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GD+M
Research 3

Desktop Research Exercise and Workshop

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Teaching Experience:
Graphic Design and Media KK407A, Malmö University

Current:
Project Manager, Advertising and Design Agency in Malmö
Working with retail campaigns and packaging design

Professional:
Amore Brand Identity Studios
Malmö / Stockholm, Design Agency

Previous:
— *Coordinator*, Designboost, Sustainable Design event in Malmö, Stockholm, New York, Kortrijk and Arnhem
— *Editor and Founder*, Venue, Design Magazine
— *Collaboration* with brands as Skånemejerier, Lindahls, Bravo, Läkerol, Allerum, LingonGrova, Gifflar, Sony Mobile Communication, Pågen, Thule, Hilding Anders
— *Guest Lecturer* at MAU, Forsbergs Skola and RMI Berghs

Reside in Skåne and curious about most things in life including graphic design, beautiful books and magazines.

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Today’s agenda

10.00-10.05 Check in

10.05-10.35 Design Research introduction

10.35-11.00 Case study / Exam review

11.10-11.30 Group work / Desktop research in groups

11.30-12.00 Reflections, Q & A



Welcome

In this class, you will learn more about Research and how to use it. This is a tool to help you define in which direction you should go with your graphic design. How to strengthen a brand, and align the design with the product, service, company or organisation’s core values.

Why must a graphic designer do research?

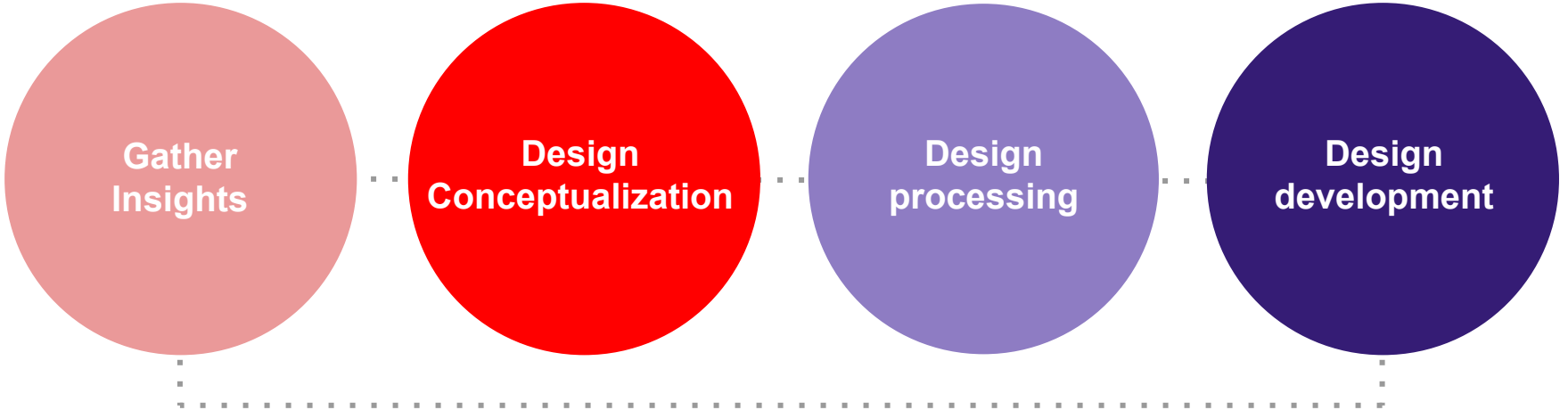
There are several reasons:

- It helps you fully understand the problem
- It helps you create a design with confidence
- It helps you discover;
    - What do you need to design?
    - What do you need to be able to make it?
    - How will it be used?

Essentially, research arms a graphic designer with knowledge, making it easier to create something that the client will love.

Source: Arena Park Street

Example of Research phases in a Design project



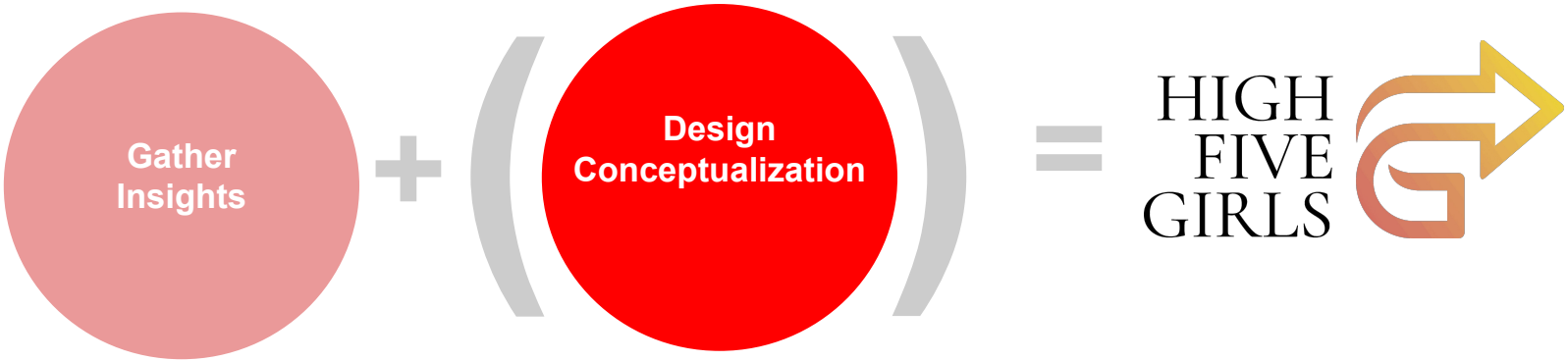
- Desktop research:
(Secondary data)
  - Overview of brand, current situation
  - Trend analysis
  - Competitors
  - Articles & surveys
- Interview target groups
- SWOT analysis

