



**CORONATION
GENERATION
POSTER
DESIGN
CHALLENGE**

**EVALUATION REPORT
2023**

CORONATION GENERATION POSTER DESIGN CHALLENGE

CELEBRATING COMMUNITY, DIVERSITY, SUSTAINABILITY & YOUTH



In March 2023, the Department for Culture, Media and Sport (DCMS) commissioned the Ideas Foundation to design a programme to creatively engage young people with the Coronation – especially those from more isolated and less advantaged areas.

In response, we conceived, branded and delivered a month-long programme entitled, the ‘Coronation Generation Poster Design Challenge’. Gathering professional creatives from the worlds of photography, copywriting and graphic design, we introduced them into classrooms across England, Scotland, Wales and Northern Ireland to lead workshops with selected schools in economically less privileged areas.

Participating young people of all abilities and backgrounds, aged 8 to 18, were invited to celebrate the Coronation through the creation of digital posters around the themes of **community, diversity, sustainability and youth.**

Schools, colleges and home educators were also encouraged to create digital posters in their own learning environments, using a bank of online resources and templates. Professional development support was also on offer for these educators.

Members of Parliament and their constituency staff were given toolkits to promote the challenge locally.

During the Coronation weekend, selected posters were displayed across thousands of digital poster sites nationwide, which were kindly donated by Clear Channel UK.

CORONATION GENERATION POSTER DESIGN CHALLENGE

WHO IT REACHED



In under 5 weeks from brief to delivery, we:

- Held **17** in-person workshops
- Selected **20** 'winning' designs
- Received **147** poster submissions
- Signed up **1,045** teachers/schools
- Engaged **380+** students at face-to-face workshops
- Displayed student work on **2600+** digital screens
- Welcomed **3,635+** resource downloads
- Organically reached **7M** through an integrated media campaign

The creative industries are worth over **£110 billion** to the UK economy.

16% of the workforce are from working class backgrounds.

Ideas Foundation knows that the brightest, most exciting and valuable creative ideas can come from anyone, anywhere across the UK.



Map, pinned location source: <https://coronationgeneration.org/>

Campaign reach source: Clear channel UK, Social analytics - Instagram, LinkedIn, Twitter

Economy data source: Creative Majority Report 2021, An APPG for Creative Diversity

CORONATION GENERATION POSTER DESIGN CHALLENGE

FROM CONCEPT TO COMPLETION - IN JUST ONE DAY

9:30AM MEET CREATIVE PROFESSIONALS

10:15AM PHOTOGRAPHY WORKSHOP

11AM POSTER BRIEFING & IDEAS GENERATION

1-2PM PHOTOSHOOT

“Students did in a day what an agency would do in a month.”

Lauryn Raymond, Art Director,
Advertising Agency, McCann London

Creative industry professionals led in-person workshops, where students were challenged to respond to a 'live' creative brief which celebrated the Coronation themes of diversity, community, sustainability and youth.

Students worked in groups to create digital posters, ideating powerful creative concepts, which they turned into a finished product under the tutelage of industry professionals – all in a single day.

They learned as they worked and developed an understanding of creative careers in copywriting, art direction, photography, typography, graphic design and production.

“We were loving it!”

Gethin, Aged 10, a young creative from
Maesglas Primary School, Newport, Wales

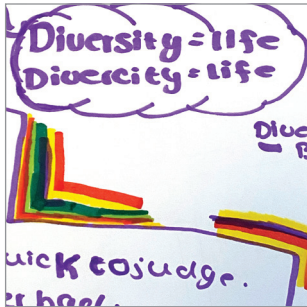
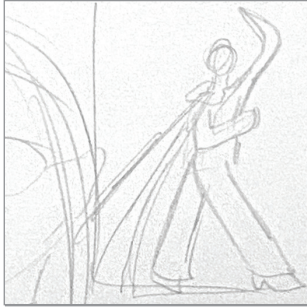


