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PROJECT PAPER (BDS 413)

Graphic Design Specialization

Incorporating green design in creating a digital alternative for Parents Magazine.

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DECLARATION

I Mbae Njage Julian, hereby declare that this is my original piece of work and it has been presented for the award of Degree in any other university. To the best of my knowledge I have not committed any plagiarism or deliberate omission in the acknowledgement of original works by others.

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Signature…………………………………. Date …………......................................

DEDICATION

I dedicate this paper to my parents who have put me through all my years of university and believed in me and my dreams and gave me a platform to realize said dreams.

ACKNOWLEDGEMENTS

ABSTRACT

Graphic design is intrinsically linked to the digital age given that one of the main forms of communication is usually in a form of graphic nature. This makes graphic designers a key asset in creating ways for social interaction among people of different strokes. By designing platforms and avenues that better cater to the constant market available, a graphic designer is able to streamline and enhance the experience of the user and thus fulfill a need that is sorely wanted.

The following paper will be sectioned into five chapters. The first chapter will discuss both the beginning and the background of the study; while providing insight into the previous studies, the problem statement, the objectives, the research questions, the significance of the study, the scope of the research and the limitations of the study. The second chapter will give a more detailed analysis of the literary content as well as broadening our understanding of the digital versus print doldrum, as well as the implications that prevalent digital media might have to social interaction in this day and age. The third chapter will discuss and present the research methodologies that the researcher has adopted for the exercise, the methods used to collect and analyze the data. The fourth chapter will include a qualitative and quantitative analysis of the data collected from a sample of potential consumers and a presentation of the findings.The fifth and final chapter will be a summary of the findings and recommendations made by the researcher; relevant to the four areas of specialization in the graphic design course;

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PROJECT PAPER

CHAPTER ONE

1.0 INTRODUCTION TO THE STUDY

1.1 Introduction

We currently live in an age where consumption of media is more available to most people in a digital format. Most people have a phone or tablet that allows them to access the internet and thus be able to consume as much media without the hustle of buying physical copies of said media. It's only the very few who still hold true to their conviction of buying or procuring physical media. Given this state of affairs, it makes sense for businesses to branch out and consider the viability of digital media as a cornerstone of their brand.

Having a digital platform allows a company to increase their reach to more potential customers given the fact that all a potential customer has to do is search for the digital platform over the internet. This convenience allows more people to interact with and subscribe to the company's products and it ensures that customer retention is high.

Kenya is currently in the process of a digital revolution where the majority of media being consumed is primarily in the form of digital media. From the metropolitan areas to the rural areas, people all over the country are more likely to get any media from one of the various social media platforms and apps available. Less and less people are flocking to newsstands to get a physical copy of a newspaper or magazine. This has been aggravated by the proliferation of the modern smart device.

1.2 Background of the study

The case study is Parents magazine, which is a Kenyan family lifestyle magazine that has been in publication for the better part of 30 years within the country of Kenya. The publication tackles a variety of issues affecting the Kenyan society ranging from lifestyle, to

health, to fashion, to social commentary. It gives individuals a platform to share their various life

experiences and inspires many of those who are readers of the magazine.

Parents enjoy the biggest slice of the magazine market in Kenya and its exclusive content keeps it rising. According to the 2016 KARF Quarter 3 survey, Parents Magazine is read by 40,000 people daily on average, including male and female readers between the ages of 25 and 45. This strong performance in sales and reading indicates that the publication is a market leader.

Despite being a paragon in the consuming of media within the country, parents magazine has ended up being left behind by some of its competitors when it comes to the sustainability aspect as a whole. By being so dominant in the printing sector, the company has ended up in a position where their main product isn't eco friendly and is an actual detriment to the company in the long run.

As it currently stands, having a viable digital alternative is a requirement for the company to effectively compete with its competitors and maintain relevance in a market where social interaction occurs mainly in a digital way. Most people consume media via digital media be it through their mobile devices or on their computers. The digital age has allowed for a much easier distribution of information where said information is fresh and updated as soon as it has been verified and approved for distribution. Having a digital alternative not only allows the company to be at the forefront of media distribution, it allows for a more dynamic way to interact socially.

1.3 Problem Statement

We currently live in an age of environmental consciousness where reducing one's carbon footprint is on the forefront of what most people want to achieve in order to be pioneers of reducing climate change. Parents magazine have unfortunately been left behind in this by their competitors by relying heavily on print media whereas other magazine companies have moved to having either both print and digital media with a reduced print coverage, or wholly moving to digital based media.

Moreover, their reliance on a design style that feels antiquated has left them feeling stale in a market where being vibrant and new is sure to attract more market.

Figure1.1....... Magazine cover (Source:Parent Magazine website)

1.4 Objective

1.4.1 Main objective

1. To create a digital alternative for the magazine company in accordance to tenents set in green design.

1.4.2 Secondary objectives

1. To investigate the need for Parents Magazine to adapt a digital media alternative.
2. To reduce the use of print media within the company by offering a digital alternative to consumers.
3. To increase accessibility of the magazine to more people who wouldn't normally consume media via print but via digital form.

1.5 Research questions

1.5.1 Main question

● How can a digital alternative for the magazine that is in accordance with the tenets of green design be created?

1.5.2 Secondary questions

- How can Parents Magazine investigate the need to adapt a digital media alternative?
- How can the use of print media within the company be reduced by offering a digital alternative to consumers?
- How can accessibility of the magazine to more people be increased to people whose primary source of media consumption is via a digital form?

1.6 Significance of the study

This research paper is meant to demonstrate the potential value of including a digital

alternative and the advantages of digital media versus print media such as:

1. Some business processes create a lot of data and information, and it is vital that this information is available and not merely stored or tossed into the bin.The files, data and information can be stored electronically in the cloud by digitizing business processes,
   making it easy to access, search and share.[2]

2. Some business processes are slow and time consuming and may take hours to print, approve and file invoices where time may be better spent on other tasks.The publication company recovers time by digitizing and automating the process that can be spent on higher-value tasks. The method is also made much more effective, and even if there are
   mistakes, they are much faster to find and fix.

3. Printing can be very costly, especially if you are not optimizing or monitoring your printing processes. It is possible to reduce costs by excluding printing from your main business processes. It is also possible to gain cost savings from improved efficiency.

4. Each company is looking for great customer service, and digital transformation will help improve customer service. Even though you don't have a direct impact, you can work

   smarter and quicker, you can provide better customer service.

5. Digital transformation offers a competitive advantage as many companies are already adopting strategies for digital transformation, but if you don't offer the best product at a

   competitive price, somebody else would.

6. You can have more say over who has access to what and where it ends by keeping data digital. Most specifically, you are setting up a complete audit trail showing the custody

   chain of your report over its lifecycle.

7. Using paper inevitably expands your carbon footprint and consumes more energy. Going

   digital means cutting out waste and going greener.

1.7 Limitation of the study

The study's main limitation comes in the form of viability implementing a digital platform

for a company that has an already robust platform in the printing sector. The accuracy of the

data collected was also limited by the skill of the researcher.

1.8 Scope of the study

The study focused on avid readers who mainly get their media online and who are aged

between 25 years old to 45 years old and who have the resources to allow them to consume

media in a

digital format, this being people with access to the internet. It conveyed existing contact information and platforms, both local and international branding campaigns, for the company and its competitors.

