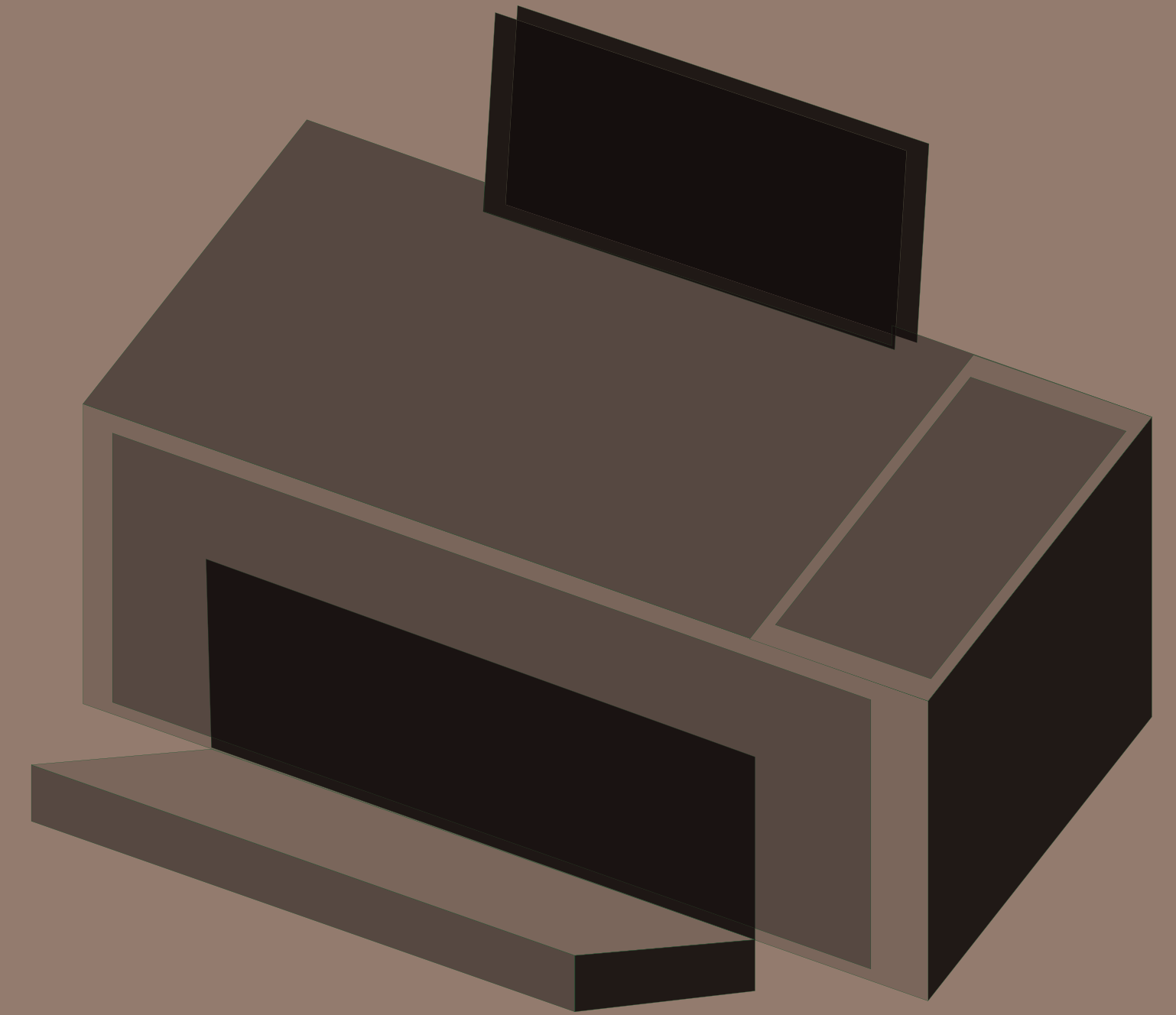


Major Project

REMAKE/Reuse/Pass It On



Project Brief

The Problem

People do not understand how the devices they use on a daily basis work, and therefore are uninformed on ways in which they can be upcycled and remade into new things, even without much experience. Many people are scared of damaging their devices further if they are already damaged as certain electronics such as computers and phones are incredibly costly, especially in the economic climate where many people cannot afford it.

The Solution

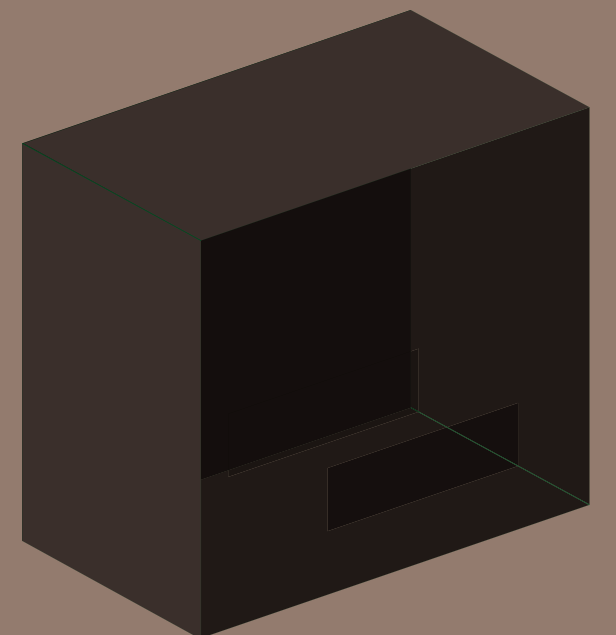
Create a campaign that educates and encourages people to understand how these electronics work and how they work, providing insight into whether new life can still be found in an apparently 'obsolete' electronic device or whether it really is unusable anymore and how it can be disposed of safely and sustainably.

The Target Audience

- A wide variety of people - both old and younger - who do not have much knowledge on electronics and also those looking to lead a less consumerist life and consider what they already have - additionally, this campaign could be used to encourage more people to pick up this mindset and try to lead a less consumerist and more environmentally conscious life.

The Deliverables

- A book made out of cheap materials and provided for a small fee or for free in electronic repair stores where they can be easily accessed for the audience that I am trying to target - the book would provide computer component context and some DIY examples so that people can become more comfortable with working with electronics on their own.
- A simple online presence to promote it to a wider range of people - although this project would be local depending on where you live in the UK and funded by a government project, it would be beneficial to present it on a platform that could target more people.



Research - primary and secondary sources

Technology, Advancement, Finite, Waste, Replacement, Movement, Waste not Want not, Repurpose, Over consumption, Sustain, Keeping, Responsible, Frugal, Layers of the Earth, Refurbish, Minerals, Damage, Destroyed, Unneeded, Repair, Do it yourself, Precious, Objects, Resourceful, Virtual, Rely, Bin, Trash, Rubbish, Overload, Useful, Cycle, Potential, Error, Rebirth, Second life, Usable, Yours, second chance, new function, personal, functional, obsolete, own, turn around, flip it around, DIY, material, electronic, open book, technical, personalize, screens, hard drive, random access memory, CPU, SSD, SD, save (from the wasteland), Purpose (new), re-introduce, devices, revive, retrieve, inventor, fragile, glass, molecules, fibre, Frankenstein, mad scientist, Surgeon, Assembly kit

Antonyms
Regression, Infinite,
Abundance, Stagnant,
Losing,



Posters. What's inside a device, labeled in a non-technical way what can be used or repaired
Your phone is dead, there are still parts alive

→ Designed to last
"This month's adoptions = successful"

→ Shows people that decided to pick up old device and now it positively affected their life

offer board looks like Board Games

Prag and drop
Can you fix it yourself → and then show correct way

→ paper, cardboard, tactile,

→ e-wasteland, e-harvest

Research - secondary sources



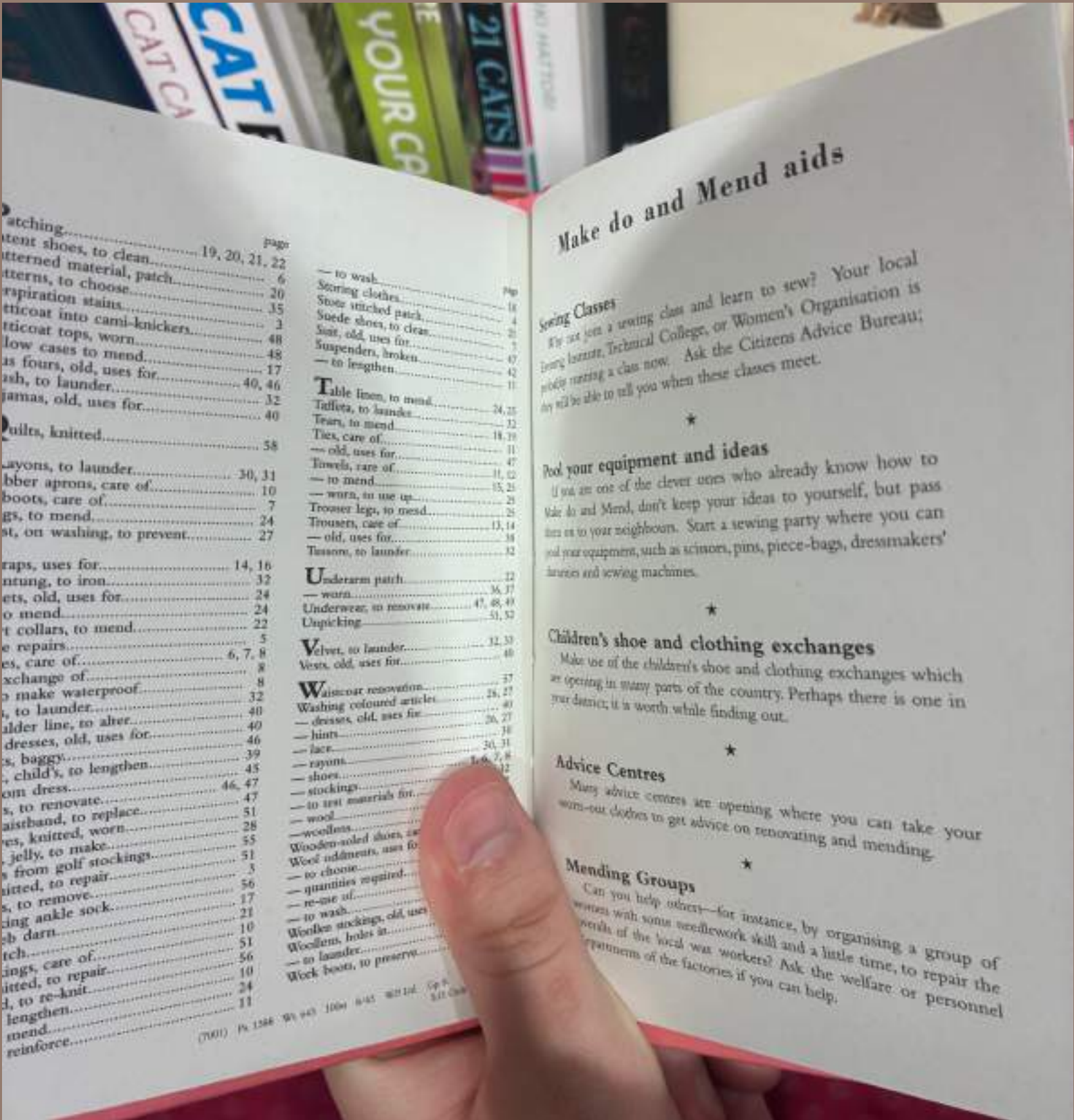
The UN estimates up to 50 Million Tonnes of E-Waste is generated every year

Source: Leyla Acaroglu - E-waste Autopsy

“1.5 million people in the UK currently lack access to a basic laptop, tablet or smartphone”





Source: IT Reuse for Good Charter

Research - primary sources



Design Visuals

Visual System Guidelines

| | |
|--|---|
| Colours Primary  Secondary  | Layout Spreads Columns: 4 Gutter: 10mm Rows: 4 Gutter: 10mm Inside margins: 25mm The rest: 10mm UI Columns: 6 Margins: 25 Gutter: 60 |
| Typography Headings Slight Chance Regular Body Helvetica LT Pro Roman | Photography / Illustration  Chunky, geometric shapes with slightly rounded corners  Warmly lit photographs with a focus on people and community rather than technological expertise |

Key Words: Tactile, friendly, people-first, unintimidating, encouraging

Colours + Typography



Conventionally associated with: sustainability, recycling, money, nature, calmness
What it could mean: using the resources we already have on earth.
Role: Reuse



Conventionally associated with: warning, sun, alertness
What it could mean: excitement and curiosity about gaining new knowledge. Opposite of blue (blue screen light).
Role: Repair/remake



Conventionally associated with: coldness, water, relaxation
What it could mean: Screens, optimism for the future, technology friendliness.
Role: Recycle/redistribute/clear



Conventionally associated with: uniformity, foundation
What it could mean: Toolboxes, screwdrivers
Role: Neutralizer



What it could mean: Calmness, confidence
Role: Anchor colour - text/secondary colour
Beige - tactile, new life, calming

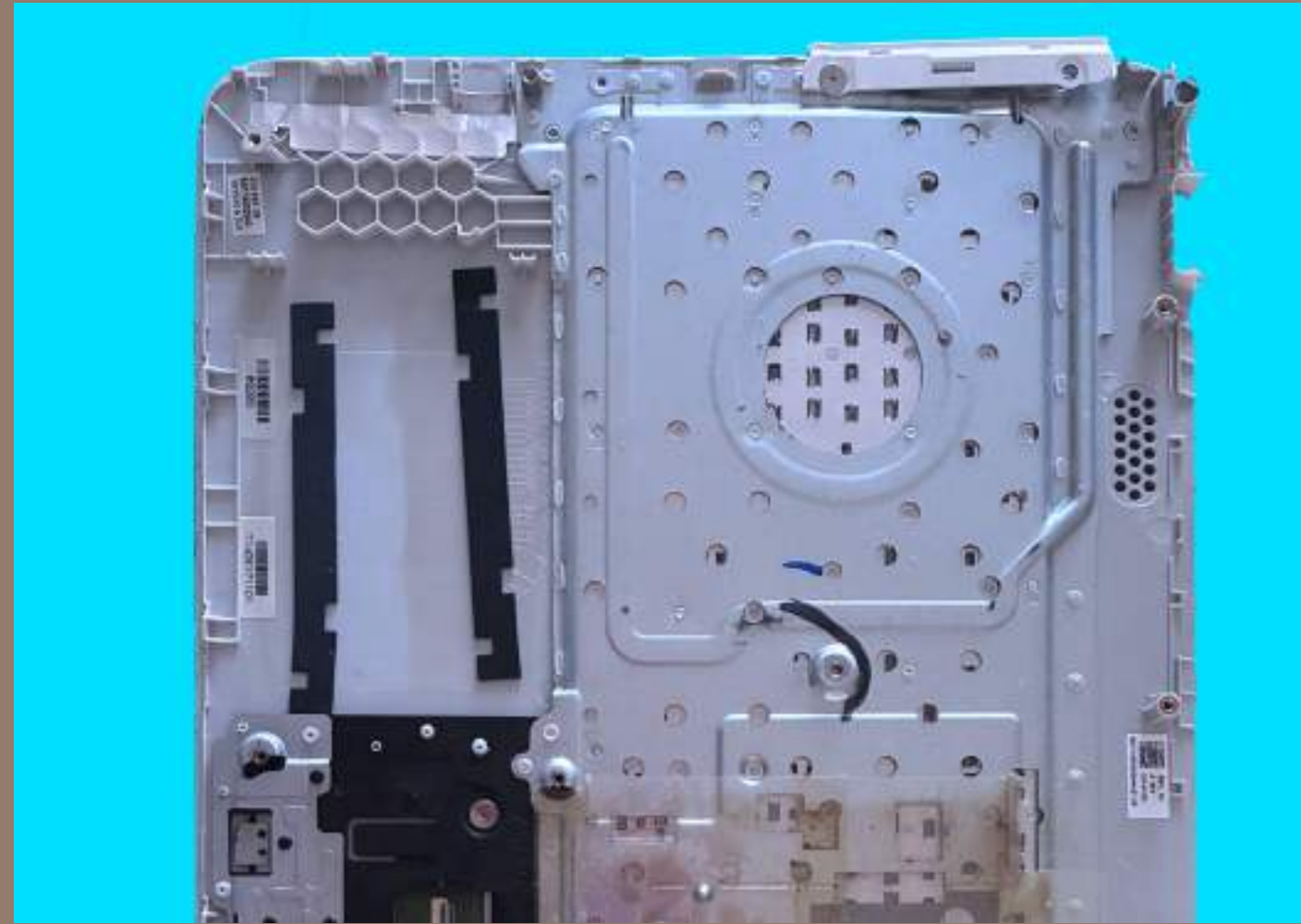
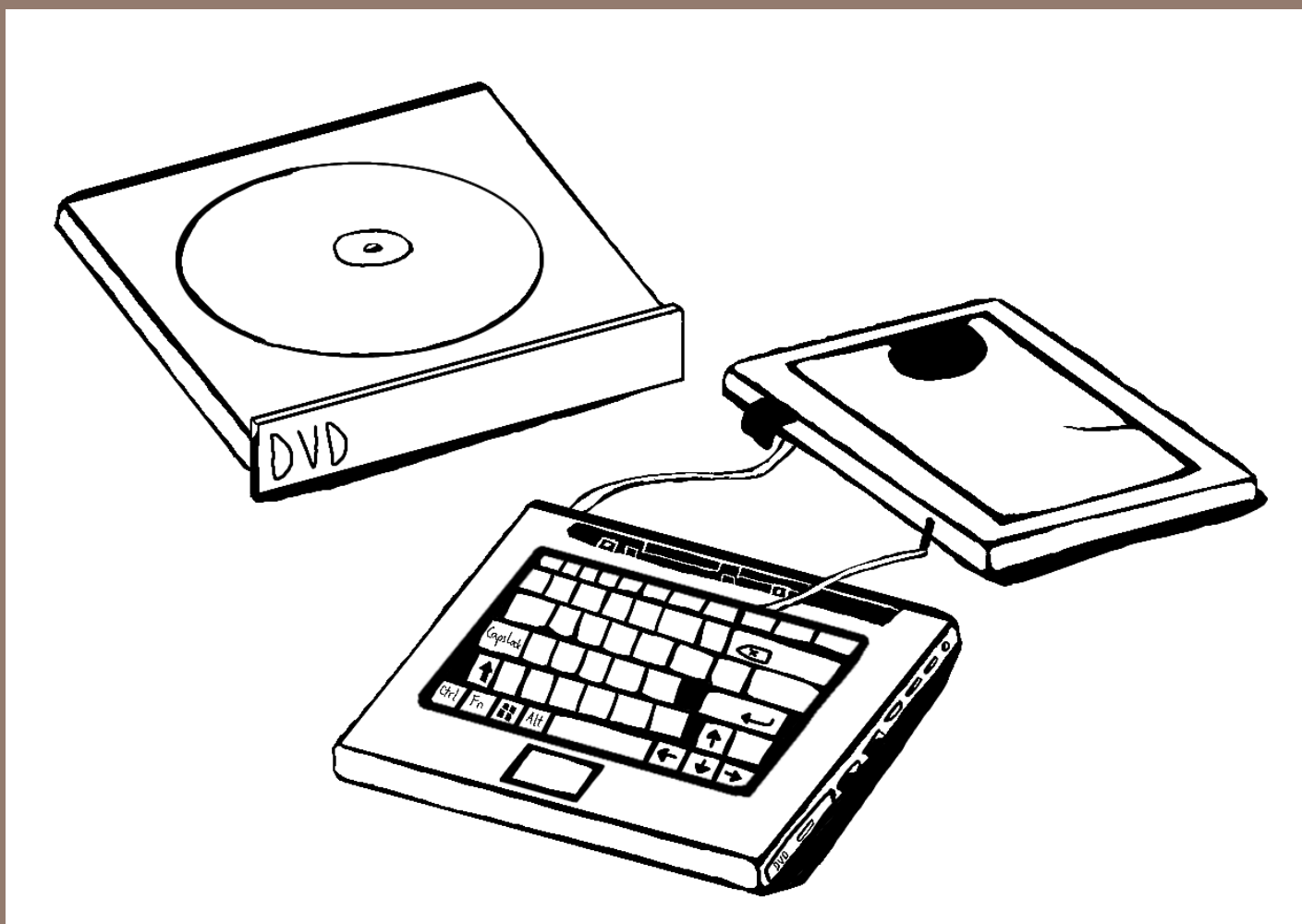
Slight Chance Regular

The reason for selecting this typeface was its geometric shape which resembles some qualities of repair tools without becoming overly stereotypical. It also adds a sense of motion when used as a header typeface, when compared to other more commonly used fonts.

Helvetica LT Pro Roman

The reason for selecting this typeface for the body and supporting text is its legibility and clean look that complements the headers and is easy to read even on small applications.

Design Visuals



e-harvest
SecondLife



Adopt a New Device!

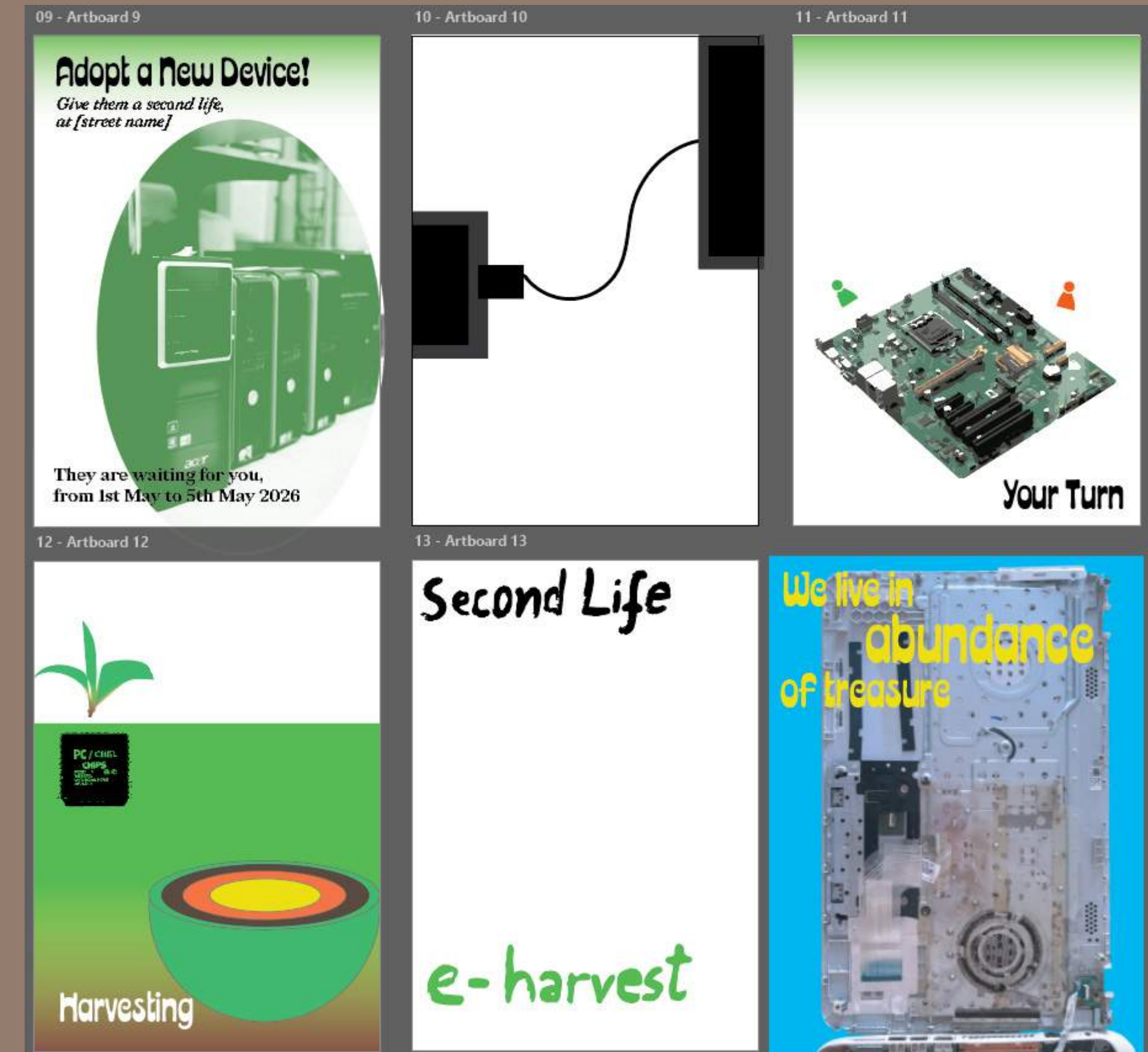
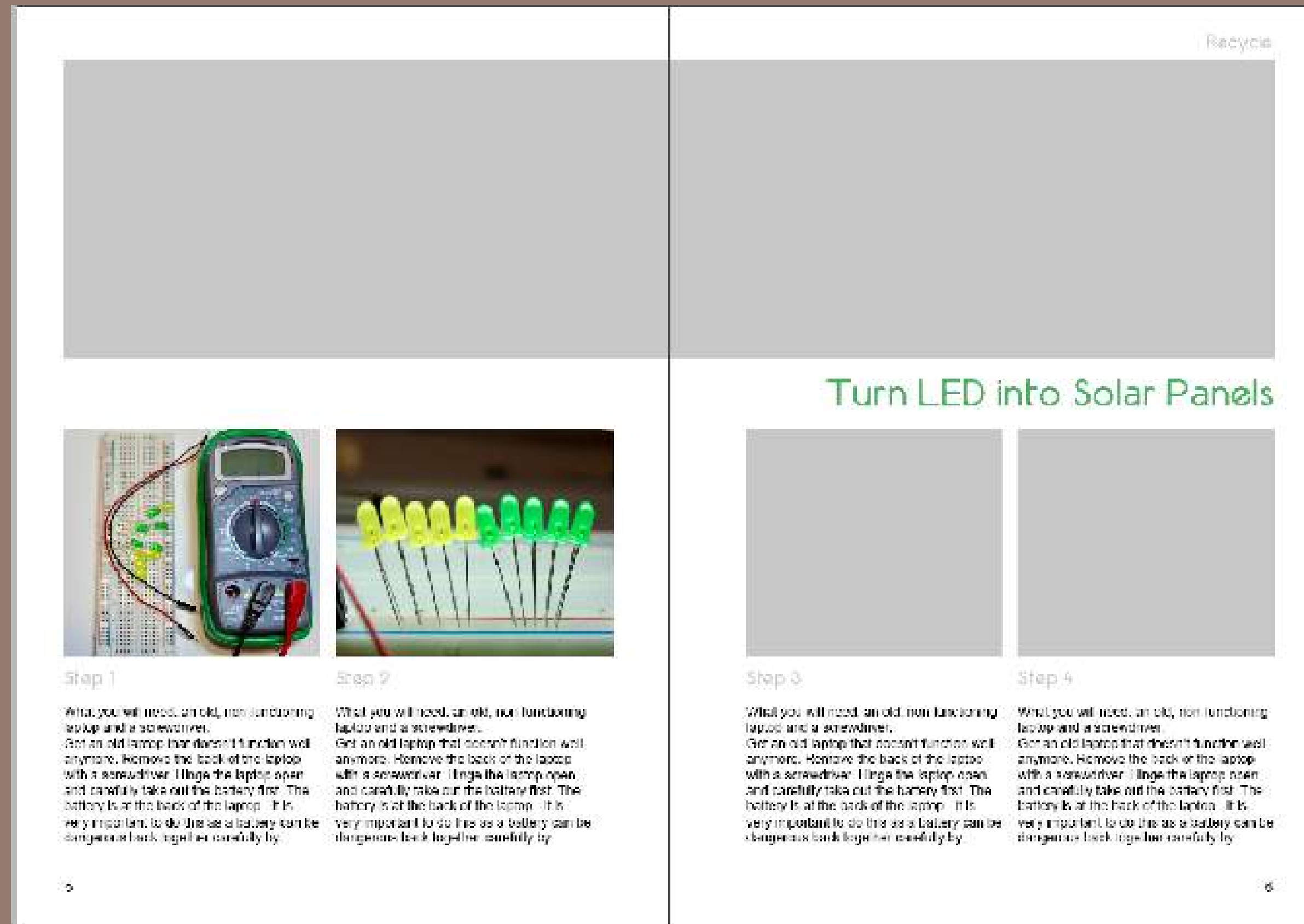
Give them a second chance,
at HU7 0BY



Acer
Aspire
M5810
... and more!

They are ready for a second life,
from 1st May to 5th May 2026

User testing and iteration

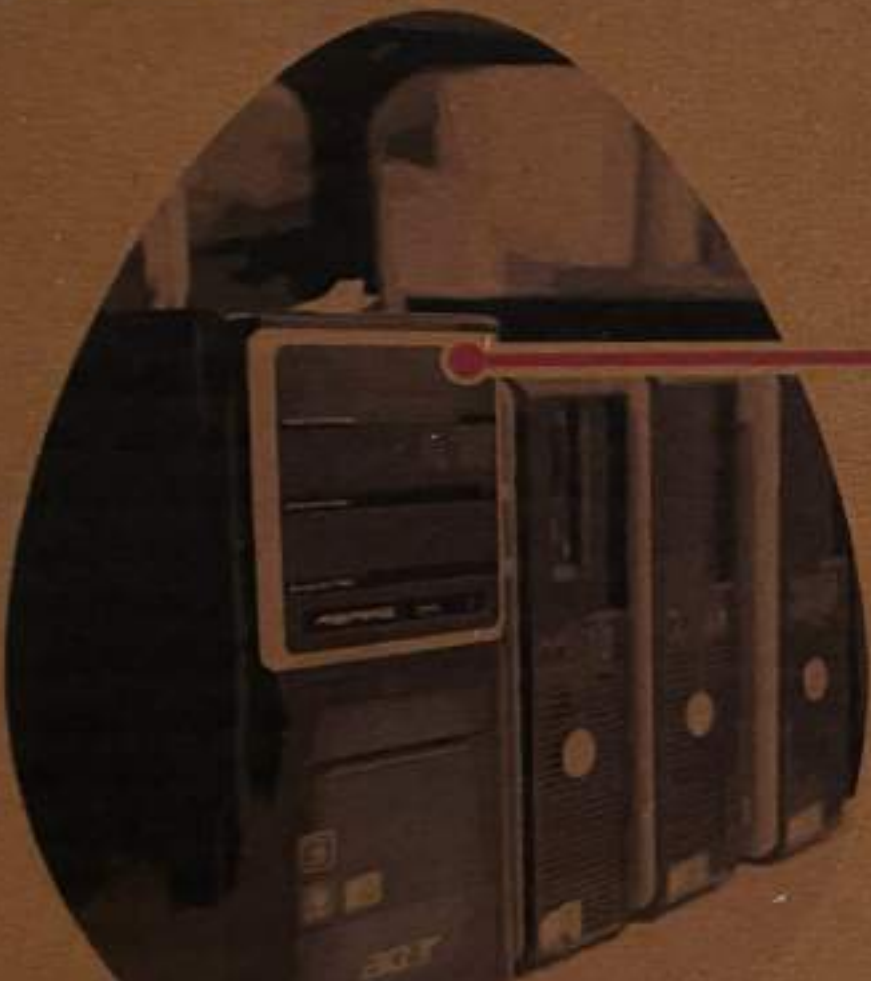


Too complex for most people. The level of expertise to carry this project out is beyond a beginner scope, so although it would have fit the idea perfectly (small project from old materials to create something beneficial for the environment), it wouldn't fully make sense to include in this booklet.

These posters carry potential in terms of creating a strong, unusual design approaches. I have decided to use some of these ideas in my final outcome, however in a redesigned format to fit the existing visual system.

Audience & user response

Adopt a New Device!
Give them a second life, at
[street name]

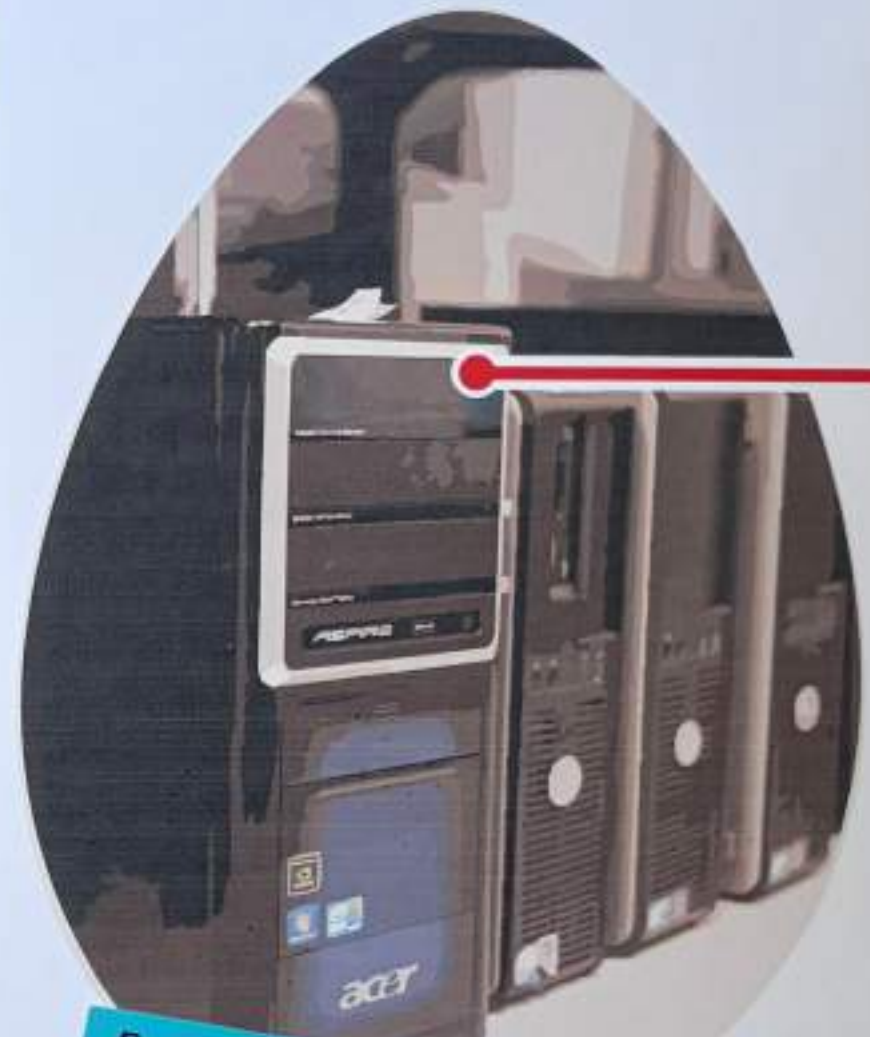


Acer Aspire
M5810
... and more!

Repaired &
Tested

They are waiting for you, from 1st
May to 5th May 2026

Adopt a New Device!
Give them a second chance,
at HU7 0BY



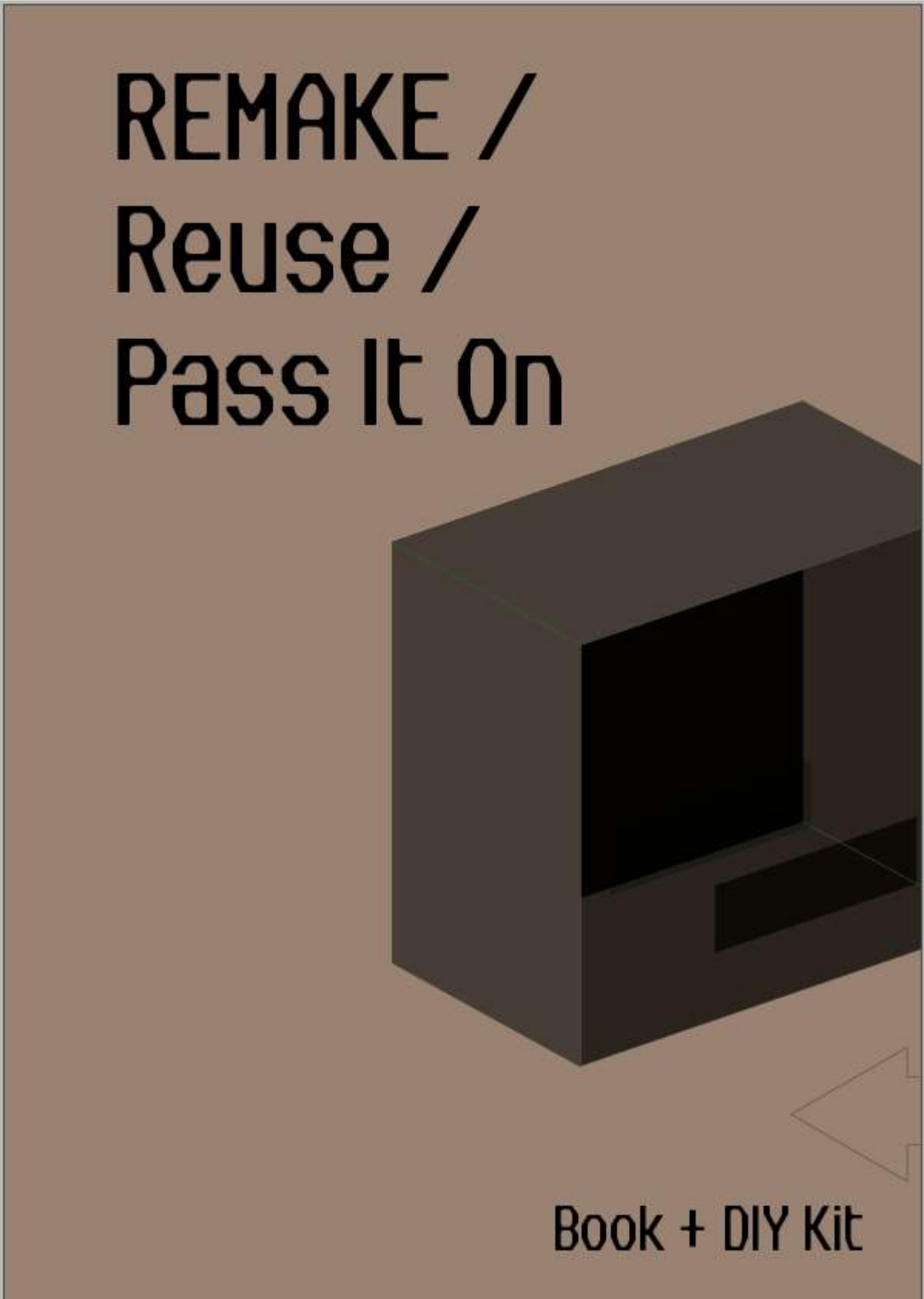
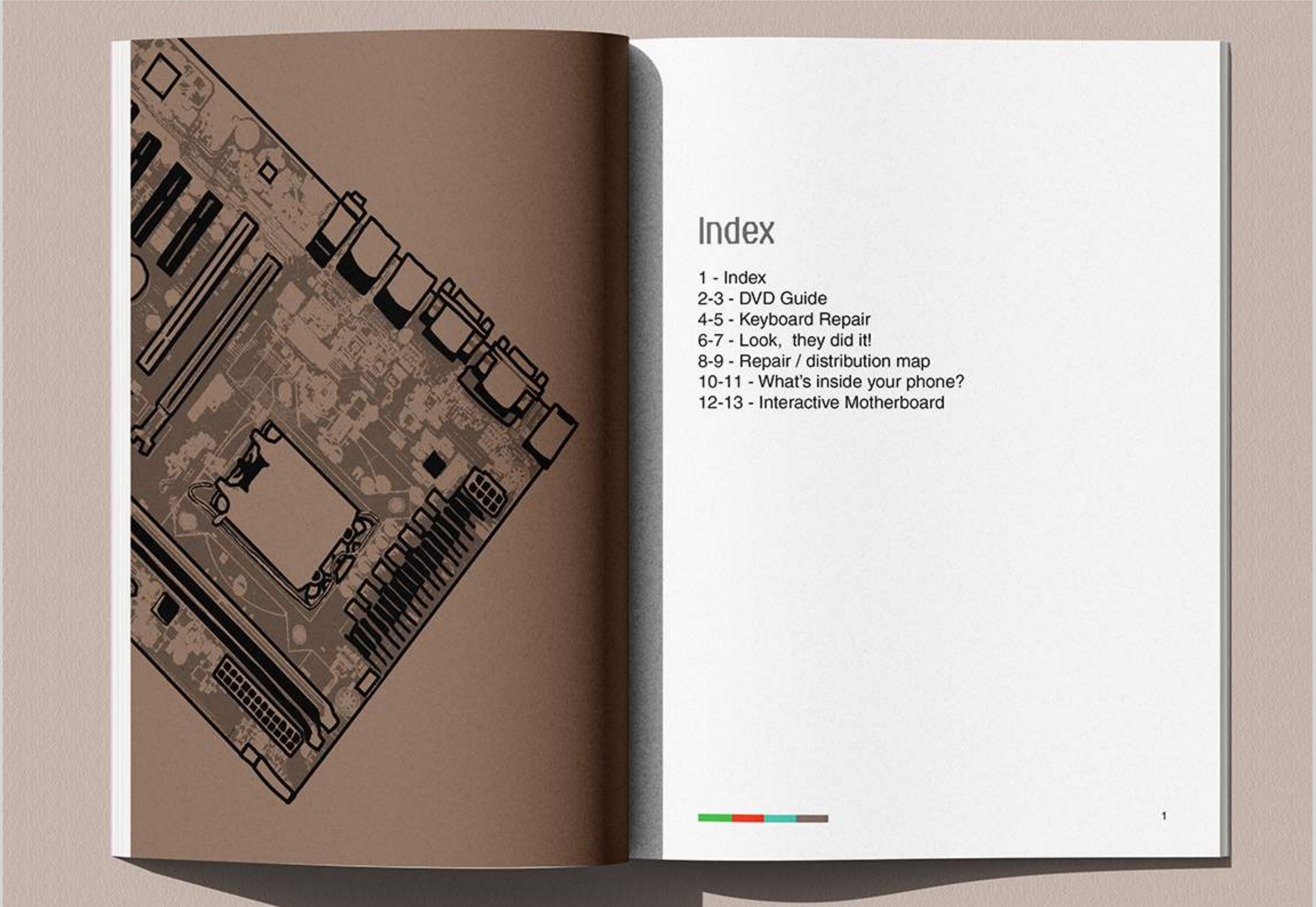
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... and more!

Repaired &
Tested

They are ready for a second life,
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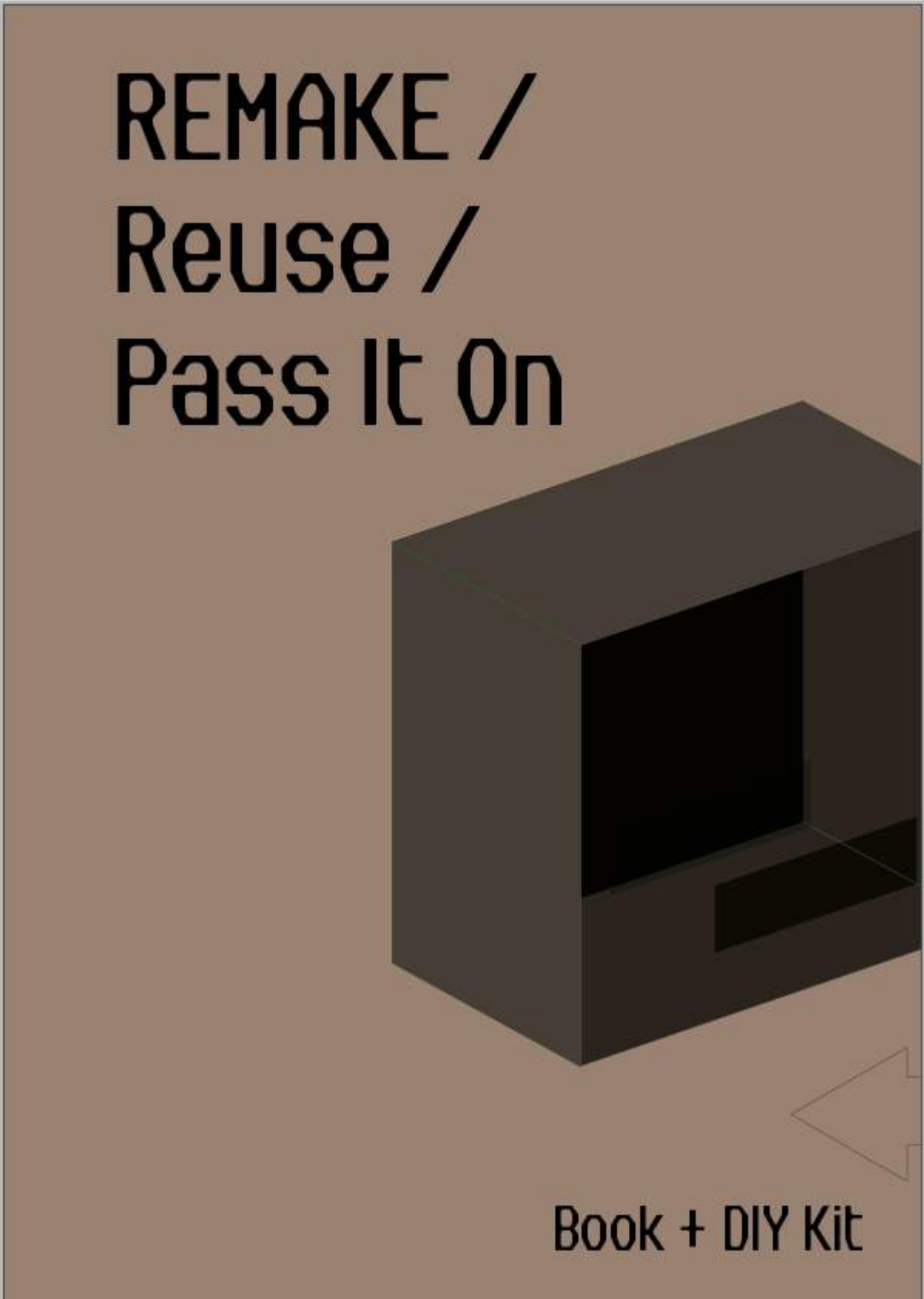
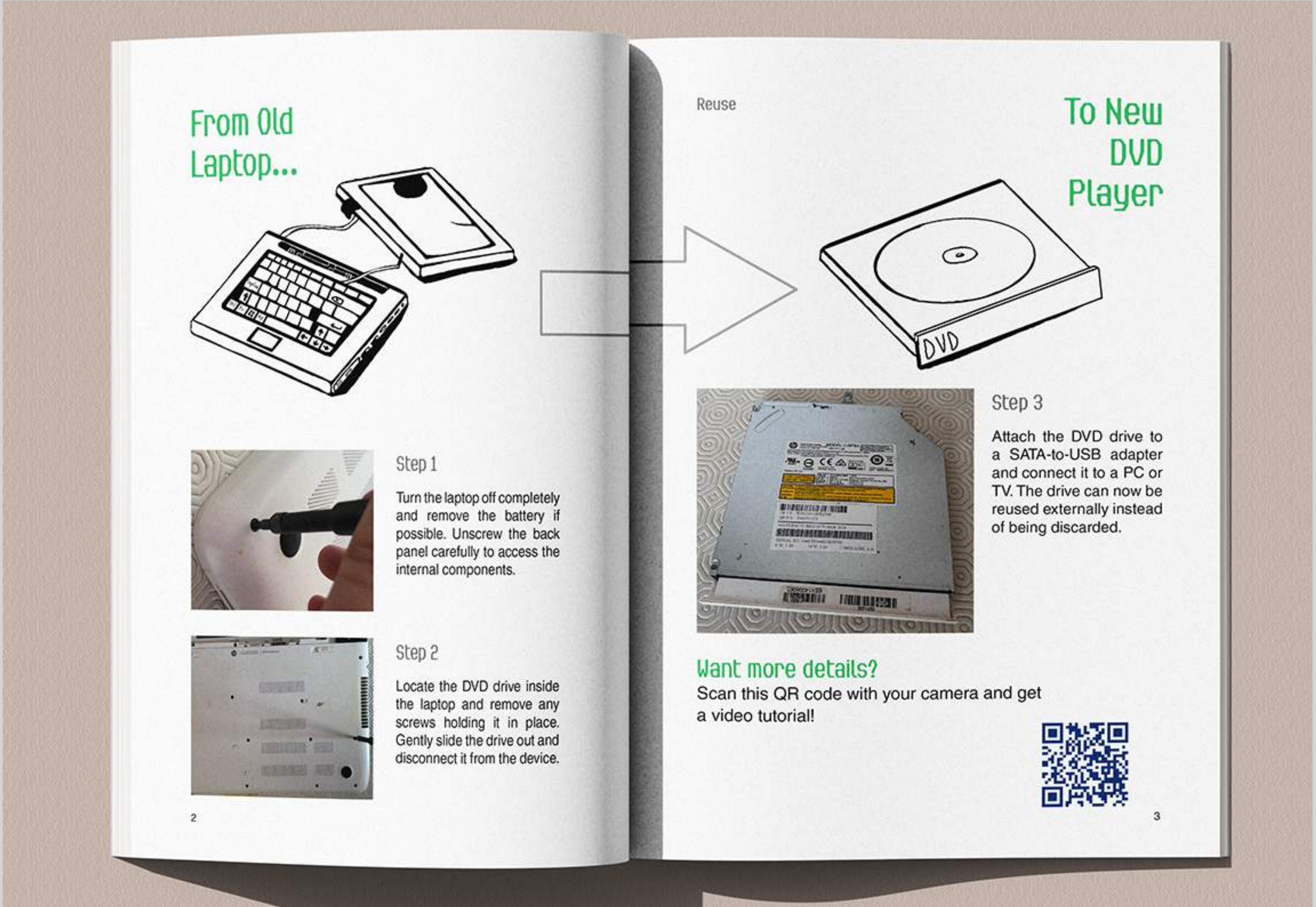
Realisation of final outcomes and deliverables

Final book



Realisation of final outcomes and deliverables

Final book



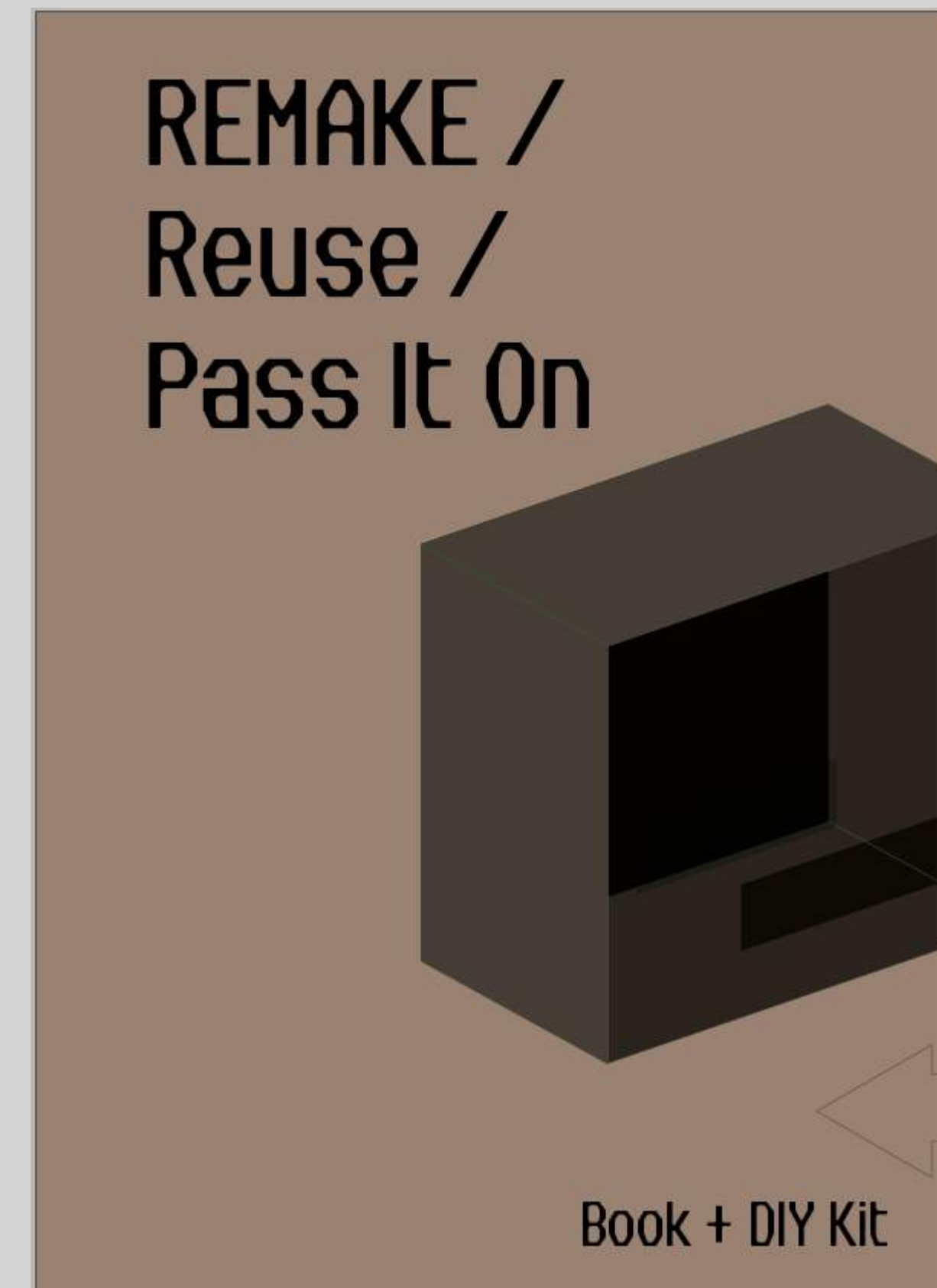
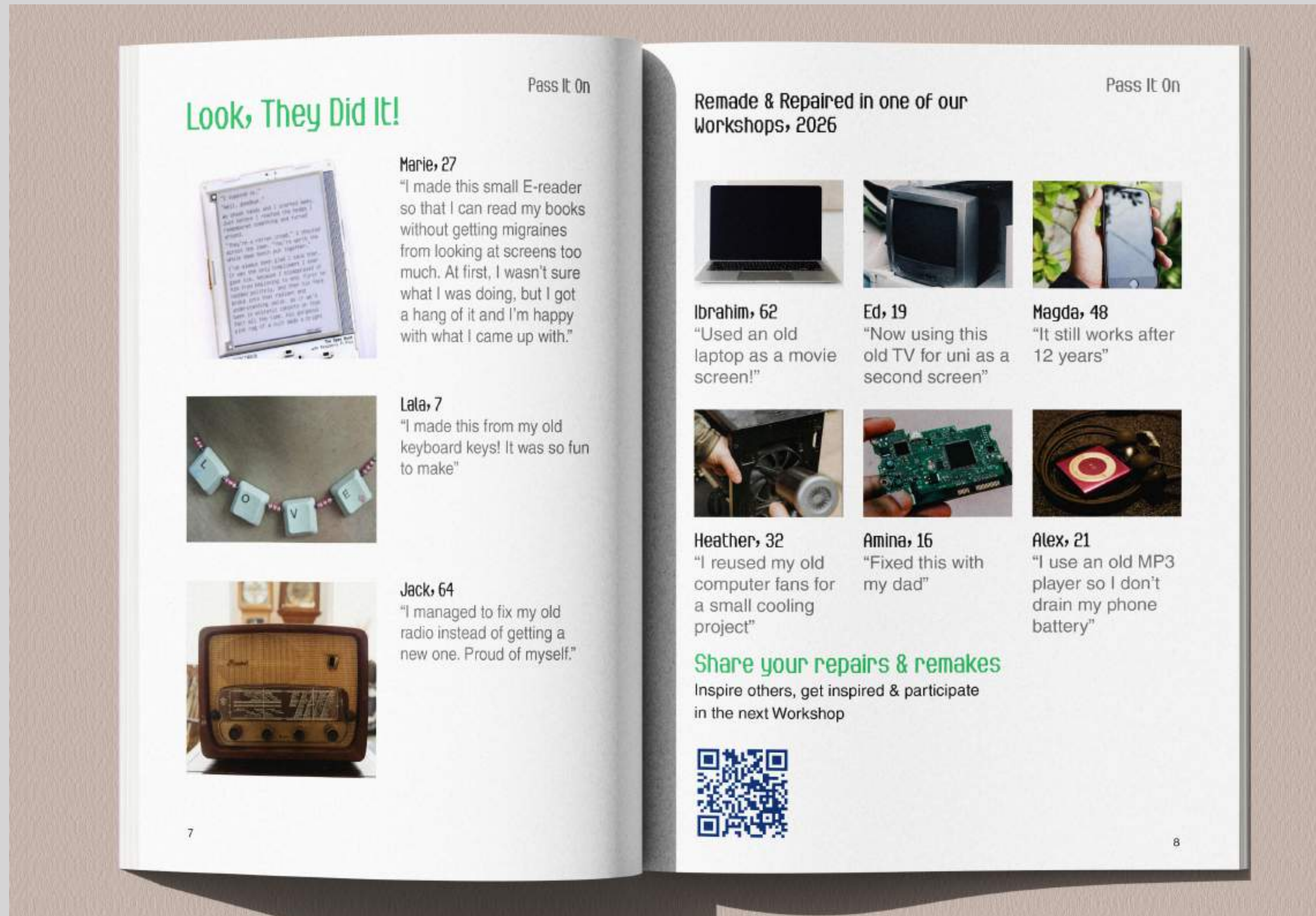
Realisation of final outcomes and deliverables

Final book



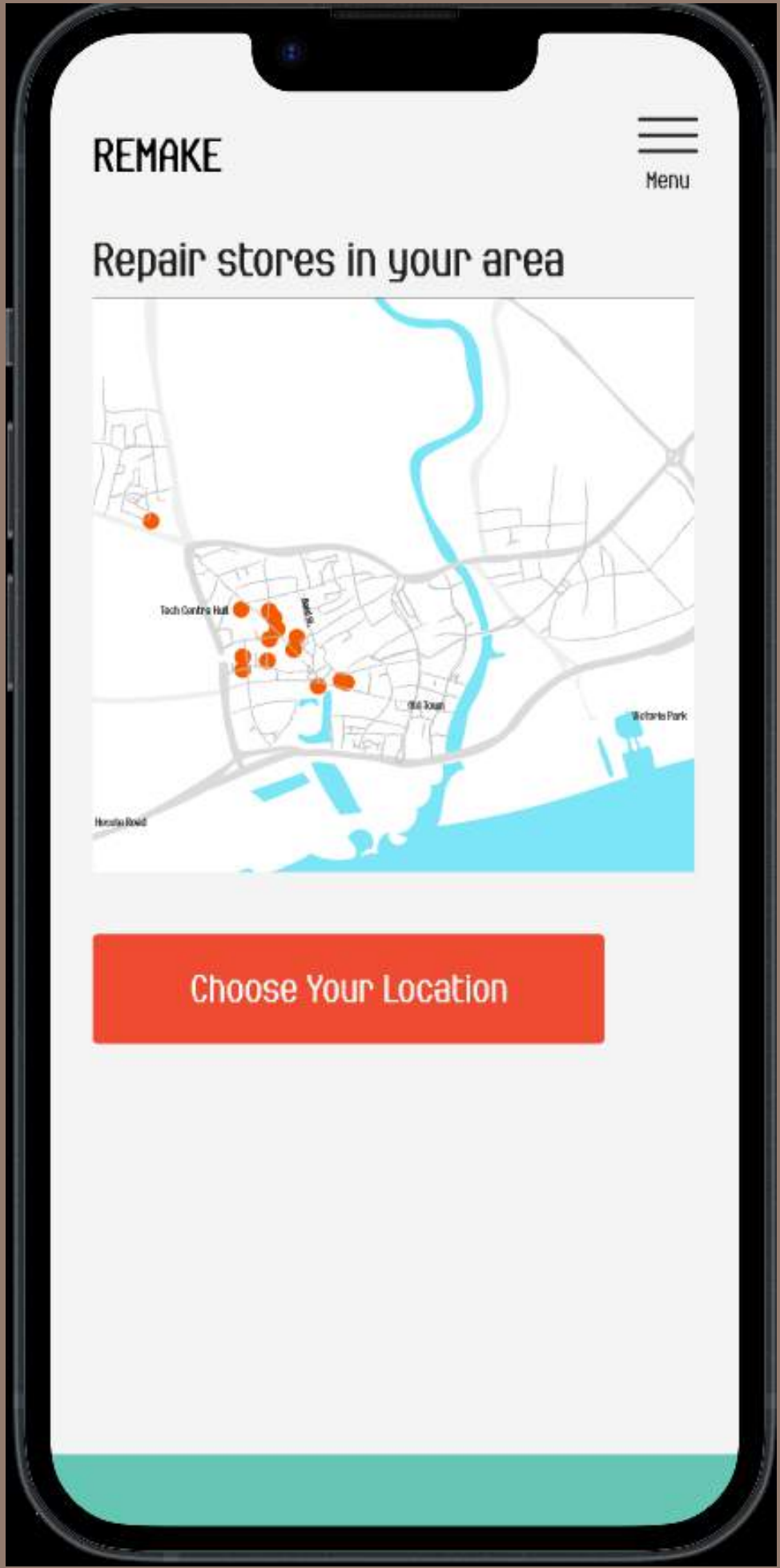
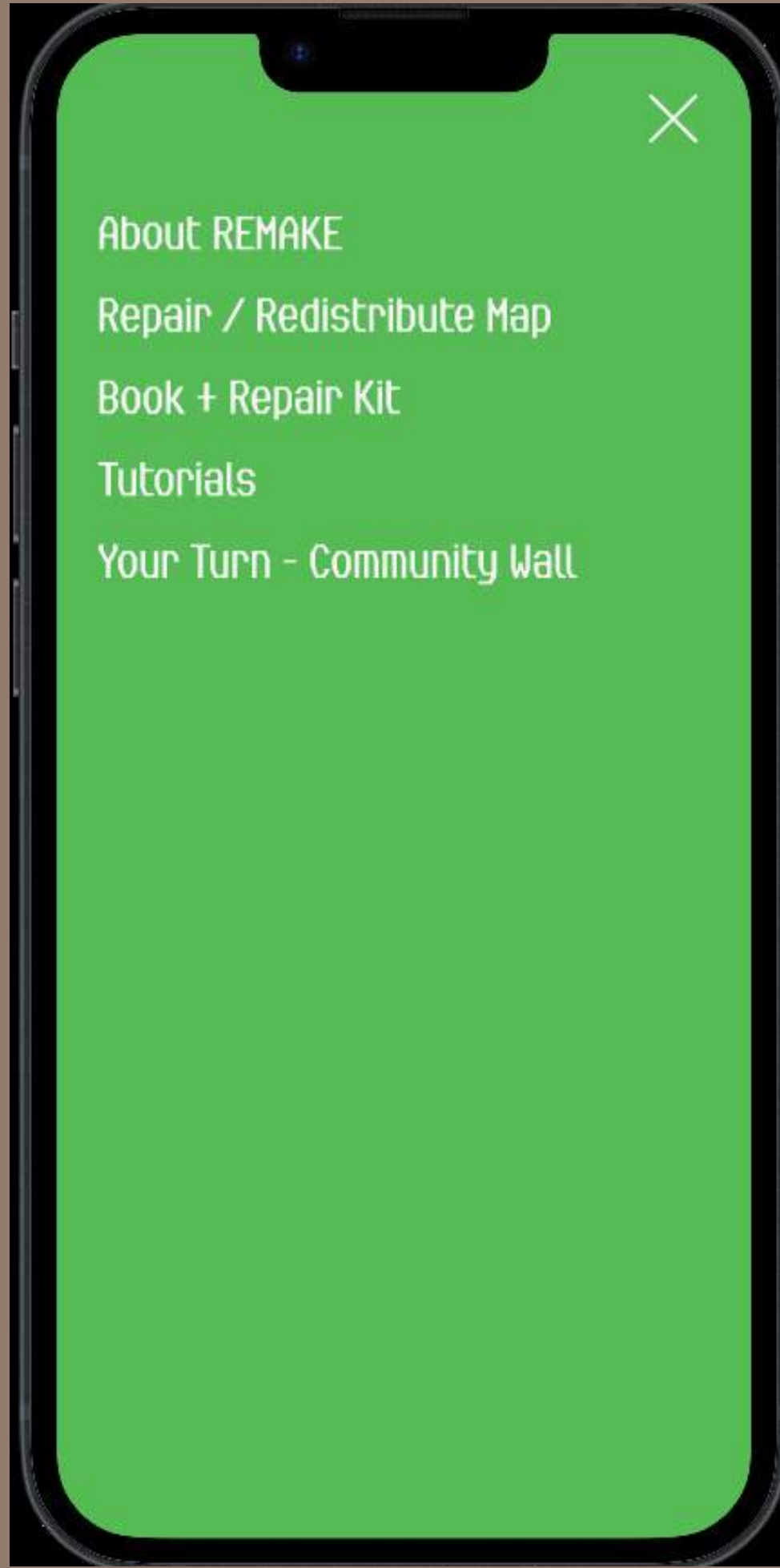
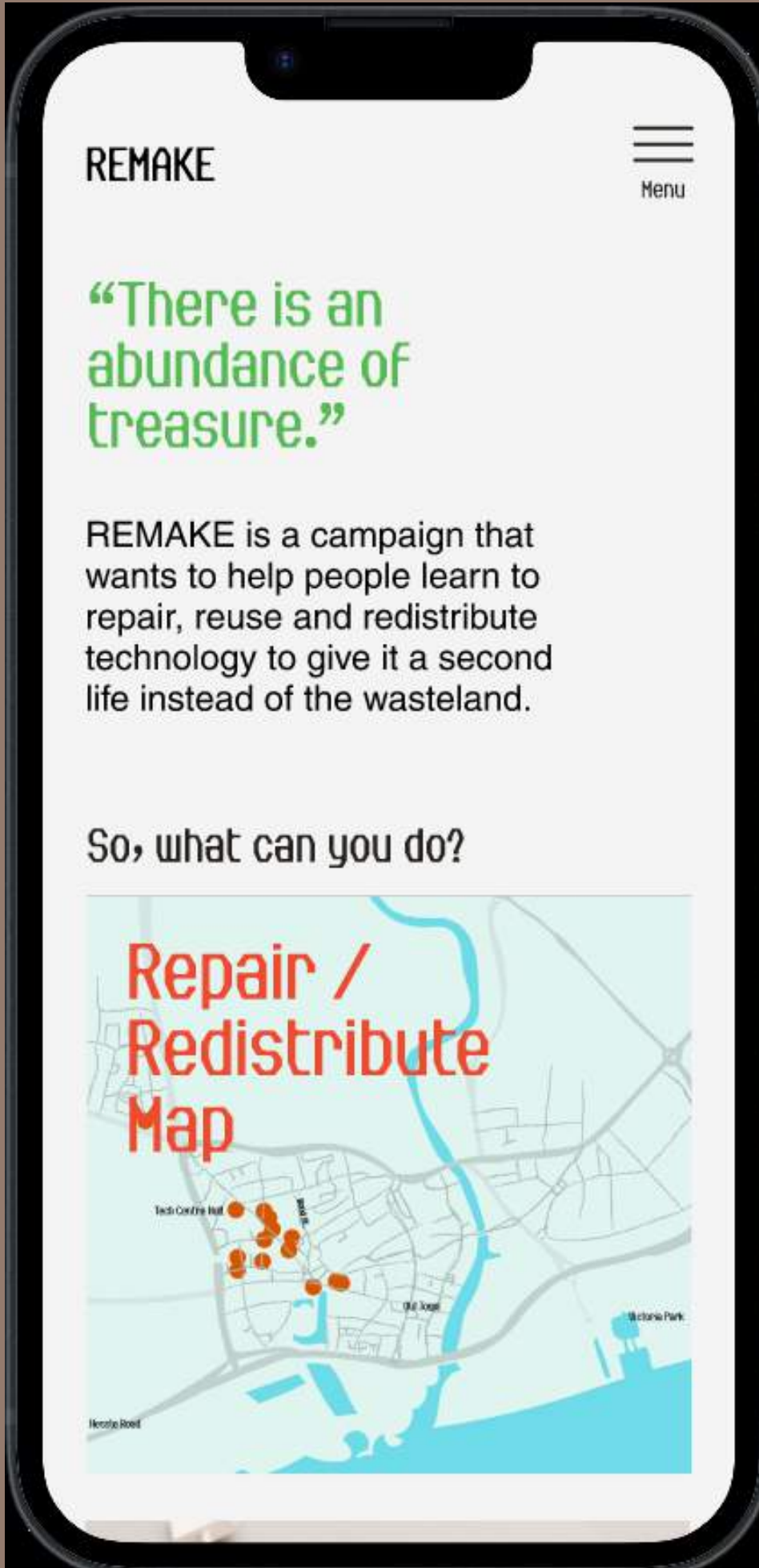
Realisation of final outcomes and deliverables

Final book



Realisation of final outcomes and deliverables

Website / QR System



Impact on target audience

- It encourages people to repair instead of discarding electronics that are still functional in some way.
- It makes technology feel less intimidating to those who are not experienced with technology.
- It promotes sustainable habits and lessens consumerist habits regarding throwing technology away and getting a new device every time a new one is announced.
- It provides accessible beginner-friendly repair guidance - I have tried to make it as beginner friendly as possible and hope it could make an impact this way.
- It encourages redistribution of working devices to those who lack access to it and need it for daily life tasks.



Evaluation & Reflection

Throughout the development of this project, I developed a much stronger understanding of editorial design, campaign systems, and creating a cohesive visual identity. I also improved my ability to take research and translate it into visual outcomes that support a wider conceptual direction rather than creating disconnected pieces of design. Some of the transferable professional skills that I have had the chance to improve and work on during this project include: editorial design, working with print, creating a more simplified UI/UX experience, and combining digital and physical print outcomes into one coherent campaign outcome.

If I were to repeat or extend this project, I would have expanded further on the lateral visual metaphors and made them even more unusual in order to gain more attention from the audience. Additionally, I would have also created more editions of the book exploring different skill levels and make it placed in a real context of a repair workshop or community initiative.

