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Campaign for Good | Typography 3 | Fall 2020

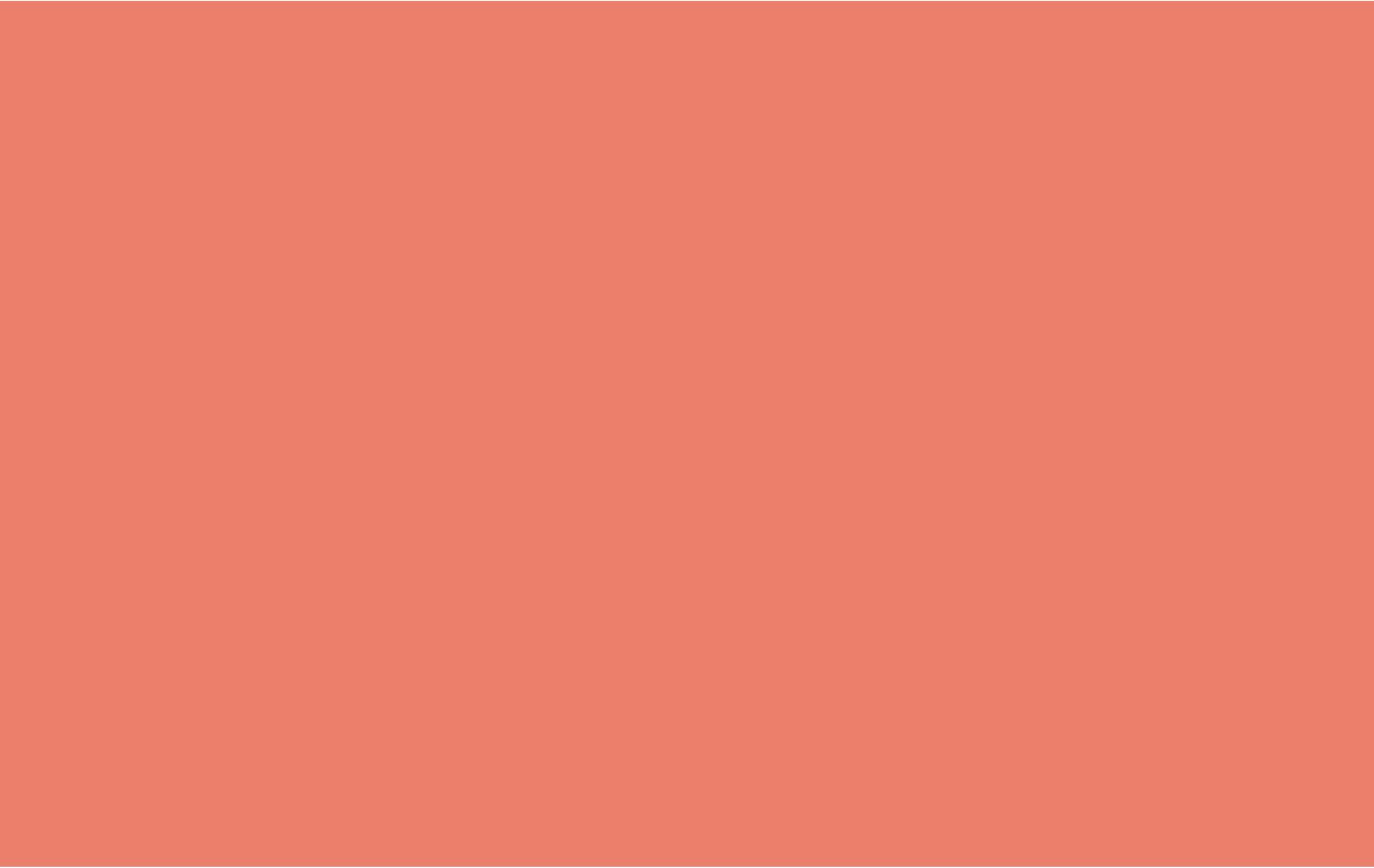


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