1.9 Conclusion

The study aimed to show the viability of having a digital platform to a business that is so ingrained in a print platform.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

The literature review is an understanding and synthesis of published work that the researcher picks through during the course of their study. The aim is to familiarize oneself with current thinking and analysis on the particular subject under review. This supports progress into areas of research which were previously neglected or understood.

The literature review helps the researcher to be transparent to the reader that he / she is up-to-date about other people's relevant work and that the research question one asks is important.

2.2 Digital versus Print Media

2.3 Relevance of digital media

Social media has greatly influenced how we get our daily news and other media. Most people decide to get the news from apps on their devices, because reading is convenient. With this rise in the use of digital media as a source of news, it is interesting to consider the disappearance of print media. (Anjana Varsani, 2016)

For hundreds of years print media have been around, when Johannes Gutenberg's printing press was the first innovation that helped launch this idea of printing text around the 1440s. Print media thus evolved as a primary source of news over the next 600 years, or so. More and more print media companies have been getting out of conventional publishing over the past 10 years and have started posting news on digital platforms such as Facebook, Twitter, Instagram and company websites. Young millennials in particular tend to be spending more

of their time on the Internet than reading printed materials. The advance of technology has, in some ways, made the human population lazy. (Jackson Connor, 2017)

The monitoring and posting of news on social media platforms have had a negative impact on the print media market. According to a newspaper article, "The total circulation of weekdays has dropped by 7 percent, most since 2010. This decline was largely due to the decrease in print circulation by 9%, while digital circulation increased by 2% (Barthel Michael, 2017)

These days, it's particularly hard to see people buying and reading any form of print media, most people are on their phones, tablets or other electronic devices, reading articles.

This in turn leads to print media losing interest as it faces a grave challenge from the upsurge of digital media. As print media's interest continues to change to digital, print newspapers aren't the juggernauts they once were as heavier and heavier emphasis is put towards digital media, thus their impact has faded (DataArt, 2018). This shift in the sea is driving a trend which is decades old. The consumers lose interest in paying for the print items and switch to the Internet. New technology is seeking new and innovative applications, as content delivery costs and approaches converge with the demands of the audience. This affects traditional media outlets, due to a free fall in print ads and drop in circulation, sucking the air out of many print businesses models.

We know the print and digital media quarrel has been here for quite some time now. But exactly what are the factors which exacerbate this value shift:

- **Changing reading habits** - as technology gains larger strides in its advancements, many avenues are created with the intent of supplying the growing number of consumers with more ways to easily consume media. This has led to a growing trend of people reading more from a digital source than from a print source.

- **Print ad revenue dropping -** as the move to digital gets stronger and more prevalent, many investor companies realize that to reach more people, the have to move where they are. This has inevitably led to a significant hit to ad revenues print businesses normally would have gotten.

- **Buying the ad coverage, you need** - One explanation why print companies were so profitable was that they were close to old-fashioned papers. If you wanted one song, the entire album had to be purchased by forced bundling. Likewise, if you wanted one part of the audience of a print publication, you'd have to pay for the whole block. When there were different regional editions, an advertiser may have been able to pick a particular area, but at a higher price per reader. Digital targeting is much more versatile.

- **Automation -** A growing trend online is called programmatic advertising. It's a way to automate much of the ad placement process, and also provides the opportunity to closely target particular individuals that data indicate may be interested in messages from a client. Doing anything like this in print needs direct mail, which is much more expensive. Advertisers are looking for quicker, cheaper and better and the money is being pursued by investors.

- **Trying to find the victors** - Of course investors are still in search of victors. In the end, which businesses will be the digital champions and become the online equivalent of old print giants? Although overall digital ad spending is on the rise, individual ads are incredibly cheap. Therefore it takes a lot of effort to make real money online. Reduce the number of advertisers, and those left remaining will have a greater influence in the negotiations and maybe push up ad prices and productivity over time

Figure 2.1. Digital media VS Print media (Source:o2creative.com)

2.4 Advantages and disadvantages of Digital media

Just like anything out there, digital media has it fair supply of advantages and disadvantages

that affect it and make it both favourable and unfavourable when compared to traditional

print media.

2.4.1 Advantages of digital media:

- Digital media offers instant updates and helps us to be aware of the latest trends,
  while we have to wait for the next day with print media. This promotes the
  distribution of relevant news to the media.
- Digital media is bidirectional. In an instant customer can share their opinions, insights
  and suggestions. That can also provide a sense of community for consumers.
- It is environmentally friendly, whereas the print media needs paper that is harvested
  from trees.
- In digital media we can easily search for one piece of knowledge.

- Small companies can effectively advertise on digital media platforms, as it is less costly than print media ads.
- Digital media outlets are also capable of generating revenue from old content. They can also get more sales, and can therefore spend more on content quality.
- Unlike the print media, which is mostly owned by big business, digital media is democratic.
- Smartphone users are increasing exponentially, and due to advertising too many digital media outlets offer content for free. So, people can read and watch content easily without investing a great deal.

2.4.2 Disadvantages of Digital media:

- Fake news is on the rise, as anyone can easily produce content for digital media. As a result, new media outlets are not trusted by the public unless they're popular and have a good reputation.
- Digital media platforms can monitor our interests and build our personality profile accordingly.
- Print media only publish relevant news. But digital media outlets publish every little thing, and there's a lot of needless news in them.
- Many digital media allow content released during the day. So, people can still search for new content. Many people get hooked to news material and entertainment. For many this triggers the 'headline panic disorder.'
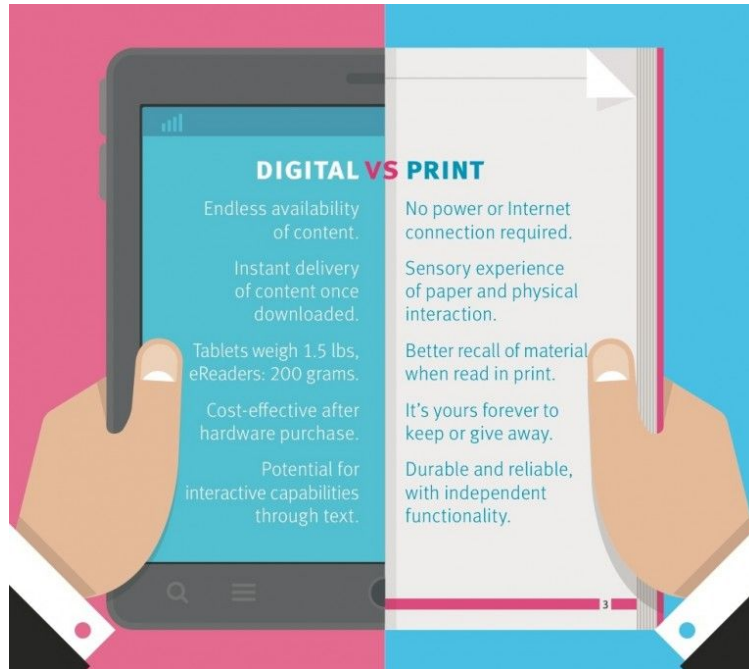
Figure 2.2. Differences between Digital media and Print media (Source: realviewdigital.com)

2.5 Green Design

Green design refers to the design process that integrates an environmentally friendly approach and considers natural resources as part of the design. The main objectives of green design is to reduce, or completely avoid depletion of critical resources like energy, water, land, and raw materials; this is to prevent environmental degradation caused by facilities and infrastructure throughout their life cycle; and create built environments that are livable, comfortable, safe, and productive. (Mark Tyler, 2018)

By using green design, designers are able to properly and efficiently design while simultaneously being conscious of their impact on the environment and thus tailor their designs in a way that is highly eco friendly.(Antonio Lopez, 2013)

Figure 2.3. Cycle of design (Source:ruthtrumpold.id.au)

2.6 Aspects of Green Design

2.6.1 Economical Green Design

Green design results in cost of investment, but also has direct and indirect financial impacts. Examples of immediate financial advantages include capital and operating cost savings and improved occupant productivity. Indirectly, the environmental and social advantages of viable construction will not only reduce developer expenses, but also benefit society as less air pollution, less utility investment.

