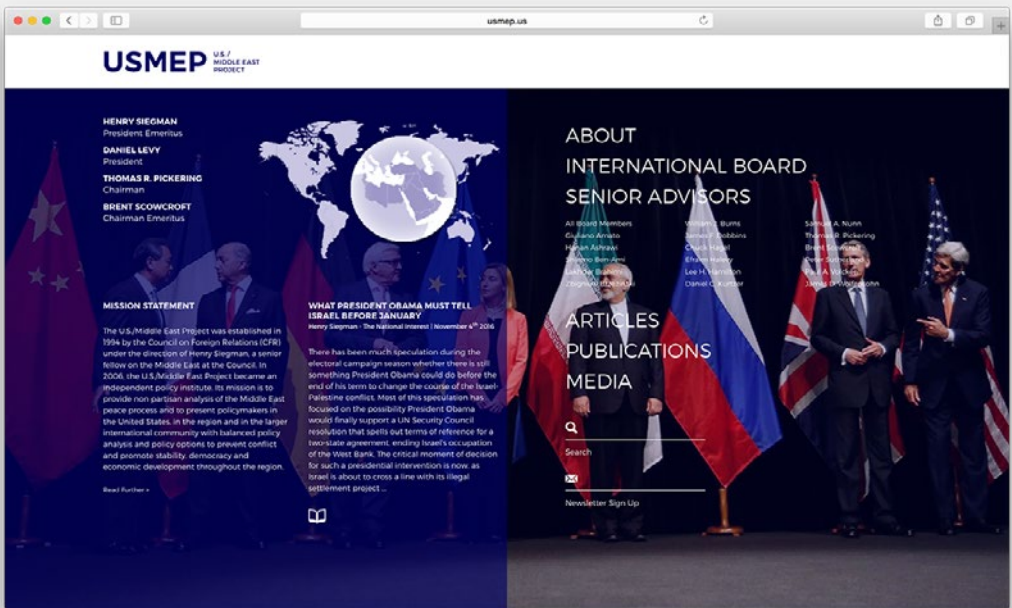
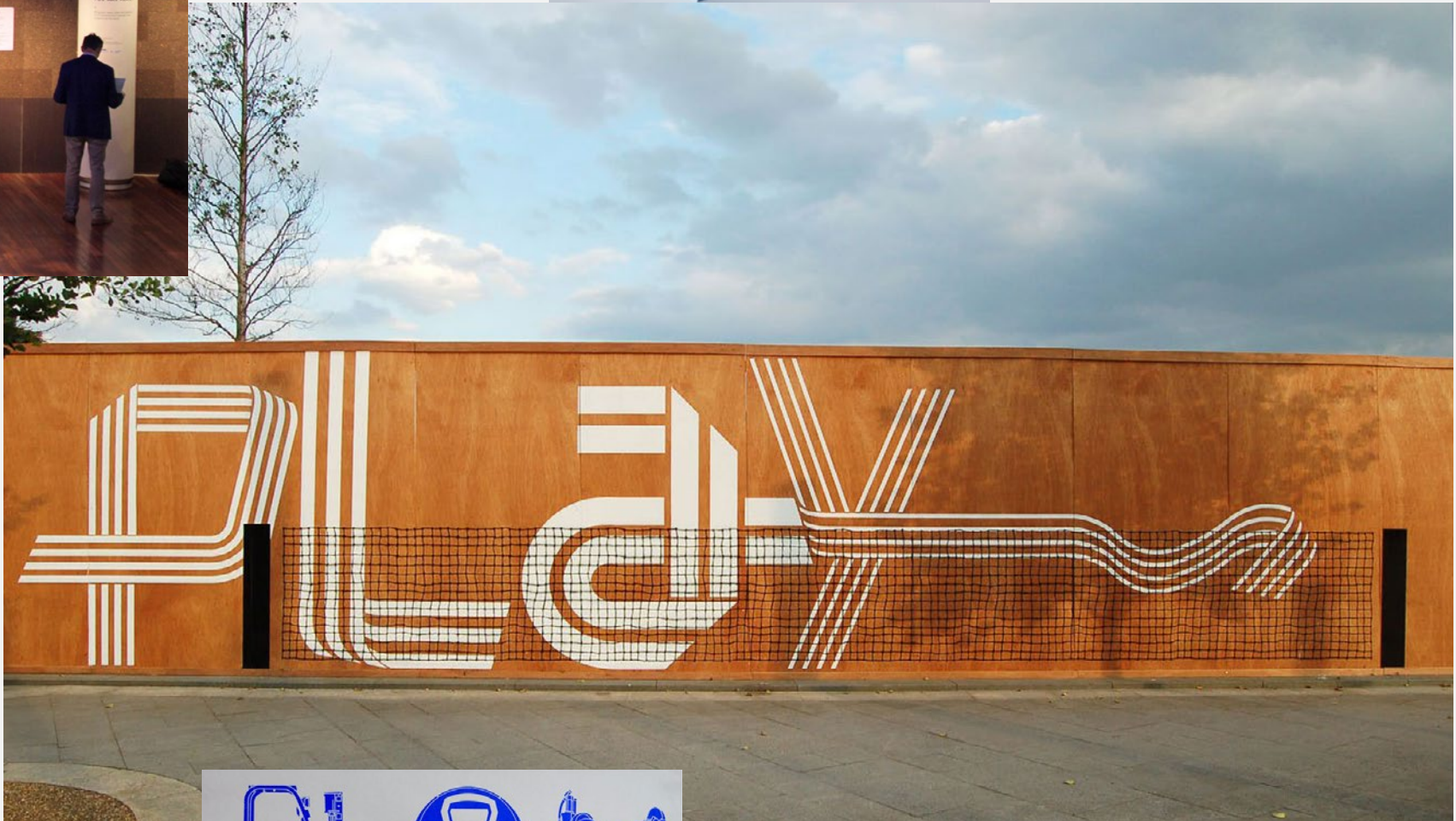


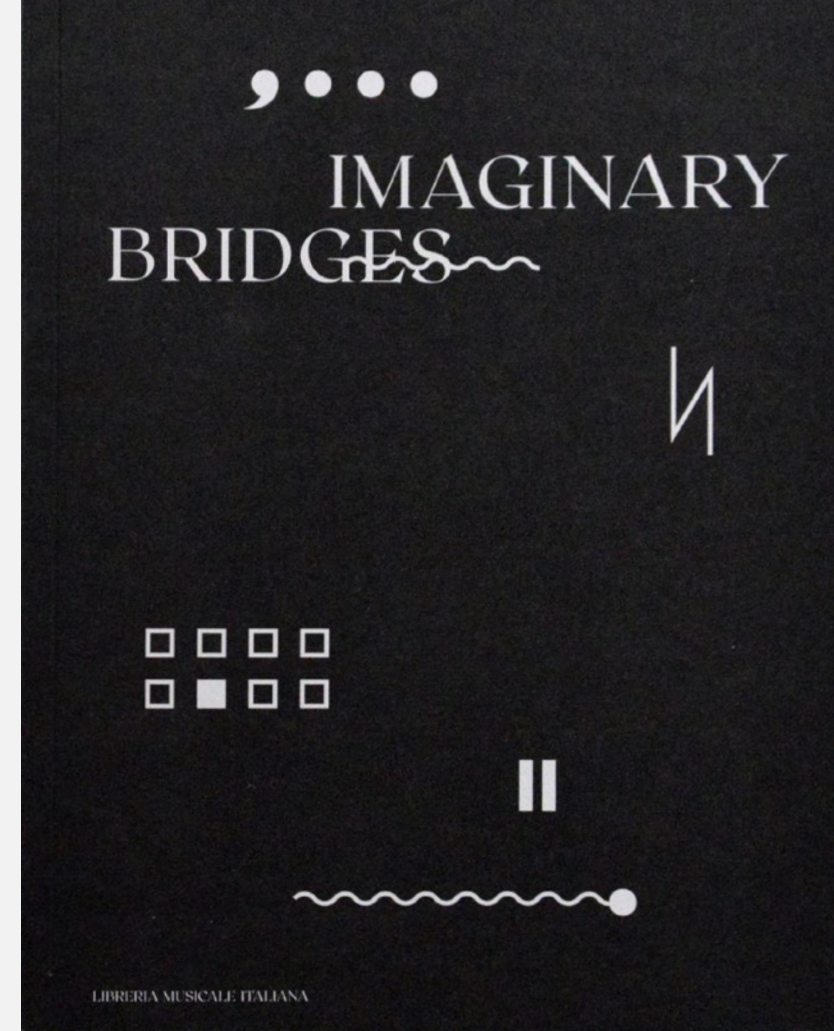
Visual and Digital Communication for Community Organisations

CONTENTS

1. Graphic Design /
Visual Communication
2. Digital Communication
3. Commissioning Designers
4. Participation & Co-Design

