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## Coronation Generation

DESIGN BRIEF

Deadline for poster submission 30 April 2023

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12<sup>th</sup> April 2023

# Introduction

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People across the country and the Commonwealth are invited to celebrate the Coronation of His Majesty The King and Her Majesty The Queen Consort at the service at Westminster Abbey on Saturday 6 May 2023.



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# The Emblem

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The Coronation emblem, shown here in English and Welsh, will feature throughout celebratory events in May, including street parties, community gatherings and on official merchandise.

The design features the rose of England, the thistle of Scotland, the daffodil of Wales and the shamrock of Northern Ireland, paying tribute to The King's love of the natural world.

Created by British designer Sir Jony Ive and his LoveFrom collective, Sir Jony has said of the emblem that it, “speaks to the happy optimism of spring and celebrates the beginning of this new Carolean era for the United Kingdom.”



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# His Majesty the King

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King Charles III, formerly known as The Prince of Wales, was born in 1948 and became heir apparent on the accession of Queen Elizabeth II in 1952. He has pledged to serve “with loyalty, respect and love.”

His Majesty has taken a keen and active interest in all areas of public life for decades. The King has been instrumental in establishing more than 20 charities over 40 years, including [The Prince's Trust](#), [The Prince's Foundation](#) and [The Prince of Wales's Charitable Fund \(PWCF\)](#).

His Majesty has worked closely with many organisations, publicly supporting a wide variety of causes relating to the environment, rural communities, the built environment, the arts, healthcare and education.



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# The Celebrations

People across the country and the Commonwealth are invited to celebrate the Coronation of His Majesty The King and Her Majesty The Queen Consort over a weekend of special events on 6 - 8 May.



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# About the Ideas Foundation

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## What we do

Ideas Foundation is working with the Department for Culture, Media and Sport (DCMS) and the Royal Household. We have been providing creative opportunities for students and schools since 2000, working with major brands.

Our programmes work to meet the need to nurture skilled creative thinkers – the adaptable, resilient, problem solvers and innovators who are the cornerstone of the future UK economy and culture. By bringing our powerful, award-winning educational programmes to young people, we help them to value their ideas, see their career potential and ignite new creative energy in our partner organisations. From the classroom to the boardroom, we are educating a new creative class.

You can find out more about Ideas Foundation on our social channels Twitter, Instagram, TikTok @Ideasfoundation

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Photos Tom Martin

# What you will achieve

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## Objectives

Working with creative professionals to create powerful images that can tell the story of your community.

## By the end of the day you will have learnt...

- To improve your ability to think creatively.
- The importance of community spirit.
- To increase social and environmental awareness.
- To celebrate empathy and diversity in the community.
- To develop skills needed to communicate a message.
- To improve your creative skills and use your personal voice.



Photo: Tom Martin



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# About the project

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## Tone of voice

creative youth sustainability  
tolerance evolving inspirational  
positivity inclusivity  
environmental celebration  
coronation community hope diversity  
optimism forward thinking friendship



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# The themes

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## Community

His Majesty the King has vigorously supported challenged communities through the Prince's Trust and Step Up to Serve. Twenty years ago, His Majesty created the town of Poundbury to embrace the importance of community.

## Diversity

His Majesty the King has said that he has a duty to protect the diversity of our country. "The diversity of our society is its greatest strength." HRH Prince Charles.

## Sustainability

Half a century ago, His Majesty was already concerned about Climate Change. "All human life depends on sustaining the oceans." HRH Prince Charles.

## Youth

Having founded the Princes Trust in 1976, "Improving the lives of disadvantaged young people in the UK" has long been a fundamental commitment His Majesty has dedicated himself to.



Photo: Jeremy Bishop



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# About the project

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## Coronation Generation

You are being commissioned to create a campaign to celebrate The Coronation. Your work should reflect the values of **community, diversity, sustainability** and **youth**. You will be working alongside leading photographers and creatives.

Your work may be featured on billboards across the country. Although you may **not** use images of The Royal Family, your work should reflect the celebration of the Coronation of King Charles III.



Photo: Clive Booth



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# What we would like you to create

**A Poster, based on one of four themes - community, diversity, sustainability and youth.**

## Tips

- Consider how people look at outdoor posters. What distance are viewers at? How much time do they have?
- A single photographic image may be more powerful
- Possibly use a montage of images.
- It should be eye-catching, vibrant and look amazing at high resolution.
- Consider your image size to ensure having the most impact on the viewer.



