

Discussing Context, Purpose & Audience

Annotating design solutions is the best way to generate a deeper understanding of design, specifically, designs which relate to your own project or task.



Step 1. Identify and describe the audience the purpose of the design is and the context.

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Step 2. Analyse what decisions the designer made in response to the above. Consider both aesthetic and functional decisions.

.....



Step 3. Evaluate the effectiveness of these decisions and identify areas for improvement or expansion.



Step 1. Identify and describe the audience the purpose of the design is and the context.

.....

To describe the audience, you will need to identify the:

demography (i.e. their Age, location, economic status, gender)

Habits (i.e. What they do and when they do it)

Mindsets (i.e. What and how they think)

Values (i.e. What they find important)



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To describe the context, you will need to identify the:

Where (i.e. where will the design appear)

When (i.e. When will people see the design. If it is a past design, what was the era?)



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To describe the purpose, you will need to identify the:

Broader purpose (i.e. the chair is designed to sit on)

Niche purpose (i.e. the chair is designed to provide lightweight, low cost, easy to clean, ergonomic seating that appeals to its audience and suits its context.)



Step 2. Analyse what decisions the designer made in response to the above. Consider both aesthetic and functional decisions.

Consider how the designer has employed the design elements, principles, methods, media and materials in order to respond to the purpose, function and context.

Use the Cheatsheet for definitions:

<https://damienlees.com.au/vcd/cheatsheet/new/>

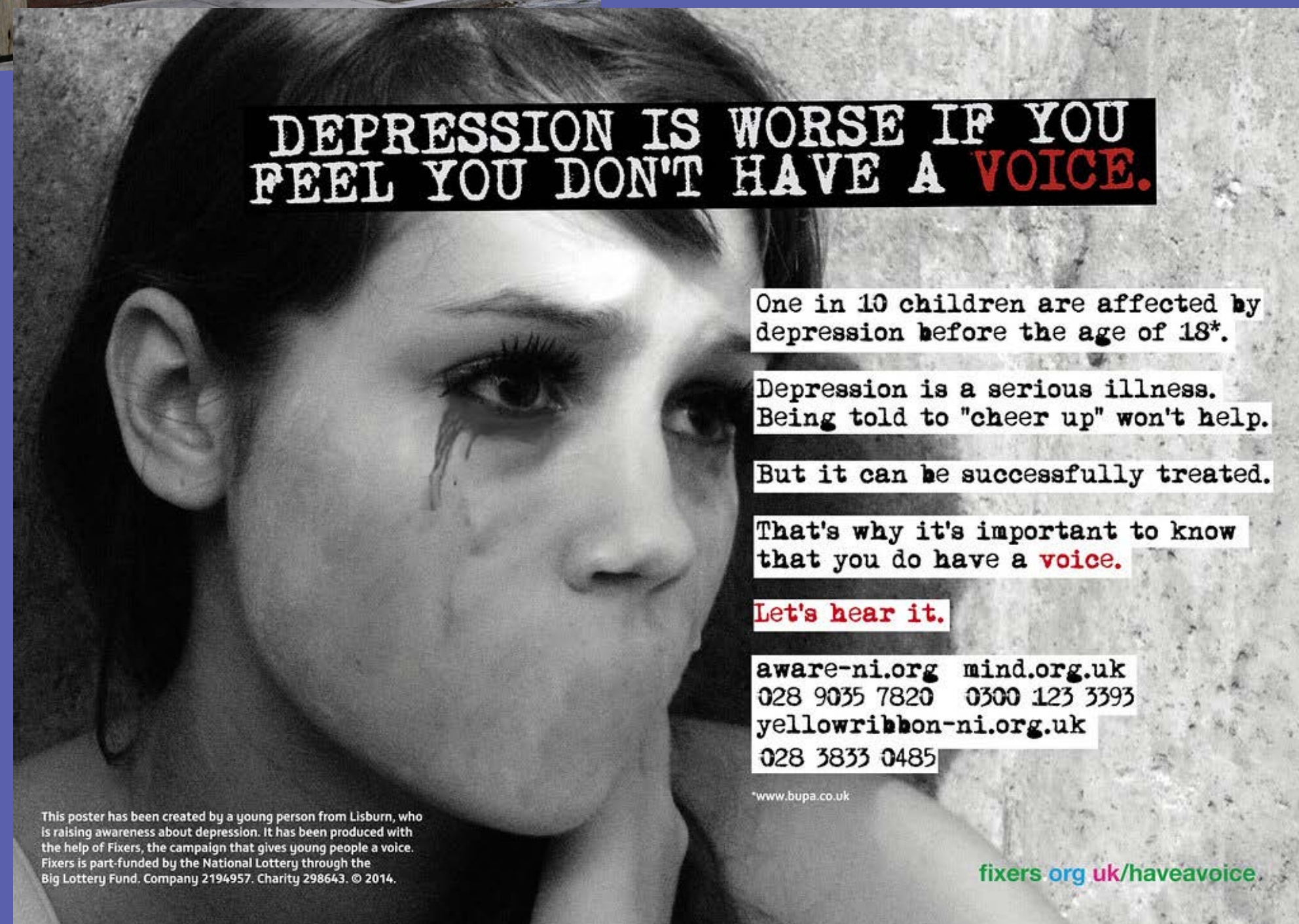


Step 3. Evaluate the effectiveness of these decisions and identify areas for improvement or expansion.

