

Alex Dirksen

CDES 430B

Project 4 | Guerilla/ Environmental Advertising Strategies

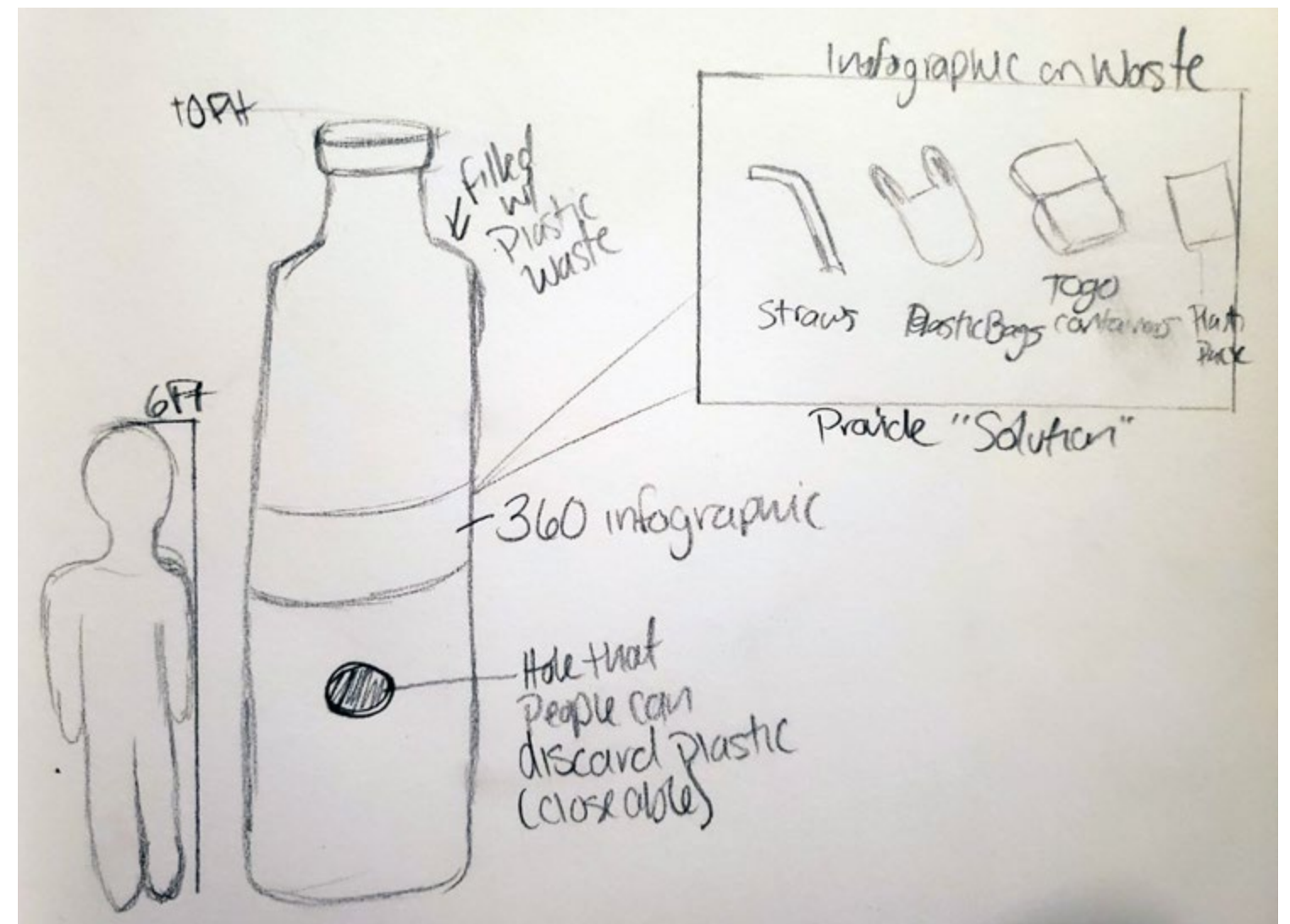
Spring 2019

Problem

Single use plastic, of any and all varieties have been causing and increasingly large problem . Plastic has made its way into just about every aspect of our lives, including inside the food we eat, as microparticles. Single-use-plastics frequently do not make it to a landfill or are recycled. A full 32% of the 78 million tons of plastic packaging produced annually is left to flow into our oceans; the equivalent of pouring one garbage truck of plastic into the ocean every minute. This is expected to increase to two per minute by 2030 and four per minute by 2050. By 2050, this could mean there will be more plastic than fish in the world's oceans. Choosing to buy products with less packaging or no packaging altogether makes a big difference.

