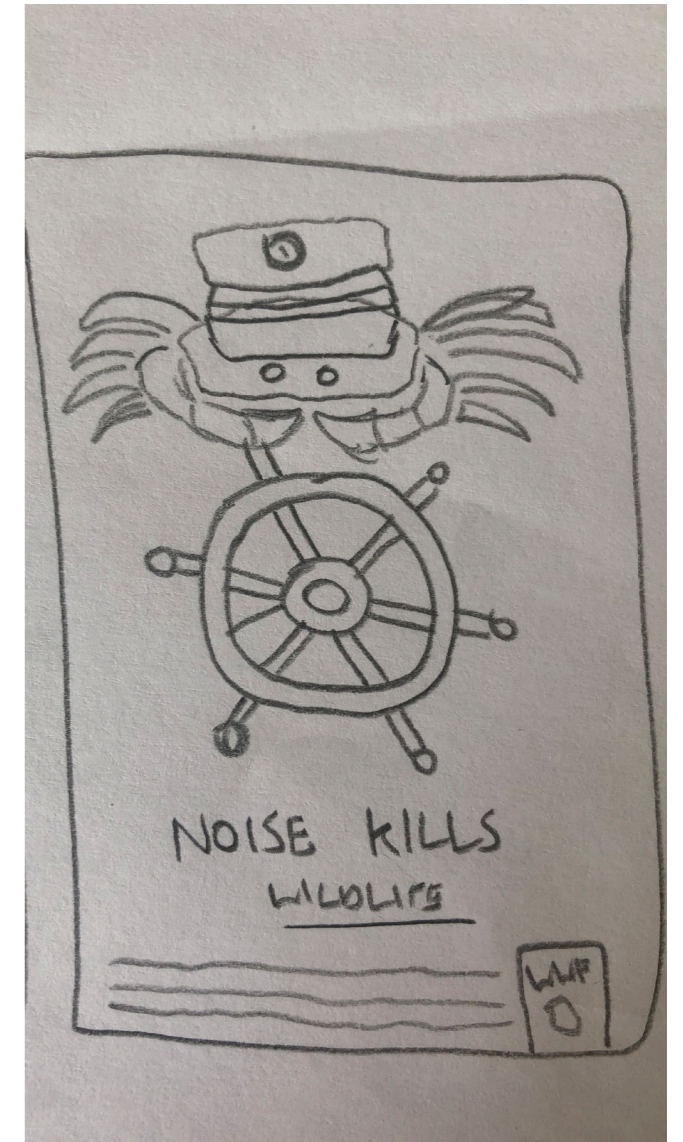
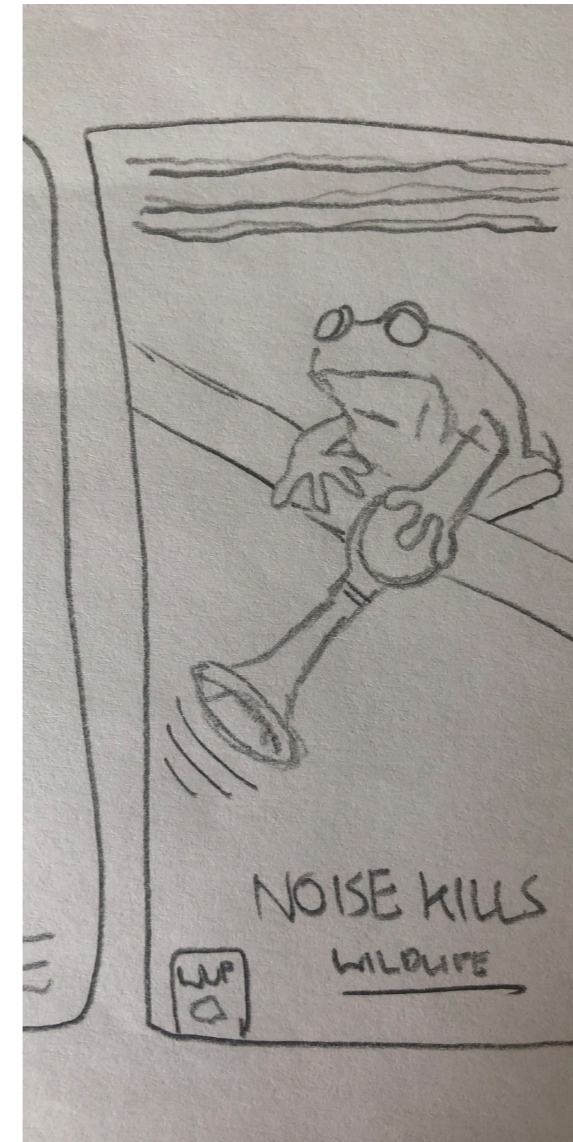
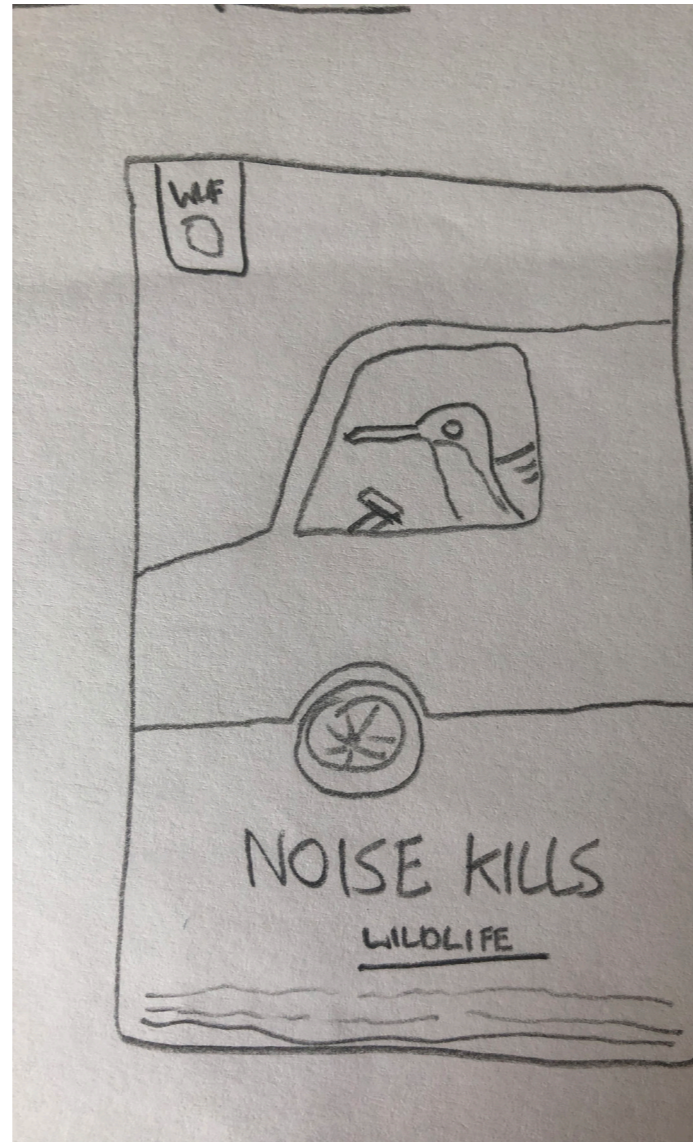
To the right was the first story board for the tree frog. They are affected by traffic noise and often become stressed. Their vocal sac changes colour and becomes paler which makes it harder for them to mate as they become less attractive to potential mates. Therefore, slowly lowering numbers of tree frogs.

This was shown before developing it into a moving animation to peers and my lecturers for feedback.



## Change of Direction

After a lot of thinking I have decided to go with concept two because I feel this idea has a lot more reach and potential. In the feedback from group members and Wendy they all said that they liked the witty nature and light-hearted idea which they felt they could connect better to. Initially, I really liked concept two but at the time did not know if it was detailed enough to push through. However, with more thought into it I realise it's about persuading change and something people can connect with. Not offloading lots of information about the topic onto people and informing them but not changing their ways or actions on the issue.



## 1st Poster / GIF

Above is the initial poster that I created with natural colours however I did not think that this looked very good. I wanted to keep them simple and cartoon like but just felt that they did not pop enough. I think thought about how the colour scheme could be designed using sound and this brought the idea of music streaming apps. They all have different colours and distinct colours which together makes a nice eye-catching design. This is something you are less likely to see colour wise and hopefully would draw more attention.



Making less traffic noise will preserve tree frogs.

In partnership with WWF and Dolby  
Join at [www.wwf.org/keepwildlifehappy](http://www.wwf.org/keepwildlifehappy)

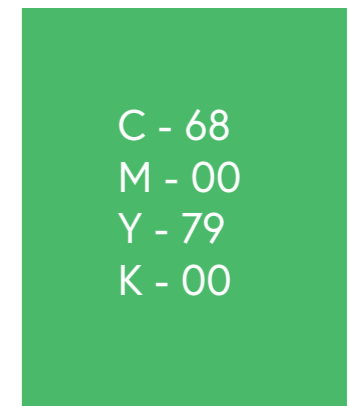
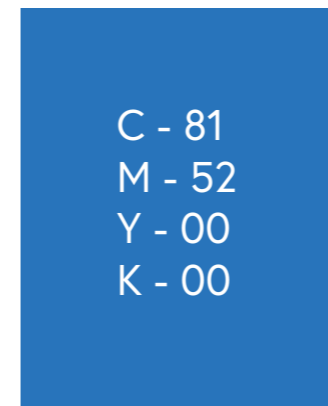
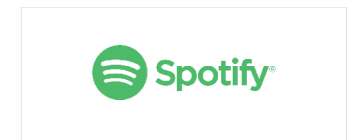
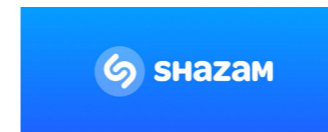




## Colour and Typeface

Above is the initial poster that I created with natural colours however I did not think that this looked very good. I wanted to keep them simple and cartoon like but just felt that they did not pop enough. I think thought about how the colour scheme could be designed using sound and this brought the idea of music streaming apps. They all have different colours and distinct colours which together makes a nice eye-catching design. This is something you are less likely to see colour wise and hopefully would draw more attention.

