



GAIA

An educational interactivity tool.





Gaia is an interactivity tool inspired by the three pillars of sustainability - economy, environment, and society.

The outcome is to learn about issues surrounding environmental sustainability and discover commitable solutions.



Pillars of Sustainability

Economy

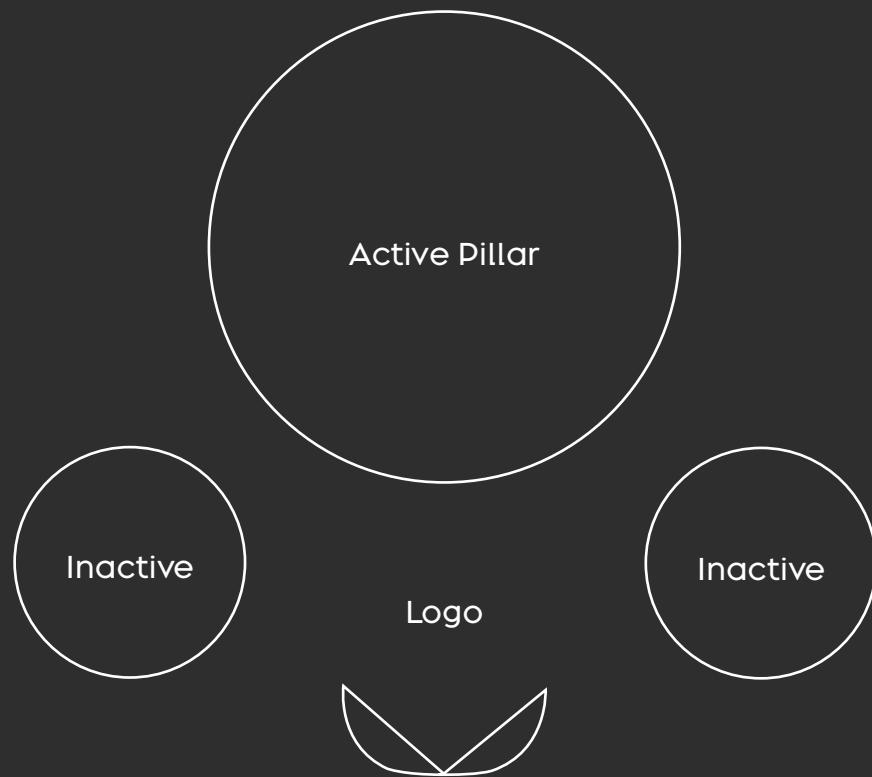
The economy pillar refers to jobs, incentives to encourage sustainable practices, natural resource accounting, cost and price structures, cost-benefit analysis, and quantified ecosystem analysis.

Environment

The environmental pillar comprises ecosystem services, green engineering & chemistry development, air/water quality, ecosystem stressors and resource integrity.

Society

Environmental justice, human health and participation, education, resource security and sustainable developments fall within the societal pillar.



Basic Layout

The layout of this interactive tool would feature the three pillars of sustainability, each of them active in a one-at-a-time succession format.

Digital Logo Explorations

After a series of hand-drawn sketches, the logos that emblematized Gaia were ones that emulated flowers or leaves. Further explorations drove it in a more angular direction, further away from resembling leaves and flowers directly.



Digital Logo Explorations

The final exploration features the original petal design, mimicing nature and the purpose of Project Gaia in educating people about it.





POTENTIAL COLORS



POTENTIAL TEXTURES

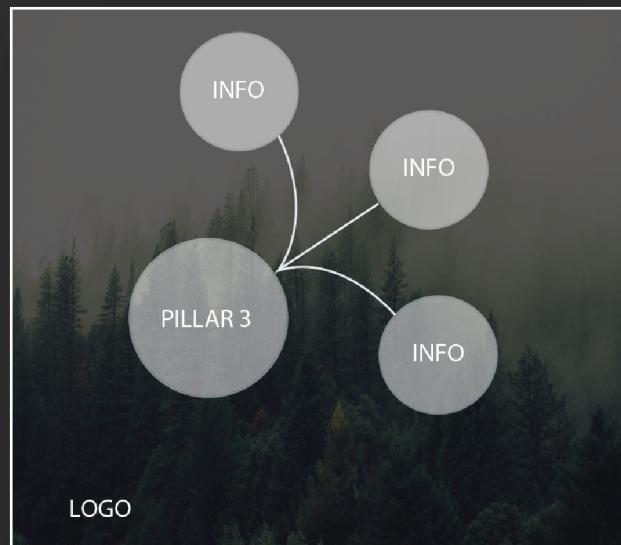
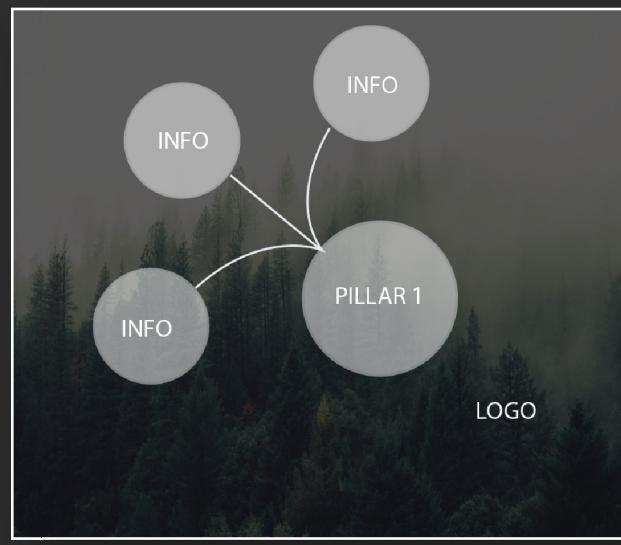
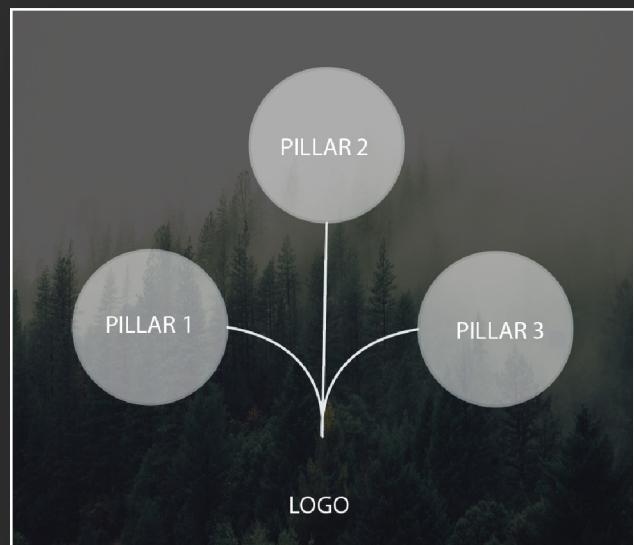


