

TYPOGRAPHY 3 | PROJECT 2

CAMPAIGN FOR GOOD

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THE BIG PROBLEM: CLIMATE CHANGE

According to United Nations, 2019 was the second warmest year on record so far, closely following 2016 and finishing out the **warmest decade yet**. The World Meteorological Association predicts our planet will hit a new record within the next five years. Our climate is suffering, with weather patterns getting more and more extreme every single year. Flooding, forest fires, droughts, cyclones, and hurricanes leave **more damage than ever before**. Greenhouse gas emissions are building. The ocean's heat is increasing, and its waters are acidifying and deoxygenating.

Our planet is in trouble. The Paris Agreement has sought to get us back on track to save our climate but countries still fail to uphold it. In the last fifty years, humankind's negative impact on the planet has increased almost exponentially. One million species are now facing extinction. In order to turn the climate around, we need to **reduce our carbon dioxide emissions by 7.6% every year** starting in 2020, yet even with a pandemic shutting life down for months, we are only on track for a 5% decrease this year. Things are not looking good.

Thanks to the unintentional global experiment of COVID-19, it is becoming clear that a mass change of habits can only do so much, yet we are essentially powerless against the **twenty firms that cause a third of all gas emissions**. We only have one planet.

What are we supposed to do?

ACTIONS WE CAN TAKE

REDUCING MEAT CONSUMPTION

The animal agriculture industry is a major stressor on the planet, comprising 31% of food industries' greenhouse gas emissions locally. Livestock causes immense deforestation, air and water pollution, and species extinction. We are using 150% of earth's resources to support our current global lifestyle, and still, almost 700 million people are hungry. Our methods are ineffective and dangerous. The planet is undergoing its sixth mass extinction and the meat industry is one of the leading causes. The Food and Agriculture Organization (FAO) estimates that the meat industry is one of the largest greenhouse gas sources in the world, and in developed and emerging countries, it is perhaps the biggest contributor to water pollution.

If the world population cut out animal sourced food from its diet, we could save up to eight gigatonnes of CO₂ emissions every year. Even simply limiting meat products would save about five gigatonnes a year. One person changing their diet will not save our planet. But it is possibly the single most important action that anyone could take individually.

REDUCING DAIRY CONSUMPTION

The happy cow on the front of our milk cartons is long gone. Our dairy industry manipulates cows by impregnating them unnaturally, feeding them hormones that elongate their lactation periods, and killing males as soon as they're born or selling them for meat because it is cheaper than raising them. The industry depletes nutrients from our soil for the sake of feeding the cows, sucks fertilizer out of the market at incredible rates, and is responsible for about 20% of the entire animal agriculture water footprint.

One gallon of milk produced by a dairy cow requires six pounds of alfalfa, which requires 683 gallons of water, and a cow can produce seven gallons of milk a

day. This means that on average the dairy industry uses 4,781 gallons of water per cow, per day. One glass of dairy milk produces about 600 grams of CO₂, and 1 calorie of dairy milk requires 19 calories of fossil fuel.

Dairy alternatives are the answer. Even almond milk, which is considered the "least" environmentally friendly of all dairy alternatives, still uses much less water than dairy milk production does, and its land usage and emissions are a tiny fraction of those of the dairy industry. Even better, oat milk production uses 80% of the land that dairy production does, and a sixth of the water and resources as almond milk. Changing dairy habits personally is one of the best ways to help combat climate change on a smaller scale.

MARINE HEALTH

Despite government promises and actions, biodiversity loss in the ocean continues to accelerate. Water pollution combined with increasing acidification is causing marine ecosystems to deteriorate, and by 2100 it is predicted that the ocean's acidity will rise by 100–150%. The oceans and their health are directly linked to the world's freshwater, and the way we treat this fragile and incredibly important link affects our economies and social systems. Currently, 2.3 billion people do not have access to safe water. And 80% of global fish stocks are exploited to capacity, or beyond. We need a change to use our resources sustainably.

SELF EDUCATION

United Nations is leading an initiative to get resources into the hands of even the laziest of citizens. The Sustainable Development Goals is a list of seventeen large scale goals for the world's leading nations moving forward to combat issues such as world hunger, poverty, education, clean water and energy, and climate change. COVID-19 has given us all an opportunity to change our habits for the better, and it is our responsibility as stewards of the planet to learn how we can help save it.

MOVING FORWARD: CREATIVE BRIEF

SPONSORS

United States Climate Alliance
United Nations Foundation

MISSION

The United Nations Foundation supports the United Nations by connecting people, ideas, and resources, and seeks to guide nations in creating a sustainable world together through concrete action and specific goals.

The United States Climate Alliance is a bipartisan coalition of governors committed to reducing greenhouse gas emissions consistent with the goals of the Paris Agreement.

THE PROBLEM

Our planet is in trouble. In the last fifty years, humankind's negative impact on the planet has increased almost exponentially. Weather patterns are getting more extreme and destructive every year. The ocean's heat is increasing, and its waters are acidifying and deoxygenating. One million species are now facing extinction. Even with a pandemic shutting life down for months, we are still not able to cut greenhouse gas emissions enough to start turning the climate around. The Paris Agreement, introduced by the United Nations, has sought to unify the countries of the world to save our climate, but many countries still fail to uphold it. On November 4, 2019, the United States of America decided to withdraw from the Agreement, which will be effective November 4, 2020.

THE CHALLENGE

Design a full scale campaign to raise awareness about climate change, argue that Ohio should join the United States Climate Alliance, and drive individuals to take action on a national level.

AUDIENCE

Americans in Ohio ages 18-30, able to vote, either not aware of the pressing issue of climate change, not convinced it matters, or not sure how to change anything.

CULTURAL TENSION

These citizens are part of a busy world, with places to go and things to do that seem much more important than some big climate problem that's out of their hands. They've been told climate change doesn't exist, or they can't do much about it. The political climate of our nation today burdens citizens with more pressure than usual to pick the right leader for our country, and many feel they have too much to think about to consider the environment, too.

Some believe that it was right for the United States to withdraw from the Paris Agreement. However, what one country does affects the entire world. We share one climate and the only way to save it is to unite.

The audience needs to be shown that change is possible on a state level, a coalition already exists that is creating positive change, and that Ohio should join said coalition.

TONE

This campaign should feel urgent, but reassuring that change is possible and attainable.

MESSAGING

Messaging will be brief and attention grabbing, accompanied by facts that convey the importance of this issue.

CALL TO ACTION

Viewers will ultimately be directed to a website which will walk them through signing a petition or contacting the government officials who can make changes on a state and national level. The call to action may be to elect an official who will be able to enact change.

DELIVERABLES

- 1 full size poster
- 3 full page magazine advertisements
- 1 website landing page
- 1 public transport application
- 1 social media application

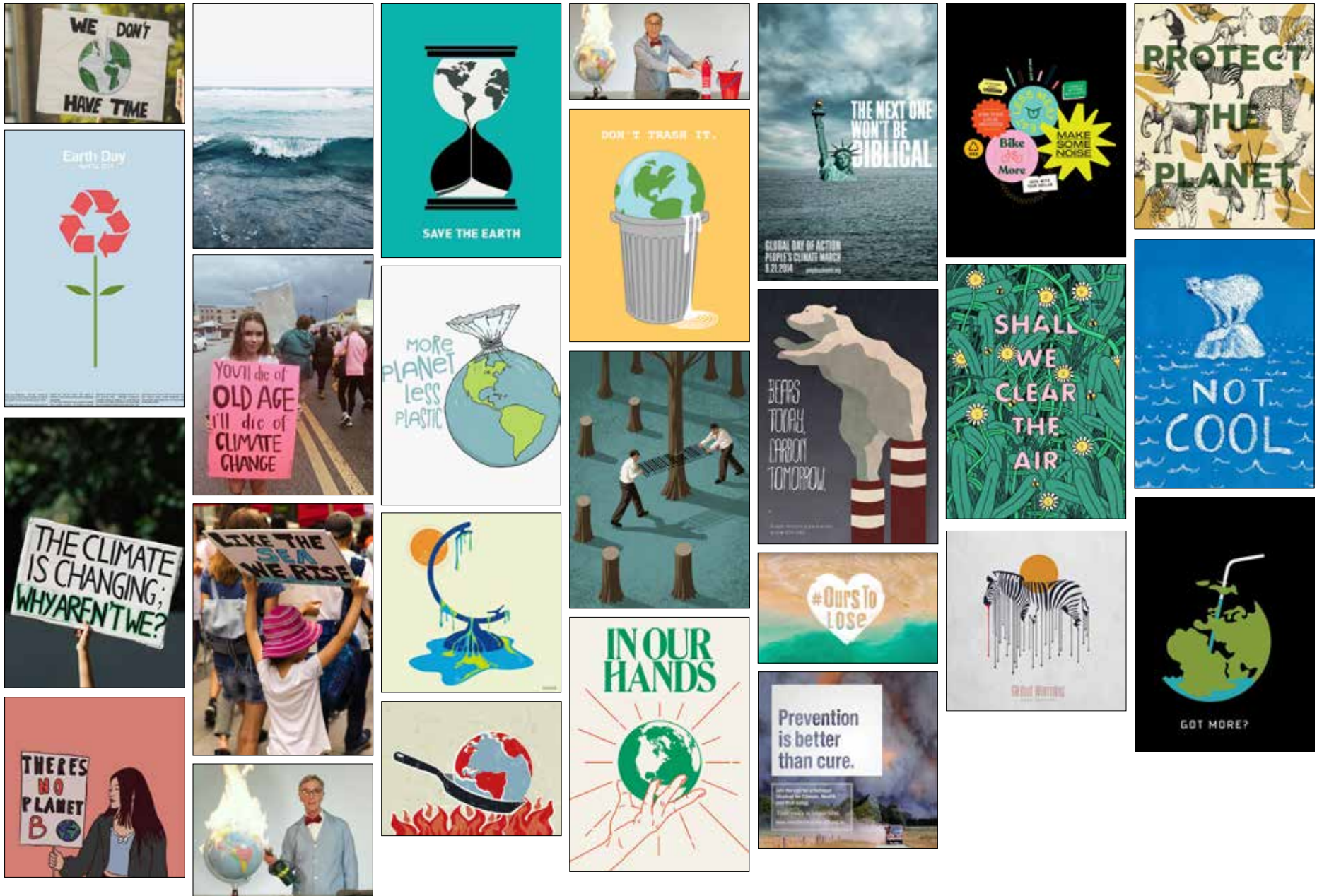
MANDATORIES

- USCA logo
- UNF logo
- Website
- Tagline or call to action

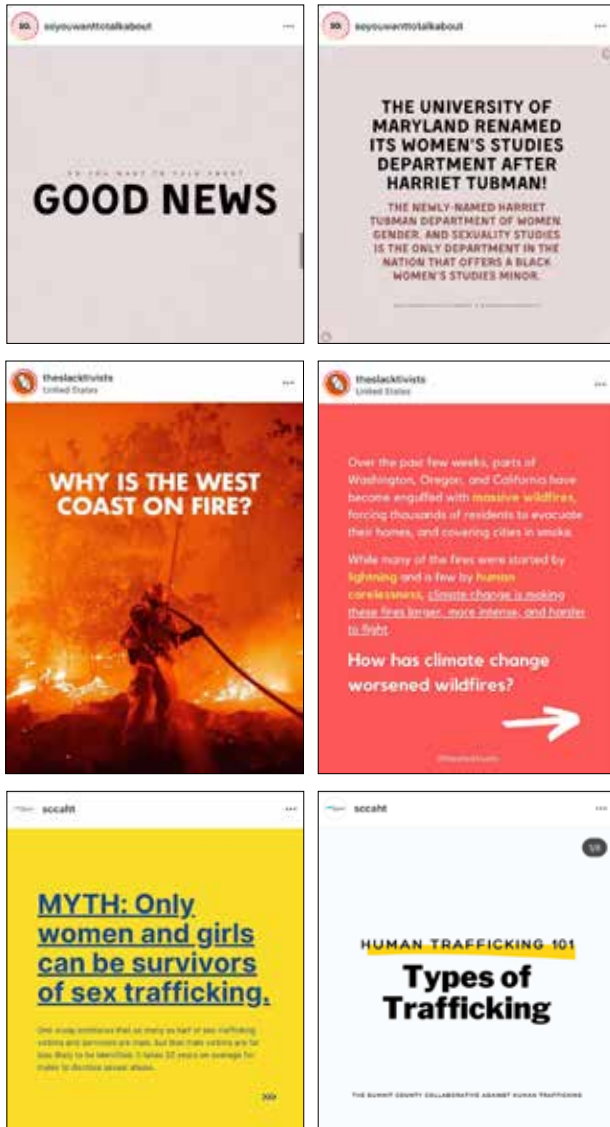
BUDGET

Research	12 hr
Brief prep	3 hr
Concepting	5 hr
Sketching	3 hr
Client meetings	40 hr
File prep	3 hr
Poster	6 hr
Magazine ads	12 hr
Website	5 hr
Crosswalk	6 hr
Other application	5 hr

TOTAL TIME.....100 hr
x \$25/hr.....**\$2,500**



inspiration: concept



These posts are excellently laid out with simple compositions and eye catching data. This kind of post feels trustworthy and relevant because the information is presented in a clean and straightforward layout.

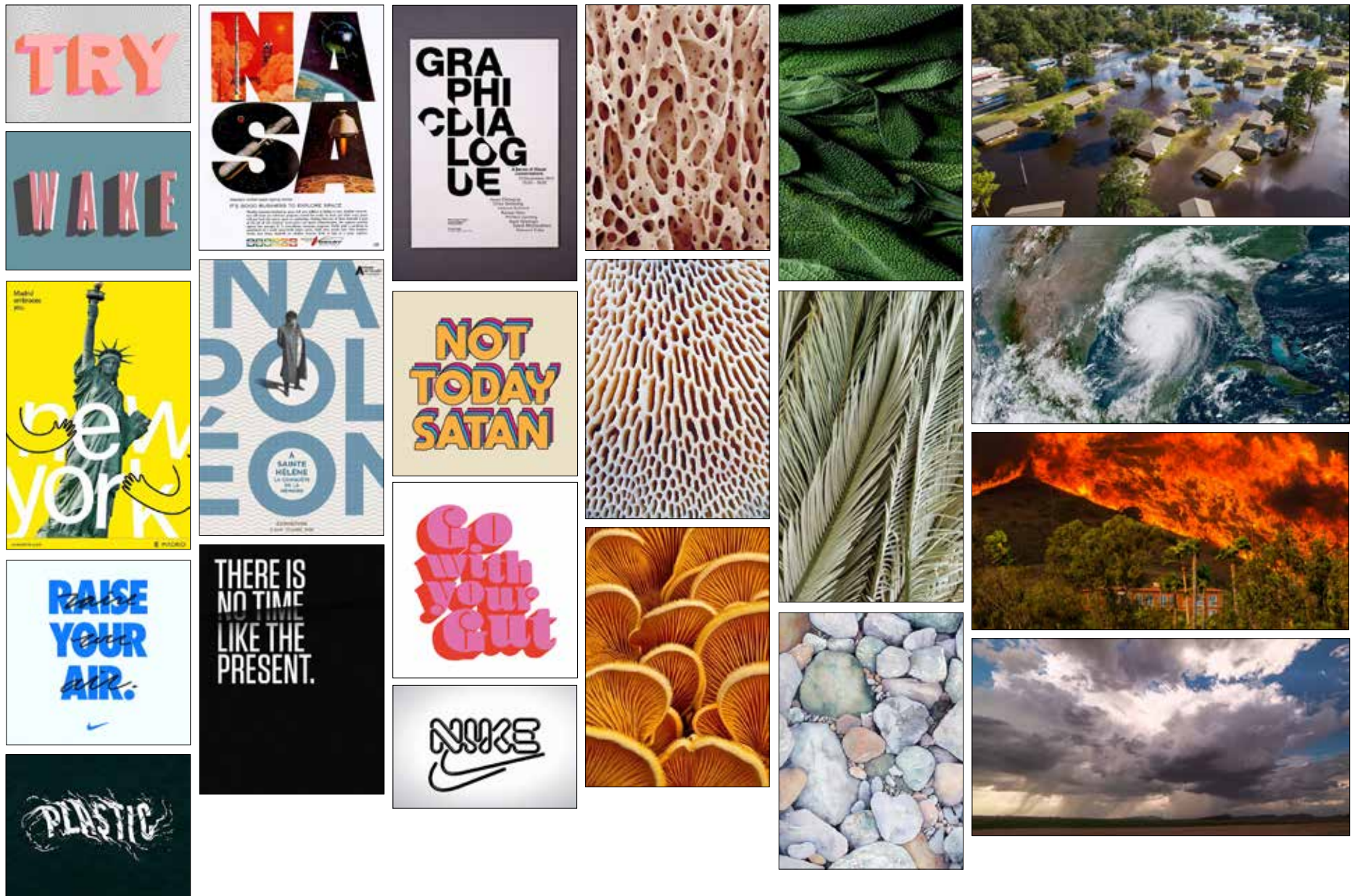


These account feeds are visually inconsistent. The information is relevant to each account but they lack brand consistency.

