# EII - P2 Process V1

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## A. Project Brief

#### 1. Topic

- Describe your topic
  - Ocean acidification is the process during which the ocean absorbs fossil fuel emissions (carbon dioxide) and becomes more acidic, which is detrimental to aquatic life.
- In addition, can you come up with the initial title of your infographic?
  - Ocean Acidification & What We Can Do About It

#### 2. Motivation

- What are your motivations and reasons for choosing this topic, especially any background or research interests that may have influenced your decision?
  - I really like nature, especially aquatic life, and I am passionate about climate change awareness/activism.
- Are you interested in the subject matter?
  - Yes:)

### 3. Project goal

- What's the message/information/story you want to tell?
  - o educate about what ocean acidification is and what its effects are
  - inform about possible courses of action
- What are the primary questions you are trying to answer with your visualization?
  - What is ocean acidification?
  - What are people doing to help?
  - What can I do to help?

### 4. Target Audience

 Who are your audiences? – the level of knowledge, preference, how will they view and interact with your visualized information?

- young adults/voters
- What would you like your audience to learn and accomplish? List the benefits.
  - make people more conscientious of how their actions effect the world around them

#### 5. Information

- From where and how are you collecting your information? Provide a link to your information sources.
  - https://oceanservice.noaa.gov/facts/acidification.html
  - https://www.plasticsforchange.org/blog/5-facts-about-ocean-world-oceanday
  - https://www.nytimes.com/interactive/2022/10/26/magazine/climatechange-warming-world.html
  - https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions
- What information do you need to include in order to answer the question?
  - o overall timeline
  - key statistics
  - specific effects of ocean acidification
- What is your key point of information? Do you have the right information?
  - o key point: the process > the effects > the solution
- Does it seem possible to tell the story with the information at hand?
  - o Yes

### 6. Tone

- What is the tone of project direction? humorous, serious, educational, technical, entertaining, scientific, etc.
  - o aesthetic: fun but elegant
  - o content: educational/scientific

## **B. Story Organization**

### 1. Title/Subtitle

• Title: Ocean Acidification

Subtitle: & What We Can Do About It

### 2. Introduction/Foundation

- What It Is
  - we burn fossil fuels (chart with carbon emission sources)
  - 30% is absorbed by the ocean
  - o chemical reaction (H2O+CO2=H+HCO3) increases ocean acidity
- What It Does
  - o kills sea life
    - fewer carbon for coral to use (faded coral)
    - mollusks can't build shells
  - water temperature changes
  - rising sea levels
  - more dangerous storms
- Why It Matters
  - The ocean covers 70% of the planet and contains 94% of life on Earth—if we
    mess the ocean up, we mess up most of Earth and nearly all of its life. And
    even if you don't care about sea life, ocean acidification will affect human life
    through rising sea levels and more violent, severe weather.

#### 3 Ah-Ha! The Main Event

- What You Can Do
  - Be aware (and if you can, be active)
    - Spread the word! The masses are powerful.
  - Vote for climate activists
    - You might not be able to change legislation or corporation policies, so vote for those who will.

#### 4. Conclusion

- Don't lose hope!
  - It's easy to fall into the pit of climate despair, but the cumulative actions of new legislation and policies have drastically slowed carbon emissions.
- + more resources

#### 5. Citation/Source

- https://oceanservice.noaa.gov/facts/acidification.html
- https://www.plasticsforchange.org/blog/5-facts-about-ocean-world-ocean-day

- https://www.nytimes.com/interactive/2022/10/26/magazine/climate-changewarming-world.html
- https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions
- https://www.nhm.ac.uk/discover/what-is-oceanacidification.html#:~:text=Ocean%20acidification%20is%20now%20thought,of %20the%20gas%20each%20year
  - Ocean acidification is now thought to occur faster than it has been in the last
     20 million years.
  - Although the increase in acidity has only caused the ocean's pH to drop to 8.1, this actually represents a 25% increase in acidity in the last two centuries alone.
- https://nca2014.globalchange.gov/report/our-changing-climate/oceanacidification

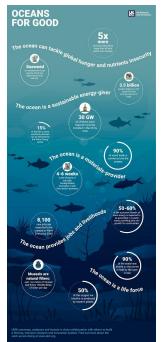
## C. Infographic Design Research PART I

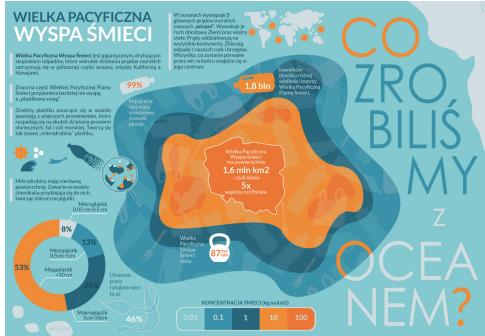
Research & Collect similar topic solutions





Infographic by Elzemiek Zinkstok | Lushomo for the Save Our Seas Foundation





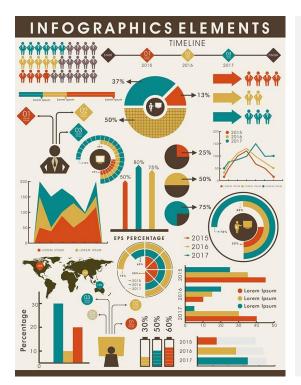
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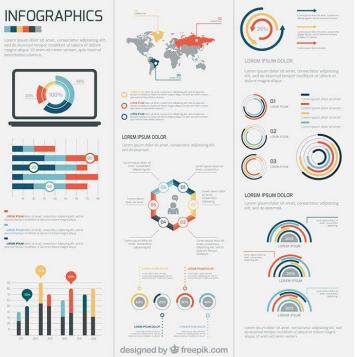
oceans-for-good

https://www.mariti https://www.behance.net/gallery/80039065/Ocean-Pollutionme- Brochure?tracking\_source=search%7Cinfographic

## D. Infographic Design Research PART II

Research & Collect inspirational solutions



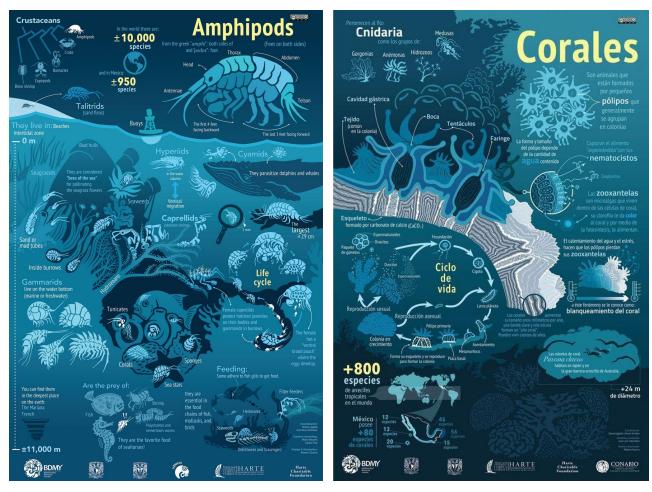








https://dribbble.com/shots/6544946-Sea-Turtles-Illustration/attachments



https://www.bdmy.org.mx/infografias

>> lineless art, lots of negative space

https://www.behance.net/gallery/57493285/Flex-Infografias-sobre-el-sueno

>> lineless art, color palette

https://www.behance.net/gallery/60812481/Improbable-Platos-Cave

>> lineless art https://www.behance.net/gallery/87800051/Tec-Review

## E. Your Concept Sketches V1

