

GREEN/WASH

11 ATAR Design Product Research

Examine your product. Remember you are creating a **promotion photo**. This will be used across a range of media platforms- magazine ads, billboards, socials.

Are you promoting a sustainable brand or are you green washing a Unilever brand?

1. Consider its construction using Design Elements and Principles. Identify the dominant DEP in the product. Use this to guide your concepts.
2. Who is the intended audience? Demographic, VALS, Generation Group.
3. How does the use of DEP appeal to them?
4. How will you use the existing DEP of the product in your TWO concepts leading to ONE realised product.

Note your ideas below and on the following page

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