2:30PM REVIEW AND FINALISE IMAGES

2:30-3PM COPYWRITING

3PM REVIEW AND PRESENT AS A GROUP

DISPLAY POSTERS



“ Thank you and the team for their work yesterday. I really enjoyed it, and the pupils are still talking about it - all agreed it was the best day in school ever. ”

Yousiff Florey-Meah, Teacher, Stockland Green School, Erdington, Birmingham

CORONATION GENERATION POSTER DESIGN CHALLENGE

TEACHERS - THE CATALYSTS FOR CREATIVITY

Teachers are our first point of call in bringing creativity into the classroom. They devote their time, navigate through schedules, persuade colleagues, break down subject barriers and warmly welcome projects like this one into their classrooms. In doing this, they enable creative experiences that become some of their students' most cherished memories. Despite an extremely tight project timeline (which coincided with Easter holidays and scheduled industrial action), the goodwill and cooperation of teachers and schools were key to the success of the project.



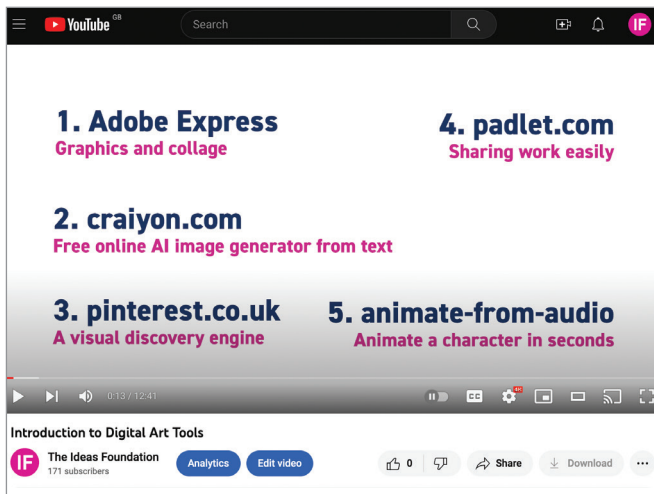
“Quite simply, without the passion and flexibility of teachers this wouldn't have been possible. They face competing demands, yet manage to inspire day-in, day-out.”

Robin Wight,
Founder of Ideas Foundation and Engine Group





To reach the teachers and young people who would benefit most from this challenge, it was vital to build and nurture networks both locally and nationally. We want to create more 'real-life' creative learning opportunities, increasing support and practical resources for teachers with organisations such as the National Association for the Teaching of English (NATE), National Society for Education in Art and Design (NSEAD) and the Design and Technology Association (DATA).



Watch 'An Introduction to Digital Art Tools' tutorial video at: <https://bit.ly/digitaltoolideas>

Teachers from across the UK visited our site (coronationgeneration.org) and many independently supported the challenge using online resources we created to run their own workshops. Over 3,635 downloads were registered during May 2023. We also provided resources for Continued Professional Development (CPD), such as 'An Introduction to digital art tools' video with education development experts EdgeGain. Further materials are being developed with the Stephen Hawking Estate and the National Museum of Computing on Artificial Intelligence, copywriting and design.

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BRINGING CREATIVE PROFESSIONALS INTO THE CLASSROOM



"It's who you meet". Research by Dr Antony Mann, Director of Research and Policy, Education and Employers Taskforce, has demonstrated the value of employer encounters in improving the life chances of young people.

During the Coronation Generation project, each workshop was enriched by the knowledge and passion of creative professionals who shared their skills with both young people and their educators.

Industry professionals were also inspired and educated.

“ I wish I was able to have role models like this when I was younger. It was great to see so many creative professionals with different backgrounds and journeys. ”

**Sade Borishade, Production Editor,
Craft UK**

“ What an inspiring day! Thanks so much for the opportunity to work with such an inspirational bunch of people. Everyone there, students, teachers and mentors worked in a positive and productive way that led us to create some amazing outputs. ”

**Nigel Stafford, Senior Graphic Designer,
Clear Channel UK**

The combination of a 'live' brief with a set deadline, the prospect of their work being seen nationally, and the expectation of high standards served as a thrilling creative challenge.

