



# Major Project Brief

Noah Price-Bateman

# The Brief:

BA (Hons) Graphic Design, Level 6, 2025/26  
Module: 662379\_A25\_T2: Major Project (Graphic Design)

Name: **Noah Price-Bateman**

**Final Major Project: Zine/The Impact of Design in a Story**

## **Overview**

To produce a zine based around character design and world design. Stories have the power to influence and change people's mind, and a massive part of a story is the design of the world.

## **Objectives**

The goal is to create a bunch of character designs, along with illustrations of the world. All of them are based around a story and theme of standing up to fascism. A bunch of posters and concepts of how it would be adapted to different media will also be created to go along with the zine.

## **Impact/Key Issue**

The message of the story should impact those and gather interest in this idea. From there, the idea can be expanded upon and take new life in whatever medium it gets adapted into. I want this story, through the design, to let people know they can stand up against fascism. However, I also want to comfort the disturbed and disturb the comfortable with the imagery.

## **Target Audience**

- The age range of 18-30. Adult only series/imagery.
- Minority Groups [Disabled, LGBTQ, etc]
- Those with an interest in unique story telling
- Artists and Creators

## **Tone of Voice**

- Edgy
- Gore
- Rebellious
- Gothic
- Motivational

## **Aftermath**

I want to pursue this idea further at the end of the course, along with pursuing jobs that specialise in Illustration and Design. I hope to get this project made into a full series and IP in the future.

## The Idea

For my final major project, I want to produce a zine based around character design and world design, possibly with posters and advertising which could be used if it became an actual product. From this zine, a few ideas can also be created about what media it could be adapted into and how it would work in those different media (Examples: comics, games, movies, etc)

---

## The Message

The message behind this design would be about rebellion and standing against fascism and dictatorships. Along with this, it'd showcase how to stand up against your fear and how to find what you want to live for, along with the power to fight for that reason.

# The Audience

*For the audience, I plan on focusing on the young adult to adult audience. The age range would vary from 18-30.*

I think 18 is a good spot for the low range as I plan on the drawings, to have a lot of darker themes and aspects. Along with this, I plan on making a few gorey shots to explore what I could create, which wouldn't be appropriate for anyone under 18.

I also chose this age range as I feel the message would resonate most with them and how they feel in the current world.

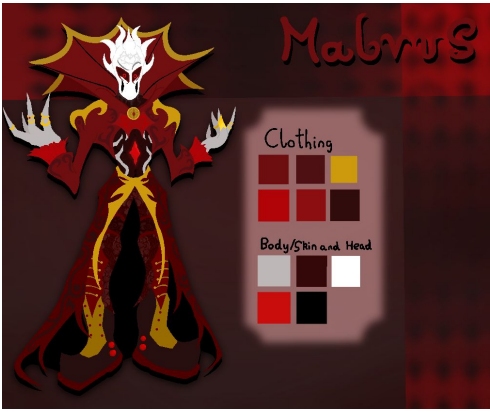
# The Zine

*The zine itself would consist of a lot of character sketches, drawings, along with a few sketches of what the world would look like and what would be in it.*

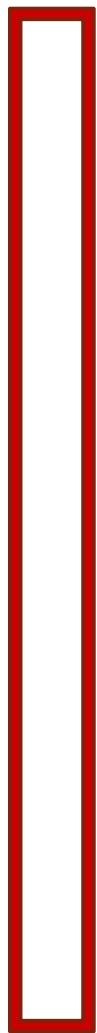
Along with these drawings would be descriptions of them, whether about the characters and what they represent or about the general design process of each sketch. The zine would be stylised, to keep a sense of theming throughout the whole project.

---

Overall, I hope the zine will be able to convey what I want to get out of this product, the ways in which the ideas can be expanded upon, and the overall theming and messages of the story.



# Character Guides and Sketches



# Old sketches/concepts



## How it Could be Used in Different Media

While the zine is the main product of the major project, I feel that looking into what could be made in different media is important, as they could also be used in said zine to showcase the project itself more, along with exploring the many ways the message could be showcased.

---

When first coming up with this world and characters, I wanted to create a video game from it. Not only are video games a very popular medium, but offer a unique way for people to interact with the story, amplifying the message.

---

Since then however, I have also considered the medium of comics as well. The more experimental illustration work can lead to stories sticking with people more than if simply told to them.

---

Animation, whether show or movie is also something to be considered as it can leave people stunned while inspiring them in ways other mediums may not.

---