Cost is one of the main obstacles that keeps many clients from making the switch out of their reliance on unsustainable products for many of today's sustainable products. It is therefore the responsibility of the designer and decision-makers to reduce the price of present sustainable products.

2.6.2 Social Green Design

A social green business should have its staff, stakeholders and the community in which it works in, assistance and approval. There are different approaches to obtaining and retaining this assistance, but it is all about fair treatment of staff and being a good neighbor and community member, both locally and worldwide.

On the staff side, companies focus on strategies for retention and commitment, including more responsive advantages such as better maternity and paternity advantages, flexible scheduling, and possibilities for learning and development. Companies have come up with many ways to give back for community engagement, including fundraising, sponsorship, scholarships, and local government project investment.

2.6.3 Environmental Green Design

Companies focus on decreasing their carbon footprints, waste packaging, water use, and general environmental impact. Companies have discovered that it can also have a positive economic effect on the planet.

Other companies with an undeniable and evident effect on the environment, such as mining or food production, approach environmentally sustainable design by benchmarking and decreasing it. One of the problems is that the effect of a business is often not fully cost, which means most information is not captured. It is not simple to calculate the all - in expenses of wastewater, carbon dioxide, property recycling and waste in particular because businesses are not always the ones on the hook for the waste they generate. This is where benchmarking goes in to attempt to quantify these externalities so that progress can be tracked and reported meaningfully in decreasing them.

2.7 Green Design in Graphic

Being a green designer means thinking about the environment and engaging in environmental development. It involves the use of recyclable non-toxic materials and wherever we can save on energy and resources. The ultimate goal of sustainable design is to reduce waste, use as few resources as possible, and the resources used should be environmentally harmful and reusable. (Brian Edwards, 2016)

Unlike other specializations, graphic design has only recently begun to make its mark in environmental sustainability over the last fifteen years. However, its rapid growth in the late twentieth and early twenty-first centuries was so revolutionary, it can be counted as a major player in social justice and one of the most significant developments in the world of graphics. Although it is hard to decipher how many graphic designers or graphic design firms actually engaged in what would become known as 'green design practices' (especially because most firms or studios did not even have a web presence until the mid- to late 1990s)

Shortly after a clear definition was developed, a few businesses, most directly related to design by product development, shifted their attention to this definition and started the initial process of setting standards for their company and developing practices and processes. Most influential evidence involving climate change is published and validated by scholars during the period between 1995 - 2005, (Adrienne Schwarte, 2011), this inflamed the "activist" prowess of many graphic designers and thus engaged them in the environmental movement through issues of health, equality, poverty and race, all issues being increasingly recognized by their link with the environment and increasingly identified by peoples thoughts and the green movement.

The job of a graphic designer is to produce creative ideas to effectively promote the client's message. They add value to their client's relationship by promoting a greener image. Consider that consumers have never chosen a product because it is green, but if it is not, they have and will decide not to buy it.

A high majority of consumers focus on the purchase of green products and services. Customers are becoming increasingly attracted to paperless goods, recycled products, biodegradable products and low-emission products.

Figure 2.4. Walt Kelly, Earth Day 1970, (Source:historiadeldisseny.org)

2.7.1 Ways to be a green graphic designer

Designers who commit to being eco-friendly send an important message to their clients, vendors and fellow professionals. The more people in the creative industry who show respect for the world, the more affordable, high-quality options for packaging, printing, and other

design-related items become available. Below are some ways to efficiently and concisely enhance their designs to be more in line with the principles of green design:

1. **Put some thought into it -** A green graphic designer takes into account the effect their work can have on the environment from the moment they create a concept, during the creation, delivery, use of the product and even through the disposal process. With that in mind they take the opportunity through each project to share socially and environmentally conscious messages. While thinking about their projects, professionals in sustainable design strike a balance between environmental responsibility, budget and brand awareness. As a result of this, they deliver work that is both pleasing to their consumers and good to the world.

2. **Start Each Project Off Right -** There are many different ways that designers can be considerate of the Earth with various aspects of each project. For starters, even the way clients are selected can have an impact. Choosing to work with those who are either actively engaged in sustainable business practices or support doing so is a great foundation for "green" design. And once a client is retained, communicating with them in ways that reduce waste and travel times (such as not sending unnecessary documentation or scheduling meetings when a phone call is made) sets a positive ecological precedent.

3. **Make Ethical Choices -** When designers pick suppliers they are given another chance to be good to the world. A small amount of research will reveal printers that use eco-friendly ink and 100% recycled paper, distributors that offset their carbon footprint or use hybrid delivery vehicles and packaging manufacturers that offer recyclable or biodegradable products. Selecting ethical suppliers over others is a smart way to promote social responsibility within the design community.

4. **Reduce What You Produce** - When choosing products for production, a green graphic designer should do more than just choose recyclable or carbon neutral ones. Taking it one step further, reducing the number of materials used in the first place is an efficient way to minimize impact.If you really must have something, choose the most environmentally friendly option; however, if it is not necessary, the best choice for the planet is not to have it.

5. **Cut On Waste -** Reducing what is produced is a fantastic practice for any environmentally conscious graphic designer, but there are other ways to cut down on needless junk too. These ideas involve printing only when necessary, using both sides of each page and setting up an in-office recycling system inside a design consultancy office.

 Another easy but successful method is to minimize the amount of electrical waste while they are not in use by switching off computers and other non-essential devices. Considering the small stuff, it can have a strong, positive overall effect.

Figure 2.5. Reduce your carbon footprint (Source:mslk.com)

2.8 Social Interaction in the digital Age

The technical developments in communication and information processing have profoundly influenced our daily lives and have been the driving force of social change over the last several decades. We have seen an increase in what has been called "new technologies" since the internet entered our everyday lives, essentially, any application of technology that encourages interaction. (Junko Yamamoto, 2015)

With the multitude of social media websites and automation systems at our fingertips and accessible via a single pocket computer, the way we communicate with each other has changed completely. Facebook, LinkedIn, Twitter, Instagram, Snapchat, all of these sites share one similar feature: allowing cross-border collaboration and exchange of views and time constraints. For their birthdays, or any other social event, you can quickly greet your friends from various countries immediately, without thinking about missing anything because everything is online.

There are many factors that affect the rapid development of inventions and their acceptance. When the global population increases, so does the worldwide number of Internet users. Furthermore, computers are becoming more powerful, as smartphones are more powerful today than some laptops 5 years ago. Finally, software systems have become more complex in terms of capabilities but have decreased the complexity of use. (Anton Bonev, 2017)

All of these lead to some interesting results we're spending more and more time online for one thing. Evidence however suggests that we still enjoy human interaction. This allows us to infer that consumers want anything online to be available, but they want someone else on the other side. But digital media can be used as a medium to promote communication, not to fully replace it.