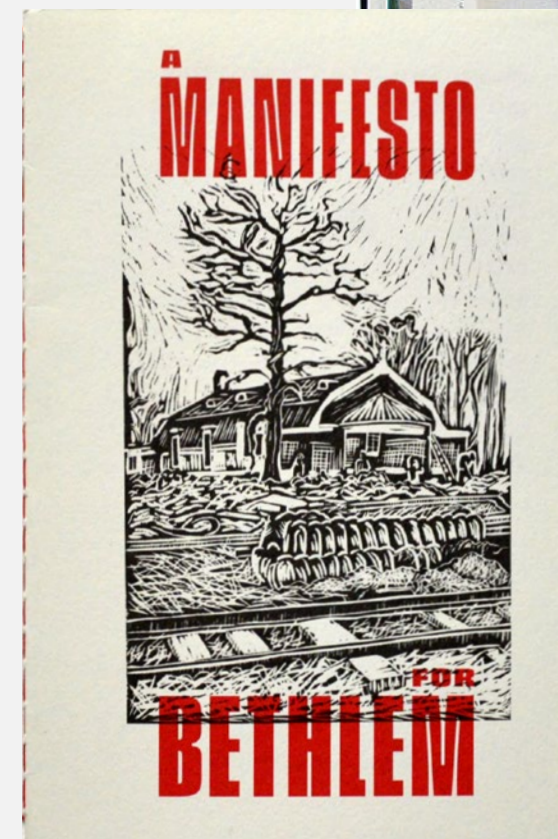
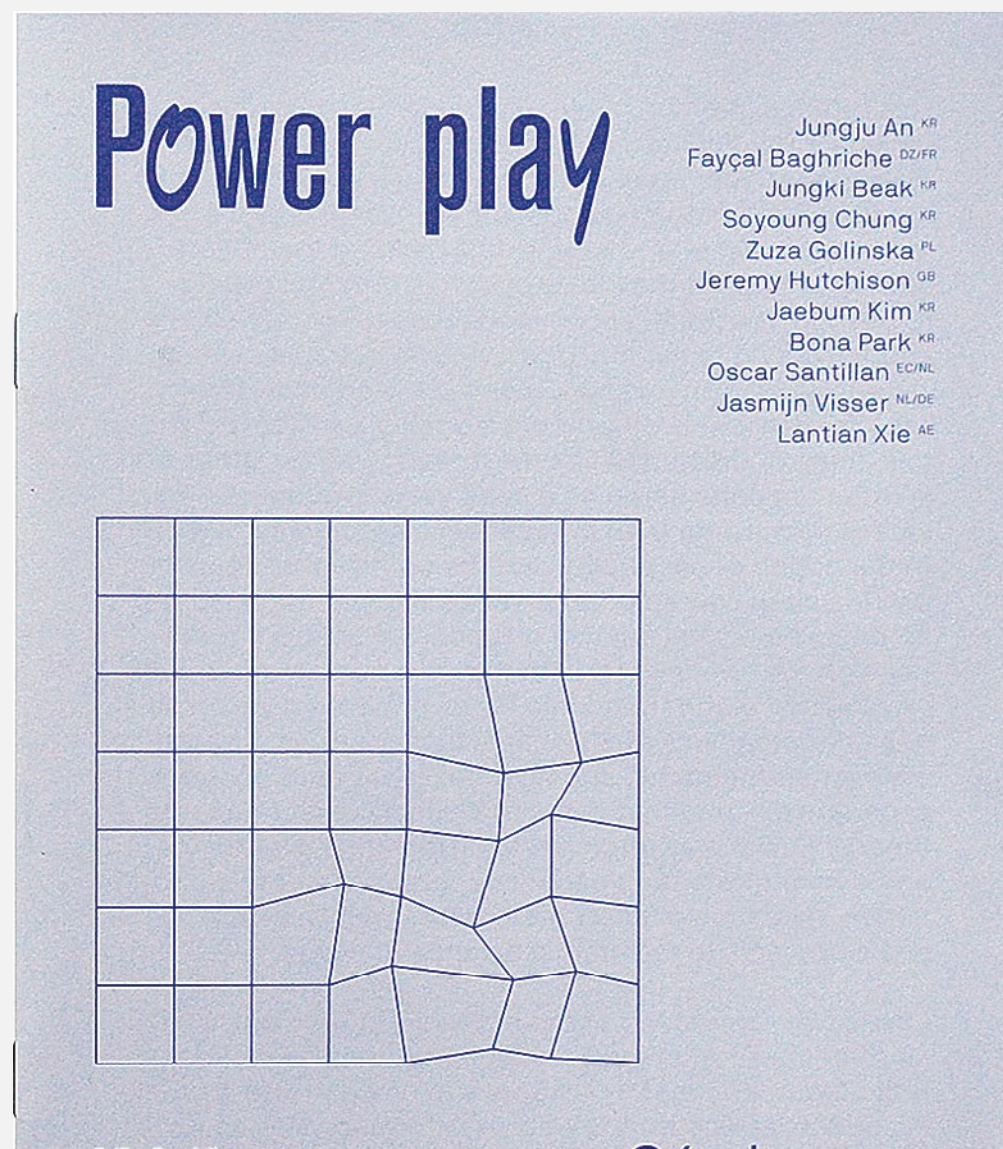


Graphic Design / Visual Communication



ELLA BULLÉY

USING CONTEXTUAL RESEARCH AND MATERIAL EXPERIMENTS INTERSECTED WITH ARTISAN TECHNIQUES TO DIRECT MY DESIGN APPROACH, IT BECOMES A TOOL TO TRANSFORM THE RAW INTO THE REFINED.



Text and images





LAUNCH: **26 06 —**
HAND-IN: **07 08 2017**

£2,250
PRIZE MONEY

LONDON WORKS
STUDENT COMPETITION 2017

London's industrial land is vanishing even though demand for work space is rising. How can we stop the housing crisis being followed by a workspace crisis?

London Works is a student competition to design a future-proof model for industrial uses, in a real place and with a real client.

The challenge is to develop a vision for productive quarters not as mere utilitarian appendices, but as integrated parts of new and existing London neighbourhoods.

How can work space be part of new use mixes at increased densities?
How can work space be part of what it takes to create a sustainable community?
How can work space positively contribute to a sense of place within the wider neighbourhood?

PEABODY SEGRO Thamesmead UEL

LONDONWORKS2017.INFO



EXHIBITION
BROMLEY BY BOW CENTRE
24 FEB 2018 2—7PM
ST LEONARDS STREET LONDON E3 3BT

EXHIBITION
BROMLEY BY BOW CENTRE
24 FEB 2018 2—7PM
ST LEONARDS STREET LONDON E3 3BT

CollecteD Dreams

CollecteD Dreams

FREE ENTRY

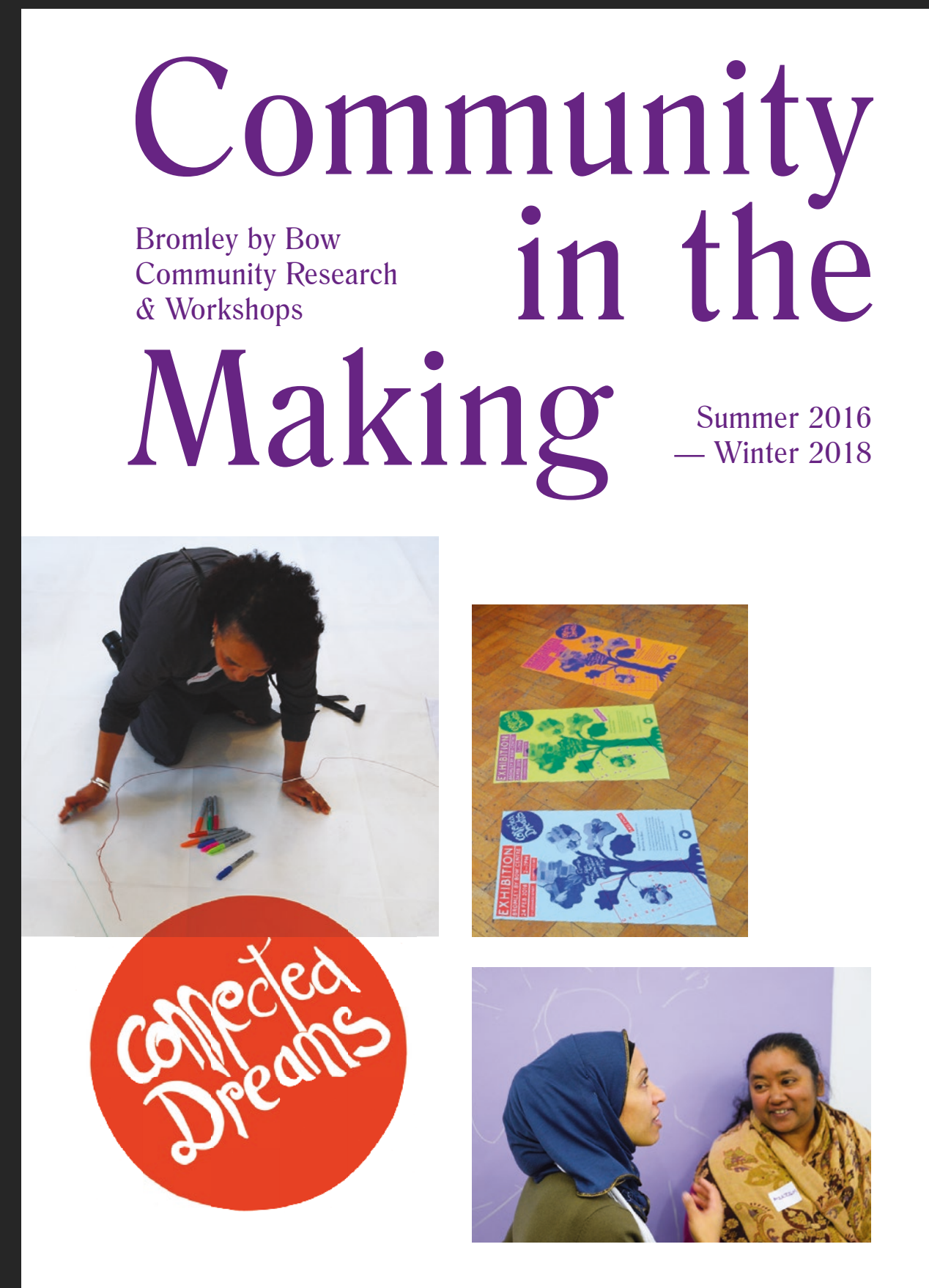
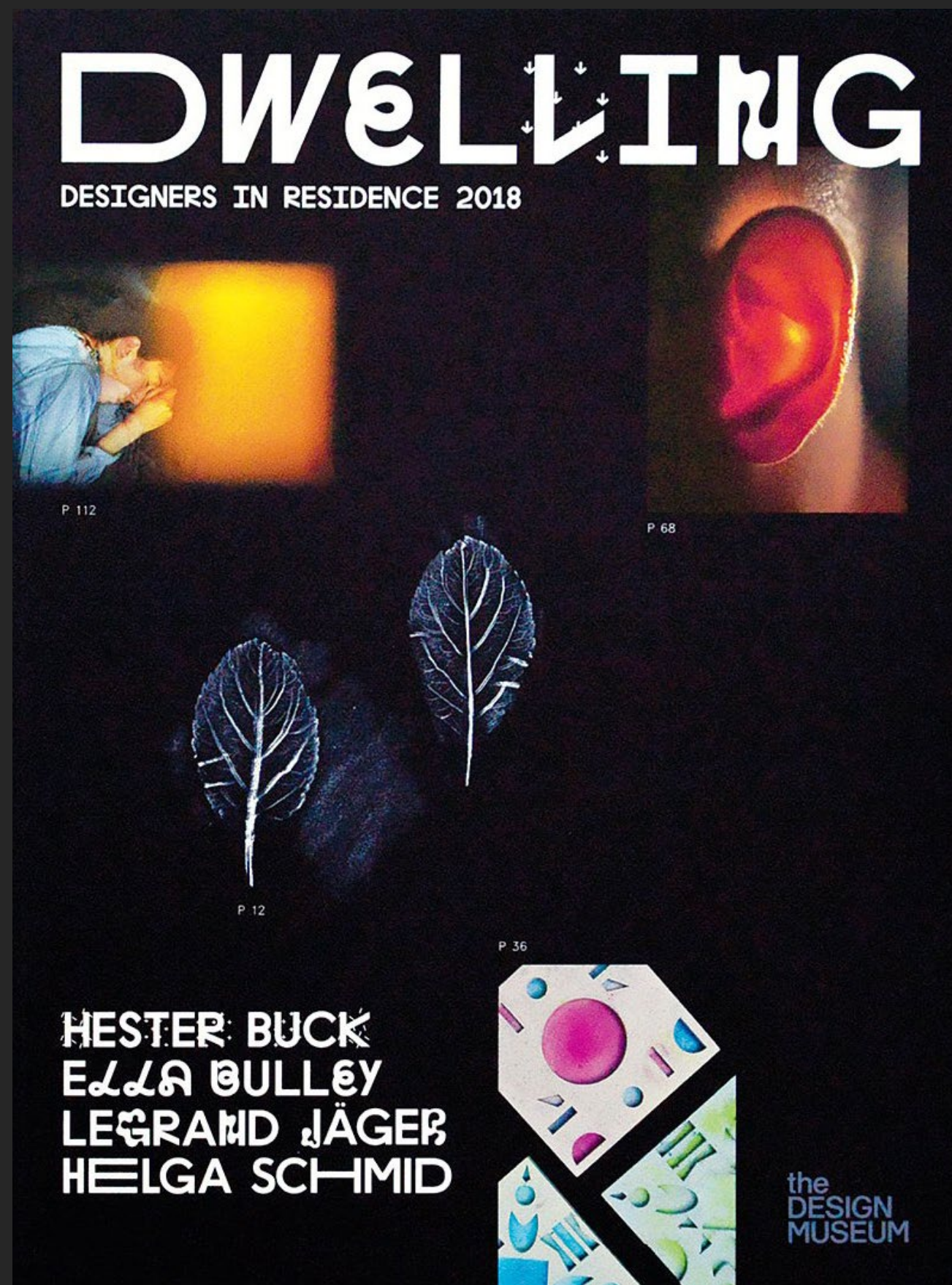
Experience a dream for Bromley by Bow.

