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# The New Abnormal: Bad Nutrition and Portion Size Growth in America



## WHY ARE WE DOING THIS?

- 1 We want to buy more than we intend to because of a deal or sale.
- 2 Portion sizes have become bigger in the last fifty years.
- 3 Nutrition facts are not understandable, and sometimes not even visible.

## SIZES: THEN AND NOW

Coca-Cola's size evolution over sixty years.

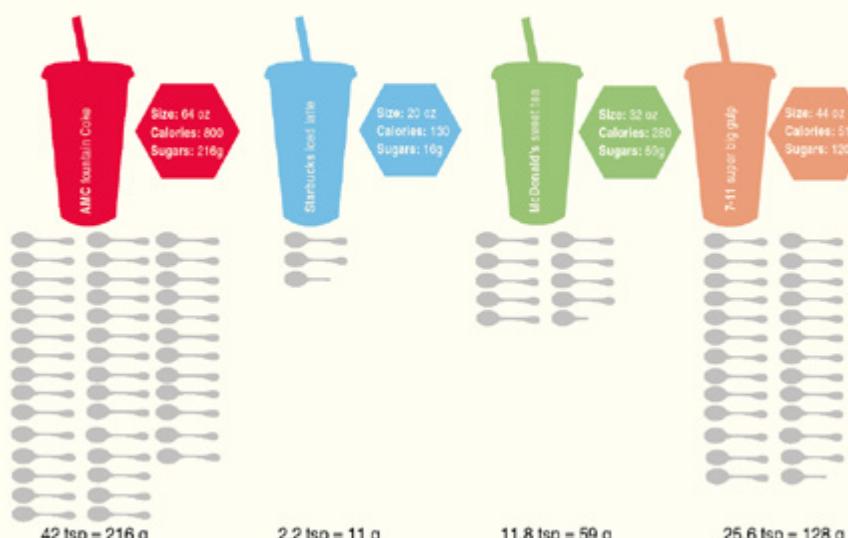


## WHAT'S LARGE?

Size names are arbitrary and vary among different establishments.

