

A large white wind turbine stands on a grassy hill in a mountainous landscape under a sunset sky. The turbine is the central focus, with its three blades extending outwards. The background features rolling green hills, dense forests, and distant mountains with patches of snow. The sky is filled with soft, golden light from the setting sun, with scattered clouds catching the light.

# Digital Brochure Design Clean Jobs Plan

Jessica-Ann Murray  
u3142933



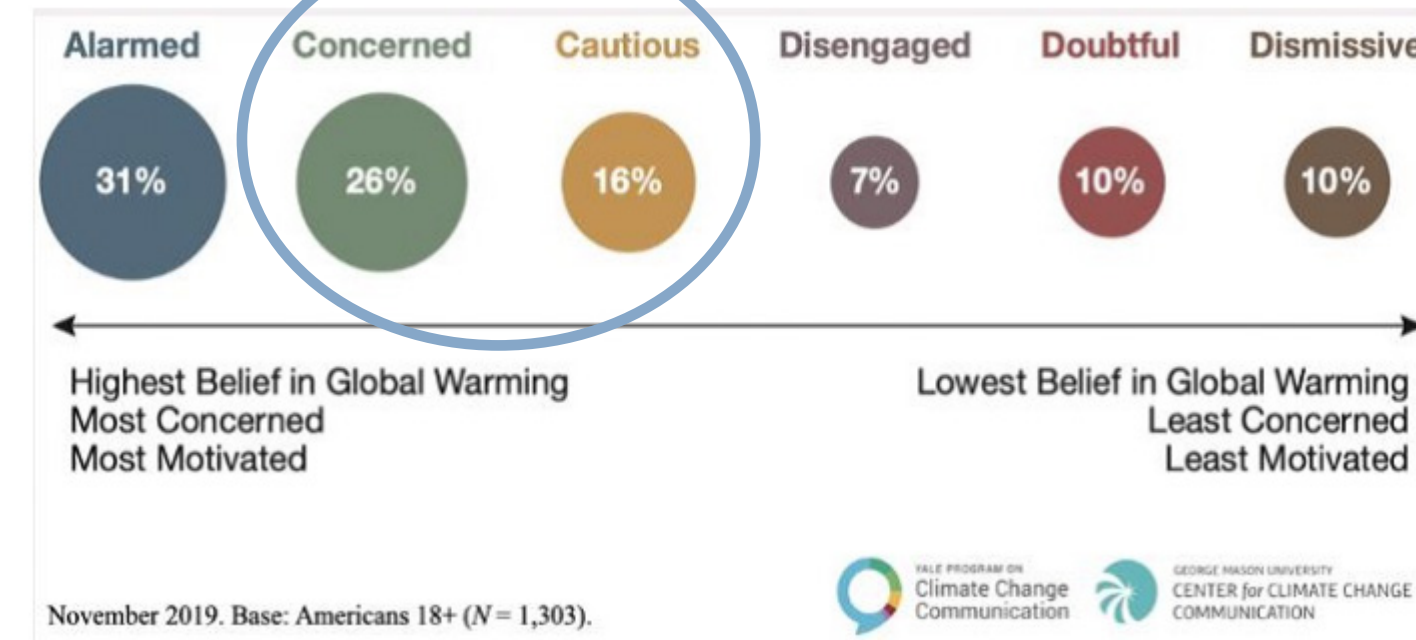
# Previous Research

This is the *Clean Jobs Plan* it can be found on the *Climate Council Australia* website and was the inspiration for the previous assignment and this one. For this assignment I not only looked at the report itself but also the types of images they used to attempt to match them in my brochure.



# Target Group

My chosen target group is the concerned leading into cautious. The *Clean Jobs Plan* is all about providing thousands of jobs to those that have lost work due to the current pandemic. These jobs will also work towards bettering the environment in the process, such as more community gardens and greener buildings to reduce emissions.



**“The Concerned:** This group is also convinced that the globe is warming and that it’s a serious problem, but have not yet engaged with the issue personally, including not always voting for political parties with strong climate policies.” (Huntley, 2020)

