



# Design Document

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# Introduction

## Background

The Constitution of Ireland (Bunreacht na hEireann) was written in 1937. The Constitution reflected what were societal norms of the time. In this context it was appropriate to define the concept of the family as a group based on marriage because this was the norm. There have been, since this time, major social changes and in particular in the last 20 years, the old traditional roles of men working outside the home and women rearing children has clearly changed in this society. There are now many single parent families and an even larger number of people living together outside the framework of marriage, with or without children. There is a need to reconcile family life and work opportunity and the state has a duty to reconcile competing demands of work and family.

In expressing concern about the very high emphasis on the rights of the family in the Constitution and an interpretation which gives a higher value to the rights of parents than to the rights of children, the report of "The Kilkenny Incest Inquiry" chaired by Judge Catherine McGuinness clearly recommends "that consideration be given by the Government to the amendment of Articles 41 and 42 of the Constitution so as to include a statement of the constitutional rights of children".

The ISPCC believes that full acknowledgement of children's rights can be met by providing quality child-centred services in line with the U.N. Convention on the Rights of the Child. A child-centred approach will not only empower children and have a strong possibility of achieving significant change for children but will also empower and enhance parents' parenting, childcare services, family structures, the community and society in general. in a group. The brainstorming gets better by bigger size of a group and improves also by having members who are in different spheres, cultures or countries.

## A Brief

### Project details

'The need for a constitutional referendum to address the issue of children's rights and child protection has been the subject of ongoing debate and discussion within the child care sector for a number of years. As far back as 1989 the ISPCC in its Centenary Charter identified the possible need for a constitutional referendum to ensure children were extended the same rights as adults.

The primary perceived difficulties existing within the constitution regarding children are centred on articles 41 and 42, which recognise the family as the natural and primary unit of society, guarantee to protect the family in its constitution and authority, and acknowledges that the primary and natural educator of the child is the family.

Interpretation of these articles has created a number of difficulties some examples of which include:

- The inability of a child to seek social work or child protection support without parental consent
- Discrimination against children who are fostered on a long term basis
- The withholding of medical procedures from some children
- Discrimination against children of unmarried parents

Some child care organisations also believe that the constitution is extremely weak on protecting the welfare of children, and wish the constitution to expressly state that the welfare of the child is paramount ensuring poverty and disadvantage are addressed.

The ISPCC welcomed the announcement made by Minister Andrews that €3 million has been allocated to finance the holding of a referendum on the rights of the child. This referendum will, at long last, give the people of Ireland the opportunity to ensure that children voices can be heard, that children matter, and have rights as individuals in our Society.

**Design problem**

I have to produce a campaign to increase the awareness of the Yes to kids campaign to promote referendum. The referendum might happen at the same time as presidential elections – October 2011 but this might change. The referendum is about improving children's rights in the Irish constitution. This campaign is aimed at adults who are happy to support this initiative in any way. Also this campaign is aimed at people who can vote.

**Considerations**

How can this big message/campaign communicate most effectively?

How can you communicate this message in an emotive way that will connect with the audience?

How can you convince people to show up and vote?

**Target audience**

Adults

Professionals

Parents

Young adults, teenagers who are old enough to vote.

## **Aims & Objectives**

### **Aims**

To produce an print and online campaign that introduces and helps people to decide "yes" in upcoming constitutional referendum

Option for the campaign to be virally shared: users can notify their friends via email/facebook/twitter to introduce this campaign to their friends

Campaign should appeal to wide audience

Easy, simple and engaging for people

### **Objectives**

Find out the best visual examples of campaigns

Find out the best solutions to charity campaigns

Look at various successful ways how can campaign elements e.g. posters, leaflets, billboards, podcasts, webpages etc. interact with viewers.

Improve typographical skill and use them in various ways to catch the attention of the viewer.

Creating of campaign with all elements working together as a whole.

Use of typography, image making and digital media to create a campaign.

Learn how to create simple to understand and use design guidelines.

