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Character Creation



The P6/5 pupils of St Joseph's Primary were tasked with creating a character which could be identified with each of the particular waste streams that Robertson produced.

For this exercise, the groups worked with Graphic Design students from GCU and Robertson who co-designed the group's characters. The final designs were then photographed and made into digital A3 posters with a magnetic backing which create a character that could then be displayed on the waste skips located within the recycle area. This gave the pupils an insight to graphic design and the importance of recycling waste on a construction site. Robertson are currently in the process of rolling out the posters to other projects in the central region.