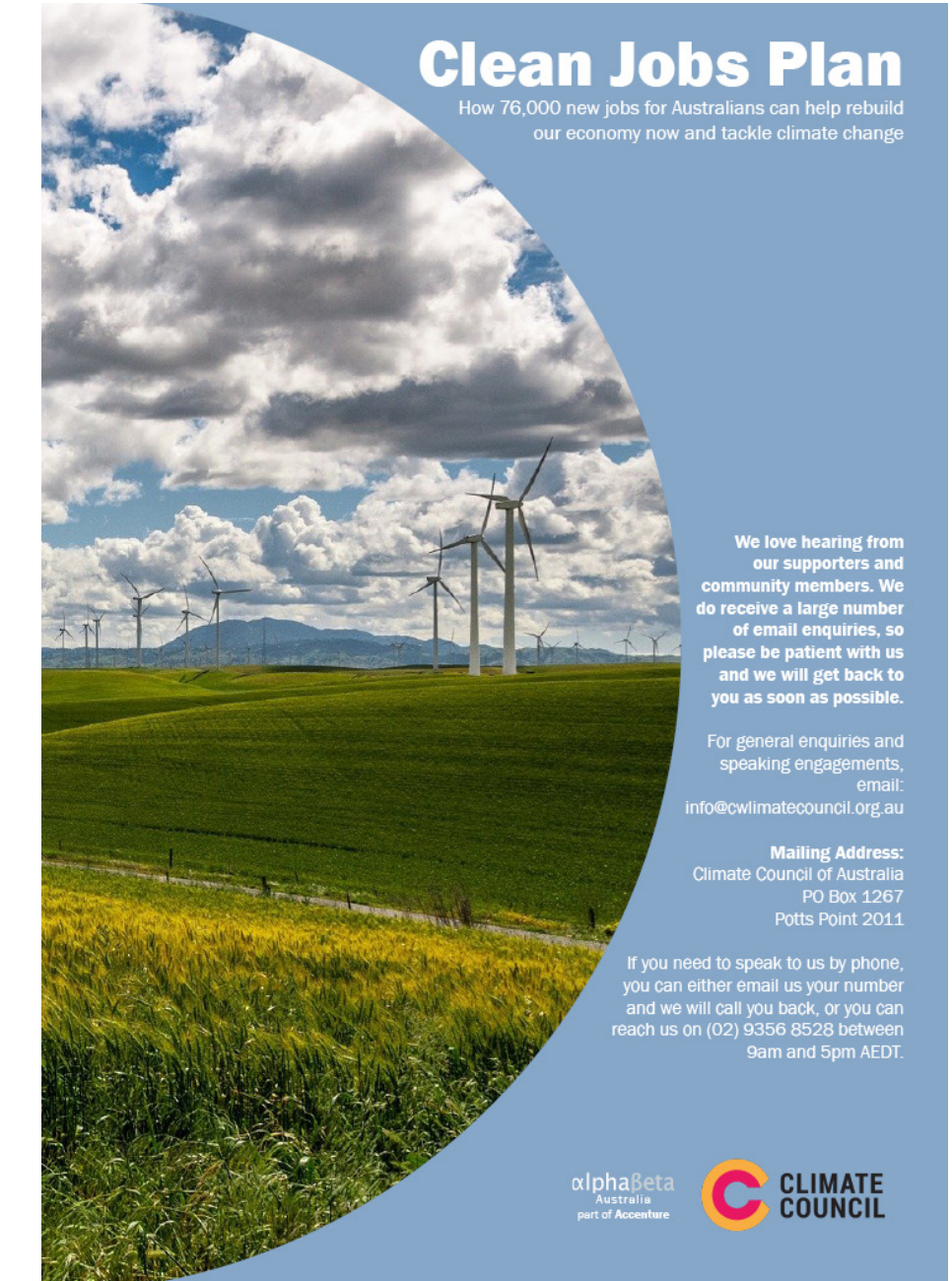
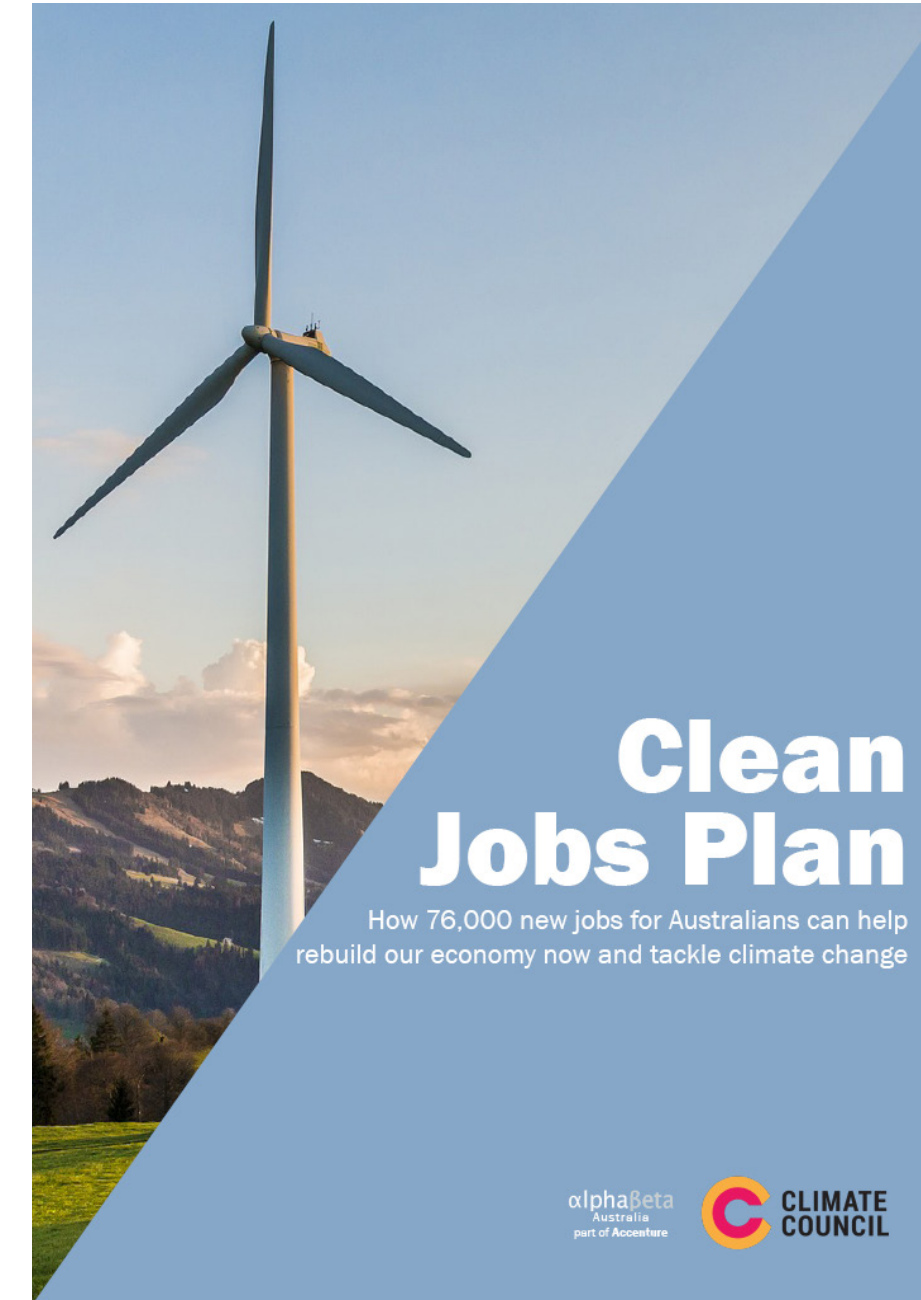