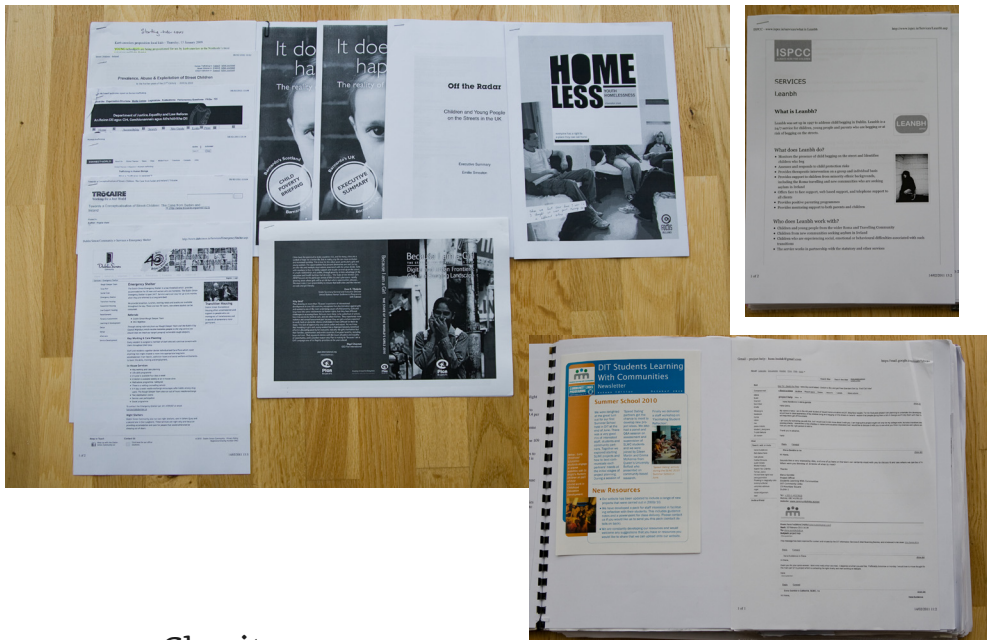
# Research

## Research Findings and Analyses

As a starting point when designing campaign I had to look at successful campaigns and analyze them. Here is some of them.

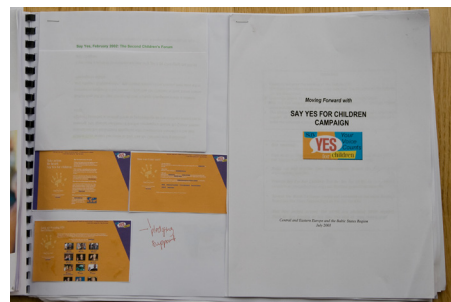
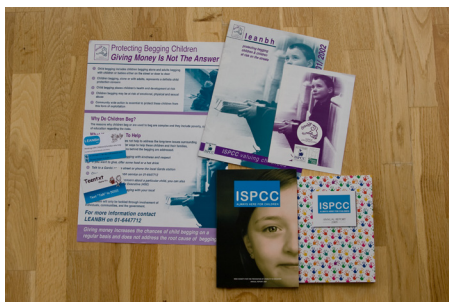
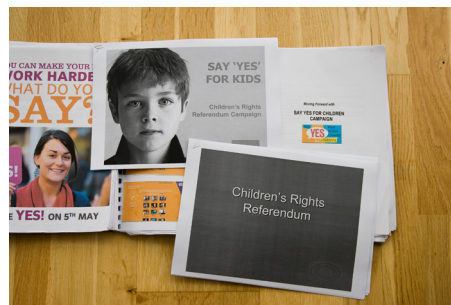
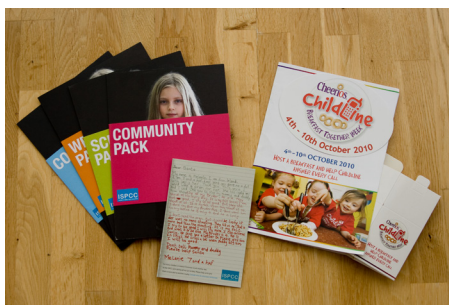


Set of images with creative advertising and some of the charity advertisement created by successful design companies such as Red Dog. Also research of how Yes logos were created in past.



## Charity

Research of various campaigns carried out by children charities such as: ISPCC, lanabh, FOCUS Ireland, Barnardos, NSPCC.







## Concept

In short Yes for Kids are a referendum campaign guidelines, which I have been asked to designed by ISPCC. The goal of this project is to create a campaign guidelines that can be used when government announces the referendum. These guidelines are taking the Yes side of the question to give children the same law privileges no matter if they were or werent born in wedlock. The guidelines will take user through the whole campaign and will contain easy steps how to use and create applications for this referendum.

