

Year 3
19.01.2023

Attainment workshops *Communication*

Learning Outcomes

As we spoke about last year, assignments at LCC are marked against the five UAL assessment criteria.

The Learning Outcomes are;

Enquiry

Knowledge

Process

Communication

Realisation

Today we are
going to explore
Communication.

Communication means; the imparting or exchanging of information by speaking, writing, or using some other medium.

Communication is also the exchange of information and the expression of feeling that can result in understanding:

The process of sharing information, especially when this increases understanding between people or groups.

Learning Outcomes *Communication*

Communicate the specific aims, goals and objectives of all the stakeholders involved with a project using inclusive and participatory approaches where relevant, and showing how you have met their requirements.

Industry Practice Unit.

Demonstrate a high level of expertise in selecting and applying appropriate communication and presentation models.

Major Project Studio Unit.

In your work you need to...

Develop and design a creative, appropriate solution to a set brief that successfully communicates to a specific audience. Industry Practice Unit.

Evidence the selection of appropriate media and information in the communication of your ideas and solutions in relation to audiences, clients and project contexts. Major Project Studio Unit.

We will look at the Communication learning outcomes later today but first let's think about the many different ways there are to communicate your message.



Appearance: This is a form of nonverbal communication.

What are they communicating about their political views? What does being a punk or anarchist represent?

Punk subculture

The punk subculture includes a diverse and widely known array of ideologies including fashion, visual art, dance, literature, film and other forms of expression.

Punk political ideologies are mostly concerned with individual freedom and anti-establishment views, including individual liberty, anti-authoritarianism, a DIY ethic, non-conformity, anti-corporatism, anti-government, direct action, and not “selling out”. The culture originated from punk rock.



What about the next image?
How are this community
communicating their values to
the general public & media?



How about this mans
religious beliefs?

What is he communicating
through his hair?

There are 8 forms of nonverbal communication

1. Facial expressions

The look on an individual's face is often the first thing we see. Let's think of some of the most obvious.

2. Kinesics

Kinesics or gestures are conscious body movements like waving, pointing or giving a thumbs up or down.

3. Paralinguistics

This is vocal communication that is separate from actual language including factors such as tone of voice, loudness, inflection and pitch.

4. Body language and posture

Research on body language has grown significantly since the 1970s. The media sometimes focuses on the over-interpretation of defensive postures such as arm-crossing. Body language can indicate feelings and attitudes, however it is far more subtle and less definitive than previously believed.

5. Proxemics

The need for personal space, perceived by influencing factors such as social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity.

6. *Gaze*

Eyes play a role in nonverbal communication with such things as looking, staring & blinking being important cues. People's eyes can indicate a range of emotions including hostility, interest & attraction. People also utilize eye gaze as a means to determine if someone is being honest.

7. *Haptics*

Touch can be used to communicate affection, familiarity, sympathy, & other emotions. Sex differences also play a role in how people utilize touch to communicate meaning. Women tend to use touch to convey care, concern & nurturance whereas men are more likely to use touch to assert power or control over others.

8. *Appearance*

Our choice of clothing, hairstyle & other appearance factors are also considered a means of nonverbal communication. Research on colour psychology demonstrates that different colors can evoke different moods. We'll come back to this. Appearance can also alter physiological reactions, judgments and interpretations.

Facial
expressions



Body language



Gaze



Kinesics



What do you think about
the following outfits?

What is the wearer hoping
to communicate to us?

<https://www.gq.com/story/how-to-mix-logos-in-the-same-outfit-nike-adidas>



Interestingly this image was to illustrate an article from online GQ magazine about 'The 6 Logo Mixing Commandments You Need to Know'.



Travis Scott

Did you think about what you have worn into college today? What were you hoping to communicate through your hair or accessories? Who have you smiled at or pointed to? Why?

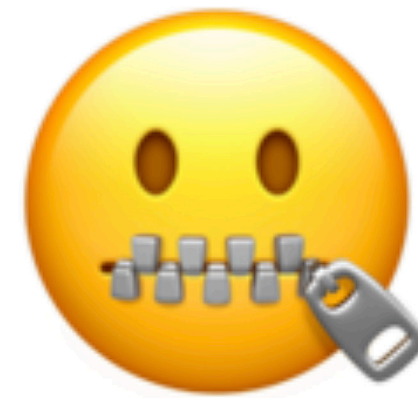
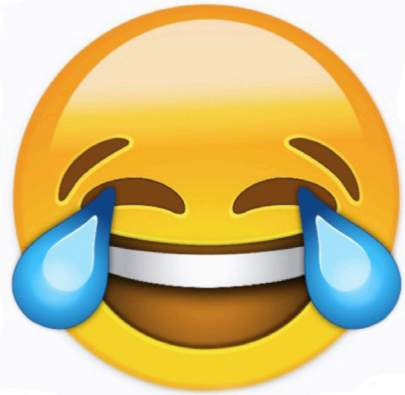
Let's spend a few minutes discussing.

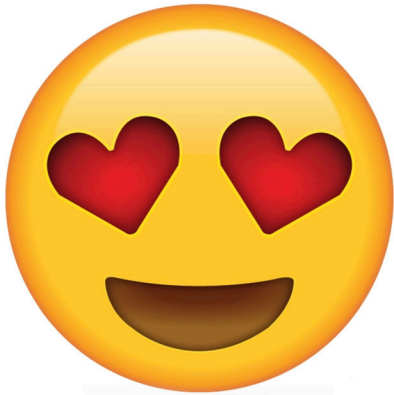


We can also find ways to shorten the length of our communication. Using pictograms when appropriate to replace written words.

Let's see if we know what the following emojis mean?

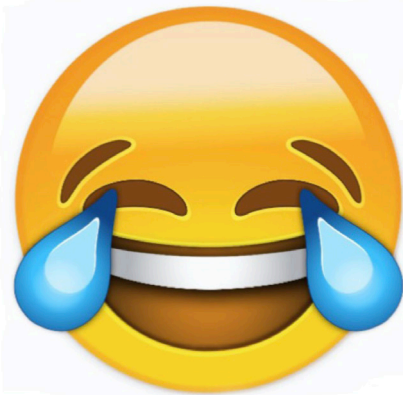
For more information showing that where we come from can influence our use of emojis, highlighting the importance of cultural background on our behaviors, please read the following link; <https://www.miamioh.edu/news/top-stories/2021/11/cultural-backgrounds-can-influence-use-of-emojis.html>





Meaning With heart eyes and a huge grin, this emoji is used to denote “the look of love”.

Use This face has a variety of uses. It can be added into a message to express love, affection or passion. Meanwhile in some cases it might mean something is visually pleasing, beautiful or pretty.



Meaning Widely used to convey hysterical laughter, this emoji has a big grin and smiling eyes.

Use This face to have a good giggle with. It's not quite as intense as the face rolling on the floor with laughter, but it's a great way to let someone know you're sharing a LOL. It has fallen out of use with Gen Z, who use the skull emoji instead.



Meaning With a wide grin, tilted head and tears of joy, this face means someone is rolling on the floor laughing.

Use This to let someone know you're cracking up at their jokes!



Meaning The smiling face with a drop of sweat looks relieved. These are sometimes sent to convey a “close call,” as if you're wiping sweat from your forehead.