This exhibition brings to life six months of research in the community, through the imaginative artwork of local people. Come to find out what's important to the local community and get involved in creative activities on the day to be a part of this vision.

Everyone's welcome!

bromley by bow centre

Posters and flyers







Losing myself

Níall McLaughlin and Yeoryia Manolopoulou's exploration of dementia in drawings enlightens and enthrals, writes *Mary Duggan*

Do we fear being alone? Solitude is usually a choice; a state in which one can choose to reflect, to read, to bathe, to drink a cup of tea, to make the cup of tea; to enjoy a space we are in that is designed to our liking; that is familiar, tidy or messy, frothy or foggy. Alone or in company, our understanding of that space, our state of being is very clear. We can close our eyes and still walk a room; we follow patterns of activity set by the spaces we become adjusted to. That room can also be curated to allow us and our friends to inhabit it predictably and safely. This is a given feature of our lives.

But what about being lost? Occasionally we get lost in our physical surroundings; lost in a shopping centre; lost in the woods. Occasionally we get lost emotionally and lose the ability to find routes through our lives or to think straight and decipher problems. What we have probably all experienced is a state of confusion that brings angst and fear. Imagine this as a permanent or progressive state, and one that is terminal. It is a frightening thought, being out of control and unable to recall.

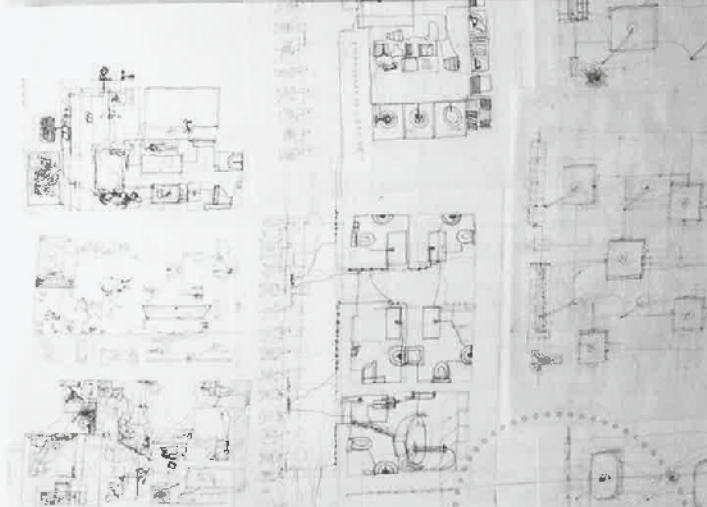
As architects, we hold a particular set of skills which are enhanced through observing, orientating, drawing, research and architectural practice. These skills are our own, we are independent in our particular interests. We are alone in our intellectual interpretations, both stylistically, and emotionally.

In conventional practice, these skills are wholly necessary to create architectural drawings; drawings that may then be interpreted by others to construct buildings; buildings that will then be occupied by people in various states of being.

The buildings contain us, keep us warm, ensure our work surfaces are illuminated, and keep us safe. They keep us safe because we understand what it is to be safe through familiarity. But dementia is a condition that slowly degrades these familiar conditions of orientation, sense of place, sense of safety, and often but not always involves a loss of memory. It can be a slow or fast process whereby the sufferer becomes disorientated or lost in conditions that were once familiar. But that is not to say; well that's it then. Are there ways in which familiarity and safe environments can be reconstructed unconventionally to suit new thought patterns prevalent in the condition?

In Níall McLaughlin and Yeoryia Manolopoulou's research for their installation in the Irish Pavilion at the Venice Biennale they have attempted to tackle the fears associated with dementia.

This is a project based on technical knowledge. McLaughlin and Manolopoulou understand the science and have consulted neuroscientists and anthropologists. McLaughlin shows me a very detailed sketch he has drawn. It looks like a landscape. It is a diagram of the brain, and he describes what happens biologically as the disease takes over the mind.



Left Níall McLaughlin and Yeoryia Manolopoulou's installation at the Venice Biennale. Above: the drawing process. Below: McLaughlin and the team engaging in social drawing.

'As architects, we hold a particular set of skills'

The two come upon neurological research showing that the way we construct and compose an understanding of space is completely different to the way architects configure space. McLaughlin explains that neuroscientists interpret our experience of space in a non-linear form, as a series of fragmented episodes or memories coexisting in time and space—a fourth dimension.

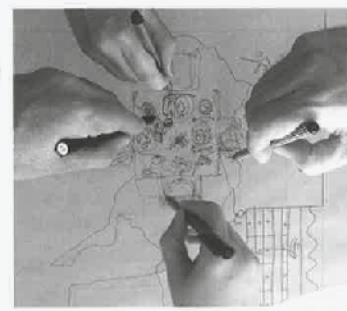
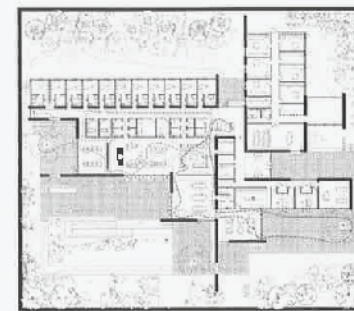
What are these episodes? In the short term they are a slowly layered, memorised depiction of a room or a spatial sequence. In the long term it is the space of your first memory, your first kiss, the room where a relative died. Is the physical backdrop an important part of the memory? Or is it the artefacts within the room that led to the habitual behaviour engraved in the mind never to be forgotten or so easily re-enacted?

The research for this architectural project sets out to ask questions about designing a space for sufferers of dementia, but also to consider other ways of constructing space from a new position, without the tools we are used to deploying. As Manolopoulou describes, 'from the perimeter and then inwards, the artefacts come last, and the activities that construct the life within the room'. She draws a sketch, impatiently creating a loose frame, then diving into the detail, 'What's in there? A brain. Activity. We should be thinking in the reverse order,' she says.

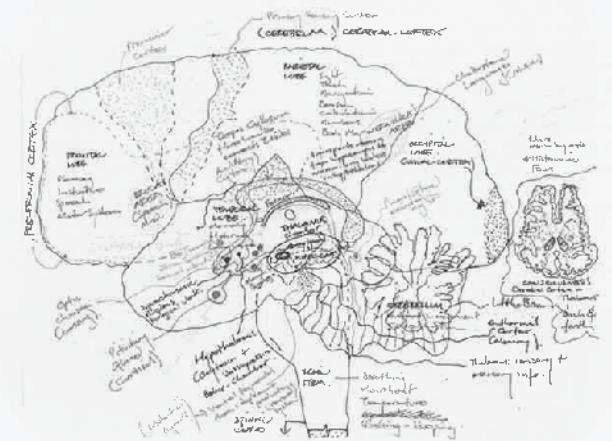
The project is not an architectural proposal, it is a drawing, a conversation about user's experience. The large-scale drawing projected on to the floor at the Arsenal is very loosely based on a building for Alzheimer sufferers designed by Níall

McLaughlin Architects, but the point is not to critique it, but use it as a soft framework to form a social drawing; to study ideas of disorientation. For an architect the thought of these skills deteriorating raises questions about how rigid we are, how we churn ideas, what questions we are asking. How important is the plan logic, the framework for the building? If a building is a series of layers, of fragments, of disorder, what does that look like? And how could one recreate and record the process?

A number of collaborators are chosen to generate a drawing together and separately. The individuals are asked to draw alone in their own room defined within the drawing framework, to get into character. You are in your bedroom, you wake up, what do you do? Very few rules are given. They do not draw walls. Some fixtures exist—a scoreboard for



Above left: the plan of Níall McLaughlin's Dementia Respite Centre in Dublin. Above middle: Sketches architects collect as prompts, placing them into the mind of a building user and recreating the process of spatial apprehension. Above right: Sketch by William D'Armonville. Below: One of McLaughlin's drawings depicting the brain. Opposite: Sketch by Yeoryia Manolopoulou.



'There is another language expressed and unified through the drawing'



doctorswithoutborders • [Follow](#) ...



doctorswithoutborders What does self-care mean for you? Many women and girls around the world face significant barriers or limited access to timely medical care. That's why self-care, with the guidance from a health provider, can help people manage healthcare in the privacy of their own home.

