

Alex Dirksen

CDES 430B

Project 4 | Guerilla/ Environmental Advertising Strategies

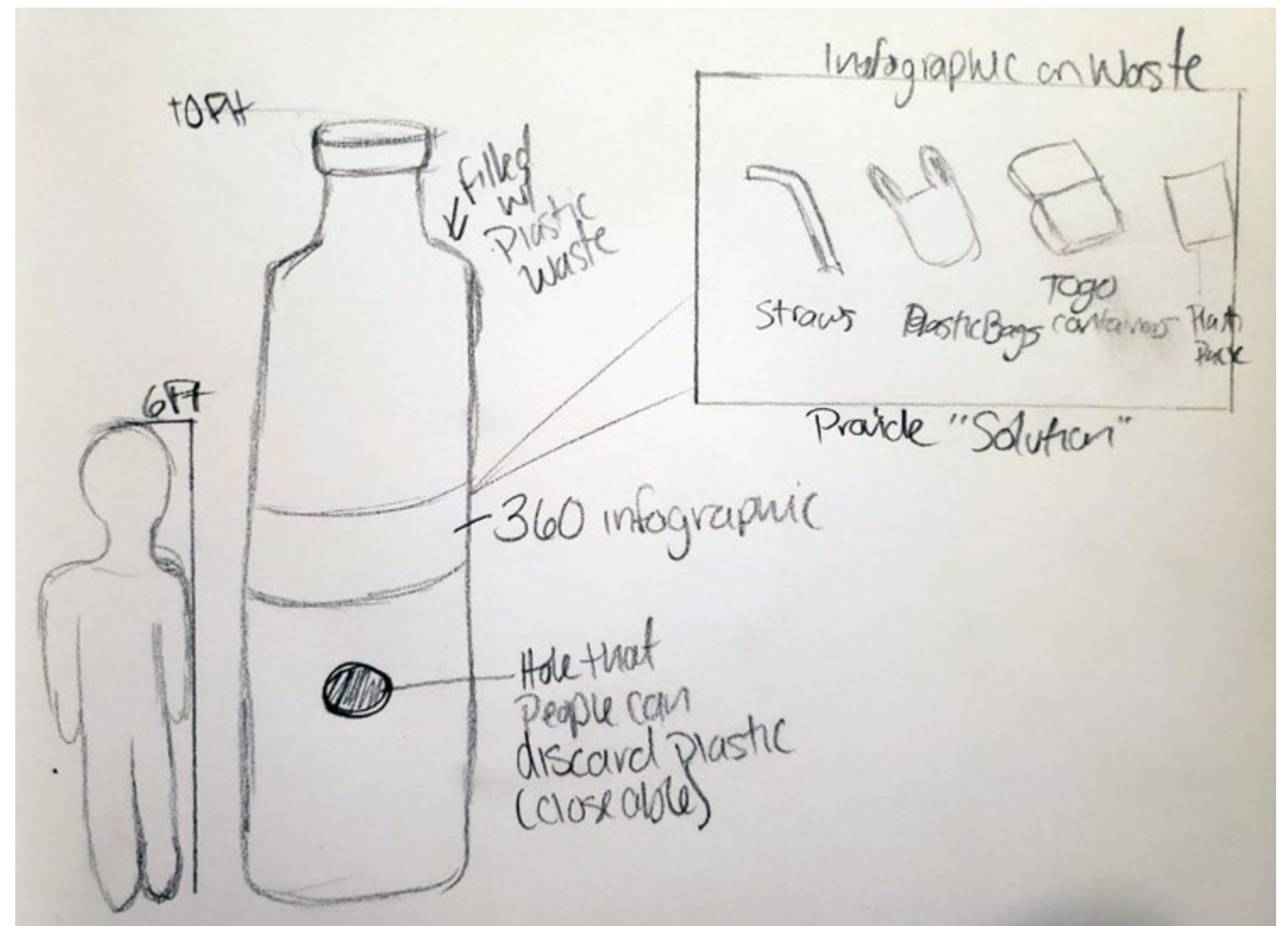
Spring 2019

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.