Figure 2.6. Technology changing social interaction (Source: completeconnection.ca)

2.9 Implications of Social Interaction in the digital age.

2.9.1 Cognitive Implications

Communication devices in the 21st century are also admired for their ability to promote instant written or oral interpersonal conversations. Nevertheless, it is not the tools that have instant response but the people who use them. The rise of technology-facilitated conversation appears to condition individuals to expect instant gratification either by initiating or responding to virtual interaction.

While face-to-face interactions may rely on body language tone to deliver a message, electronic communication reduces these important remedies, relying instead on quick and convenient access to news and events. Most electronic communication tools now make it even easier to respond without necessarily formulating one's thoughts. This is similar to

face-to-face exchanges, but without the natural constraints of facing your partner in conversation.

In addition, multitasking has become the predominant behavior of digital users. Watching TV and listening to music on a mobile device while writing an email and trying to respond to occasional text messages from friends, colleagues and family members – this is becoming a common practice.

2.9.2 Social Implications

Emails, video chats and cell phones enable family and friends to communicate instantly and at low cost at a distance. This has led to people relying more on virtual interaction more than physical face to face interaction.

Being disconnected in a face-to-face relationship because of too much time spent online is not the only problem. Cyber-connection itself can also undermine our social functioning. The term 'flaming' (Juan Pepe, 2017) has been used to describe abrasive statements made in cyberspace that result in relationship damage. Negative comments can hurt other people's feelings and exacerbate the conflict. It's easier, however, to heal a relationship face-to-face than online.

2.9.3 Emotional implications

Since social interaction can trigger an emotional response (Hareli Rafaeli, 2008), emotional influence is inevitable where there is a social impact. Technology allows us to upload embarrassing videos and photos of others on a public platform such as YouTube, Instagram and Facebook, or it can be sent to hundreds of people using a mobile device. It can remain permanent.

Sometimes, the digital age offers a blurred sense of reality. If one cannot see another's facial interaction in an online environment, they may make a rude remark, forgetting that there is a real person at the receiving end. Increased use of online social networks, text messaging, and email can lead to a decrease in face-to-face interaction. This may also result in less empathy.

2.10 Ways in which technology is affecting social interaction

1. **"Plugged In" Society** – Nowadays, it's common in bus, train, or any public transport to see passengers staring at their mobile phones or tablets, thinking about their own business and not anyone around. Some of them even have their earphones on, they're not willing to be disturbed or lured into a conversation. This is not surprising given that an average person spends on average 3 hours on his mobile device every day. Smartphones and wearable devices are continually being developed and upgraded so that people can bring them wherever they are, and that's exactly what we're doing today.

2. **Online Instead of Offline** – Some people can't resist using their smartphones even when they're present with a group. They prefer to connect to other people online rather than offline. As a result, these people can say they have a lot of online connections, but very few real friends they can trust and depend on. This particular change in social interaction also affects the family system. Gone are the days when families sit together in front of the dinner table to talk about their day and talk to each other. Children and sometimes even parents are stuck to their mobile phones when they get home.

3. **Urge to Share** – As social networking apps are becoming easier to use and navigate, more people are also getting itch to share everything online. Relationships, heartaches, parenting, travel, daily chores, and food — you name it. Modern

technology today gives people the need to post and share, especially to get the attention of their social circles online.

4. **Selfie Generation** – Today, social interaction has gone beyond words. Selfies flood the Internet, most of which require attention, like, react, and share. It doesn't matter if you just woke up in sharing selfies. With a little tinkering on your smartphone camera or photo app, you'll be able to snap the freshest "wake up like this" picture that your friends are sure to love.

5. **Selfie Generation** – Social interaction today has gone beyond words. Selfies flood the Internet, most of them requiring attention, like, react, and share. It doesn't matter if you just woke up when you share selfies. With a little tinkering on your smartphone camera or photo app, you'll be able to snap the freshest "wake up like this" picture that your friends will surely love.

6. **Business Moves Online** – Business marketing campaigns and strategies are slowly moving online. Traditional advertising may still be available, but most consumers see online ads placed on social media, digital news publications, or search engines.

2.11 Conclusion

All in all, it is the work of the graphic designer to come up with a suitable design that adheres to the fundamental principles of green design and that maintains a balance between adequate face to face interaction as well as the more prevalent forms of virtual communication. Given how digital media is slowly but surely finding its niche in the population, having a way for it to be functional, helpful and maintain the consumers interest without being overbearing and

addictive is very important as it allows a proper melding of digital interaction and social interaction.

PROJECT PAPER

CHAPTER THREE

3.0 RESEARCH DESIGN AND METHODOLOGY

Research is the way to search for new facts. It is often carried out in stages; work on existing products, concepts from other products used for completely different purposes often have design ideas that could be used for example materials used, objects colour, size and shape, target market, new market trends, finds out how the product works, aesthetics, finds out what the product has to look like, its feel, style and sound.

The method of analysis includes a management downside or opportunity characteristic, converting the downside or chance into a research problem, and gathering, evaluating and recording the data set out in the analysis downside of a research design is the elaborate blueprint used to direct a research study towards its goals. (Catherine Sunders, 2016)

Many interrelated decisions are involved in the process of creating a research study. The most important decision is the alternative approach to analysis, as a consequence of which it decides how the data will be collected. Once the research strategy is chosen, strategic analysis decisions can be made.

A qualitative, concise research model was chosen for this analysis through this research to provide a detailed description of client information rates to Parents Magazine's understanding of branding and the green design perspective. Quantitative research is a formal, objective and systematic process for generating information about the world. The specific questions addressed will generate knowledge, which will directly improve clinical practice.

3.1 Target population

The target population is the group of elements for which the survey investigator wants to make inferences by using the sample statistics. Target populations are finite in size, they have some time restrictions, and are observable. These aspects of target population are desirable for achieving a clear understanding of the meaning of survey statistics and permitting replication of survey. For this study, the target audience will be individuals between the ages of 25 and 45 years old who own any electronic device capable of browsing the internet. The total number of participants was 52 people distributed as in the above age groups.

3.2 Sampling Design

A sample design is the structure, or road map, which serves as the basis for a survey sample collection and also influences many other important aspects of a survey. Survey researchers are interested in obtaining some kind of data in a broad context through a survey for some population, or universe, of interest. One must define a sampling frame that represents the population of interest, from which a sample is to be drawn. The sampling frame may be identical to the population, or it may be only part of it and is therefore subject to some under coverage, or it may have an indirect relationship to the population.

3.3 Non-probability sampling methods

In a non-probability sample, individuals are selected on the basis of non-random criteria, and not every individual has a chance of being included. This type of sample is easier and cheaper to access, but you cannot use it to make valid statistical inferences about the entire population.(Shona McCombes, 2019)

3.3.1 Purposive sampling

This type of sampling involves the researcher using their judgment to select a sample that is most useful for research purposes. It is often used in qualitative research, where the researcher wants to learn more about a specific phenomenon than to make statistical inferences. An effective objective sample must have clear criteria and rationale for inclusion.

3.3.2 Snowball Sampling

Snowball sampling If the population is difficult to access, snowball sampling can be used to recruit participants through other participants. The number of people you have access to "snowballs" as you get in touch with more people.

