

Plastic

Kills

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Introduction

Campaign Name

What is the cause

Audience

Angle

Implement

Campaign Name

Plastic Kills

I give my campaign the name “Plastic kills” because plastic debris harms thousands of wildlife, human health, and marine environment. The millions of tons of plastic bottles, bags, and garbage in the world’s oceans are breaking down and leaching toxins posing a threat and killing marine life and human. “Plastic” is kind of killer for both wildlifes and humans.

What is the cause?

Plastic Pollution

There are approximately 500 billion plastic bags consumed worldwide each year. These bags are used in stores, restaurants only for an average of 12 minutes, but they remain in our landfills, oceans and beaches for thousands of years. Thousands of marine animals are killed from plastics by mistakenly consuming partially broken-down plastic pieces for food. After they die, the plastic in their bodies will be freed back into marine environment to carry on killing other wildlife. According to figures, the plastic pollution has negatively impacted 267 species of marine life. In a word, both plastic and disposable bags are costly, environmentally damaging, and completely unnecessary.

Audience

Consumer
Government

In general, it's targeted to the public, consumers and policymakers in particular, to raise their awareness of the plastic's damage on both humans and wildlife.

Angle

Motivation

The high-cost of clean-up for plastic garbage would be beared to pay by governments, and that huge cost would be then passed on the taxpayers, in other words, the customers. The high expenses on clean-up can motivate both customers and government to reduce plastic pollution. Besides, plastics also put human health at risk since plastics in oceans can sicken marine life that ingest it, potentially harming the health of people who consume affected animals. In a word, countries with less advanced waste management systems are at risk of contributing more to the pollution. Once policymakers and customers would like to take actions on plastic problem, the reduction of plastics will be done more effectively.

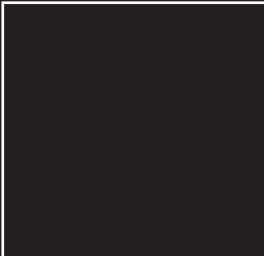
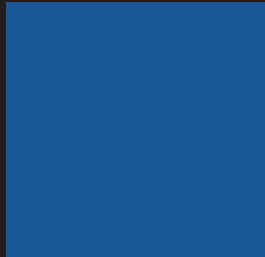
Implementation

Call to action

In an effort to protect the environment, the health of wildlife and humans, and save money, individuals and businesses should make the switch to environmentally friendly reusable bags. They can bring their own reusable bags or buying them directly from check-out counter. The public can also urge policymakers to pass the legislations of either ban or place a fee on disposal bags to effectively reduce disposable bag pollution and promote reusable bag use. The mission of my campaign is calling for the elimination of useless, senseless single-use plastic junk, starting with bags, bottles, excessive packaging, and a great deal of other things we can give up or replace with alternatives now.

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Color Schemes



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Typography

2D/3D Series

Slides

Process Book

2D/3D Series

Rubik

The typeface used in 2D/3D series are Rubik Text, a sans-serif typeface designed by Philipp Hubert and Sebastian Fischer of Hubert & Fischer and released by Google for use in a Rubik's Cube exhibition. The design features stout proportions with rounded corners and low stroke contrast.

Final Presentation

Rubik

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Process Book

Helvetica Neue

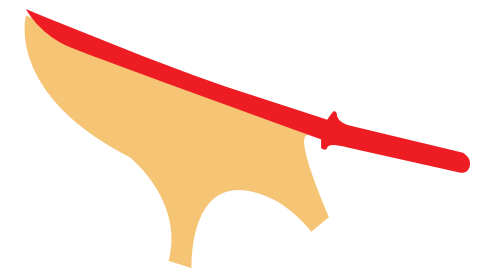
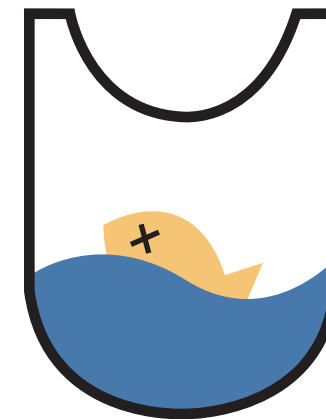
The typeface used in process book are Helvetica Neue Text, a sans-serif typeface influenced by typeface Akzidenz-Grotesk and designed by Max Miedinger, Eduard Hoffmann. Helvetica has very low weight contrast and the predominantly horizontal terminal cuts (the endings of strokes). The aperture in Helvetica is quite closed indeed, which decreases legibility.

