

CORONATION GENERATION POSTER DESIGN CHALLENGE - AT A GLANCE

1.

The task:

Working in groups, create a poster to celebrate the coronation of King Charles III. Designs should reflect one or more of the four key themes: **community, diversity, sustainability** and **youth**.

Choose an aspect of the **Coronation Generation** themes that you are passionate about. Focus on issues that are important to you and link in to themes.

The poster must include a tagline, of no more than 5 words, that helps to tell the story.

Over the Coronation weekend, selected posters will be displayed across hundreds of digital poster sites, donated by Clear Channel UK, with the potential to be viewed by thousands of people daily.

2.

Ideas:

Think about

- the themes of **community, diversity, sustainability** and **youth**.
- what could you celebrate about these themes?
- how can your visual story help to make the world a better place?
- what would you like people to feel/do as a result of your image?
- how can you make it local to you?

3.

Your story

Explain your concept.

Tagline: Final wording

What's the message you want to share?

Use inclusive wording: Our, Us, We... if you can.

No more than 5 words ideally so that it can be read from a distance.

Audience

Who might see your work displayed at a bus stop or at a big event?

Emotional

What emotion do you want to evoke?

How do you want them to feel?

Mood

Natural Vs Artificial.

Bright Vs Dark.

Harsh Vs Soft.

Location

How will your poster represent your location?

In the wording you choose or the images?

Factual

Would a fact support your point?

Colour

Look at the Coronation Emblem.

Can you draw inspiration from the emblem colours.

Props

List your props.

Prep your model(s).

4. Final poster:

Poster size (A3)

297mm x 420mm

Image area

297mm x 375mm

Consider the area where you will place up to 5 words for your header.



◀ Endline must be included.

Poster details:

Consider what part of your image will sit under your copy to ensure your poster is easy to read.

Use a colour for your header that is easy to read against your background.

The endline must be included.

Fonts

Headers no smaller than 45pt / Subheaders no smaller than 36pt

HEADERS: DIN / Subheaders: Arial Regular

Alternative:

HEADERS: ARIAL BOLD / Subheaders: Arial Regular

Publishing details:

If your poster was to appear on the Ideas Foundation website, what names would you want to be credited?

What would you want an audience to know about what you have created, how you created it and what you want them to feel as a result?