

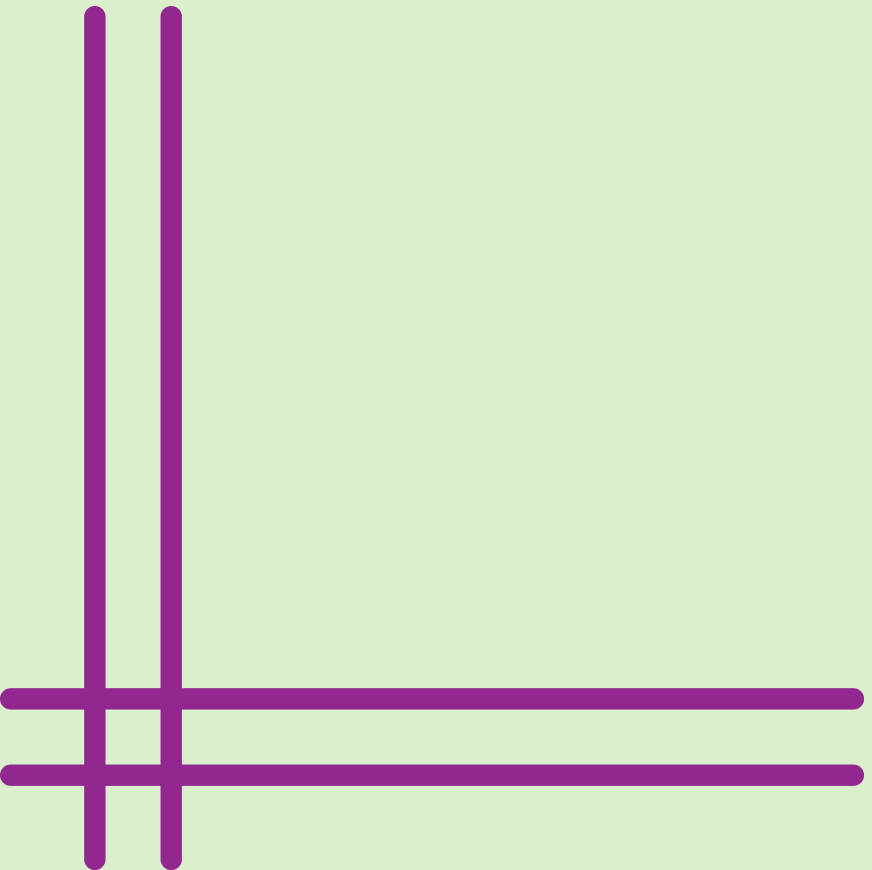
Major Project

Informal Presentation: Brainstorming Ideas

Zara Knox

16th November 2022

Idea #1



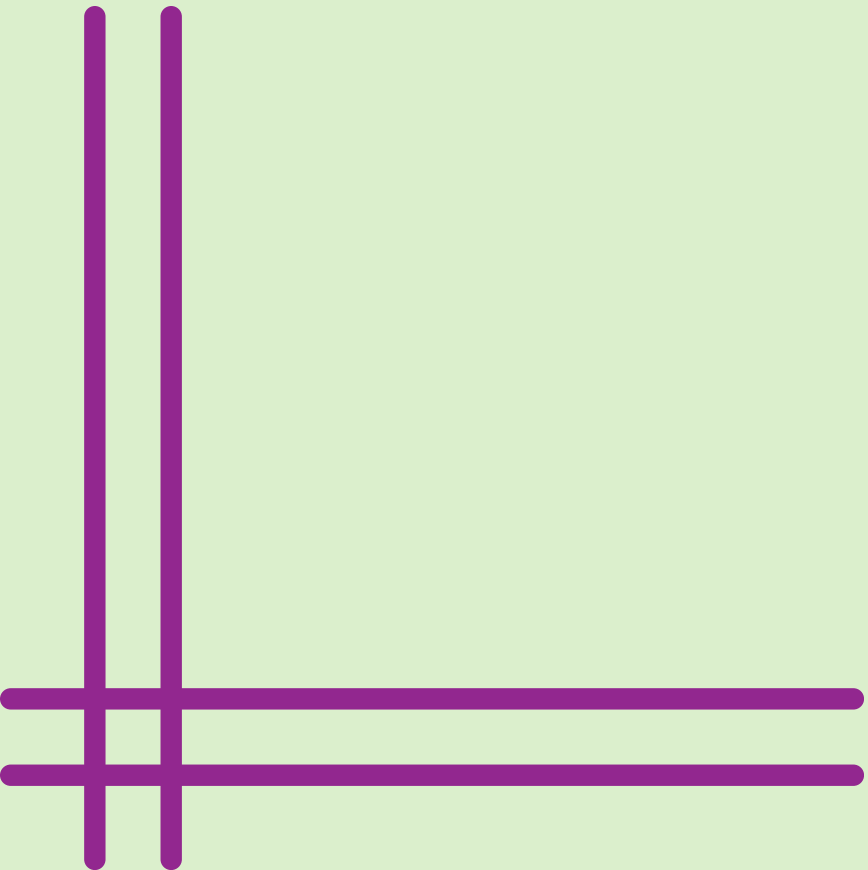
In 2013, there were 8.2 million cases of anxiety in the UK.