Here, a trained peer educator talks about self-care with women in her community.

Illustration: @maroonhorizon
#selfcare #iwd2021
#internationalwomensday #womensday
#medicalcare #health #healtheducation
#community #illustration
#empowerwomen



1,381 likes

MARCH 5



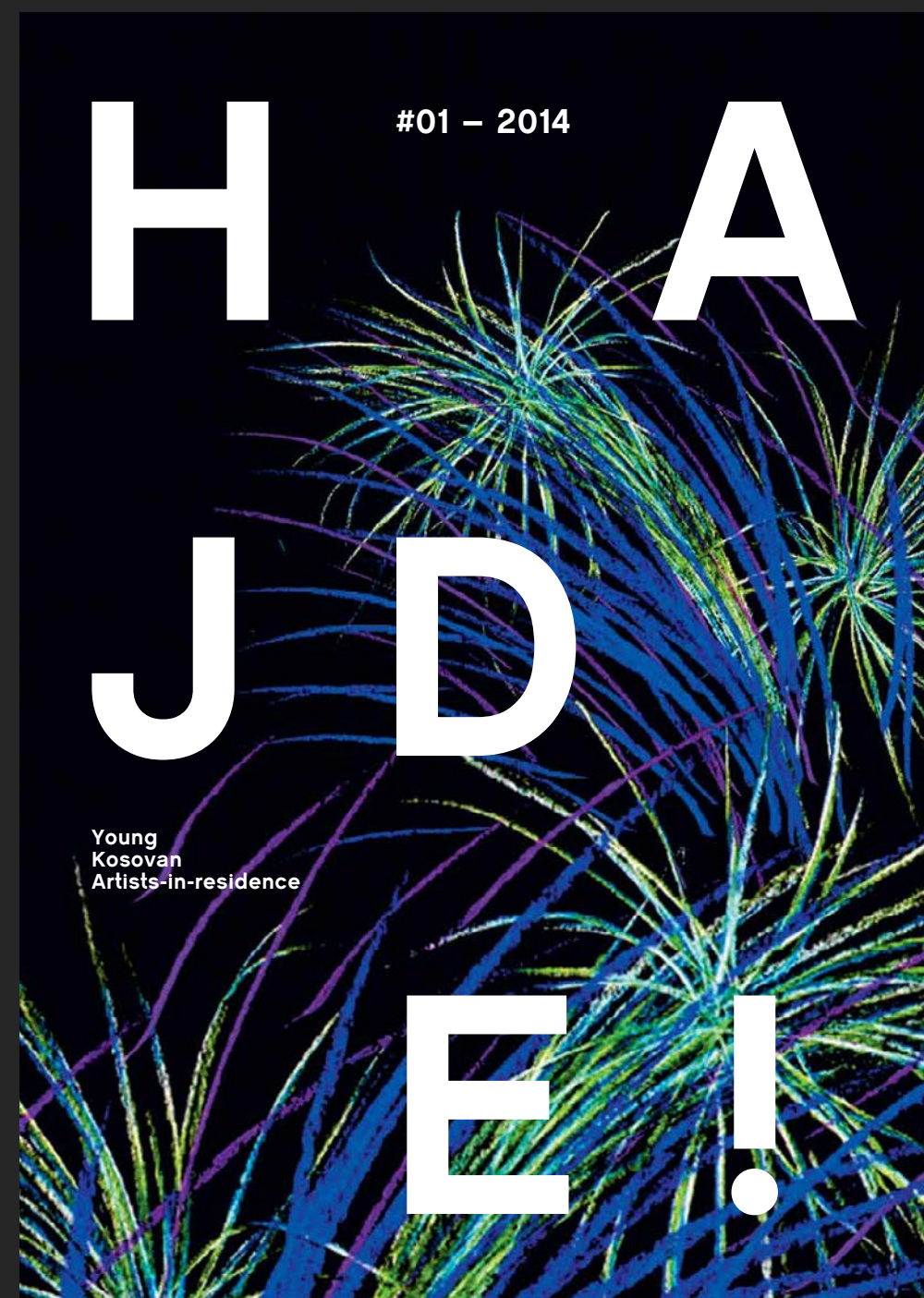
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[Post](#)



Front of House and signage

Typography



Typographic covers



Rainham.

Power play

**CATFORD
BROADWAY**

WEST NORWOOD

FEAST

MANIFESTO

We are resolved to be cheated no longer, nor be held under the slavish fear of you no longer, seeing the Earth was made for us, as well as for you. And in this Earth is our Royal site of Bethlem covenanted to our Governors by the Mayor and Commonalty and Citizens of the City of London on the feast of Michael the Archangel, made the twentieth day of November one thousand nine hundred and thirty one, for seven hundred and forty nine years, at the yearly rent of six shillings, for the sole use of the reception of people of unsound mind.

Nuance

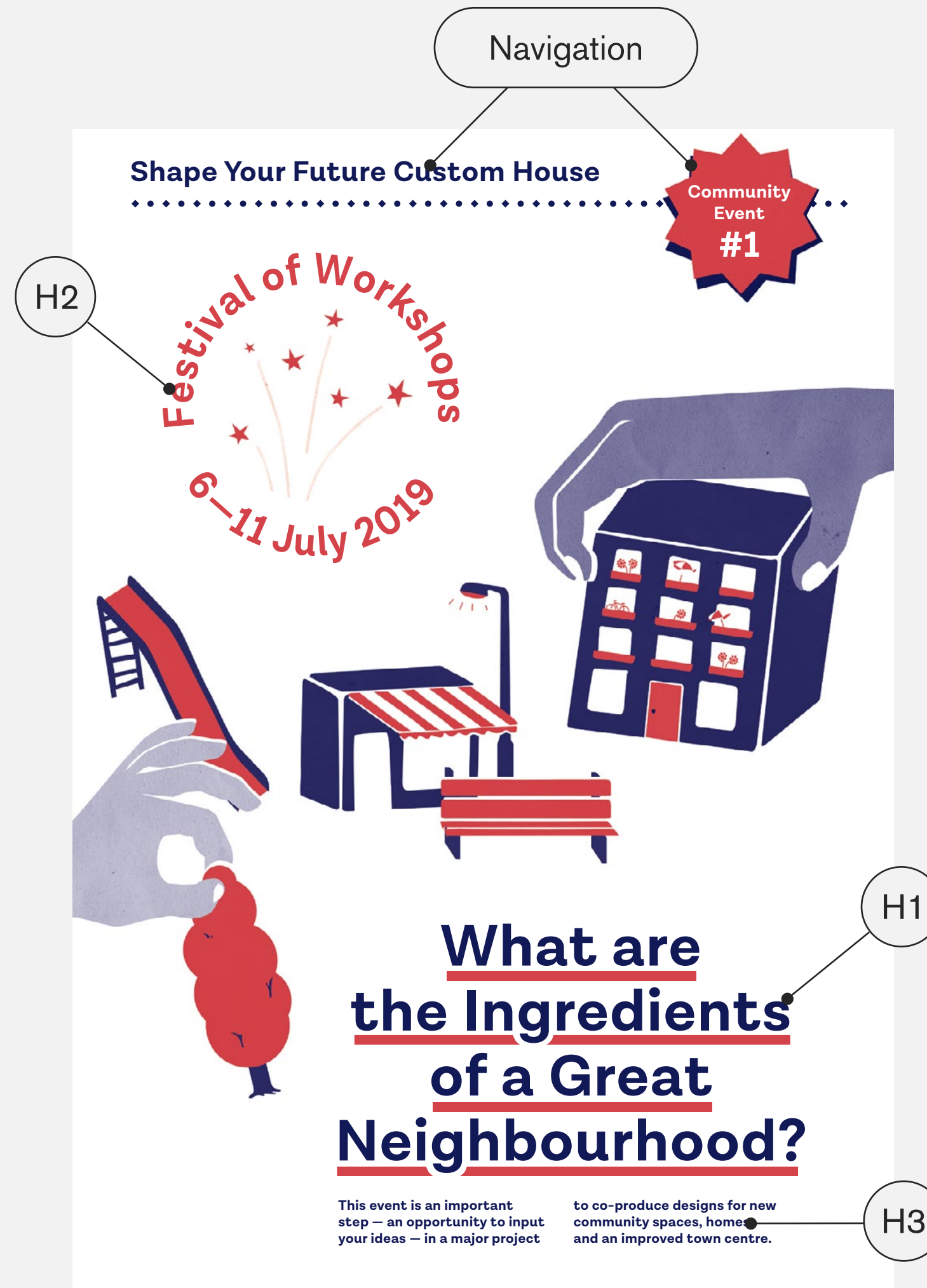
Gabriele Muschel's drawings, collages and photographs are concerned with the confusing and disconcerting. Little of what surrounds us is as it seems. Beauty and perfection turn out to be camouflage for horror. The confusing and disconcerting are the analysis of a lengthy process. Is that which appears as a double really a "double"? Where does reality become illusion? That is the fine line on which Muschel situates her series. Is it adaptation and protection from danger (as in the case of the chameleon) or dangerous deception (poisonous/non-poisonous) as in the case of the mushroom?

BACKGROUND

South Norwood is a lively and vibrant neighbourhood with excellent transport links, a surrounding network of green spaces, and a young, diverse and dynamic population. However, South Norwood's High Street and Portland Road have one of the highest property vacancy rates in Croydon, giving an inaccurate first impression of the lively and positive local community and economy. We Love SE25 is working with Croydon Council to develop activities and proposals, based on the Community Economic Development Plan for South Norwood which was developed by local businesses and residents.

Fiction

Tim has a natural touch, his loving nature reminding me of the Intimistes and his handling of materials as in the new impressionist brush. Tipping in the whites, foreground, middle, background, the cloud makes surfaces come forward, a very knowledgable way of painting. Some of his touches remind me of Renoir but not Utrillo or Bonnard. Blottings, his thumb, finger marks, landscape painting coming through Blake, Turner and Samuel Palmer. All makers of work that continue the belief in the substance of paint, watercolour, spread and bleed. The ability to make like those untrained artists in Cornwall, the distillation of the best.



50–70 words (max. 100)

Organisation of content and hierarchy

Shape Your Future Custom House

Community Event #1

Festival of Workshops
6–11 July 2019

What are the Ingredients of a Great Neighbourhood?

This event is an important step — an opportunity to input your ideas — in a major project to co-produce designs for new community spaces, homes and an improved town centre.

Shape Your Future Custom House

Community Event #3

Review emerging design proposals:

We now have the beginnings of a masterplan for the area around Freemason's Road — a 'recipe' for the future place — but we need to test and refine it with you ...