Evaluate whether the design would appeal to the audience, whether it serves its purpose effectively and whether it appropriately responds to its context.

Context, Purpose and Audience

visit damienlees.com.au/go
for further information



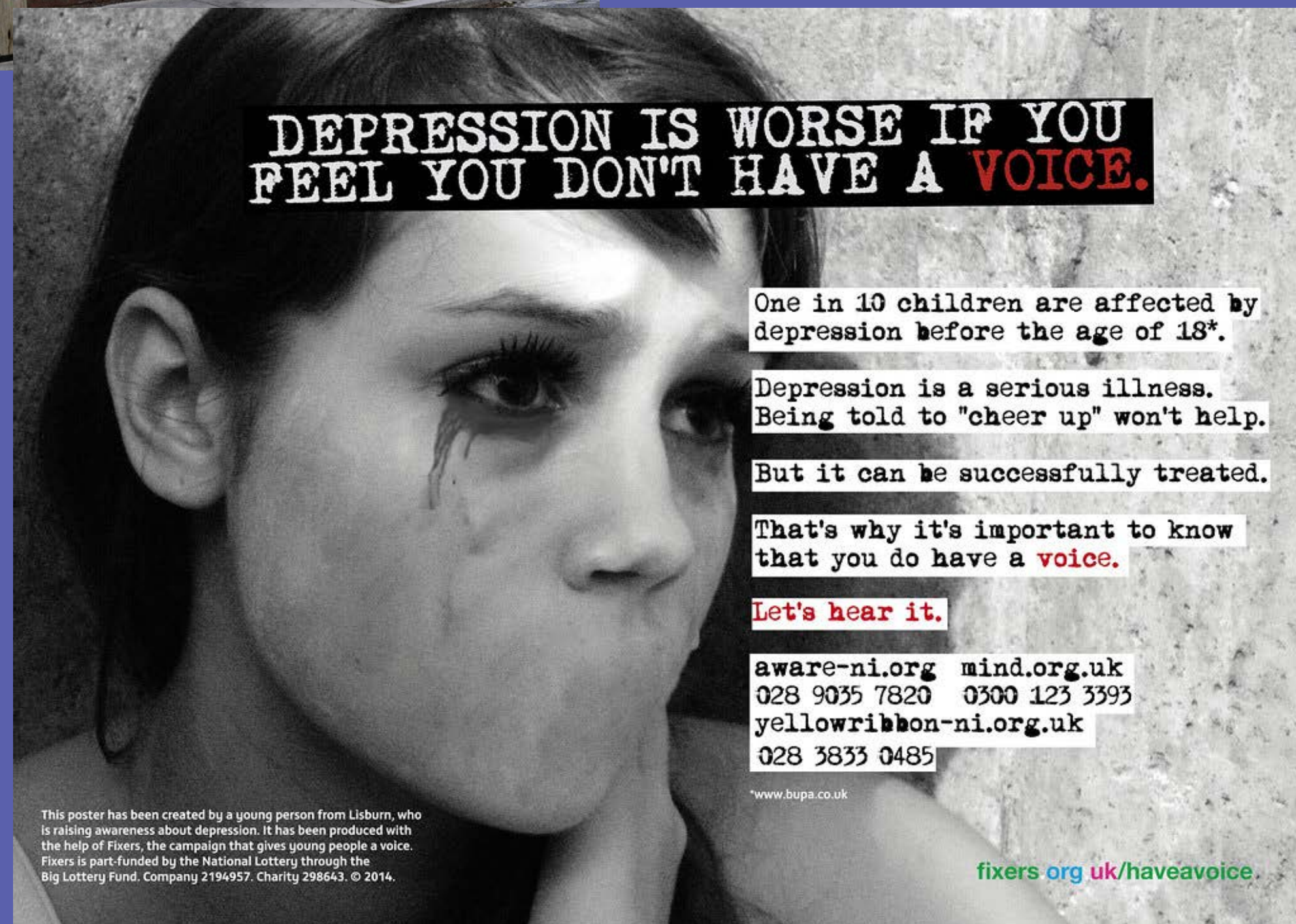
This poster is designed to raise awareness for depression among children up to 18 years of age. The poster appears in a metropolitan context at a large scale, where there is a high pedestrian traffic.

Focus on audience

The poster responds to the mindsets of children through its recognition that children often feel disempowered to speak up on issues relating to their own mental health. This has been communicated through the designers decision to use the **method** of photography, depicting a child without a mouth, as a direct reference to being voiceless.

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This poster has been created by a young person from Lisburn, who is raising awareness about depression. It has been produced with the help of Fixers, the campaign that gives young people a voice. Fixers is part-funded by the National Lottery through the Big Lottery Fund. Company 2194957. Charity 298643. © 2014.