It clearly motivated the young participants to explore their potential through collaboration, risk-taking and the freedom to express themselves without fear of judgment. We also made a conscious effort to engage professionals from diverse social backgrounds, hometowns and cultures, ensuring a range of relatable role models.



“Working with the Ideas Foundation, we’re able to unlock doors and provide opportunities for our students to build the skills, confidence and professional network they need to enjoy successful careers in the sector.”

**Katy Rushton, Creative Media Tutor,
The Manchester College**

“Many of the children come from families where there are several generations of worklessness. We hope that this day will have given them a sense of their potential and what they can do with their talents.”

**Michele Rowlands, Lead Teacher,
Maegslas Primary School, Newport, Wales**

CORONATION GENERATION POSTER DESIGN CHALLENGE

CREATIVE EXCELLENCE ACROSS THE FOUR NATIONS

WE WANTED POSTERS TO BE:

- Simple
- Striking
- Succinct

A selection of winning poster designs.
See all at <https://coronationgeneration.org/>

- 1 The Manchester College, England
- 2 Maesglas Primary School, Newport, Wales
- 3 George Pindar School, Scarborough, England
- 4 Stockland Green School, Birmingham, England
- 5 Maesglas Primary School, Newport, Wales
- 6 The National Museum of Computing, Bletchley, England
- 7 Whitehaven Academy, Cumbria, England
- 8 The Manchester College, England
- 9 Llandeilo Primary School, Wales
- 10 Bridgwater and Taunton College, England
- 11 George White Junior School, Norwich, England
- 12 Whitehaven Academy, Cumbria, England

1



2



7



8



3



4



5



6



9



10



11



12



CORONATION GENERATION POSTER DESIGN CHALLENGE

MEET THE JUDGES

A diverse panel of leading figures from the UK creative and education sectors were chosen to judge the young people's work.



Above:

Sir John Hegarty,
Creative & Founder, Bartle Bogle Hearty (BBH),
The Garage Soho and The Business of Creativity

Right, top to bottom:

Simeon Quarrie, Pioneering storyteller,
Technologist and Diversity Advocate

Kulvinder Johal, Award Winning Teacher

Ben Conway, Copywriter at Advertising Agency,
McCann London and Ideas Foundation alumnus

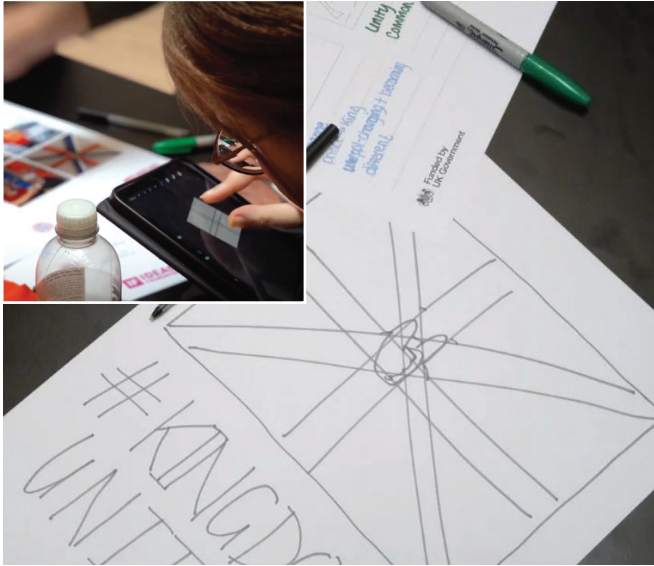


“ I wish I'd thought of it myself. It's a brilliant image. It shows how one idea can unite all issues. I love the fact they've just inverted Kingdom and United. ”

Sir John Hegarty, Head Judge, commenting on the 'Judges' Choice', *Kingdom United*