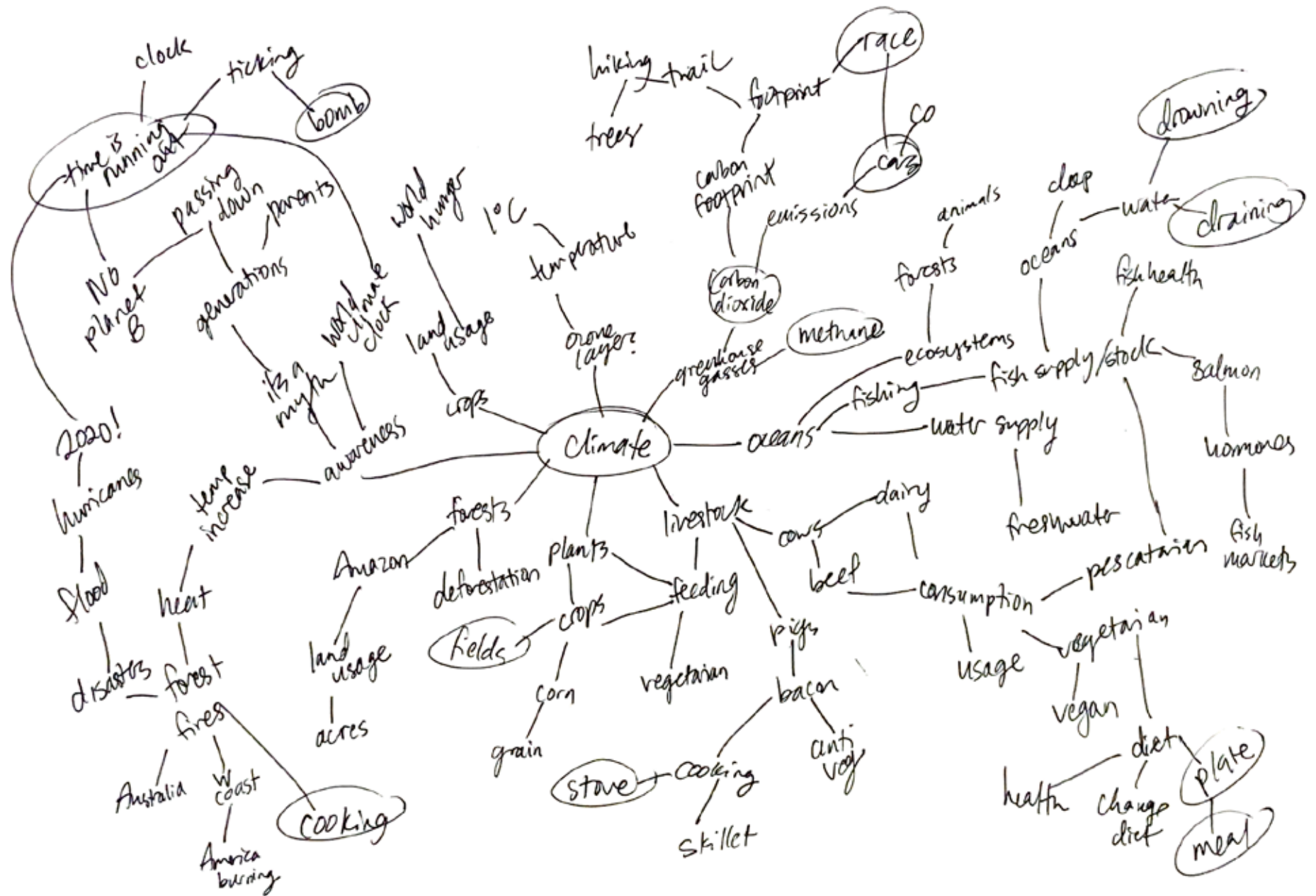


These account feeds are visually consistent. Each post is instantly recognizable as belonging to its relative account. The brands have a distinctive identity and apply it to each post, making them stand out in a mixed feed.

