

# Major Project Brief: Online Safety Campaign

## What is your starting or focal point of interest?

My focal point would be "The Digital Handover" specifically targeting the transition period when a child receives their first smartphone (typically between ages 10 and 12). They should have some what of a clear understanding on why online safety is so important, from their parents or classes at schools.

## What will your major project address, what subject, why?

In 2025 and 2026, online safety campaigns are essential tools for bridging the gap between rapidly evolving technology and the public's ability to manage its risks. They serve as a "human-friendly" layer of protection alongside major new laws. Laws like the UK's Online Safety Act.

## Why?

- Preventing real-world harm
- Addressing the "communication gap"
- Responding to new tech
- Public demand

## Is there a key issue you would like to explore and address?

I wouldn't say there is a "key issue" to explore, I think because this topic can be quite broad, I would be best exploring a variety of issues to raise awareness on, that way more information can be put out.

## Who is the audience?

**Primary Target (Ages 10–12)** - This is the "transition age" where children move from supervised to independent browsing. By age 12, roughly 60% of children have their own social media profiles.

**Secondary Target (Parents/ carers)** – This is the secondary audience as if the campaign cannot reach towards the younger generation, hopefully it is noticed by their parents to be aware of the dangers online.

## Key messages:

- "Don't just unbox it, secure it"
- "Not everyone is who they say they are"
- "Think before you type"
- "Keep it private"
- "Report, don't retaliate"

## How will you research your subject?

Research for an online safety campaign would involve a combination of Secondary Research which would be using existing data, and Primary Research where I could gather my own insights.

## **How can you create a positive intervention, raise awareness, or influence perception using graphic communication as a means?**

To influence perception through graphic communication, I would move away from scary imagery and focus on empowerment and easy to understand communication. Instead of showing an image of a hacker I could use graphics that frame safety as a skill or a tool.

- High contrast
- Vibrant illustrations
- Distinctive icons
- User friendly
- Approachable typography
- Avoid 'Warning Red' and use 'Calm Teals'
- Stickers, floor advertisement

## **Does your proposed major project proposal/ project align with your future ambitions alongside your PPD project?**

Even though the topics for these modules are completely different there will be some similarities as to how I present them. For my PPD project I'm wanting to create a cinema brand whilst in this major project I'm creating an online safety campaign. In a way the campaign can technically be seen as a brand as well, so it will be something I find useful being able to create multiple house styles for a variety of topics. Giving out a variety of information.