



Project 2 | Semester 2  
The MINI Brief



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# 1/10

## My Dear Lucy

Each Location on 'The Narnia Trail' sets the scene and unlocks the readers imagination drawing them further into the story.

Location one introduces the reader to the story and the beginning of 'The Narnia Trail' at Crawfordslough Country Park.

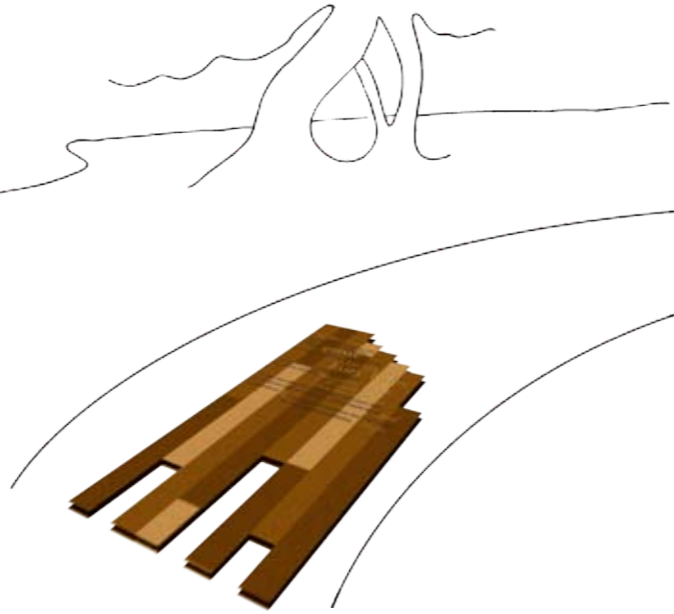
Marker one is constructed from old floorboards cast in concrete in the pathway. The narrative is engraved into the wood and painted. A sheet of toughened glass is placed over the top enabling people to walk on it.

**Dimensions**  
800mm X 1800mm X 100mm

**Materials**  
Old wooden floorboards & Toughened glass.

**Detailing**  
Engraved lettering filled with gold ink to add colour it will then be set into a concrete base and covered with toughened glass.

- 01. My Dear Lucy
- 02. The Big Old House
- 03. The Lamp-post
- 04. Narnia
- 05. Good v Bad
- 06. Aslan
- 07. The Journey
- 08. The Stone Table
- 09. Back Through Narnia
- 10. The End of the Adventure



# 3/10

## The Lamp-post

"C.S. Lewis once said 'what you see, and what you hear depend very much on where you are standing. It also depends on what kind of person you are'."

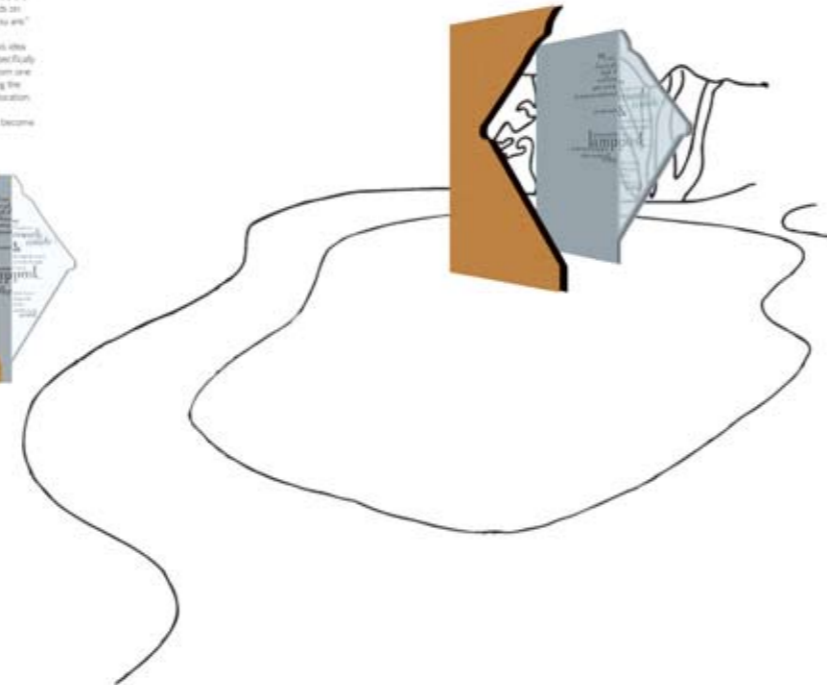
Location 3 explores this idea using 2 markers. It is specifically designed to be read from one spot on the trail leading the reader onto the next location.

**Dimensions**  
800mm X 1800mm X 100mm  
1400mm X 1800mm X 100mm

**Materials**  
Wood, Toughened Glass & Aluminium

**Detailing**  
Inkjet engraving using aluminium seal coating on the glass. Aluminium embossing.

- 01. My Dear Lucy
- 02. The Big Old House
- 03. The Lamp-post
- 04. Narnia
- 05. Good v Bad
- 06. Aslan
- 07. The Journey
- 08. The Stone Table
- 09. Back Through Narnia
- 10. The End of the Adventure



# 8/10

## The Stone Table

The Stone Table is a very significant part of Narnia. It is where good reigns and the quote explains that the stone table is not all over with a strange language.

By surrounding the boards from etched glass this allows the reader to see through to the stone table giving the effect of writing on the table.

