

Berkeley's Dilemma

Team 7:

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The rationale:

The decision to focus on UN Goal 15, “*Life on Land*”, stems from the urgent need to address the degradation of terrestrial ecosystems and the alarming rate of biodiversity loss around the world. Life on land is not only essential for maintaining ecological balance, but also provides the resources and services that sustain human life.

Our team chose this goal because we believe that protecting these ecosystems is fundamental to achieving a sustainable future for everybody. We recognize that many people are unaware of the damage being done to these ecosystems, often because the impact is distant and not immediately visible for their eyes. We hope to make the issue more relatable and inspire collective action to preserve our planet's biodiversity

The Problem:

We're looking forward to help solve the 15^o UN goal “*Life on Land*”, that is, to take care of the land ecosystems and the life within. In order to do this we have to help people become aware of the damage and destruction that these habitats are suffering: they must believe in that which they don't see.

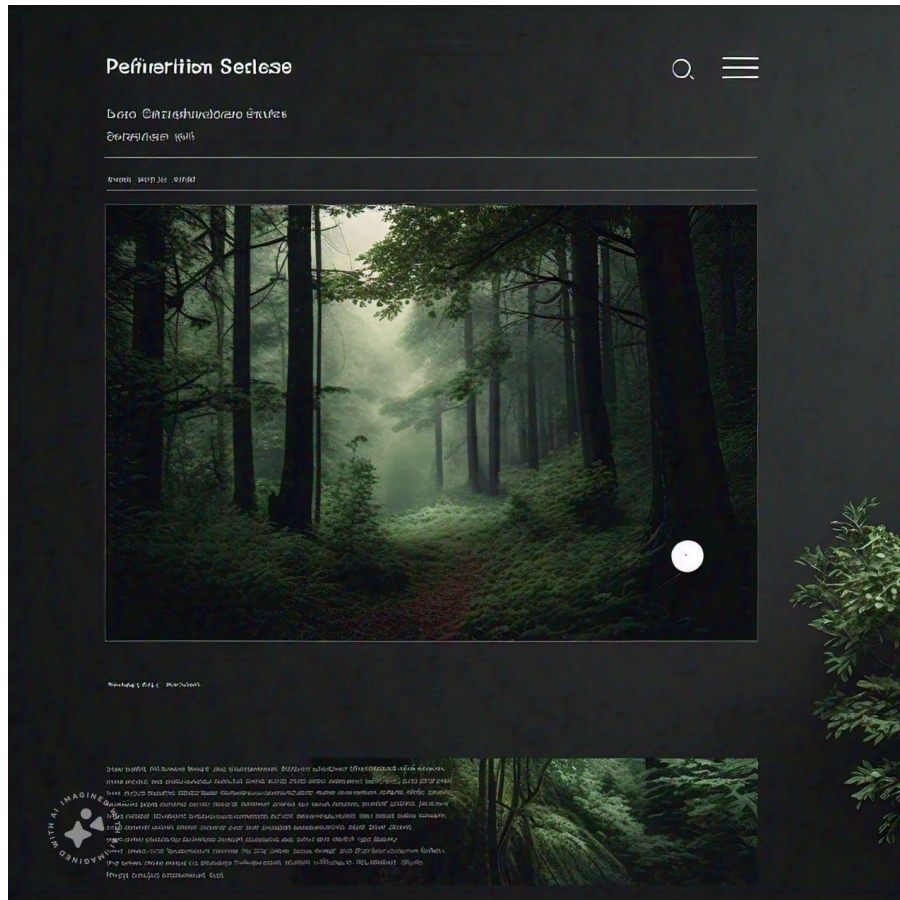
The Basics:

1. An intuitive and interactive web page.

2. The site will consist in timelines from different endangered locations in the world for the user to move through and see firsthand how much damage these places are being victims of.
3. The project is called: "*Berkeley's Dilemma*". The name is a direct reference to the homonym philosophical questioning that asks if there is any sound made by a falling tree without anyone to hear it. This is being done in hopes of making people question the distant result of their actions and help them have a more tangible education about them.
4. The project will have a very strong focus on the front end part: using technologies like JavaScript, HTML, and others alike.
5. Images will have the lead for the user interaction, but other sensorial stimuli will be provided for a more immersive experience: such as music and environmental sounds.
6. Generative AI will be used to generate the first sketches of the web page. Along with them, the prompt used to make them will also be included in this document.