# Europa-Regular Europa-Bold



# Final 3 GIFs

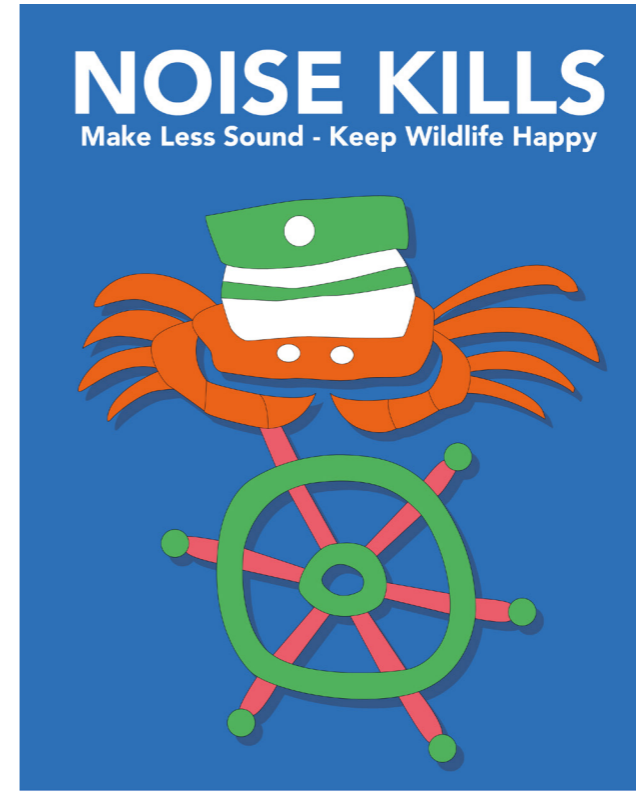
With my final three designs i created them into GIFs using After Effects so that they could also include sound. These would then be placed in certain areas around the public to annoy and persuade people to pay attention and think more about the noise they create and how they can reduce it. I am happy with the colour scheme chosen as i feel it works really well and makes the designs more child like and attractive than the natueral colours from the original idea.



Making less traffic noise will preserve tree frogs.  
In partnership with WWF and Dolby  
Join at [www.wwf.org/keepwildlifehappy](http://www.wwf.org/keepwildlifehappy)



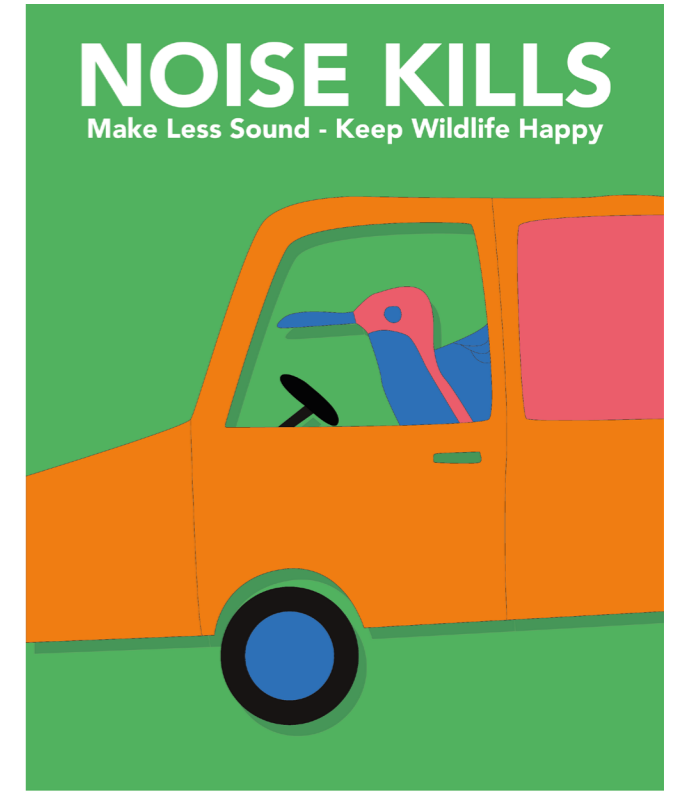
Link 1



Making less traffic noise will preserve tree frogs.  
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Join at [www.wwf.org/keepwildlifehappy](http://www.wwf.org/keepwildlifehappy)



Link 1



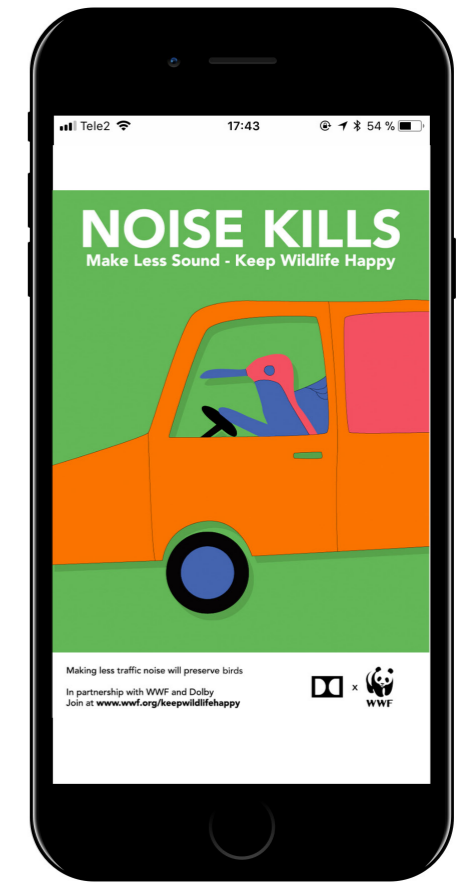
Making less traffic noise will preserve tree frogs.  
In partnership with WWF and Dolby  
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Link 1

# In Context

Placed in context it holds so much more purpose. As the main amount of noise created that affects the tree frog, crabs and birds is from noise which we all create through transport I felt it was best to situate the gifs within those spaces where we may wait for buses or the tube and also allow it to be shared over social media on a phone. This way it can be seen by more people. Hopefully, this could catch the eyes of people looking around when traveling to work but also on social media for the ones who would be looking down at their phones at the same time.



# Thoughts

Overall, I am happy with the project to a certain extent and feel it is a good campaign for spreading awareness and starting to make people aware and persuade them to turn their music down or make less sound in other ways. However, i do feel becuae i switched my idea half way through i did not have enough time to make a better outcome and therefore this has suffered. In future i feel i have to stick with something more and not change my idea as much. If i had researched more into what outcomes and media would work best then i do not think that i would have needed to switch ideas becuae my idea would have been strong enough and able to be carried throughout the whole project.

**Dylan Wert**

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**Research and Development**

**Task 4**

**Persuasion 2019**

# Chosen Brief

The brief was to promote awareness and understanding of Ectodermal Dysplasia and the symptoms, educating people how to live better lives and overcome these challenges. Also, to educate others so that they are aware of how to help.

# Deliverables

The Deliverables were down to what the client wanted and our client was open to ideas. Information booklets were a big no but everything else was possible. In the end I created a lesson plan to be used in schools through a presentation and game to present children with a better understanding of what Ectodermal Dysplasia is and how to help others around you. This would be done through research and development which i will show within this document.

GRAPHIC COMMUNICATION: PERSUASION: ADZ5444 [Subject](#)

## Persuasion Challenge

**Client contact information:** Diana Perry, Ectodermal Dysplasia Society, Unit 1 Maida Vale Business Centre, Maida Vale Road, Cheltenham, Glos. GL53 7ER. Tel: 01242 261332 Mobile: 07774 465712

**Project title:** Ectodermal Dysplasia

### 1. Background / Overview

#### Our Mission

The Ectodermal Dysplasia Society aims to promote awareness and understanding of the Ectodermal Dysplasias by providing detailed information and practical advice to those individuals and families affected by Ectodermal Dysplasia, and to the medical professionals, local authorities, etc., who support them in living life to the full.

#### The ED Society aim to:

- be the first port of call for all those seeking information on the Ectodermal Dysplasias
- provide personalised support to individuals and families affected by Ectodermal Dysplasia and provide personalised guidance to authorities in the UK (e.g. schools, social services, etc.) seeking to understand how to manage the effects of Ectodermal Dysplasia on individuals and families in their community
- raise the awareness of Ectodermal Dysplasia within the medical profession and other community officials in the UK (e.g. health visitors, social workers, etc.) in order to promote early diagnosis of babies and children with life-threatening symptoms Ectodermal Dysplasia (e.g. over-heating, breathing difficulties, feeding difficulties, etc.)

