

DO NOT ANSWER ON THIS ADDENDUM

QUESTION 2 DESIGN COMMUNICATION

IMAGE A: Campaign promotion becoming an organ donor

INDT. 2010. Organ Donor Awareness



[Source: <<https://creativeadvertising-11010179.weebly.com/advert-9.html>>]

IMAGE B: Surfrider campaign advertisement

Doulliard, A. 2022. *European disposable, single use food packaging awareness campaign*



[Source: <<https://graphicdesignjunction.com/2012/06/60-best-print-advertising-campaigns/>>]

QUESTION 3 **VISUAL ANALYSIS**

IMAGE C: Turnaround chair by Rory Mullins

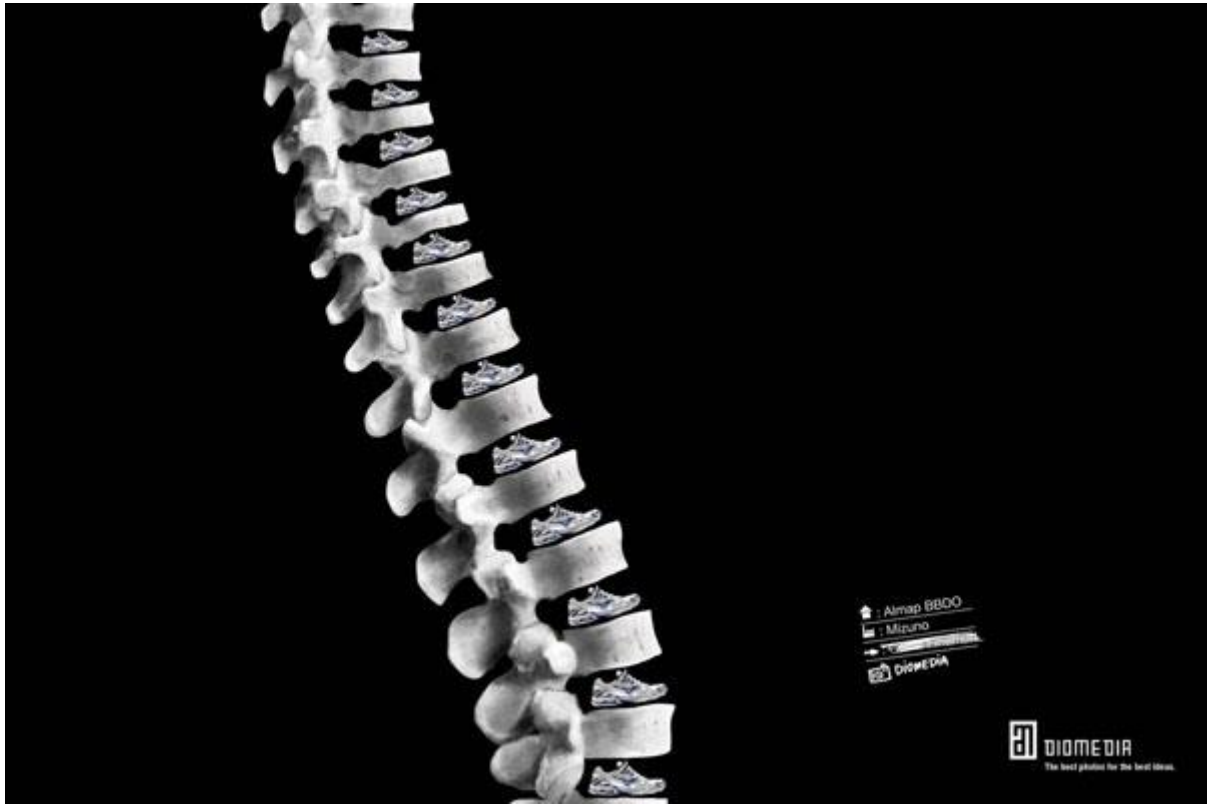
Rambla, N. 2023. *Ten unusual chairs created by design students on Dezeen School Shows*



[Source: <<https://www.dezeen.com/2023/03/02/unusual-chairs-student-design-roundup-schoolshows/>>]

IMAGE D: Print advertisement of Mizuno cushioned running shoes

Branquinho, R. 2012. BBDO X-ray campaign for Mizuno sport shoes



[Source: <<http://www.adeevee.com/2012/01/diomeia-stock-images-saatchi-42-below-vodka-bbdo-mizuno>>]

QUESTION 4 DESIGN IN A BUSINESS CONTEXT**CASE STUDY: RTFKT- sneakers for the metaverse**

RTFKT designs shoes for the metaverse*. People want to buy fancy sneakers. They are worried about the environmental and social impact of real shoes. The trend of buying virtual clothing and shoes allows them to buy unique shoes. The designs are protected from being copied. Buyers choose from ideas RTFKT have designed. Sneaker drops (when a new model is introduced to the market) are an important part of sneaker culture. Famous people are involved in co-design. Participating in a sneaker drop of a unique, individualised shoe with a famous person is exciting for people active in the metaverse. They enjoy that experience as well as their avatar 'wearing' them in the virtual world.

*The metaverse is a virtual world where you can explore, experience and interact with other people

IMAGE E: Virtual sneakers sold by RTFKT, co-designed by the user.



[Source: <<https://www.dezeen.com/2021/12/15/rfkt-nike-acquisition/>>]