mentalhealth.org.uk



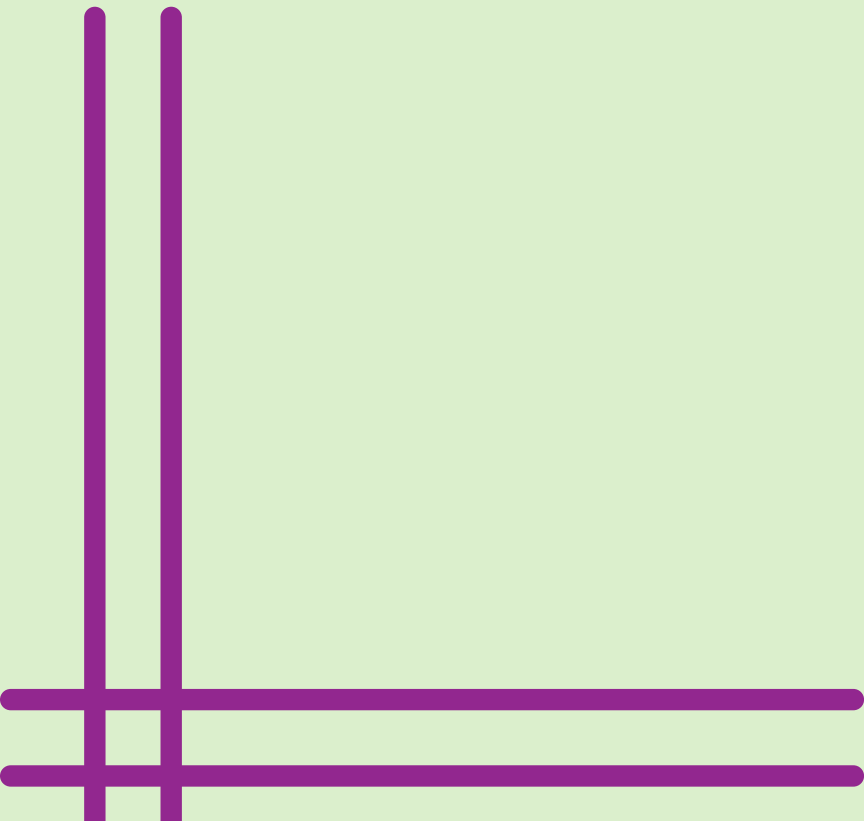
In England, women are almost twice as likely to be diagnosed with anxiety disorders as men.

[mentalhealth.org.uk](https://www.mentalhealth.org.uk)