Photo: Clive Booth



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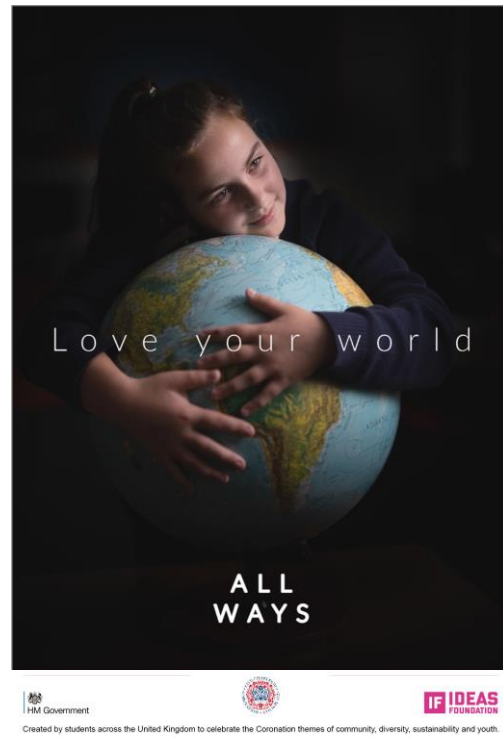
# What we would like you to create

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## 1. Your Wow Creation!

Create a digital poster for display on large format e.g. bus shelter size site....bus stop. Your idea should convey one or more of the themes key themes of **community, diversity, sustainability** and **youth**. And with a supporting strapline of no more 5 words (like the example opposite).

You need to include a supporting strapline of no more 5 words.



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# What we would like you to create

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## 2. Your story

We would like to know the story behind your chosen design concept / image. Whether it is how the Coronation is influencing your school and community or how the values of **community**, **diversity**, **sustainability** and **youth** are important to you personally.

This should be no more than 50 words and should include your name, age, school/college, and a little about yourself and your community.

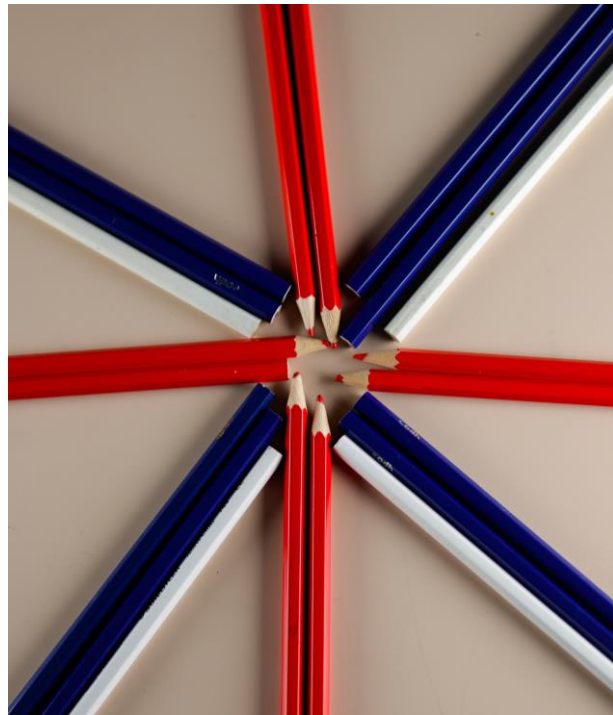


Photo: Clive Booth



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# About the project

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## What are the themes of the campaign?

Take a moment to consider these themes and how you will bring them to life. In your creative work, you may want to show how The King's values compare to your own. Which of these values do you see in the community around you? What do these themes mean to you?

Diversity | Community | Sustainability | Youth



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# Inspiration

## Every picture tells a story

When considering an image you wish to use, think about how others may see it. Is it getting across what you are trying to say or could it be misinterpreted?

Look at the photos opposite, what does each one say?

Does your image convey what your community means to you?



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# Inspiration

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## The Big Help Out

On Monday 8<sup>th</sup> of May, The Big Help Out will give everyone an opportunity to lend a hand. Community volunteering is an important part of the UK's story, from Air Raid Wardens during the Second World War to over 12 million of us who stepped forward during the pandemic.