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Logos

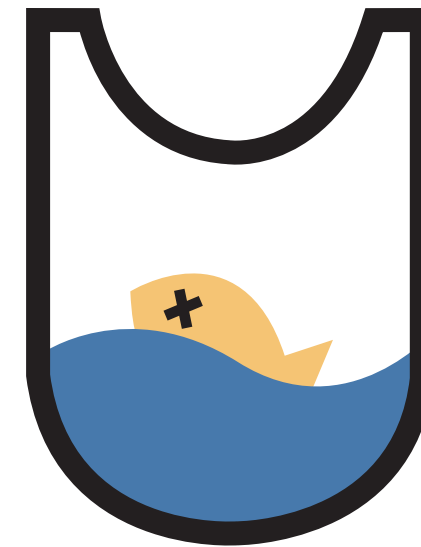
Various designs for campaign
Final logo

Sketches



Final Logo

In this logo, I attempt to sketch how plastics cantaminate and harm marine environments and animals in a more visual, direct and easier way, and apply it on T-shirt with slogan “What goes in oceans, goes in you” to give the public an warning and call to actions.



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Series I

IMPACTS ON ENVIRONMENTS:

High-cost for clean-up

Longevity of plastics

High-cost for Clean-up

The first series is about the environmental impacts. Plastics is everywhere and the mass consumption has created a plastic wasteland in our oceans.

In this work, I draft and contrast the cost to produce and to clean up plastics, conveying the message to audiences that one plastic bag would cost 2-5 cents to produce, but it would cost 17 cents to clean up.

That's being said, government has to pay huge costs to clean up such mass assumption of plastic garbage, probably 500 billions in our oceans, and that costs would be passed to the taxpayers, in other words, customers eventually. So I design this one to emphasize the high-cost for clean-up to motivate people to stop plastic pollution.



ONE PLASTIC BAG DECOMPOSE IN 500 TO 1000 YEARS



Longevity of Plastics

The longevity of plastics is estimated to be hundreds to thousands of years. In this application, I attempt to use a more visual approach to show the duration of plastic decomposition. It's visible that after 100 years, the plastic bag would only be decomposed a small piece. And the longer the duration of decomposition, the greater the damage on environments.

I hope though this work, people can visually realize plastics' environmental damage and the importance of stopping the pollution.



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Series II

IMPACTS ON LIVING THINGS:

Wildlives

Humans



Impacts on Seabirds

The second series is about the impacts on living things. Plastics in oceans can sicken seabirds that would possibly mistake plastics for food and consume partially broken-down plastic pieces. So, in this poster, I design a seabird mistakenly consuming a water bottles for food, which would lead to its death.

And I apply this design on shopping bag with the elaboration how plastics negatively affects seabirds on back face, as well as what I do in another application, which is about fish.