# Planning

During planning I made these mockup layouts of how I wanted the brochure to look. This is about as much planning as I did because I became determined to try and make the geometric shapes work even though they can be difficult to work with. This is the layout in green on the image to the right. The final design is almost an exact replica of the page layouts seen in the planning as I was able to work my way around the geometric shapes exactly how I wanted to.



# Front and Back Page





# Spread 1

## The recovery opportunity

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City Skyline | Free-Photos | 2015



Solar Panel Farm  
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2019

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# Spread 2

## Setting us up for the future

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Morning Hills | Yeskay1211 | 2017

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2015  
Isalimjoco  
Ferris Wheel

## Case studies

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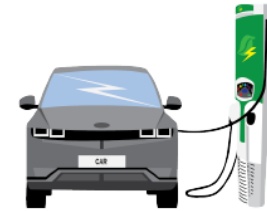
2021 | Jessica-Ann Murray | Organic Waste

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2021 | Jessica-Ann Murray | Electric Car

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City Nature  
SamCurry  
2006

This digital brochure for the *Clean Jobs Plan* has been designed from a business perspective as the overall tone of the *Clean Jobs Plan* is formal and based around providing jobs to thousands of people. For the design it has been kept to a very simple colour palette of white and a soft blue to give it a formal appearance. The images chosen have also been taken into consideration with their colours, to make sure they match the tone and colour scheme of the brochure. The geometric shapes of the images give it a fun/happy appeal as the tone is formal but exciting because they are providing jobs to people but also working towards bettering the environment.

This has thus met the brief by appealing to those in the concerned/cautious target group who are aware of climate change but not actively involved. The *Clean Jobs Plan* has been made to inform these target groups of the actions that can be taken to help our environment whilst also providing thousands of jobs to those who have lost them due to the pandemic. This is to inspire them to participate in voting for the right parties and looking at what jobs are available to help the environment, and so the brochure is kept to a formal but happy/exciting tone for these groups.

# Brochure Link & Interaction List

## Front Page

- Link in image to its origin page (Wind Turbine)
- Title contains link to the PDF of the *Clean Jobs Plan* (when you hover over the title it changes colour)
- Climate Council logo contains link to their website (when you hover over the logo a white bubble appears around it)

## Spread 1

Contains 6 links

1. Link on my name to my website
2. Link to photographers page
3. Link in image to its origin page (city)
4. Link in image to its origin page (solar)
5. Link to photographers page
6. Link on my name to my website

## Spread 2

Contains 5 links

1. Link to photographers page
2. Link in image to its origin page (Dam)
3. Link on my name to my website
4. Link in image to its origin page (Hills)
5. Link to photographers page

## Spread 3

Contains 6 links

1. Link in image to its origin page (Ferris Wheel)
2. Link to photographers page
3. Link on my name to my website
4. Link on my name to my website
5. Link to photographers page
6. Link in image to its origin page (City Park)

## Back Page

Link in image to its origin page (Wind Farm)

Link to email in description

Climate Council logo contains link to their website (when you hover over the logo a white bubble appears around it)

## Link to Brochure

<https://indd.adobe.com/view/ff33e33c-c9d0-4b31-b697-0a21ae757ac2>

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