- Learnings from insights
- What directions should we take with our design
- Collecting inspiration
- Make mood boards that visualizes the direction for the design
- Workshop with client

- Refinement of design
- Mock-up production
- Real Life tests
- Finalizing design for production phase

- Improve design
- Re-design
- Constant improvements
- Testings

Phases in your case study





Get an overview

In the first step we need to get an overview of the client's present appearance in different touchpoints and media channels. *Owned*, *Paid* and *Earned.*

Media channels

Owned
Ägda

- Website
- Blog and other owned content
- Printed brochures i. e. catalogues, flyers etc
- Newsletters
- Instagram, X (Twitter), LinkedIn, Facebook, TikTok etc

Paid
Köpta

- Commercial ads TV/Online
- Social Media advertising
- Co-lab with influencers
- Search Engine Marketing
- Offline ads
- Radio, video, podcast ads

Earned
Förtjänade

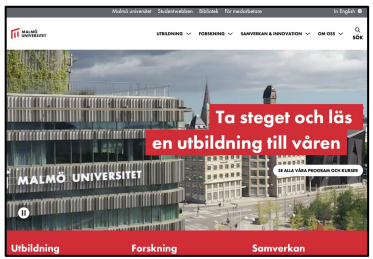
- “Real” social media posts referencing your product.
- Online customer reviews
- Product reviews on YouTube, social media, or blogs.
- Media coverage of your products, services, brand, or events
- Natural inclusion of your products or services into external media.
- Word-of-mouth recommendations.

Get an overview of the brand today

Example: Malmö Universitet



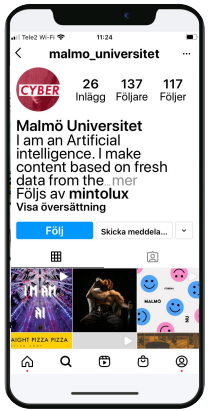
Graphic guidelines/
Graphic expressions

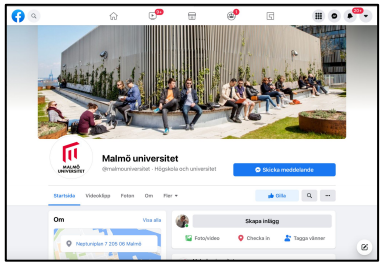




Website/Owned channel
Desktop/Mobile







Social Media/Owned channels
Facebook desktop/mobile
Instagram
LinkedIn
TikTok

Overview of the brand, current situation.

Get an understanding of the brand by looking into the most frequent channels and context it appears in. Start by studying the brands tonality and graphic expression.



Matt Chase

External analysis

Trend analysis
Gather trends connected to the brands services or products.

Competitors
Gather competitors that present the same offer as your client's brand or have other relevant similarities.

Articles and surveys
Gather research, read articles and search for relevant surveys that can give you a deeper understanding for your clients target groups needs and desires.

Trends



Trendwatching is a British research institute

Why trends are so important

To succeed as a brand, you need to be in constant motion. This means that you have to adapt to changes and movements in our society that surrounds us.
Keep ears and eyes open to what is happening within popular culture, fashion, politics etc. This to stay relevant and interesting to your customers and audience.

Company often buy trend reports from different trend institutes to find out about important Macro trends and the Micro trends.

Tools

From ChatGPT



ChatGPT
Chat Generative Pre-Trained Transformer

Gives information quick and easy, but always check more sources for correct information.
Open for all users.

Google Analytics 4
The new version of Google Analytics
Open for all users.

Adobe Sensei
An AI service tool designed to improve work processes found in both analytic software e. g. Adobe Analytics and visual software such as Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, and Adobe Experience Cloud.

More about Google Analytics 4
More about Adobe Sensei

Gather answers

Interview: could be external target groups or internal in client's organisation for example.

Before you start:

1. What do you want to find out? Phrase the purpose in one sentence.
2. Think about where you can find the right audience.
3. How deep information do you need for the survey to be credible and relevant. (Ask the right questions).
4. Estimate the time it should take to answer/fill in your survey.



Benny Triadi

Face to face interviews

Face to face interviews with target group can get deeper knowledge and point out things that gives the designer new insights.

Surveys online

Online surveys are a useful tool if you want answers from a larger group of individuals to reach statistical data. The questions needs to be easy to answer for the target group. (Google form, Survey Monkey)