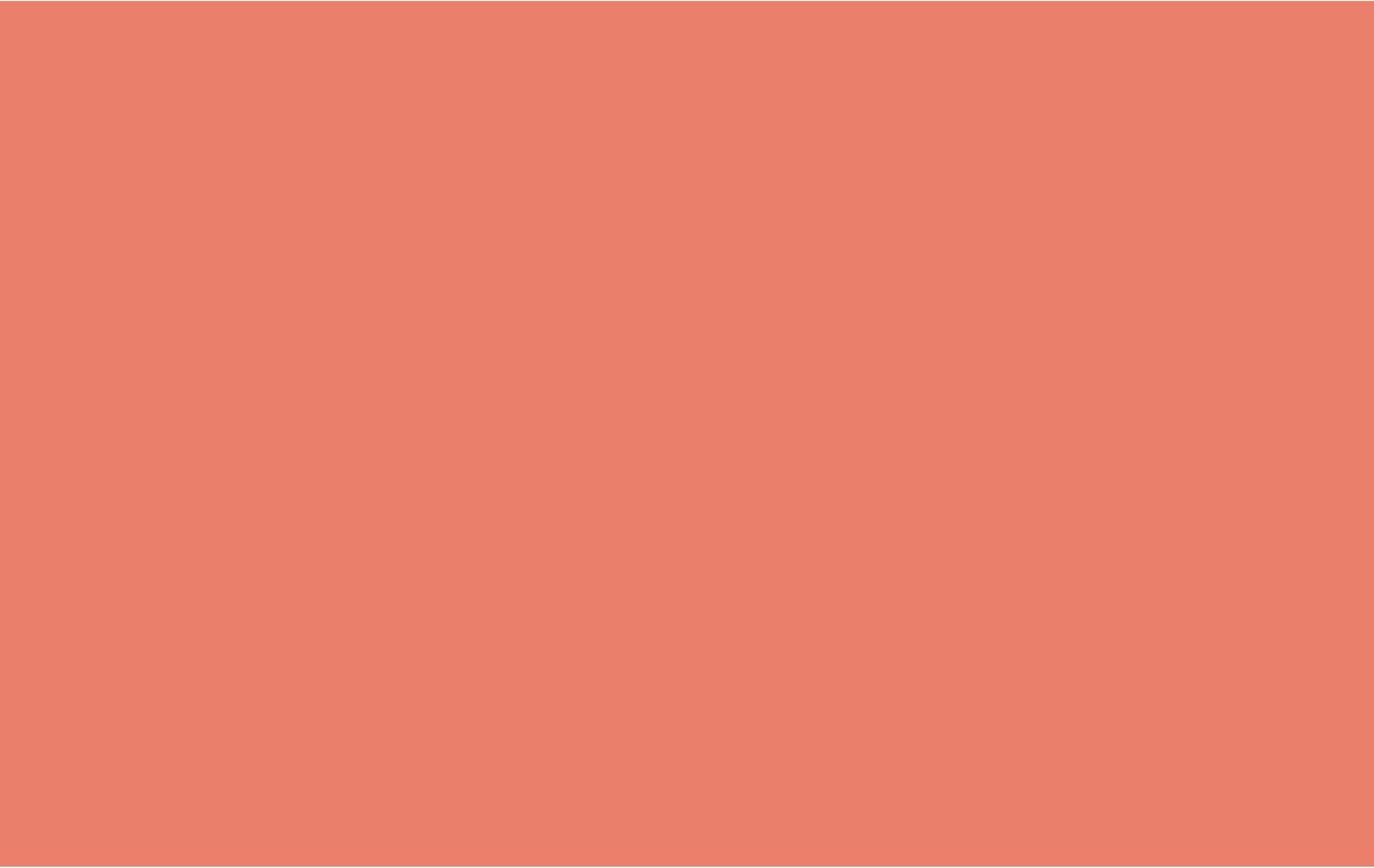
ROUGH

COMPUTER EXPLORATION

- Advertisements
- Advertisement Mockups
- Poster
- Billboard
- Cutting Board
- Bus Stop
- Website
- Website Mockups