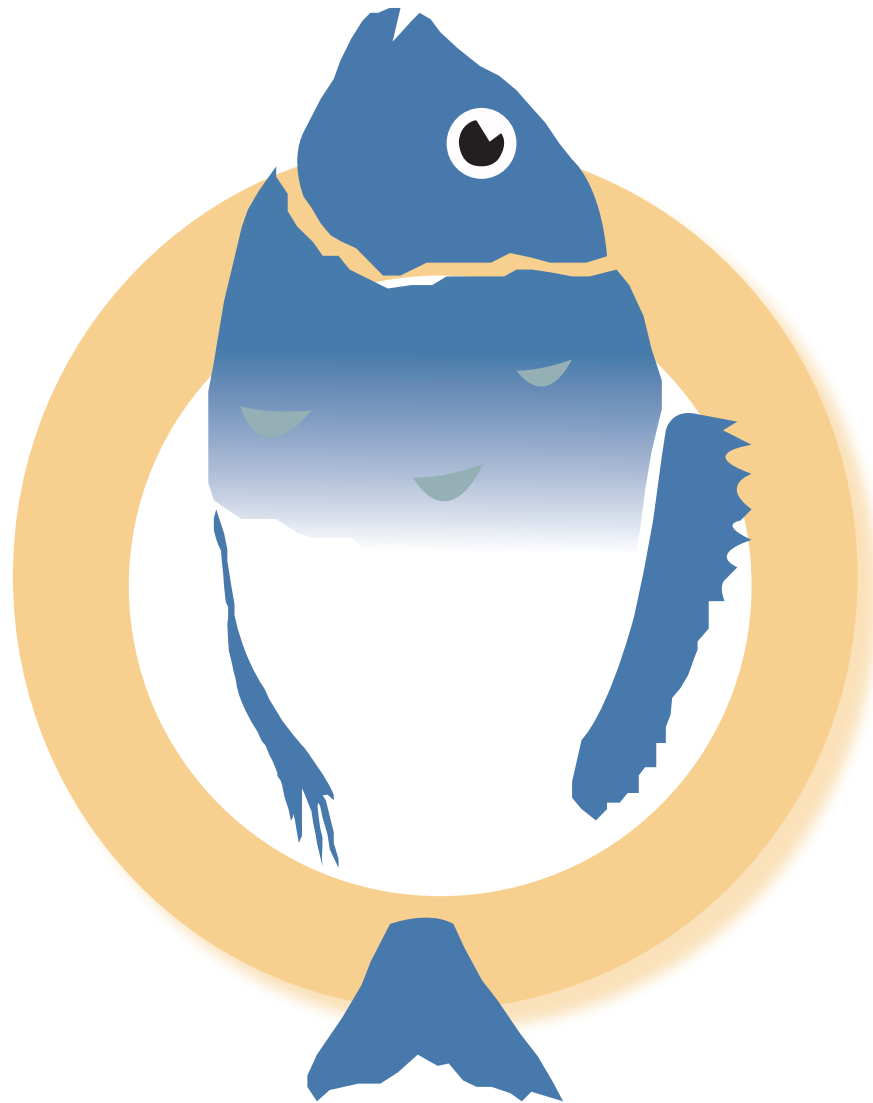
Front face



Back face



1/4 OF FISH
CONTAINED
PLASTICS



Impacts on Fish and Humans

Plastics in oceans can sicken marine life that ingest it, potentially harming the health of people who consume affected animals.

Fish is a common food people eat everyday. In this poster, I design a fish on plate with plastic garbage in its body, indicating that there are 1/4 of fish contained plastics, which would jeopardize the health of people who ingest affected fish.

I also apply this design on shopping bags with explanation on back face to give consumers a warning that plastics will also put human health at risk, in order to reduce the usage of plastic bags.

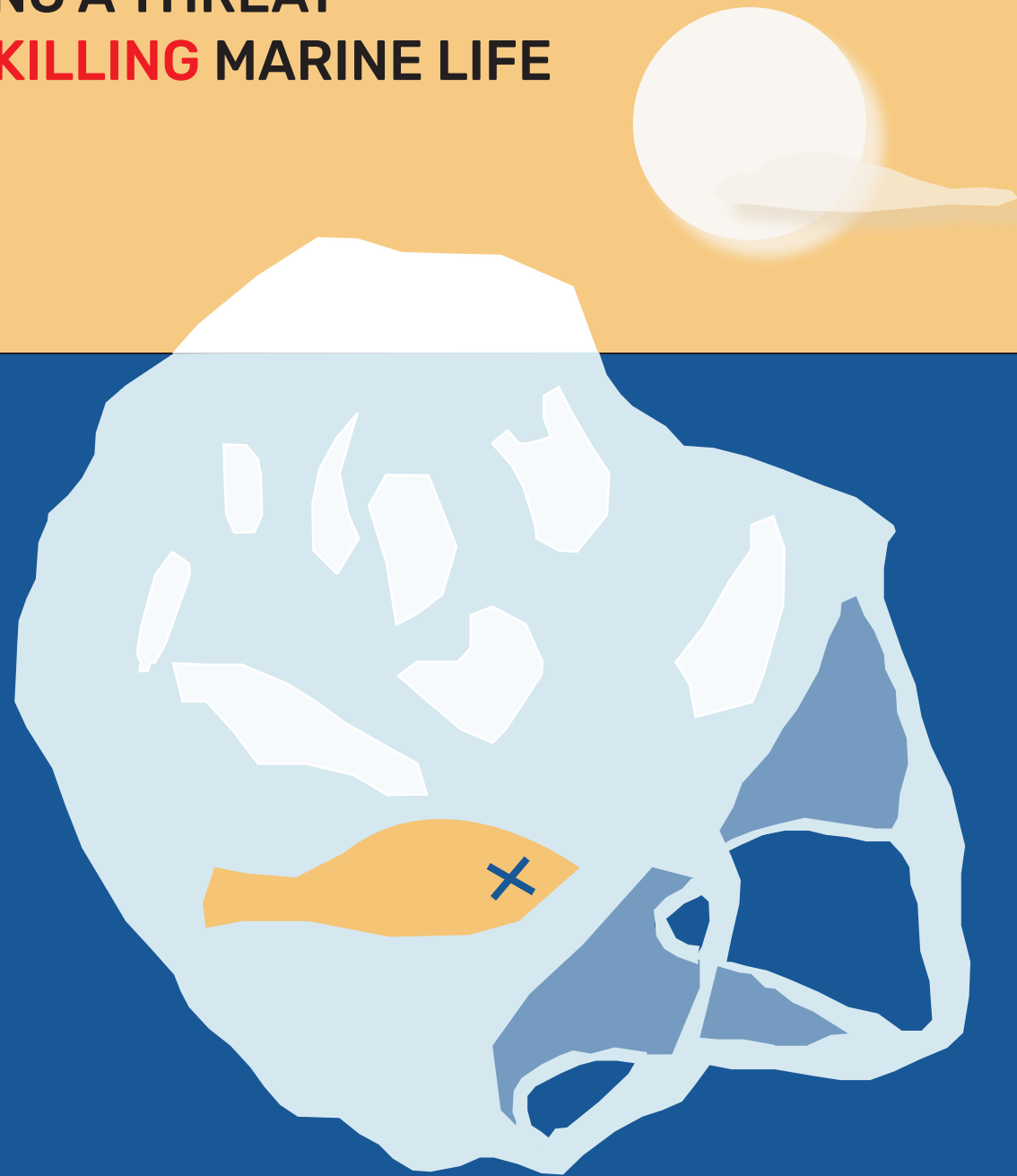
Front face



Back face



PLASTIC WASTELAND IN OCEANS
LEACH **TOXINS**,
POSING A THREAT
AND **KILLING** MARINE LIFE



The poster is separated by the sea level, the upper part is visually normal, like the iceberg, but looking under the ocean, you can view a large plastic bag, containing large amount of plastic garbage, from water bottle, shopping bags, drinking straws, to product packaging. And marine wildlife will be affected or even killed when they're approaching to these plastic garbage.



Series III

CALL TO ACTIONS:

Refuse

Reuse

Recycle

Call to Action

The last series is about the solution to plastic pollution that appeals to the public what should they do to protect both environments and living things. It focus on such specific ways:

Refuse

Avoid using single-use and disposable plastics like bags and bottles, straws, cups, plates, silverware and razors.

Reuse

Reuse preferably nontoxic (glass, stainless steel) containers and goods to make less waste.

Recycle

Be aware that many plastics are not recyclable and are accidentally lost into waterways and oceans. Government should support recycling with enough financial resources.

Based on these ideas, I design three boxes which are consistent to the methods mentioned above in this poster. Saying “NO” to plastic bags; saying “YES” to reusable bags; and paying for disposable bags.





The poster focuses on recycling plastic trash in marine environments with the slogan “Recycle for the lifecycle” to emphasize the importance and impacts of recycling plastics, which could save endangered marine animals and give them back a beautiful and safe home.



Social Cause - Plastic Pollution

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