Your Future **me** Design Thinking Problem Brief

Department:
Design

Problem Brief: **Apply your studio practice through the design thinking process to address an issue, cause, or untold story using the United Nations Sustainability Goals as a call to action.**

Opening question:
What are you going to do with your creativity? (link to CC Call to action) 1 min film

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Context:
Whatever your design specialism you have the power to make a difference through the choices you make, the stories you tell and the materials you use. You are invited to select an issue, story, cause, or campaign and, using your individual and collective practice, demonstrate the power of design to make a positive impact into all our futures.

Starting points/ prompts:
Design: What strategies, concepts and issues will you address/celebrate/support/expose or reveal through your practice?
Consider the following key elements:

- **Message**: How might you embed your ideas through your design process?
- **Place:** How might you utilise locations/spaces/places to inform your design?
- **Materials**: How might your selection of materials inform your design?
- **Colour:** How might colour/texture/pattern inform your design?
- **Typography**: (if relevant) How might choice of typeface inform your design? (Stencil, hand drawn, embossed, 3D)
- **Words**: How concise is your message - can it be understood through sight/touch/sound/motion?
- **Images**: How might your use of design employ visual storytelling as a tool to communicate your chosen issue or cause?
- **Audience**: How might your design engage with its audience or users - what is the point / narrative / call to action / tone of voice?
- **Reach**: How might you know if it works?

<u>Outcome:</u>

1 x A3 PDF image with a one sentence description – a single 'poster image' that conveys the essence of your project and includes the following:

- **Problem** (30 words max). Specify your Design challenge.
- **Process** (75 words max + Images). What is your design process to address the problem?
- **Proposal** (75 words max). What is your proposed idea? How will it address the problem?