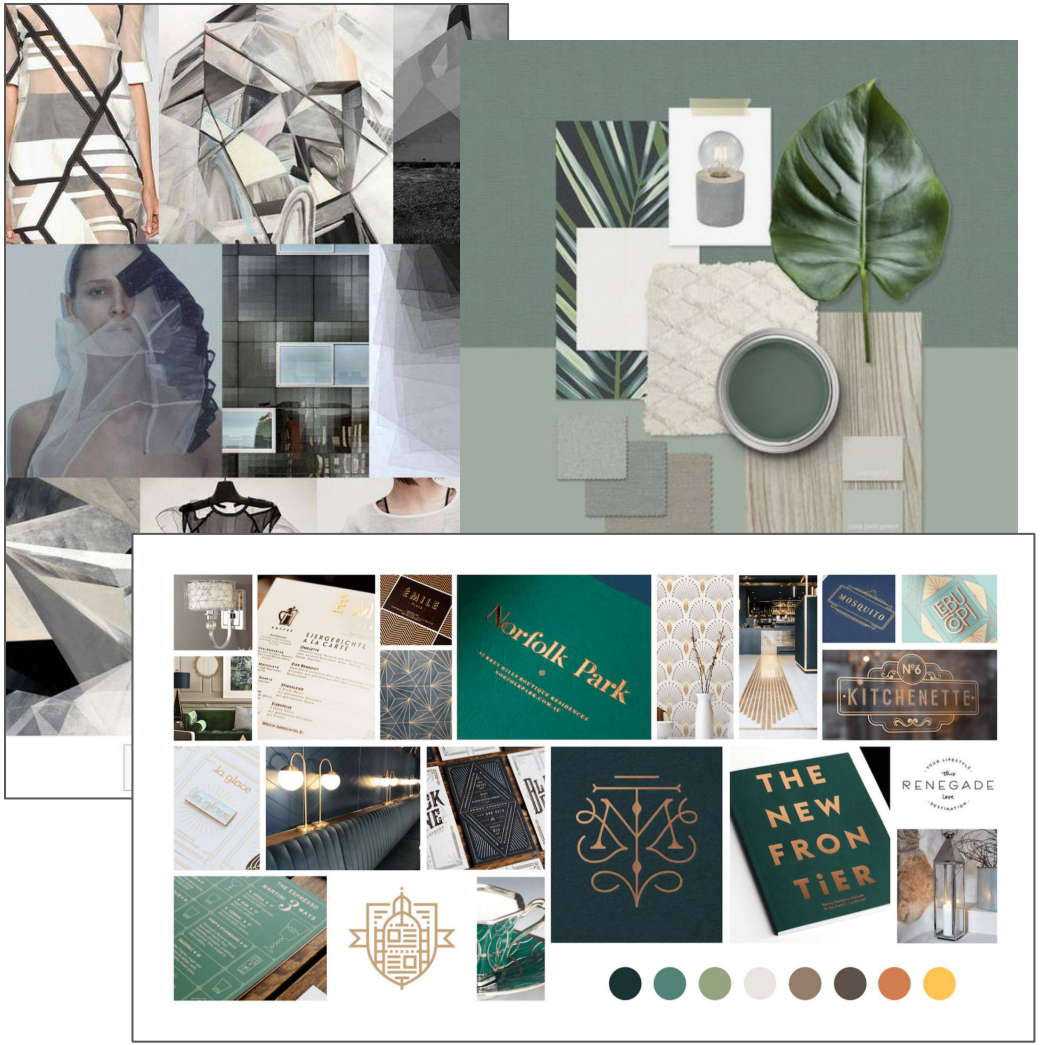


SWOT-analys

Strengths
Weaknesses
Possibilities
Threats

Once you've gathered and digested your insights, it's time to do a SWOT analysis.

It can help you define how to proceed. Find out the customer's or product's strengths and weaknesses.
What threats should one be aware of?
What is worth developing and exploring?



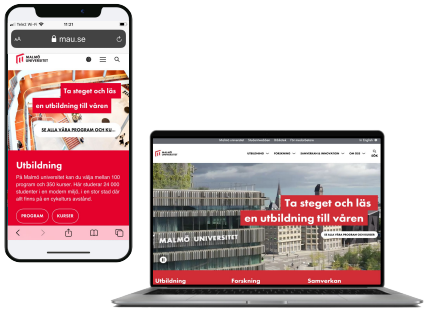
Types of mood boards

A mood board can look different depending on what you are designing. It is often used in interior design, fashion and graphic design.

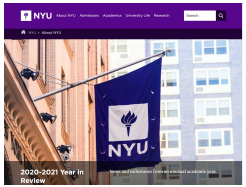
You can also use it to gather different conclusions from insights and your recommendations on future actions based on these insights. This is to give a quick overview of the present and the future.

Cameron Chapman Toptal

Example of an insight moodboard



The text is hard to read. Better legibility needed. New font/typeface required?



Inspirational trends from international renowned Universities. Is there anything in their look that we want use?



Target group spend a lot of time at cafe's.
How can we utilise that to reach our audience?

The target group's social media channels (Snapchat, FB, Instagram)
How can we make MAU more visible on these channels?

Competitors
Lunds University
Linnéuniversitetet
Do MAU stand out well enough?

According to interviews with people between 19 and 25 the red color feels powerful and pops out well in MAU's logotype.It also has good visibility.
Should we keep it? Can we upgrade it to enhance diversity which is a core value to MAU?

Core value: **Openness**

How can we convey "Openness" with MAU's graphic design?

