

# Covid Buster Design Brief



THE UNIVERSITY OF  
MELBOURNE

We are building a social media campaign and companion website to get the health messages about 'living with COVID' to young people in an entertaining and accurate way.

## The Campaign

Young people are active consumers and creators of health information online. COVID19 has however created lots of myths, scares and misinformation – and young people have had to adapt to a vast range of information that has mostly been created by and for adults. There is a sense of high anxiety, information fatigue and frustration about the limits on their social and educational opportunities to live life to the full.

We aim to create content for social media platforms such as Instagram, TikTok, SnapChat, YouTube, and Facebook that will speak to young people directly in a relatable manner (not talking down, but respecting their diversity, interest and intelligence) as well as making them curious about the campaign and their own managing of 'living with COVID'.

In addition to regular social media posts (with short form messaging), the campaign's website will display the content and will have more information about each post and other useful and interesting facts about COVID for young people.

## Who is it for?

The target audience is young people aged roughly 14 to 18. Specifically, we seek to reach young people from less-advantaged backgrounds who may not have connected with other public health messaging related to the current pandemic. By tapping into that audience, we hope to change the behaviour of those around them as well.

## Who are we?

The project is led by Prof Rachel Fensham (Arts) and includes academics from Science, Education, Engineering, and the Melbourne Data Analytics Platform (MDAP) at the University of Melbourne. We are medical experts, science

educators, software developers, data visualisation specialists and data scientists, sociologists, and digital humanists.

## What format?

A series of snappy, lively, short-form posts that convey different mini-aspects of 'living with COVID'. Each post could be a single image, a sequence of images, or a video of up to 15s long. They could be situational, develop a character, or deliver a tag-line. The posts could be animated, use live footage or use a combination of both.

In addition, the posts will contribute to an overall design aesthetic for the campaign that is consistent across media and platforms.

The content needs to be fun, optimistic and able to attract social media engagement (likes, subscriptions, and shares).

## Our Design Needs

We are seeking a designer (or designers) who specialise in illustration, animation, and social media for a health campaign for young people. The content will be devised in consultation with youth advisors and the University of Melbourne team.

## How to respond?

This project is being developed quickly to provide content in 2020, and we hope to start publishing as soon as practical. There are three phases:

1. **Please submit expressions of interest by September 7<sup>th</sup> with a statement about your approach, ideas and aesthetic, supported by examples from your portfolio.** Submissions should be emailed to [digital-studio@unimelb.edu.au](mailto:digital-studio@unimelb.edu.au) with the subject line "COVID Buster Expression of Interest". We invite submissions of various media types. Proposals from artists under 25 would be welcome.
2. Shortlisted designers will be then commissioned to submit prototype content/style guides for the campaign.
3. Finally, the successful designer will be contracted to develop content for the campaign over time.