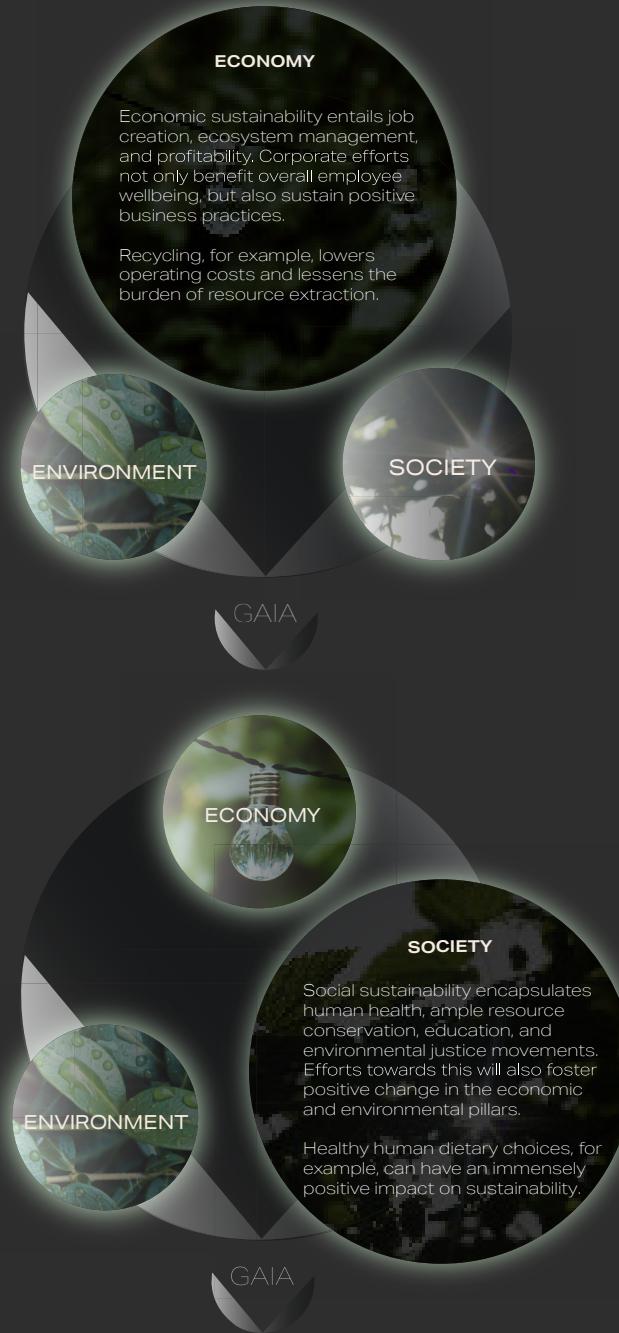
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ECONOMY

Economic sustainability entails job creation, ecosystem management, and profitability. Corporate efforts not only benefit overall employee wellbeing, but also sustain positive business practices.

Recycling, for example, lowers operating costs and lessens the burden of resource extraction.

ENVIRONMENT

ENVIRONMENT

Environmental sustainability refers to the well-being of the biosphere, including all water, air, and earth systems.

Stressors such as greenhouse gas emissions impact human health as well as the biosphere - linking the two of them together. Destruction to the biosphere corrodes the quality of human life.

SOCIETY

GAIA

ECONOMY

ENVIRONMENT

GAIA

SOCIETY

Social sustainability encapsulates human health, ample resource conservation, education, and environmental justice movements. Efforts towards this will also foster positive change in the economic and environmental pillars.

Healthy human dietary choices, for example, can have an immensely positive impact on sustainability.

ENVIRONMENT

GAIA