

Major Project

Project Brief/Proposal Presentation: 10.02.26

The North Face: Built To Last



Ryan Burnett

The North Face: Built To Last

Project Brief

- A values-led climate campaign
- Designing longevity as aspiration
- Extending product life through graphic communication

Objectives:

- Use graphic design to influence perceptions of wear and use
- Reframe longevity and repair as aspirational values
- Explore how design can support climate-positive behaviour

BA (Hons) Graphic Design, Level 6
2025/26Module: 662379_A25_T2: Major Project
(Graphic Design)

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Major Project brief - The North Face: Built to Last

Project Overview & Starting Point

This project is driven by an interest in climate change and how product lifespan contributes to environmental impact. I am particularly interested in how graphic design can influence how products are perceived and valued over time, and how design can encourage longer use rather than constant replacement. The project takes the form of a speculative campaign for The North Face, focusing on durability, longevity, and reuse. The brand was chosen due to its strong association with performance and endurance, making it a credible platform for a values-led climate campaign.

Key Issue & Narrative Focus

The key issue addressed is replacement culture, where outdoor products are often discarded because of appearance rather than function. Even high-quality gear is frequently replaced once it shows signs of wear, contributing to unnecessary waste. The campaign challenges this mindset by focusing on a product's life beyond purchase. It presents wear, age, and repair as indicators of experience and value, positioning longevity as a meaningful response to environmental concerns.

Audience & Design Intervention

The primary audience is outdoor consumers aged 20–40 who invest in quality gear and value performance. While this audience may be environmentally aware, long-term use and repair are not always considered part of the product experience. The campaign acts as a positive intervention by using graphic design to reframe durability and ageing as aspirational. Through posters, digital interfaces, and motion design, longevity and reuse are made visible and desirable, encouraging extended product use.

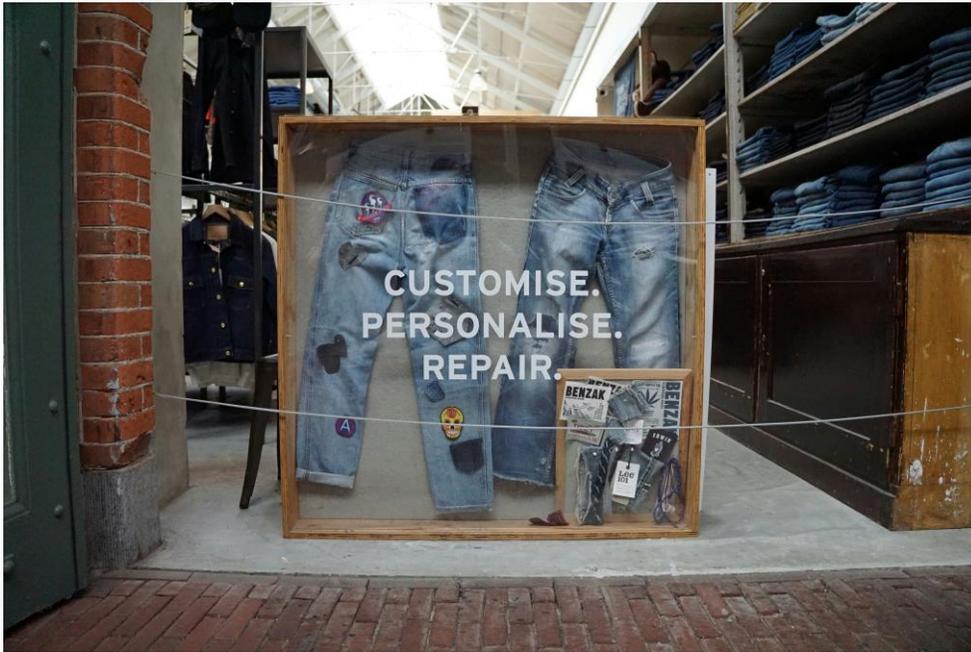
Research Approach

The project will be informed by a combination of primary and secondary research. Primary research will include analysing worn outdoor gear, speaking to users about their attitudes towards repair and replacement, and reviewing existing North Face communication. Secondary research will focus on brand-led sustainability initiatives and writing around consumption habits and product lifespan, supporting the concept and visual direction.

PPD Alignment & Future Ambitions

While my PPD project focuses on rebranding a music café, this major project intentionally explores a different area of graphic design. Together, the two projects demonstrate a broader range of skills across branding, campaign design, UI/UX, and visual systems. My ambition is to work in brand design while producing work across both print and digital platforms. This project supports that aim by exploring values-led communication within a realistic brand context.

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Focal Point

My starting point is an interest in climate change and how the lifespan of products contributes to environmental impact. I'm particularly interested in how graphic design can influence how products are valued over time, and how design can encourage longer use rather than constant replacement.



What and Why?

My project addresses climate change through product longevity and reuse, taking the form of a speculative campaign for **The North Face**. I chose this subject because extending the life of products is one of the most effective ways to reduce environmental impact and it also aligns with the brand's focus on durability and long-term use.

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The Key Issue

Outdoor products are often replaced because of perception and trends rather than necessity. Even durable gear gets treated as disposable once it shows wear. This project focuses on how graphic design can challenge that mindset by changing how wear and age are perceived.



The Audience

Outdoor consumers who already invest in quality gear but may not consider repair or long-term use as part of the product experience. The project also speaks to designers, highlighting how design choices can influence how products are valued over time.

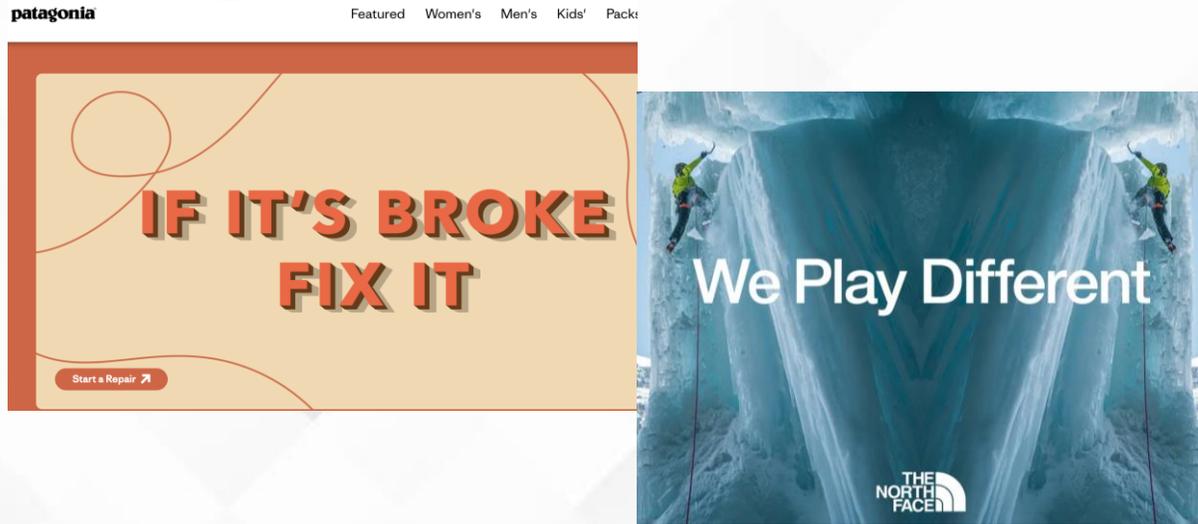
Age group: 20 - 40



Positive Intervention

The campaign creates a positive intervention by using graphic design to change how durability and wear are perceived. Through posters, digital design, and motion, the project makes longevity, repair, and reuse visible and aspirational, encouraging audiences to value long-term use rather than replacement.

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Does this align with my PPD?

Yes, this project aligns with my PPD and future ambitions, while allowing me to explore a different area of graphic design. My PPD focuses on rebranding a music café, and this project gives me the opportunity to explore a campaign-led approach using posters, UI/UX, and digital design. Together, the two projects reflect my interest in brand design and my aim to develop a broader range of skills across both print and digital outcomes.

Research

I will use a combination of primary and secondary research methods. Primary research will include analysing worn outdoor gear, speaking to users about how and why they repair or replace products, and reviewing existing North Face communication around durability and reuse. Secondary research will focus on existing brand campaigns, repair initiatives, and writing around product lifespan and consumption habits, helping to inform the direction and tone of the campaign.