

Case study UK Parliament Education Service



CLIENT

The UK Parliament's Education Service provides school visits, workshops, online games, videos and activities to support young people's understanding of Parliament and democracy.

TASK

Parliament's Education Service advertised for a creative agency, with an initial brief to design and write four teaching aids aimed at 7-18-year-olds to help explain how Parliament works.

Oculus responded and won the three-year contract via a creative tender based on a stylised range of publications and competitive pricing.

ACTION

The design and content of each publication is tailored to the four key stage age groups:

Key stage 2 (for 7-11-year-olds) features a range of cartoon-style characters: children, MPs, peers and the monarch, with a small boy guiding the young readers through the content.

Key stage 3 (for 11-14-year-olds) has a scrapbook diary style, with child-like views of what actually happens in Parliament. Activity sections, torn-out articles and a range of characters and doodles feature throughout.

Key stage 4 (for 14-16-year-olds) is magazine-style, with bold colours,

a range of fun fonts and a quiz to catch the user's attention.

Key stage 5 (for 16-18-year-olds) emulates a coffee-table magazine/prospectus. It features more text, but this is balanced with new photography from an Oculus photo shoot in and around the Houses of Parliament.

RESULT

User testing generated an enthusiastic response across all age groups. Since completing this first set of publications we are now doing Welsh versions.

The materials are available for all young people touring the Houses of Parliament, for Parliamentarians to

hand out to young people, and to schools, where they will support citizenship teaching.

Oculus has also created a range of other online and offline materials.

FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at www.oculus.co.uk





“The publications... are innovative in design and fun. I have been extremely impressed with the project management and design from Oculus. They have been professional, patient and flexible in the successful delivery of our printed publications, animations and film.”

Lauren Hyams, UK Parliament Education Service