Use It's often used by those who have just been through a nail-biting situation. Some also use it to represent sweat from exercising.



Meaning This cheeky yellow face is winking and smiling, but that doesn't necessarily mean it's only used in flirty situations.

Use You can choose this symbol to show you're joking, sharing a secret or being playful with a friend or loved one. When used flirtatiously it has a playful, joking aspect to it.



Meaning With a broad smile and squinted up eyes, this one is used to let someone know you're excited about something.

Use When you're messaging a friend or loved one about a thrilling upcoming event.



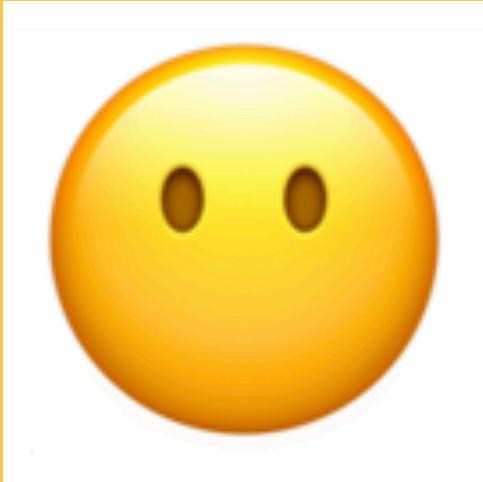
Meaning The open eyes of this emoji are often used to show excitement and happiness.

Use This is used to respond to good news that might also be exciting or surprising.



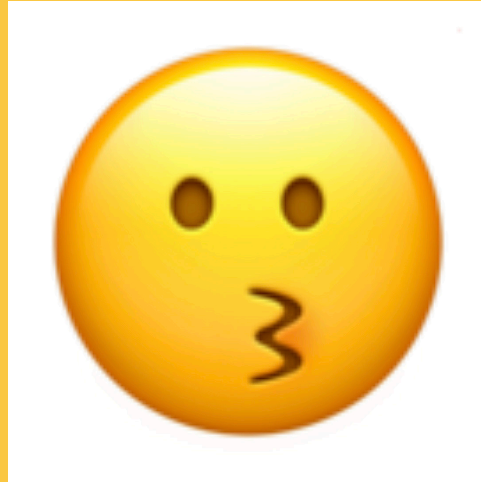
Meaning A simple grinning face can be used to convey good cheer and humour. It is a baseline emoji that can be used to respond to most happy situations.

Use This face could be used to represent a humorous turn of events, good will or a cheeky joke.



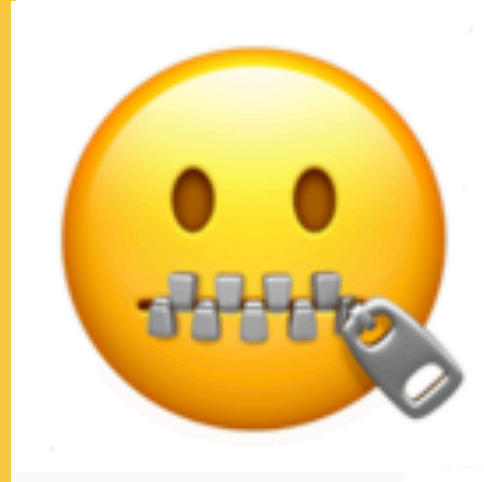
Meaning For a face with no mouth, this face is able to express a lot of emotions but is usually meaning speechless.

Use This can be used to convey speechlessness as well as silence, humility and surprise. It can carry negative emotions like disappointment and sadness.



Meaning This traditionally means kissing and used for affection or love. It's sometimes called the duck face emoji.

Use While it is sometimes used to express love, it is more often used as somebody whistling and feigning innocence.



Meaning A closed eyes face with a closed zip instead of a mouth, suggesting to keep their mouth shut.

Use Often used in response to the shushing face, it means 'I'll be quiet' or 'I will not say anything'. It means a secret is safe with you.



Meaning This face uses the same expression as the neutral face but has a dotted line around it. In comic books this is used to represent someone being invisible.

Use New to iOS and Android in 2022, this face means you feel invisible or hidden. It could expand to meaning small or isolated or even depressed.

Colour is also used to emoter
& communicate a message in
many brands and environments.



When you think of red & yellow do any brands come to mind?...

I'm guessing you thought of a fast food brand. That is because they predominantly used red and yellow? This isn't by accident. The feelings, the mood this combination of colours emits is perfect for their target market.

Looking at the positive psychology qualities of red & yellow in relation to the fast food industry, red triggers stimulation, appetite, hunger, it attracts attention. Yellow triggers the feelings of happiness and friendliness.

When you combine red and yellow it's about speed, quickness. In, eat and out again.



<https://karenhaller.com/journal/branding-why-red-yellow-is-used-by-the-fast-food-industry/>

You may have noticed that McDonalds are changing a lot of their store colours to green. Notice the different feeling this gives. Green elicits the feelings of nature, natural and environmentally friendly. It's no longer about rushing in for a quick bite to eat. You can relax, get comfortable, linger over a coffee (almost dare I say, a bit like Starbucks). It would be interesting to know if this has attracted a new 'green' customer base, one that is more environmentally aware...?

It's not surprising big brands understand the importance of colour, some going so far as to trademark their brand colours. Branding colours can be that strong only the colour is needed for the brand to be identified What subconscious messages is your business communicating through the colours you use in your branding?

Using colour to communicate

Emotions are powerful and (whether we like it or not) drive our decision making. As a brand, you want to cultivate a strong emotional connection with your customers. The problem is you can't tell your company's entire life story in a logo or storefront—but branding colours provide a shortcut straight to your clientele's hearts.

One of the most famous colour theorists, Faber Birren, wrote extensively on the link between colours and our emotional state, particularly in his book *Colour Psychology and Colour Theory*. Just like the words “love” and “bike rack” elicit different emotions, colours like red and blue both create different human responses as well. Even more interesting, the same colours tend to provoke similar responses in different people; in other words, yellow evokes similar feelings in people from Montana to Timbuktu. This extends even to shades of individual colours, so deep dark blue and light sky blue will also have different effects.

Using colour to communicate

Red stands for passion, excitement & anger. It can signify importance, be energetic, provocative, attention-grabbing, passionate or aggressive.

Orange stands for playfulness, fun, exuberant, outgoing vitality & friendliness. It is invigorating and evokes energy.

Yellow evokes happiness, positivity, light, warmth, motivation, creativity, youth and optimism but can also seem attention-grabbing or affordable.

Green evokes stability, prosperity, wealth, health, prestige, serenity, generosity, safety, growth and a connection to nature.



Light Blue exudes tranquility, trust & openness. It can also signify innocence. **Dark blue** stands for professionalism, security and formality. It is mature & trustworthy, dependable, secure, responsible, confident.

Purple can signify royalty, creativity and luxury, sophistication, nostalgia, mystery, spirituality.

Pink stands for femininity, youth and innocence. It ranges from modern to luxurious.

Brown creates a rugged, earthy, old-fashioned look or mood. Earth-like, natural, simplistic, durable and comforting.