### 2. What is the communication challenge?

To raise awareness of Ectodermal Dysplasias, revealing the many different symptoms, their location on the body and how they may effect individuals.

This could be in the form of a printed leaflet and/or poster as well as in digital form.

### 3. Target audience: who are you trying to reach?

Individuals, parents, families, friends, GPs, Nurses, other medical professionals, schools, authorities and the general public. This could include a simplified map for children.

We would like to use the designs at Conferences, Presentations, on our website and social media.

### 4. What's the message

To reveal the differing symptoms, highlighting where they affect the body in an interesting, easy and fun way.

### 5. Considerations

For information, we have supplied

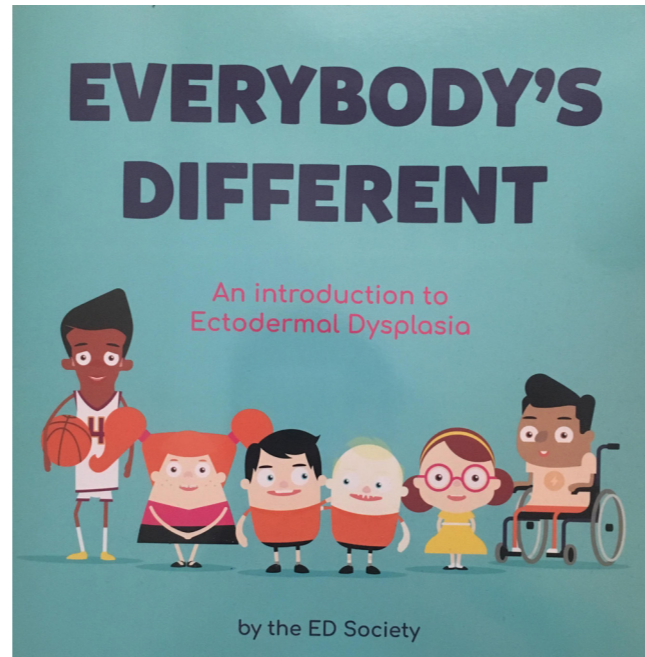
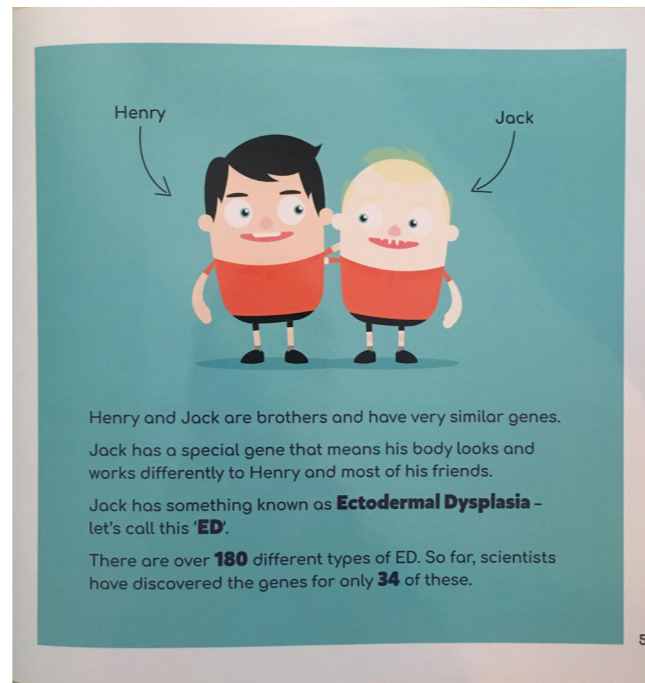
1. a copy of our current 8 page quadruple fold leaflet with a simple visual showing where on the body the main symptoms affect an individual
2. an example of the EDS brochure

Thank you

# Meeting Client

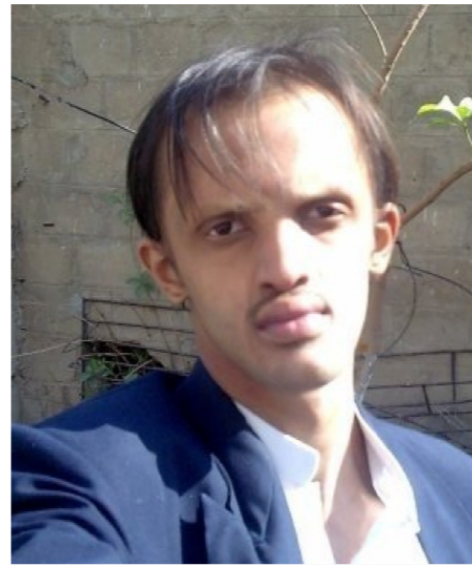
Meeting the client was vital at the beginning of the project. Getting to know the client and understand where their vision for this work was and finding areas that we could as a group or individually create solutions for. Questions about the brief were answered and this helped me have a healthy relationship with the client throughout the project. Good communication and a good relationship is vital when working with clients to get the best outcome.

We were shown what material the charity currently has for medical professionals and also parents with their babies / young children.



# What is Ectodermal Dysplasia?

I chose to look at the Ectodermal Dysplasia Society brief because it is something I had no prior knowledge about and I wanted to learn something new. I learned that it is a rare set of disorders which only has been diagnosed to 7,000 people around the world so far. I first started by researching the website of the society which has a massive amount of information about the Dysplasias but not much imagery which I found interesting as it is often a very visual thing.



Donate   

[What is ED?](#) [About Us](#) [Support](#) [Medical](#) [Get Involved](#) [Contact Us](#)

Home » What is Ectodermal Dysplasia? » Types of ED

## Types of ED

- [Alphabetical List](#)
- [Mild variants of Ectodermal Dysplasia](#)
- [Incontinentia Pigmenti](#)

## Symptoms of ED

- [Teeth](#)
  - [Dental Implants](#)
  - [Dentures](#)
  - [Teeth Tips](#)
- [Ear, Nose and Throat](#)
- [Eyes](#)
- [Hair](#)
- [Nails](#)
- [Respiratory System](#)
- [Skin](#)
- [Sweat Function](#)
- [Other](#)

## Genetics

- [How genetic disorders are inherited](#)
- [Ectodermal Dysplasia](#)

## Types of ED

There are 180+ Ectodermal Dysplasia syndromes (types) have been identified and named based on the specific combination of symptoms shown in affected individuals.

The different symptoms will determine which syndrome is responsible as each combination of changes may be a distinct Ectodermal Dysplasia and will have a unique name.

Please see the [Alphabetical List](#) for all the different syndromes

Fundraising  
£

Donate  


Support  

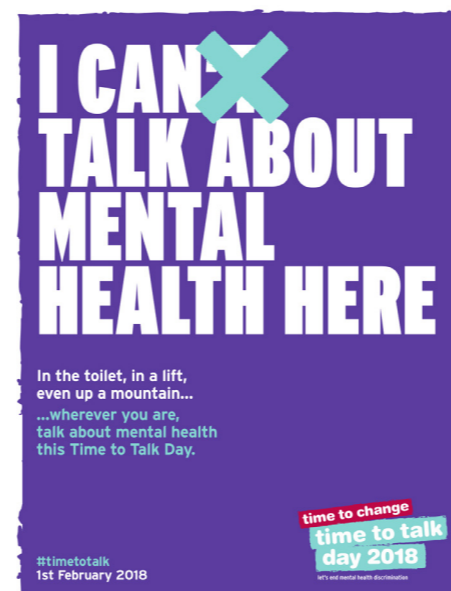

Volunteering  


Contact Us  




# Research Campaigns

It was important to research into how other campaigns set out their work for ideas of how i could do the same and make mine stand out. Persuading can be hard and you have to think in very creative ways in order to create something which is original. One thing I like is Spotify's use of bright colours to engage with the younger audiences. I feel that this would be vital if I look at a younger audience as this can be a real problem in getting teenagers attention and keeping it.



# Creative Brief - Personal

We each created a creative brief to discuss and follow throughout the project as clients often don't have a brief themselves. It is up to the designer and client to work together to figure out what will work and agreeing on what areas to look at going forward.

Communication is key. After we visited the client I felt there was a gap in the content for the high school teenagers. Teenagers with ED had nothing for their age to help them and their peers had nothing to be able to learn from to become more aware of how they can help. I feel like educating and changing people's views on these individuals will be the best way to persuade the next generation to have a much better understanding and awareness of Ectodermal Dysplasia.

## OVERVIEW

The Ectodermal Dysplasia Society aims to raise awareness of Ectodermal Dysplasia (ED) and improve people's knowledge around it. There are over 140 symptoms of ED and they strive to be able to assist families who have children with ED helping them understand how to live their lives to the best they can. They also push to raise the awareness and knowledge of medical professionals, schools and other areas like schools and local authorities so that everyone has a better understanding. It is important that people are aware of ED so not to judge children in different situations where they may find difficult because of their disorders and so they get the help they deserve and should be readily available to them and their families.

## OBJECTIVE

The main objective of this project is to create outcomes which will aid the Ectodermal Dysplasia Society's communication to more people on informing and highlighting what ED is and how it affects individuals in everyday life. To create possible print and digital content which will be accessible for everyone to appeal to a large audience of people. To create an outcome which is understandable, easy to navigate and provides the critical information needed to help improve people's understanding and ideas surrounding ectodermal dysplasia.