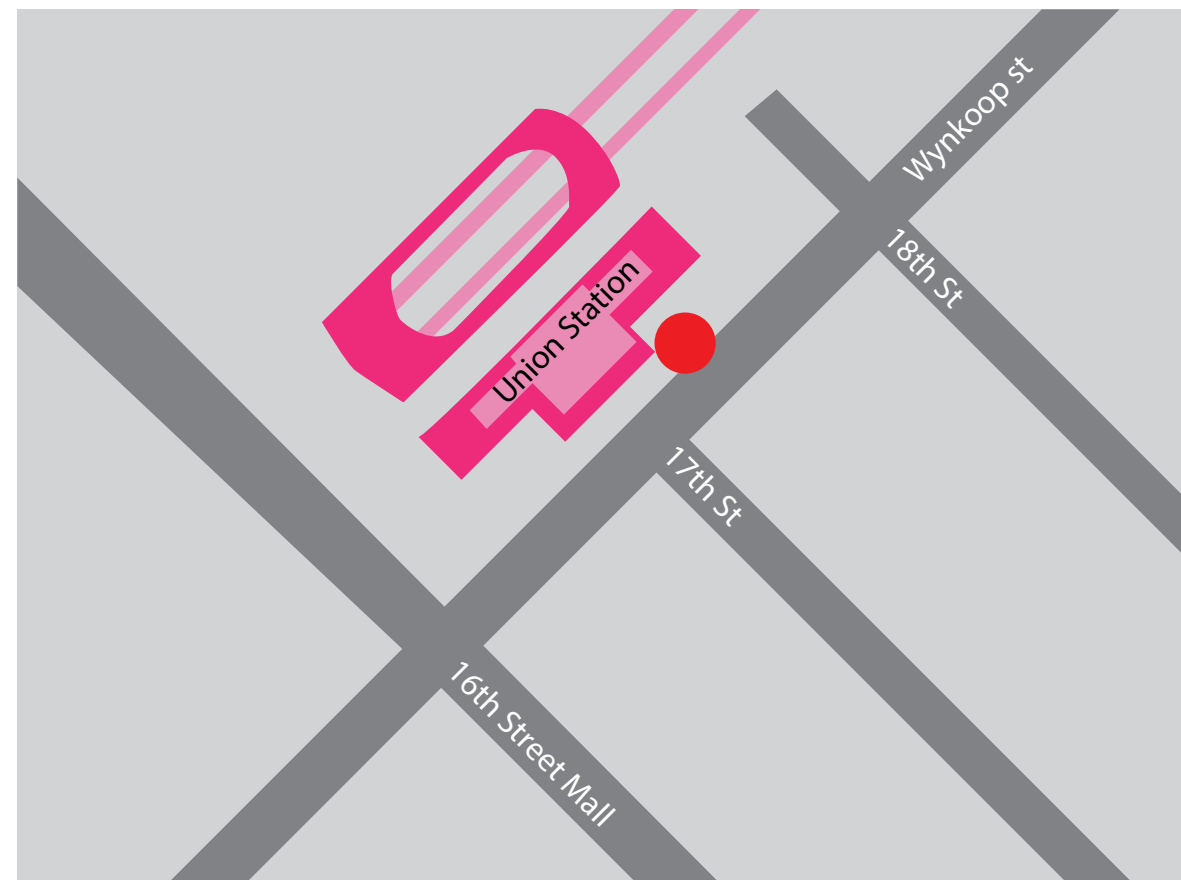
Psychographics: People that care about the environment, people who want the city to be clean, people who are interested in getting away from single-use plastic already, and people that we can convince to start.

Geographics: Denver, primarily in high traffic areas like transportation systems.

7. World View

Site location

This campaign would be most effective if it were to consist of a number of installations around the Denver Metro area, but to start, it would be located at Union Station in order to target high traffic areas like transportation. It will be large, imposing, impossible to miss, and make a statement to the audience. Passersby will be forced to acknowledge the installation and the hope is that it will entice them to take a change, even if it's a small one.