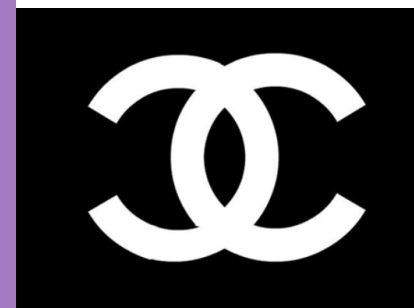
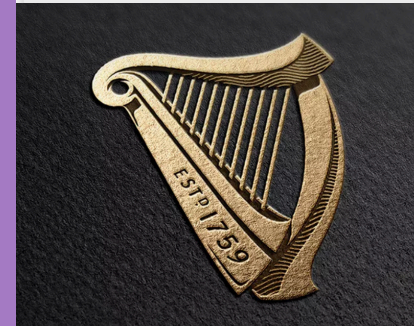


White evokes cleanliness, virtue, health or simplicity. It can range from affordable to high-end. Pure, noble, clean and soft.

Gray stands for neutrality. It can look subdued, classic, serious, mysterious or mature.

Black evokes a powerful, sophisticated, edgy, luxurious & modern feeling. Prestige, value, timelessness, sophistication, power.

Please note these are mostly Eurocentric views. When designing for an International market it is important you research the individual country & its values.



Using typography to communicate a message

Sarah Hyndman of TypeTasting.com conducts many experiments about typography and how choice influences on our emotions and feelings.

For example: what would each of these cheeses taste like?

How much would you enjoy them?



Visual Language / Verbal Language

Clever graphic designers love to use typography to explore the interaction between the look of type and what type actually says. In communicating a message, a balance has to be achieved between the visual and the verbal aspects of a design. Sometimes however, designers explore the visual aspect of type to a much greater extent than the verbal. In these cases, the visual language does all the talking.

Let's clarify what the terms “*visual language*” and “*verbal language*” mean. In professional graphic design, *visual language* refers to the meanings created by the visual appearance of both text and image. *Verbal language* is the literal meaning of words, phrases and sentences.

<https://www.smashingmagazine.com/2012/04/when-typography-speaks-louder-than-words/>

Manipulating Feelings And Reactions

This first of a pair of illustrations shows a single large bold word, set in lowercase and closely kerned. The positioning in the frame makes the word dominant and loud. The message comes across as enthusiastic, friendly and confident. The person speaking is pleased to see you and is coming towards you with a big smile on their face.



The second illustration contrasts dramatically with the first, despite featuring the exact same greeting. The font, case, scale, colour and positioning all suggest a considerably more distant and hesitant meeting. In fact, you would be forgiven for thinking that the person speaking here is not at all sure they even want to acknowledge you and would have preferred to ignore you completely.



Reading these examples aloud helps us instantly appreciate the different effects of visual language. If you read the first example out loud, it would be a loud enthusiastic call that exudes genuine delight, friendliness and openness. Reading aloud the second example, the exact same word, it would be delivered in a much quieter tone, an almost hesitant voice, lacking the assurance and delight of the first.



There is an infinite range of typographic alternatives that achieve subtle or dramatic changes in volume and tone of voice.




As designers you need to be aware of these and use them to your advantage when creating branding for your client.

<https://www.smashingmagazine.com/2012/04/when-typography-speaks-louder-than-words/>