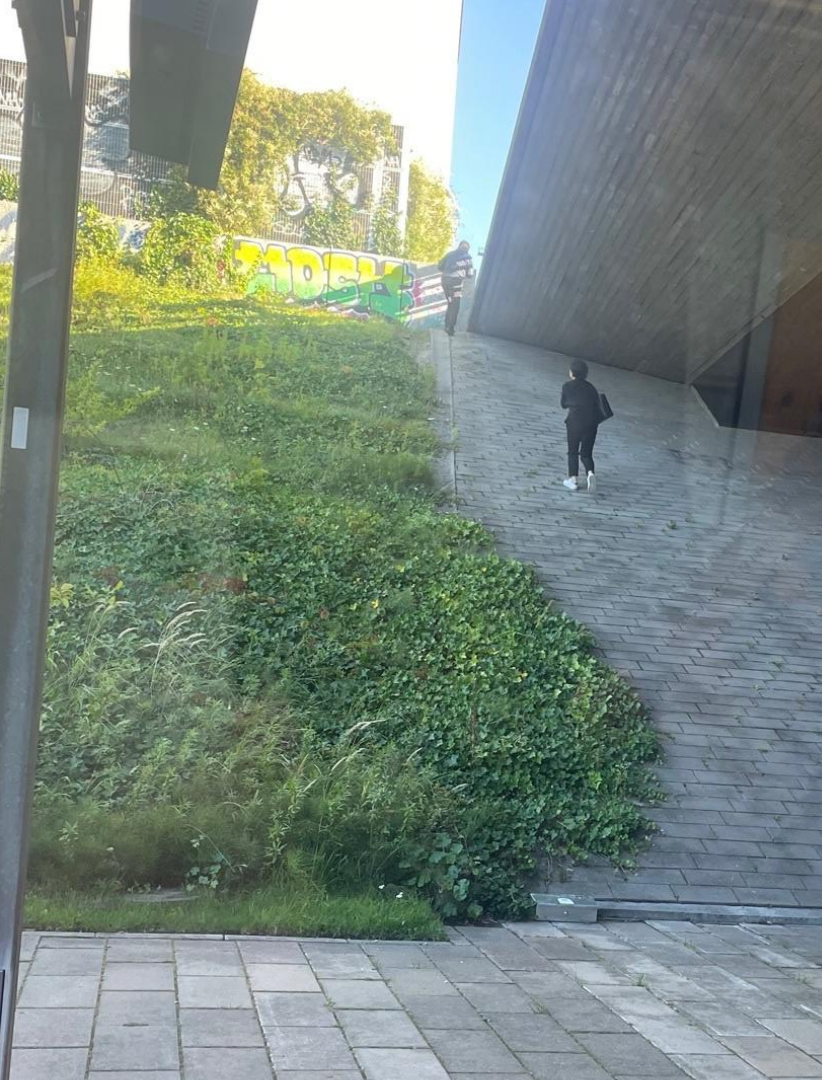
A fictional example using Malmö University as client.

Gather images and notes on one board to give an overview of important insights that shows what needs to be changed or emphasized.



