

WHAT IS PROJECT: BILLBOARD

Overview and inspiration

For starters

What they will do across the whole project

Explain to participants that they are going to design group artwork, following the steps involved in developing a real life billboard, as done by young people in the Hackney Young Voices project. It will reflect their own message and talent, and can be exhibited in their school. Explain that they will have three sessions (including this one) to develop their artwork, but they can organise them to suit their ideas.



2-3 mins



5 mins

Slide 2: Billboards in action

Show them the film about the artwork created by 30 young people in Hackney that were turned into billboards over summer 2022, that were seen by over 150,000 people. Ask them what they think of the billboards, and how they would feel about their work being seen by so many people in their community.

Slide 3: skills for life

Ask them how they think a billboard is created, what skills are involved.

Billboards are ultra present in our everyday lives, and they have to convey a message that catches our attention instantly. To create a good billboard, our young designers will get to practice creative and thinking skills, understand how to communicate with their chosen audience and work together to deliver great artwork, skills that are all highly valued in the world of work.



5 mins

Slide 4: Right frame of mind

Get them to discuss what might be challenging or exciting about working together as a group. To work well together on a creative project, it's important to get in the right frame of mind. They will need to be able to share, listen and evaluate ideas to come up decisions as a group. There is no right to wrong way of approaching the design, it's up to them to decide how it works, and the resources are there to guide them through what they need to think about.



Warm up: Get inspired

Slides 5-17: Billboard ideas

These slides show examples of artwork they can use for inspiration, showing different styles, content, mixed media, etc...

Discuss what their favourite ones are and what they particularly like about them.

Slides 18-21: Hackney Young Voices Billboard

Show them the three billboards created by Hackney Young Voices participants, including the core decisions that they took for their design.



10 mins



BILLBOARD PLANNING

Tools guide

Take them through the different tools available in the resource, outlined below. They will get to explore the different elements that make up a billboard artwork: background, assets and messaging, and start planning their own.

Billboard Tips

Give them these sheets to read with core considerations when creating a billboard, including location, size, scale, materials, understanding their limitations and the importance of documenting their work.

Billboard Planner

They can use this sheet to keep track of decisions they make along the way, and what information they need to have in order to develop their artwork.

Background maker, Asset Designer, Message Decoder

This is where they can record any decisions, materials and process they will follow to create all the different part of their artwork.

Expand: Further design tools

For those who are interested to do more, these are optional extra resources to support their thinking and decision-making.

Mood board

Creating mood boards allows you to collect ideas, colours, shapes or any other inspiration in a visual way. It's a way to test what works together and agree your design style with the group.

Colour palette

You can use a colour palette to define and refine the look and feel of your artwork, including text colours.

Story-teller

It's useful to put into words how you came up with the ideas, concept and development of your artwork, so you can communicate it clearly to others.

**TOP
TIP**

Stress that this is an opportunity for them to express their own ideas and voices...



BILLBOARD MAKING

How to organise the process

This is a suggested way of supporting the project, but you can adapt it to your group as you see fit. It is deliberately left very open ended as timings will depend on decisions made on the billboard.

For example, they might decide to use a digital background and digital text, and concentr

Session 1: Inspire, Plan, Start

introduction to the project, tools (25 mins)

Brainstorm and early concepts (25 mins)

Decisions, decisions! (10 mins)

What you will need to make in the next session

Before the session decide who will gather tools & materials (if not teacher/ lead)

Session 2 & 3 : Artwork creation

Go over plan and process (5 mins)

Artwork development (45 mins)

Assess progress, and agree what you will do and what you will need (10 mins)

Session 4: Bringing it all together

Review all the elements created

Finishing any outstanding artwork

Final touches/ tweaks

**TOP
TIP**

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