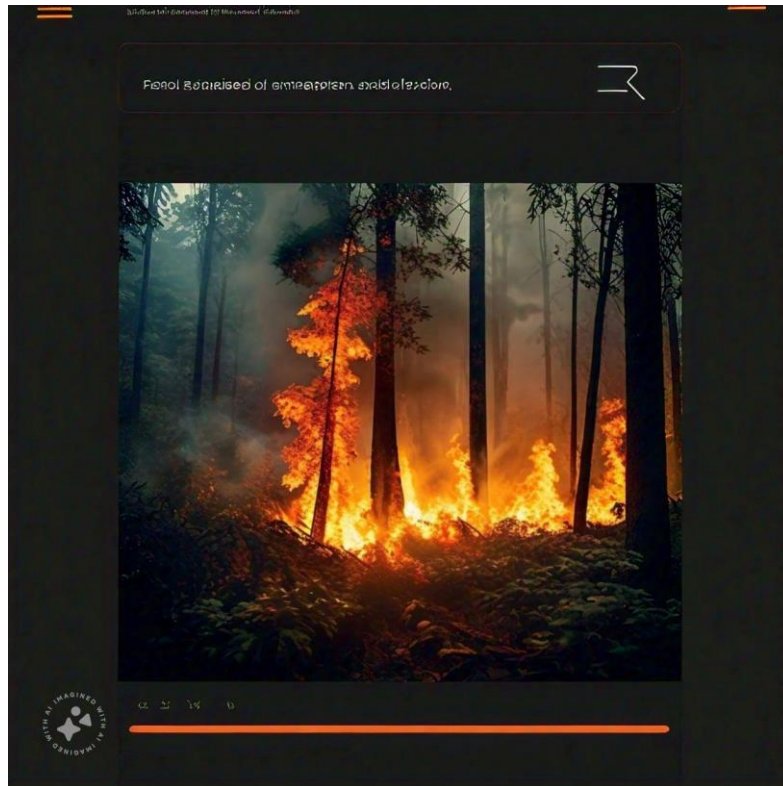
Sketches:

Prompt:



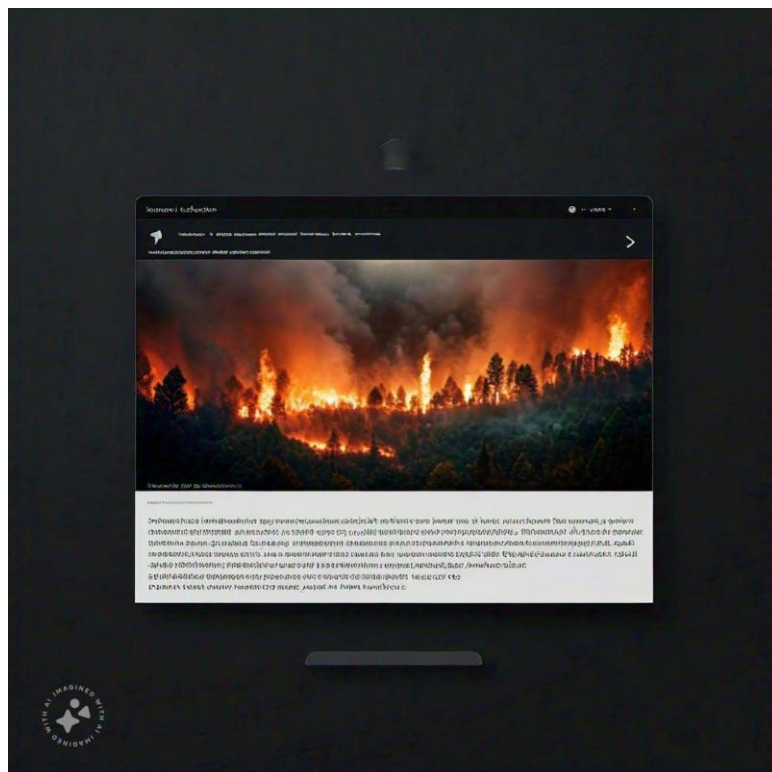
Make a minimalist design with as little photos as possible: Generate an image of the Home Screen of my webpage, make sure the name appears on the top center part of the browser. Insert images of a forest and keep a minimalist and intuitive design. In the top left corner you will put three

horizontal lines that will be the user menu. In the top right part you will put a button to change between ecosystem (I.e. go from a forest to the Antarctic). Below the name you will insert a sliding bar that will be the timeline for the user and you will show the date of each photo in the bottom center of each one of them.