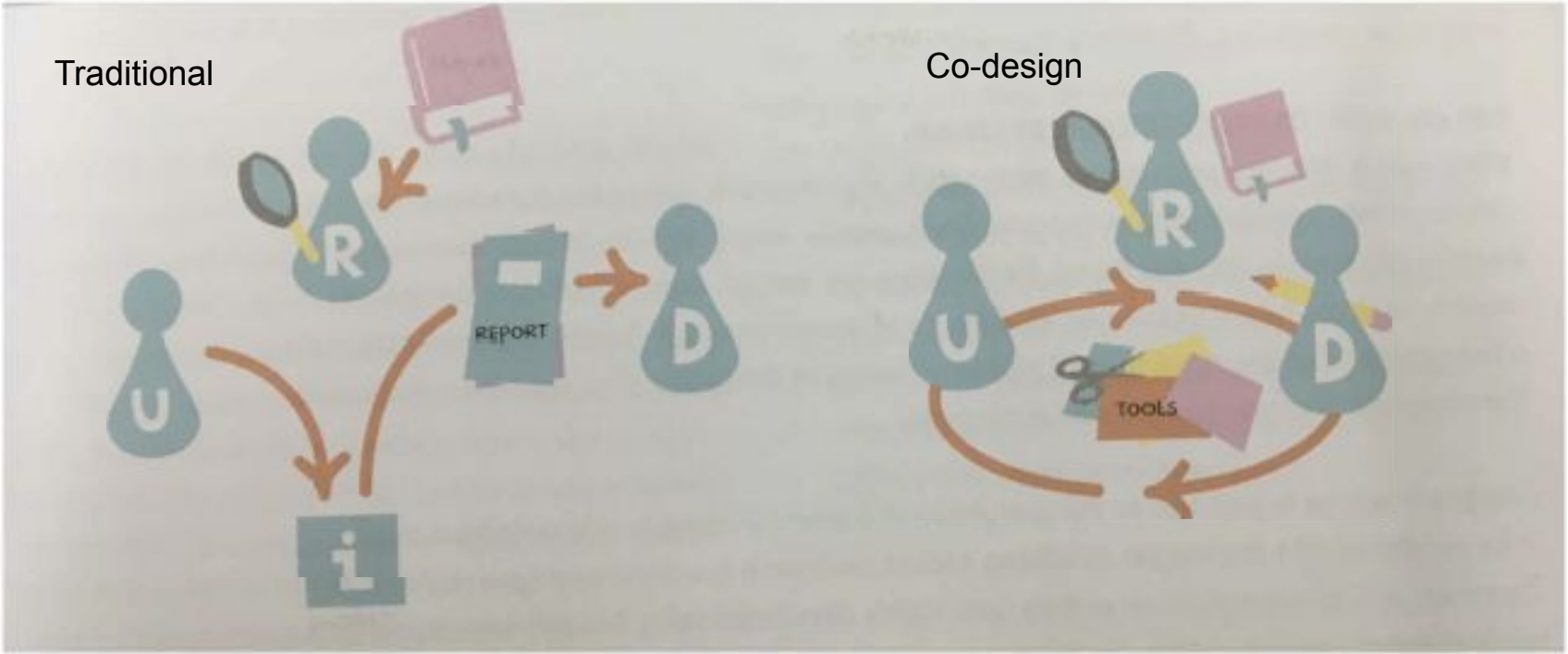
Doing collaborative research

Participatory design and Co-design:
designing *with* rather than *for* users

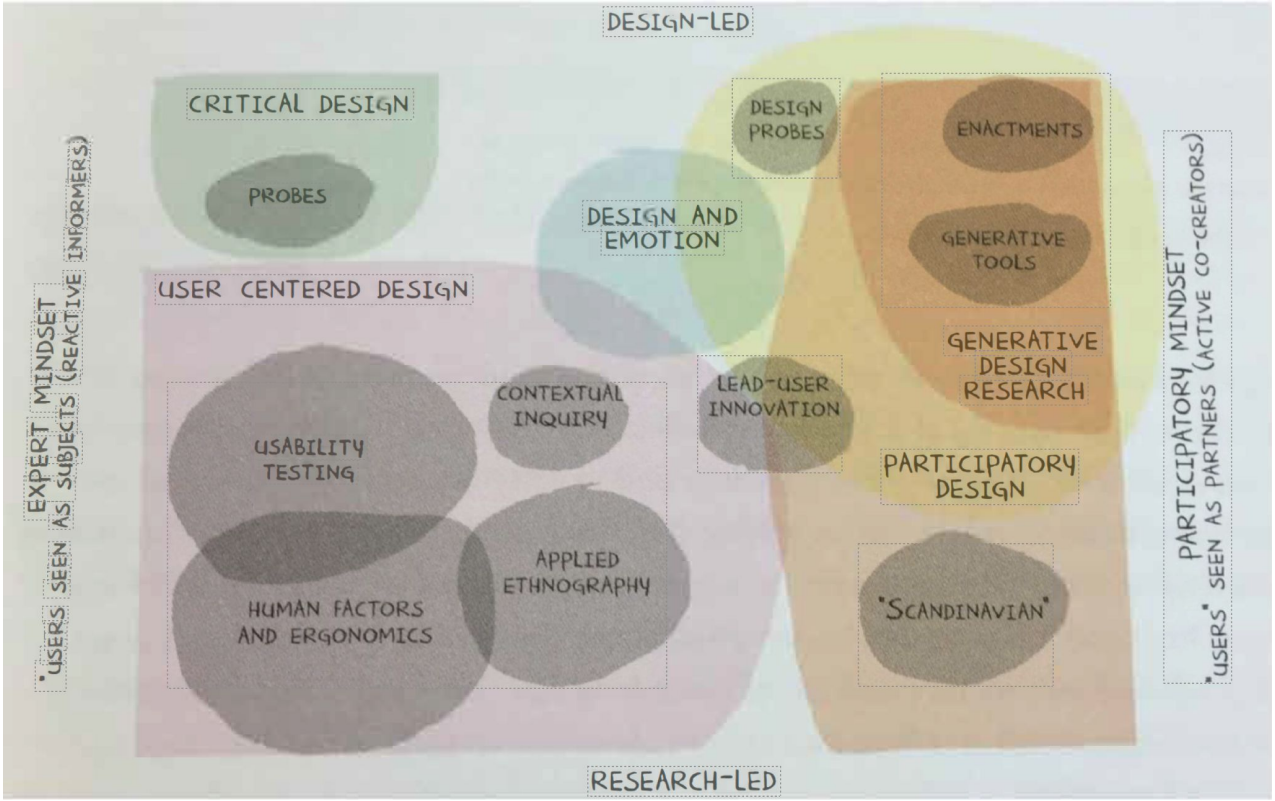


User experience

Participatory design and Co-design:
designing *with* rather than *for* users



Sanders and Stappers (2012)



Sanders and Stappers (2012)



Why co-design?

Accessing/sharing/exploring knowledge together:

1.**Explicit knowledge** can be stated in words and is relatively easy to share with others; e.g. "Today I have three appointments in my agenda"

2.**Observable knowledge** refer to thoughts and ideas that can be obtained by watching how things happen or how people behave. People are generally not often aware of their own behavior that others can readily observe. For example, "she sometimes makes faces at people when she is one the phone"

3.**Tacit knowledge** refers to things we know but are not able to verbally communicate to others. For example, you probably know how to make a phone call when your hands are full of stuff but this would be difficult to explain to someone else.

4.**Latent knowledge** refers to thoughts and ideas that we haven't experienced yet, but on which we can form an opinion based on past experiences. Latent knowledge will be knowable in the future {it depends on experiences and on the ability to learn from these experiences). It is not easy for people to express this kind of knowledge as well as to recognize 1t. For example "A passenger in a carpool learns the route to work each day through observation, but does not exhibit that knowledge until it is necessary for him to drive the same route.



Co-design formats

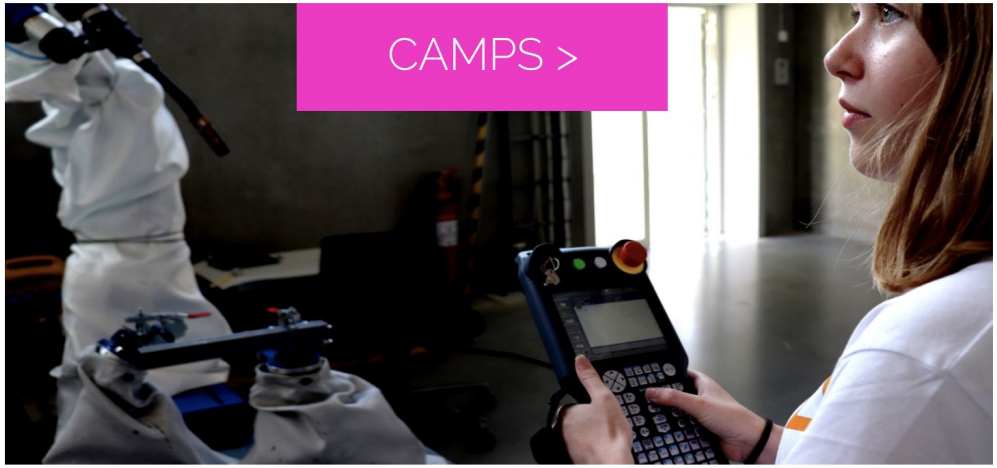
Workshop
Event
Infrastructuring
(creating/reworking relationships)

