

# Major Project

Practical Output



**Alistair Conner**

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## 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 somewhat 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 (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.

**Secondary 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.

### 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.

# Click.

For this assignment, I created a campaign to promote awareness of online safety. While the overall subject is vast, I narrowed my focus to a specific topic: the critical importance of one **click** when accessing data online. This involves understanding the significant impact a single **click** can have. The aim is to educate my audience on the potential risks associated with online data access.

# Our Problem

A single **click** is incredibly important to online safety because it often acts as the "turn of a key" that invites cybercriminals into your personal or professional digital life. In a fast-paced digital world, one careless **click** on a link, attachment, or pop-up can immediately compromise personal data, bank accounts, and user credentials.

# RESEARCH

**Secondary  
sources**

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# Secondary Research

These billboards present terminology children might be using online whilst the adults not knowing what it really means. TESCO mobile created these billboards that include some popular terms kids may be using, with the definition underneath of what it really means. Allowing the parents to get a clear understand what their children may be saying online.

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# DESIGN

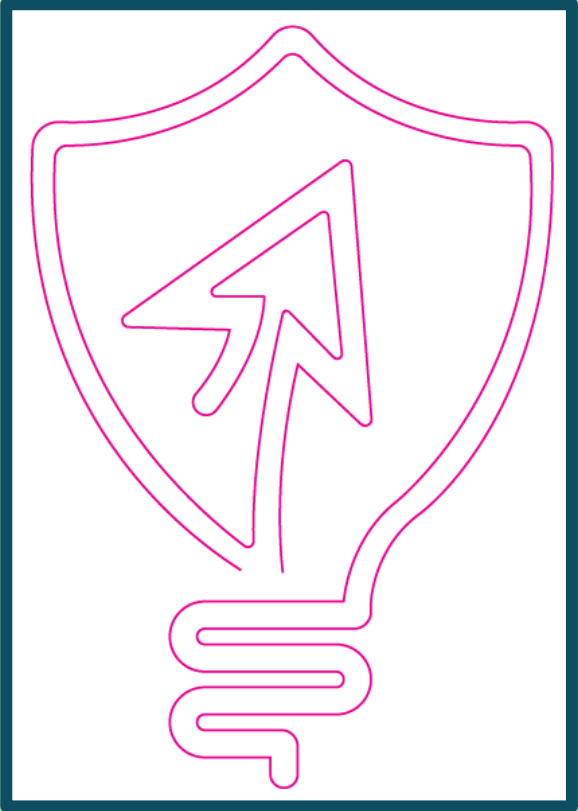
**Visuals/ Initial  
concepts**

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# Initial Concepts



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# COLOUR

**Colour choice/  
experimentation**

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# Colour Palette

**This colour palette I created is aimed towards gaining the trust of the audience.**

**Deep Teal  
#034E63**

# Colour Palette

The blues convey trust along side with professional advice and mandatory actions.

**Cerulean**  
**#00A5CF**

# Colour Palette

Whilst the greens  
indicate safety/  
safe conditions.

**Jungle**  
**#24A18D**

# **Colour Palette**

**As good as the colour red is in online safety campaigns using it too much can have its downsides.**

**Pistachio  
#8AC97E**

# Colour Palette

Since red is used for its attention grabbing “STOP”. The colour could lose all meaning if not used correctly.

Surf  
#ADDABB

# Colour Palette

**Constant exposure to reds can cause stress or anxiety, potentially driving the audience away from any of the safer context.**

**White**  
**#FFFFFF**

# Colour Experimentation

Some basic colour experimentation, changing the colour of the logo to give variety a different meaning as each of these colours play crucial roles within online safety.



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# TYPE

**Type choice/  
experimentation**

# Type Choice



Kit is a versatile, **modern**, and **friendly** sans-serif font family available on Adobe Fonts, designed by Eben Sorkin and Onur Yazıciğil of Darden Studio. It is characterized by its rounded, **warm**, and **highly legible design**, often used for headlines, branding, and user interface design to convey a "boldness, sincerity, and expertise".

# Type Experimentation

Some basic type and colour experimentation, to get an understanding on how the font sits with different colours.

**It only takes one click**  
**It only takes one click**  
**It only takes one click**  
**It only takes one click**