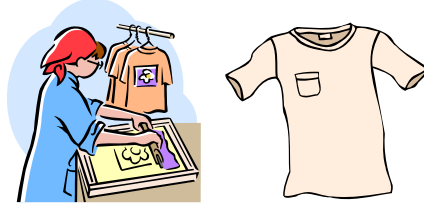


Investigation - Context Worksheet

Yr 10 Materials - Fashion Statements T-shirt Project



Essential Question:

Did you get the Message?

Problem / Issue to solve / Focus idea:

Create a 'Fashion Statement': Context: Choose a 'good cause' organisation that you could present a positive life message for – a 'fashion statement' that will promote continued awareness of that organisation's cause or fundraising campaign. Your T-shirt will be exhibited at the end of the topic to a public audience – so be sure they will 'get the message'!

Complete the following:

What Cause / Organisation?

- Class brainstorm – 'good cause' organisations.
- Brainstorm 'themes' for various good cause organisations.
- Note: Acknowledge all sources of information. Bibliography.

Own Research / Hmwk:

1. **Collect examples** (pictures) from previous Glassons or other fundraising organisations T-shirt campaigns. Minimum X4 examples. PMI for each.
2. **What organisation to choose?** Identify on the diagram below 2-3 'causes / organisations' that you are interested in. Brainstorm notes about what their 'good cause' / message is / why they need a promotional message.



3. For each of the 2-3 causes identified – complete / explain the following:
 - Present some research about the cause. Include print outs / photocopies / images.
 - What is their 'cause'? Why are they a 'good cause'? Are they relevant?
 - What do they try to do / promote / raise awareness about / achieve? Why?
 - Why are you interested in their cause?

4. **Choose one good cause organisation.**

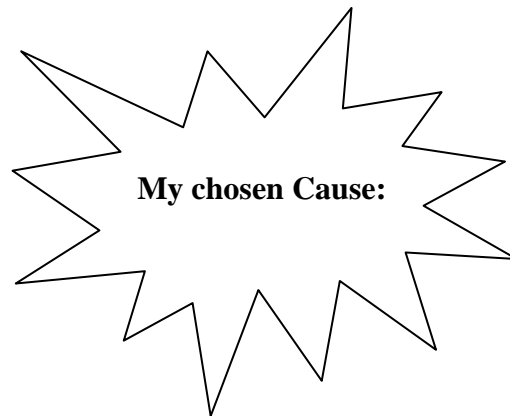
Justify your choice. Write a paragraph to explain:

- Why did you choose them?
- Explain what the organisation is about.
- Describe their relevance in your life, our society and local environment.

5. **For your chosen Cause / Organisation.**

What is important to consider and include in my **message and print design?**

Brainstorm on the diagram.



Target Age Group / Target Audience?

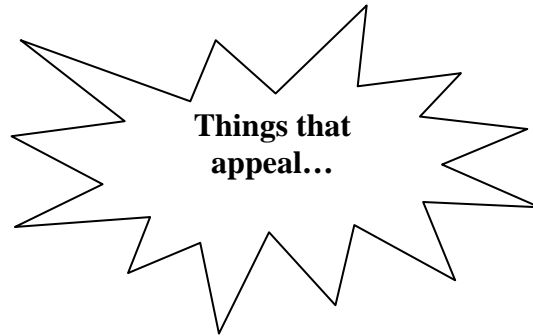
- Who will you aim your message at? Why?
- Carry out 2-3 of interviews to find out opinions from about - the importance / relevance of promoting a positive life message for your chosen cause / organisation – the impact of statement T.shirts / how you could get a visual message across clearly / what type of message should you promote...



What Appeals? - Interview findings

What types of Information / type or style of visual message / types of images appeal to my Target Age group / Target Audience?

Likes / dislikes...colours, themes, visual factors...etc...



Opinion Stakeholders:

Choose two people who can give you ideas and opinions about your designs in this project.

- One should be a person in your target age group / audience.
- One should be an adult.

I choose..... because.....

I choose..... because.....

Chosen Themes / Key Message:

1:

2:

3:

Key Factors:

What is important in a message for your chosen Cause / Organisation?

Chosen Cause:

Important Factors to consider in my message / design	Why... How I could show this...
	Why...
	How I could show this...
	Why...
	How I could show this...
	Why...
	How I could show this...

Bibliography: Information sources I used:

