

Graphics & Design Team – Project Brief

Your Role

You are the visual storytellers of *The Story of Us*.

Your job is to bring the story of human evolution to life through images, design, and layout ideas.

You'll work closely with the Writing and Layout teams to make sure the visuals match the text and help readers clearly understand each stage of our evolution.

You'll use AI tools to create illustrations, diagrams, and concept art — blending your own ideas with AI-generated visuals to produce a unique, professional-looking book.

About the role. Try this AI prompt:

We are creating a student-made book on evolution. It's our team's job to design the visuals for the book. What decisions do we need to make before we start creating our images?

Your Main Tasks

1. Develop the Visual Identity

Create a consistent visual style for the entire book — colours, fonts, and image tone.

- Decide how the book should *look and feel* (scientific, artistic, natural, futuristic, etc.).
- Work with the Art Director to design a simple **style guide** that all teams follow.
- Help choose the title font and overall cover design concept.

2. Create Species Illustrations

Each of the **15 species** will need at least one image.

- Use AI to help generate realistic, informative, or imaginative visuals.
- For **Turning Point Species**, create full-page or feature illustrations.
- For **Link Species**, create smaller supporting images or diagrams.
- Check that each image matches the facts — no dinosaurs or sci-fi apes!

3. Produce Diagrams and Timelines

Design visual aids such as maps, family trees, and timelines that show how species connect.

These can be partly AI-generated, but you'll refine and label them for clarity.

4. Support the Layout Team

Collaborate on page structure — where images should go, how they balance with text, and how captions are displayed.

5. Image Research and Permissions

If you find photos or reference material online, note the source.

Check if you can use them under open licences (like Wikipedia or Wikimedia Commons).

The Marketing Team can help request permission if needed.

How You'll Use AI

AI is your *digital design assistant* — it helps you explore ideas, experiment with visuals, and improve your final images. You'll use it throughout your design process.

1. Research and Inspiration

Use AI to gather visual references or explore styles.

“Show me examples of what Homo erectus might have looked like based on fossil evidence.”

2. Image Creation

Generate concept art or illustrations. You can combine AI’s ideas with your own sketches or adjustments.

“Create a realistic digital painting of early humans sitting around a fire at night.”

3. Editing and Refining

Ask AI to improve lighting, background, or detail — but always check it looks scientifically accurate.

“Make this image look more like a scientific illustration, not a fantasy painting.”

4. Labelling and Layout

Work with the Layout Team to position visuals and captions clearly.

“Show me ideas for how to arrange images and captions on a two-page spread.”

5. Fact-Checking Visuals

Ask AI or use reliable sources to confirm accuracy.

“List the main physical features of Homo neanderthalensis to check against this illustration.”

Remember:

AI helps you *visualise and refine* ideas, but you decide what looks right. Every final image should be checked for realism, accuracy, and consistency.

Who You Work With

- **Writing Team:** to ensure images match descriptions and captions.
- **Layout & Publishing Team:** to plan page balance and flow.
- **Editorial Board (Art Director):** for feedback on design quality and consistency.
- **Marketing Team:** to share visuals for posters, videos, or sponsor materials.

Key Idea

Your job is to make the science come alive visually. Every image should tell a story — showing not just what our ancestors looked like, but *how they lived, changed, and connected* to us. You turn information into imagination.