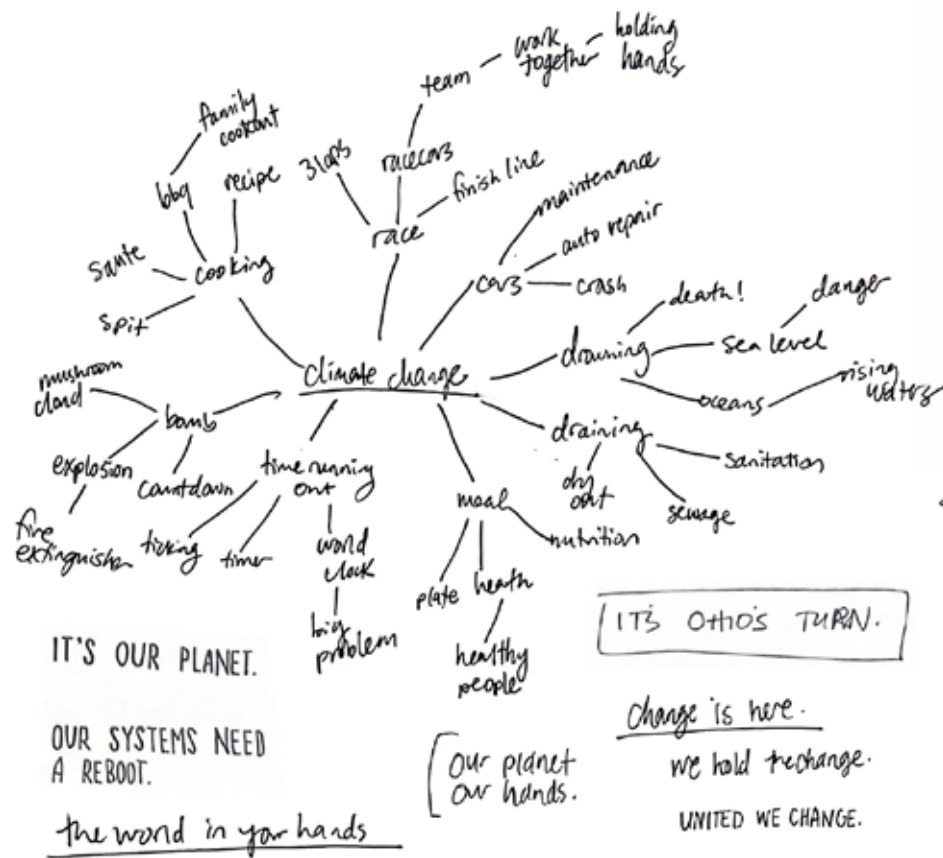
inspiration: social media



inspiration: type, texture, color



word map



Neue Haas Grotesk

Neue Haas Grotesk

Freight Text Pro

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

Grad

Grad

Halyard Text

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

Bookmania

Soleil

Soleil

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

IvyPresto Headline

IvyPresto Headline

Halyard Text

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz



#593A2E



#012E40



#3F688C



#3B5946



#F27507



#E91D01



#F2DABD

type and color choices

EVERYBODY



DO YOUR SHARE

everybody



do your share

LIFE IS
BUT A
DREAM.



LIFE IS
BUT A
DREAM.



LIFE IS
BUT A
DREAM.



LIFE IS
BUT A
DREAM.



everybody

do your share

everybody

do your share



when it rains,
it pours.



WE'VE GOT
THE WHOLE WORLD
IN OUR HANDS.

IT'S OHIO'S TURN.



WE'VE GOT THE
WHOLE WORLD
IN OUR HANDS.

This Land Is Your Land



"By Tuesday you really need to make tremendous progress"

Tues - work day. As much as you can have done if not everything.
Thurs - Critique

we've got the whole world in our hands.
lets start w/

watercolor large elements

Washing away in watercolor

rain - save water / water usage

greens - sustainable farming
eat local

heat - transportation

Buy local produce & meat

- state
- city

- color
- problem / small solution
- headline

When it rains ^{water}
this land is your land ^{Eat local}
we've got the whole world ^{land/agriculture}
life is but a dream ^{fire}

sky
heat
water

little action

little action

state w/ star

state "its" - turn to...
No better place to start than home.

Facts: 2019 2nd warmest year on record

2020 ends warmest decade yet.

global funding fossil fuels > climate activities

Ocean acidifying - 100-150% rise by 2100

Even w/ pandemic shutting down things
we are not on track to cut enough CO2 emissions this year.

80% of fish stocks are being used to/above capacity

Paris agreement is holding companies accountable.
and state govts

express commitment

fire
water
wood
earth
floods

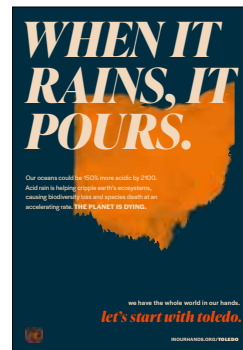
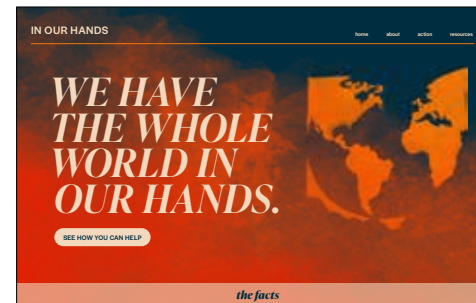
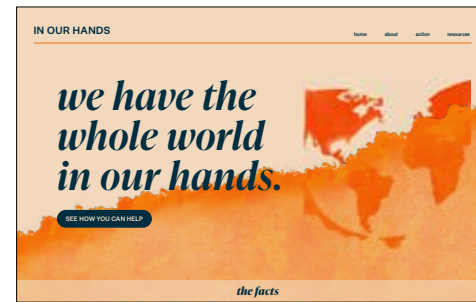
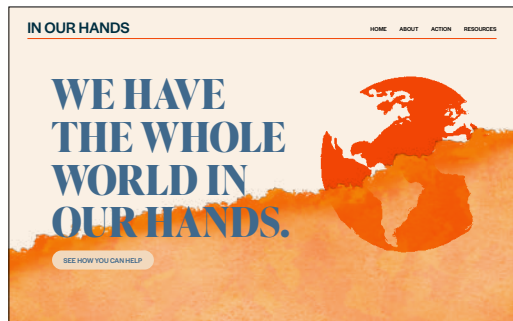
not
grass
straws
or metal

- sunglasses
baseball
1 - hat
2 - water bottle (nalgene)
3 - shirt
4 - letterhead set
5 - social media
~~6 - keychain~~
6 - keychain
7 - lighter
8 - window cling
9 - car sticker / laptop sticker
10 - canvas bag
11 - stamps
12 - backpack enamel pin

other 10

1 porch flag
2 recycled phone case
3 pens
4 umbrella
5 bumper sticker
6 "in in" kinda
7 small business badge
8 snowglobe
9 calendar
10 coffee mug
11 - welcome mat
12 - frisbee

snow shovel





#002E40



#E62525



#F26122



#F2D9BD

final elements

FINALS



**THIS
LAND
IS YOUR
LAND.**

Industrial animal agriculture is the leading cause of global greenhouse gas emissions, causing deforestation, air and water pollution, and over one million species' endangerment. **THE PLANET IS DYING.**

Eat local meat and produce when you can to reduce your footprint.

we have the whole world in our hands.
let's start with cleveland.

