Creative Brief

Final Major Ambition

Prepared By

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Background

Light pollution effects us all, the diminishing quality of the night sky for those in populated areas seems to be considerd a simply byproduct of the endless advancment of technology, this is not true. Outdoor lighting has an inneficiency rate of 60-70% meaning there is a plethora of straightforward responses to reduce the levels of light pollution that are currently doubling every 35 years, as well as causing a diminishing quality of night sky, light pollution poses serious health risks by disrupting the natural production of melotonin levels, resulting is spikes in both obiesity and cancer rates. as well as severly impacting health light pollution wastes upwards of $3bn every year, and these numbers are only set to rise is nothing is done.

Objective

The objective is to make those permenetant city dwellers realise that there is a awe inspiring sky above them, they simply do not currently have access to what is currently a 'rural sky' and that this can be achieved in more populated areas by simple day to day tasks as well as furthering effortsby advocating to the higher levels of city management to do more to reduce the negativly impactful effects of severe light pollution.

Target Audience

As they are the most heavily effected, I will be targeting long term/permenant city dwellers, potentially aiming messages at specific key cities.

Whats the message?

The message is to pause, look up and realise what could be above you. This sense of awe that the sky inspires will hope to connect people closer together in a time when we are getting ever seperated.

Deliverables

A advantageous way of promoting social interaction is to create social based deliverables, UX/UI app design would help those from different areas and light pollution grades to interact and generate FOMO, as well as generating this FOMO I should create informative motion graphics and supporting static ads to advise and inform my target audience.

Phases of Creative Development

Milestone 2. **Three Strong Concepts**
2nd March

Milestone 3. **The Visual Language**
8th March

Milestone 4. **The Final Outcome**
22nd March

Milestone 5. **Formative Critique**
29th March

Imagery