3.4 Data collecting methods

Primary data was to be obtained using a structured questionnaire. Respondents are the consumers in order for the researcher's intention of covering the topic of rebranding and green design, this section is divided into two parts: Interviews and Questionnaires (Matthew Young, 2019)

3.5 Interviews

A good qualitative interview has two key features: (a) it flows naturally, and (b) it is rich in detail. To attain this, it is therefore necessary for researchers to remember that they are there

to 'listen' not just speak. In addition, researchers should not only be neutral, in doing so, the interviewer should establish an appropriate atmosphere through which his/her interviewees would feel more at ease and thus talk freely.

3.5.1 Advantages of Interviews

Interviewing provides the flexibility to adjust questioning to interviewees ' responses, to explain questions or answers, or to check answers more thoroughly with additional questions as necessary, to discuss issues that arise from respondents. This is especially the case, the more the interview is unstructured. Data obtained, particularly from semi-structured and unstructured interviews, can be much richer and informative than data obtained from other methods.

3.5.2 Limitations of Interviews

Interviews can be very resource intensive compared to other data collection methods. Data analysis becomes more difficult as the data collection process becomes more unstructured, particularly if trying to identify and explore patterns, although the software is now available that can help with this.

Selecting interviewees that will provide you with representative perspectives is not easy, because you are unlikely to have the resources to be able to conduct many interviews to evaluate any single change The voluntary nature of the interview may mean that your sample is biased towards those that have not become disengaged with their experience of the change initiative. Bias may also be introduced by other factors such as the interviewee's emotion at the time of the interview, their ability to recall events and feelings, and their interaction with the interviewer.

3.6 Questionnaires

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post. Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people. Data can be collected relatively quickly because the researcher would not need to be present when the questionnaires were completed. This is useful for large populations when interviews would be impractical.

3.6.1 Computer Questionnaire

Respondents are asked to answer the questionnaire which is sent by mail. The advantages of the computer questionnaires include their inexpensive price, time-efficiency, and respondents do not feel pressured, therefore can answer when they have time, giving more accurate answers. However, the main shortcoming of the mail questionnaires is that sometimes respondents do not bother answering them and they can just ignore the questionnaire.

3.6.2 Advantages of Questionnaires

They can be inexpensive. This means that they can supply large amounts of research data for relatively low costs. It is therefore possible to obtain a large sample size that should be representative of the population, which can then be generalized by a researcher. The respondent provides information which can be easily converted into quantitative data, allowing statistical analysis of the responses. The questions have been structured. In the same order, all respondents will be asked exactly the same questions. It means it is easy to replicate a questionnaire to test for accuracy. A second researcher can therefore use the questionnaire to test for consistent

results.

3.6.3 Limitations of Questionnaires

They lack detail. Because the responses are fixed, there is less scope for respondents to supply answers which reflect their true feelings on a topic. The Researcher intends to use unstructured interviews to explore the thinking, assumptions, emotions, attitudes, perceptions which may be influencing behavior of those involved in the interview.

3.7 Data analysis

Qualitative data analysis is essentially the method of analyzing qualitative data in order to provide an explanation for a particular phenomenon. Through identifying trends and themes in your results, qualitative data analysis gives you an understanding of your research target.

Quantitative data analysis is defined in the form of counts or numbers as the value of data where each data-set has a specific numerical value associated with it. Such data is any quantifiable knowledge that can be used for quantitative equations and statistical analysis, such that decisions based on these quantitative derivations can be made in real life. (LP Wong, 2008)

Data presentation methods
Clustered column- A clustered column chart display shows more than one information arrangement in grouped vertical segments. Every data arrangement has a similar axis name, so vertical bars are grouped by category clustered column permit the comparison of numerous series, yet they become visually complex rapidly.

Pie charts-A pie chart is a circular graph showing the relative contribution that is contributed to a general aggregate by different classifications. A circle wedge refers to the dedication of each group, with the ultimate goal that the map looks like a pie cut into different sizes.

3.8 Logical Framework

To create a digital alternative for the magazine company in accordance to tenents set in green design.

 There is a disconnect between the above statement and the below projections…tie them together

Data Needs	Data source	Collection tools	Analysis methods	Expected output
Identify how to create a digital alternative with current design methods	Various courses and teachers who provide said information	Informal interviews Note taking	Thematic analysis	Knowledge on how to create a digital platform with current design methods

To reduce the use of print media within the company

 There is a disconnect between the above statement and the below projections…tie them together

Data Needs	Data source	Collection tools	Analysis methods	Expected output

Identify how to reduce the use of print media within the company	Industry professionals who are focused on greed design	In Depth interviews	Thematic analysis	Insight on the best ways to reduce the use of print media

To increase accessibility of the magazine to more people

There is a disconnect between the above statement and the below projections…tie them together

Data Needs	Data source	Collection tools	Analysis methods	Expected output
Identify how to expand the reachability of the magazine to more people	Avid readers of magazines and newspapers	Indepth Interviews Questionnaires	Thematic analysis Content analysis	Insight on the best ways to increase and expand reachability of the magazine to more people

PROJECT PAPER

CHAPTER FOUR

4.0 ANALYSIS & INTERPRETATION OF FINDINGS

4.1 Introduction

This chapter is about evaluating, presenting and describing the knowledge gathered. The definition is made with respect to the research paper's study goals. Research and analysis were performed both qualitatively and quantitatively, in the same way that the data were obtained.

4.2 Qualitative Analysis

The main method used to obtain this information was through interviews. The researcher was able to interview various persons who are avid readers and consumers of the magazine in question. The researcher was able to glean what most of the customers wanted and what changes, if any they would have loved to see. This gave valuable information on what could best be done to avail to the customers what they would describe as the best possible experience when consuming said magazine.

4.3 Interviews

After several interviews were conducted with various consumers of different age groups, the researcher was able to understand that a majority of those interviewed had a preference for

consuming their media in a more digital way rather than the traditional print way in current use. Most admitted that most of their consumption of media was done either by their mobile phones or by computers and very few of them actually went through what they considered the trouble of procuring physical media such as newspapers or magazines. The group was chosen mainly for their diversity, their availability, their accessibility to both digital and print media options.

During the interviews, the researcher also got more information on social interaction between the various groups. For the younger interviewees, most of their social interaction was done mainly via various digital media, mainly the various social media platforms, whereas for most of the older interviewees, most of their social interactions were done in a more personal and face to face manner. The social interaction that was most wanted was that between the various consumers without the need of resorting to other platforms but to build what was referred to as "a community for themselves."

During the interview, the majority (14 of the 19 interviewed) of the interviewees were also accepting the introduction of products, healthcare and product, from the company as many of them said that they were already getting most of their healthcare and lifestyle advice from the company and having said products available to them would increase the community sense that they wanted. They also recommended that a change in the corporate identity of the company would refresh what they considered as a slightly dated design.
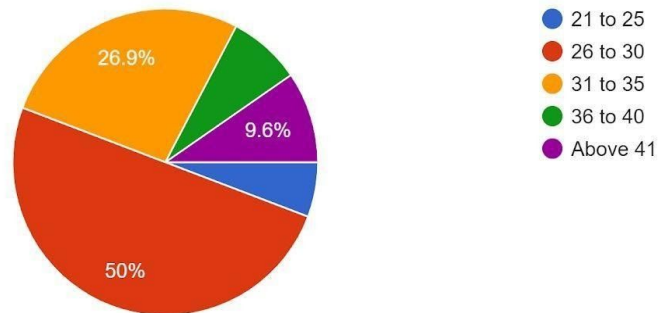
4.4 Quantitative Analysis

This was mainly done through the use of questionnaires. A sample group of 52 people with a predominantly urban demographic was used. They mainly answered questions on digital and print media, as well as their social interactions. Below is a breakdown of their answers in chart and graph form.

