As part of your Coastal Care Project, you are required to produce a product to make people aware of your ‘Group Issue’. The product that you will be producing will be a Car Bumper Sticker. You will be required to follow a simple Design Process that will help you to ensure success.

The Design Process is explained by the diagram below.

**Design Need**

A Design Need is a statement that identifies that there is a problem that needs to be solved. In the space below, state your Design Need. This should relate to your ‘Issue’.

**Design Brief**

The Design Brief should relate to your Design Need. It is a statement that says what you are intending to do to solve the ‘Need’ and it should state what the product that you will manufacture will be. In the space below, write your Design Brief.

**Research - Colour**

There are a number of different areas of Research that you could undertake to assist with solving the Design Brief. The first area of research will be Colour.

Colour is how an object produces different sensations on the eye as a result of the way it reflects or emits light. It can be used to identify things, and be used to create a mood or feeling. Some colours work well together, and others do not.

The Colour Wheel shown right, demonstrates the three Primary colours (red, yellow & blue), the Secondary colours (orange, green & purple) and the Tertiary colours. Tertiary colours are created by mixing a primary and secondary colour together (yellow/orange, red/orange, blue/purple, blue/green and yellow/green).

With regard to Black and White, Black is considered to be the darkest colour which is the result of the absence or complete absorption of light. White is a colour that is the reflection of all visible rays of light.
For this project, you need to consider what coloured materials are available for you to produce your Car Bumper Sticker. You must also consider which of these colours work well in Harmony together. You need to consider one background colour, and one foreground (sticker) colour.

The colours available for the background are:
- Black
- White
- Navy Blue
- Light Blue

The colours available for the foreground sticker are:
- Black
- White
- Navy Blue
- Light Blue

You will be shown samples of each of these.

In the boxes below, experiment with different colour swatches.

Research – Font styles

A Font is a set of printable or displayable text characters in a specific style and size. You may be familiar with fonts such as Times New Roman, Comic Sans, Tahoma or Arial, however, although these fonts may look good, they may not be suitable for communicating a message.

Analyse the following Font styles. Consider the style, what it may represent or portray and also add your own opinions. What's good/bad about each one? How well does the font communicate information? Use bullet points to do this. The first one has been done for you.

- Spooky or horror style
  - Individual font letters look a little scary
  - Letters are not too clear so they may not suit the purpose of a bumper sticker
  - Dripping blood from letter doesn't may not appeal to people

Research – Analysis of Existing Solutions

Designers learn a lot from design ideas produced by other people. They can learn what looks aesthetically good, what sells, what products work well etc.

For the final part of your Research, you are required to analyse the examples of Car Bumper Stickers that highlight beach or coastal issues etc. You need to comment on:

- What the message says
- The colours used
- Imagery
- Good/bad design features
- Personal opinions (don't forget to express 'Why' you like/dislike the sign)

Now study the example given and then move on to analysing the further examples.
Research – Summary

You now need to summarise what you have learnt from your three areas of Research. Your comments, along with the Specification, will then be used to guide your Design Concepts.

Research Section

| Colour | Summary & Design considerations |
|--------|---------------------------------
|        |                                |

| Font   |                                |
|--------|                                |

| Existing Solutions |                                |
|-------------------|---------------------------------
|                   |                                |

Specification

A Specification states what the design requirements are. These are written in list form, are presented below and should guide your design concepting. Your Car Bumper sticker will:

- Give a message to the public that relates to your 'Issue'
- Be manufactured from one colour of plastic Vinyl
- Your vinyl will be stuck down to one coloured piece of Acrylic sheet. This will simulate the rear of a car
- Make use of positive and negative space
- Show graphically a clear message
- Use simple silhouetted images
- Include a simple statement or slogan

Design Concepts – Tips

- Sketch these out using HB pencil in the boxes provided. They are to the correct proportion
- Use simple shapes/images to assist you eg silhouetted shape with no internal single lines
- Use fonts that relate to your message and imagery
- Keep your fonts clear and not overly complicated
- Add the two colours that you have selected. Use coloured pencils for this
- Annotate your concepts stating why you have selected the imagery & fonts, the choice of colours, features, why the design would work, good/bad points, personal opinions etc.
- Don't use internal single lines. Keep all lines 'closed' to create 2D shapes
Design Development

Prior to developing your selected Design Concept, it is beneficial to understand how your sticker will be manufactured. The process that will be used is called CAM Vinyl Cutting. CAM stands for Computer Aided Manufacture. This is how the vinyl letters and images are cut out that are added to the sides of work vehicles and the production of many signs. The images below show a vinyl cutting machine and work vehicle with vinyl lettering and imagery.

It is important to remember that your text and imagery will be cut out around any ‘closed’ profile. There must be no internal single lines in your developmental work.

Now select a Design Concept and develop it below. This does not require to be annotated.

Development – Final Solution

In the box provided, sketch out your Final Solution. This is the Car Bumper Sticker that you will manufacture. The box is the actual size. Add colour.

Prior to you commencing the drawing out of your final design, you need to check with your teacher that:

- Your imagery is suitable
- Your text is suitable
- You have selected two colours that are available

Product Manufacture Planning & Manufacture

Once your Final Solution has been approved, commence drawing it out using Adobe Illustrator.

When your Car Bumper Sticker has been drawn out, you will be able to manufacture it out of vinyl and the acrylic provided.