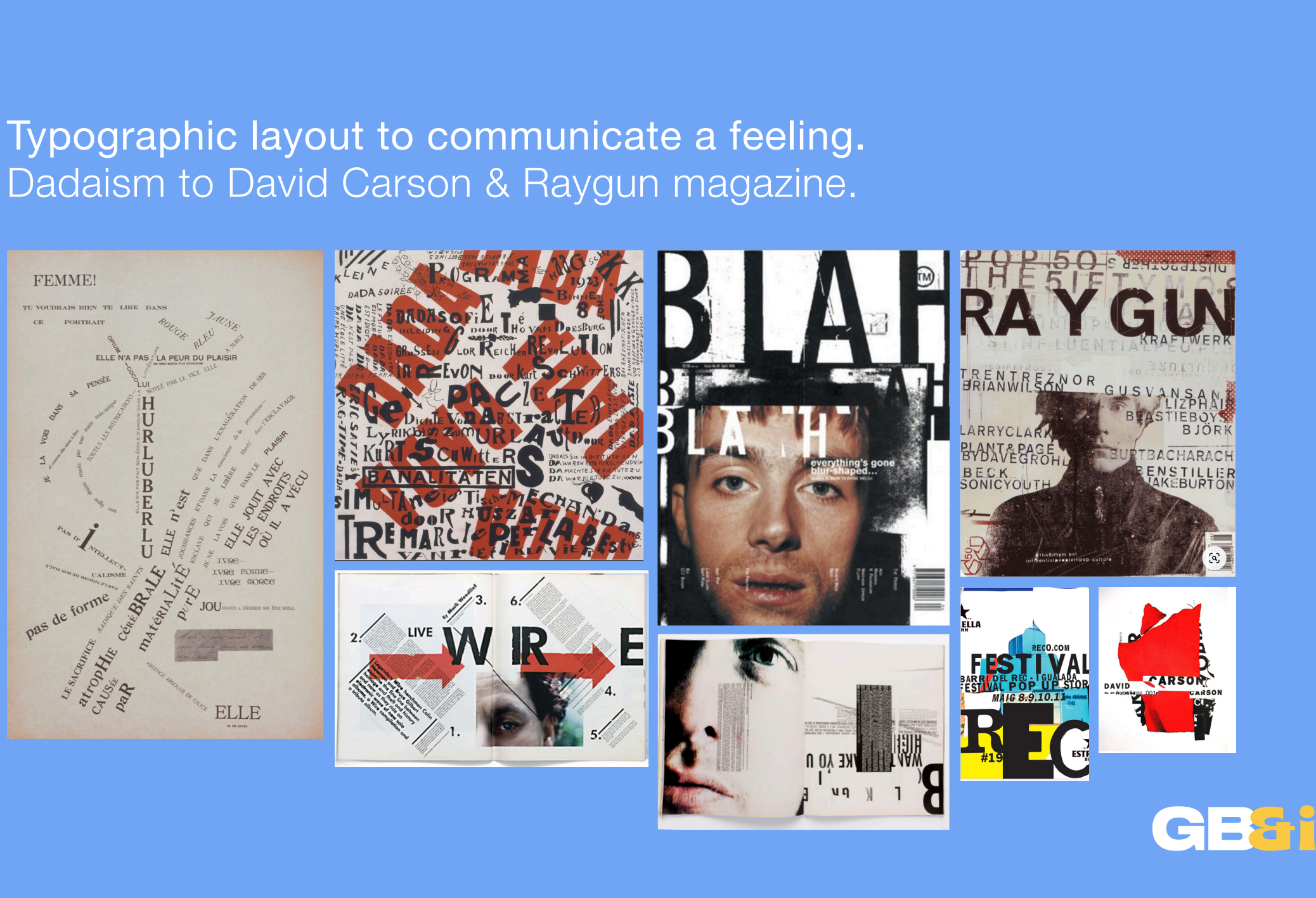
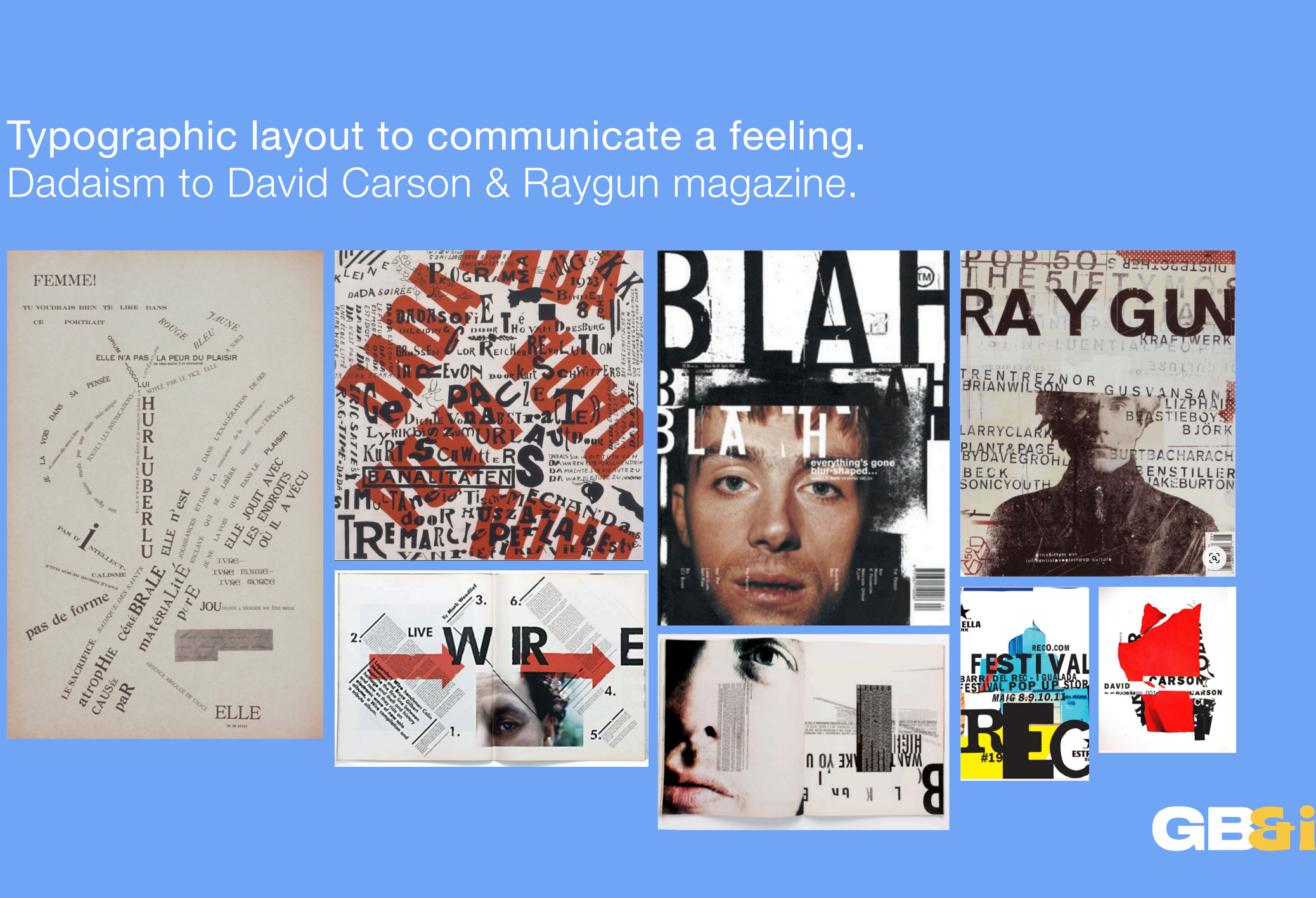
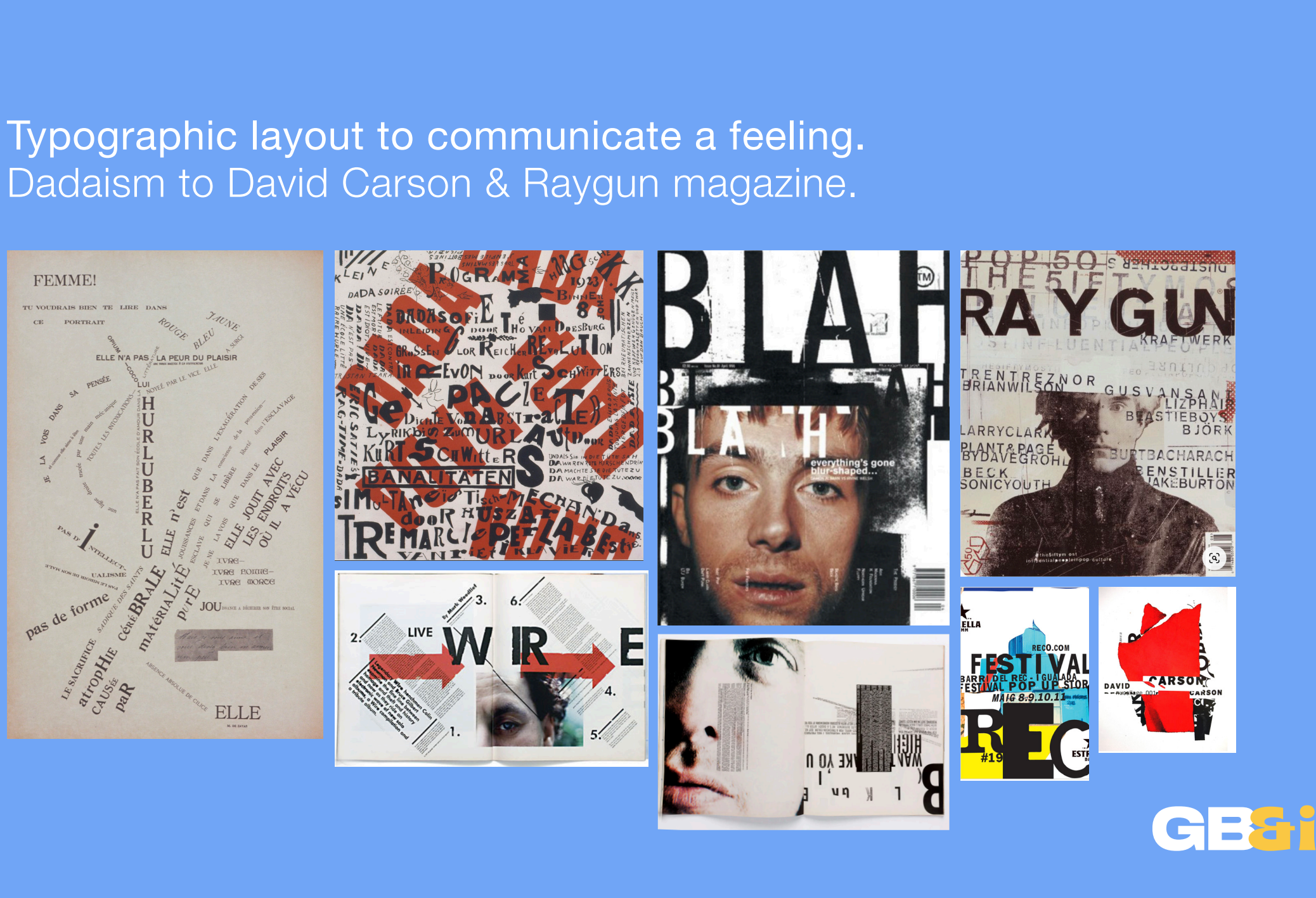
