



Image: Bruce Foster

222.257

Design Studio IIA (Visual Communication Design)

## Kaitiakitanga: Small action, big impact

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### Aim

The focus of this paper is to explore how web combined with motion graphics can be used to create a narrative which highlights and proposes a solution to an environmental, social or ethical issue.

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### Overview: Kaitiakitanga

This project responds to aspects of kaitiakitanga. It examines guardianship of resources and ethical considerations. It encourages you to think about where materials, content, creative processes come from and the consequences of their use.

Kaitiakitanga begins with an holistic understanding of how the environment and the people within it exist in balance, and a care to maintain that balance. What is your role as a creative practitioner in negotiating that balance? How does your digital story impact on people?

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### Project Brief

Working in groups of two, you will work through a series of exercises to identify small actions that we do in everyday life which can have a big impact – either negatively or positively. The impact could be an environmental, social or ethical one. For example, a small item (such as plastic shopping bags) can produce a cumulatively large negative impact on the environment. Conversely, a small behavioural change (such as turning off the tap while brushing your teeth) can produce a large positive impact if enough people do it.

Teams can choose a topic from the supplied three options below or define and research their own example of “Small action - Big impact”. If you choose to create your own topic you must have committed to it and had it approved by a tutor before the end of the second class.

Possible project topics:

- Plastic shopping bags
- Food waste
- Red meat
- A topic of your own choice

You will design and produce a motion-graphics video (or series of videos) totalling approximately 30-60 seconds in length which will be embedded into a website of your own design. The videos and the website will create a narrative to engage, inform and provide a call to action for your audience. Consider how text, image and the interactive nature of your website can be used to enhance the narrative of your story.

School of Art, BFa (Hons),  
School of Design, BDes (Hons),  
Semester 1 / 2016

Assessment 2

50% (6 weeks)

Due second session

week 12 (2 June)

This assessment is at a fixed time  
and place.

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### Paper Resources

- Workshops
- Tutorials
- HTML + CSS handouts
- Website templates
- Lynda.com

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### **Specifics**

- Motion-graphics video or series of videos totalling approximately 30-60 seconds in length.
- Video can be created using any software, but tutorials will use Adobe After Effects CC.
- Video should be primarily motion-graphics but can incorporate live action footage. Footage can be shot on any device, eg. Mobile phone, action camera, DSLR and/or can include material (ie. sound and visuals) from outside sources as long as it is appropriately attributed and does not infringe any copyright.
- All illustrated content should be original or out of copyright (and correctly attributed)
- Websites should be created with HTML and CSS, can include JavaScript. Some templates will be provided for you to customise to your design. Tutorials will be delivered using Brackets.
- To demonstrate your process you must submit your storyboards and wireframes in a PDF format.

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### **Submission**

- Website with embedded videos
- Storyboard in PDF format
- Online digital workbook

All work will be submitted via Stream

# Kaitiakitanga: Small action, big impact

## Submission

- Final website with embedded video
- Online digital workbook

## Assessment

2. Discuss their own work and the work of others using a critical approach (Matauranga). Ideation, studio practice and production processes are following a creative approach demonstrating the designers voice, point of view and perspective.

Unsatisfactory	Satisfactory	Good	Very Good	Excellent
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3. Demonstrate competency in techniques, skills and processes for visual communication design (Mohio).

Project work demonstrates the creative use of software and appropriate production techniques.

Unsatisfactory	Satisfactory	Good	Very Good	Excellent
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4. Utilise analytical, selective and creative processes in order to transform ideas into material outcomes (Mohio).

Project work demonstrates principles and practices of storytelling, original content production and links to kaitiakitanga.

Unsatisfactory	Satisfactory	Good	Very Good	Excellent
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5. Demonstrate effective visual, material, written and oral communication skills (Whanaungatanga).

Presentation and project work is coherent, complete, creative and well presented.

Unsatisfactory	Satisfactory	Good	Very Good	Excellent
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## General Comments

Grade: