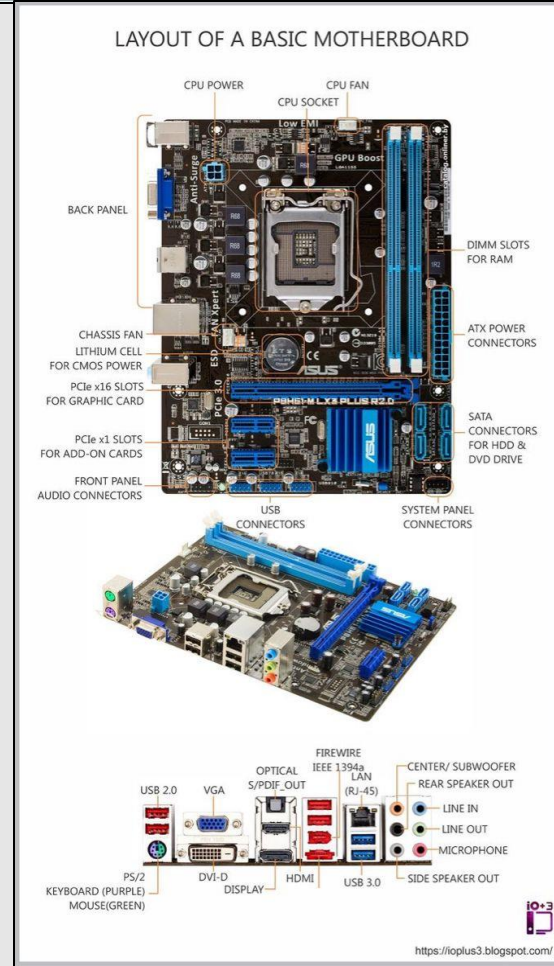
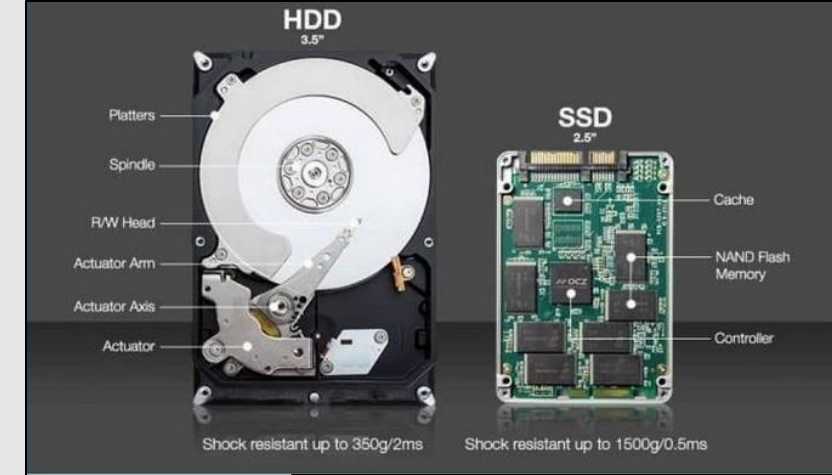