What is your age range?
52 responses

Chart/Graph 1 Age Group (Source, Google Forms)

From the above, the respondents were mostly between the age of 26 to 35. This puts them as
the age group that is transitioning from print media into digital media as most of them are
learning the intricacies of digital media.

What is your preferred source for shopping, news, trends and updates?
52 responses
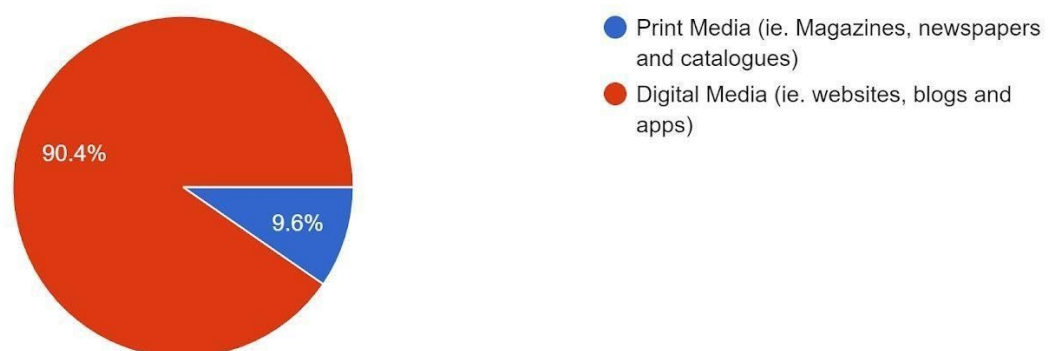
Chart/Graph 2 Preferred source for information, (Source, Google Forms)

From the above chart, most of the respondents preferred to get most of their information from a digital form of media rather than print media.

Why would you choose digital media over print media?
52 responses

Chart/Graph 3 Why choose digital media over print media (Source, Google Forms)

For most of the respondents, the ease of access on gets from digital media is what pushed them to choose to go with digital media.

Do you think being environmentally friendly is a factor for you in choosing digital over print?
52 responses
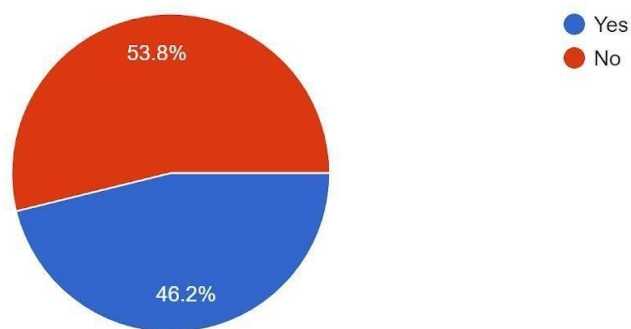
Chart/Graph 4 percentage of those to whom environmental awareness was a factor (Source,

Google Forms)

From the chart above, it can be seen that most of the respondents did not think that being environmentally friendly was a factor for them to choose digital media over print media.

Does the increased interaction social media allows, matter to you in how you interact with people
52 responses
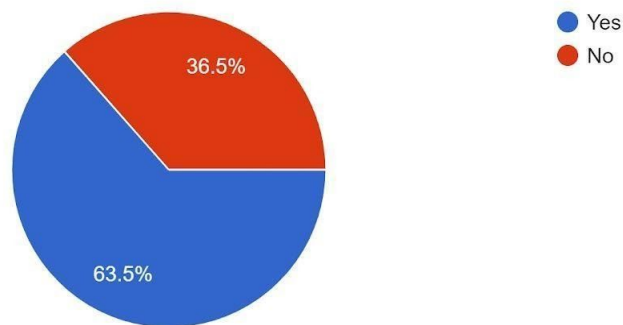
Chart/Graph 5 (Source, Google Forms)

From the above chart, it's clear that for most of the respondents, the increased interaction that social media has allowed has made it easier for them to interact with more people.
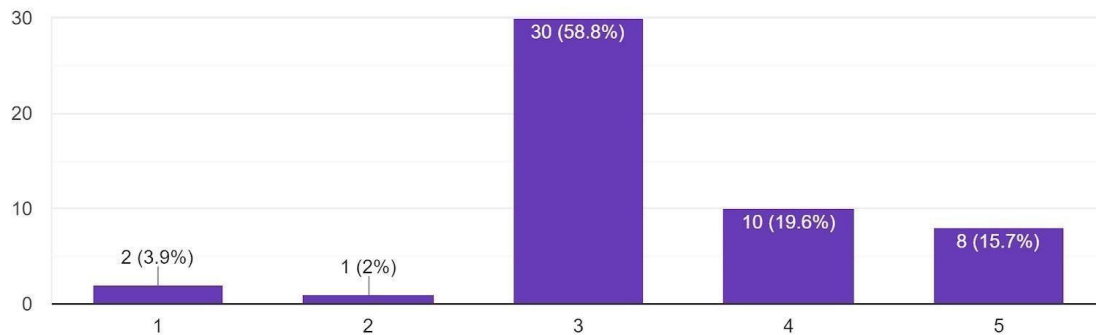
Has digital media increased the quality of your social life
52 responses
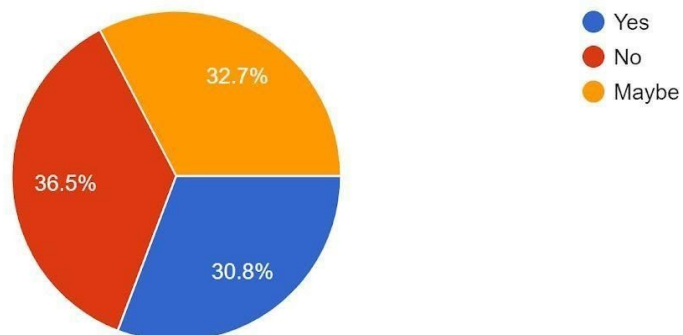
Chart/Graph 6 (Source, Google Forms)

From the above chart, the quality of life of the respondents doesn't seem to be severely impacted by the use of digital media.

What effect has digital media had on you personal life
51 responses

Chart/Graph 7, (Source, Google Forms)

From the above graph, it can be seen that for a majority of the respondents, digital media has impacted their lives, but not in an extreme manner.

4.5 Conclusion

From the data gleaned above, the researcher was able to understand that for the 52 people interviewed and who answered the questionnaire, the most used and easiest way for them to consume media was mainly done by use of digital media. Based on the responses of those interviewed, a majority of them were not against the creation of a platform that allowed them to share information and create what they referred to as a community. A majority of them were also not against an introduction of products that could help them in their daily lives as well as reduce the strain of looking for good products that could be easily recommended. The

data also showed the importance of social interaction and how it plays a key role in how many of those who responded find and glean information.

