

The Accountability Charter: Reclaiming the Service of Governance.

A graphic-led intervention designed to impose corporate-level accountability and strict performance metrics on the UK Government.

Brief

Module: 662379_A25_T2: Major Project (Graphic Design)

Name: Curtis Mohammed

My point of interest is how our current government is run, after seeing the thoughts and views of family and friends on how broken the system feels. This ranges from people no longer wanting to vote, to others being pushed towards far-right or far-left political views. I do not want to start a new political party, but instead explore ways to change how politics operates for the people it is meant to serve.

I plan to address the broken political system through social media, using graphic design as a platform. We currently live in a society that feels increasingly fractured due to being poorly served by corrupt and self-interested individuals in positions of power. There is a clear need for reform, and for new systems of accountability that better serve the people of this country who live within, and abide by, its laws and regulations.

I would like to focus primarily on the accountability of our current leaders and challenge how the political system functions. For too long, the public has been expected to listen to and trust individuals who often fail to act in the interests of the people who effectively pay their wages. This includes behaviours such as exploiting the system or even falling asleep while in office. The project aims to establish clear rules and expectations that leaders must follow, rather than allowing over-promising and the use of vague, meaningless commitments that confuse the general population.

There is a strong narrative to explore, centred on a once well-respected political system that was intended to serve the public. Historically, the House of Commons was a place to debate what was best for the country, where personal attacks and name-calling were considered poor conduct. Alongside this historical contrast, there is significant statistical evidence showing a decline in public confidence and a growing lack of trust in the current system.

The primary audience for this project is people aged 18 and over. I believe that anyone who is legally able to vote is directly affected by, and involved in, these issues.

I believe that creating surveys and questionnaires through social media, alongside a basic forum-style website where people can freely share ideas, is an effective way to engage the public. Allowing free expression whether opinions are positive or negative, without removing freedom of speech is an important foundation for this project. Strong graphic design across both the website and printed posters will help increase engagement and encourage participation in discussions around political reform.

My research will begin with existing statistics and polling data to provide factual evidence that can be translated into visual outcomes. Primary research will then involve collecting my own data through surveys and questionnaires, allowing me to compare public opinion with existing research and further support the campaign's message.

My proposed project connects to my wider practice through its aim to improve people's outlook and engagement with society. While my PPD project focuses on individual perspective and personal identity, this project challenges broader systems and encourages collective discussion.

After completing the course, I aim to pursue my own business as a clothing brand, while also working towards the long-term goal of running my own creative agency. I hope to collaborate with like-minded individuals from different disciplines to offer a wide range of creative services.

Problem & Audience

A "broken system" characterized by manifesto inflation (over-promising), lack of consequences for failure, and financial conflicts of interest.

Primary: Disenchanted UK voters (ages 18–35) who feel their vote is a "blank check" for lies.

Secondary: Current MPs and policymakers



The Three Pillars

•**Pillar 1: The 10-Point Manifesto.** (Simplicity & Transparency).

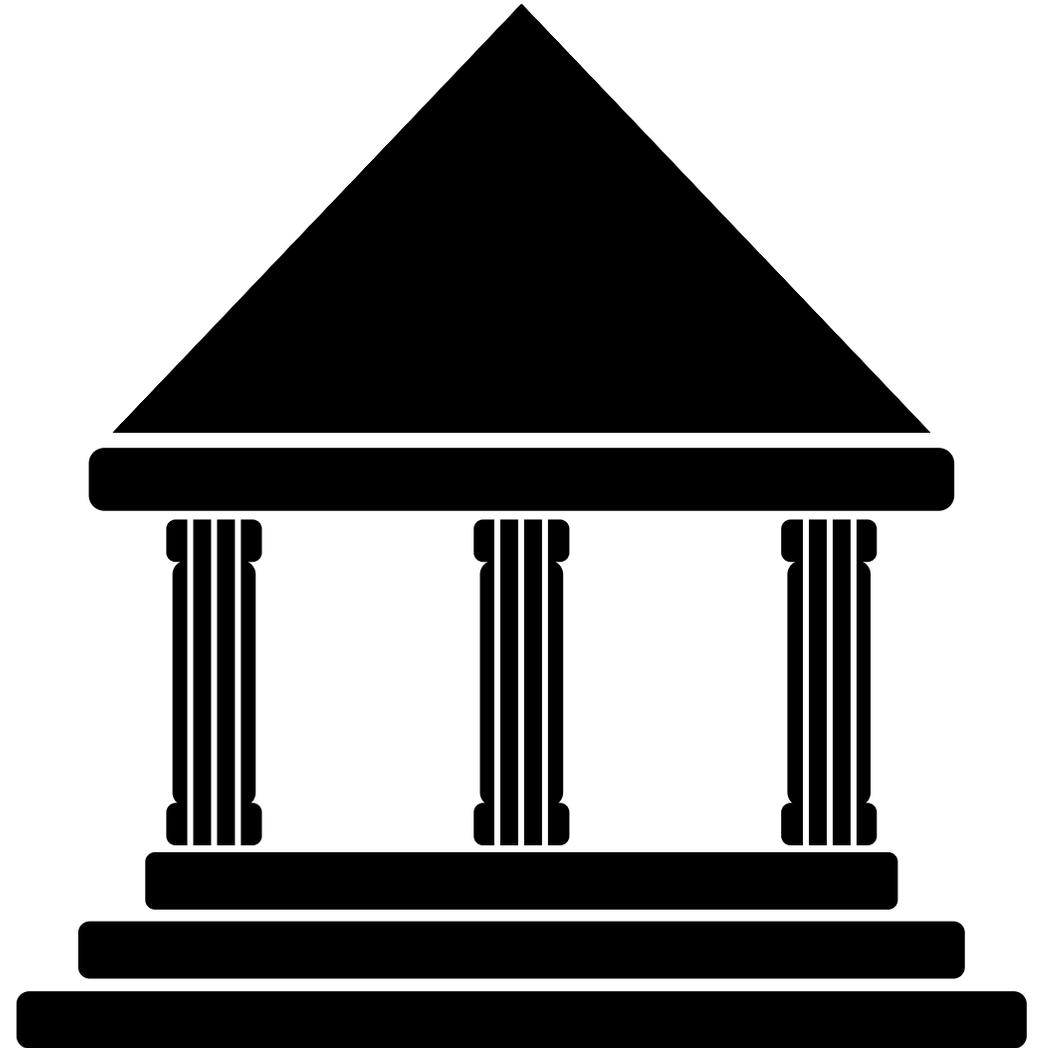
A visual redesign of manifesto documents into a "contract" format.