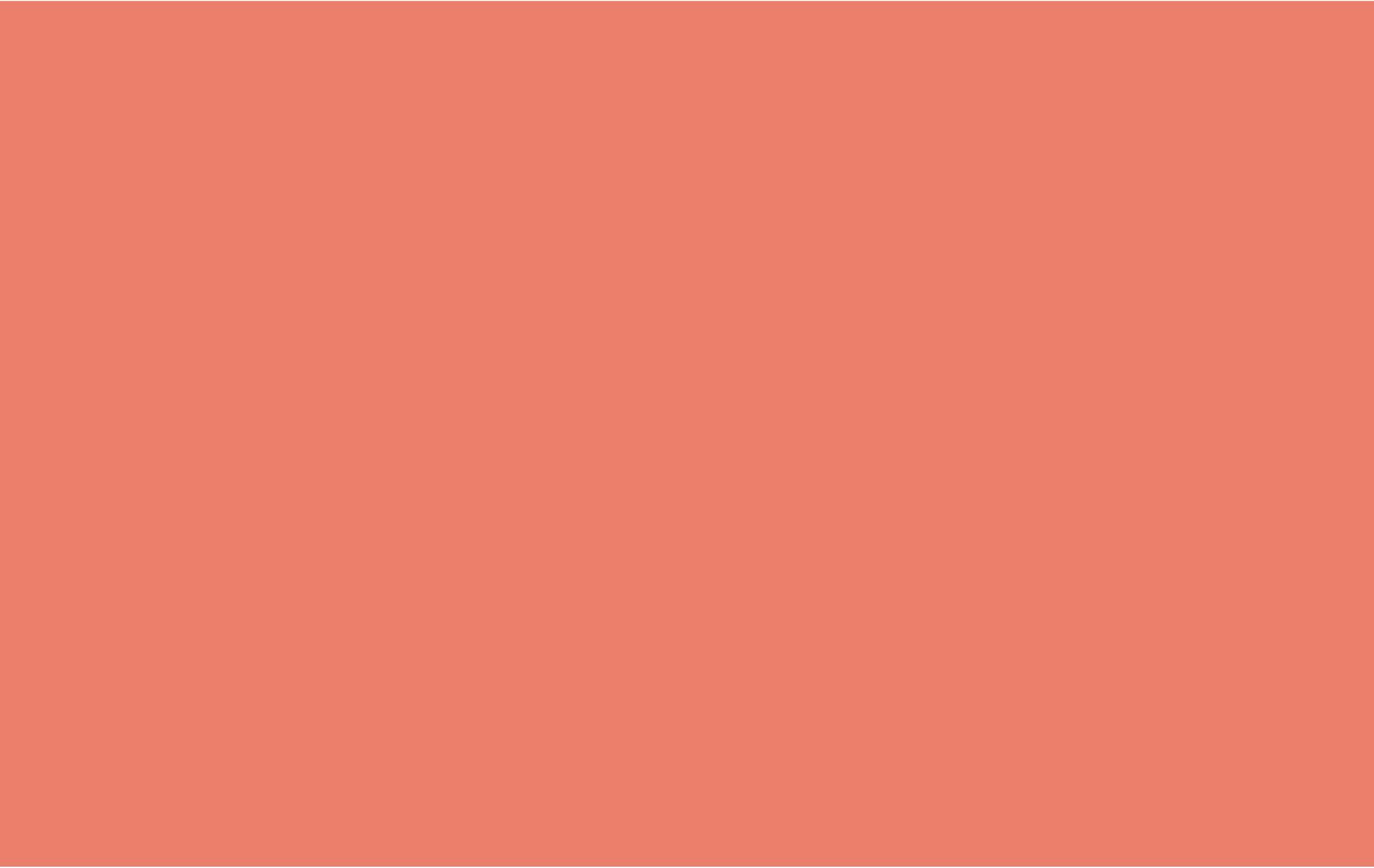
FINAL

- Advertisements
- Advertisement Mockups
- Poster
- Billboard Mockup
- Cutting Board Mockup
- Bus Stop Mockup
- Website Mockup



OBJECTIVE

Using both type and image, develop and deliver a comprehensive, multi-channel campaign. Explore ways that a comprehensive campaign can convey a compelling message through elements of typography and image. Known as Rhetoric Design, this project focuses on the art of persuasion.



PLASTIC POLLUTION

More and more plastic have been found in the streets and in our oceans. The water is actually more polluted than the streets. "In 2015 researchers from the University of Georgia estimated that between 4.8 million and 12.7 million metric tons of plastic per year make here way into the oceans via people living within 30 miles of a coast" (NRDC). That means there is more plastic on the ocean than fish. Most of the plastic around is single-use plastic. People use it once and throw it out right after they are done with it. Some examples of those are bottles, wrappers, straws, and bags. We need to get rid of plastic and clean the environment.

https://www.nrdc.org/stories/single-use-plastics-101?gclid=CjwKCAjw5Kv7BRBSEiwAXGDEIYb7YPj7KFnuN_Cl5G92L2RowGBraQIB4WfVXFNeMpq3qkRTQFVvYxo-ClasQAvD_BwE



Statistics:

- 90% of the total mass is made of debris larger than 5mm.
- 46% of the total mass is made of fishing nets
- 84% of samples contained toxic chemicals in excess
- 180x more plastic than food at the surface of the great pacific garbage patch
- Plastic pollution costs 13 billion dollars per year.

Audience:

- This is primarily for adults, but can be for older teens too. Once people start driving they will go out to eat, go to stores, and do many more things. People will be using more plastic then.

Great Pacific Garbage Patch:

- The largest accumulation of plastic in the world.
- It is located between Hawaii and California.
- It is estimated that 1.15 to 2.41 million tons of plastic are entering the ocean each year.
- GPGP covers an estimated surface area of 1.6 million square kilometers, which is twice the size of Texas and 3 times the size of France.



Deaths:

- Fish: ingest 12000 to 24000 tons of plastic each year
- Sea turtles: mistake floating plastic for food
- Sea birds: thousands of them ingest plastic every year
- Marine animals: ingest and get tangled up in plastic

Sizes:

- Microplastics (0.05-0.5 cm)
- Mesoplastics (0.5-5cm)
- Macroplastics (5-50 cm)
- Megaplastics (anything above 50 cm)

Solutions:

- Reusable bags
- Cook more often
- Buy in bulk
- Walk or bike
- Avoid plastic wrap
- Metal or bamboo straws



RECYCLING

If everyone looked for the recycle symbol on the bottom of the items they use they would be surprised what is recyclable. For example some gift wraps and gift bags are recyclable. Dry cell batteries are recyclable. They are used in a variety of electronics. Dry oil is another thing that can be recycled. There are different ways to get rid of household hazard waste. For example you can give them to someone else that needs them. Some things might not be able to go down the sink but you can always find alternative ways to get rid of things without throwing them directly in the trash. Some of the main ones are paper, plastic, and glass. One last thing that can be reused in a different way is tires. A lot of retailers should take back old tires. There are so many different things you can do to reuse old things that you don't need. Recycling is one of the main solutions.

<https://www.nrdc.org/stories/reduce-reuse-recycle-most-all-reduce#:~:text=About%204.5%20pounds,average%20American%20generates%20every%20day.&text=Fortunately%2C%20not%20all%20the%20items,one%2Dthird%20of%20our%20trash>



Statistics:

- About 4.5 pounds of trash, including banana peels, frayed toothbrushes, busted electronic, plastic wrappers, greasy pizza boxes—that the average American generates every day.
- According to the U.S. Environmental Protection Agency's most recent available data, we collectively tossed 258.5 million tons of stuff.
- People recycle only 14% of all plastic packaging.
- People toss about 40% of all their food, composting only about 5% of that load, according to the EPA.

Audience:

- This will be for a wide range of people. Little kids could recycle paper and plastic bottles. Everyone should be able to recycle.

Recyclables:

- Metals and glass
- Plastic bottles, tubs, and paper cartons
- Cardboard and paper

Keep out:

- Styrofoam
- Plastic pats
- Chip bags
- Paper towels and napkins
- Electronics and light bulbs

Solutions:

- Buy well-made products, and borrow the items that you rarely use.
 - Neighbors
 - Consignment shops
 - Garage sales
 - Flea markets
- Cut plastic and single-use items out of your daily routine.
 - Health and body
 - Toothbrush with a replaceable end
 - Reusable washcloth
 - Put hair care products into smaller reusable containers.
 - Kitchen
 - No plastic wrap
 - Washable towels
 - Reusable bags
 - Avoid dishwasher tablets and sponges that come individually wrapped
- On-the-go
 - Reusable bag
 - Reusable water bottle
 - Reusable straws
 - Reusable silverware
- Reduce food packaging
 - Use refillable filter for coffee and tea
 - Reusable container for leftovers at restaurant
 - Buy bulk at stores



SAVE THE FOOD

We as a society waste food every day. We throw food away from our refrigerators and freezers. We cook dinner, and then cook way too much food. It gets put in our refrigerators and sits there. Weeks later we clean out the refrigerator and toss the leftovers in the garbage because it gets old. Food in our freezers get pushed around and the next thing we know the food is old and has frost bite on it, and we have to throw it away. As kids our parents were always telling us to quit wasting food. We never finished the food that was put on our plates. We ordered food at restaurants that we did not eat. One of the main reasons people waste food is because of expiration dates. They look at the “best buy,” “sell buy,” “use by,” and other labels. Once those dates come, they waste all that food. We have wasted too much food.

<http://www.savethefood.com>
<http://www.save-food.org>
<http://www.nrdc.org>



Statistics:

- People are throwing away more than 1/3 of our food supply.
- Uneaten food is the single largest contributor to U.S. landfills today,
- As much as 40% of the food in this country goes to waste—more than \$162 billion worth every year—accounting for nearly a quarter of U.S. water consumption and 4% of our oil consumption.

Save Food Initiative Facts:

- Food losses: More than two billion tons per year in 2030
- Their strategies:
 - Creating awareness
 - Establishing creative networks
 - Developing fundamental programmes and projects

Audience:

- This will be aimed more towards adults and teens. Little kids would have a hard time with this. Adults get the food and cook it. They are the main target.



Solutions:

- Guestimator: Dinner party calculator to estimate how much food you will need
- Prep meals
- Try new recipes:
 - Ugly vegetable pasta
 - Turkey bone and stuffing dumpling soup
 - Crispy Sheet pan Hash
 - Leftover mashed potato apple cider donuts
 - Spatch turkey with turkey scraps gravy
 - Leftover pumpkin pie and turkey curry
 - Chopped salad with Aquafina ranch
 - Mac and cheese rinds
- Store food, and if you do it correctly it will last longer.
 - Freeze

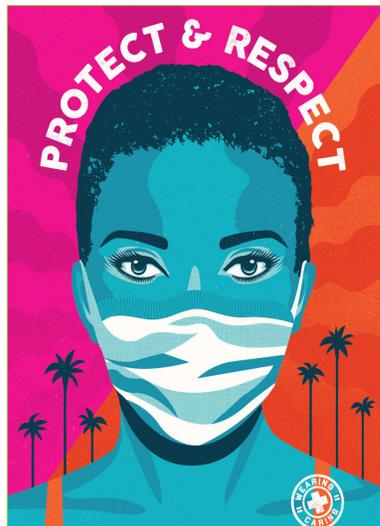
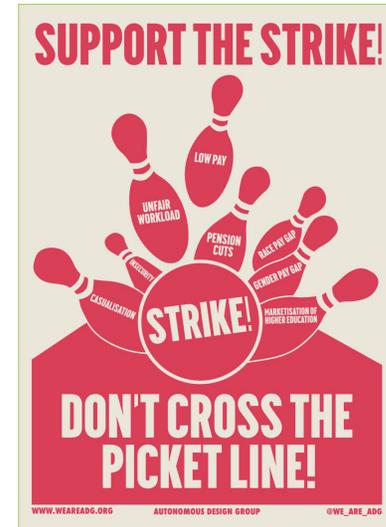
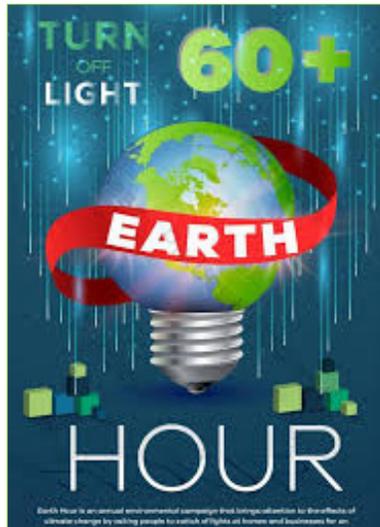
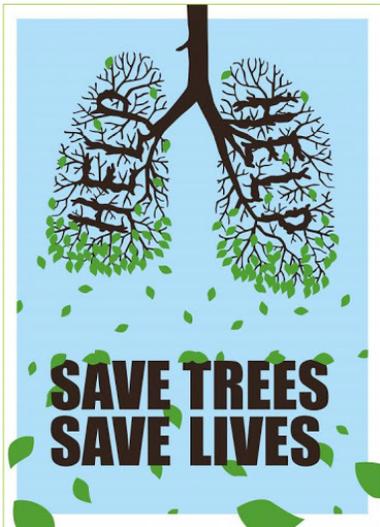
Savings:

- Household of 3:
 - Daily \$3
 - Monthly \$93
 - Yearly \$1125

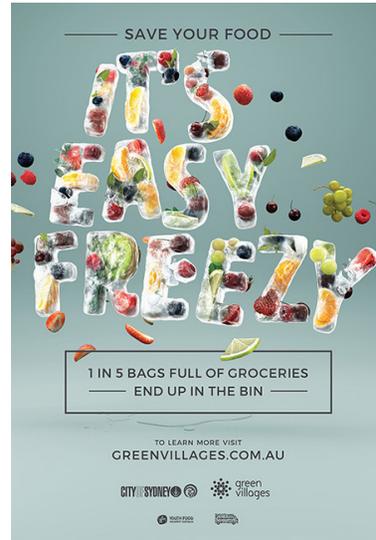
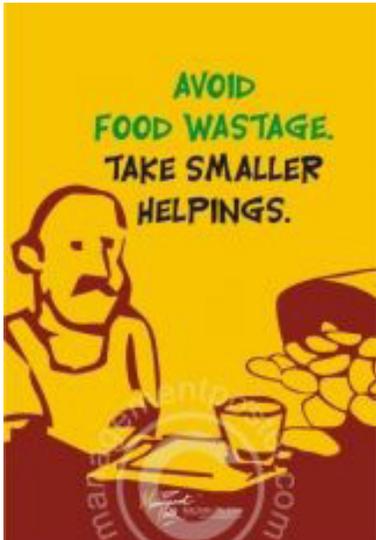