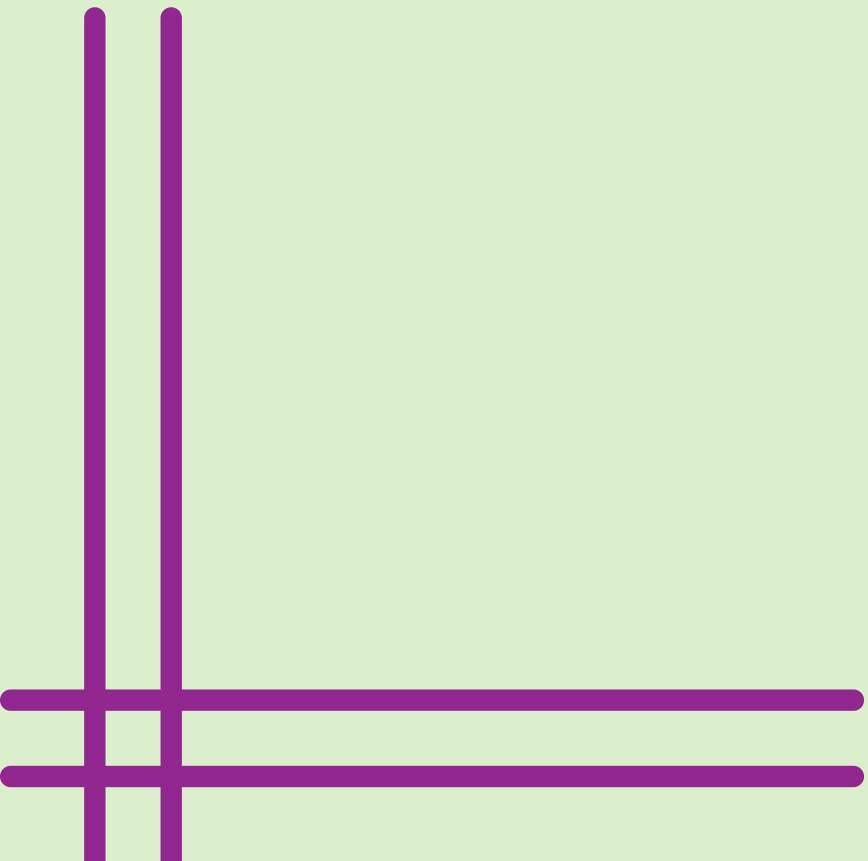
Getting creative can make you
happier.

2019 BBC study



Why make crafts?

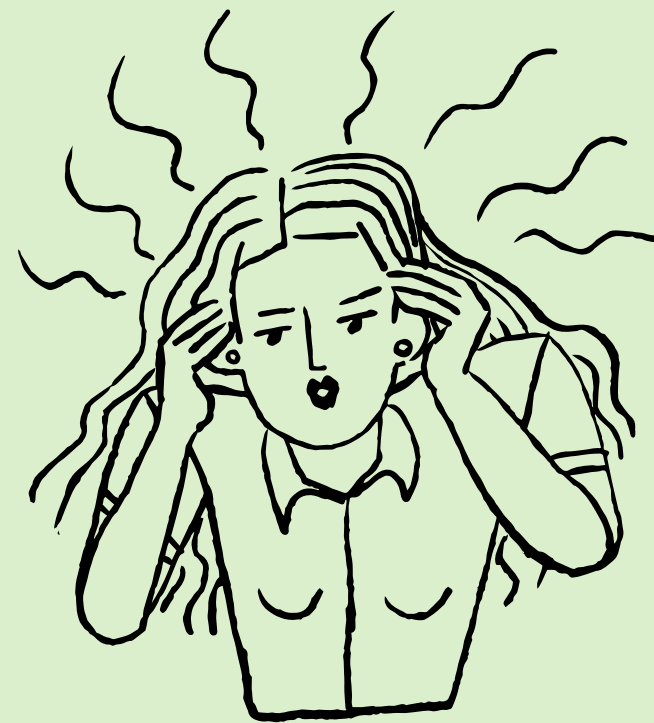
- distraction tool
- self-development tool
- contemplation tool