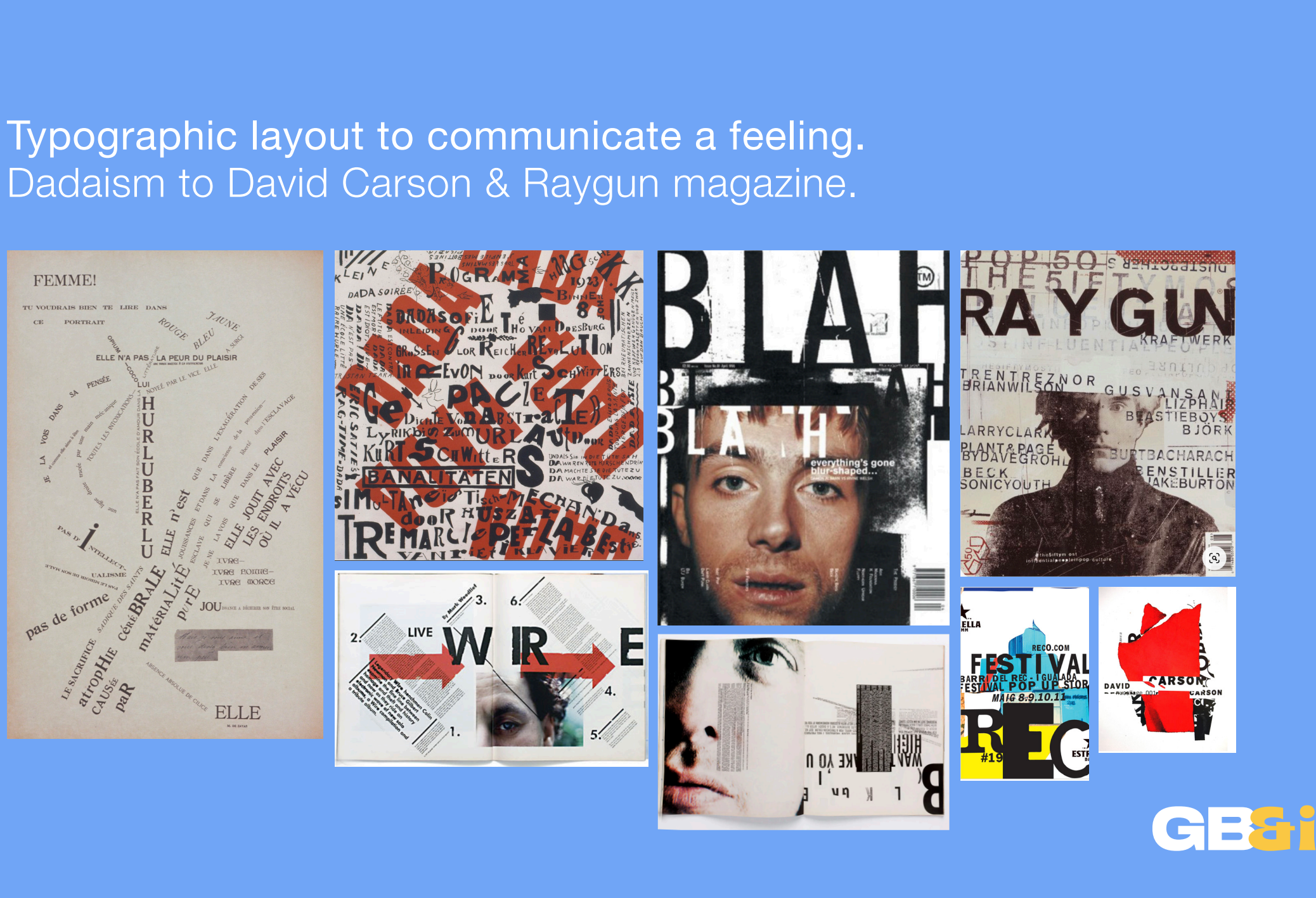
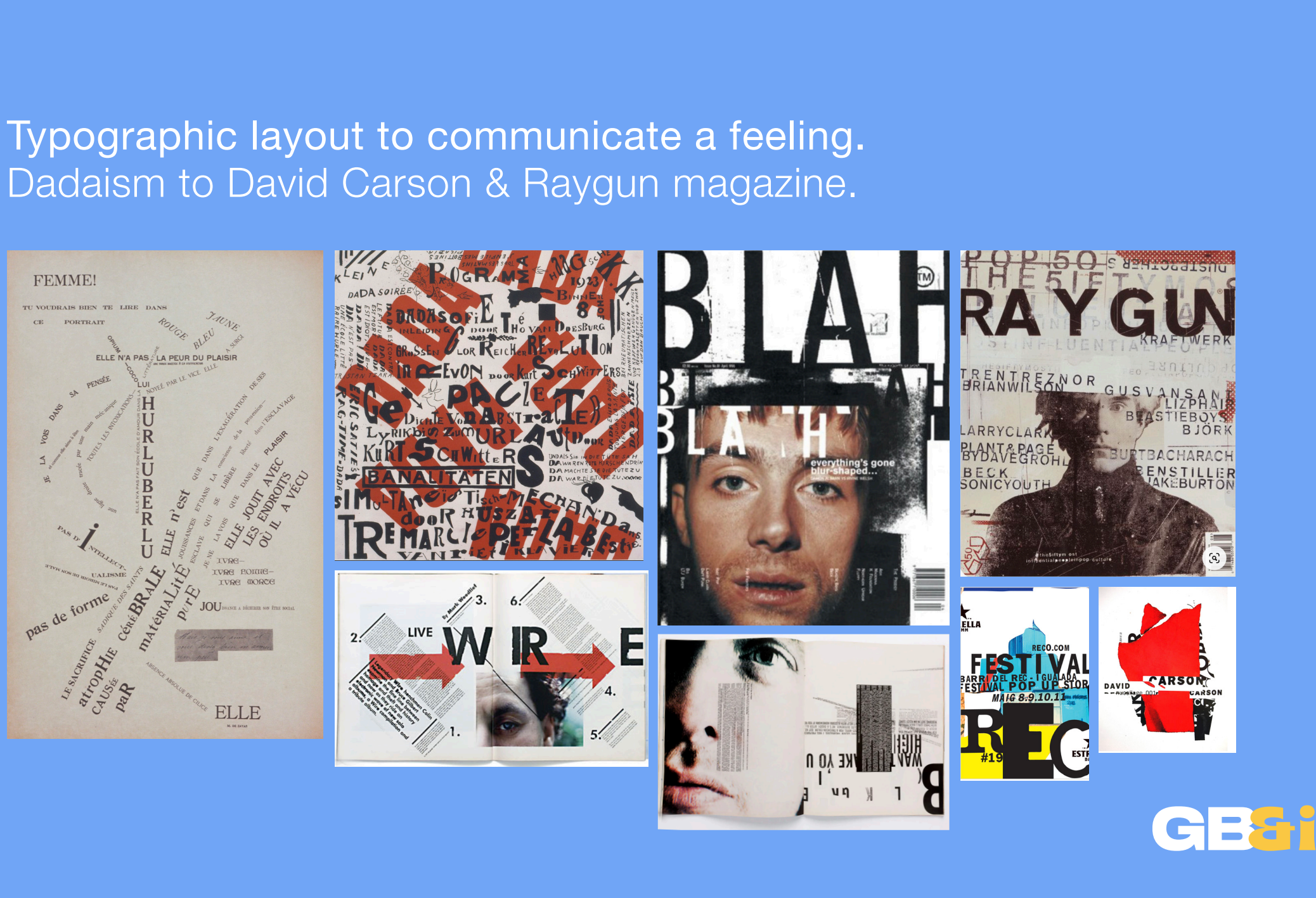
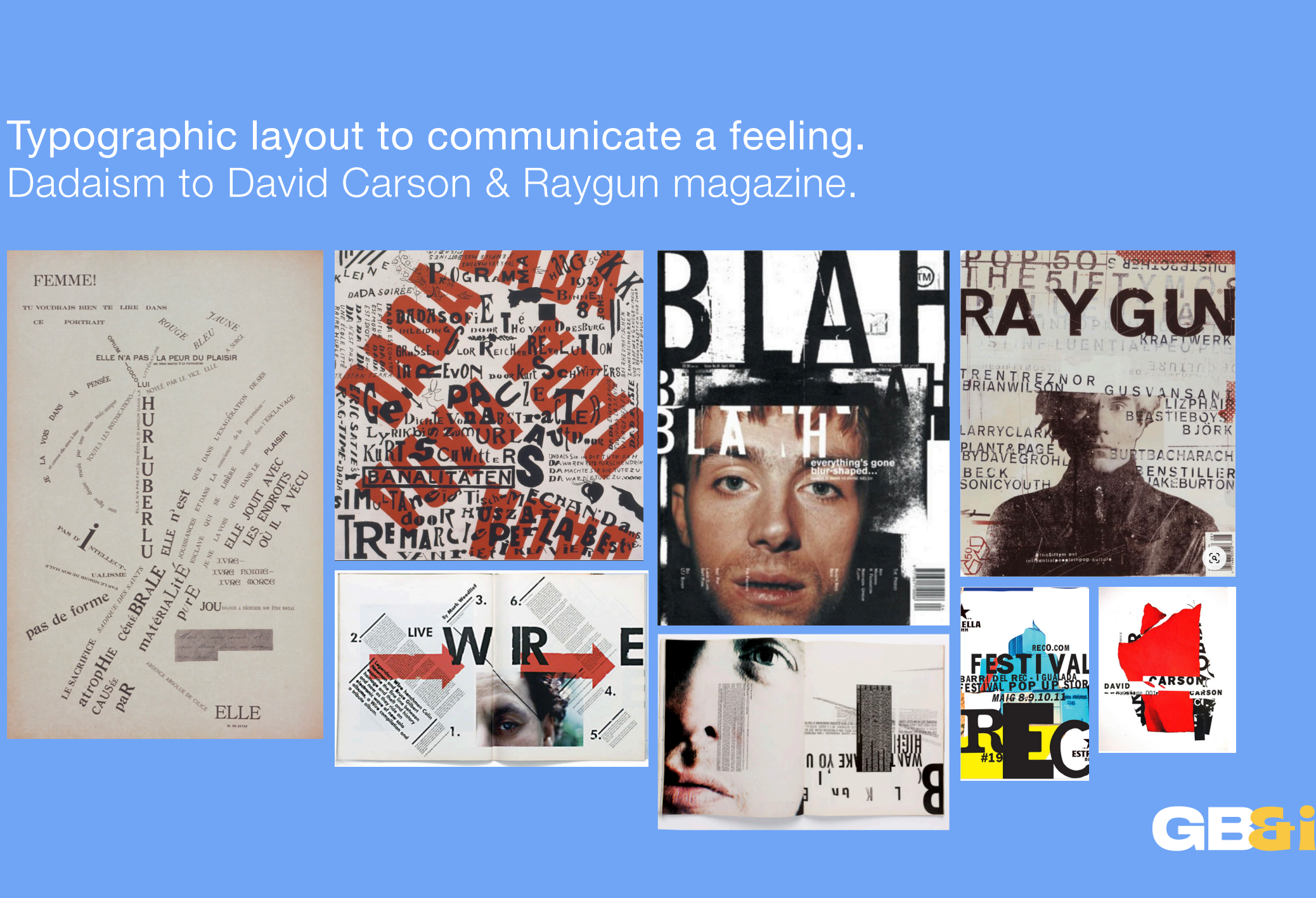