## TARGET AUDIENCES

The target audience has the potential to be everyone as the client's aim is to create a better understanding for all. However, one of the main target audiences that was highlighted in the client meeting was the ages between 12-24. These are children in high school and university students. It is important to target them as there is a gap in information available regarding ED and not a lot of resources for people of this age to be informed and children/students growing up with ED to know where they can get guidance or help from or what to do in certain situations. There already is access to information for parents with younger children and medical professionals. However, we aim to bridge this gap by creating new resources that the Ectodermal Dysplasia Society can use.

High school students of 12-18 often find themselves getting bullied and it is a tough time to grow up and with the rise of social media and cyber bullying this is a huge problem for teenagers with ectodermal dysplasia. They often feel singled out by their physical symptoms and how they look. It is important to educate teachers and inform schools of ED and how they can deal with it without singling children out but creating environments or situations for all students to include them within everything. To ensure inclusion, not exclusion.

University students generally of the ages between 18-24 face different kinds of challenges. This is when all students have to often mature and find their way in life without their parents. For individuals with ED this can sometimes be a bit more challenging and it is important for them to be aware of how to deal with symptoms. For example, overheating from no sweat, this can lead to sickness and it is important for them to know how to stop this from happening as it is a risk to their health. Equally as important, to educate universities and fellow students of how to help their classmates if they need assistance and for them to be a better understanding of ED on campus. This will lead to a much safer environment for them as they leave home.

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## THE MOST IMPORTANT THING TO SAY?

It is important to use suitable language as high school children will need to be educated using simple language and even university students to a certain extent. Easy to understand for people with no knowledge to start to build an understanding but also for people with ED to continue to learn more about the disorder symptoms and how to tackle them.

Using suitable outcomes which are engaging through media that is relatable and fun for high students. We understand this an age group that often are harder to get the attention of, but it is vital that we are able to do this to educate them. Likewise, for university students, this will be key in offering services or information that is readily available or content they feel is approachable to allow them to contact the EDS to learn more about what all it entails.

## CREATIVE DEVELOPMENT

As a group we decided that this age group is large and covers two areas. To allow the client to have the most benefit from the project to split the target audience up and target different groups so they can use more outcomes if they choose to. Sharing research and ideas with one another but ensuring we all create our own individual outcomes. I have chosen to look into high school students of the age range 12-18. For communication purposes we will continue using the thread initially created for query's regarding imagery or feedback as the ideas are developed.

### Ideation:

Within the group we all have initial ideas regarding the topic, and it is important for us moving forward to research into existing campaigns for ectodermal dysplasia but also a better understanding of what people of our target audience like and what gets their attention. It is vital that the outcomes work and not just convey the information but in ways that will be understood and approachable by 12-18 year olds.

I am going to be looking at 12-18 year olds and focusing on symptoms of ED but possibly through implicit means that do not single out teenagers with ED but include them within society and their classrooms and social circles. It is also important to look into bullying and potentially creating an outcome which will look into how to prevent this from happening. Using social media as an outlet might be useful in educating the teenagers directly and looking at how I can educate the teachers through informative booklets or digital formats as how to best improve anti-bullying around ED within the classroom. Also creating an engaging product or teaching material may be more effective in bringing the project across which will hold a message that sticks with the children better.

3

# Creative Brief - Collective

As a group we took all of the briefs that we had created and put them together in one PDF to send to the client. This was a great way to see where we all were and the possible initial ideas of what we could create.

The client came back with amendments which helped massively and only arose because we had communicated well with each other. I had thought of looking at bullying originally but after the Creative Brief was sent back there was emphasis on not designing an anti-bullying campaign but looking at how to educate and make people aware of Ectodermal Dysplasia.

GRAPHIC COMMUNICATION: PERSUASION: ADZ5444 Who's The Designer?

## CREATIVE BRIEF

**CLIENT:** Diana Petrie // Ectodermal Dysplasia Society

**PROJECT:** To create a persuasive campaign to raise awareness of Ectodermal Dysplasia without isolating those that live with it, and involve the surrounding community in supporting people they know with.

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**OVERVIEW:** The Ectodermal Dysplasia Society works to raise awareness and improve understanding of the disorders by providing information to the general public, people and families with Ectodermal Dysplasia (ED) and medical professionals. ED is a group of syndromes all deriving from abnormalities of the ectodermal structures. These syndromes can occur in a variety of ways the most common being hair loss, teeth structure problems and an inability to produce sweat glands.

The society's purpose is to be a base for families dealing with ED to receive help and support when it comes to speaking to local authorities and schools. They also want to help promote early diagnosis of ED by getting involved with doctors and health visitors, etc.

**OBJECTIVE:** The outcomes of this project need to raise awareness and inform people of Ectodermal Dysplasia without isolating those that live with it. It will be an anti-bullying, awareness, responsibility of health campaign, but the things it addresses are intended to address those with Ectodermal Dysplasia without calling them out directly.

1

**TARGET AUDIENCE:** The target audience addresses two age brackets that cover the spectrum of ages of young people. One age bracket is 12-17 years old and will address matters that take place predominantly in high school, such as bullying. The other bracket is 18-24 year olds who are in university.

With a lot of the material that already exists surrounding Ectodermal Dysplasia, it is either aimed at young children, or aimed at parents and medical professionals. Outcomes aimed at the people in between would bridge the gap between the help that is already out there.

**IMPORTANT INFORMATION:** Keep in mind the age groups and how informal language will probably be more helpful to them in terms of learning and understanding.

There is already an existing Facebook page for Ectodermal Dysplasia, but it's not drawing much attention from these young people, as young people don't always want to make it known that they're different in any shape or form. It is about including these individuals within society rather than excluding them and pointing out their differences. Remembering we are all individual and unique human beings.

We also need to keep in mind there is a blur between age groups where some things overlap, like people becoming more independent, and drinking alcohol, etc. even when it isn't completely legal, or they're still classed as children in society's eyes. These topics need to be approached sensitively, and in some ways in a comforting manner — especially as far as one independence and expressing feelings is concerned.

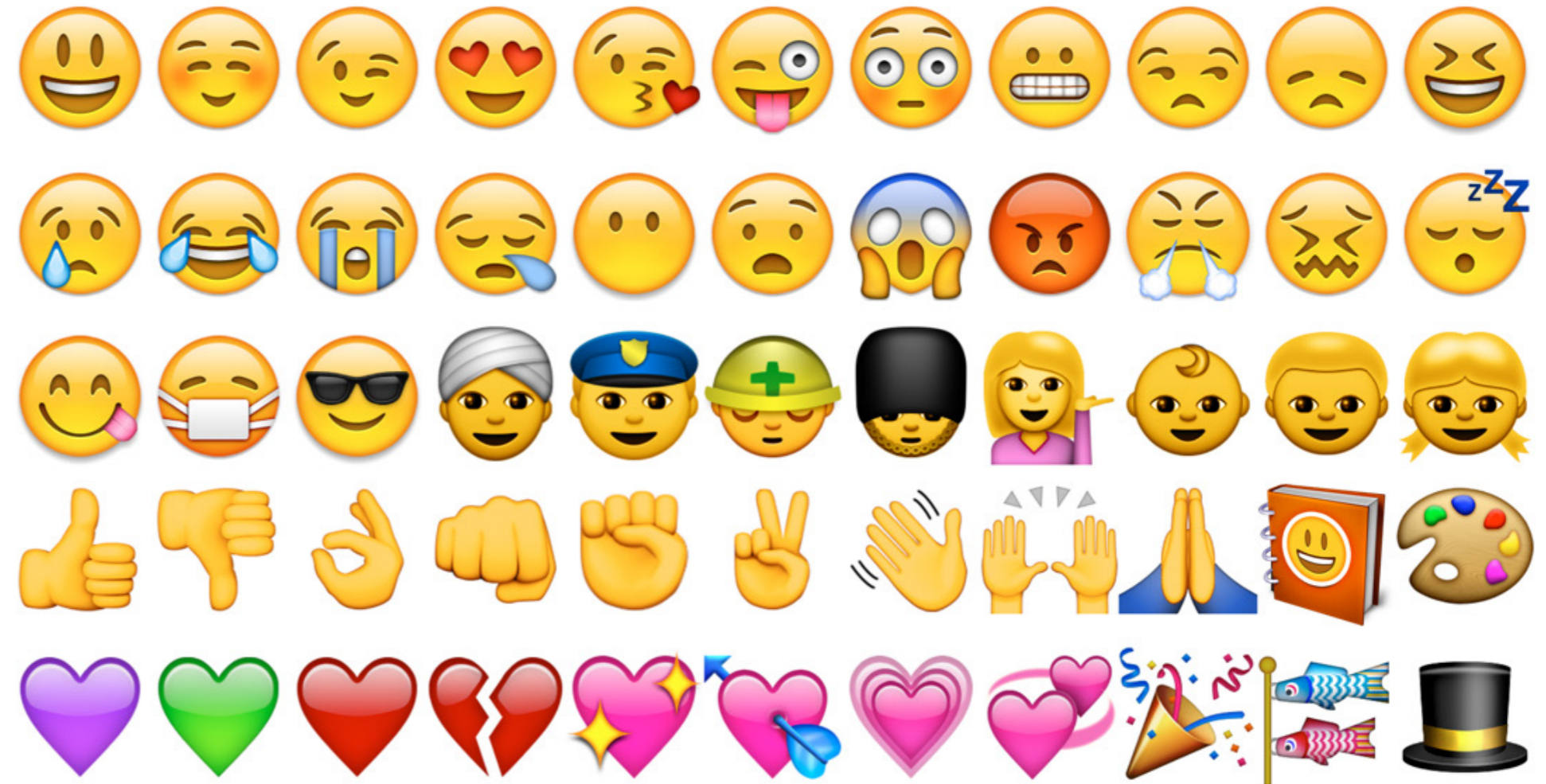
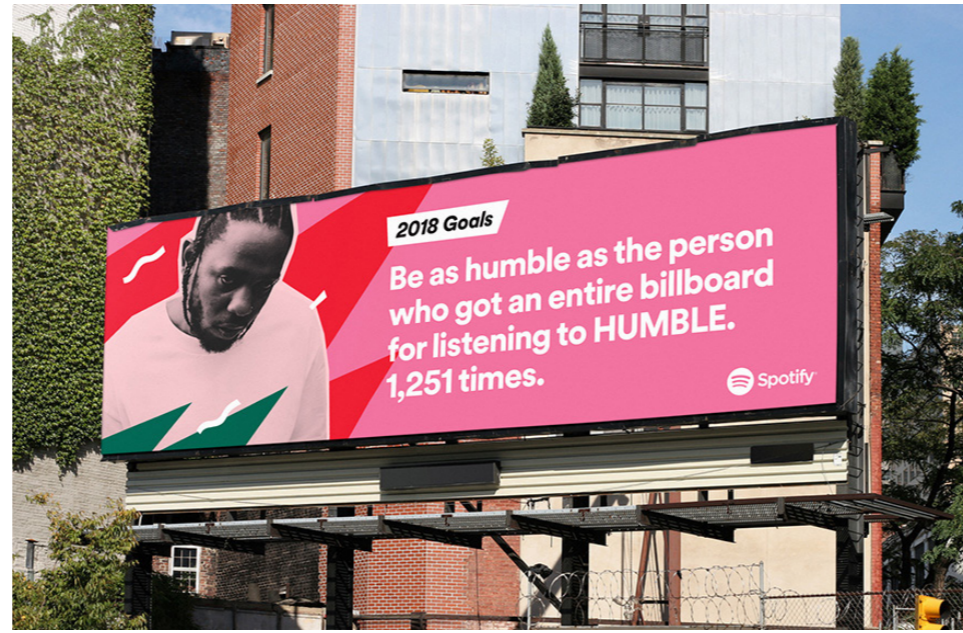
**RESEARCH, IDEATION & APPLICATION** The group has decided to work as a group, but each produce at least one outcome that is our own, whilst also working collaboratively on things where possible. The aim is to create a pack of different resources for the client to use rather than make several variations of one outcome.

