Utopia
A better world!

Flyer Workshop
3-4 Hours
Inspiration and development

Ravensbourne
University London

Research

First, research ideas and inspiration on existing ideas around Utopia. You can look at anything from music videos to films and anything else that comes to mind to spark inspiration and aid in shaping your final outcome.

Here are some film references to get you started. They don't all depict a "perfect" society but show what a society could look like;

• Cloud Atlas

• Tomorrowland

• Aeon Flux

• Blade Runner

• Black Panther

Re-imagined world

Now that you have references of a possible society/community. Let's explore **your** Utopia. What is an ideal world to you? What would it look like? How would it function/run? List or write it in full sentences to describe in as much detail as possible; What would include in your Utopia?

What would/does make the world better?

What key features would it have?

Designing your Flyer

COMPLIMENTARY COLOUR COMBINATIONS

TRIADIC COLOUR COMBINATIONS

TETRADIC COLOUR COMBINATIONS

ANALOGOUS COLOUR COMBINATIONS

Design an A5 flyer to invite people to come and live in your Utopia!

Your flyer needs to include a Title (Decide on the name of your Utopia), Top 5 Key features of your Utopia.

Lastly it needs to have a drawing/imagery of your Utopia, refer back to your earlier research!

Step 1—Decide the overall colour scheme

Different color combinations evoke different moods or tones Below are some of the most popular types of color combinations used. Think about the colour of the background & of your Text!

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Designing your Flyer

Step 2—Imagery: Drawing

Decide on how you want to show what your Utopia looks like, Here are two drawing tutorials to help you sketch a base that you can develop in your Utopia.

How to draw a city;
youtu.be/RTJOpp-t8ME

How to draw a landscape;
youtu.be/Q5YJQ33l35c

You could also do this as a collage or a digital drawing

Step 3—Key features

This where you list 5 things we can't see or do not immediately notice from your drawing. It could be the great education system, or health care protocols or maybe that there is no currency just exchange of services. List your features then pick the Top % and include why it's so great!

Designing your Flyer

Step 4—Title and tagline

Now that you can visually see your utopia and have the key features, now is time to decide on the name, it can be anything you like. It can be as simple as your name plus "Opia" Eg: Tori-opia.

Now the tagline: The most successful taglines are only 3-6 words long and get the point across without much thought. Ideally, your tagline should be six words or fewer. Points to remember when creating your tagline:

1. **Keep it simple**

2. **Give it meaning**

3. **Clarity is key**

4. **Focus on the benefits**

5. **Try out some power words**

6. **Look at other examples**

Here are some examples of great taglines:

Nike: Just Do It!

Apple: Think Different

L'Oreal: Because You're Worth It

M&Ms: Melts in Your Mouth, Not in Your Hands

Upload your design

Once you've finished your Flyer, take a picture or upload it to the Padlet

> Padlet Link:
> ravensbourne.padlet.org/soofiya/WMITHope
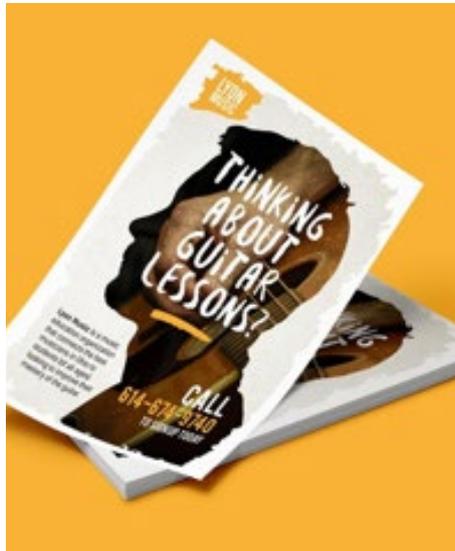
Utopia Flyer Outcome

Now you've made your flyer, you can choose whether you want to develop and build on it for your final outcome you can take the ideas and concepts you've developed and turn them into a new outcome based on the theme Utopia. Here are some outcomes you could consider;

• Illustration (2D/3D)

• Animation

• Textile/outfit

• Book

• App

• Collage

• Lots more!

Colour theory:
colormatters.com/color-and-design/basic-color-theory

Colour Scheme Generator:
coolors.co

Flyer Examples:
venngage.com/blog/flyer-examples

Tagline examples:
digital.com/blog/how-to-create-taglines

Tagline generator:
www.shopify.co.uk/tools/slogan-maker

Ravensbourne Outreach tutors and students have produced a new series of online projects and courses to help you stay creative at home

If you'd like to find out more please visit our website makeit.ravensbourne.ac.uk or email us at outreach@rave.ac.uk

Instagram: @raveoutreach
Twitter: @ravensbourneWP
#letsmakeitcreative

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