# Major Project Brief

Computer Education & E-waste Reduction

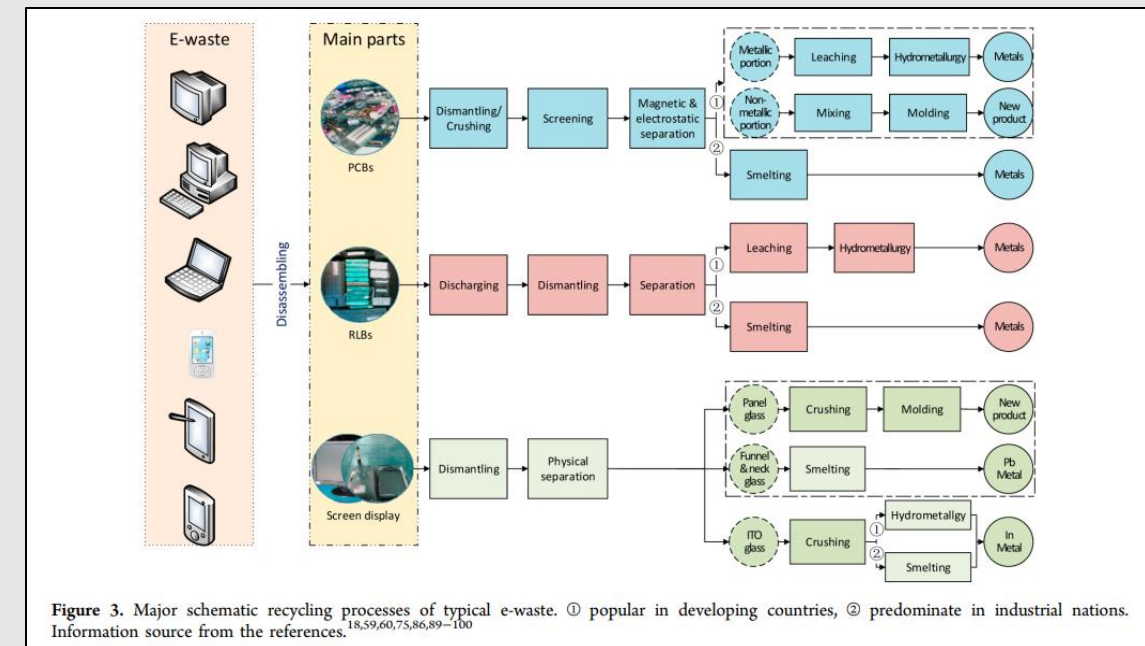
# Major Project - Idea & Proposal

- Education and re-using computer components to reduce e-waste and allow user mobility and independence. Most people use devices that have computer components on a daily basis therefore they should be taught on how the actual parts work so they can fix technology instead of throwing it away.
- My point of interest for the major project includes multiple subjects that I haven't explored in the form of graphic design before, some of which include technology, health, and others, however I have decided to focus on educating people about mechanical parts of devices they rely on everyday so that they can be aware of the functions and potentially become aware of the options there are for creating new electronics that can save them from becoming e-waste.
- The reason behind me using this subject for my major project is that I wanted to diversify my portfolio and try to gain more experience in a skill I don't really have yet (editorial design, informational design and printing a book). Also, the problem of companies deeming working hardware as obsolete is something that I am passionately against, as it is inconsiderate to those who are affected by e-waste polluting the space they live in and those who cannot afford new electronics and cannot afford to lose the current ones they own.
- A lot of electronic equipment (old laptops, tablets, etc.) is considered obsolete even when it still has life left in it and can either continue to serve the user as it did before or it can gain a completely new function by customizing the components. This is what I would like to explore in this project. The deliverables of this project would include an informational book, accompanying posters and possibly banners to make people aware of its existence. Also, an important aspect of this campaign would be that the book would be recyclable and very cheap and available in normal stores so that it can reach a wide audience and help them potentially.