 INOURHANDS.ORG/CLEVELAND

NATIONAL GEOGRAPHIC



**WHEN IT
RAINS,
IT POURS.**

Our oceans could be 150% more acidic by 2100. Acid rain is helping cripple our planet's ecosystems, causing biodiversity loss and species death at an accelerating rate. **OUR PLANET IS DYING.**

Bike, walk, or use public transport when you can to reduce your transportation carbon footprint.

we have the whole world in our hands.
LET'S START AT HOME.

 INOURHANDS.ORG/CINCINNATI

COSMOPOLITAN



**LIFE IS
BUT A
DREAM.**

2020 finishes out the warmest decade on record, emissions are at an all time high, and by 2100, the oceans could be 150% more acidic than they are already. **THE PLANET IS DYING.**

Bike, walk, or use public transport when you can to reduce your footprint.

we have the whole world in our hands.
let's start with akron.

 INOURHANDS.ORG/AKRON

NATIONAL GEOGRAPHIC



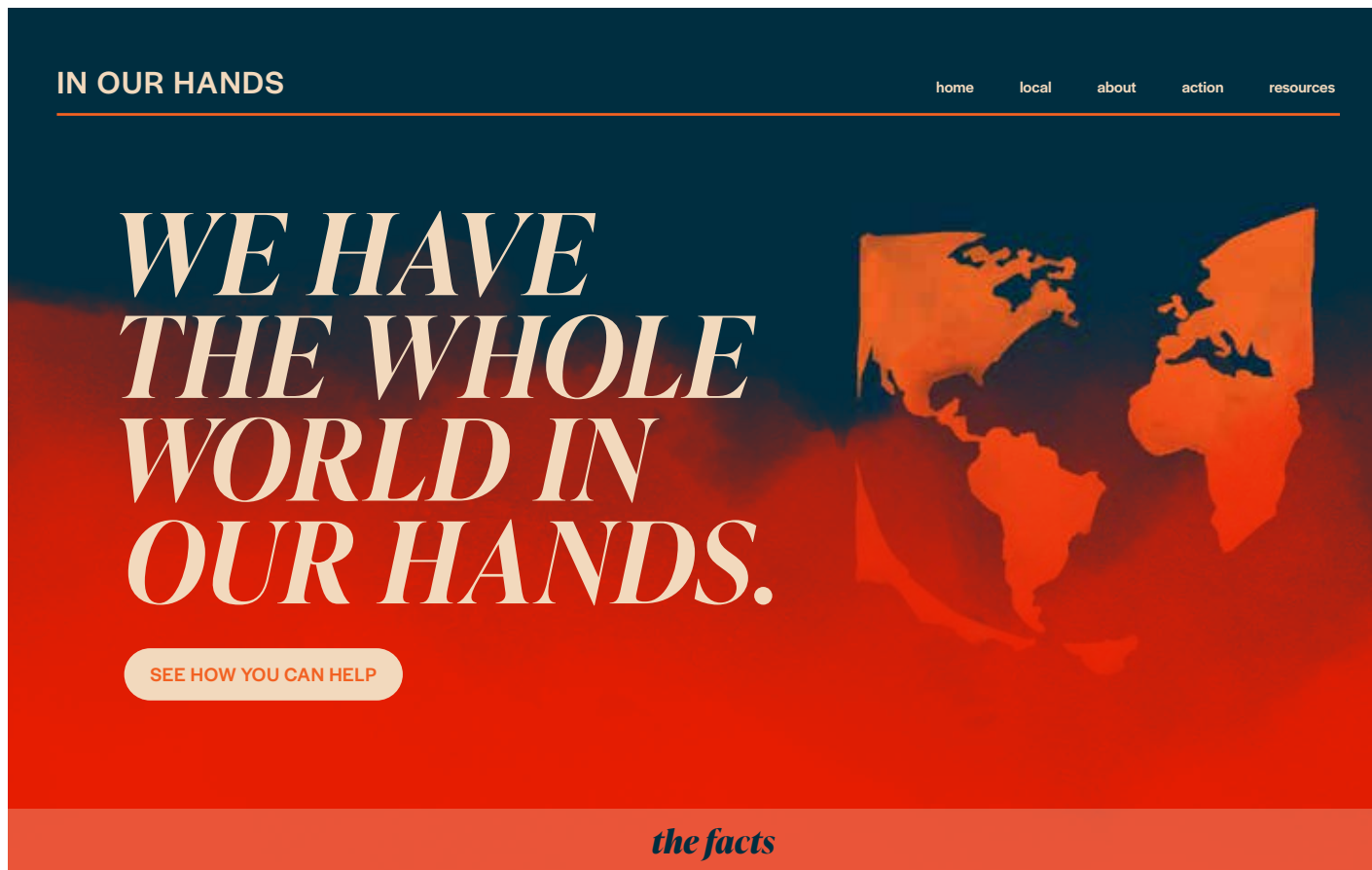
*everybody
do your
share.*

there's **TOO MUCH AT STAKE**
for us to leave the environment
in politicians' hands.

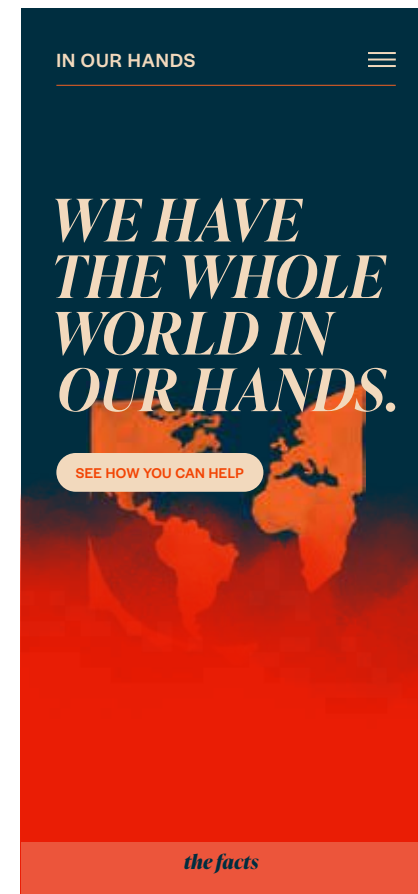
we have the whole world in our hands.
let's start with ohio.



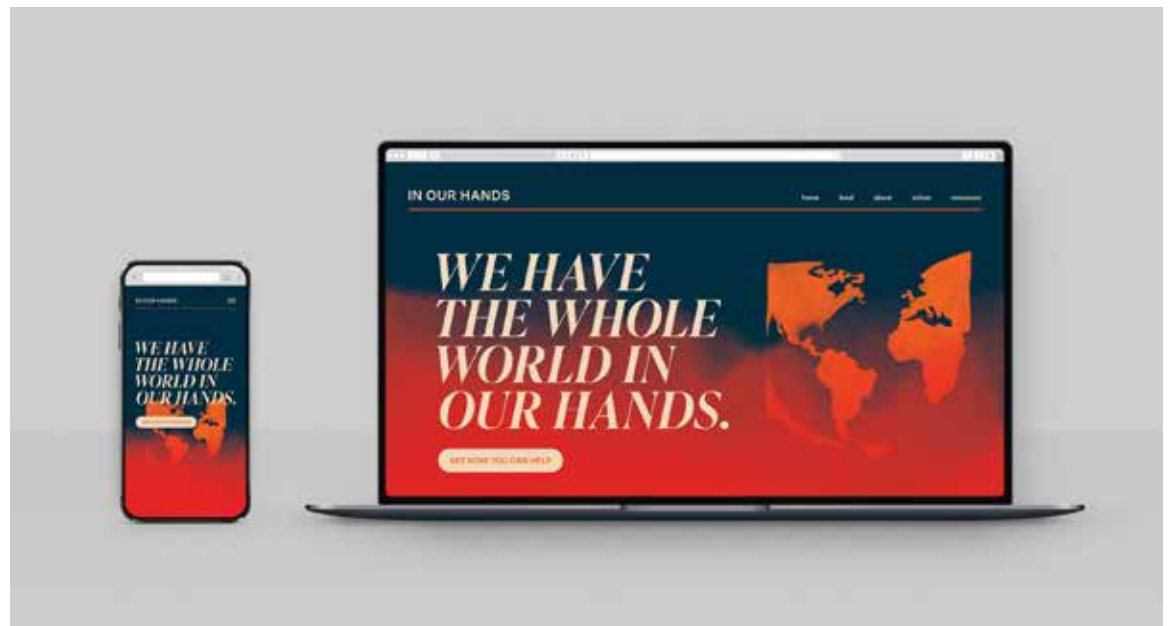
INOURHANDS.ORG/ACTION



DESKTOP



MOBILE



final renderings



final renderings