Short break

(Strech your legs and check your group number)

HIGH
FIVE
GIRLS









Mission Case Study

HIGH FIVE GIRLS

Explore how High five girls can strengthen its brand visually in digital channels by using tools such as Desktop research, SWOT analysis, and Mood boards. It is optional to focus on one selected digital channel if preferred.

https://high5girls.dk

For Exam it is mandatory to do:

3A – Desktop Research

Map out how High five girls appears and acts in their digital media channels today by making a current situation analysis.

OR

3B – SWOT analysis

Identify if there are any changes you would recommend in order to become visually stronger and clearer. What are the Strengths, Weaknesses, Opportunities and Threaths?

OR

3C – Moodboard

By gathering components such as images, notes, quotes, etc. in the layout of a mood board you will get an overview of important insights that can help illustrate a what needs to be changed or emphasized.

Exam Case Study



We do recommend doing all exercises to get the most out of the Research Module.

Canvas Exam

Research 3A — Desktop Research Workshop and Exercise

Workshop:

- **Group work** — group listed here (Only name the group members that participated. If you can not make contact with your group you can submit your exercises indvidually.)
- Discuss what is Desk Research within groups and read article: What Is Desk Research And How To Do It?
- Answer questions:
  - Is Desktop Research free? No / Yes
  - Is Desktop Research 100% accurate? No / Yes
  - What are examples of secondary data?

Concept:

- Create Desktop Research within your studio group at Miro or Figma or a similar platform.
- The Desktop research is centered on the case study, High5girls.dk. Include design elements, such as logo, color, type, and layouts from a variety of channels (website, facebook, Instagram, etc.) Include research on similar and relevant organizations.
- Mission: Explore how High5girls.dk presents themselves today visually, in their digital channels by using the tool Desktop Research. It is optional to focus on one selected digital channel if preferred.
- A question to ask yourself after your Desktop research is:
  How does the design of today match with the words that High5girls.dk stands for? For example:
  - Empowering: They aim to empower young girls by building their confidence and skills in STEM areas.
  - Inspirational: Their activities are designed to inspire girls to consider careers in STEM.
  - Educational: They provide educational resources and experiences related to STEM.
  - Inclusive: Their approach is inclusive, aiming to reach girls from diverse backgrounds and abilities.
  - Innovative: They employ innovative methods and ideas to engage girls in STEM.
  - Community-Focused: They work on building a community of young girls interested in STEM.
  - Supportive: They offer support and guidance to help girls navigate STEM fields.
  - Motivational: Their programs are designed to motivate girls to pursue their interests in STEM.
  - Engaging: Their activities are engaging and hands-on, making learning fun and interesting.
  - Empathetic: They understand the challenges girls face in STEM and work to address them.

Submission for optional teacher written feedback:

- The first page of the pdf should include your studio group number, student names and date.
- Only include the group members name that participated.
- If you have any problem joining your group you can submit the exercise individually and do the work by yourself.
- Upload 1 pdf per group (multiple pages if needed) on Canvas no later than Monday 25 March by 23.59.
- Feedback is provided in writing through Canvas following the submission date.

Exercise 3A
Desktop Research

HIGH FIVE GIRLS

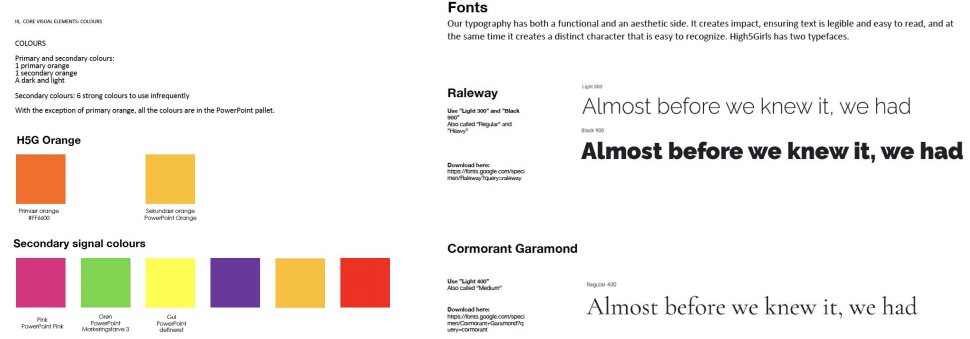
Excercise on Canvas



Case Study Tools

HIGH FIVE GIRLS

Case Study High5Girls presentation.pdf
High5Girls Branding elements.pdf
On Canvas



https://high5girls.dk

A question to have in mind in your research:

How does the design of today match with the words that High Five Girls stands for?

HIGH FIVE GIRLS

Empowering: They aim to empower young girls by building their confidence and skills in STEM areas.

Inspirational: Their activities are designed to inspire girls to consider careers in STEM.