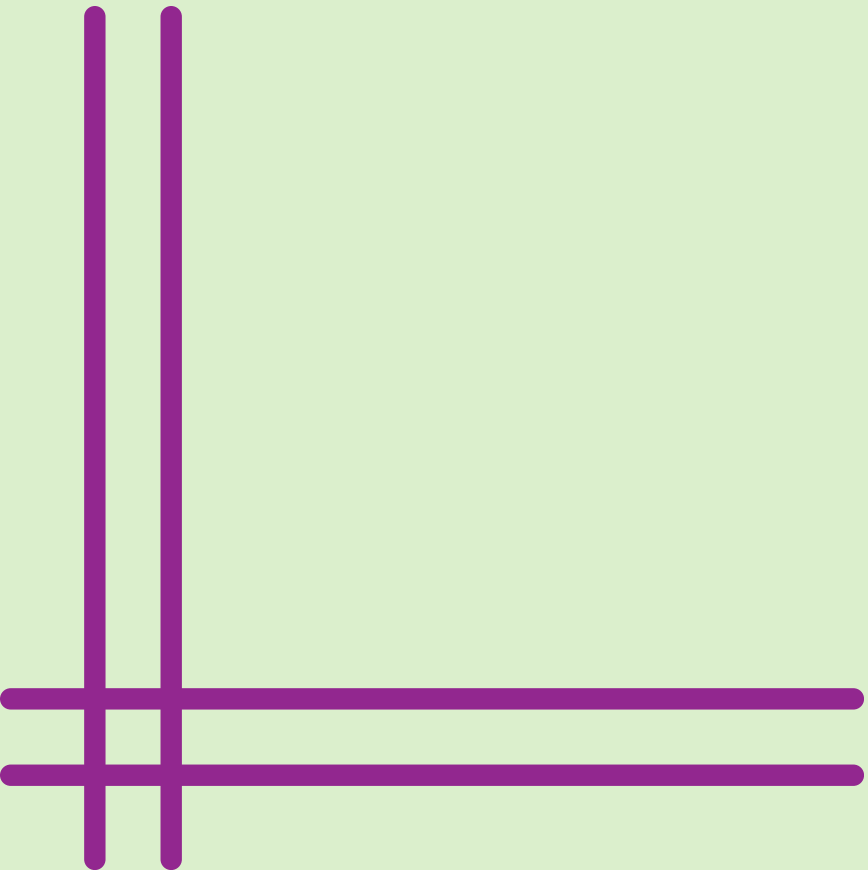


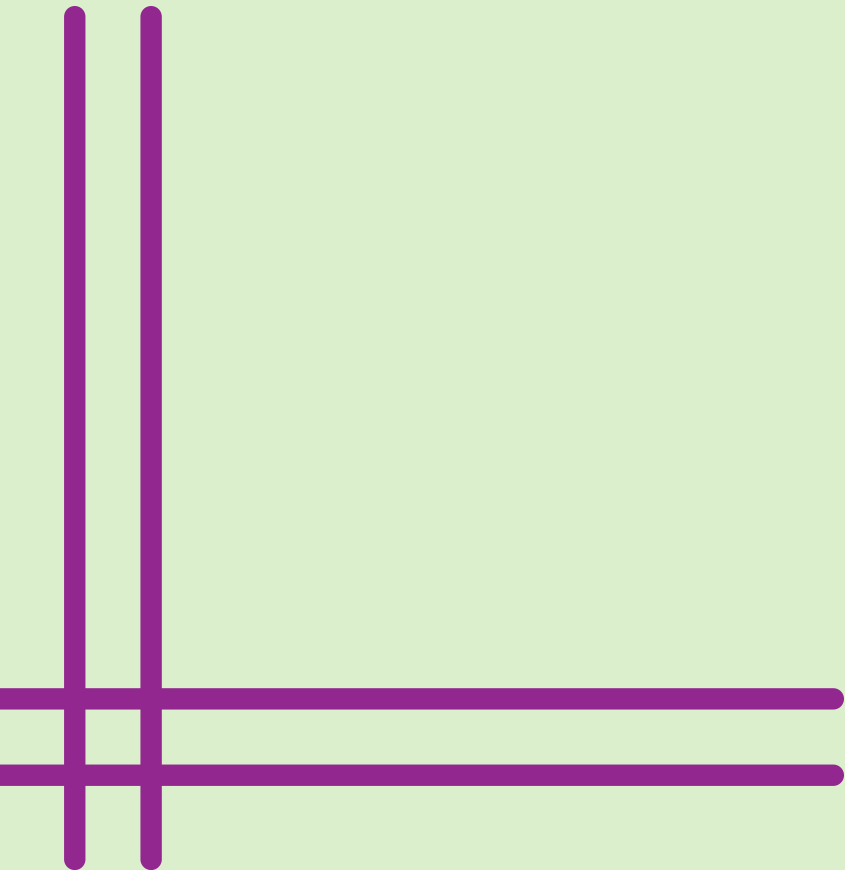


Almost half of British adults feel they have 'very limited' free time for themselves during the working week.



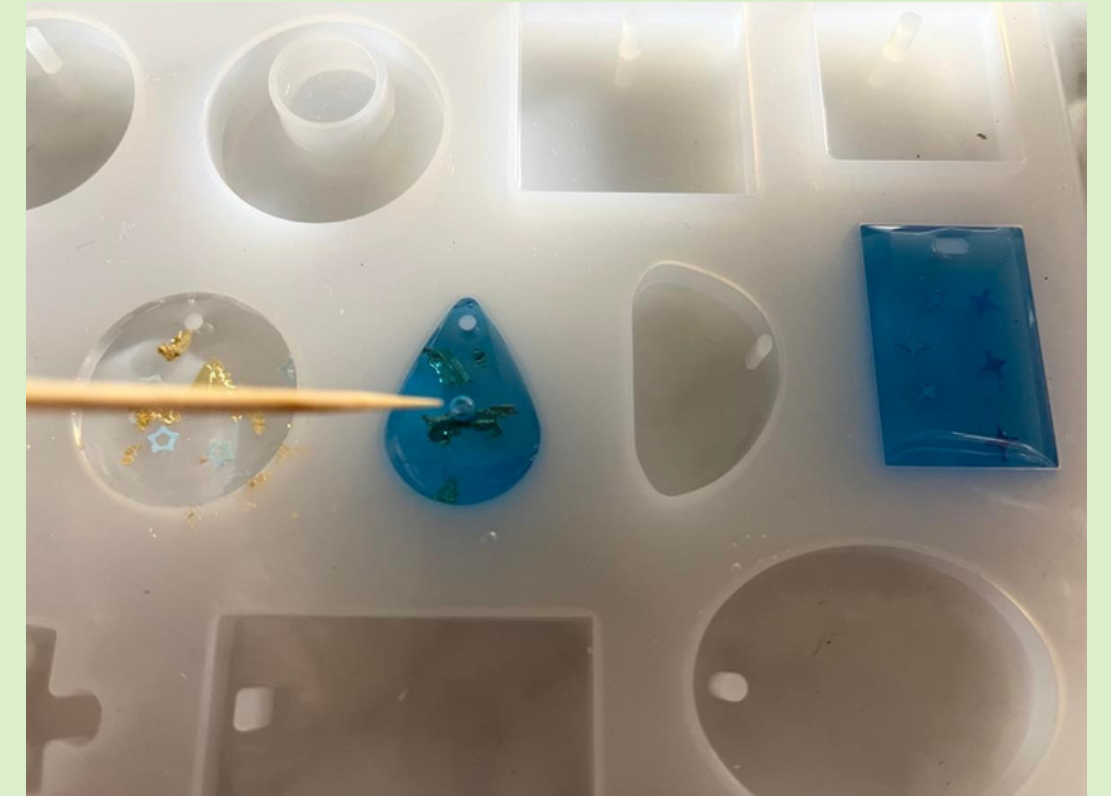
hrnews.co.uk





10 minutes to make

24 hours to cure



...giving you time for other things