Prompt:

With this image change it to a forest burning. Make the forest image bigger, keep the rest almost the same.



Prompt:

Based on the aesthetic of this image, create a web page in which we will put down our mission, vision and values. Try and generate an image for this, use only solid dark colors and nothing else. STOP USING FOREST PHOTOS.

Potential Benefits of this solution:

- **Increased awareness and education:** By providing an interactive platform that visualizes the changes in endangered

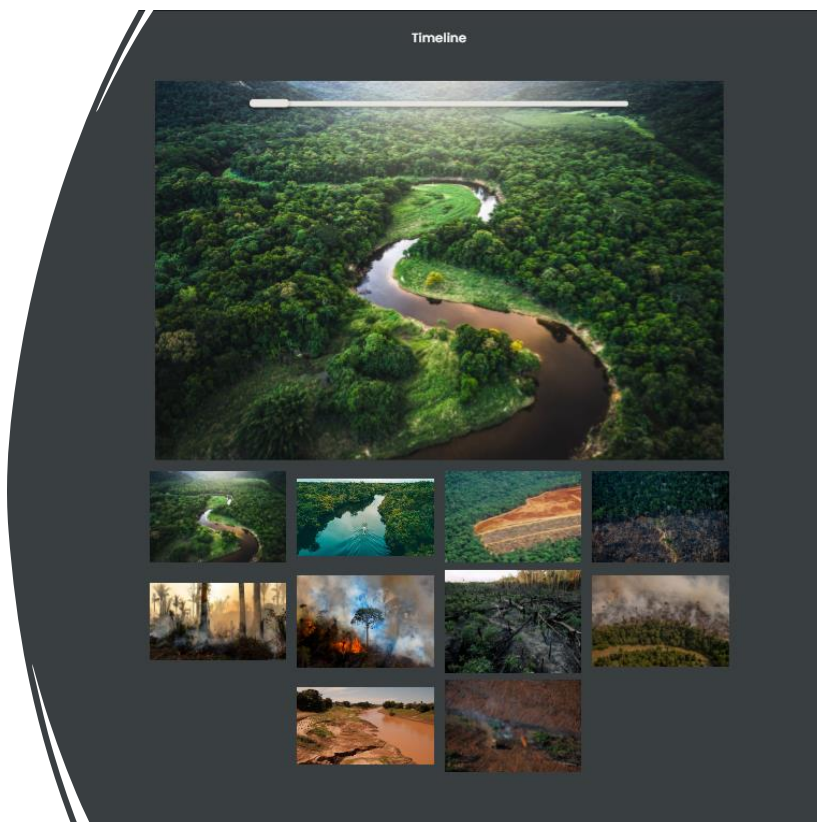
ecosystems over time, we can help users gain a better understanding of the extent and impact of environmental degradation.

- **Promoting change:** By making users aware of the consequences of human actions on natural ecosystems, our project can encourage more sustainable behaviors.
- **Educational resource for institutions:** Schools, universities and environmental organizations can use our platform as an educational tool to teach about biodiversity, climate change and human impact in our ecosystems.
- **Encouraging policy advocacy:** As users become more informed and emotionally attached to the issues they are more likely to support and advocate for policies that protect land ecosystems, pushing for stronger environmental regulations and laws at both local and global levels.