PROJECT PAPER

CHAPTER FIVE

5.0 SUMMARY FINDINGS, CONCLUSIONS & RECOMMENDATIONS

5.1 Introduction

This chapter discusses the results gathered from the research and draws important conclusions that respond to research goals and questions. Recommendations are made which address these goals and best match the research at hand. It was achieved by providing feasible and appropriate approaches to the problems raised by the questions of the study.

5.2 Summary of Findings and Conclusion

From the findings, the researcher established that the company was in need of a digital platform in conjunction with the already existing print platform. The digital platform was to act as a hub that enabled the consumers to interact with each other as well as create a community for said consumers. The company's brand identity was also touted as being behind the times and in need a revamp to be more relatable. A number of consumers also wanted an introduction of products that would not only make it easier for them to get the adequate products they wanted, but that would enhance their sense of community.

5.3 Recommendations

After reviewing all the data collected from the literature review and data collection process, the researcher produced solutions that addressed the aforementioned problem of design.

5.3.1 Corporate Identity

The researcher suggests that the brand be changed because it is seen as being outdated and behind the times. A new logo and branding will be of great benefit to the company because it would give the brand a fresh face and place the brand in the consumer's minds. The

researcher also suggests that the rebranding be uniform along all facets of the company's product lines and platforms. The logo should also evoke a feeling of togetherness
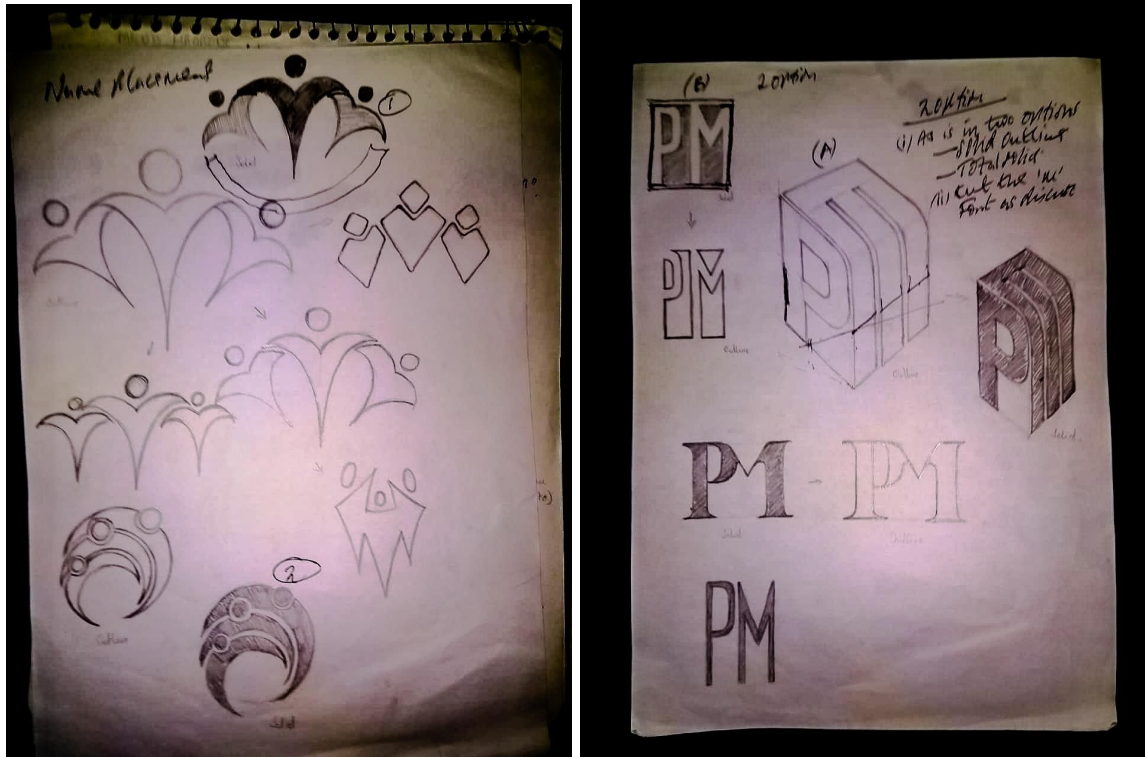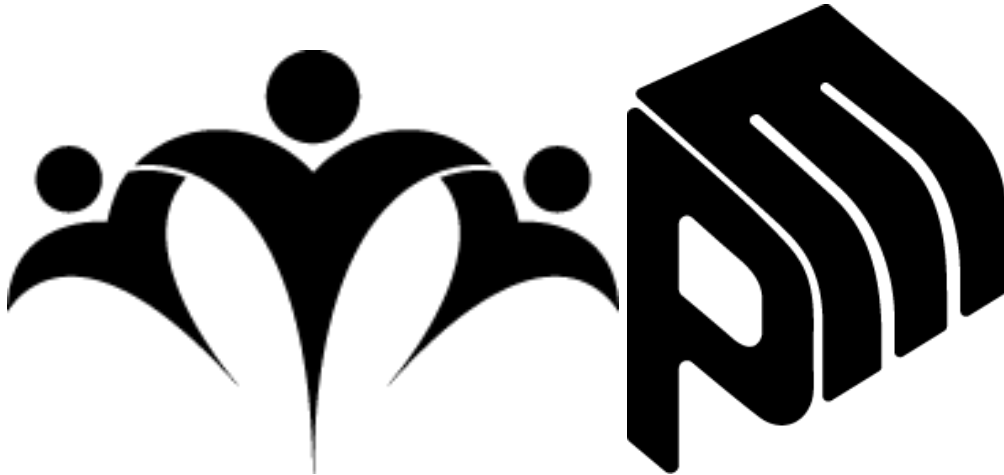

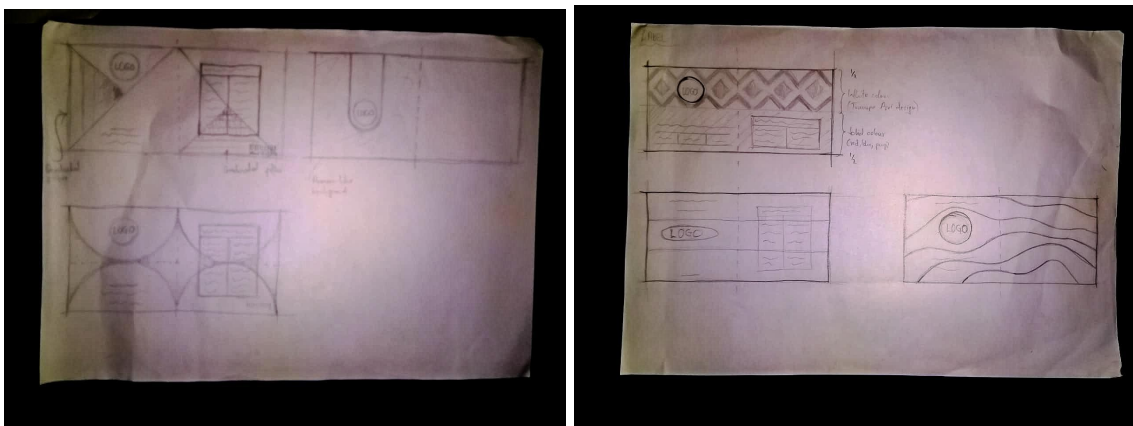*Figure 5.1. Initial Logo sketches (Source: Author 2020)*

Figure 5.2. Proposed Logo designs (Source: Author 2020)