Workshops & drop-in exhibition

Sat 28 September
Workshop 11.30am–2pm
Drop-in 2–5pm

Wed 2 October
Drop-in 3–6pm
Workshop 6.30–9pm

Venue:
51 Freemasons Road (former Shopwise)
E16 3PJ

Coming soon:
www.customhouseE16.com

Shape Your Future Custom House

Community Event #4

Following many community conversations, we now have a Big Picture Plan for the neighbourhood around Freemasons Road. But it's vital, before we move on to designing in detail, that we 'check in' with you — the people the Plan is for!

Are you happy with the plan?

Community drop-ins

Wed 16 October 2–8pm
Drop-in any time

Sat 19 October 12–4pm
Drop-in any time

Venue:
Regeneration Hub
25 Freemasons Road
E16 3ER

former Post Office

Coming soon:
www.customhouseE16.com





FREE DOWNLOAD

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[dafont.com](https://www.dafont.com)

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also look at commercial type foundries

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[typewolf.com](https://www.typewolf.com)

[slanted.de](https://www.slanted.de)

Photography





Staged photography, still life and portraiture

Jahresring 59

Künstlerische Praxis
zwischen Tirana und Tanger

Artistic Practice
between Tirana and Tangier

on One Side of the Same Water



HATJE
CANTZ

CHAPTER 5

PROPOSALS



Strawberry-picking trip with Eastbury Comprehensive School
to 'Growing Communities Dagenham Farm', east London, 2017



Food Journeys

Kathrin Böhm

39

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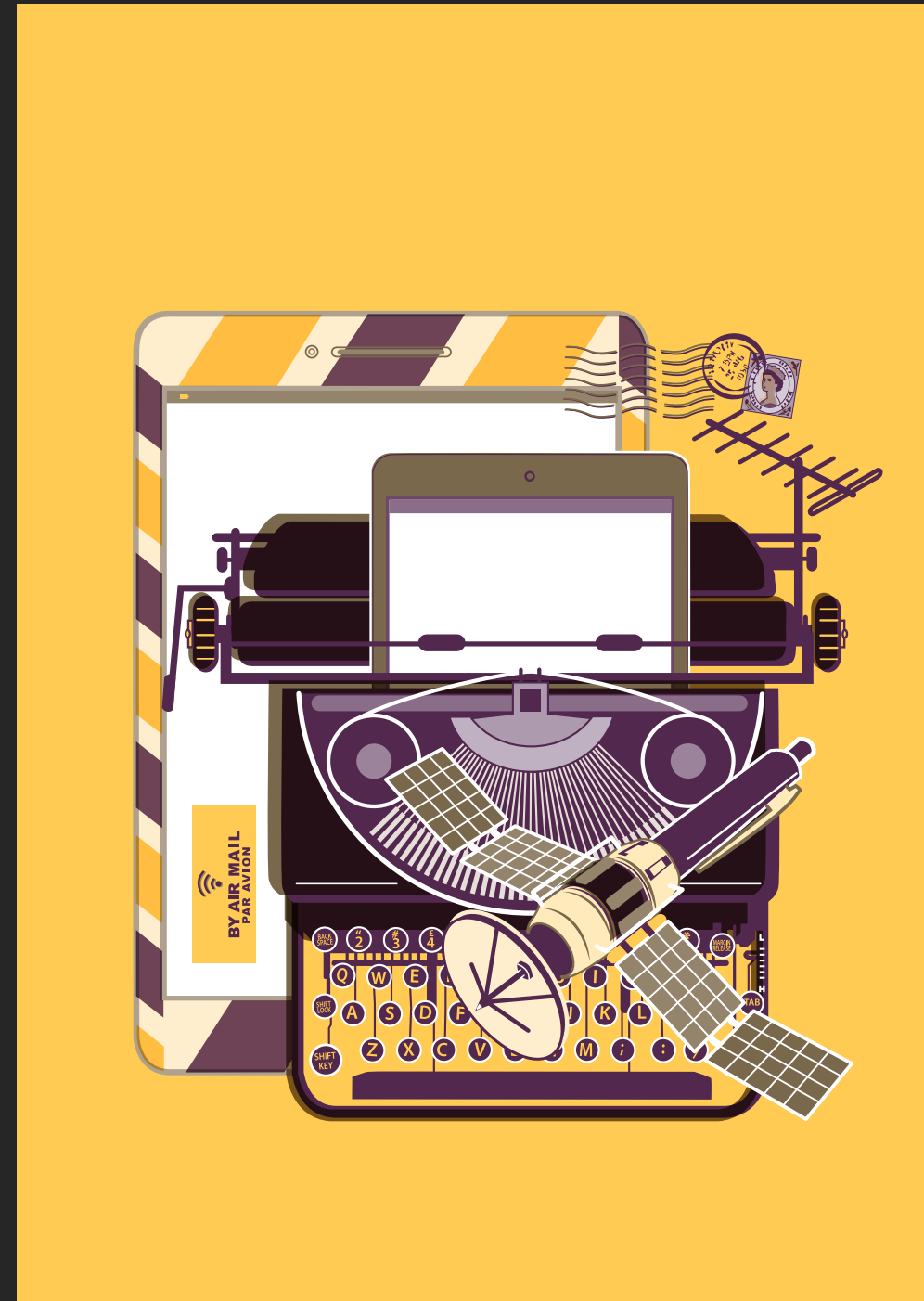
INFO / HOW TO USE / UPDATES

