

BA (Hons) Graphic Design, Level 6, 2025/26

Module: 662379_A25_T2: Major Project (Graphic Design)

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Major Project Brief: The Dog Hub at Oakwood Dog Rescue

- This project brief is for the charity organization “The Dog Hub at Oakwood Dog Rescue” an indoor dog socialization park.
- The aim of this project is to create and showcase the development of a refreshed brand identity for the charity- a design that enhances the appeal of the charity and the cause.
- Within this redesign create a design that helps better tie together The Dog Hub and the charity it is raising money for being Oakwood Dog Rescue and raise awareness of the charity.
- Tell the story of the charity and how it helps both dogs and even people, for example the change in a dog's life from living in the street to been adopted and finding their new home.
- The target audience will be people aged 18 and over who are dog owners or looking to be, also people who may be looking the volunteer or support the charity.
- To raise awareness for the charity and influence a positive perception-create a bold, vibrant and friendly design that can be used across all media type such as print, digital, marketing etc.
- Primary source of research will include asking clientele of their perception of the brand, what they think is good or needs improving. Asking staff what the main goals and targets of the brand are as well as the challenges they face.
- This major project somewhat aligns with my future ambitions as a designer as it specializes in working freelance, however, just not in the sporting industry as stated in my PPD project.
- At the end of my course my aim will be to have a job within the industry of graphic design whether it be with an agency/ company or working freelance as a solo designer or collaborating with others.

What is your starting or focal point of interest?

- This project will focus on the charity “The Dog Hub at Oakwood Dog Rescue” which is an indoor dog park for dogs with other facilities such as a cafe, shop and a natural treat shop where all funds and proceeds go to the rescue.

What will your major project address, what subject, why?

- This project will showcase the development of a brand identity for the charity, creating a rebrand that helps improve on/ enhance the appeal of the charity and its fundraising abilities. Doing this is important as The Dog Hub acts as a fundraising arm for The Rescue and a strong brand can help bring in more/newer customers, donors and so on.



THE DOG HUB

 HULL SPORTS CENTRE, CHANTERLANDS AVENUE, HU5 4EF



The Dog Hub is a members only facility that raises funds for Oakwood Dog Rescue! We run structured play sessions for dogs, have a second hand dog shop, natural treat shop and a cafe on site. We also organise fundraising events a couple of times a year!



INTERESTED IN SIGNING UP? CONTACT US AT:

 thedoghub@oakwooddogrescue.co.uk
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Is there a key issue you would like to explore and address? Outline Why.

- The issue with the current branding is that the current branding doesn't do a great job of tying The Dog Hub to the charity. The current branding doesn't really showcase the joys and benefits of coming to The Dog Hub and the benefits of the charity it funds - it doesn't really showcase the benefits of the charity, for example, adopting a rescue and the positive impact on the dogs as well as the owner.

Who is the audience?

- The audience will primarily be people aged 18 and over who are dog owners who seek a safe and fun place to socialize their dogs. The secondary audience will be potential dog owners, adopters and people who may be looking to volunteer at the charity.

How can you create a positive intervention, raise awareness, using graphic communication as a means?

- To raise awareness for the charity and influence a positive perception various things can be done, such as creating a bold, vibrant and friendly design which can be achieved - for example - by using elements such as a colour scheme inspired by dogs such as earthy tones and illustrations of happy dogs. All of which can be used across logos, signage, social media elements and promotional material.



How will you research your project? Identify a range of primary and secondary methods to develop a greater understanding of your subject matter.

- As this charity is already a place I have some knowledge of as I have previously worked for them and now volunteer, I will add to this by asking the staff what the main goals of the brand are as well as the challenges. I could also ask some customers/clients of their current perception of the brand and charity. Secondary research methods would be to analyze similar existing charities such as the RSPCA and researching other design case studies of similar subjects.

Does your proposed major project brief/proposal align with your future ambitions, alongside your PPD project?

- This major project somewhat aligns with my future ambitions as a designer as it specializes in working freelance, however, just not in the sporting industry as stated in my PPD project.