There are different sections per age group, so four sections in total. Whilst outcomes may blur and feed into one another, the idea is we will all produce an outcome each for the Ectodermal Dysplasia Society.

2

# Research Teenagers Interests

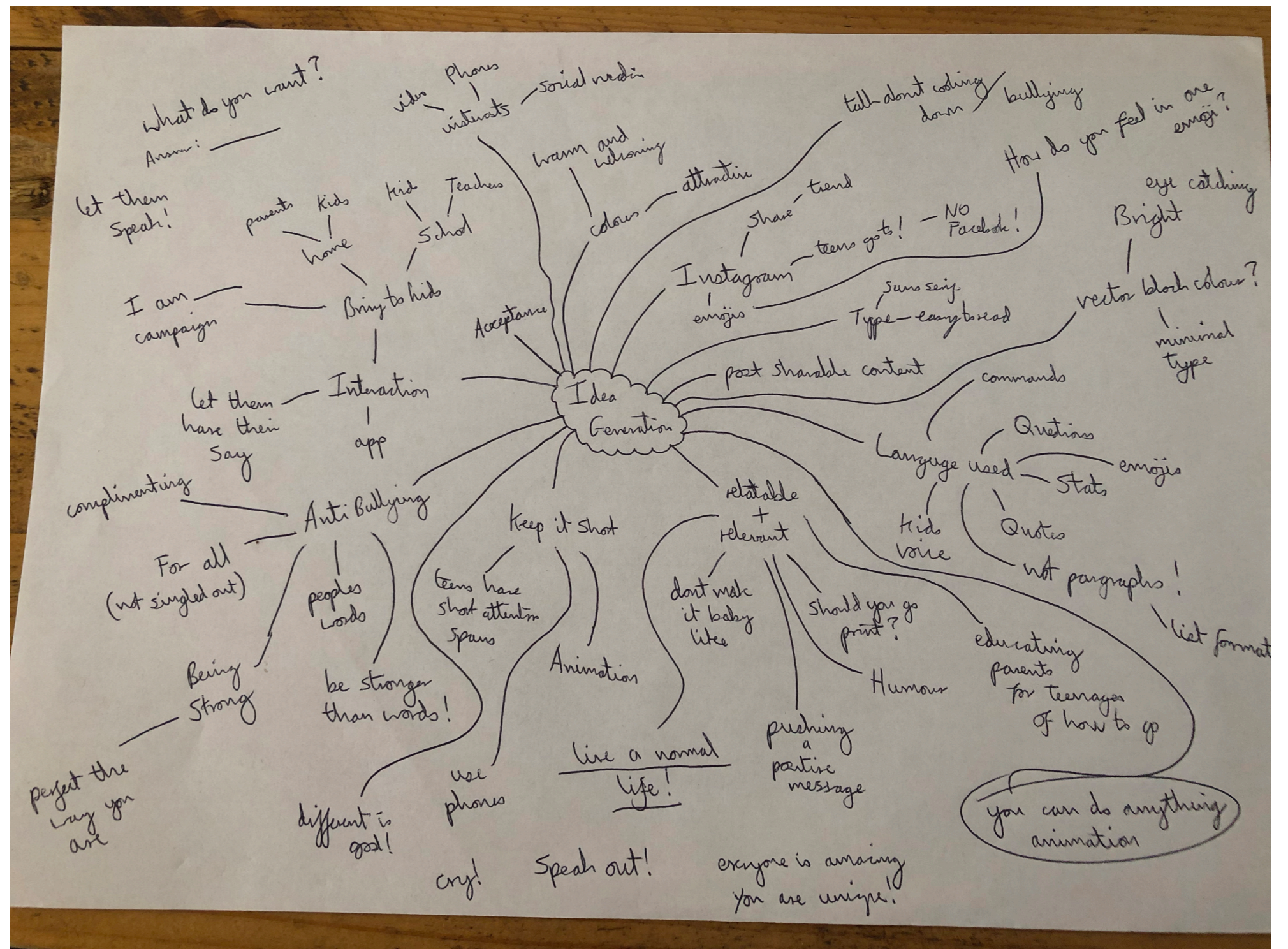
Researching into the target audience was vital and I quickly learned that technology is the way forward with most news and communication today. However, I felt that the language that teenagers use includes emojis which can be used in a different context and hopefully still be just as attracting and engaging. If I was to focus on an outcome which was not digital it would be harder to swipe past and ignore, but still use language and imagery that the teenagers want to see.



# Idea Generation

Initial ideas but also a mindmap which includes largely how to interact with teenagers. From the client meeting we found out that they really struggled with connecting with the younger audience and we believe it is down to not having certain social media and also, that the hard material they have is not aimed for this age group of 12-24 year olds.

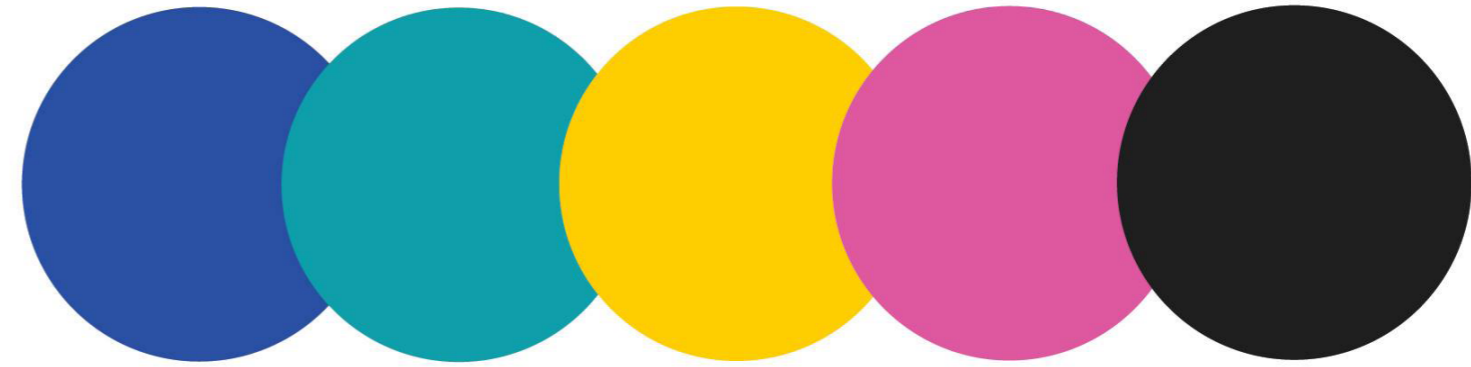
The way language is conveyed through the use of text and image is just as important as what you say because it needs to be attractive and engaging or otherwise teenagers will just move on. Humans have a such a small tolerance for concentration that it is vital to keep the message short and sweet but memorable. Challenging myself with thinking outside the box of social media or animations which is what I have created a lot of while being in university.