CAMPAIGNS

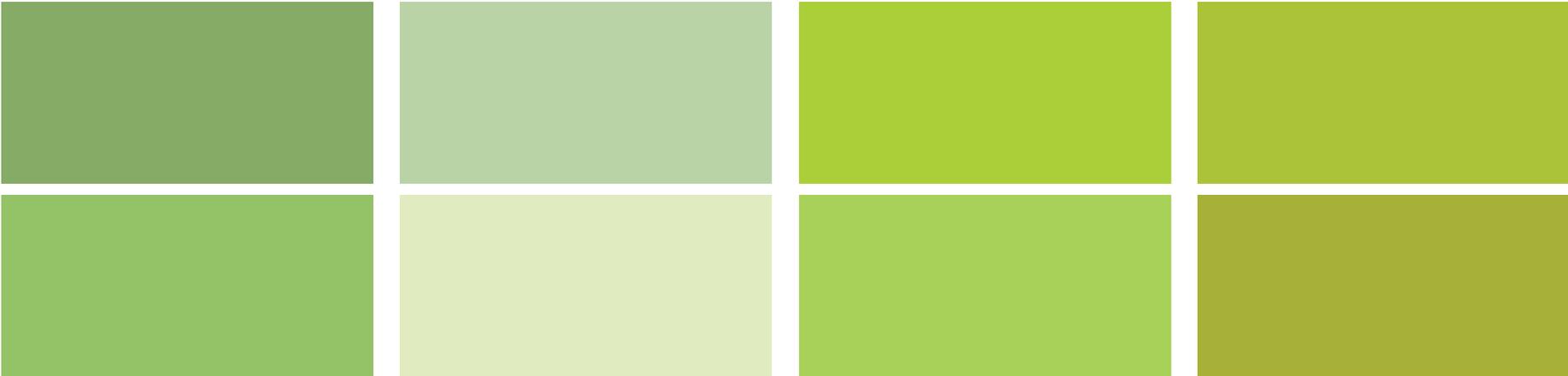


FOOD WASTE CAMPAIGNS

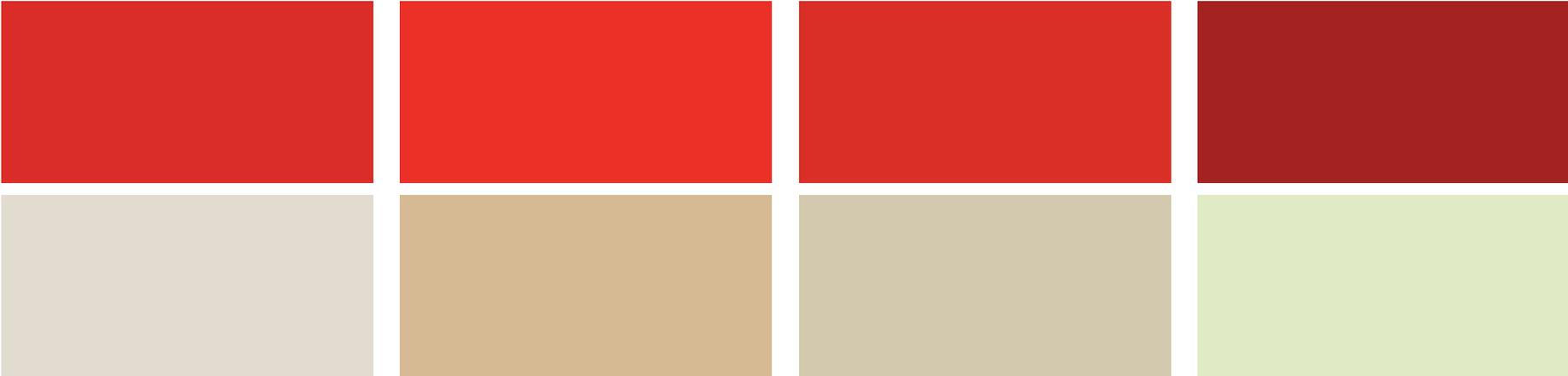


COLORS

Green



Red and Tan



TYPOGRAPHY



Geneva: abcdefghijklmnopqrstuvwxyz
Helvetica Neue: abcdefghijklmnopqrstuvwxyz
Montserrat: abcdefghijklmnopqrstuvwxyz
Sathu: abcdefghijklmnopqrstuvwxyz
Verdana: abcdefghijklmnopqrstuvwxyz

ILLUSTRATIONS



IMAGES/TEXTURES



WORD MAP





CREATIVE BRIEF

Client

- Natural Resources Defense Council

Situational Analysis

- There is too much food that is going to waste.

