2011

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

Hana Hudakova
Dublin Institute of Technology

Follow this and additional works at: http://arrow.dit.ie/comlinkoth
Part of the Other Communication Commons

Recommended Citation
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 child's 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.
Section One

Campaign Explanation

The campaign uses a simple visual imagery of a child to depict the campaign's message. The imagery is intended to be highly symbolic and evocative, representing the core values of the campaign. The campaign aims to raise awareness about the importance of child education, health, and welfare. The imagery is designed to be easily recognizable and memorable, making it easier for people to relate to and understand the campaign's message.

Photography

The photography used in the campaign is the work of well-known photographers. The images are intended to capture the essence of the campaign's message and to evoke emotions that resonate with the target audience. The photographers have carefully selected the images to ensure that they are representative of the campaign's values and objectives.

References

The campaign draws on a wide range of references, including research studies, expert opinions, and case studies. These references are intended to provide a solid foundation for the campaign's arguments and to support the credibility of the campaign's message.

Outros

The campaign includes a range of outros, including a call to action, a summary of the campaign's key points, and a call for support. These outros are designed to reinforce the campaign's message and to encourage people to take action in support of the campaign's goals.

Section Two

Guidelines

The guidelines for the campaign are intended to provide clear and concise instructions for those involved in the campaign. The guidelines cover a range of topics, including campaign strategy, messaging, and tactics. The guidelines are designed to ensure consistency and coherence throughout the campaign, and to help ensure that the campaign is effective and impactful.

Section Three

Online campaign

The online campaign is designed to complement the offline campaign and to increase its reach and impact. The online campaign uses a range of digital tools and platforms, including social media, email marketing, and website development. The online campaign is intended to be highly interactive and engaging, with users encouraged to participate and contribute to the campaign's message.

Contact Info

The campaign includes contact information for those interested in getting involved or learning more about the campaign. This information is intended to make it easy for people to get in touch with the campaign team and to ensure that they can stay informed about the campaign's progress and developments.

Campaign Manager: Line Carsten, IFPOC
Campaign Brand Identity

The usage of the logo should be done as follows:

1. Always use the logo in its original size.
2. Do not alter the logo in any way.
3. Do not use the logo with any other text or graphics.
4. Do not use the logo in a way that it is not clearly visible.

Examples of correct usage:

- On a white background
- In its original size
- Without any text or graphics

Examples of incorrect usage:

- On a dark background
- Smaller than the original size
- Used with text or graphics

Using the Brand Identity

The colors used in the brand identity should be the following:

- Primary color: Blue
- Secondary color: Green

Examples of correct usage:

- Blue and Green
- White and Black

Examples of incorrect usage:

- Red and Yellow
- Black and White

Contact Info

For more information or any queries, please contact:

[Contact Information]

[Website URL]