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

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Avenir Black

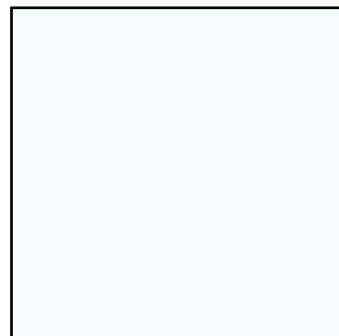
**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**



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



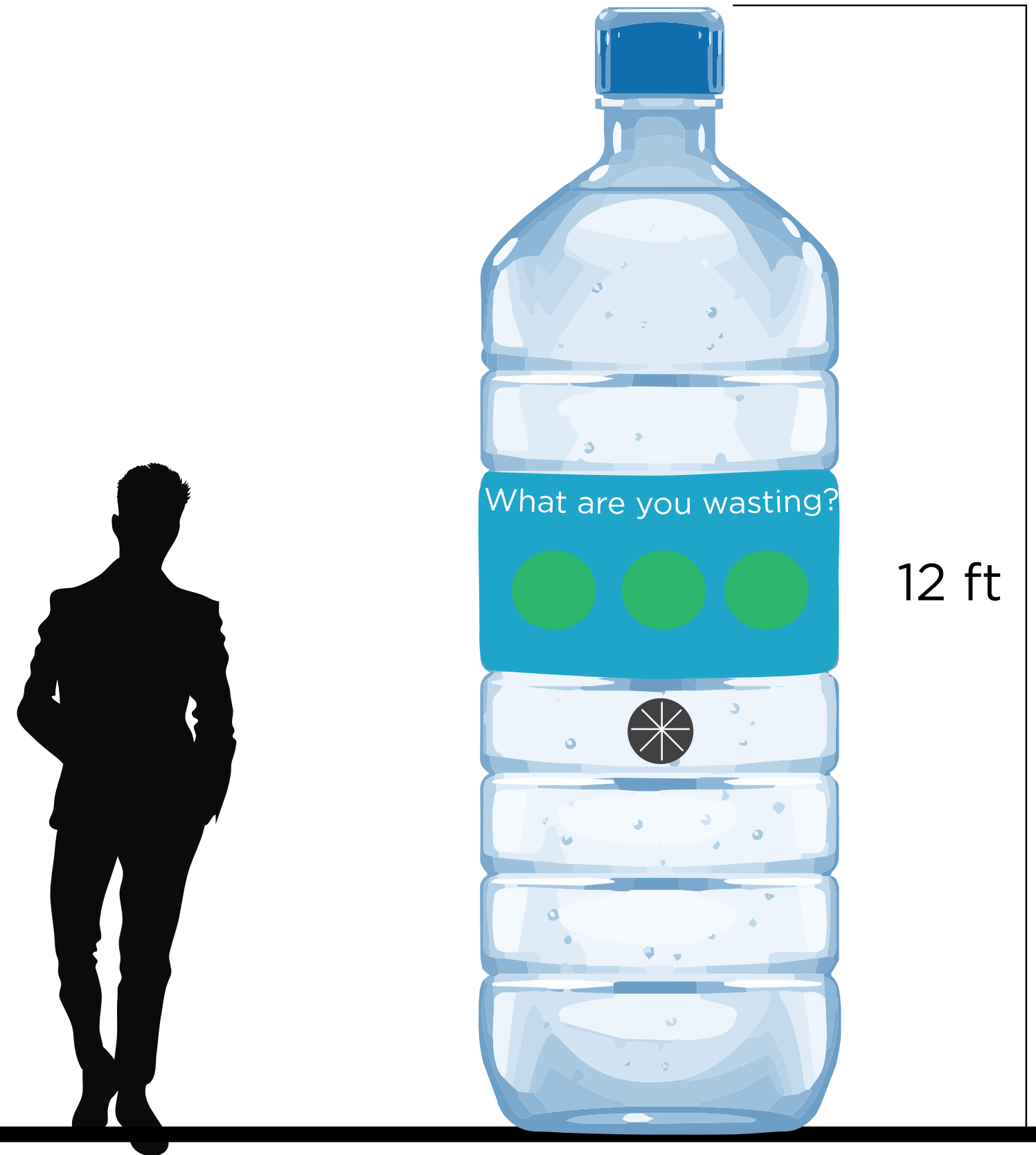
C 75 R 31 Hex #
M 0 G 185 1fb96d
Y 78 B 109
K 0



C 80 R 45 Hex #
M 41 G 87 2d5725
Y 100 B 37
K 38

Elevations

This design is meant to be large and intrusive in the space and pull viewers in to understand why there is a large bottle in their path. The 'label' would have information about recycling, single use plastic waste, and what they can do to help. The opening below the label would be for people to be able to deposit their recyclable materials and the more people interact with it, the cleaner the city will be and the people of Denver will be slightly more educated on the matter than they were before. There would be a website that they could refer to if they wanted to learn more about the issue.





What are you wasting?

