

## **BA (Hons) Graphic Design, Level 6, 2025/26**

**Module:** 662379\_A25\_T2: Major Project (Graphic Design)

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### **Major Project brief:**

A “design for change/good” campaign that tackles the wealth gap/current division in the UK by promoting the green party and their policies.

This project will address the issues previously mentioned by communicating the policies from the Green Party’s manifesto that propose to improve the wealth imbalance by introducing a wealth tax, bring communities together by tackling the real issues and give people hope for a better future. This is a topic I feel passionate about, in recent years it feels like hate has been growing and minorities and immigrants are being scapegoated for all the current issues and the Green party represent a positive change.

People have lost faith in British politics, they’re sick of politicians lying to get into power, not delivering on their promises, not acting on the real issues and not answering questions. Rather than voting for a party they are unsure of, some people just chose not to vote or vote for a party that they have just read the headlines about.

There is currently a rise in reform party members, which coincides with the rise of hate, this is an issue I would like to address. Reform leader Nigel Farage has used his platform on right wing media outlets and social media to spread messages that rile up certain demographics. When taking the time to read reforms policies, they are condescending, dangerous to people’s humans rights and detrimental to women’s rights but are being marketed as beneficial to Brits. Reforms policies will take care of the super-rich and lower living standards for everyone else. I would like to approach this issue by creating messaging that targets reform members or potential reform voters and shows them that the Green Party are a better party to vote for in making a real positive change to the UK.

Activism campaigns like Led by Donkey’s and Everyone Hates Elon are good at highlighting the real problems in politics. And the current marketing by the Green Party and Zack Polanski (Green Party leader) on social media have been great. But I haven’t seen any print adverts in Hull promoting the party. In Hull’s latest political election the amount of people voting reform had largely increased. I would like to create billboards, bus stop posters, side of bus adverts and zines to be posted through locals letterboxes or given out during canvassing that communicate how the greens propose to tackle the issues that people care about. By communicating this hopefully reform would lose support and the greens would gain it.

When researching for this project I will make use of the political party's manifestos, which includes their proposed policies and intentions. There are also lots of statistics on available on national statistics or the UK governments website. I have looked into political marketing and there are a variety of resources available from the university’s library. Additionally, to ensure an iterative process I would like to include primary research in the form of surveys throughout the project.

This project aligns with my future ambitions as it allows me to explore creatively and improve my software skills and is a different approach to the porfolio project. Rather than it being a branding and packaging brief, this is a political visual campaign with different deliverables.