# Colour Scheme / Typefaces

I wanted to choose a colour scheme that fits what the charity currently use. The blue is the main colour of the logo and it was important to keep this because this is an outcome I hope aids the current charity and does not sit apart from it. We chose as a group the colour scheme and typefaces as this will help tie the whole project together and the outcomes will be relatable to one another.

Century Gothic and Futura are such understandable typefaces that teenagers are used to seeing that it will be easy to read. If I was to use a serif font it might put teenagers off looking at the information straight away because the associations that can be drawn from that is news, old fashioned and outdated.



c: 93  
m: 78  
y: 1  
k: 0

c: 79  
m: 17  
y: 33  
k: 0

c: 0  
m: 18  
y: 100  
k: 0

c: 7  
m: 17  
y: 0  
k: 0

c: 72  
m: 67  
y: 64  
k: 73

DISPLAY TEXT:

**Century Gothic (Pro) Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

BODY COPY:

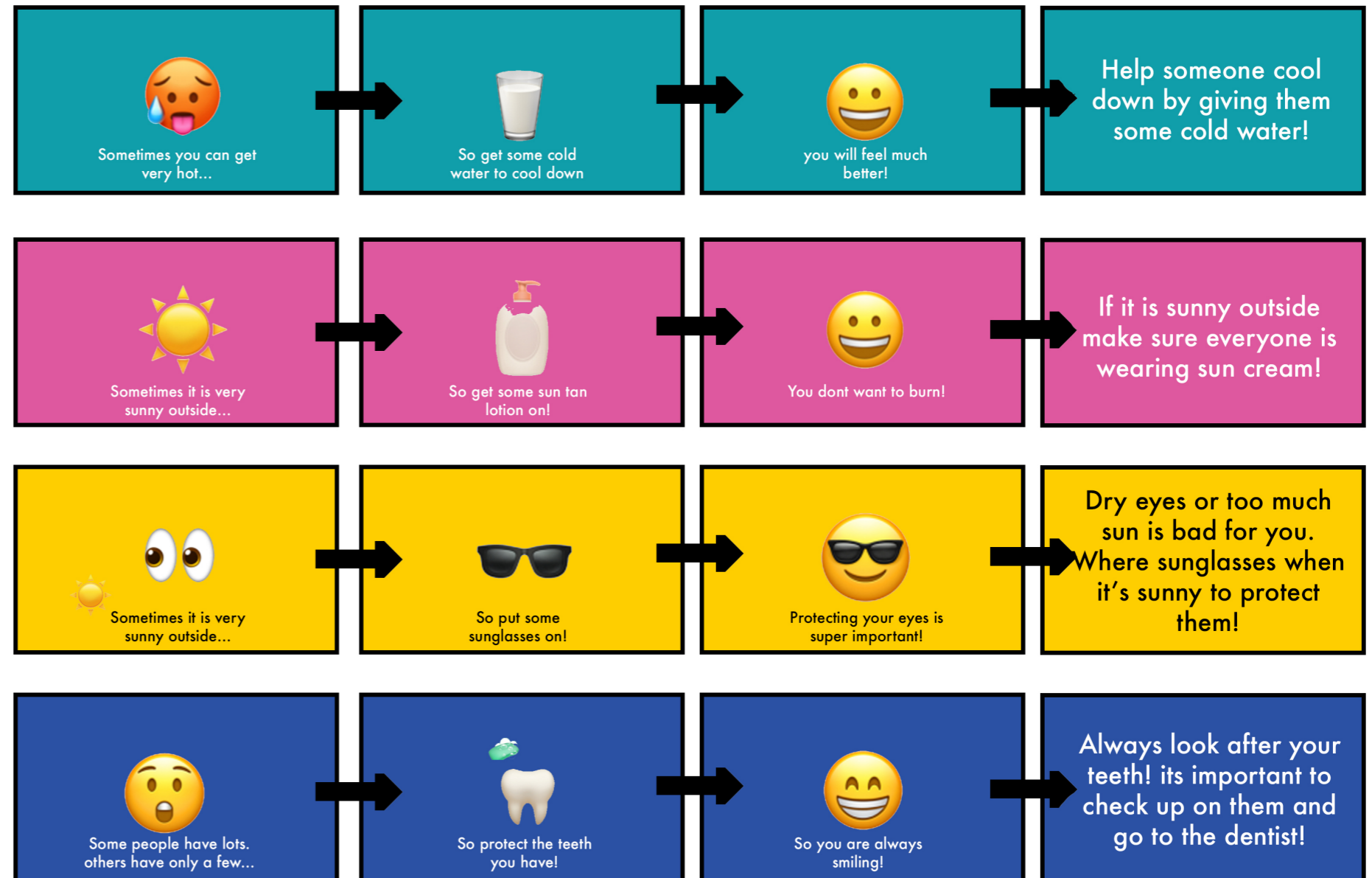
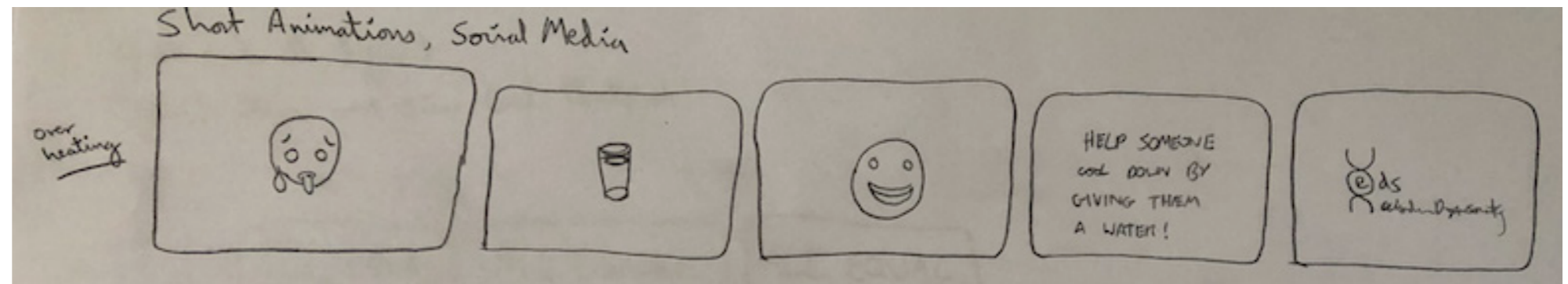
**Futura Medium**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

# Concept 1

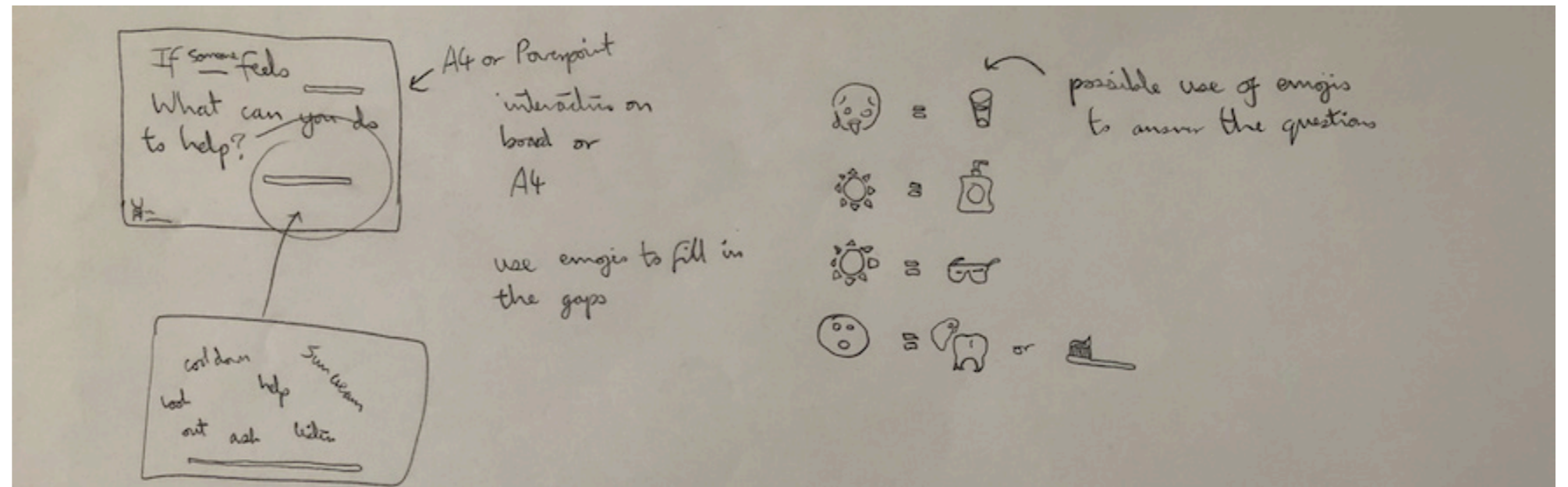
I sketched up and developed my first concept because I wanted to see how the colour scheme would fit within the idea itself. This was a storyboard for a range of animations which look at simple solutions of how to help symptoms of people who have ED. Whats most interesting about the symptoms is that they can apply to everyone often as they can be very varied and so you may have suffered with one of them in your life already, for individuals with ED its a daily occurrence. Educating others how to help is vital to helping people stay safe and healthy.