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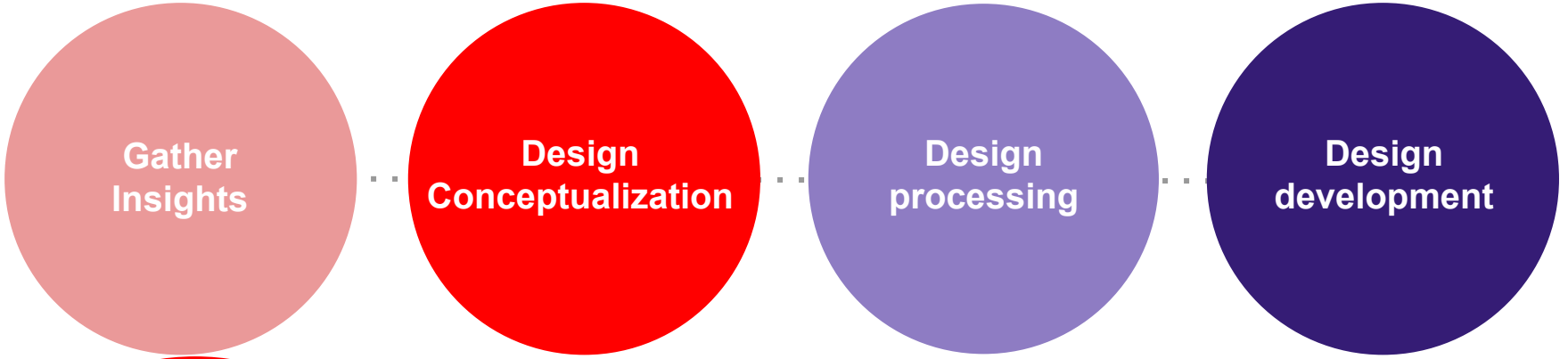
Example of Research phases in a Design project



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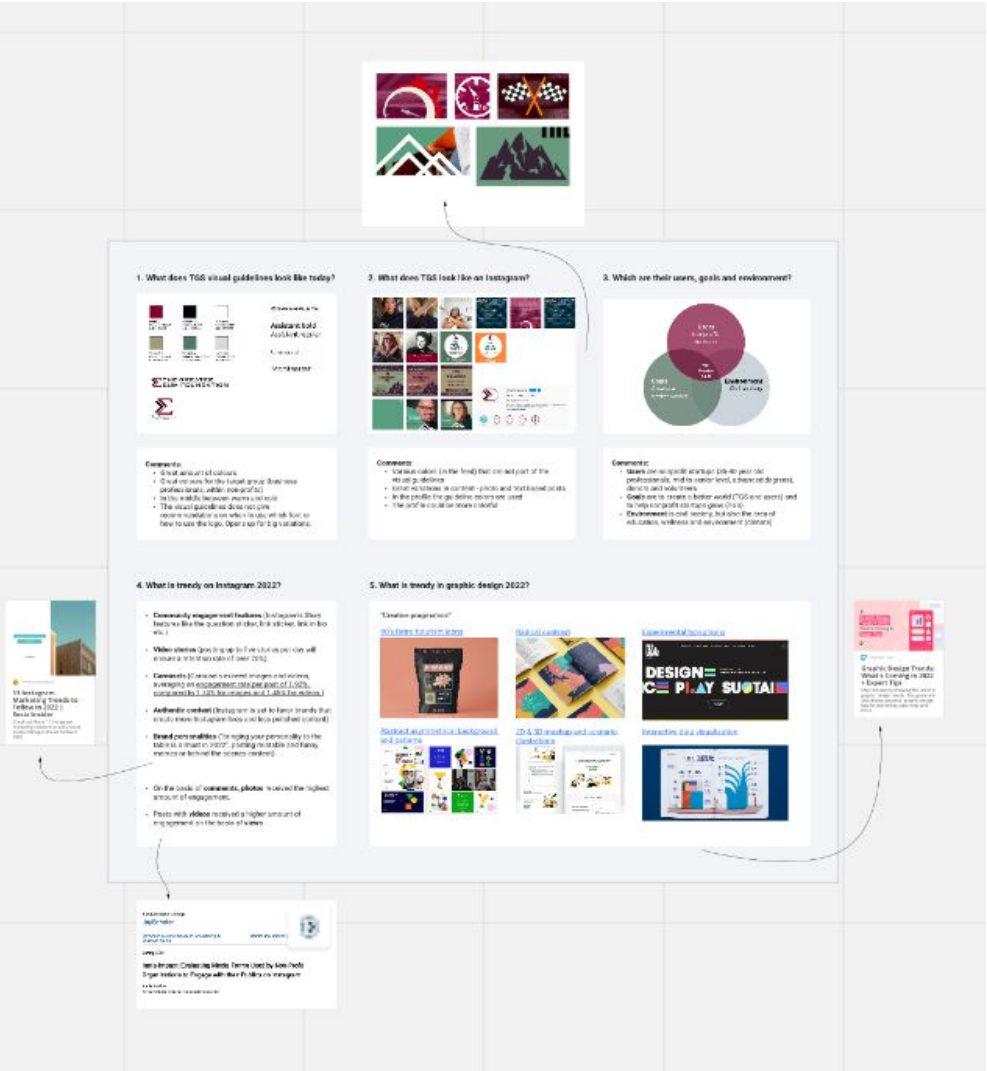


Desktop Research Example

Look into the most frequent channels and context the brand appears in. Study the **tonality and graphic expression** (fonts, logo, color palette, photos, illustrarions etc.)

Look at how **competitors or similar organizations** present themselves or if they have relevant similarities.

Gather **trends** connected to the brands services or products.

Read **articles** and search for relevant **surveys**.