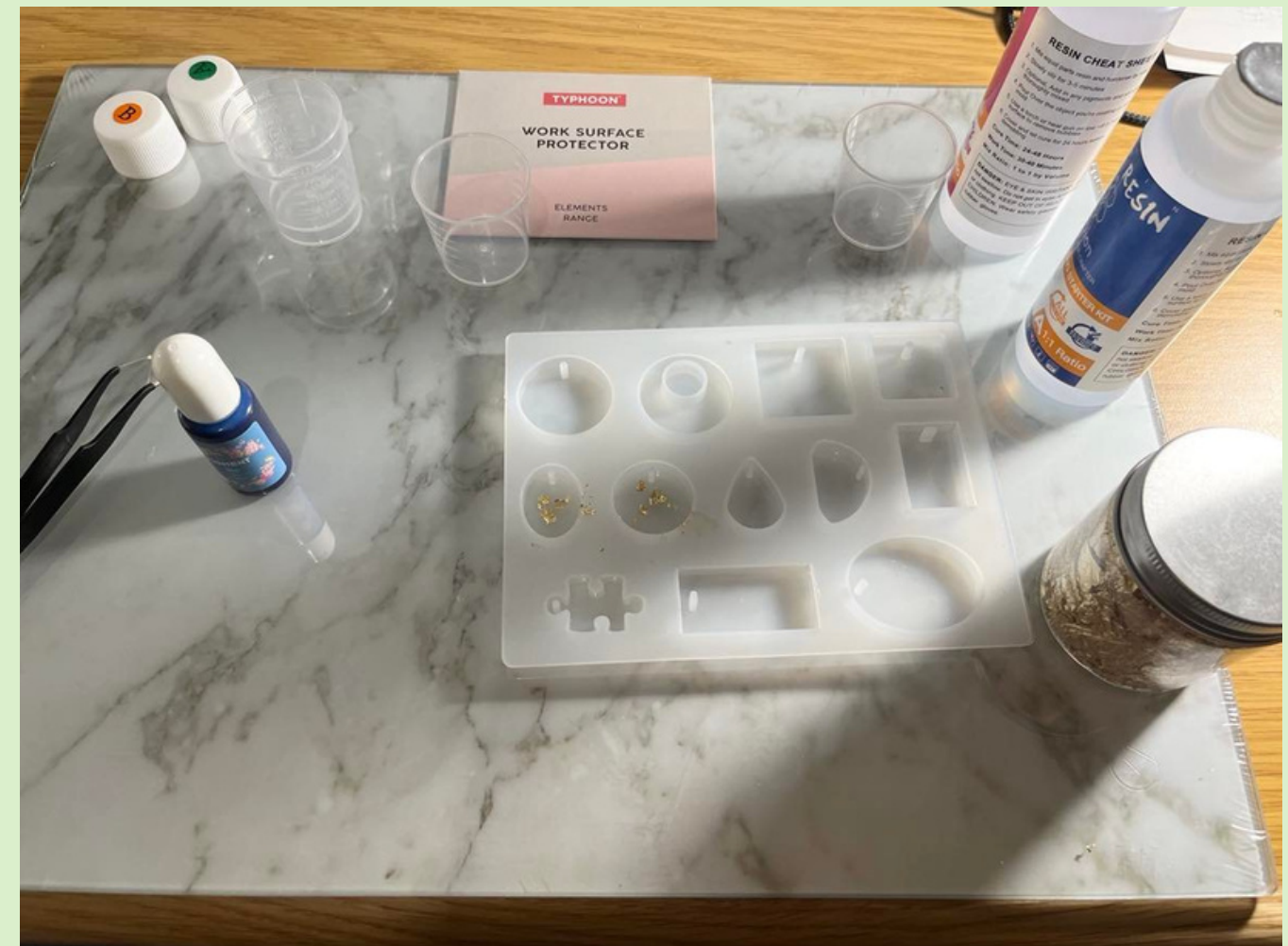


Content

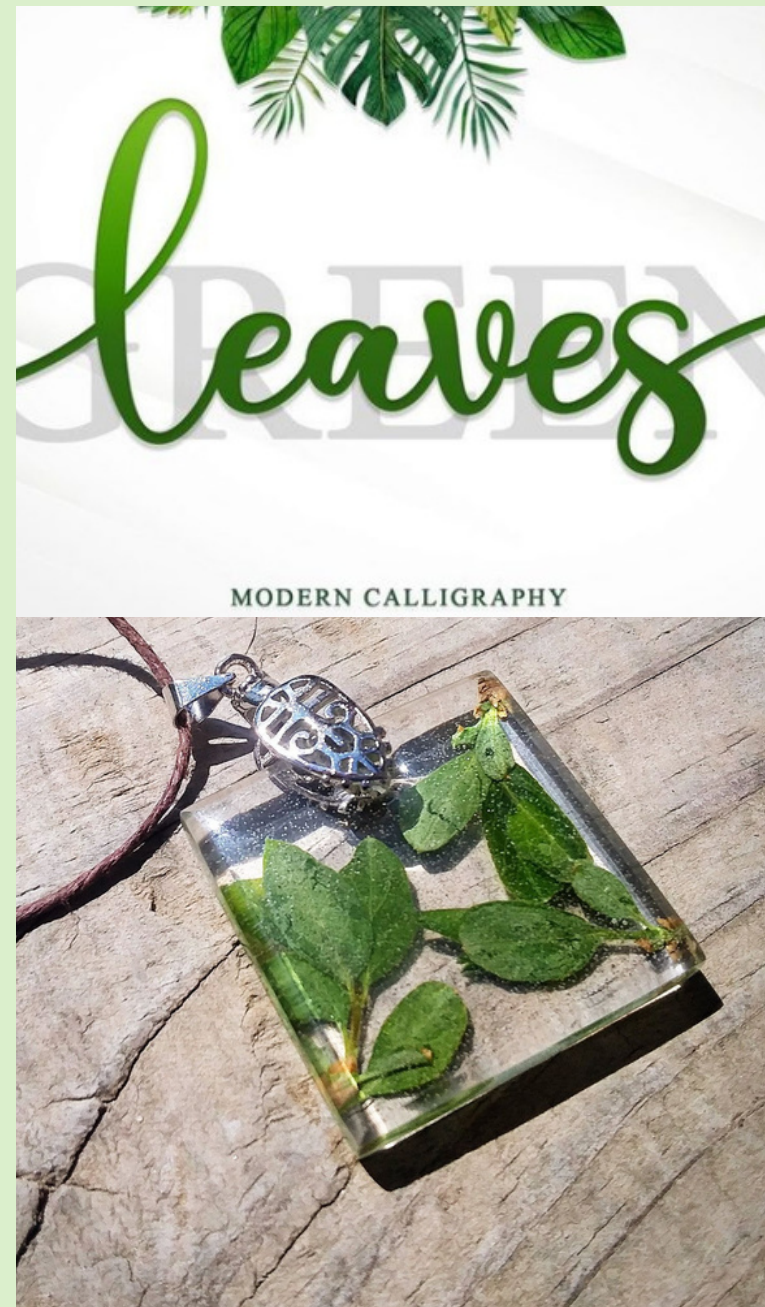
How to tutorials - could be vids, could be a series of pics

