creatively gifted

celebrating dyslexic artists

strategic creative design plan

contents

Know Your Client	3
Competitors	8
Company Analysis	17
Market Analysis	23
Branding Proposal	29
Branding Design Outcome	32
Branding Targets	35
Branding Strategy	41

know your client

know your client

origins

The term ‘dyslexia,’ (meaning ‘difficulty with words’), was first coined by Rudolf Berlin, a German ophthalmologist and professor in Stuttgart, in 1887. In the course of his practice, Berlin observed the difficulties faced by some of his adult patients in reading the printed word. And whilst he could find no problem with their vision, he speculated, that their difficulties must be caused by some physical change in the brain.

Today, dyslexia is classified as a neurological difference that currently affects approximately 10% of the UK population, meaning that around 6.3 million people in the UK are believed to have dyslexia. Interestingly, however, this figure increases to 35% for creatives.

Creatively Gifted is a new start-up ‘not-for-profit’ organisation, that falls within the charity or third sector of the economic market, and is aimed at

know your client

origins

celebrating dyslexic creatives through raising awareness of dyslexic artists and their work, whilst at the same time providing information and education specifically to creatives living with dyslexia; thereby providing a more positive approach to dyslexia, that would allow Creatively Gifted to reach an already fatigued audience in a new and interesting way.

Third sector organisations operate at all levels of society, from the very local to the national and the international, and they make a significant – and rapidly increasing – contribution to the health and well-being of society both in the UK and abroad. They deliver essential services, help to improve people's wellbeing, and contribute to economic growth.

our vision

to celebrate the creative work of dyslexic artists

our goal

to engage with the dyslexic creative community in new and exciting ways

setter
101R

competitors

competitors

charity/third sector

MADE BY DYSLEXIA

Helen Arkell Dyslexia Charity

British Dyslexia Association

The Dyslexia Association

Dyslexia Foundation

creative critique

british dyslexia association
www.bdadyselxia.org.uk

The BDA website uses a scroll down screen display and has good visual and text hierarchy, with the most important information at the top. It offers site maps for each of the heading icons and there is a good balance of visuals to text, although there is rather a lot of text on the main page. It also employs a 'text-to-speech' icon/menu, that has several different options for use. The site's main colour theme (including its logo) is blue and green, which is, somewhat surprising, as one of the colours the BDA's own website guidelines says to avoid is green. Nevertheless, the website is full of lots of useful information, provided in an easy-to-read sans serif font, it has a good use of hyperlinks, (although they are also coloured green), making the whole website feel informative and professional.

creative critique

made by dyslexia
www.madebydyslexia.org

MADE BY DYSLEXIA

The first thing to notice about the Made By Dyslexia website, is that it is very colourful, using many different bright colours for different articles/sections on each scroll down page, and also on each of the section pages. It also offers a lot of good YouTube video content, including using famous people and their stories, (such as, Keira Knightly, Richard Branson, Orlando Bloom, and others), and this is displayed at the top of its visual hierarchy. There is a good balance of text to visuals, although I mistook some of the visuals for clickable links to other pages/information, which was a bit confusing. I could not find a site menu, nor is there the option of 'text-to-speech.' Nevertheless, this website too, also has lots of great information, presented in an easy-to-read contemporary font, together with colourful downloadable PDF's (although this could prove costly in the use of ink), and the whole website feels fresh and fun.

creative critique

the dyslexia association
www.dyslexia.uk

The Dyslexia Association website also uses a scroll down display screen, using both visual and text hierarchy, with the most important information at the top. The site's (and logo's) main colour scheme is grey and orange, and it employs an off-white background on each page. The site is text-heavy, with few visuals, and a self-scrolling visual header on the main page, which moves quite quickly, and is somewhat difficult to read – which is a shame, because after studying this for some time, I noticed that one of the moving 'visuals' gave the option to make the site more accessible by changing the settings, including the use of 'BrowseAloud.' I could not see a site map, and whilst the site offers good information, presented in an easy-to-read sans serif font, because of the text heavy content, I found it difficult to read and navigate. Overall, the site feels dated and visually boring.