Objective

- To minimize the amount of waste with people, grocery stores, and farmers.

Target Audience

- This will be aimed more towards adults and teens. They can cook their own food, and know how much they will be able to eat. They are the main target.

Tone

- It is going to be light and get straight to the point.

Title

- Save The Food

Message

- People need to stop wasting food. People can freeze food, donate food, and much more. They don't have to just throw it all in the trash.

Deliverables

- Design a campaign for a magazine and website.

Mandatories

- Campaign to get people to save the food
- Client logo
- Tagline

Outcome

- Less food waste to help the environment.
- People can use their leftovers for their meal the next day.

Call to Action

- Use your leftovers for your meal tomorrow.

Budget (Estimated)

- Research 10hrs
- Sketching 15hrs
- Photographing 10hrs
- Computer 60hrs
- Meeting 5hrs
- Total 100hrs
- Cost 100x25=\$2500.00

Budget (Actual)

- Research 14hrs
- Sketching 16hrs
- Photographing 10hrs
- Computer 48hrs
- Meeting 2hrs
- Total 90hrs
- Cost 90x25=\$2250.00



TRACKING

Design for Good Tracking

Sunday, Sept. 20	Research	3 hrs.
Tuesday, Sept. 21	Meeting	15 min.
Wednesday, Sept. 23	Research	2 hrs.
Wednesday, Sept. 23	Mood board	2 hrs
Thursday, Sept. 24	meeting Mood Board	10 min 2 hrs
Friday, Sept. 25	Mood board	3 hrs
Friday, Sept. 25	Creative Brief	2 hrs
Friday, Sept. 25	Sketches	3 hrs
Saturday, Sept. 26	sketches	2 hrs
Monday, Sept. 27	Sketches	1 hr.
Tuesday, Sept. 29	Meeting sketched	10 min 2 hrs
Wednesday, Sept. 30	Sketches	2 hrs
Thursday, Oct. 1	Meeting sketched	10 min 2 hrs
Saturday, Oct. 3	sketched	1 hr
Monday, Oct. 5	sketched computer	2 hrs 2 hrs

Tuesday, Oct. 6	meeting computer	10 min 2 hrs
Wednesday, Oct. 7	Computer	1 hr
Thursday, Oct. 8	meeting computer	10 min 2 hrs
Sunday, Oct. 11	Photographed	2 hrs
Monday, Oct. 12	Photographed	1 hr
Tuesday, Oct. 13	meeting computer	10 min 2 hr
Wednesday, Oct. 14	photographed	2 hrs
Thursday, Oct. 15	meeting computer	10 min 2 hrs
Sunday, Oct. 18	Photographed computer	5 hrs 2 hrs
Monday, Oct. 19	computer	3 hrs
Tuesday, Oct. 20	meeting computer	10 min 2 hrs
Wednesday, Oct. 21	computer	2 hrs
Thursday, Oct. 22	Meeting computer	15 min 1 hr.
Saturday, Oct. 24	Computer	2 hrs
Sunday, Oct. 25	Computer	3 hrs

Monday, Oct. 26	computer	2 hrs
Tuesday, Oct. 27	meeting computer	10 min 2 hr
Wednesday, Oct. 28	computer	3 hrs.
Thursday, Oct. 29	meeting computer	10 min 2 hrs
Sunday, Nov. 1	computer	5 hrs.
Monday, Nov. 2	Computer	3 hrs



