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Developing Design Materials for Yes Campaign for the Referendum for Children's Rights in the Constitution. (Part 1)

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Hudakova, H. Developing Design Materials for Yes Campaign for the Referendum for Children's Rights in the Constitution. (Part 1). This research and design project was completed by Hana as part of her BA (Hons) Design (Visual Communications)
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.

My task was to create campaign guidelines for the constitutional referendum – Yes for kids. The logo was based and made as a potatoe stamp. It consists of two parts - kids face and tick symbol - tick as saying “yes” and also putting smile on childs face. Because charity doesn’t have money to print new stationery the ideas was to create a set of stamps to stamp existing stationery during the referendum campaign.
Campaign Explanation

The campaign is a lengthy process. Visual representation of the campaign is by the art director. The design is based around children and their experiences. The campaign is divided into different sections, each focusing on a specific aspect of the campaign. The sections cover topics such as the campaign's goals, target audience, and overall strategy. Each section provides detailed information on how the campaign is developed and executed, including the use of various media and tools to engage the target audience.

Section Two—Guidelines

- Typography
- Brand Identity
- Color Tone
- Tone of Voice
- Visual Identity

Section Three—Online campaign

- Website
- Videos
- Social Media
Poster

Here is a simple example of the poster that will be used as a main element of the campaign. The majority of campaign posters are being printed on A3 paper stock. The A3 size ensures that the poster will be visible and eye-catching. The text on the poster is kept simple and focused to ensure that the message is clear and easy to understand. The design includes a logo that is consistent with the rest of the campaign, ensuring brand recognition.

Billboard

The same design and text as on the poster is used on the billboard.

Deer/Brugs/Smiley

To see how the campaign can be effectively used in a campaign, the target audience is divided into two categories: Group A and Group B. Group A is exposed to the poster campaign, while Group B is exposed to the billboard campaign. The results are analyzed to determine the effectiveness of each campaign.

Vote by Clicking Here:

This text is used to encourage audience participation in the campaign. It provides a link for users to vote for their favorite design or message. The text is designed to be clear and straightforward, ensuring that users can easily follow the instructions.
Campaign Brand Identity

Using the Brand Identity

The largest possible brandmark will only be used in the following ways:

- External communications
- Websites
- Offices

However, depending on the size and type, should be used as follows:

- Activities (e.g., workshops, events, etc.)
- On the packaging itself
- On promotional materials
- On signage
- On brochures, flyers, and other printed materials
- On digital platforms
- On social media

When using the brandmark, ensure it is used consistently and accurately.

Contact Info

For more information or feedback, please contact the following:

[Contact Information]

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