creative critique

dyslexia foundation
www.dyslexia-help.org

First impression of the Dyslexia Foundation website was a good one. I like the logo, and although there is a white background, the main visual on the homepage is very large and interesting, with three circular visuals below, that reflect the logo colours and are clickable links. The bottom half of the main page is less successful as, even though the background colour has been changed to an off-white, it is text heavy using a tightly spaced font – and this theme of text-heavy content is found across the rest of the pages. There is a good use of YouTube video content with real people telling their stories, although the introduction to these videos is not good. There are drop down site menus from the headings on the homepage and also an accessibility icon in the top right-hand corner, although I am not sure what this related to on the website. Nevertheless, the website is full of information, but, unfortunately, not too visually exciting.

creative critique

helen arkell
dyslexia charity
www.helenarkell.org.uk

Helen Arkell
Dyslexia Charity

The Helen Arkell website uses a scroll down screen display that has good visual and text hierarchy, although the use of the colour grey for the text, together with the thinness of the font, is a bit problematic for the smallest text. The green/blue colour is quite fresh, (although could be problematic for some users), and I like how the figures in the logo are all different colours, shapes, and sizes. There is a good balance of visuals and text on the home page, although subsequent pages are text heavy, and again, the colour and thinness of the font is challenging. Whilst there is no site map on the main page, there are content menus on the subsequent pages. The use of YouTube video content is good, and there are links to the charities Facebook, Instagram, YouTube, and Twitter pages at the top of every page. This website, too, is full of information, although I could not see the option to access this information as 'text-to-speech.' Nevertheless, the website is informative, if not very visually inspiring.

creative critique

conclusion

All of the websites that I have reviewed have their strengths and weaknesses, in relation to their aesthetics, content, and tone, and in their appeal to the dyslexic community. However, it would seem that function-over-design played a significant part in the creation of the websites, which is a shame.

As a dyslexic creative, I would argue, that none of these websites are tailored to the dyslexic creative community, and that it is possible to create a website that offers creative design-led functionality, whilst at the same time, provided vital information and education.

ZURICH

company analysis

company analysis

The purpose of Creatively Gifted is:

- To engage with the dyslexic creative community in new and exciting ways
- To raise awareness, educate and inform using a positive voice
- To create social rather than material wealth
- To raise funds and generate financial surpluses in order to invest in social empowerment