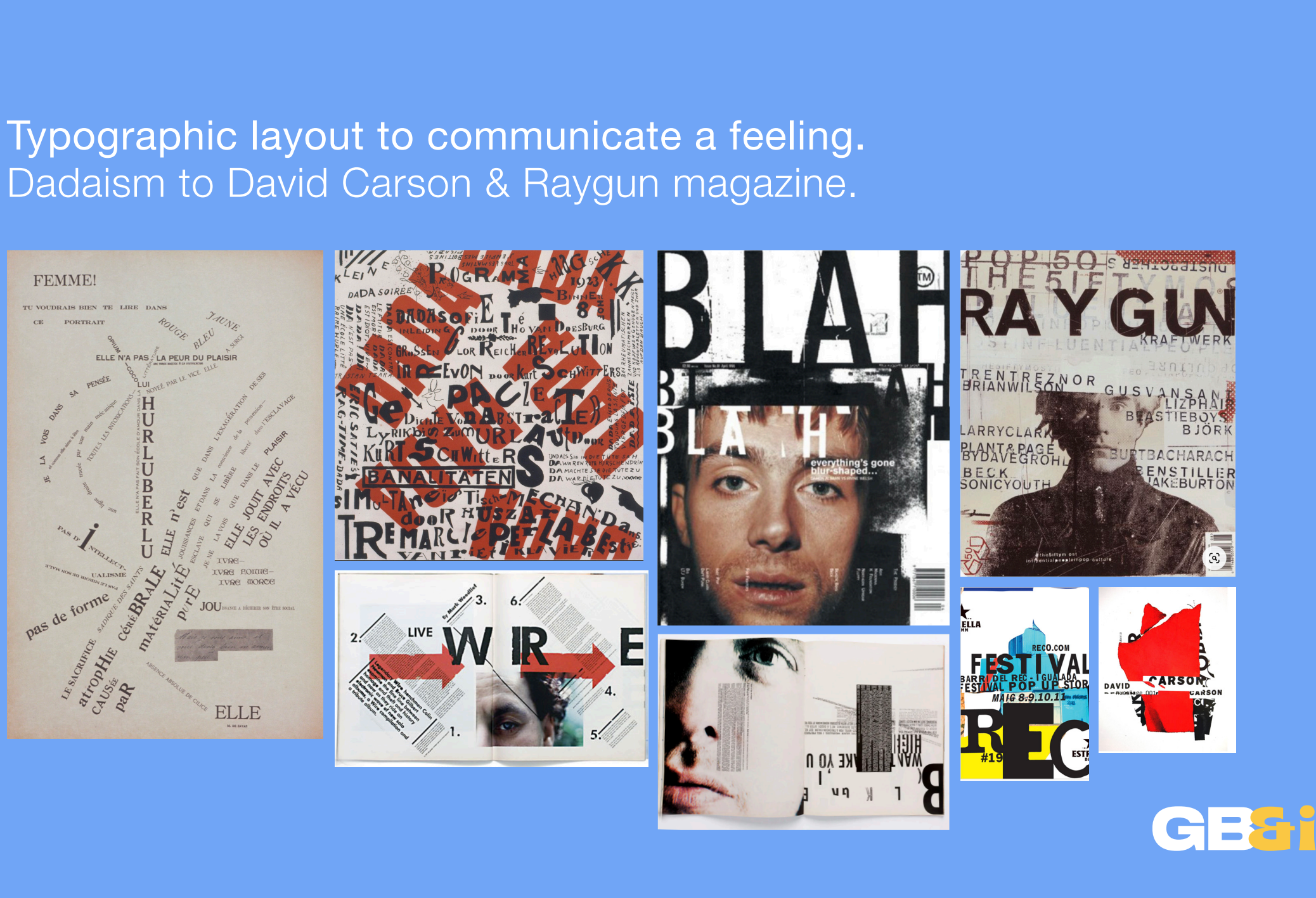
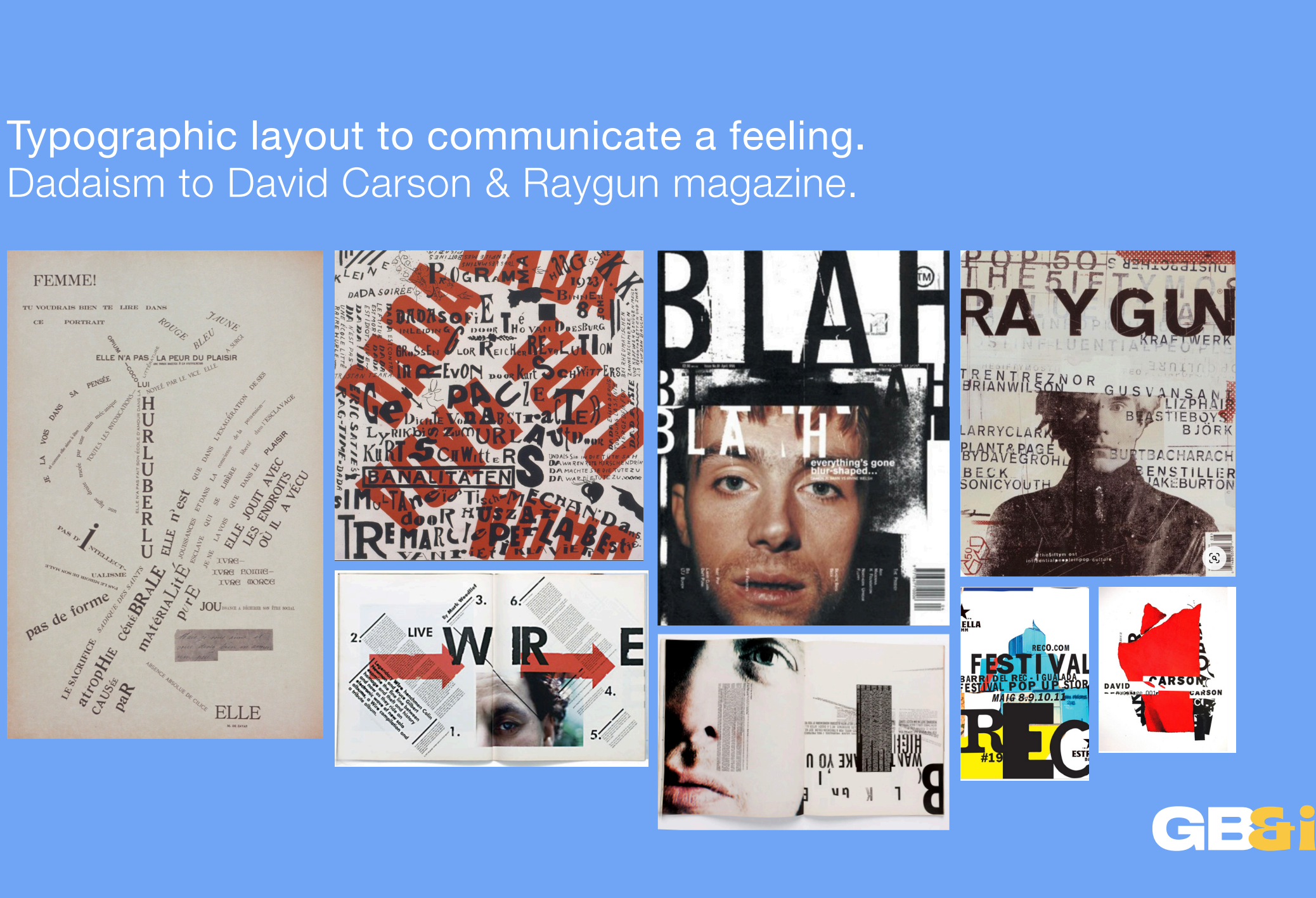
Typographic layout to communicate a feeling.

