What do I need to think about?

**Visual Communication Pathway Theme Setting from Exam Paper**

Wild Wood

The theme for Visual Communication is ‘Wild Wood’. Woods and forests have always been a vital part of the national environment. They generate oxygen and are an essential habitat for wildlife. They are a source of materials for building and making, for food and fuel.

The traditions around woods and forests go back to ancient times, where the woods and trees were believed to contain spirits, mythological beings and characters, like the Green Man or Robin Hood. Stories of wood nymphs, dryads, elves and fairies are found in many cultures and times. The atmosphere deep within a wood is evocative, sometimes spooky, and always visually fascinating.

New woods and forests are being planted and there is a need to continue this work, as tree diseases hit species like elm and ash. Companies proudly claim they are planting more trees to replace those they use in manufacturing, demonstrating their support of the environment.

There is an increasing awareness focused on the preservation, development and expansion of British woodlands. Organisations want to increase public awareness and interest in trees and woods, animal and plant life. They believe it is important to show the beauty and diversity that can be seen in woods and forests, and remind the public of the value and importance of the woods and forests in our lives.

Well-designed communication can raise awareness and encourage people to walk in the woods, to help fund the planting of new trees, and to see woods and forests as places that relate to leisure, lifestyle and the arts.

Unpicking the theme for ideas

So:

* Woods & forests – habitats for wildlife & source of materials
* Hold traditions going back to ancient times where they were believed to contain spirits, mythological beings and characters
* New woods & forests appearing
* Increase awareness on preservation, development and expansion
* Organisations want to increase public awareness and interest

Last paragraph good summary of the mind set you need to have:

Well-designed communication can raise awareness and encourage people to walk in the woods, to help fund the planting of new trees, and to see woods and forests as places that relate to leisure, lifestyle and the arts.