

# Agent of Change

Educational Poster  
2021

Agent of Change is a poster design that my team and I created for a competition at my university. At that time, we were told to make a campaign poster to tell young people what activities they could do during the pandemic. Through this poster, we wanted to tell young people that they can be the "Agent of Change" to spread kindness and support to others struggling with the pandemic back then.



During this project creation, I was the designer. Although all of my team members were also assigned as the designers for the team, My team and I still had the best teamwork during this project! I was given to make a rough sketch for the poster's layout, researched the content for the poster, and designed some needed assets. We helped each other and discussed how to create a good campaign poster and put all of our best into this competition.

The challenges we faced were a lot. At first, we struggled with choosing what concept and design style were trendy for young people then. What style must we use to make young people interested in our poster? We also want to convey the message in a simple and fun way through the visualization across the poster. But what information should be included in the poster? How to make it more fun to read? We struggled a lot with it!



In the end, we do our little research by asking ourselves and our friends what kind of poster they like to look at and read. And the answer was young people tend to like simple-minimalist posters with fun typography and visual assets. Most young people hate to read an extended essay, so we choose to point out the important but still short information text across the poster. We also researched the main theme for the information we will include in our poster and decided to use "Agent of Change". Through this poster, we wanted young people to be able to be someone capable of making a change in the world during the pandemic.



As we can see, our team designed a big window and a boy with a sword and armour. That design represents young people isolated in their houses because of the pandemic, but eventually, being separated doesn't always mean you can't do anything! We can still fight for it and change our days! So that's why we also designed the activities we can do during the pandemic at the sides of the window asset in the centre. We put a lot of effort into conveying the message and are so glad our hard work paid off!

I have participated in many poster design competitions, but this poster holds a special place in my heart! This poster design was the first one that got the first place winner. Making a campaign poster to spread positivity was a fun experience, and I enjoyed it! Getting first-place recognition was a significant milestone for me as a student designer. It motivated me to explore more ways to hone my skill in design expertise for many other positive impacts.



*You fold, crease, and shape ideas  
into a beautiful and meaningful design!*

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