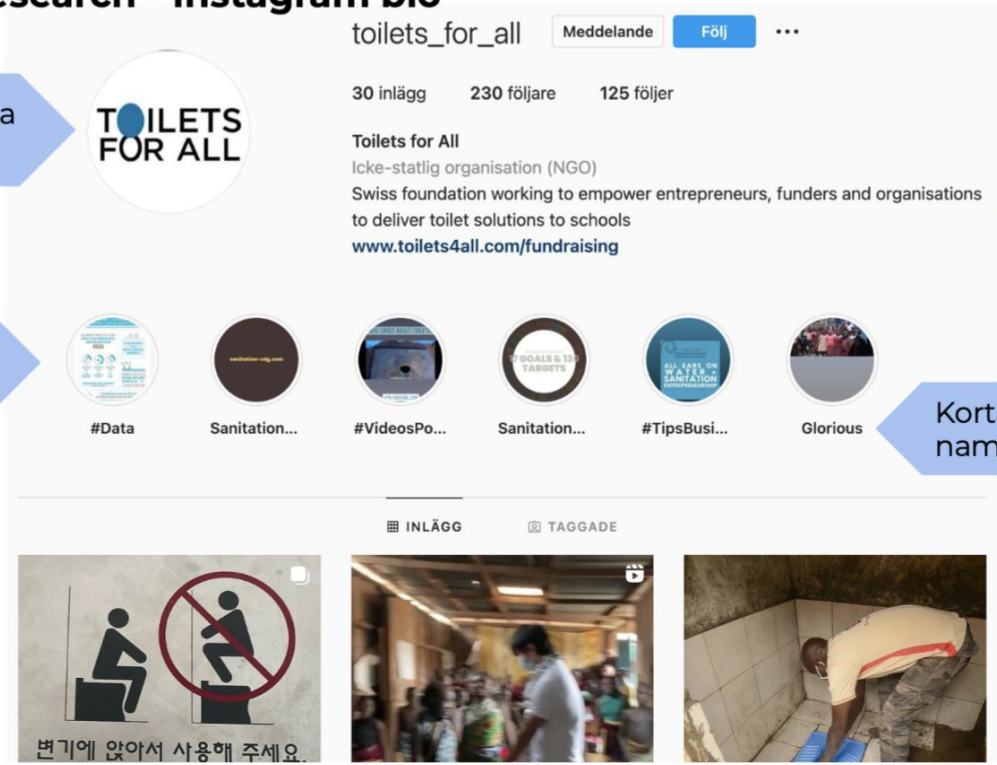
Create your Desktop Research with text, notes, screenshots and images on [Miro]

Desktop Research Example

Desktop Research - Instagram bio

Anpassa logga till formatet

Visuellt tilltalande omslag för Stories



Kort och tydlig bio

Korta och läsbara namn på Stories

Desktop Research Example

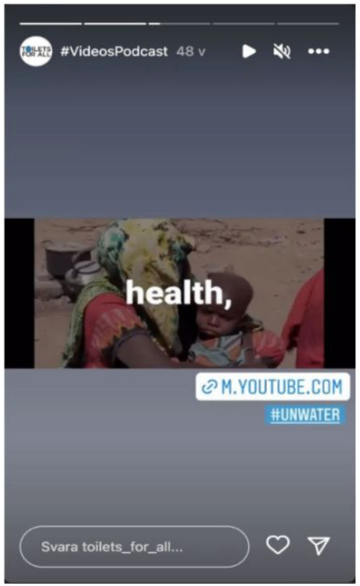


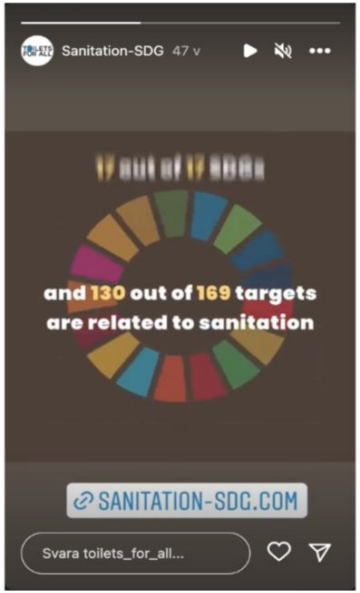


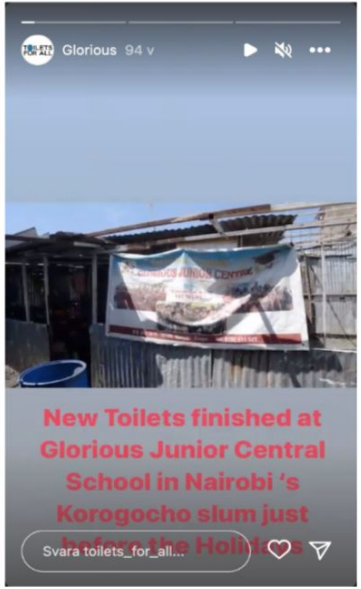
Desktop Research Example

Desktop Research - Instagram händelser









- Saknar konstant färgpalett
- Videos är inte anpassade för formatet
- Saknar konstant typsnitt
- Ineffektiv layout, som gör texten svårläst

Desktop Research Example





Exercise

Discussion in breakout groups
15 minutes, 3 questions
Share your reflections with your group

1.How can an overview of current look of a brand help before you start a design project?

2. How can trend watching be useful in design project?

3. How can interviews help in the insight phase of a design project?

Q & A

S	W
O	T
Strengths	Weaknesses
Possibilities	Threats



Next workshops:

SWOT analysis (3B)
&
How to work with
Mood boards (3C)

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What is branding?



Basics Branding and Graphic Design



Thanks!

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