1854.photography

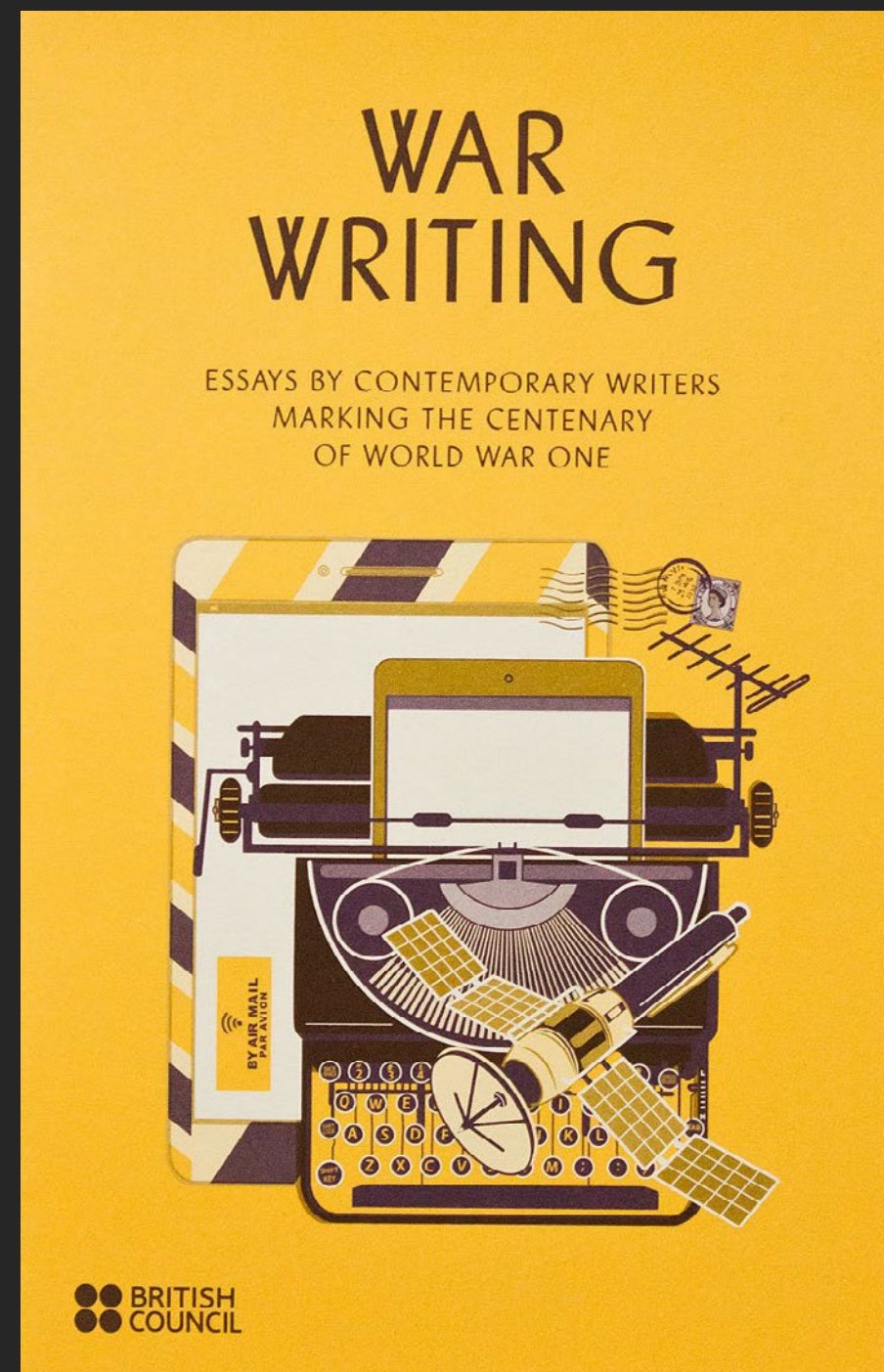
aestheticamagazine.com

foam.org

Illustration

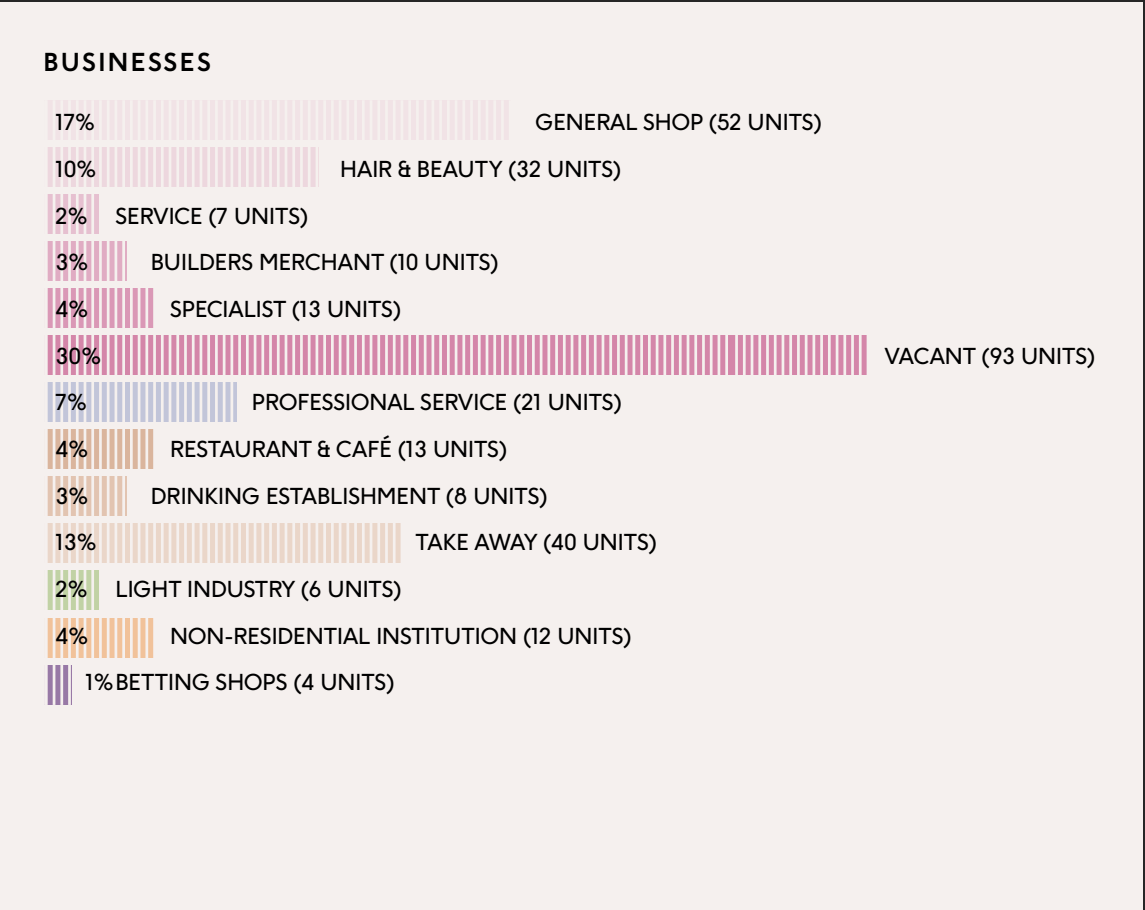
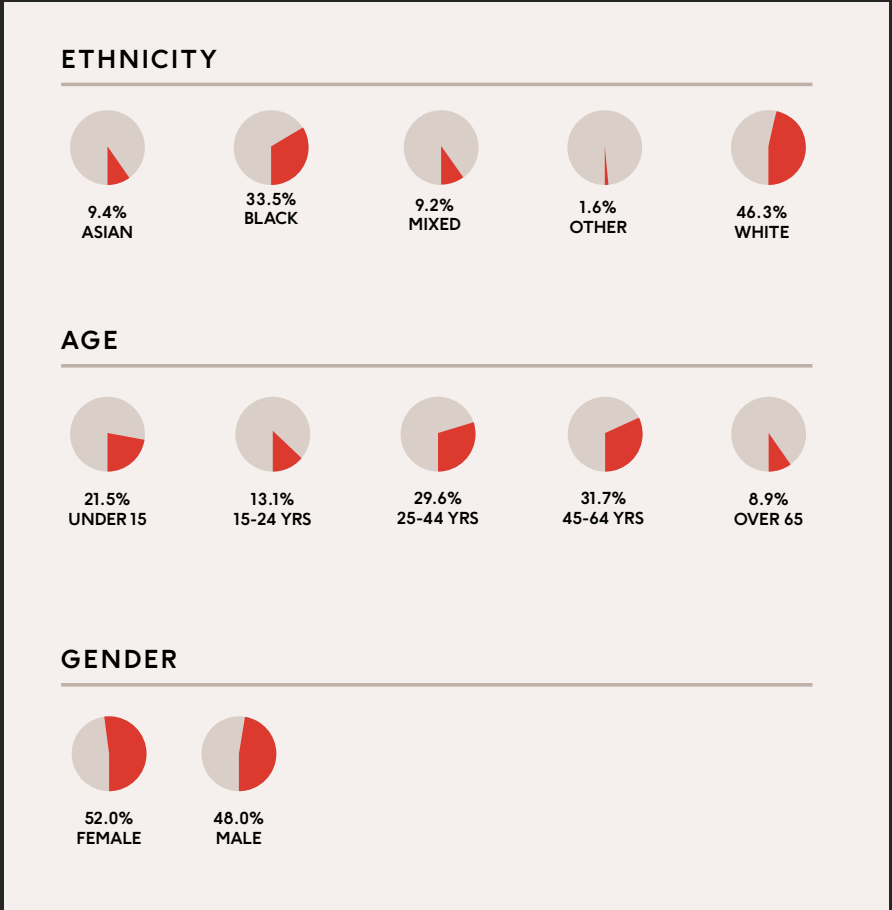


Vintage / idealising, fantastical / surreal and playful / childlike illustration

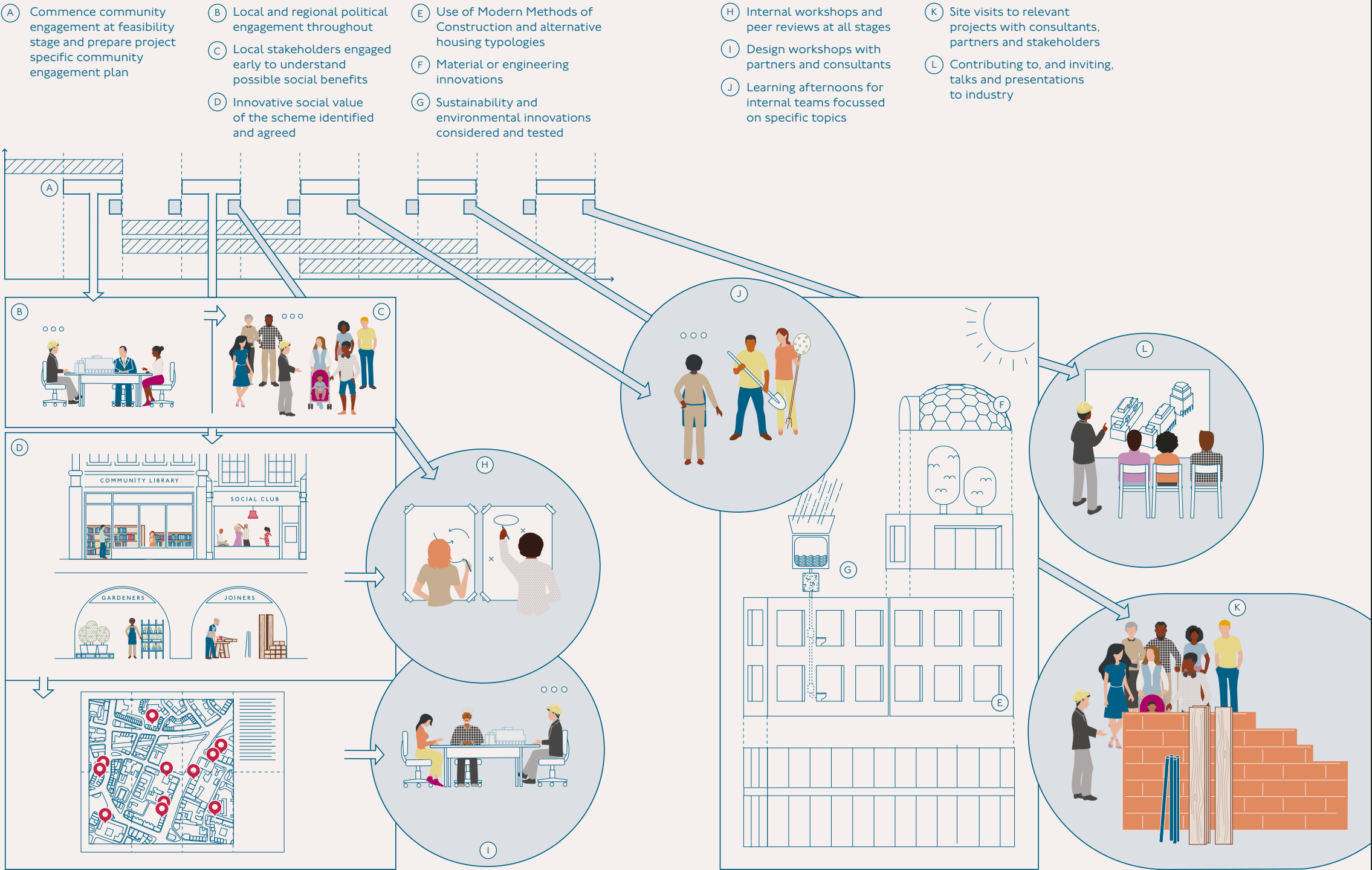
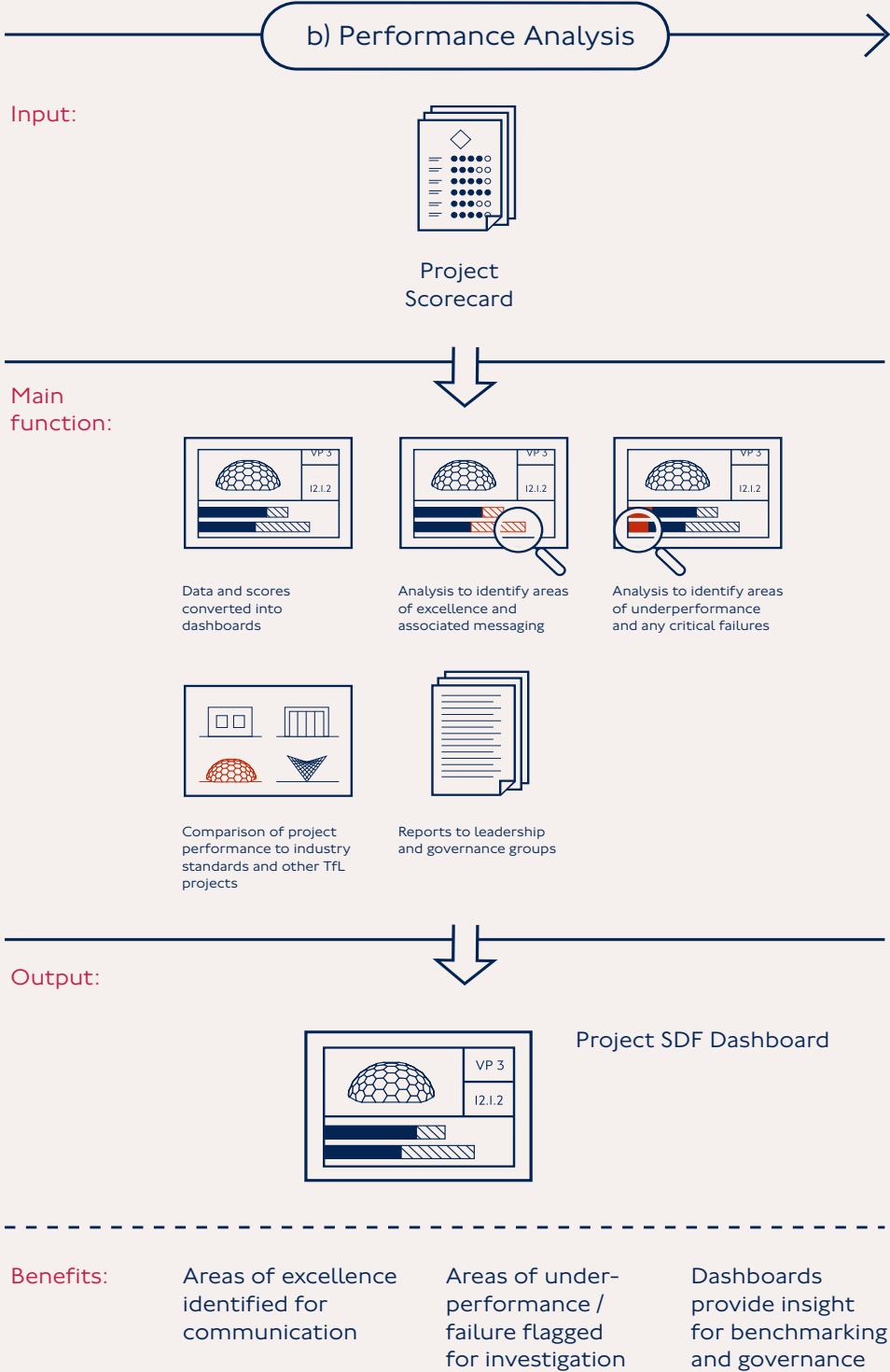