### How it works

This referendum has two stages planned. Here is a summary of each.

#### 1. Print Campaign

The first part of this campaign is a print campaign. It consists of posters, billboards, flyers that will be evenly distributed around the country to promote "Yes campaign". Also there are additional posters that can be easily used as a magazine/newspaper campaign with more information about the camoaign.

#### 2. Media Campaign

Next step that will be launched soon after the print campaign will be media campaign that will consist of youtube, facebook and twitter campaing. Firsty few youtube videos will be published and then general public will be asked to participate and show their support. Also one or two facebook/twitter smaller support campaigns will be started to make more people to know about it. Viral advertising must be smart and usually it is pretty cheap but at our time it reaches the most people.

## Look & Feel

These campaign guidelines are constructed of different aspects of design, including elements such as colors, layout, and typefaces (the "look"), as well as of the behavior of dynamic elements such as buttons, tag-line and menus (the "feel").

### Clean look

The whole campaign is based on clean/sharp imagery and backgrounds with real looking (non vector) logo and main tagline handwritten typography. The look is supposed to engage with younger and older audience to make them want to learn more about the campaign.

### Colour palette

This application has three sets of colours. First set consists of colours for main icons, second set for secondary icons for "add", "report inappropriate" and "close" buttons. The last set consist of colour for background and menus.



CMYK 100 - 0 - 0 - 0  
RGB 0 - 174 - 239  
Pantone Process Cyan C



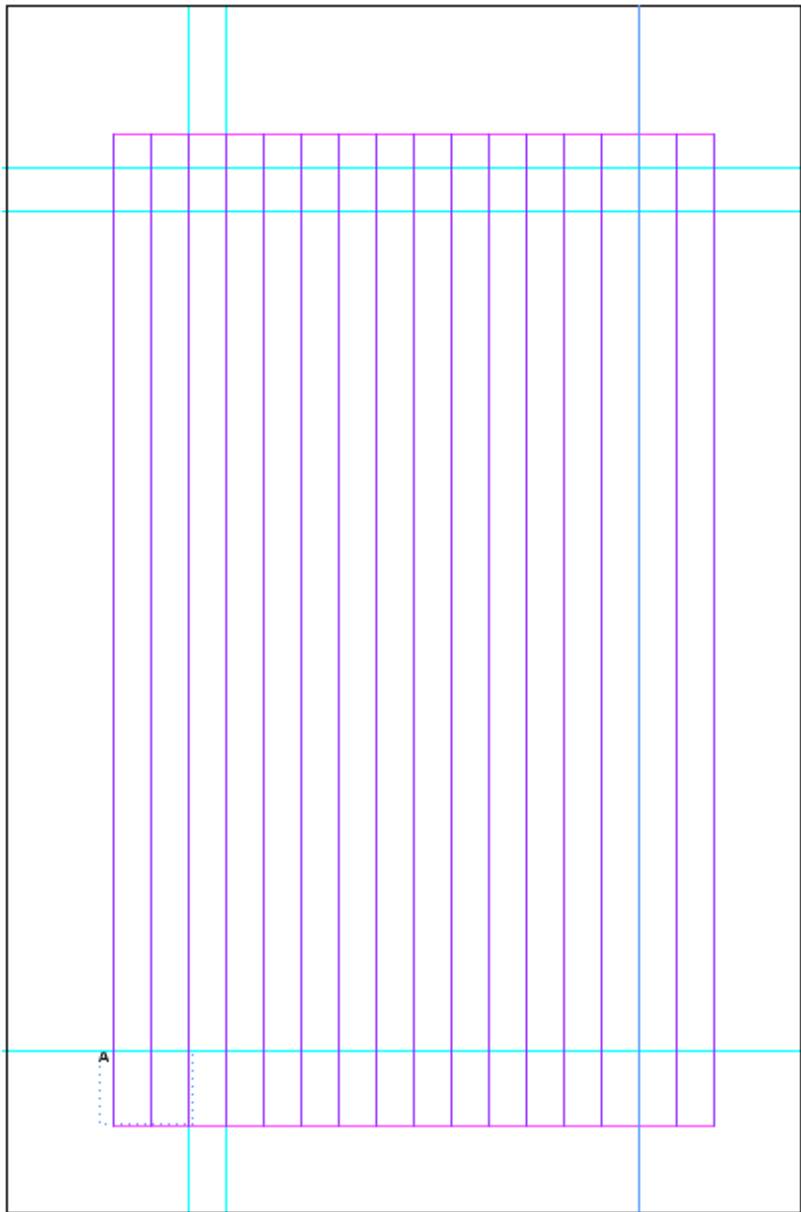
CMYK 0 - 90 - 100 - 0  
RGB 239 - 65 - 35  
Pantone Process DS 60-1 C