# Concept 2

This concept looks at the idea of a school presentation given in class to help students understand Ectodermal Dysplasia. The hashtag of #EDucate was only a passing comment during a group meeting but I feel works very well. simplyfying this message so that it can be taught all over the country to different schools and age groups might be a fantastic way to reach a larger audience.

Everyone is always on their phones but in school you listen to the teacher. Why not use this time to educate the teachers and students about the symptoms and how to overcome them.



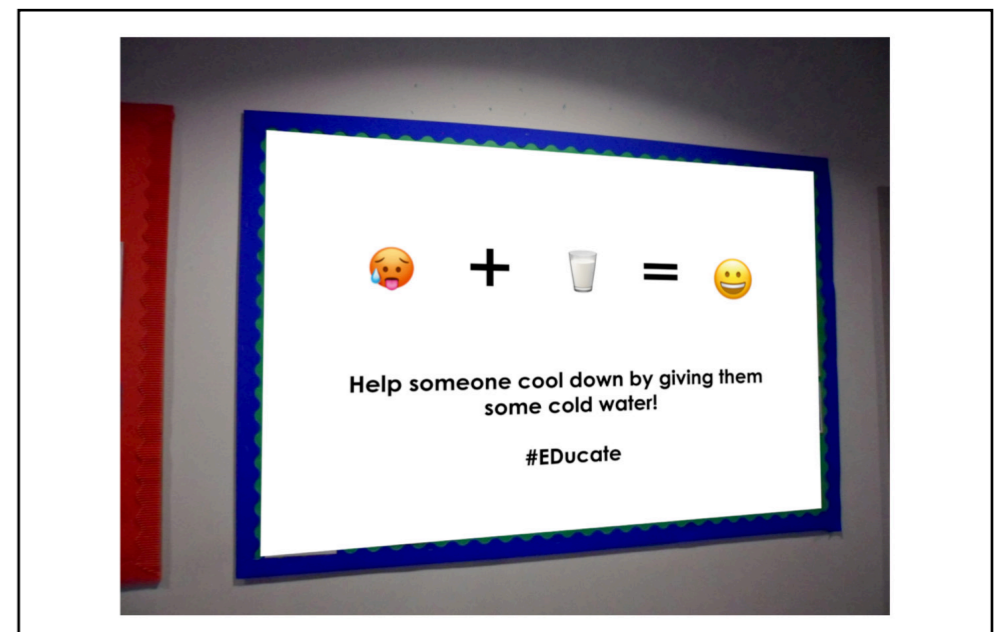
**#EDucate**  
Teaching children the symptoms of Ectodermal Dysplasia and how to help themselves or others deal with them.

Everyone is born different.

Some people get hot very easily,  
 Some people get dry eyes in sun,  
 Some people have irritative skin,  
 Some people...

Everyone can help eachother.

😓	+	🥛	=	😊
☀️	+	🧴	=	😊
👁️	+	🕶️	=	😎
😮	+	🦷	=	😁
	+		=	





## Concept 3

I chose a social media campaign as one of the concepts because I felt like you need to be on the platform that the teenagers are on in order to attract them and gain their attention. It is no good creating an outcome which won't be seen as this is a waste of time, money and resources by both the designer and client.

Social media posts do limit the amount of information available to share at one time however they can reach across country borders and be shared across the world. The potential for the reach is amazing.



# Draft of Presentation

Ultimately, after a discussion with my group I chose to look at developing the classroom lesson plan further. This was because some other members of the group were already doing animation, social media and I did not want to repeat the same as what they were creating.

The lesson plan is different because it is not digital form in that it is delivered to teenagers at school in person and although the presentation is on a screen, it allows a discussion about a topic and hopefully has a better time not being ignored. School kids are always going to misbehave and not want to listen that is a fact. But, the hope is that some of this would stick with them going forward in their lives and even if it persuades a few teenagers to change it is making a positive difference for individuals with Ectodermal Dysplasia.

**How to deal with symptoms of Ectodermal Dysplasia**  
#EDucate

**What is Ectodermal Dysplasia?**  
It is when you have a set of disorders and there are over 150 different symptoms of Ectodermal Dysplasia.

**7,000**  
people worldwide have been diagnosed with Ectodermal Dysplasia and it is estimated there are many more cases but because doctors do not know how to spot symptoms or are unaware of Ectodermal Dysplasia altogether these individuals are sadly never diagnosed.

**Some people...**

- get dry eyes in sun
- have irritative skin
- get nosebleeds
- get hot very quickly
- get sick easily
- get irritative skin
- get a dry throat from dry foods
- have thin nails
- get joint pain
- allergic to certain soaps and creams
- struggle with speech
- have to chew food more before swallowing
- struggle saying certain words
- get easily dehydrated
- have eczema

**Symptoms Game**

**Correct Answers...**

I get hot easily help by giving me some cold water this will cool me down

**What have we learned?**

**Always look out for each other, if someone needs help then help them!**

**If you want to learn more about Ectodermal Dysplasia visit the website, or google it!**

**Supporting a normal lifestyle.**

ectodermal dysplasia society  
www.ed society.co.uk

# Emoji Creation

Emoji's are common place in teenagers message feeds and no longer will a text between friends being letters only but will include a laughing or crying face.

The ability to describe emotion and feeling through an emoji is hugely succesful and that is why I chose to use it within the presentation. I feel that with such a hard topic it is an excellant way to keep teenagers engaged and brings more fun to the lesson.

Competitiveness and Humour will hopefully help this serious topic of ED stick eith the teeangers.



**Emoji Set  
Used in Teaching Material**



# Final Draft of Presentation

Following on from the initial presentation I gained a lot of feedback from peers and lecturers on the changes needed to push it forward.

I added more imagery to it to keep it engaging and took away some text. It has been stripped back which actually aids the presentation allowing the teacher to dictate how long to stay on the slide before moving forward depending on how engaged the students are at that given moment.

Integrating the emojis works very well and including the game which you will see in more detail on the next page only adds to the lesson. I wanted to allow the presentation to open discussion and allow the teenagers to answer the games questions before going over them, finding out what they already know and allowing them to learn more about how to help others around them, especially friends who may have ED.

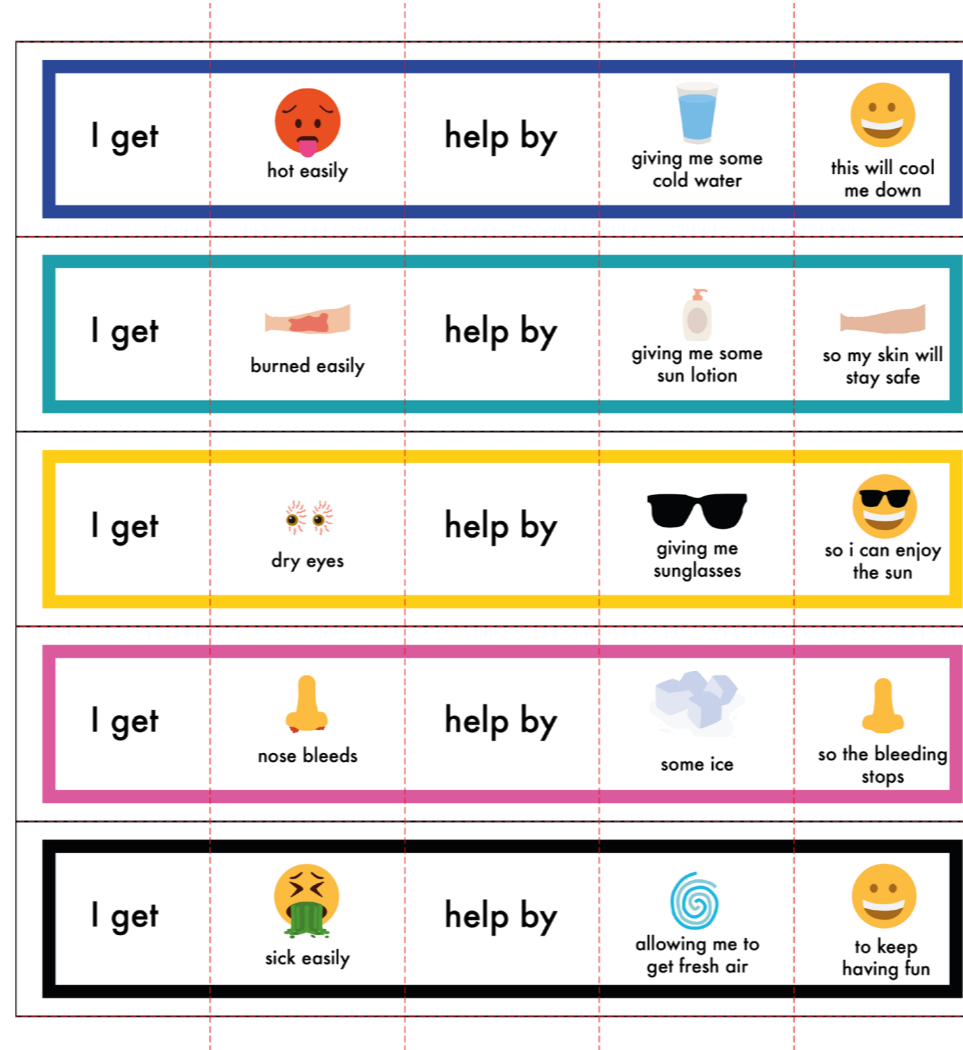
Supporting a normal lifestyle.  
[www.edsociety.co.uk](http://www.edsociety.co.uk)

# Game

At first I felt game design would be hard and risky but i feel this has paid off. By creating my own emojis this gave me flexibility with what I could include and I was able to design these strips which are cut into squares to create the game. Each is specific to a certain symptom and gives the problem, help and outcome. Simple yet effective in communicating change and help to others around you.