Dos and don'ts/equipment & safety

Background info



small thematic touches/colour that match the feel for each tutorial

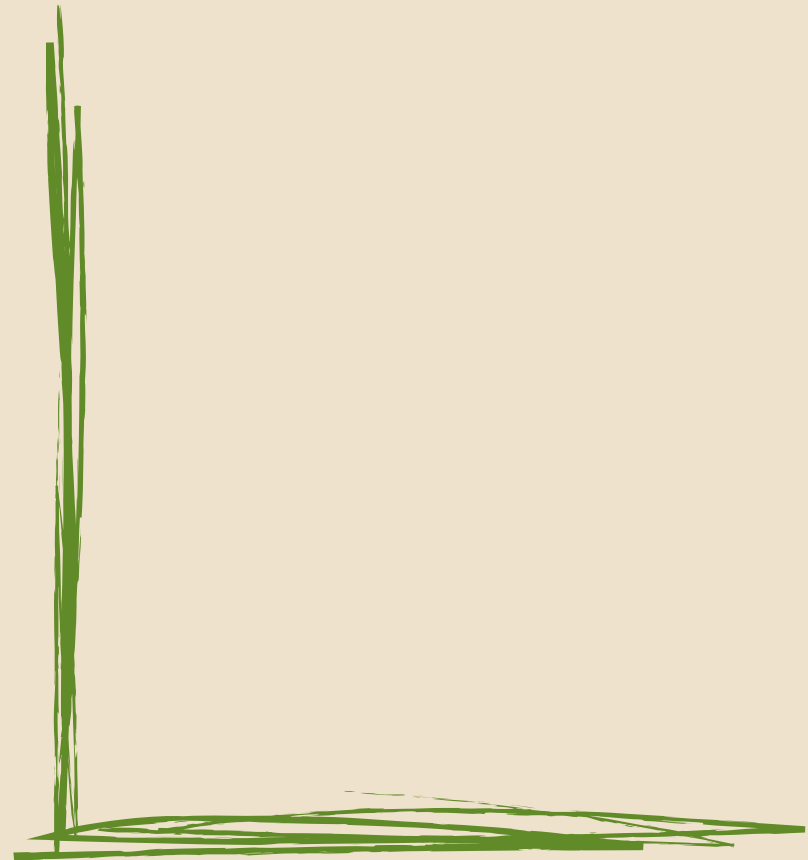


Twitter Description

A guide for busy people who wish for a creative outlet. The site will focus on resin, info for beginners, and ideas for quick projects.



Idea #2



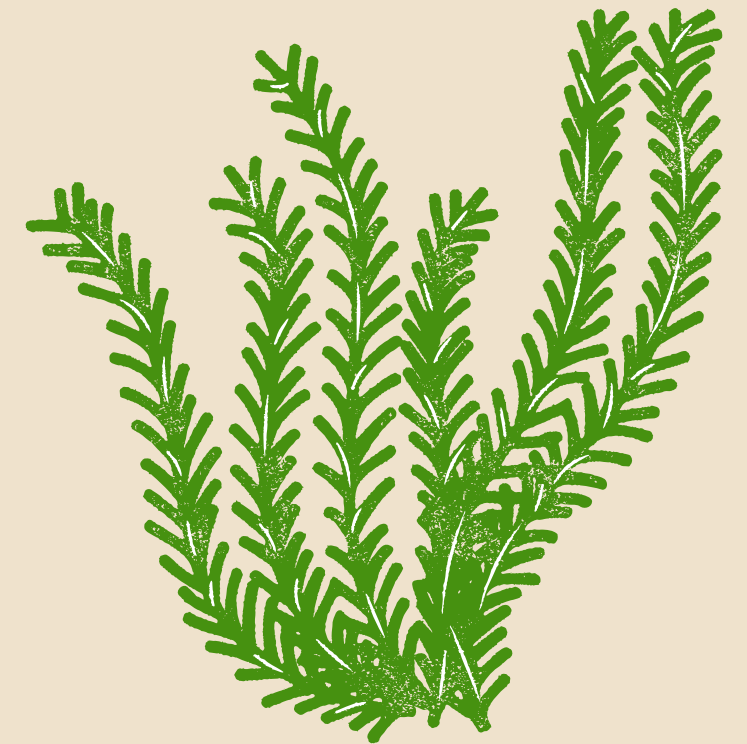
The seaweed industry is worth £4 billion, with world production at 11.5 million tonnes a year.