CORONATION GENERATION POSTER DESIGN CHALLENGE

THE JUDGES' CHOICE: AMOS BURSARY TRUST (LONDON)



#KINGDOMUNITED

CORONATION GENERATION POSTER DESIGN CHALLENGE

THE BEST IDEAS DON'T JUST COME FROM ONE PLACE

NORTHERN IRELAND City Centre Art Gallery and community arts organisation Belfast Exposed led Coronation Generation workshops for a diverse range of young people (sixth formers from integrated colleges, refugees, students with physical disabilities, and young trainees), exhibiting the work to the public too.

SCOTLAND based photographer David Gilliver introduced students from Graeme & Notre Dame schools to light painting, helping them to discover a new means of self-expression. The schools have since developed e-zines, flags and exhibitions of student work.



WALES The ideas from Wales celebrated community themes and local heritage, including the famous Welsh Cwtch, daffodils and the national love of rugby. Local photographers and education specialists shared their expertise and inspiration and resources were translated into Welsh.



ENGLAND's National Museum of Computing at Bletchley Park was the unique historical location for workshops held during the holidays for home educators, young people, and teachers. It was a relaxed learning session in a quiet setting that lent itself to cross-generational explorations in light & photography. Participants also learned to use Artificial Intelligence as a creative tool with Edge Gain.

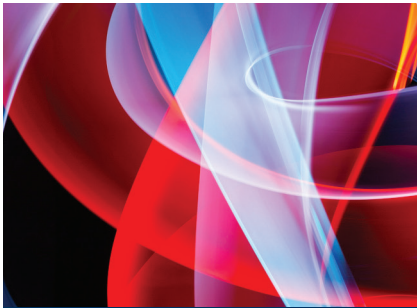


CORONATION GENERATION POSTER DESIGN CHALLENGE

STUDENT IMPACT - LIFE CHANGING CREATIVE EXPERIENCES

Programmes have a positive impact on student mindset, enterprise thinking and professional skills.

Methodology: To identify the impact of this programme, we recorded interviews with teachers, tutors and young people. We used Mentimeter surveys, paper feedback forms and storyboard reflections to capture learnings in word, image, and voice. We also used behind the scenes photography to capture both the process and the sentiment.



Creative and technical skills



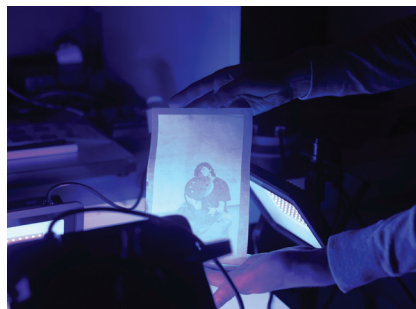
Improved teamwork, oracy, self-esteem, and connection



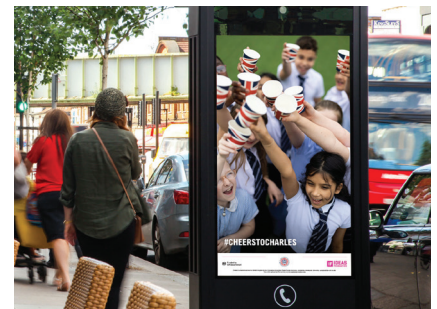
Increased resilience and willingness to try new ideas



Creative freedom without fear of judgement



Careers awareness, new options and raised aspirations



Pride in their work and opportunities to show it widely

CORONATION GENERATION POSTER DESIGN CHALLENGE

CREATIVITY FOR LIFE - LONG TERM IMPACT ON EDUCATION



The project and evaluation has helped us to design new follow up programmes in Northern Ireland, Scotland and England linked with empowering teachers to use photography and creativity as a lens into wellbeing. This will allow us to keep in touch with the schools and identify longer term impacts of the programme over time.