Solution

I want to attempt a guerrilla advertising strategy with this project, focusing on the overwhelming amount of single use plastic that is used, and wasted, and sent to exist eternally in either a landfill, or in the ocean. I had a couple of ideas, including but not limited to: a larger than lifesize bottle, filled with single use plastic that is gathered from the surrounding areas, events, restaurants, that are discarded. It could act as both an awareness campaign, as well as a clean-up project. It would be targeted at public transit stations in order to get the most visual traffic.



Design Brief

1. Title

Plastic Bottle Thang (Temporary)

2. Project Participants

Myself, Lisa Abendroth, City of Denver, RTD, Art Director, Industrial Designer, Fabricator, Denver Residents,

3. General Introduction

This project is designed to raise awareness to the issue that plastic waste is causing on a scale larger than just what is happening in Denver.

4. Problem Identification

The rate at which single use plastics are being produced and used is causing worldwide issues to wildlife and the environment. Reducing, Reusing and Recycling has been the unofficial motto of the anti-plastic movements but at the rate things are going, that's not going to fix things anymore. People are not recycling properly, either, so even that portion is leading to even more problems. Plastic is finding its way into the ocean and the chemicals used in the production of the plastic materials is leaching into the land and affecting land animals, as well as sea animals. There is also the issue of the lack of recycling cans around in public, and the high cost that recycling comes at.

5. Product/ Service Analysis

This monumental bottle will have information about single use plastic, ways to reduce the impact that plastic is having on the environment, and simple ways to take responsibility of the amount of plastic used and turning to reusable/

sustainable materials as opposed to continuing this throw-away culture. It will have a dual function, however. On top of being educational and informative, I also want it to be a way for people to interact and learn to recycle. There will be a receptacle for people to deposit plastic around them and clean up the streets.

6. Audience Considerations

Demographic: I'm targeting people of all ethnicities, social statuses, and incomes. Most prominently, the younger generations, from 5 to 29 because they're the most likely to take to the idea and they're the ones who are going to have to clean up the world in their lifetimes.

Psychographics: People that care about the environment, people who want the city to be clean, people who are interested in getting away from single-use plastic already, and people that we can convince to start.

Possible Sites

This campaign would consist of a number of installations around the Denver Metro area, targeting high traffic areas like transportation (possibly including the airport), event centers, the 16th street mall, and Auraria Campus. I want it to be large, imposing, impossible to miss, and make a statement about all of the plastic that is discarded improperly, being sent to landfills, or the oceans, and how cutting down on single use plastic can positively effect the city, especially since Denver is so removed from those situations that it's easy to forget how much it effects other places.



Disclaimer: These images are not mine, seeing as I have been out of the state for a week, I did not have time to go around and gather my own image research. My goal is to do so within the next week, I will re-upload after doing so.

Color and Typography

The colors I chose are meant to feel both like water bottle label colors, as well as eco-friendly colors. I wanted to have multiple shades of both of my primary colors so when I start designing, I have more colors to work with. I used Avenir Book and **Black** for the design because it's a highly readable typeface that still has some interest and works well for many purposes.

Avenir Book

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NnOoPpQqRrSsTtUuVvWwXxYyZz

Avenir Black

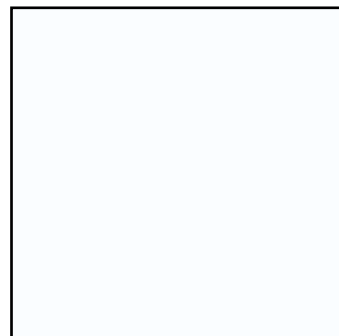
**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**



C 74 R 31 Hex #
M 66 G 165 1fa5ca
Y 13 B 202
K 0



C 100 R 30 Hex #
M 96 G 45 1e2d85
Y 15 B 133
K 4



C 1 R 251 Hex #
M 0 G 253 fbfdf
Y 0 B 255
K 0



C 75 R 31 Hex #
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Y 78 B 109
K 0



C 80 R 45 Hex #
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Y 100 B 37
K 38