However, Asia produces and consumes the majority, with Europe (France) only accounting for 35 tonnes a year.



There is little market in the UK for seaweed outside of what is consumed in Asian cuisine, despite its 'superfood' properties.

However, we are seeing progress in Ireland and coastal regions.



Particularly outside of coastal areas, seaweed is not often eaten in the UK. Outside of Asian supermarkets, it can be very hard to obtain in London.

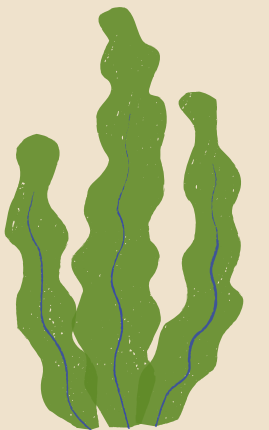
Could spreading awareness of it help introduce seaweed to more Londoners?



Seaweed Guide

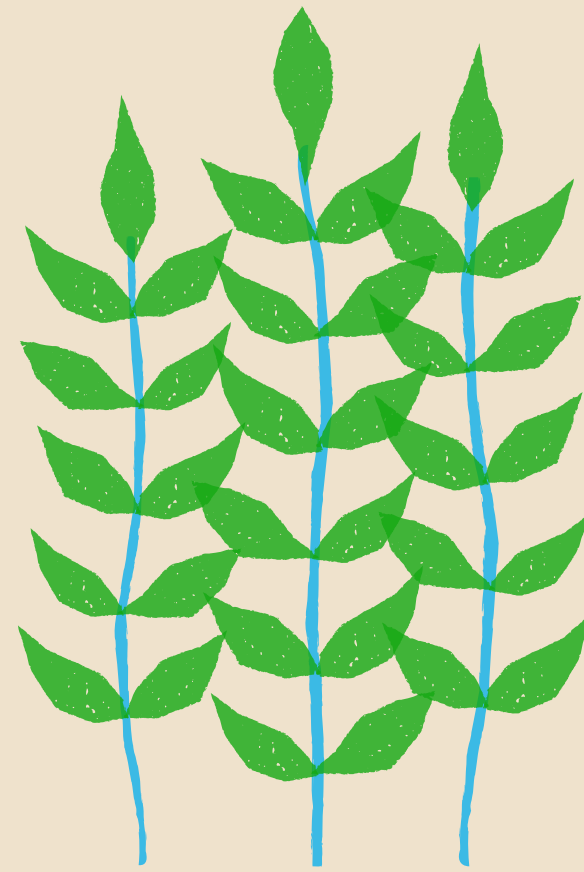


- sourcing it - foraged/bought
- guide on identifying types
- uses
- recipes
- background info/history of usage



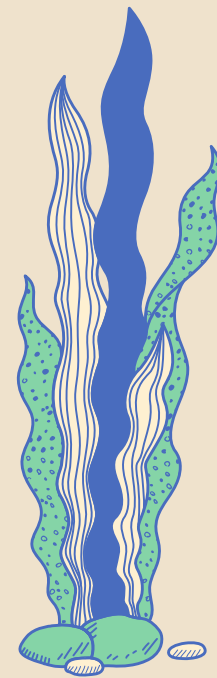
Twitter Description

A Londoner's guide to sourcing, identifying, and using seaweed.



Pros & Cons

- content-rich - great potential images, illustrations, other visuals



- not near the sea!
- very oversaturated online market - not much firsthand exp.
- don't have a proper kitchen :((potential workarounds for these?)

THANKYOU