PHOTOS



PHOTOS



PHOTOS



PHOTOS



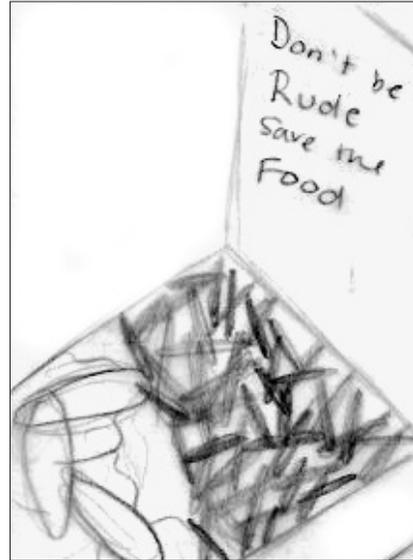
SKETCHES



SKETCHES



ROUGHS

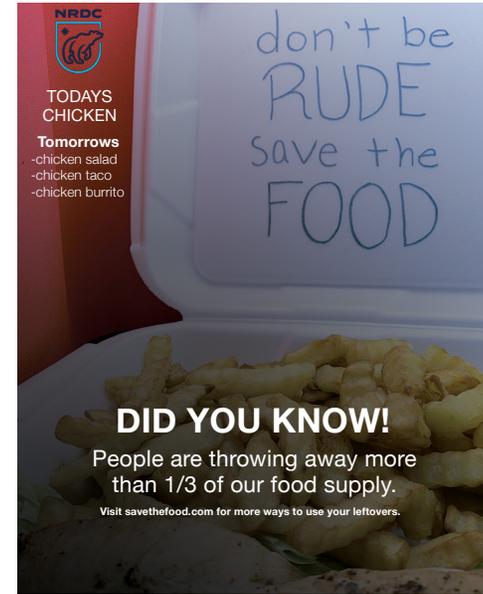


COMPUTER EXPLORATIONS



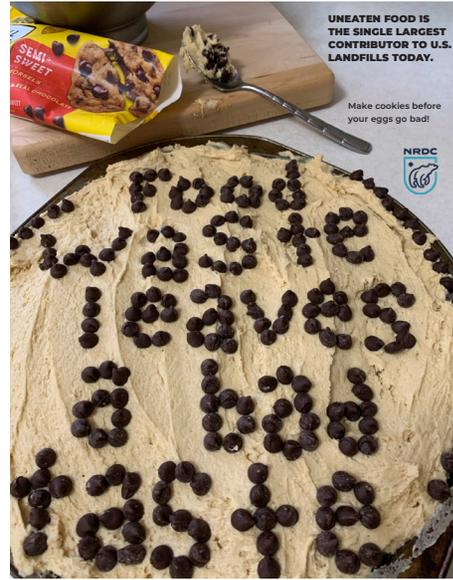
COMPUTER EXPLORATIONS

Advertisement 2



COMPUTER EXPLORATIONS

Advertisement 3



COMPUTER EXPLORATIONS

Advertisement Mockups



COMPUTER EXPLORATIONS

Poster



COMPUTER EXPLORATIONS

Billboard



COMPUTER EXPLORATIONS

Cutting Board



COMPUTER EXPLORATIONS

Bus Stop



COMPUTER EXPLORATIONS

Website

SAVETHEFOOD.COM

HOME | WAYS TO SAVE | JOIN US

FOOD WASTE

PEOPLE ARE THROWING AWAY MORE THAN 1/3 OF OUR FOOD SUPPLY.

UNEATEN FOOD IS THE SINGLE LARGEST CONTRIBUTOR TO U.S. LANDFILLS TODAY.

AS MUCH AS 40% OF THE FOOD IN THIS COUNTRY GOES TO WASTE—MORE THAN \$162

NRDC

HOME | RECIPES | DONATE | STORAGE | JOIN US

WASTED FOOD

As much as 40% of the food in this country goes to waste—more than \$162 billion worth every year—accounting for nearly a quarter of U.S. water consumption and 4% of our oil consumption.

COMPUTER EXPLORATIONS

Website



FINAL



WERE YOU AWARE?

As much as 40% of the food in this country goes to waste—more than \$162 billion worth every year—accounting for nearly a quarter of U.S. water consumption and 4% of our oil consumption.

JUST THINK...TODAYS SOUP BECOMES TOMORROWS SAUCE

NRDC

Visit savethefood.com for recipes to transform your leftovers.



NRDC

don't be
RUDE
save the
FOOD

DID YOU KNOW?

People are throwing away more than 1/3 of our food supply.

TODAYS CHICKEN TOMORROWS, CHICKEN SALAD, CHICKEN TACO, CHICKEN BURRITO.

Visit savethefood.com for more ways to use your leftovers.



NRDC

HAVE YOU HEARD?

Of the estimated 125 to 160 billion pounds of food that goes to waste every year, much of it is perfectly edible and nutritious.

**Make food everyone will eat!
Make some cookies!**

You could use your eggs and milk before they go bad!

Visit savethefood.com for new recipes

FINAL



SO MANY WAYS TO SAVE!

- Guest-imator: Dinner party calculator to estimate how much food you will need
- Prep meals
- Try new recipes
- Store food, and if you do it correctly it will last longer.

Go to savethefood.com for more ways to save food.



FINAL



FINAL



FINAL



FINAL



FINAL