Now thousands of organisations are getting together to mark The King's Coronation by giving everybody the chance to try volunteering for themselves and make a difference in their community.

<https://thebighelpout.org.uk>



## The Big Lunch

The Big Lunch brings neighbours and communities together to share friendship, food and fun. Get your free pack and start planning something to look forward to!



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# Things to consider

## Graphic and visual style

Research your theme content and the key message. Use word banks and mind maps to help you to think about a range of ideas. Don't dismiss any idea at this stage. Think about the brief with different hats – factual, emotional, positive, critical etc.

Create mood boards to help you think about mood, colours and audience. Consider your colour and imagery to ensure your image fulfils the brief.

All images need to be free to use and should either be created by you or royalty free for use in a commercial bill board setting.



Photos: Tom Martin



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# Things to consider

## Your audience

Your audience is likely to be people of a variety of ages in your community.

Does it have a call to action?

Does your idea meet the brief?

Depending on your location, some people may not speak English as their first language.

Others may be parents with small children or it could be school students on their way to and from school.

It may also be seen by motorists and cyclists so your image should not be distracting or look like a traffic sign.



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# 6 c's

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## Checklist

When developing your ideas, it is worth bearing in mind the following

### Consider:

- **Simplicity** does it have one clear headline, image and core message?
- **Striking** does it include beautiful imagery with plenty of negative space for words at a large copy size? Does it include bold and bright colours?
- **Succinct** less words help people understand and remember
- **Sensible** people read from left to right, top to bottom. Does your layout help the eye see your message?
- **Sensitive** would anyone take offence from your words or image? Is there scope for it be misinterpreted?
- **Spelling** is the spelling correct?



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# Visual specifications

## Digital Boards

1080px by 1920px in size

Resolution: 150dpi

Format: JPG in  
RGB colourspace

Portrait

## Social Media

Refer to each site for specifications

Resolution: 72 pixels per inch

Format: JPG/PNG/BMP/MOV/MP4  
in RGB colourspace

Portrait or landscape

## 6 Sheet Poster

Size: 1.2m by 1.8m (including 45cm  
end line)

Resolution: 72 pixels per inch

Format: Photoshop CMYK  
eps/tiff/psd/jpg or Illustrator eps or  
Acrobat Pdf

Landscape

## Postcards

Size: 148mm x 105mm

Resolution: 300dpi

Format: Acrobat Pdf

Portrait or Landscape

**End line details, as shown below, must be included.**



Created by students across the United Kingdom for the Coronation Generation poster challenge, celebrating community, diversity, sustainability and youth.  
View entire gallery and find out more at [coronationgeneration.org](https://coronationgeneration.org)





# Glossary of terms

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## Dpi

Stands for Dots per Inch and is used to indicate the resolution of an image for screen and print. 300dpi is required for print whilst 72/96dpi is required for screen.

## Pdf

PDF stands for Portable Document Format and is the file format for capturing and sending documents in their intended format.

## Six Sheet

A 6 sheet poster is a form of outdoor advertising consisting of large format poster typically found around bus shelters.

## Cinquain

A form of syllabic poetry using a 5 line structure: 1st line: 2 syllables, 2nd line: 4 syllables, 3rd line: 6 syllables, 4th line: 8 syllables, 5th line 2 syllables.

## Mood boards

A visual presentation or collage comprising of images, text or object samples collated into a composition to portray an idea or emotion about a subject.

## Commonwealth

The Commonwealth is an association of 54 independent countries who have agreed to share goals for democracy, development and peace.

## The Coronation

The Coronation of a new Sovereign takes place in the months after their accession, following a period of mourning.

## Accession

As the eldest son of Queen Elizabeth II, King Charles was next in line to the throne.

## Royal Family

Follow the link to find out more about the roles of members of the Royal Family: [www.royal.uk](http://www.royal.uk)

## RGB /CMYK

RGB refers to the red, green and blue colour values used online. CMYK is the cyan, magenta, yellow and black breakdown of colours used for print.



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# Any questions or need further resources?

Contact: [ideas@ideasfoundation.org.uk](mailto:ideas@ideasfoundation.org.uk)



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