Dadaism to David Carson & Raygun magazine.



The collage consists of six distinct typographic layouts:

- Top Left:** A circular arrangement of text on a light background. The text includes words like "FEMME!", "TU VOUDRAIS BIEN TE LIER DANS CE PORTRAIT", "ELLE N'A PAS LA PEUR DU PLAISIR", "HURLUBERLU", "pas de forme", "LE SACRIFICE", "atrophy", "CAUSE", "par", "ELLE".
- Top Center:** A dense, overlapping collage of text and a large red star. The text includes words like "DADA", "PROGRAMME", "REVOLUTION", "PACLET", "BANALITATEN", "TREMARCIOPE-LA-BEST".
- Top Right:** A portrait of a man with text overlaid. The text includes words like "BLA H", "BLA H", "everything's gone", "blur-shaped...".
- Bottom Left:** A portrait of a man with text overlaid. The text includes words like "LIVE", "WIR", "E", "1.", "2.", "3.", "4.", "5.", "6.", "7.", "8.", "9.", "10.", "11.", "12.", "13.", "14.", "15.", "16.", "17.", "18.", "19.", "20.", "21.", "22.", "23.", "24.", "25.", "26.", "27.", "28.", "29.", "30.", "31.", "32.", "33.", "34.", "35.", "36.", "37.", "38.", "39.", "40.", "41.", "42.", "43.", "44.", "45.", "46.", "47.", "48.", "49.", "50.", "51.", "52.", "53.", "54.", "55.", "56.", "57.", "58.", "59.", "60.", "61.", "62.", "63.", "64.", "65.", "66.", "67.", "68.", "69.", "70.", "71.", "72.", "73.", "74.", "75.", "76.", "77.", "78.", "79.", "80.", "81.", "82.", "83.", "84.", "85.", "86.", "87.", "88.", "89.", "90.", "91.", "92.", "93.", "94.", "95.", "96.", "97.", "98.", "99.", "100.", "101.", "102.", "103.", "104.", "105.", "106.", "107.", "108.", "109.", "110.", "111.", "112.", "113.", "114.", "115.", "116.", "117.", "118.", "119.", "120.", "121.", "122.", "123.", "124.", "125.", "126.", "127.", "128.", "129.", "130.", "131.", "132.", 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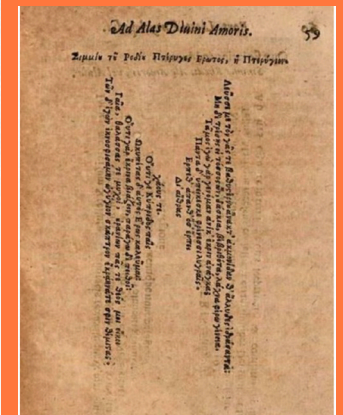
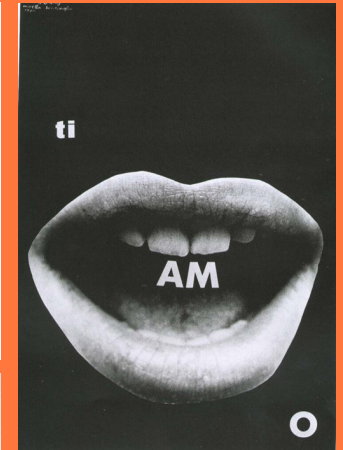
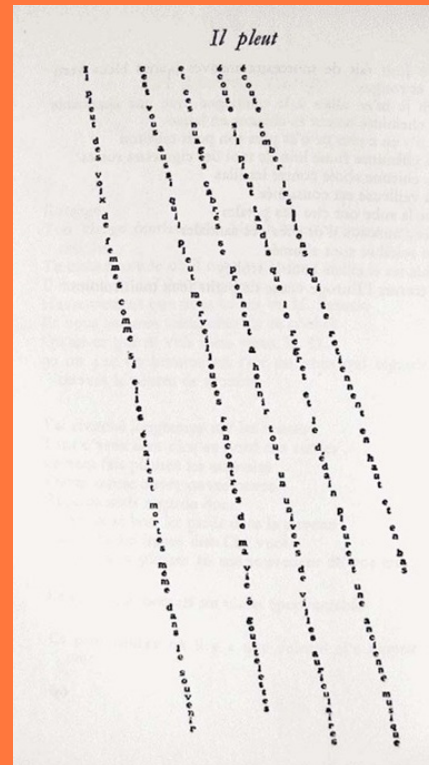
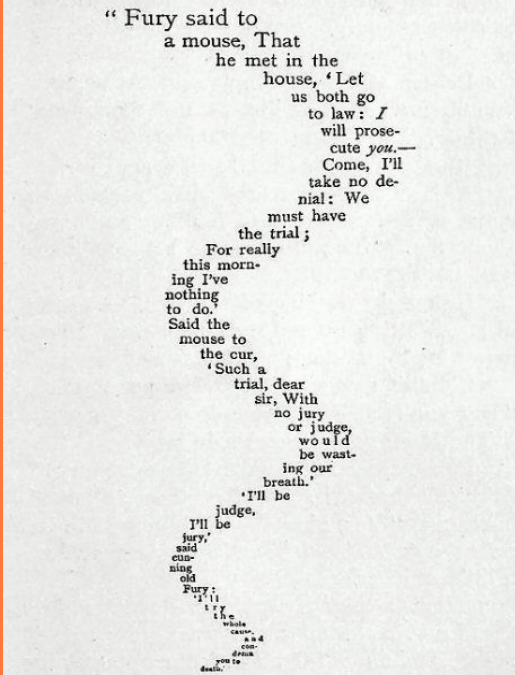


