

Heritage jam 2017: Para data

My project for heritage jam 2017 is an informative leaflet/pamphlet raising awareness for Malvern water and the annual event of well dressing. This event takes place over the May Day weekend and uses a unique theme is chosen each year. This resource can be used in various situations and locations such as tourist information centres, local community centres, schools, etc.

The audience of this resource is primarily parents with children or groups including school classes, social clubs. This is due to educate local people of the history of Malvern water and to encourage participation in the tradition of well dressing dating back to the 12th and 13th century. This is a fun and interactive event that also helps to remember the history of Malvern and to celebrate this.

I choose to produce a leaflet to convey my message in a simple but effective manner. A leaflet is relatively easy to produce, distribute and understand from a consumer's point of view this allows for the ideas within the leaflet to be realised. I was also able to include a wide range of resources within the leaflet including text, images and maps, this was beneficial to my project as I could include what I wanted in one document. I chose to keep my project relatively simple in terms of detail as key information is better suited on a pamphlet rather than have lots of information that won't be taken in by readers.

The first steps to I took for my project was deciding on what form to present my information in. As mentioned in the previous section of this document I decided on a pamphlet for the reasons given. I then researched around Malvern water and the annual event of well dressing, I decided on the most vital facts and information to put in my pamphlet. Secondly was deciding on the design of my project, I choose to stick with a bold colour scheme through ought the pamphlet to engage and keep a theme within my project. Once this was done I put in my information and images within my document and ensured that the final design matched my initial aims of the project.

Much of the supporting evidence and resources was through local knowledge of the area and subject in question, with back up from sources such the Malvern spa association. This helped me to back up my previous knowledge and to ensure that all the information I provided within my document was correct.