Pillar 2: The Year 2 Trigger. (The Performance Review).

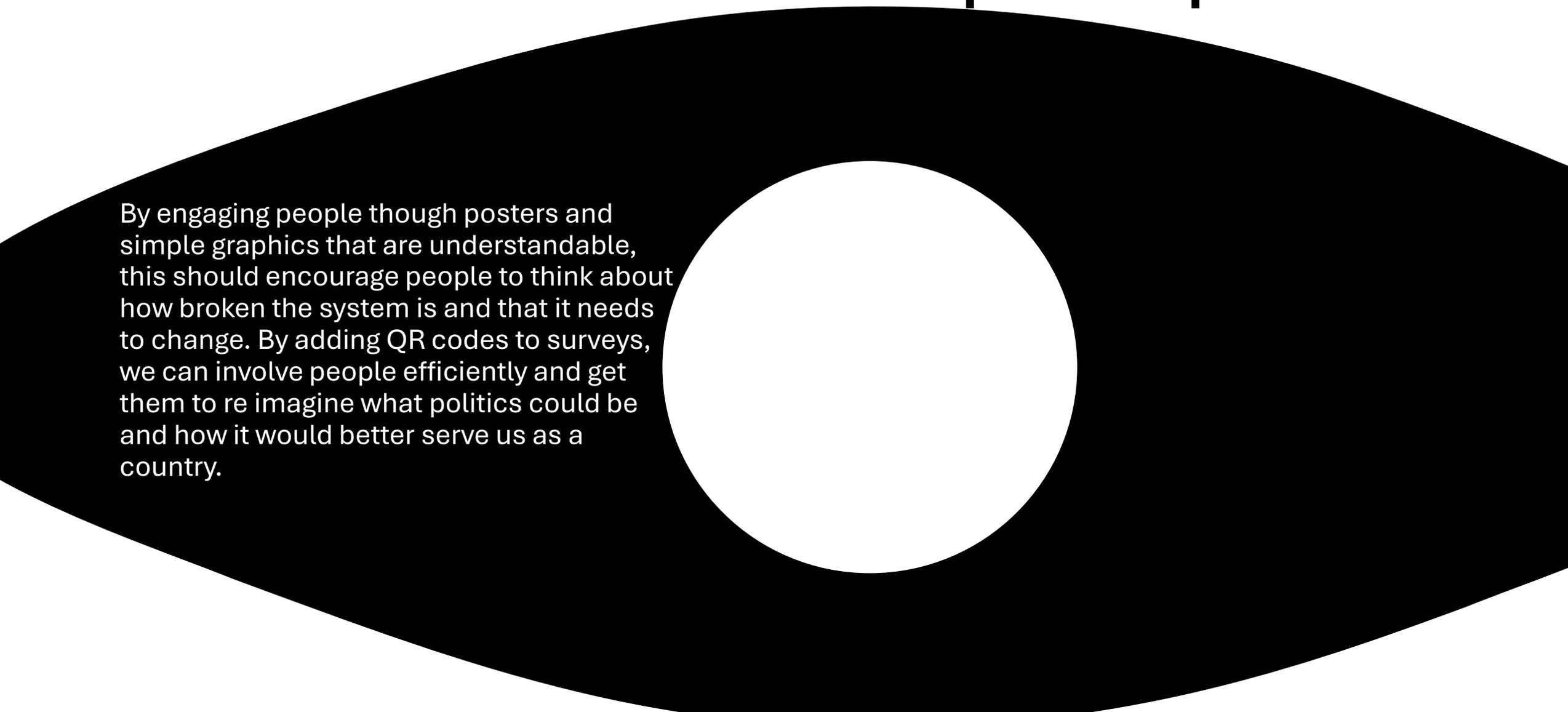
Visualizing a "Countdown to Accountability" that triggers re-elections if 6/10 goals aren't met.

Pillar 3: Financial Decoupling. (Anti-Corruption).

Graphics that expose the link between MPs and external businesses, proposed as "Service-Only" zones.



Public behaviour and perception



By engaging people through posters and simple graphics that are understandable, this should encourage people to think about how broken the system is and that it needs to change. By adding QR codes to surveys, we can involve people efficiently and get them to re-imagine what politics could be and how it would better serve us as a country.

Visual Strategy & Deliverables

- **The "Contract" Poster:** A series of posters that look like employment contracts, listing an MP's promises with a "Signature of the Public" at the bottom.
- **The "Sleep Tracker" Billboard:** Digital billboards placed near Parliament that display the "Workplace Conduct" rules, using biting humor (e.g., "Whilst you're performing surgery? You'd be fired. In the Commons? It's Tuesday.>").
- **The Accountability Website:** A UI/UX prototype where citizens can write comments and arguments to the imposed changes to how the government functions. A well laid out and clear website using bold fonts and simple iconography.