Icons & Diagrams



Maps, charts and icons



FIND ILLUSTRATORS

[theaoi.com](#)

[behance.net/galleries/illustration](#)

FIND INFOGRAPHICS

[behance.net/galleries/graphic-design/infographic](#)

INFO / HOW TO USE / UPDATES

[itsnicethat.com](#)

[designobserver.com](#)

SOFTWARE

Adobe Indesign

Affinity Designer

Digital Communication



Audience



Image source: everycatalog.com

Voice & Style



lushcosmetics • Follow



lushcosmetics Too much fun in the sun? Been there.

Sunburned, sensitive skin can be uncomfortable to say the least. Keep things cool with a few nourishing goodies made for suffering skin.

☀️ Breath of Fresh Air Toner
Skin feeling drab or dry? Soothing aloe vera and rose spritzer with hints of cleansing rosemary and mineral-rich sea water will fix that right up.

☀️ Catastrophe Cosmetic Fresh Face Mask
Antioxidant-rich blueberries, calming calamine powder and cooling chamomile blue oil = the perfect remedy.



7,601 likes

JULY 27



Add a comment...

Post



Sense  @sensecharity · Sep 14

...

Nearly two-thirds of disabled people feel less optimistic about their future because of their experience of the pandemic.

Next year's [#CovidInquiry](#) is a chance to investigate and learn from what has happened.

Sign our petition here

sense.org.uk/support-us/cam...




Almost **two-thirds** of disabled people say that their experience of the pandemic has left them less optimistic about their future prospects.

#CovidInquiry





Royal Academy  @royalacademy · Oct 2

BIG round of applause to all four artists! 

Check out their works here: se.royalacademy.org.uk, and don't forget to book your tickets to the [#RASummer](#) Exhibition:



Summer Exhibition 2021 | Exhibition | Royal Academy of Arts

The world's most joyful art exhibition is back. From icons to the up-and-coming, find the art you love from over 1,300 works selected by ...

 royalacademy.org.uk



Rafa Cabañas @rafacabanas_ · 1h



Replying to @Mailchimp

It is working again! i dont know what happened but everything is fine now, thanks!



1



Mailchimp  @Mailchimp · 1h



Oh - perfect! We're glad everything's working 😊

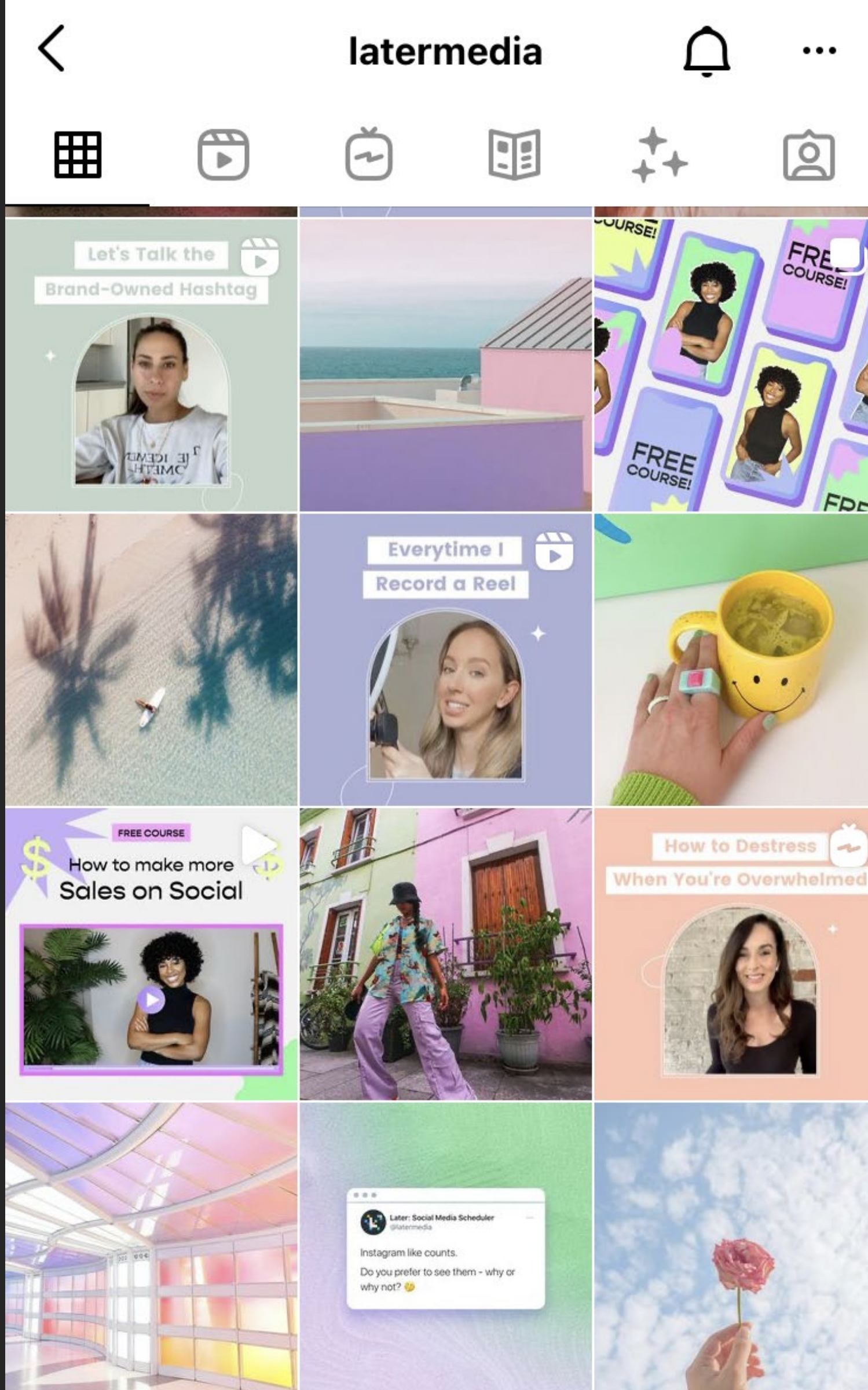


1



Visuals





**It's in our power
to end the need
for food banks.**





doctorswithoutborders • [Follow](#) ...



doctorswithoutborders  What does self-care mean for you? Many women and girls around the world face significant barriers or limited access to timely medical care. That's why self-care, with the guidance from a health provider, can help people manage healthcare in the privacy of their own home.

Here, a trained peer educator talks about self-care with women in her community.

Illustration: @maroonhorizon
#selfcare #iwd2021
#internationalwomensday #womensday
#medicalcare #health #healtheducation
#community #illustration
#empowerwomen



1,381 likes

MARCH 5



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[Post](#)



Image source: Prisoners' Education Trust



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You can change this later by going to the ⋮ menu at the top of your post.

Accessibility

Write Alt Text

Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.

Close Friends

Edit Your Close Friends List



Delfina Presents: Gala Porras-Kim



Delfina Foundation

22 July · 🌐



Our recent resident Gala Porras-Kim discusses her work investigating historical objects within institutions.

Frequency

31

Calendar

TODAY

<>

April 2018

🔍

Month

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✓

Inbound Posts

✓

Press/Announcements

✓

Questions/Answers/Tips

Reminders

✓

Short-form LinkedIn Pieces

✓

Storytelling

✓

Workforce

Other calendars

^

Sun

Apr 1

Mon

2

● 12:30pm Broker Q&A

Tue

3

Inbound Post

Wed

4

Broker LinkedIn Piece

Thu

5

Press

Fri

6

● 5:30pm CEO Tips

Sat

7

Workforce Content

8

9

CEO Q&A

10

Inbound Post

11

Storytelling

12

● 9am Broker Tips

13

CEO LinkedIn Piece

14

Storytelling

15

16

Broker LinkedIn Piece

17

Inbound Post

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● 8:30am Broker Q&A

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Storytelling

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● 6pm CEO Tips

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Workforce Content

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Announcement

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Inbound Post

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● 9:30am Broker Tips

26

Workforce Content

27

CEO LinkedIn Piece

28

CEO Q&A

29

30

Storytelling

May 1

2

3

4

5

+

Image source: heyknowmedia.com

Frequency

New Post

Placements


☒ Lucky Shrub

☒ luckyshrub

Text

Grab some plants to brighten up your home today!