Concrete Poetry

Concrete Poetry means that the poem is more than just words on a page. With concrete poetry words and images unite to create a more visual reading experience. Unlike Spoken Word Poetry, Concrete Poetry must be viewed for readers to get the full effect. The shapes, angles, and sizes of the letters and words have as much to do with the poetic effect as do the words themselves.

This is another form of typographic layout to communicate a feeling and tell the viewer a story.

a spatter
click
to roar
upon
a shoulder
flick
to soar
up
the wings
steadily
the nose has high
to touch is ready
the plane
the sky



Communication

Creating a Brand name

Ways to create a Brand name

Acronym/Abbreviation

Amalgam

Alliteration or rhyme

Appropriation (from one idea of to another)

Descriptive

Statement

Evocative

Founder's name/nickname

Geography

Ingredients

Merged

Mimetics

Neologism

Onomatopoeia

Personification

Portmanteau

Some of these are self explanatory but let's look at those you might not be so familiar with so let's take a look at their meanings.

Acronym: an abbreviation formed from the initial letters of other words and pronounced as a word (e.g. NASA)

Abbreviation: a shortened form of a word or phrase.

Amalgam: a mixture of different elements.

Alliteration: the occurrence of the same letter or sound at the beginning of adjacent or closely connected words. "The alliteration of 'sweet birds sang'."

Appropriation: (from one idea of to another) the act of taking something for your own use.

Evocative: bringing strong images, memories, or feelings to mind.

Mimetics: representing or imitating something, especially in art:

Neologism: a newly coined word or expression.

Onomatopoeia: the formation of a word from a sound associated with what is named (e.g. cuckoo, sizzle).

Personification: the attribution of a personal nature or human characteristics to something non-human, or the representation of an abstract quality in human form.

Portmanteau: a word blending the sounds and combining the meanings of two others, for example motel or brunch.

Communication brief 1

Working in pairs, take the following names and categorise them into the different options of ‘How to create a brand name.’ Spend a little time researching these companies if you don’t know them. Add as many others as you can to this list, try to find at least one example for each category.

Twitter, ExxonMobil, BBC, Caterpillar, I can’t believe it’s not butter, Transport for London, Adidas, Kodak, Travelocity, Amazon, Cisco, Kripsy Kreme.

Verbal Communication

Each group will then report back to the class.

Consider the following questions;

How did you collaborated as a team?

How did you split the research or work together?

What decisions did you make on how to complete the task within the time frame?

Show evidence of your communication process.

Reflect. What worked well?

What could you improve on?

Communication brief 2

Working in twos, choose three of the following topic areas to create brand names for.

Commercial property company

Residential property company

Sustainable clothing brand

Energy drinks brand

Trainers

Educational toys

Meat free product range

Recycled stationery brand

Coffee brand

New Museum

Contemporary art gallery

Sustainable travel firm

Choose three categories from the list provided.

Eg. Sustainable clothing brand, Trainers & Coffee brand.

Start by researching two existing examples for each brand that will be your competitors in business.

Eg. Two existing Trainers & Coffee brands.

Spend some time thinking about a brand name for each of these using the options you have been given for guidance.

Develop your new brand names using three of the categories listed to create brand name options for one type of business.

Choose one final name to present and write a sentence to explain your thinking behind the concept. Think about the specific aims, goals and objectives of all the stakeholders involved in this business.

Share

You have 45 minutes to work on this activity, we will then regroup to present and discuss what we have found.

Verbal & Written Communication

Each group will present their three chosen categories to investigate.

What and how did you conduct your research?

Tell us your two existing examples of company names.

How did you brainstorm concepts for brand names?

How did you find working as a team?

What processes did you use to edit those names?

How and why did you settle on your final brand name?

Explain your thinking behind the concept.

Verbal & Written Communication

With your course submissions it is important to think about how you ‘evidence your communication’.

Communication through the written word

Write a short paragraph reflecting on what you have learnt today and how you might implement these skills into future branding projects.

Reflect

Spend some time thinking about what you have learnt today about *communication*?
Write three bulletpoints that have been useful.

Please email your
completed brand names
research & written reflection
to s.mansell@lcc.arts.ac.uk