5.3.2 Packaging

The researcher suggests that a line of products be introduced by the company with packaging that is uniform along the entire product base. The products and packaging should also be made of environmentally friendly material in order to adhere to the principles of green design that were already mentioned.
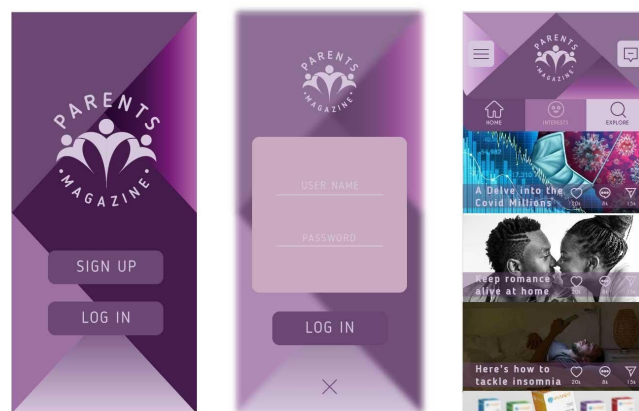

Figure 5.3. Initial Packaging Label sketches (Source: Author 2020)
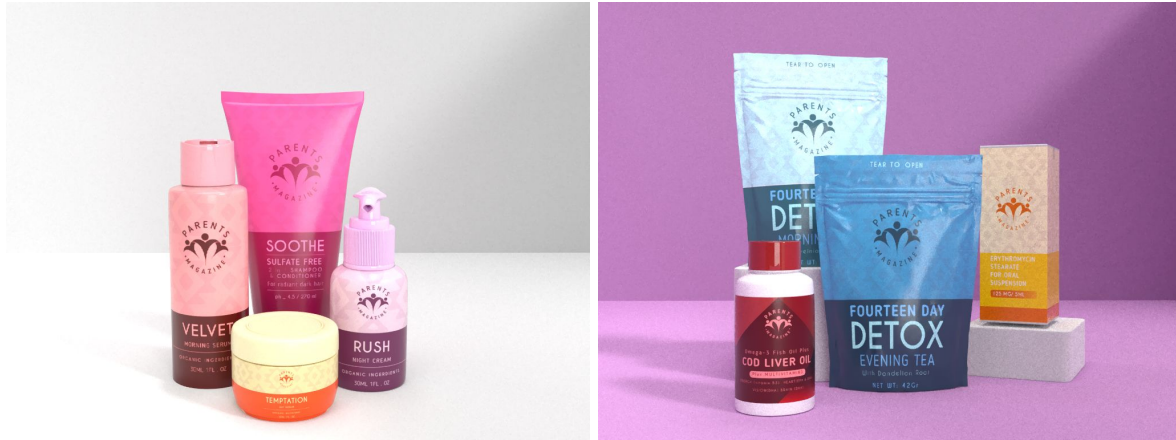
Figure 5.4. Proposed Packaging Label sketches (Source: Author 2020)

5.3.3 Advertising

The researcher suggests the creation of a digital platform that doesn't just act as a repository of previous magazines for the company, but one that acts as a fully fledged social platform to allow for a more intimate and direct interaction among member consumers. The platform is to act as a nexus where various consumers from all walks of life can interact with each other at a much more personal level as well as share any information that may be relevant to each other.

Figure 5.5. Proposed Packaging Label sketches (Source: Author 2020)

5.3.4 Photography

The researcher recommends that photography done for the company should align with green design principles mainly in terms of environmental consciousness as well as how best to stay in line with the tenets spelled out in green design
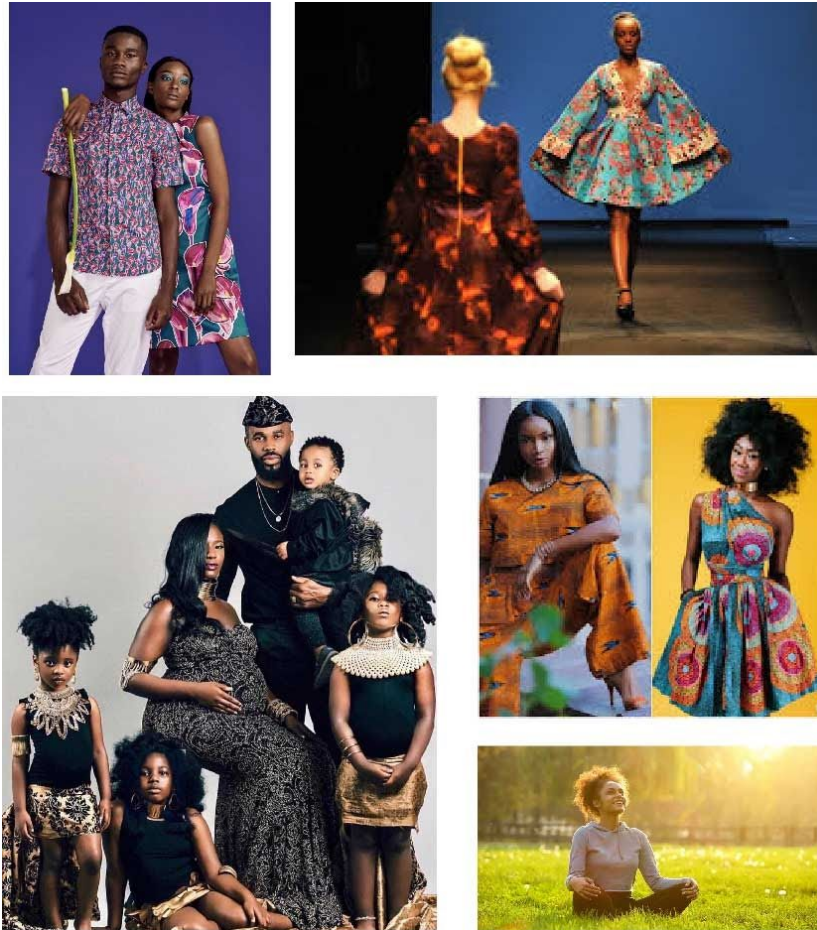
Figure 5.6. Photography Moodboard (Source: Author 2020)

5.4 Conclusion

This chapter summarizes the researchers' findings alongside suggestions proposed as possible solutions; for the issues that the magazine company is facing in its graphic design practice. The researcher was thus able to conclude that it would be possible to improve the quality of the magazine's design when putting these solutions into play and could help the design team capture a more consistent image for the brand.

5.5 Suggestions for further study

The concept in question has a much wider scope that it can encompass, specifically in terms of how social interaction can work in a much more fluid way that avoids all the pitfalls that are present in current forms of digital social interactions. Such considerations would go far in broadening the scope and feasibility of the concept.

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Interview Questions
1. Which do you prefer, Digital media or Print media?
2. Is social interaction important to you?
3. How best do you carry out social Interaction?
4. What is your opinion of parents' magazines?
5. Would you like having a digital platform specifically for Parents Magazine without use of other social platforms?
6. Would you like having branded Parents Magazine Health care and lifestyle products?
7. Why and for what reason would you buy said products?

Questionnaire

1. What is your age range?
2. What is your preferred source for shopping, news, trends and updates?
3. Why would you choose digital media over print media?
4. Do you think being environmentally friendly is a factor for you in choosing digital over print?
5. Does the increased interaction social media allows, matter to you in how you interact with people?
6. Has digital media increased the quality of your social life?
7. What effect has digital media had on you personal life?

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