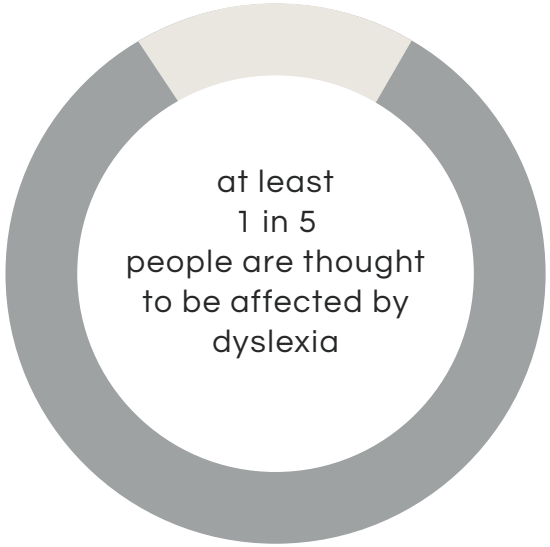
company analysis

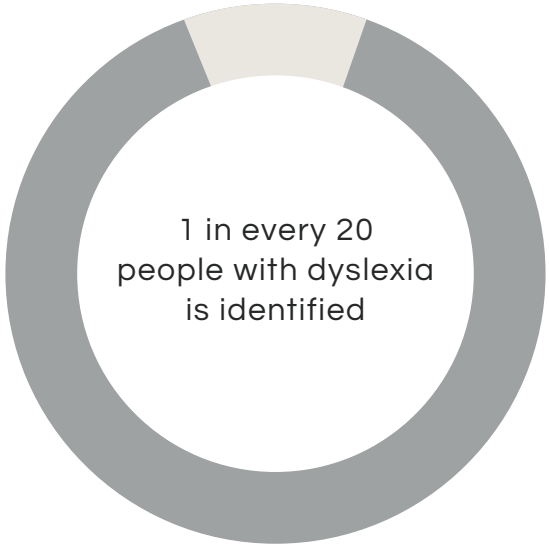
target audience

aged 18+ dyslexic creatives
35% of creatives are thought to have dyslexia

key facts about dyslexia

- 80% of the population believe dyslexia is associated with low intelligence. that is not true. dyslexia occurs in people of all intelligence.
- dyslexia is the most common learning difference and effects 10% of the population.
- dyslexia run in families.





company analysis

target audience

Those with dyslexia use only the right side of the brain to process language, while those without dyslexia use three areas on the left side of the brain to process language. Yale researchers have shown that when people with dyslexia try to read, the front part of the brain is overstimulated while crucial portions in the centre and back are under-stimulated.

Dr. Glenda Thorne stated, “Dyslexia is not a deficit in the visual processing system; however, it is a language processing problem.”

Dyslexia can affect spoken language, written language, and language comprehension.

Dyslexia often results in a gifted and productive mind that simply learns and functions differently than those without dyslexia.

company analysis

target audience

Strengths - because of the strong right brain associated with dyslexia, individuals with dyslexia often excel and show aptitude in areas not associated with reading, such as:

- Art
- Computer science
- Design
- Drama
- Electronics
- Math
- Mechanics
- Music
- Physics
- Sales
- Athletics

Attributes that are often prevalent in individuals with dyslexia:

- Creativity
- Above-average intelligence
- Big picture thinking
- Problem-solving
- Curiosity
- Intuitive nature
- High comprehension of stories read or told to them
- Large spoken vocabulary
- Strong sense of spatial relationships

market analysis

market analysis

the charity (third) sector - UK

"Third sector organisations are operating in a rapidly changing context, presenting new challenges to think boldly and creatively in order to secure their continued impact."

– Nichola Archer, (Director of Savanta)

Contributed £20billion (0.9% of total GDP) to the economy in 2020.

Total income of £56billion a year

50% of annual income comes from the public via donations, legacies, membership fees and charges for services

Spends £46billion a year on delivering charitable objectives

170,000 registered voluntary organisations

Employs 950,000 people

Changing demographics of donors - 75% of Millennials and Gen Z made some form of charitable donation in 2020 – the highest rate among any generation

market analysis

charity trends 2022

Hybrid Events – Physical events have returned in 2022, complete with nibbles and in-person talks, and perhaps even the occasional handshake. The better news is that digital events are here to stay, complete with pyjama bottoms and dressing gowns, Zoom and Remo.

Social Media - Social media has only grown in importance and continues to dominate marketing activity. In 2022, charities will need to meet supporters on their own turf. And that means prioritising socials, regardless of size and structure. All charities will need to improve their social media etiquette, improve social output, learn when to meme and not to meme, and preferably develop a social media strategy.

market analysis

charity trends 2022

Gaming for Good - is a simple and easy way to fundraise. It relies largely on streaming. Gamers switch on consoles, pick their favourite games, and start playing. Many of those gamers will share that game with an audience. Friends, strangers, other gamers, maybe even the occasional nemesis will tune in to watch the player in action, usually on popular platforms like YouTube, Twitch and Mixer. Gamers can easily add donation buttons to their streams, asking the audience to donate.

Emailing - results in one-third of online fundraising revenue. Organisations are six times more likely to get a click-through from an email than they are from Twitter. And 59% of marketers claim that email is their greatest return on investment. Emails offer charities huge potential, particularly with regards to fundraising. Good email marketing allows charities to make a personalised, optimised appeal to hundreds or thousands or millions of potential donors, all with a little preparation and the swift click of a button.

market analysis

charity trends 2022

Embracing AI - Automation is an essential element of digital transformation. It increases efficiency, provides opportunity for growth, streamlines processes and operations, allows staff and volunteers to prioritise more creative tasks, and minimises expenditure. AI works by analysing data, denoting essential patterns, following trends, and using that information to make decisions that better cater to the needs of customers and service users.

branding proposal

branding proposal

"I understand things
visually,
by finding them in paint.
I don't know if my
dyslexia causes
me to be this way,
but I have a feeling it
does."