CMYK 50 - 0 - 100 - 40  
RGB 89 - 133 - 39  
Pantone Process DS 297-1 C

## Grids

The only use of grid is prominent in campaign guidelines, posters and leaflets. This grid structure will help designers using my guidelines to be able create more versions of leaflets and posters/billboards.



### Choice of typefaces

The typeface used in ISPCC logo is Arial Rounded. The typeface used on ISPCC website is Anivers Regular. Because I wasn't obliged to follow these two typefaces, for this campaign I decided to go with Peter Bilak's Fedra and Fedra Sans.

The first reason why I picked Fedra was because while it is very well constructed it still carries some kind of playfulness which I thought would work very well with the logo and kids Handwriting. On the other hand as Peter Bilak said "conception of polyhistorical type design seems to be clearly expressed in the Fedra typefaces: in the way they reinterpret historical models according to their own parameters and in the way they integrate inventiveness with tradition". After I read this description I decided that Fedra is the typeface that would work. The philosophy behind Fedra works with the philosophy ISPCC want to portray with this referendum - inventing with the tradition - not to change the articles fully but improve them through the referendum. Fedra Serif is used for headlines and posters taglines and Fedra Sans (Light) is used for the main body text. The Normal version of Fedra Sans is used to highlight important parts of the body text but of course it can't be overused. Fedra Sans: "The typeface reflects the original brief: it humanises the communicated message and adds simple, informal elegance. The most important criterion was to create a typeface which works equally well on paper and on the computer screen, and is consistent across all computer platforms."

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

Fedra Sans Light

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

Fedra Serif A Book

## Showcases

Logo for this campaign is based around kids and their "style". Firstly I looked into kids drawings and paintings, using brushes, crayons, fingers to paint but in the end I created potato stamps which became the final logo. I didn't create vector logo because I feel it is overused and barely anytime you get to see the "messy" logo which works in this scenario. Logo is created out of 3 main shapes:

circle - face

dots - eyes

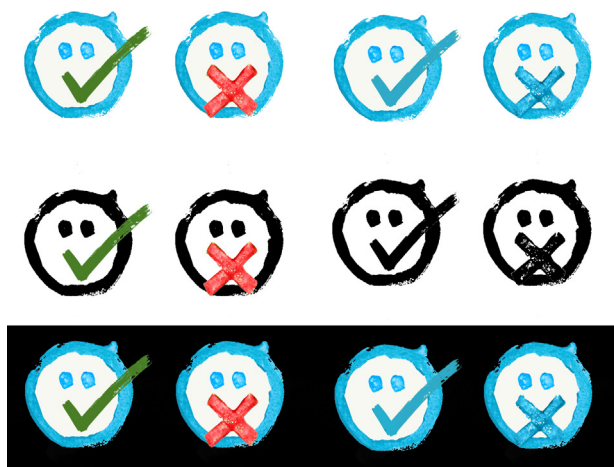
smile - tick

all together it creates a child's face with tick - smile (cheeky smile) - tick is to show support and smile it makes kids happy when they get the option to express their opinion.



### Usage of Logo

The logo as you can see above has positive and negative option and as you see below the logo can be used full colour, b/w, inverse, full blue etc. - it depends on the background and its surroundings.



## Additional Materials

To save money on special stationery for this campaign ISPC has the option to get a few rubber stamps. I propose 2 different stamps. One that depicts the full logo and the other one that shows only the face without the tick. This will give the ISPC a chance to mark any letter, envelope, etc, with the logo without paying expensive printing costs. Also the use of the logo without the tick could be used on envelopes - you can seal the envelope with the logo outline and instead of signature you can make a tick.



More information about campaign in campaign guidelines

# Resources

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