

Artistic Media:
Graphics

Human Resources:
Traditional Trader
Graphic Designer
Project Coordinator
Facilitator

Space/Facilities:
Community Site
Studio/Classroom

Equipment/Materials:
Paper and colour pencils for mock up,
Oil paint, timber,
metal sheet,
(depending on materials traditionally used for signboard)

Age of Participants:
10-17 years

Duration:
20+ hours

Resource: Local Designs & Motifs
Creating a Signboard for a Trader



This workshop asks participants to produce a signboard for promoting a local traditional product. The participants collect examples of local signboard design and explore their features as they relate to purpose and function in cultural context. They interview a local trader to elicit his/her requirements, research the trader's product, production process and design features, and, using this information, create a promotional signboard.

Aims:

- Participants learn about traditional signboards and analyse their technical, functional and cultural features
- Participants learn about the basic elements of effective signboard design.

Expected Outcomes:

By the end of the workshop, participants should be able to

- Articulate cultural design elements into a signboard design for a local product
- Produce a signboard for a traditional trader in their community

LESSON PLAN COMPONENT	OBJECTIVE	STRATEGIES & TOOLS	TASK/ACTIVITY
1. Team Building			
Introduction to team and program	To know each other and understand general contents of program	Games Verbal or power-point presentation	<p><u>Exercise 1 - Ice Breakers (Hours: 0.5)</u> <i>Participants given games/activities to encourage interaction and cooperative working</i></p> <p><u>Exercise 2 - Introduction to Program (Hours: 1.0)</u> <i>Participants given a summary of the program timetable and volunteer to take on certain roles (such as preparing space, attendance-call, store inventory etc.) for the full duration of the program.</i></p>
2. Introduction to Site			
Site walk	Awareness raising of signboard design in cultural context and effectiveness of message	Slide show/talk, On-site guided walk	<p><u>Exercise 3-Site Walk (Hours: 3.0)</u> <i>Pre-walk Preparation: Graphic artist shows participants slides of signboards from different cultures; they discuss how style materials, motifs etc. reflect culture and how effective the sign is in getting its 'message' across</i></p> <p><i>Site Walk: Participants explore site with graphic artist, documenting examples of signboards, describing position, language used, font, material and target audience</i></p> <p><i>Post-walk Analysis: Participants discuss, with graphic artist, design elements they documented from signboards and choose the signboard that they think is best, based on criteria discussed.</i></p>

3. Data Collection and Documentation: <i>Collecting data for production of signboard</i>			
Collecting client information	Developing expertise in interview techniques	Mock interview	<p>Exercise 4 – Interviewing Client (Hours: 2.0) <i>Interview Workshop: Participants are introduced by facilitator to concept of gathering information on potential traders (can be shop or stall trading in a local food or other product). Participants prepare questionnaire to elicit information from the client about the product, target market, location, signage requirements etc. Participants practice interviewing each other with and improve on their questionnaires.</i></p> <p><i>On-site Interview: Participants are sent out in small groups composed of interviewers, notators and designers to interview potential traders (clients) identified by facilitator. They record the client’s responses to the questionnaire.</i></p>
4. Analysis and Interpretation Of Data			
Sharing collected data	Producing a client (trader) profile	Sharing and Discussion	<p>Exercise 5 – Sharing and Discussion (Hours: 1.0) <i>Participants share the information collected in a group feedback session, comparing the profile, product and needs of different clients. If information is lacking in any group, they are sent out again to complete client profile.</i></p>
5. Synthesis of Findings Into Creative Works			

Introduction to the design process	Research and design of signboard	Observing and collecting information on client's product Draft design of signboard	<u>Exercise 6 - Observing and Collecting (Hours: 4.0)</u> <i>Pre-observation: Graphic artist introduces participants to the design process, that is, the steps involved for creating a design based on client needs; they brainstorm ideas for a possible design concept</i> <i>Observation: Participants research client's product including manufacturing process, materials, and design elements (such as patterns, colours, shapes etc.), and cultural significance.</i> <i>Post-observation: Participants and produce a draft sketch of their signboard design incorporating findings from their research.</i>
Refining the design process	Presenting design draft and responding to feedback from client	Production of signboard draft	<u>Exercise 7 – Responding to Feedback (Hours: 2.0)</u> <i>Participants present their signboard design proposal to client and elicit and document feedback; after discussion with graphic artist, they amend the design as needed and re-confirm with client.</i>
Signboard production	Producing signboard	Signboard: Scale, sketch and paint	<u>Exercise 8 – Production of Signboard (Hours: 8.5+)</u> <u>PART 1</u> <i>Participants are introduced to the concept of scaling designs from their own sketches to larger drawing of actual size; participants scale their approved design to the actual size as required by client</i> <u>PART 2</u> <i>Participants implement design on actual site. Note: design may be produced on board and affixed to site or may be applied directly to site such as door, push-cart surface or over an existing signboard.</i>
6. Communication and Outreach			

Communicating findings to client/community	Outreach/Presentation		<u>Exercise 9 – Final Presentation To Client (Hours: 1.0-2.0)</u> <i>Participants present the finished signboard to client to be hung or affixed to cart/shop front.</i>
7. Evaluation			
Evaluation of program by participants, working team and observers.	To find out if the objectives of the program have been achieved and if so, to what level.	Formative- evaluating throughout the program OR Summative-evaluating at the end of the program	<i>Choose one or more evaluation approaches and prepare questions ahead of time in discussion with the artists and program coordinator. Evaluation is based on evidence of learning or doing, gathered from:</i> -Pre and post survey questionnaire -Focus group interview -Interview with parents -Post-mortem with team -Information from presentations, journals of participants -Observation -Problem solving tasks given to participants