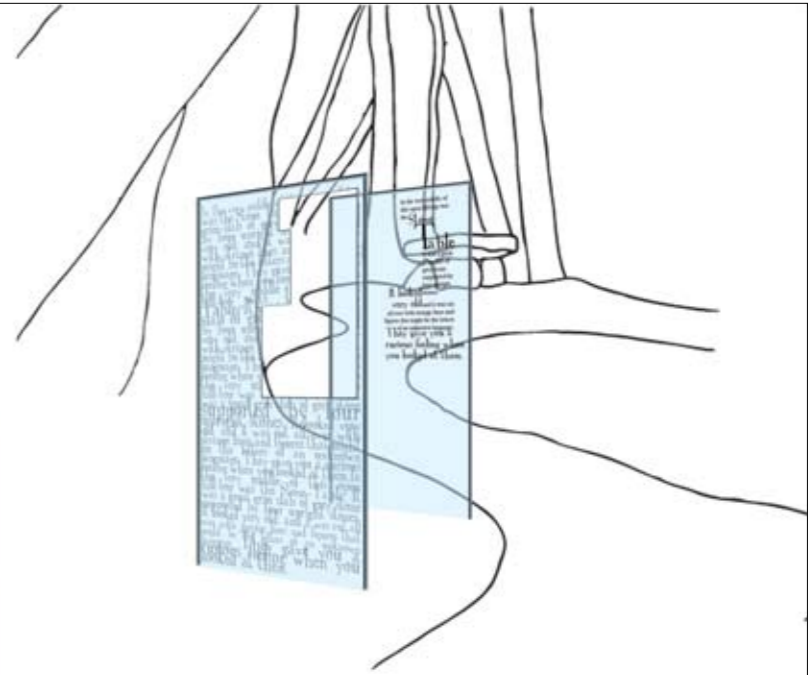


**Dimensions**  
800mm X 1800mm X 100mm

**Materials**  
Toughened Glass & Aluminium

**Detailing**  
Inkjet engraving using aluminium seal coating on the glass. Etching on the stone surface to give texture.

- 01. My Dear Lucy
- 02. The Big Old House
- 03. The Lamp-post
- 04. Narnia
- 05. Good v Bad
- 06. Aslan
- 07. The Journey
- 08. The Stone Table
- 09. Back Through Narnia
- 10. The End of the Adventure





**Brief:** To design an information communication system for the University of Ulster Belfast Campus LRC (Learning Resource Centre).

**Target Audience:** All users of the LRC at the University along with visitors.



**To create an information communication system using typography and colour that will be informative, directional and diverse, so that the LRC users can relate to it.**

The iPod ad was my inspiration for the use of colour, I decided to adapt this idea so as each area of the LRC would be colour coded. I took photos of people in interesting shapes, that also gave direction, and created silhouettes for my final idea.

Because each area is different and has a lot of blank walls and large windows. My design will brighten each area up but also create a coloured area so that people know where they are.

The same silhouette that is on the sign is also placed around that area so as people know that they are still in that area. The signs will be made of either plastic or foam board so that it can be easily moved. The individual silhouettes will be made of a self adhesive vinyl so as it can be removed and placed somewhere else. This enables the signage to be adaptable.



Left Flatland playboard inside box  
Above Book inside box  
Bottom Inside story book



**Target Audience** - Children aged 4-5 / Key Stage One

**Strategy** - "To create an informal learning piece, that will introduce children to the concepts of shape and dimension, using interaction and imagination through print."

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# Sustainability

## Event Location

Victoria Square opened in 2008 and is Belfast's newest and biggest shopping centre. Covering 75,000sqm over two floors, Victoria Square hosts 98 shops including a 2,000sqm House of Fraser store. It also houses an eight screen cinema, cinema, restaurants, bars and cafe's. 1.2 million people are predicted to visit per year making Victoria Square in the top ten shopping centres in the UK.

1. Good for the economy  
 2. Good for the environment  
 3. Good for the community

“Roads Service has admitted that the Westlink in Belfast will be full on the day the widening is completed. And it will be congested again in 5 or 10 years.”

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# Logo Design

The proposed name for the event is Betty Belfast Eco Transport Year. This is a branding name that refers to the year's activities. The words Betty and Year are based on Betty's sign. The letters Betty give us the letters we need to identify the consumer.

# Sustainability Event Proposal

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## Design Deliverables

There are several mediums that will promote the Betty event. The event location, Victoria Square will be the primary area for promotion. There are several empty shop units at the shopping centre, currently empty as they are for the year-end sale. Large posters for the event will be placed in these locations. Signatures will also be placed in shop windows and on social media and given away at the event. Betty Belfast Eco Transport Year will be the theme of the event. Betty Belfast Eco Transport Year will be the theme of the event. Betty Belfast Eco Transport Year will be the theme of the event.

**Event:** Exclusive 25% off Shopping event for consumers that use public transport.  
**Target Audience:** Women that drive to go shopping.  
**Location:** Victoria Square shopping centre.  
**Name of Event:** BETY Belfast Eco Transport year

**Strategy:** To create a captivating campaign that creates awareness of sustainability in daily transport and reduce the amount of cars on the road. Also to raise awareness of the current public transport system so that the current service can be improved based on users experiences.

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## Design Deliverables

Along with the promotional posters, in-store shopping posters and bus stop posters, the sign and poster design will be different colors but will all have the Betty theme.

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## Design Deliverables

Other things that have been considered will include Betty tote bags and t-shirts. The tote bags will be made of recycled paper and the t-shirts will be made of recycled cotton. The tote bags will be made of recycled paper and the t-shirts will be made of recycled cotton. The tote bags will be made of recycled paper and the t-shirts will be made of recycled cotton.