– Rachel Deane (painter)

The creative problem

- Uninspiring, function-led websites

The creative opportunity

- Creative Gifted has the potential to engage creatively with the dyslexic creative community in new and exciting ways, whilst providing vital information and education

The creative solution

- To create a design-led, informative website that is more reflective of the community that it serves.

EVERYDAY
IS
A
GOOD

branding design outcome

branding design outcome

branding targets

branding targets

high-level focus area

- Awareness: Overall visibility of the website/organization
- Engagement: Connecting with people who need our services, getting people to return to the site, come to an event, donate or volunteer
- Advocacy: Getting visitors to promote your website to others, or take action on your behalf
- Fundraising: Raising more money online

branding targets

goal

To engage with the dyslexic creative community in new and exciting ways

3 months

- to attract 300 visits per month to the website
- to achieve a bounce rate of less than 50%
- to attract 500 email subscribers
- to attract 2000 followers on Instagram, Facebook, and Twitter

6 months

- increase website traffic by 10%
- decrease bounce rate by 5%
- increase email subscribers by 10%
- increase social mentions by 15%

branding targets

goal

9 months

- increase website traffic by 15%
- decrease bounce rate by 5%
- increase email subscribers by 15%
- increase social mentions by 20%

12 months

- increase website traffic by 20%
- decrease bounce rate by 5%
- increase email subscribers by 20%
- in increase social mentions by 25%

branding targets

objective & deliverables

Objective

- Send a message to creative dyslexics that they can engage with

Deliverables

- New website
- 12-month marketing campaign
- Launch event – Creatively Given Art Exhibitions

branding strategy

branding strategy

action plan

phase 1 – launch website

phase 2 – initiate media campaign

phase 3 – announce Collaborations

phase 4 – launch marketing materials

phase 5 – creatively gifted art exhibitions

branding strategy

partnerships and collaboration

British Dyslexia Association

brisith dyslexia association

CASTLE GALLERIES

castle galleries

Felix Kjellberg aka PewDiePie
- online gamer

branding strategy

marketing channels

Traditional marketing channels:

- Outdoor (Billboards, bus/taxi wraps, posters etc)
- Broadcasting (TV, Radio etc)
- Print (Magazines, newspapers etc)
- Direct Mail (catalogues etc)
- Telemarketing (Phone, text message)
- Window display and signs

Digital marketing channels:

- Social media (Facebook, Instagram etc)
- Website
- Content marketing
- Affiliate marketing
- Inbound marketing
- Email marketing
- PPC (pay per click)
- SEM (Search engine marketing)