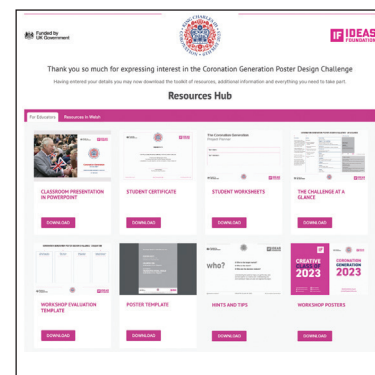
TEACHERS

- New perspective on children's ability and creative potential
- Resources to enrich lessons
- Evidence of the value of creative experiences
- Opportunity to work across curriculum silos



EMPLOYERS

- Volunteering and staff engagement
- Insights into future talent
- Staff skills development
- Positive stories about community engagement to share
- Opportunity to increase brand awareness and profile



Resources that were produced

SCHOOLS

- Employer engagement
- Linking careers with the curriculum and Gatsby Benchmarks
- Staff skills development
- Young people's artwork to display
- Positive local publicity and recognition

CORONATION GENERATION POSTER DESIGN CHALLENGE

CO-CREATION ACROSS GENERATIONS & PROJECT VOICES

FROM CLASSROOM TO BOARDROOM



IGNITING CREATIVE INSPIRATION



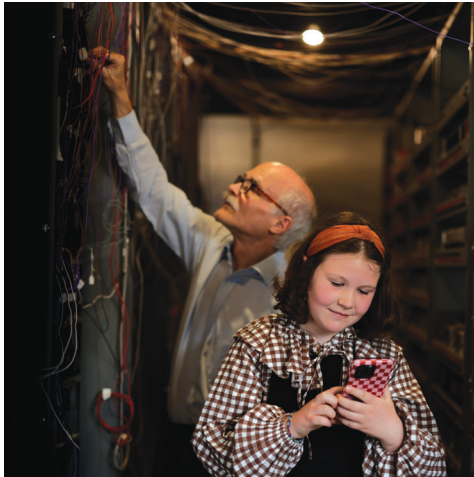
“It wasn’t so long ago that I was in an Ideas Foundation workshop myself! But today, students are working on a project in my office at McCann, and I am among the mentors.”

Ben Conway, Copywriter at Advertising Agency McCann London and Ideas Foundation alumnus

“Working on this project, and hearing Clive talk about his passion projects has made me realise that it’s up to me to find time to nurture my creativity. Today has recharged my batteries.”

Moyin Babalola, Student, Amos Bursary Trust

INTERGENERATIONAL LEARNING



BROADENING CAREER ASPIRATIONS



“An unforgettable experience and as parents and home-educators we learnt just as much as the young people about expressing creativity and the beauty of co-creation across generations.”

Debra Worburton, Parent, Educator and Transformation Specialist who attended the Bletchley Park Workshop for home educators

“Being so geographically isolated, it’s difficult to raise and broaden aspirations of our young people. This project helps them to see themselves and their futures in new creative ways.”

Nigel Youngman, Headteacher, Whitehaven Academy

CORONATION GENERATION POSTER DESIGN CHALLENGE

LEARNINGS AND RECOMMENDATIONS

INCLUSIVE CREATIVITY



OVERCOMING BARRIERS

“ Seeing students with complex physical needs take joy from the art direction of artificial intelligence apps, through prompts, to create digital solutions was hugely powerful. ”

Heather MacRae, CEO,
Ideas Foundation

“ Not everyone is a desk learner or a linear thinker, and the Ideas Foundation’s programmes acknowledge, welcome and champion a breadth of learning and problem-solving styles. ”

Marie-Anne Leonard, Writer,
Neurodiversity Advocate and parent

Recommendation: Ensure range of exercise types and resources are prepared for diverse learning & engagement needs



TIMINGS & RESOURCE CHALLENGES

Easter, a series of bank holidays, train strikes and teacher industrial action added significantly more pressure to the project than we would normally encounter. The goodwill of teachers and our collective of creative professionals helped us to achieve the goals and deadlines. Teacher training and webinars were especially affected by the tight timing window. We will be offering a number of CPD activities both in-person and via our teacher association partners in the coming months.