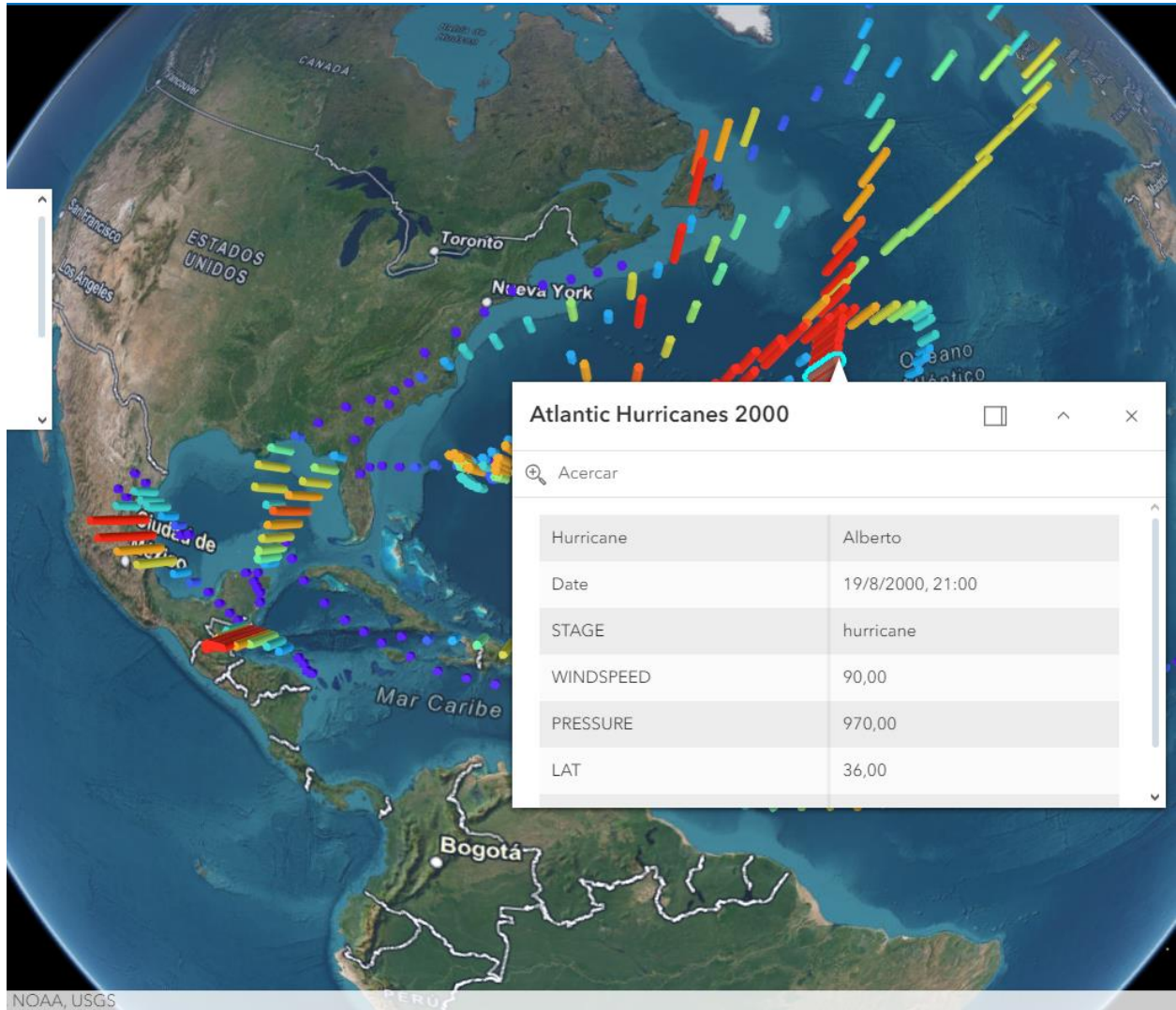
Conclusion:

We want people looking at the Web page to look at the problematic case we are making, because if we lose the beauty and the help that those ecosystems give to us, we wouldn't recuperate from it. We don't have another planet to live on, and for that, we want that people become aware of how do we be doing to the world, and give to them tips or ideas of how does they could be better, and treat better the environment. We are responsible for the planet, we need to save it.

Final design:







Changes Saved!

Your updated information is as follows:

Thank you for keeping your details up to date. Here's what you've changed:

Name: mauro

Email: 0262146@up.edu.mx

Username: 0262146

Feel free to reach out if you have any questions or need further assistance.

"The best way to predict the future is to create it."

— Peter Drucker

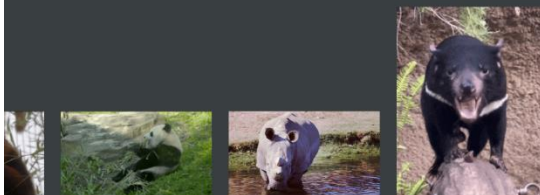
Thank you for your commitment!

Keep on Killing

Your hypocrisy is burning the planet down, causing hurricanes, death, and extinction

world suffocates under the weight of your decisions. Every luxury, every convenience, every act of apathy—is fuel to the fire that's reducing our world to ash.

Here are the innocent lives you're wiping out without a second thought.



people would kill a man to take the fat from his corpse and use it to grease their boots."