

A person wearing a blue jacket is seen from behind, looking out over a vast, hazy mountain valley under a clear blue sky. The person is centered in the frame, and their jacket is a vibrant blue. The background consists of rolling hills and mountains, some with patches of snow or light-colored rock, all slightly out of focus to emphasize the person and the text overlay.

BUILT TO LAST

SUSTAINABILITY CAMPAIGN

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MAJOR PROJECT BRIEF

BA (Hons) Graphic Design, Level 6
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(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.

- This project looks at sustainability and how design can influence behaviour.
- It focuses on encouraging people to repair clothing rather than replacing it.

RESEARCH

- Research focused on existing outdoor campaigns, particularly Patagonia's Worn Wear and The North Face's visual style. These highlight repair culture, minimal design, and strong imagery to communicate clear messages.



CONCEPT

- Initial ideas explored literal repair processes such as stitching and patching. This developed into a more conceptual approach, focusing on the idea that garments are “worth repairing”.

1. POSTER LAYOUT SKETCHES

1. CENTRED COMPOSITION



- strong central image
- bold headline
- clear layout

2. ASYMMETRIC LAYOUT



- text on side
- more movement
- image leads eye

3. CLOSE UP



- close crop
- more detail on jacket
- stronger texture

3. CAMPAIGN FLOW / IDEA



- before and after structure
- shows journey
- simple, clear message

2. VISUAL IDEA SKETCHES

4. CONTOUR LINE OVERLAY



- topographic lines
- adds texture and movement
- links to outdoor/adventure

5. TORN PAPER CONCEPT



- torn paper frame
- patch detail highlights repair
- raw tactile feel



EXPERIMENTATION

- Different visual approaches were tested, including layering, contour lines, and layout changes.
- This helped explore how to add character while keeping the message clear.

PROCESS



- Original photography was used as a starting point and developed using AI tools to create full campaign visuals. A mood board was also created to communicate the intended direction for a video advert.

PROCESS



House Exit

The advert begins with a wide shot of the subject leaving their house and stepping into the street. The jacket is clean and undamaged, establishing the starting point of the journey and introducing the product in an everyday setting.



Forest Transition

The scene shifts to a forest environment, showing the subject walking along a trail. This introduces the outdoor setting and suggests the beginning of the journey where the jacket will be tested.



Patch Reveal

The next scene reveals the first repair patch on the jacket. This marks the transition from damage to repair, introducing the core idea of the campaign.



Rugged Terrain

A new scene starts with the subject walking through rugged terrain, where eventually the subject scrapes the coat along a rock, continuing the damage process to the coat.



Multiple Patches

The subject reaches the top of the mountain and looks out over the edge, revealing multiple patches linking to the campaign 'every patch tells a story'.



Final Summit Shot

The advert ends with a wide cinematic shot of the subject standing at a mountain summit. The patched jacket is fully visible, and the final message reinforces the idea that every patch represents a story.

USER TESTING

WORN DOES
NOT MEAN
FINISHED.

WORN DOES
NOT MEAN
FINISHED.

IT MEANS
ITS BEEN
PLACES.

IT MEANS
ITS BEEN
PLACES.

Before & After

NOT
EVERYTHING
NEEDS
REPLACING.

NOT
EVERYTHING
NEEDS
REPLACING.

Before & After

- Feedback highlighted issues with simplicity and readability. In response, interaction was added to the web page, along with colour changes to key words to improve hierarchy and engagement.

FINAL OUTCOMES



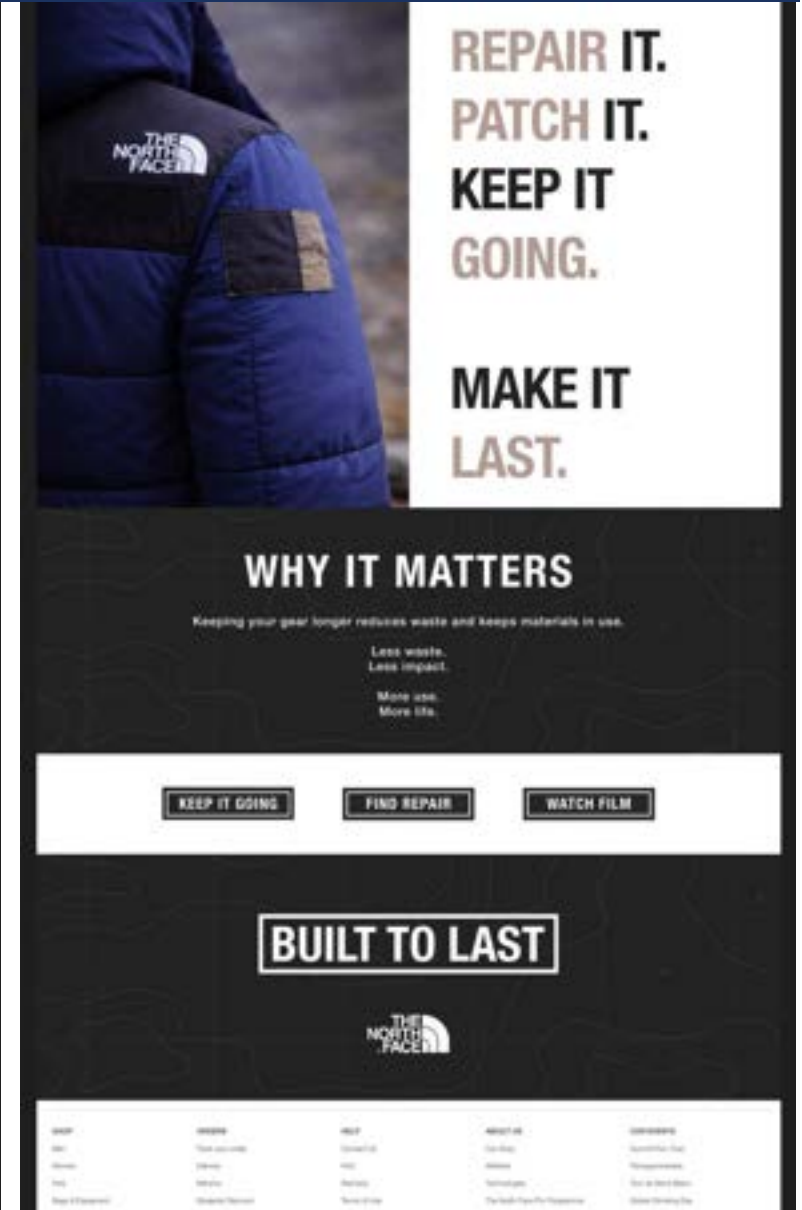
FINAL OUTCOMES

- The final outcomes include a series of posters, a billboard, a web page, and a social media campaign. These work together as a cohesive visual campaign.



Social Media Mockup

FINAL OUTCOMES



Figma Web Page Screenshots

FINAL OUTCOMES



- This billboard uses UV-reactive ink to reveal repair patches over time as it is exposed to sunlight. The gradual change from damaged to repaired visually represents the idea of extending a product's life, using natural light as part of the concept.

IMPACT

**Encourages
Repair**



**Extends
Product Life**



**Reduces
Waste**

- The campaign encourages users to value worn clothing and consider repair as an alternative to replacement, promoting more sustainable behaviour.

REFLECTION

Strengths



- Clear and consistent campaign concept
- Strong visual communication
- Cohesive multi-platform outputs

Improvements



- Expand into fully produced video
- Further real-world application
- More user testing and feedback

Skills Developed



- Conceptual thinking
- Visual communication
- Design iteration
- Digital & AI tools

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BUILT TO LAST

THANK YOU FOR LISTENING