

2

AY 2016-2017

IMPORTANT THINGS TO NOTE

CONCEPT // MESSAGE // TONE

2



CONCEPT

A Concept is defined as:

“An Abstract Idea”

Examples:

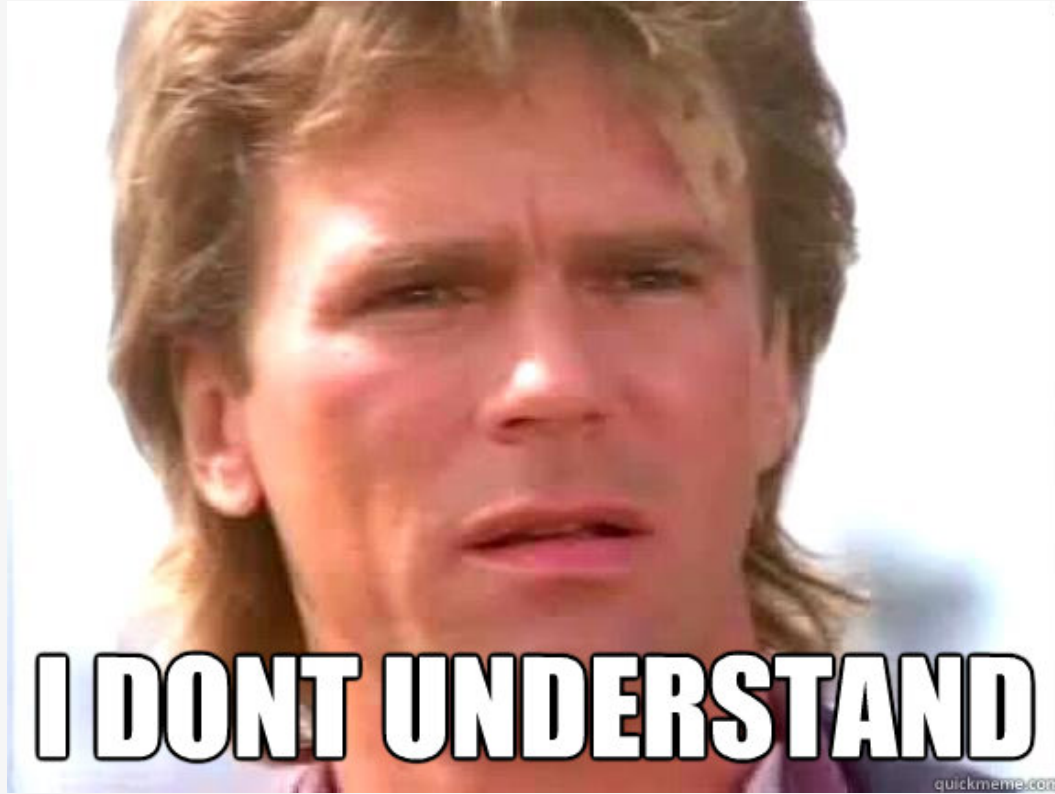
- (a) “The concept of my work is about The Typical Student Life in Singapore.”*
- (b) “My work is about Single Mothers in The United States.”*

**Note that these statements give an IDEA of what the project is about
but nothing about what the designer wishes to convey.**

2



MESSAGE



2



MESSAGE

**The MESSAGE of your design is your intention
and what you are trying to convey to your audience**

Examples:

(a) *“The concept of my work is about The Typical Student Life in Singapore.
And the **message** is that students should not have to do homework.”*

(b) *“My work is about Single Mothers in The United States.
And the message is that single mothers are not treated fairly in work places”*

2



TONE



2



TONE

The TONE of your design is how you want to put your MESSAGE across to your audience

Examples:

- (a) *“The concept of my work is about The Typical Student Life in Singapore. The message is that students should not have to do homework.”*

- *Possible tones: Dark Humour – Students held in torture chambers from homework*
- *Tongue in Cheek – Homework turning into household items so they are inevitable*
- *ETC.*

2



TONE

**The TONE of your design is how you want to put your
MESSAGE across to your audience**

Examples:

(b) “My work is about Single Mothers in The United States. The message is that single mothers are not treated fairly in work places”

Possible tones: Social Commentary – Single mothers vs Non-single mothers

*Satire – Men being condemned at their jobs for reasons often raised against single mothers
ETC.*

2



Please email me at joyho@ntu.edu.sg if you have further questions.

THANK YOU