



# Raising Awareness for Hornsea Mere Water Pollution

PROFESSIONAL PORTFOLIO DESIGN 01



# The Problem & Project Aims

**Project Aim:** Produce media to raise awareness about water pollution in Hornsea Mere and how to help reduce it.

- A real-world brief: Groundwork Yorkshire secured a Water Restoration Fund grant.
- The Mere is under threat from a broad mix of pollutants:
  - Invasive species (Himalayan Balsam, "Killer Shrimp")
  - Agricultural nutrient runoff
  - Urban runoff (soaps from car washing)



# The Intended Campaign

- **Website (1, 3-5 pages):** A central hub for all information, blog updates, social media integration, and contact details.
- **Print Media (Posters/Ads) (2-4):** High foot traffic in the town centre will see this so will engage the local community.
- **2D Animation (1, 20-30s):** An engaging video for the website and social media to provide a clear, visual overview of the issues.
- **Reasoning:** Helping to have an environmental impact on the local area and helping to build a community that helps to reduce water pollution.

# Chosen Specialism



- **Target Role:** Junior Designer (referencing a similar role at Barnardo's).
- **Key Skills Required:**
  - Experience in Adobe Suite (1-2y) (InDesign, Illustrator, Photoshop, After Effects).
  - Recognised Graphic Design qualification – degree level.
  - Digital asset creation (especially for social media).
  - Beneficial – experience in photography & videography.
- **My Strengths:** Adobe Suite experience and an A-Level in Photography.



# Skill Development

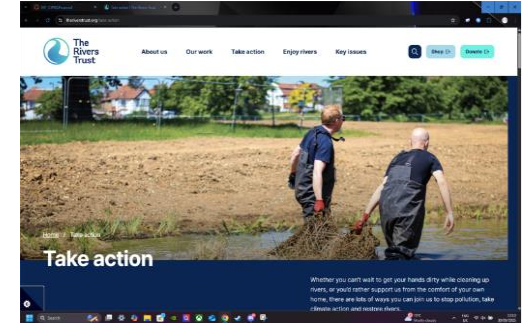
- **Engaging Digital Media:** The challenge of making "bland" or complex topics visually engaging for social media.
- **Concise Visual Storytelling:** Difficulty in creating informative content in small formats (like social media posts) vs. larger print/web layouts.
- This project is an ideal opportunity to target these specific weaknesses and improve these skills.



# Building The Skills

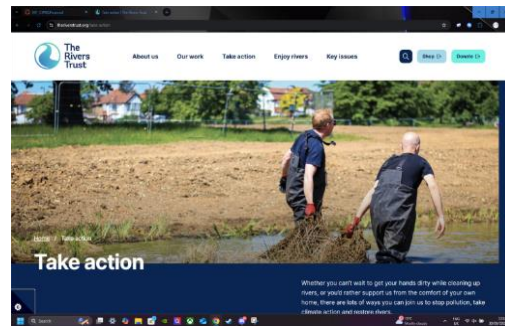
- **Developing Animation Skills:** The 2D animation helps with the challenge of making a "bland" topic (pollution) engaging through visual storytelling (using Illustrator & Animate).
- **Practicing Brand Consistency:** Designing print and digital assets forces me to create a consistent brand identity for multiple formats.
- **Professional Practice:** Working on a real client brief (Groundwork) provides experience in communication and feedback with a client.

# Initial Design Concepts



- **Inspiration:** Groundwork's existing brand (green/white, "vibrant") and The Rivers Trust website (image-heavy, 50/50 text/image balance).
- **Proposed Visual Identity:**
  - Combine Groundwork's green with new blues to connote water.
  - Use sweeping, rounded edges to create a flowing, natural feel.
  - Keep print media information more stripped back to direct users to the main website.
- **Starting Focus:** 2D animation to establish the visual story – also most likely longest to do.

# Moodboard



vers  
our rivers  
capacity  
pollution

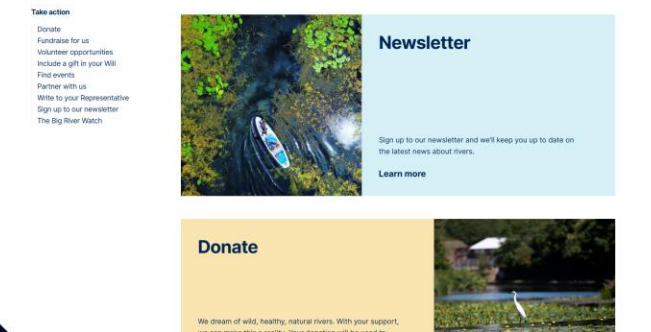
**W**ater quality is under attack from all angles. Sewage and urban pollution, agricultural pollution, and industrial pollution all contribute to the problem.

With so much at risk, water quality is at the forefront of what we do. Many water quality problems arise from multiple sources of diffuse pollution, spread across the landscape. This includes; contaminated runoff in both rural and urban areas; incorrect plumbing in homes and businesses, causing sewage to run into rivers; poorly maintained septic tanks; and increased rainfall, resulting in overwhelmed sewage systems.

Alongside our local Trusts working on the ground, we're carrying out work to improve water quality across the UK and Ireland. We are:

- Improving agricultural practices and farm infrastructure to address chemicals, surface run-off and the erosion of soil
- Restoring natural features such as wetlands and woodlands which act as a natural filter for pollutants
- Creating green infrastructure in towns and cities, to slow the flow of surface run-off and reduce the risk of sewer systems overflowing
- Monitoring water quality to identify misconnected pipes and pollution hotspots
- Raising awareness about pipes and drains and their impact on water quality

We support our member Trusts through training, mentoring and the development of modelling, monitoring and assessment tools, which can help identify sources of pollution and target solutions effectively.







# Summary

- This project aligns my interests in the environment and with my career goal of becoming a Designer.
- Using a real-world brief develops my key skill gaps in digital media and engaging visual storytelling.
- It can be used as a professional portfolio piece and hopefully be helpful for Groundwork Yorkshire.