



Creative i

# Leeds Trinity University

British Families in Lockdown Report



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## British Families in Lockdown Report

**THE BRIEF** | 'British Families in Lockdown' (BFiL) is a qualitative study led by Leeds Trinity University which has investigated the initial responses and day-to-day experiences of British families during the first seven weeks of lockdown. The study has been published by two UK Parliament Committees

**THE SOLUTION** | Working with Leeds Trinity academics Dr Carmen Clayton and Marie Potter, Creative i had the task of making the information in the BFiL report both engaging and informative to the reader. To do this we created a brochure that was both appealing and approachable at first glance. Helping the reader to notice what information is available and important. Whilst making it easy for them to skim and find topics of personal interest.

**THE RESULT** | When designing a text-heavy report, we look for opportunities to summarize information by transforming text into visuals to make the information more engaging and easier to digest. We also used visuals to reflect the subject matter of the report, using these images to reinforce main content, not just to decorate the report.