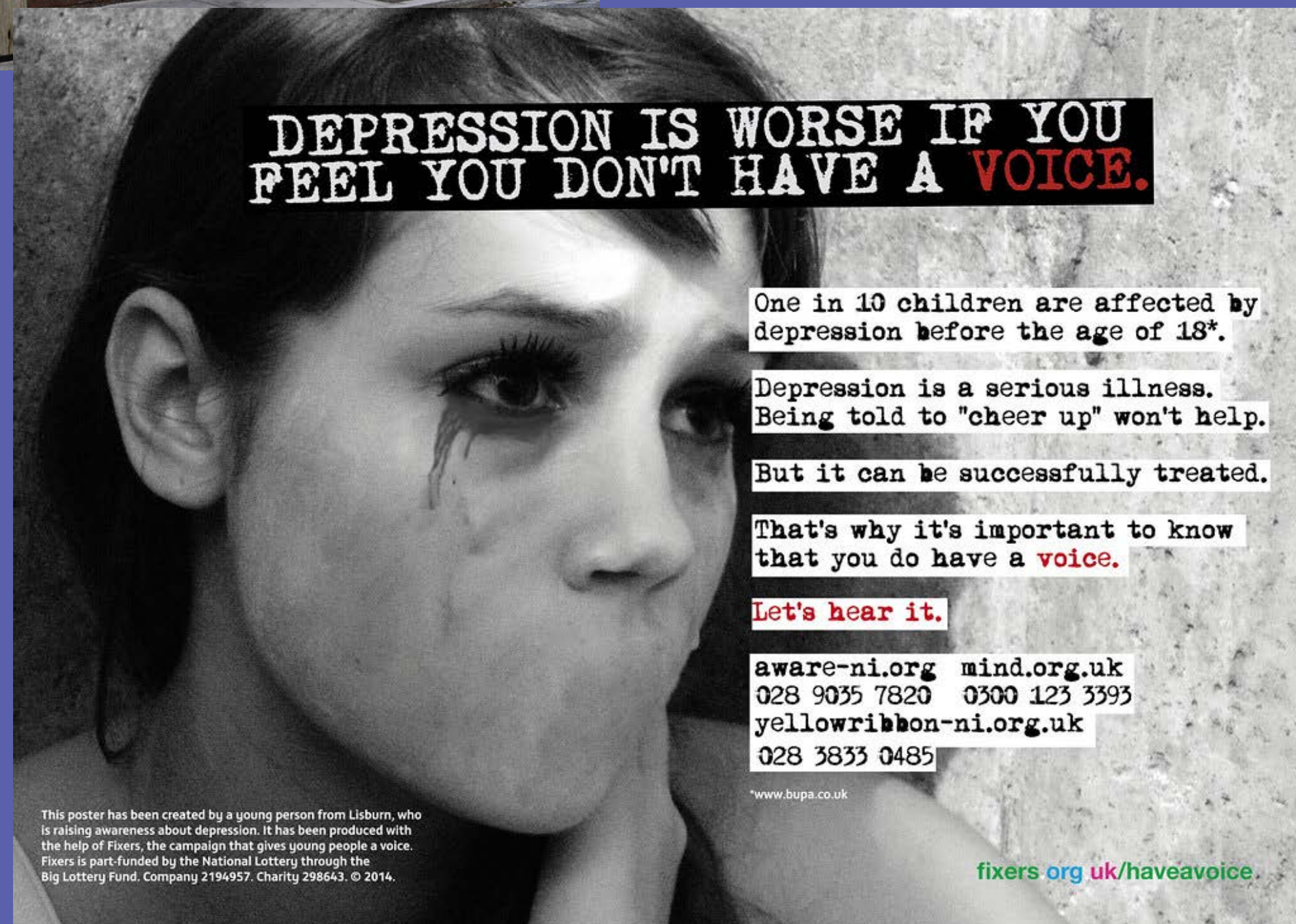
This poster is designed to raise awareness for depression among children up to 18 years of age. The poster appears in a metropolitan context at a large scale, where there is a high pedestrian traffic.

Focus on Purpose

The purpose of this poster is to provide information to children about the effects of depression and the importance of speaking up. The poster achieves this purpose by emphasising the notion of voice through visual and text based clues, as can be seen in the use of **hierarchically** dominant photography and the title 'Depression is worse if you feel you don't have a voice'. The purpose is further addressed by the call to action 'Let's hear it' which is followed by relevant contact details.

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This poster is designed to raise awareness for depression among children up to 18 years of age. The poster appears in a metropolitan context at a large scale, where there is a high pedestrian traffic.

Focus on Context

The context of this poster is a city street with a high amount of pedestrian foot traffic. As such, the designer has elected to use a single, large and striking photograph in combination with an emotive tagline, to capture the audience's attention quickly. The amount of text has been kept to a minimum to ensure the audience has the opportunity to absorb all information quickly. The use of a mostly monochromatic tones and rustic, distressed typeface help to reflect the urban context.