Recommendation: At least 3-month lead time for project planning would be helpful



Equipment and resource scarcity posed a challenge for many schools. We discovered that teachers were often purchasing art supplies and paper out of their own pockets. Consequently, they not only appreciated our templates, certificates, and stickers but also the opportunity to utilise cameras, selfie printers, and a printing budget to exhibit student work.

Canon and Fuji's provision of high-end professional equipment imbued students with a sense of occasion, professionalism, and trust. For many young individuals, it was their first encounter with a camera, allowing them to view the world through a different lens.

Recommendation: Equipment budget to be considered & local 'in-kind' support sought as part of the planning process

CORONATION GENERATION POSTER DESIGN CHALLENGE

LEARNINGS AND RECOMMENDATIONS continued

FOCUS ON CREATIVE PROCESS

We set professional expectations for high-quality products, yet the need to foster creativity, experimentation, and the learning that arises from taking risks and embracing mistakes was more important than the output. While not every poster was chosen, each student had an opportunity to reflect on the creative process and consider improvements for future endeavours.

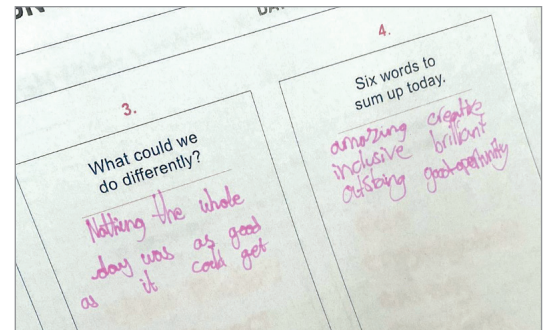
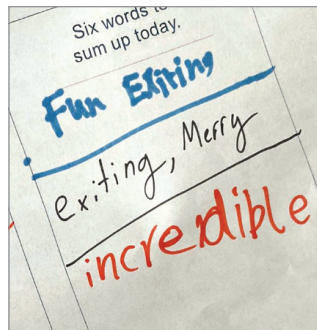
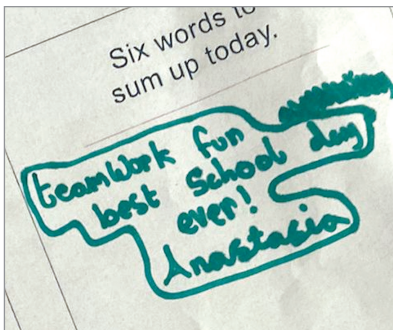
Recommendation: Document the creative process and encourage reflection and iteration

IMPORTANCE OF EXPERIMENTATION & FUN, NOVEL EXPERIENCES

We used a range of creative processes from cyanotypes, AI-based text-to-image, light painting, graphic design and photography. We wanted young people and teachers to have fun playing with ideas and techniques – something that is becoming more difficult in an exam-focused curriculum.

Many teachers and young people commented that it was a day they would 'remember forever'. That it had engaged them in a way they hadn't expected. Fun, joy and laughter was interspersed with learning.

Recommendation: To value enrichment activities as a key motivator for young people



YOUTHFUL ENERGY AND INSIGHTS: UNVEILING THE POTENTIAL

The #CoronationGeneration of students amazed us with their boundless optimism. Despite some students living in areas affected by limited employment opportunities, generations of underemployment and a lack of aspiration, these students showcased remarkable creativity. Many had never held a camera before or encountered creative professionals.

This project highlights the danger of overlooking a budding creative class. Exhibiting their work plays a crucial role in showcasing their talents, creating confidence and raising aspirations through 'real-life' practical experiences. Collaborating with young individuals enriches professionals, as our mentors and tutors have attested, igniting a fresh perspective and new skills.