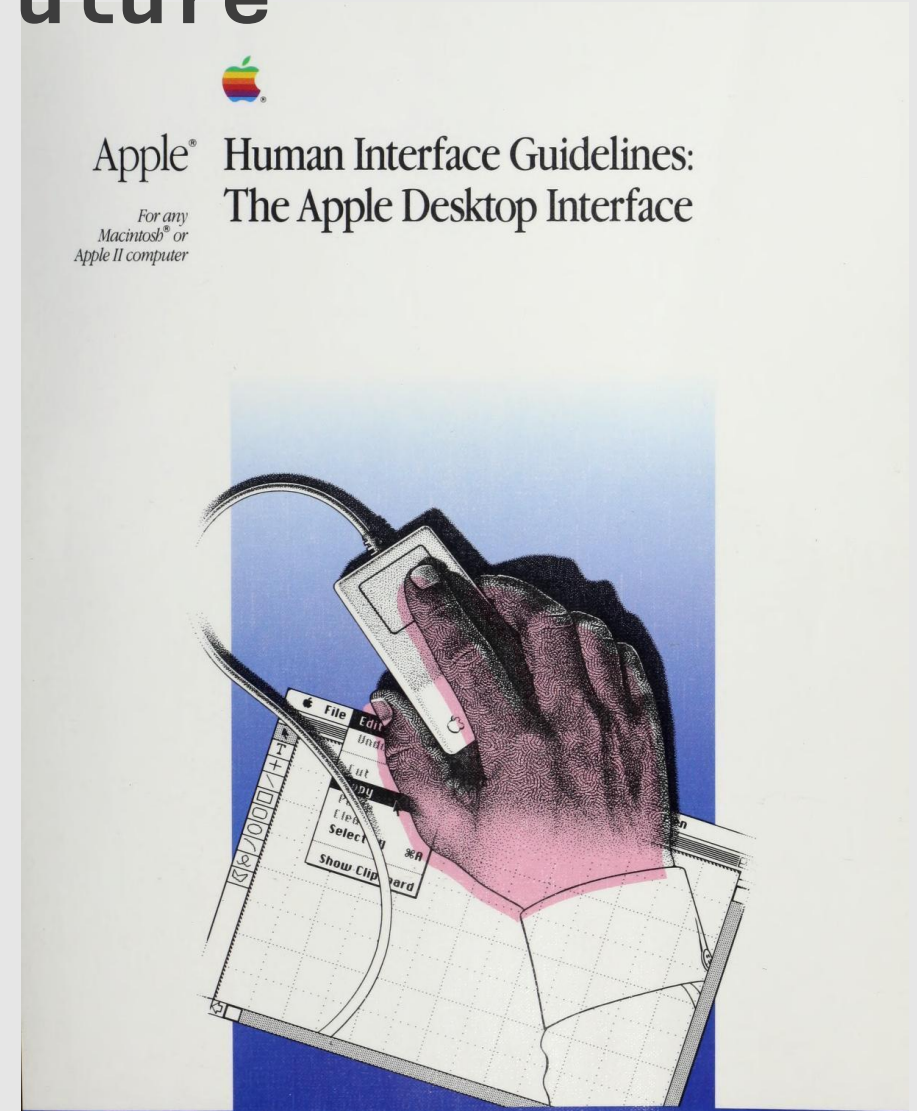
# Major Project – Audience & Communication

- The audience for this service would be a wide range of people who might have not known much about how computers work or just how electronics work in general, however they would like to learn more in case any of their or their loved ones' electronics break, or they are unsure of what to do with their older electronics in general.
- I want to attempt to create a positive intervention through educating people on how to safely re-use old electronics, refurbish them or recycle them if they are truly non-functional anymore so that they can be used for their materials to create something new. I would try to do this through creating a small, affordable book that educates people without simplifying the information too much so that they can have correct, unfiltered information on how to do it.
- Furthermore, I would like to explore the medium of editorial design when trying to create this beneficial campaign because it offers a lot of opportunities to expand on ways to present information that will capture a wide audience's attention who might have different skill levels and attention spans. I would like to explore different techniques and ways of presenting information that might engage people that would usually not go out of their way to gather this information, and make them excited from the possibilities of learning this skill, whilst promoting the environmental benefits it provides.



# Major Project – Research & Future

- I will research this subject area through reading books that others have already made with a similar purpose – to teach others how computers work. However, in my project, I would like to take a different approach to them by also focusing on the refurbishment and recycling aspect of re-using electronics. The goal of this book would be to make people feel confident in their abilities to create something new out of already existing objects instead of mindlessly purchasing new items they might not use to its fullest potential. Another way of doing research for this project would be looking at physically learning to build electronics myself as it would provide valuable first-person insight.
- I have tried to select a subject that will align with my future ambitions (web design, UI and UX) however I am still not fully sure if this project is the one I will select as there might be some complications with teaching others about building electronics without having experience in it myself. Additionally, I have tried to make sure that this project differs from my other project as it is important to diversify your portfolio and further expand your skills beyond what I already know.



Apple human interface guidelines : the Apple desktop interface - Apple Computer, Inc. (1987)

# Major Project – Direction & Ideas

- Some of the initial design direction ideas I have had so far to reflect the campaign's values are: muted, eco-friendly colours, illustrations inspired by technology purchase boxes that have a line-art rendition of the product to present the reader with accurate information, focus on paper instead of screens and a sense of accessibility to it.
- As mentioned earlier, some of the deliverables for this campaign that I'm planning are meant to ensure that the book can be spread further – it would be fitting for the book to be promoted at electronic and repair stores for a low price. The campaign itself would probably be hosted by a NGO or a small company that works with the UK government and is focused on environment preservation.

# References

## References

“Control-Alt-Delete”: Rebooting Solutions for the E-Waste Problem

Apple human interface guidelines : the Apple  
desktop interface - Apple Computer, Inc. (1987)