branding strategy

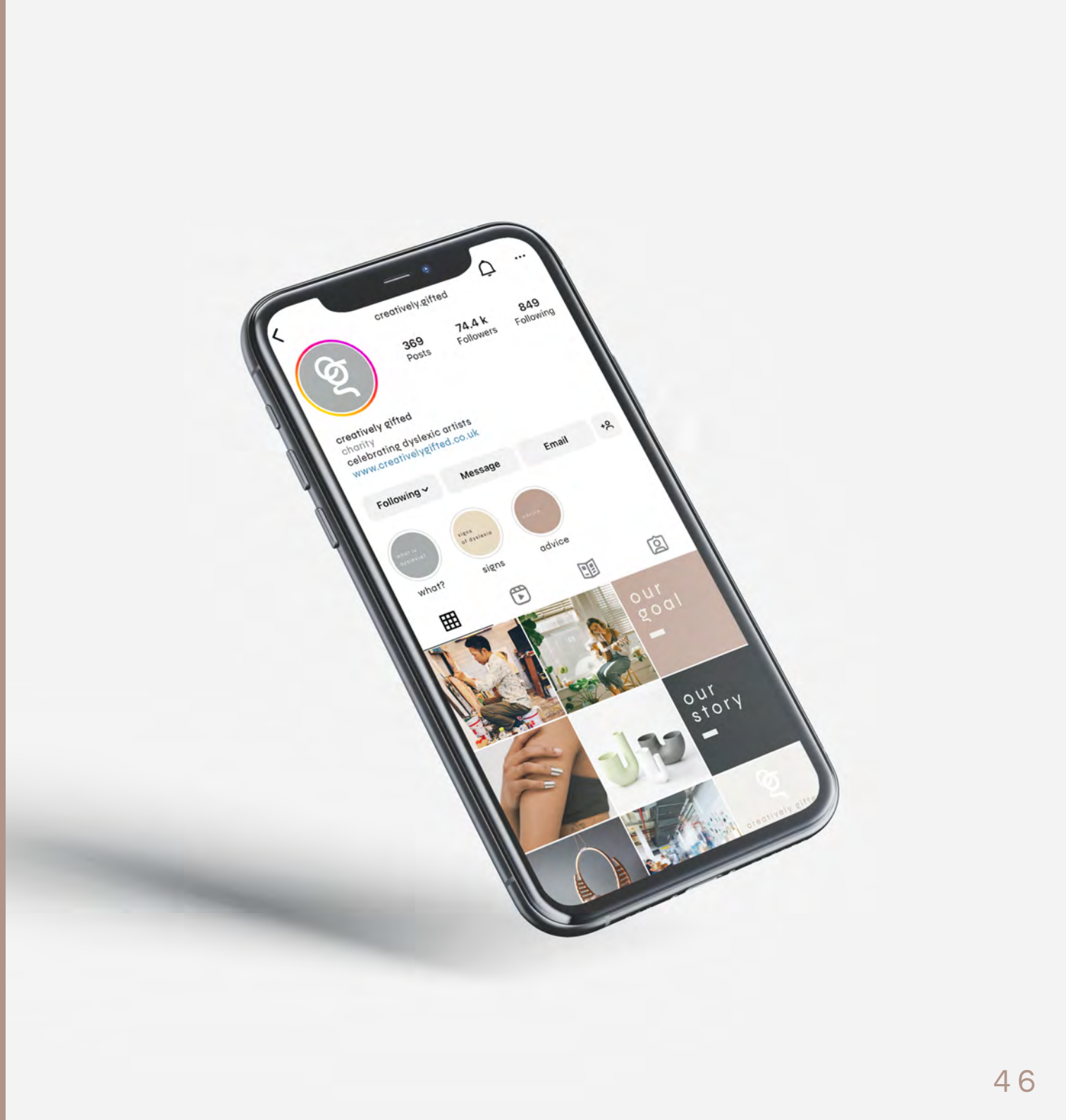
local and national art exhibitions

An art exhibition is essentially the best way to establish the fundamentals for branding, self-understanding, fundraising, networking, future development, public awareness, breaking ground, and so on. And, perhaps somewhat interestingly, most visitors at art exhibitions are there to learn something new. Therefore, they can be used as powerful catalysts for bringing attention to important issues – such as dyslexia – and also ways of reaching fatigued audiences in new and exciting ways.

And, in the post COVID-19 era, where people are still wary of attending face-to-face events, local and national art exhibitions can also be staged as hybrid events, thereby, attracting wider audiences and potential donors – utilising social media to attract even more attendees, either in-person or virtually.

branding strategy

marketing materials



branding strategy

marketing materials

branding strategy

marketing materials

branding strategy

creatively gifted art exhibitions

Inspired by the dyslexic creative community, and local dyslexic artists, the local and national Creatively Gifted Art Exhibitions will unite dyslexic creatives through:

- Unique artwork
- ‘Meet the artist’ opportunities
- Creative workshops

DATE:

- July and August 2023

LOCATIONS:

- Cardiff – Millennium Centre
- London – Covent Garden
- Birmingham – National Exhibition Centre
- Glasgow – The Lighthouse

Artists'
OIL COLOUR
BURNT UMBER
Made in France
Fabriqué en France
Color al óleo
Extra Fino
TITAN
cor a óleo
oil colour
96
Color al óleo
TITAN

refernces

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