The intention of the project was to engage young people who wouldn't have otherwise been engaged in the Coronation. The quality of work showed how this goal was achieved. And we're already creating resources and follow-on projects that will leave a long-term legacy.

WHAT IF WE COULD NURTURE A NEW CREATIVE CLASS?

- By providing real, 'live' projects with an opportunity to turn an idea into reality
- By showcasing the undiscovered creativity of students from less advantaged communities
- By bringing creativity into the classroom
- By introducing & connecting young people to creative professionals; raising career aspirations by sharing skills and experience
- By supporting educators with resources and projects that help to nurture creativity in the classroom

TALK TO US. TALK ABOUT US.

Help us with your time, treasure and talent to nurture a new creative class – #Coronationgeneration students that, because of Covid and other pressures need creative opportunities more than ever.



Get in touch: ideas@ideasfoundation.org.uk
Find out more: ideasfoundation.org.uk

THANK YOU

We are grateful for the support and collaboration of many from organisations and individuals who came together to deliver the Coronation Generation Poster Design Challenge.

Along with online submissions, many designs were created during workshops with schools and colleges across the UK in which students had the privilege of working alongside creative professionals, including: **Peter Bakare** (Facilitator), **Sade Borishade** (Craft UK), **Clive Booth** (Canon Ambassador, Photographer and film maker), **Alec Christie** (Craft UK), **Michael Cockerham** (Photographer), **Ben Constable** (Creative, McCann Milton Keynes), **Martin Corke** (Clear Channel UK), **Emma Cufflin** (McCann London), **Emily Cuthbert** (Creative, McCann Bristol), **Nathan Dua** (Canon), **Helen Dugdale** (PR, Scribbleaway), **Mathew Faulkner** (Canon), **James Follows** (Production Assistant), **Melissa Fretwell** (White Camino), **Moses Fuad** (Photographer), **Jacqui Garrad** (The National Museum of Computing), **David Gilliver** (Photographer), **Amanda Hayward** (Creative Director & Designer), **Greg Hodgson** (Edge Gain), **Denisa Ilie** (Photographer), **Marie-Anne Leonard** (Writer), **Ben Malcolmson** (Belfast Exposed), **Tom Martin** (Photographer), **Gordon Mills** (Fuji), **John Mounsey** (Web developer & consultant), **James O'Connor** (Creative, McCann Milton Keynes), **Plum O'Keeffe** (Craft UK), **Ayo Olubode** (Poet), **Glyn Palmer** (Clear Channel UK), **Adam Pensotti** (Canon), **Lauren Poole** (Creative, McCann Bristol), **Lauryn Raymond** (Art Director, McCann London), **Deirdre Robb** (CEO, Belfast Exposed), **Sam Robb** (Belfast Exposed), **Jag Singh** (Multimedia content producer), **Eliska Sky** (Photographer), **Mervyn Smythe** (Belfast Exposed), **Nigel Stafford** (Senior Graphic Designer, Clear Channel UK), **Peter Thomas** (Past Chair, National Association for the Teaching of English), **Richard Thomas** (Photographer), **Lydia Thornley** (Creative Director & Designer), **Ross Wallis** (Artist & Tutor), **Hannah Wood** (Creative and Design lead, Wood & Co), **George Wood**, **Storm Rae** (The National Museum of Computing), **Ben Worth** (Actor & Facilitator) and **Emma Wride** (Astro Cymru).

Thanks to the Department for Culture, Media and Sport, especially **Nick Cady**, **Florence Carneiro** and **Laura Klark**.

Ideas Foundation: **Angela Conway**, **Shafia Fiaz**, **Emma Hope**, **Benedicta Joppa**, **Julienne Joppa**, **Heather MacRae**, **Helen Poole**, **Ted Smith**, **Joe Thomson** and **Robin Wight CVO CBE**.

Judges: **Ben Conway**, **Sir John Hegarty**, **Kulvinder Johal** and **Simeon Quarrie**.



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