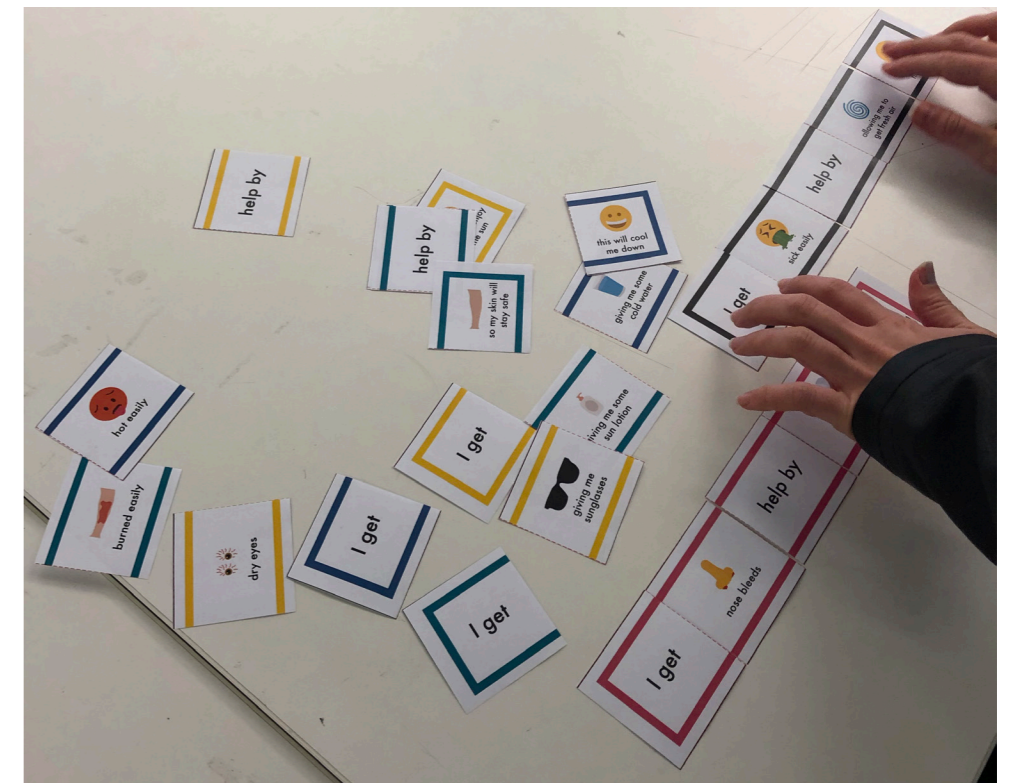
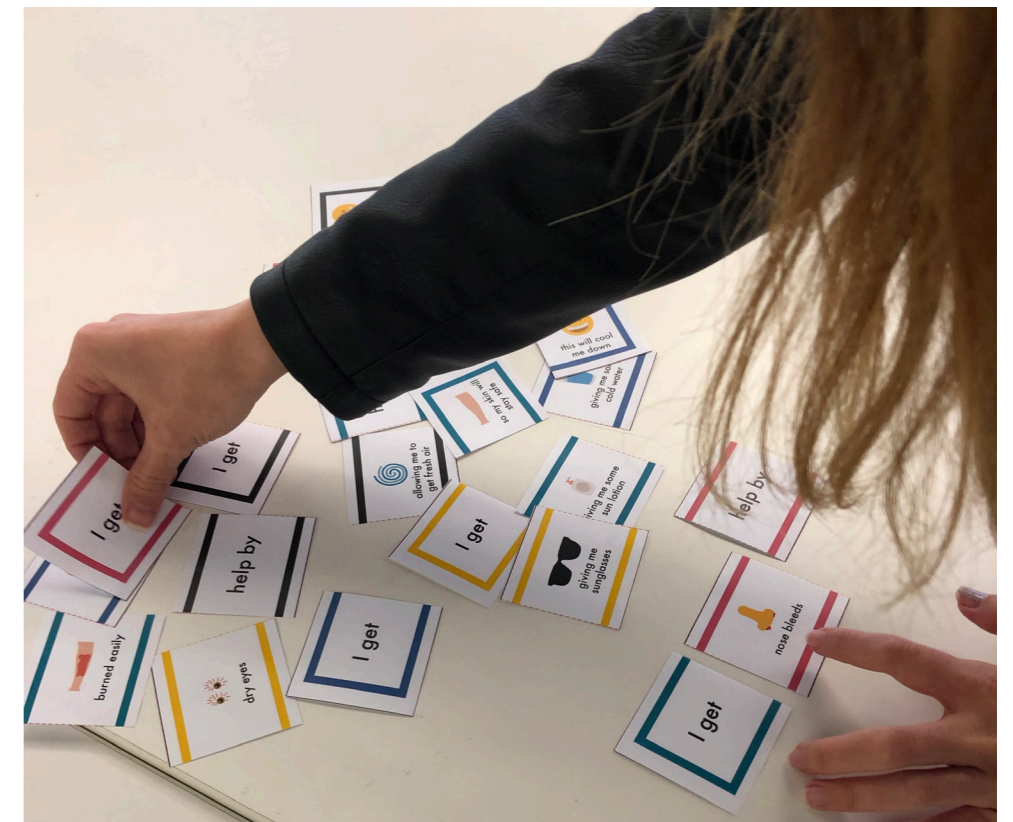
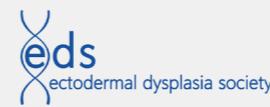
I needed to ensure I designed an A3 sheet that the game would sit on in order to make it easy for teachers to download the outcome and print and cut without any issues. The easier it is to set up the better the teacher will be at giving the lesson.

I tested out the game with a range of people and they all found it fun and different from games they had played before. Using the emojis was a new idea but also everyone of different ages learned about helping symptoms and that is the most important thing.



Game Cards to be used for the 2 minute game. To be used in conjunction with the presentation and PDF presentation booklet. Students have 2 minutes to complete putting the sets together.

**Game Cards**  
Used in Teaching Material



# PDF for lesson guide

In order for the presentation to be stripped back i needed to create a document which would include the information needed to go with the slides. Therefore I designed this document which is much more formal and easy to read for older people which lends itself well to teachers.

This will help teachers guidance through the presentation but also allows them to tweak the presentation for the age group and concentration levels of the class. By including less text on screen teachers can choose how much detail to go into and therefore streamlining the lesson or having a big discussion on what the students think about helping others etc.

## Information Guide for Presentation



### Slide 1

This short lesson is going to be all about Ectodermal Dysplasia and how to deal with the symptoms. You have probably never heard it before, but it is a set of disorders which we can relate to with some symptoms relating to you.

### Slide 2

Ectodermal Dysplasia is not a single disorder, but a group of closely related disorders known as the Ectodermal Dysplasias. It occurs very early in development of a baby. The cells of the ectoderm go on to form teeth, hair, nails and sweat glands as well as a few other types of cells. The Ectodermal Dysplasias are genetic disorders affecting the development or function of the teeth, hair, nails and sweat glands. There are more than 180 different types of Ectodermal Dysplasia. Ectodermal Dysplasia can also affect the skin, the eyes or ears, the lining of the airways, the development of fingers and toes, the nerves and other parts of the body.

### Slide 3

7,000 people worldwide have been diagnosed with ED. But we all struggle with some symptoms, let's learn how to help each other with them!

### Slide 4

Here are some examples of different symptoms which we can all relate to. Have a look, are there any that you relate to?

### Slide 5

Next is a competition game! With the cards on your tables in your groups/tables (of 5 ideally) you have 2 minutes to organise the correct ways to deal with 5 different symptoms. Think about how you may help someone who needs help and what you would do.

### Slide 6

Times up! Here are the correct 5 lines. Explain each and how they apply to all of us.

### Slide 7

What have we learned? We have learned about this rare set of disorders which are known by the term Ectodermal Dysplasias.

### Slide 8

We have also learned to look out for each other! If you see someone getting hot, burning in the sun or without sunglasses in the sunshine what will you do? How would you want someone to help you?

### Slide 9

To learn more, visit the website or google to learn more about Ectodermal Dysplasia!

### Slide 10

This was brought to you by the Ectodermal Dysplasia Society. Supporting a normal lifestyle.

# Thoughts

Overall, I am happy with this project and how I have been able to get to the outcome I have. Without research and lots of development I never would have come up with designing a lesson plan. A knowledge of what the client wanted, where there was a gap for content and how to apply that using emojis was vital in creating an outcome which will teach and increase people's understanding of Ectodermal Dysplasia and how to deal with the symptoms or how to deal with them.