Task 3
Screen Time vs Green Time
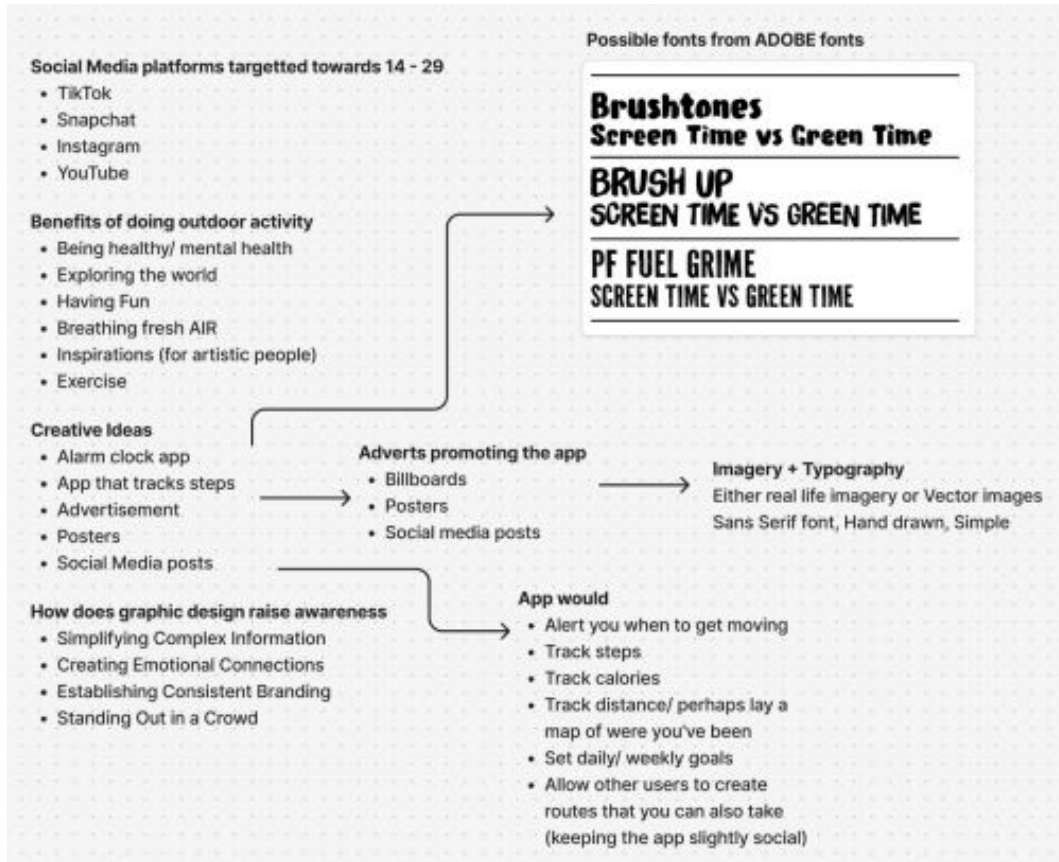
By Noah Price-Bateman and Alistair Connor

Task 3: Collaborative workshop (to be complete in session) Screen time vs. Green time Work in pairs to respond to the following brief: "How can graphic design highlight the benefits of the outdoors and fresh air, and encourage positive societal change in an age influenced by digital technology?"

Select an audience bracket to focus your campaign; this will help you tailor messaging and design decisions for your project. • 14–29 • 30–49 • 50+ Use your independently researched examples to inform discussion and ideation.

Discuss and justify your individual and collective design decisions.

Explain how your campaign:

– Highlights the benefits of outdoor activity

– Engages your selected audience

– Encourages positive societal change or proposes a community focused intervention

• Focus on collaboration, discussion, and concept development. This exercise will help inform your final Major Project outputs in Task 4.

• You should consider how graphic design can raise awareness, influence behaviour, or shift perception in relation to this issue.

Social Media platforms targetted towards 14 - 29
- TikTok
- Snapchat
- Instagram
- YouTube

Benefits of doing outdoor activity
- Being healthy/ mental health
- Exploring the world
- Having Fun
- Breathing fresh AIR
- Inspirations (for artistic people)
- Exercise

Creative Ideas
- Alarm clock app
- App that tracks steps
- Advertisement
- Posters
- Social Media posts

How does graphic design raise awareness
- Simplifying Complex Information
- Creating Emotional Connections
- Establishing Consistent Branding
- Standing Out in a Crowd

Adverts promoting the app
- Billboards
- Posters
- Social media posts

App would
- Alert you when to get moving
- Track steps
- Track calories
- Track distance/ perhaps lay a map of were you've been
- Set daily/ weekly goals
- Allow other users to create routes that you can also take (keeping the app slightly social)

Imagery + Typography
Either real life imagery or Vector images
Sans Serif font, Hand drawn, Simple

Possible fonts from ADOBE fonts

Brushtones
Screen Time vs Green Time

BRUSH UP
SCREEN TIME VS GREEN TIME

PF FUEL GRIME
SCREEN TIME VS GREEN TIME

When presented with the brief, we first made a Figma board so we could put together our initial ideas. From there, we would then choose our target audience and narrow it down, along with what platforms we could focus on.

We decided to focus on the age range of 14-29, as we believe that a younger generation would need the benefits of going outdoors. There are also more platforms and areas we can target with a younger audience.

Our first idea was some form of app, as teenagers to young adults are more likely to install an app to improve their health.
The first idea was an alarm clock. This was because a lot of the 14-29 age range have trouble with motivation, so an app dedicated to having alarms that remind you of what to do every few minutes/hours could be useful.
Along with this, most young people forget when they've installed an app to help them, but an alarm would help them stay on track and remind them.

Our second idea was for the app that tracks steps. Not only does this help people keep track of what they've done but also how much they were able to do. If expanded on, it would be beneficial to have events in the app or a level up system, to keep them coming back. This is heavily inspired by apps such as Pokémon Go and Pikmin Bloom.

Going forward, it would also be good to combine these two ideas. It would also be beneficial to not overdo the alarm, as it may annoy people more than it would help.

Beyond the apps, most other ideas come down to social media posts, advertisements and posters.

All of these can use similar imagery and messaging. This would focus most on getting people out and off their phones. Another good thing to focus on in advertising would be the benefits of going outdoors, such as becoming healthier and gaining an appreciation for the outside world.

The social media that should be targeted most is TikTok and Instagram. If our goal is to highlight the benefits of the outdoors and fresh air, then we need to make adverts that get people off these platforms, as they are focused on stealing attention and time.

When it came to the designs and imagery, we decided that a focus on hand drawn and real-life imagery would be best, so everyone could understand it. The typography would only be sans serif, to help keep a friendly look. If we were to go further with these ideas, we would see how effective the idea is and which one would be better to invest more time into.