* **Client Brief for ‘Cyber Safety Online’ Comic Strip**

I have been asked to create a comic strip for Cyber Safety Online, which is a government funded organisation. It has to be about the dangers of cyber bullying on mobile devices. It should show examples of dangers and what people should do if they are a victim of cyber bullying. It needs to be in a format that can be printed and viewed online as it will be available on their website and distributed in high streets. Distributing it will make more people such as parents aware of the risks of social media and perhaps may discourage their child/ren from using it. The website format just gives information that is more detailed and so must be in low resolution, as it will take less time to load. Social media is dangerous for teenagers as there are just starting to get used to it so they need to be aware of the dangers of it.

The target audience is 11-16 year olds as this is the age where most teenagers get mobile phones and so they download social media on it. They may not be aware of how it works so they will use it for other reasons such as to bully. Other friends will start to add each other so there will be groups which will make it worse if friends fall out because they will use social media to say bad things about them and spread rumours and post embarrassing pictures of people like mug shots. This means everyone that uses the app can see the picture and it may get to a point where random people will start to bully the person and it could get serious like the person wanting to commit suicide. Furthermore, one group of friends may not like another group of friends so they will start to say bad things. This can quickly escalate into physical fighting and fallout.

When I am making my comic strip, I cannot use anything that is subjected to copyright as it is illegal to take people’s creations and claim it as your own. If I really wanted to use a character for example then I need to contact the owner of it by email or phone if they have left details behind. The Copyright and Patent Act 1988 is the act where creators have the right to control their literary, dramatic, musical and artistic work. Most copyright is ended after 70 years of the creators’ death and only 50 years for computer generated work. After this it is ok to use their image without their permission. When I want to use an image I will try to look for the date it was made and calculate if I need to ask permission for it or not.

The comic strip needs to be available on a website and in a format that can be printed and easily viewed online. I am going to use a PDF format as they cannot be edited and it will be in high quality.

Needs to relate to the topic of cyber bullying because the scenario is about the dangers of it.

It needs to be aimed at teenagers, but especially ages 11-16.

The comic app that I will be using is Comic Life 3. This is because there is a lot of features and you can access it abroad and at home.

Some resources that I will need is: Pencil and paper, Adobe Fireworks and access to the Internet.

My initial thoughts on the product is that it needs to look attractive and also be entertaining as well as serious because the teenagers will get bored easily and not take it seriously. A bit of humour will hook them into the comic and will read it all and hopefully benefit from it. However, it should not be too childish as it is a serious topic and the readers will easily lose interest and not take it as seriously. The main character of the comic strip has not been specified so I can use any type of character I feel that is appropriate for teenagers. The comic strip needs to include the dangers of social media and what to do if you are a victim. A website will be included at the end to inform the teenagers to report anything if they see or experience anything wrong.

I will be using assets to create this comic strip. For example, I will be using images like characters (a teenage boy, his friends, a bully, police (?), and parents of both families), a ‘Stop Cyber Bullying’ sign, and a computer/phone. I will use these to fit the scenario and the theme of bullying.

I also will use paper and pencil to plan my comic out and if I need to make any changes I can rub it out and make improvements. The computer will also be used to create the actual comic on comic life 3. Additionally it will be used to find assets and contacting owners if I can use their pictures to avoid copyright.