Media

1000 x 1000

Add PhotoAdd Video

Call to Action

☐ Get Messages

Link Preview


Enter a URL

Location

Instagram Feed

3 of 3

luckyshrub



luckyshrub

Grab some plants to brighten up your home today!

Boost

Publish

Schedule Post

Select a date and time in the future for your post to be published.

Sep 23, 2020

12:00 PM

Cancel

Schedule

<input type="checkbox"/>		New season, new plants! Add so...	Boost Post	Aug 27, 2020, 3:28 PM	932 Accounts Reached	82 Likes
--------------------------	---	-----------------------------------	------------	-----------------------	-------------------------	-------------

Engagement



lushcosmetics

Following

lushcosmetics @georgiafairhead Hi Georgia! Either pinch off a small piece and work it into a shower poof, or you can apply the whole product to your body and lather up that way. However you prefer to use it, your skin will be in shower jelly heaven! - Meghan

jillybeans_ @jen.lrf I love their bath bombs!

lushcosmetics @emma_mct3 Hi Emma! It's a little difficult to sample the shower jellies due to the nature of the product, but you can always demo them in the shop! - Meghan

camo_cuzzzz One of my favs 🍷

lushcosmetics @daisyheadbymary Hi Mary! They're fairly similar - it all comes down to personal preference! Both a regular body wash and a shower jelly will cleanse and soften the skin, this just gives



44,072 likes

16 HOURS AGO

Add a comment...





English for Action @EFALondon · Oct 4

More jobs with our brilliant partners 🙌



Hackney & Islington Citizens @HICitizens · Sep 28

We are recruiting in Hackney & Islington!

- Part time, 30 hours per week (flexible working, inc. remote options and some unsociable hours)
- £22,156 pa (FTE £27,696 pa inclusive of London weighting)
- Permanent / London

citizensuk.org/about-us/jobs-... #charityjobs #communityorganising



1



2



English for Action @EFALondon · Aug 3

Standing in solidarity with the [@pcs_union](#) & [@UVWunion](#) workers striking against discriminatory hiring practices at the Royal Parks.

Learn more and donate to the strike fund: crowdfunder.co.uk/end-discrimina...

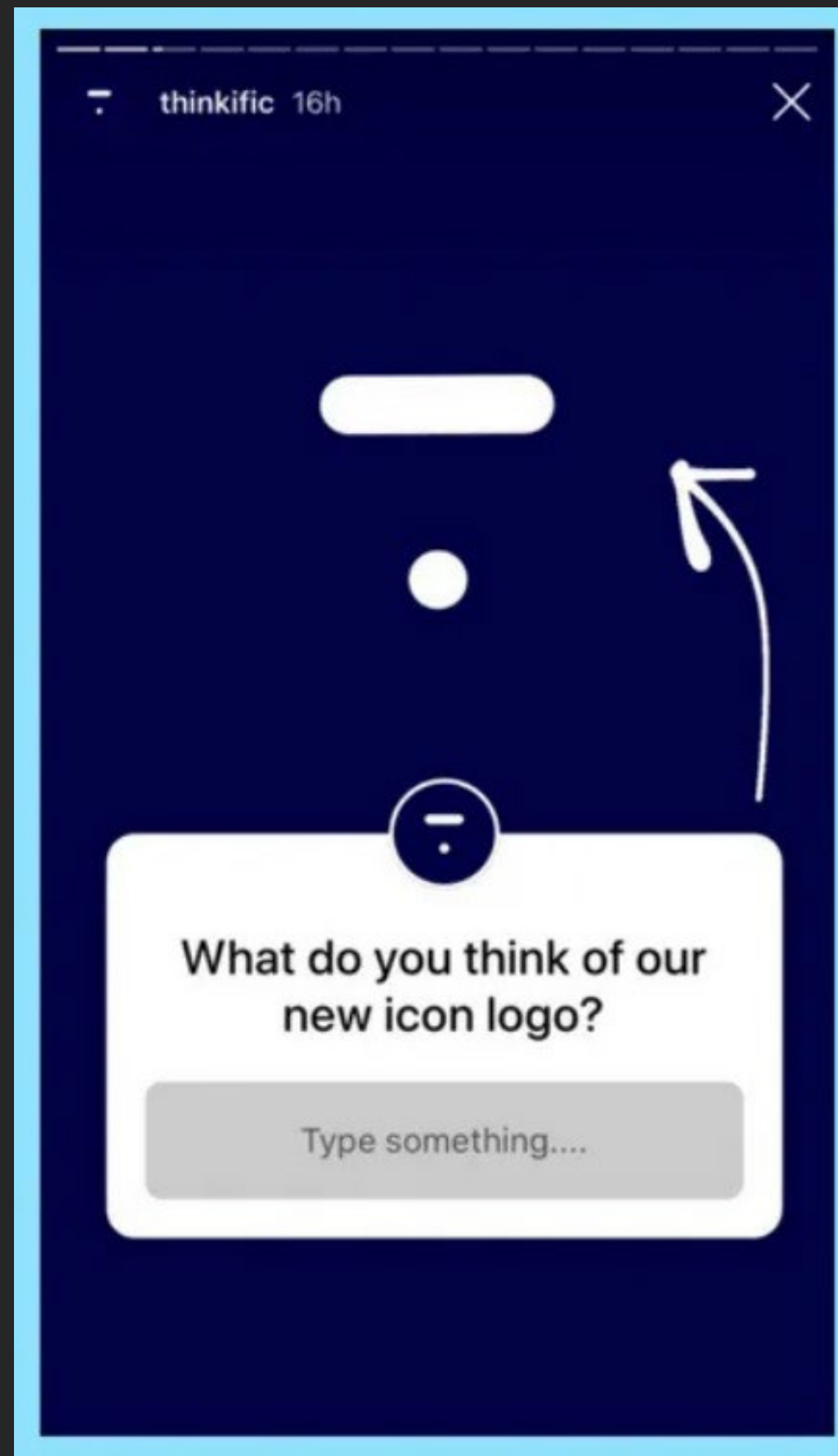
Or send a message of support to outsourcedworkers@pcs.org.uk.



End Discrimination at the Royal Parks

We are crowdfunding for Just Ask Estates Service Ltd workers' strike fund.

crowdfunder.co.uk



Content Types



delfinafdn
Delfina Foundation



delfinafdn Today at Delfina: Studio visits 📷

Today we were delighted to host Kostas Stasinopoulos and Holly Shuttleworth from [@SerpentineUK](#) at Delfina for a series of conversations with our current artists-in-residence about their practices.

Here's a snap of their meeting with Burak Arikian (residency supported by [@SAHAdernegi](#)).



politics [Comment](#)

10 years on from the London riots – how much has police violence changed in Britain?

Black Lives Matter UK reflect on a decade of policing and resistance, and their vision for racial justice in the years ahead.

Black Lives Matter UK

TODAY



blmuk • Following



blmuk Tomorrow marks the 10 year anniversary since protests swept through England following the killing of Mark Duggan. For [@galdemzine](#), we reflected on state violence, the condition of Black people in Britain and what's really changed since then?

Link in bio!



1,165 likes

AUGUST 4



Add a comment...

Post



Royal Academy  @royalacademy · Sep 30

welcome back, woolly jumper weather



 11

 48

 344



[Show this thread](#)



Royal Academy  @royalacademy · Sep 30

the person in this woolly jumper is Eric Hebborn, a student at the Royal Academy Schools who went on to flood the art market with thousands of paintings, drawings and sculptures executed in the style of various Old Masters, many of which were subsequently sold as originals.

 2

 2

 23



Royal Academy  @royalacademy · Sep 30

When these forgeries first came to light in 1984, Hebborn was unapologetic and went on to capitalise on his notoriety by publishing an autobiography cheekily entitled *The Art Forger's Handbook* (1991).

Light hearted



The CWU ✓ @CWUnews · Sep 15, 2017



How inspiration is this? Our members are queuing to **post** their **ballot** papers back. Outstanding [#RiseUp](#) 🐻



↻ 36

♥ 59



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- Results
- Content
- Audience

Results

Paid reach ⓘ

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Instagram reach ⓘ



See Results Report

Content ⓘ


Sort by: Reach ▼



1 June 04:09

OPEN CALL:


Reach



4 July 00:30

Get an insight into the practi...


Reach



1 July 08:08

Spread the word!


Reach



3 September 07:32

Introducing:

Reach



13 September 08:46

New #OpenCall

Reach 9.6K

See Content Report

Audience ⓘ

LEARNING RESOURCES

[LinkedIn Learning](#) (previously Lynda.com)

Platform provided training courses
eg. Facebook Blueprint

TOOLS

[Canva](#)

FURTHER TIPS

[Later.com/blog](#)

OF NOTE

[styleguide.mailchimp.com/voice-and-tone](#)
Email market platform's open access document

Commissions and Collaborations

Art director
Graphic designer
Web designer
Brand designer
Typesetter
Photographer
Illustrator
Pre-press operator
Printer
Bookbinder
Signmaker
Signwriter
Copywriter
Proofreader
Social media manager
Web programmer
Backend developer

Amateur
Student
Recent graduate
Post-graduate (MA)
Junior level
Mid-weight level
Senior level

Write a clear, complete
and concise brief.

Recognise designers and social
media managers as professionals.

Give the designer a realistic deadline.

Try not to foster working for free.

Always pay at least a symbolic fee.

Find external funding,
e.g. through Universities.

FIND CREATIVES

behance.net/galleries/graphic-design

thedesignkids.org/city/london

creative-conscience.org.uk

UNIVERSITIES

Royal College of Art: rca.ac.uk

Central Saint Martins: arts.ac.uk/colleges/central-saint-martins

London College of Communication: arts.ac.uk/colleges/london-college-of-communication

Chelsea College of Arts: arts.ac.uk/colleges/chelsea-college-of-arts

Camberwell College of Arts: arts.ac.uk/colleges/camberwell-college-of-arts

Kingston University: kingston.ac.uk/undergraduate/courses/graphic-design

UWE Bristol: typenowhere.com

Participation & Co-Design



Workshop elements

EXHIBITION

BROMLEY BY BOW CENTRE

24 FEB 2018

2—7PM

ST LEONARDS STREET

LONDON E3 3BT



FREE ENTRY

Experience a dream for
Bromley by Bow.

This exhibition brings to life six months
of research in the community, through
the imaginative artwork of local people.
Come to find out what's important to
the local community and get involved in
creative activities on the day to be
a part of this vision.

Everyone's welcome!



bromley by bow centre







Finished neon sign