

# Response-ability

*Title:* Response-ability

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## *Aims of the workshop*

- to choose a topic that concerns you
- to produce a practical response to communicate that concern
- to embrace both the brand (with its guidelines) and your ‘concern’
- to work on a realistic project with a realistic timeline and present that project accordingly
- perhaps consider the environment of the medium (both in material and impact)

## *Introduction*

Like the world around us the role of the designer is constantly evolving. We are involved in more than just layout and design, clients now employ us to consult on a vast array of areas such as strategy, marketing, campaigns, brand development. Designers can work across almost every conceivable media platform there is from banners to billboards and from paper to screen. Being a designer also means being constantly aware of the world, social trends even (and perhaps even more importantly) anthropology.

But with this evolution of the world and our industry comes questions about our role in the modern world as creatives. Every major brand, product and company seeks the advice and consultation of a creative agency, and at the helm of that agency will be a creative/design/art director(s). So designers/creative directors have a direct impact on our world. Now is the time to start really questioning what level of responsibility that comes with that impact.

It is not just about designers suggesting more ethical, climate friendly methods of packaging, printing or marketing platforms (although that is important). It is also about brands across all industries taking responsibility for their own impact on the world to embrace their consumers and their world. For example, youth markets Although aware of such concerns might perhaps engage more with them if certain brands, in some way, spoke to them on their level and showed support for those concerns.

‘Response-ability’ is a play on words. It challenges you as an individual and as a creative person to consider something that is important, to create (using your ability) a response – a message. It might also question you and what you believe your role, your responsibility is as a designer – is it all just about aesthetics?

## *The brief (outline)*

Diesel (the clothing label) have approached you to pitch ideas for a new branding awareness campaign. Diesel want you to choose a topic that you believe needs highlighting to their consumers. A topic that will draw the attention of their youthful, sometimes disjointed, audience. A topic that you believe is relevant not to Diesel, but to their consumers.

Choose a topic that is close to your heart, something you care about, something you feel strongly about.