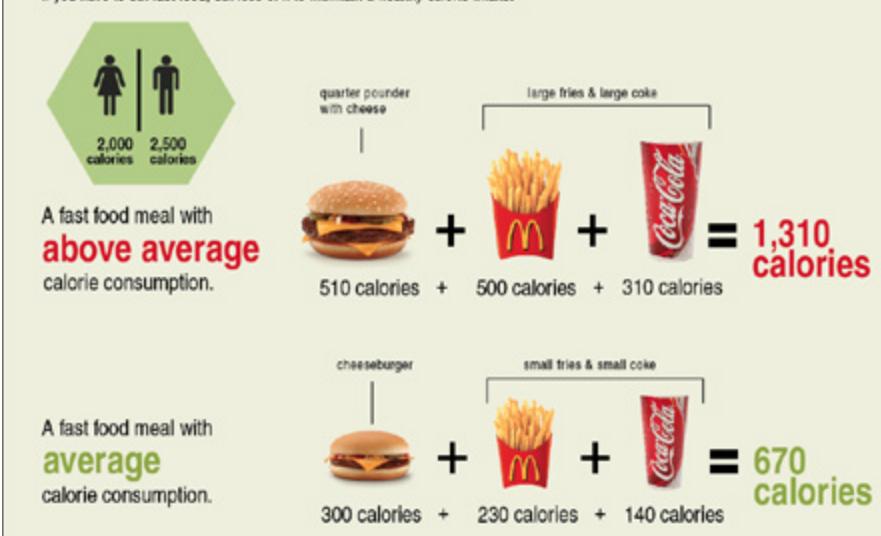


## NOT JUST A SPOONFUL OF SUGAR



## CALORIE REALITY

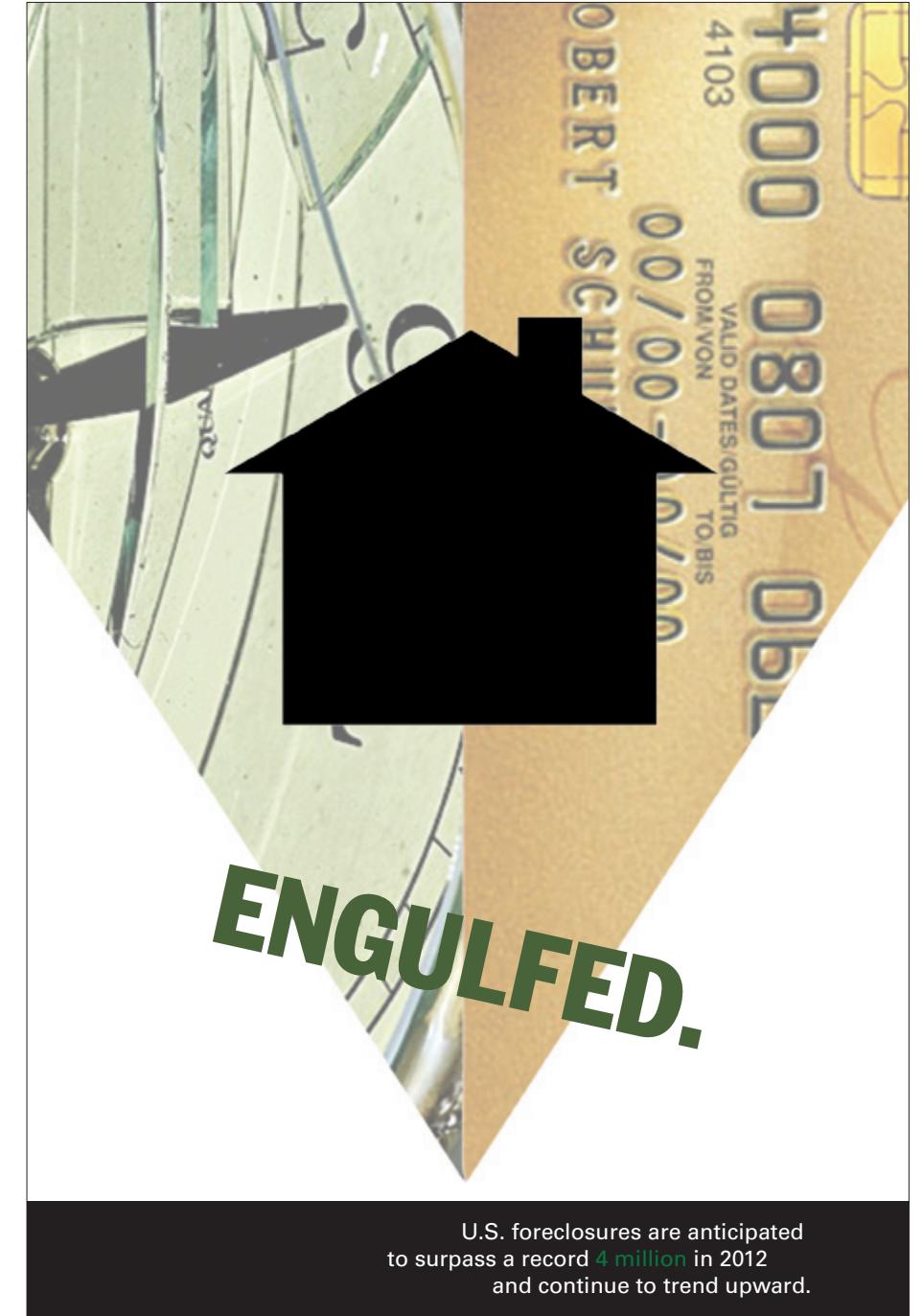
If you have to eat fast food, eat less of it to maintain a healthy calorie intake.

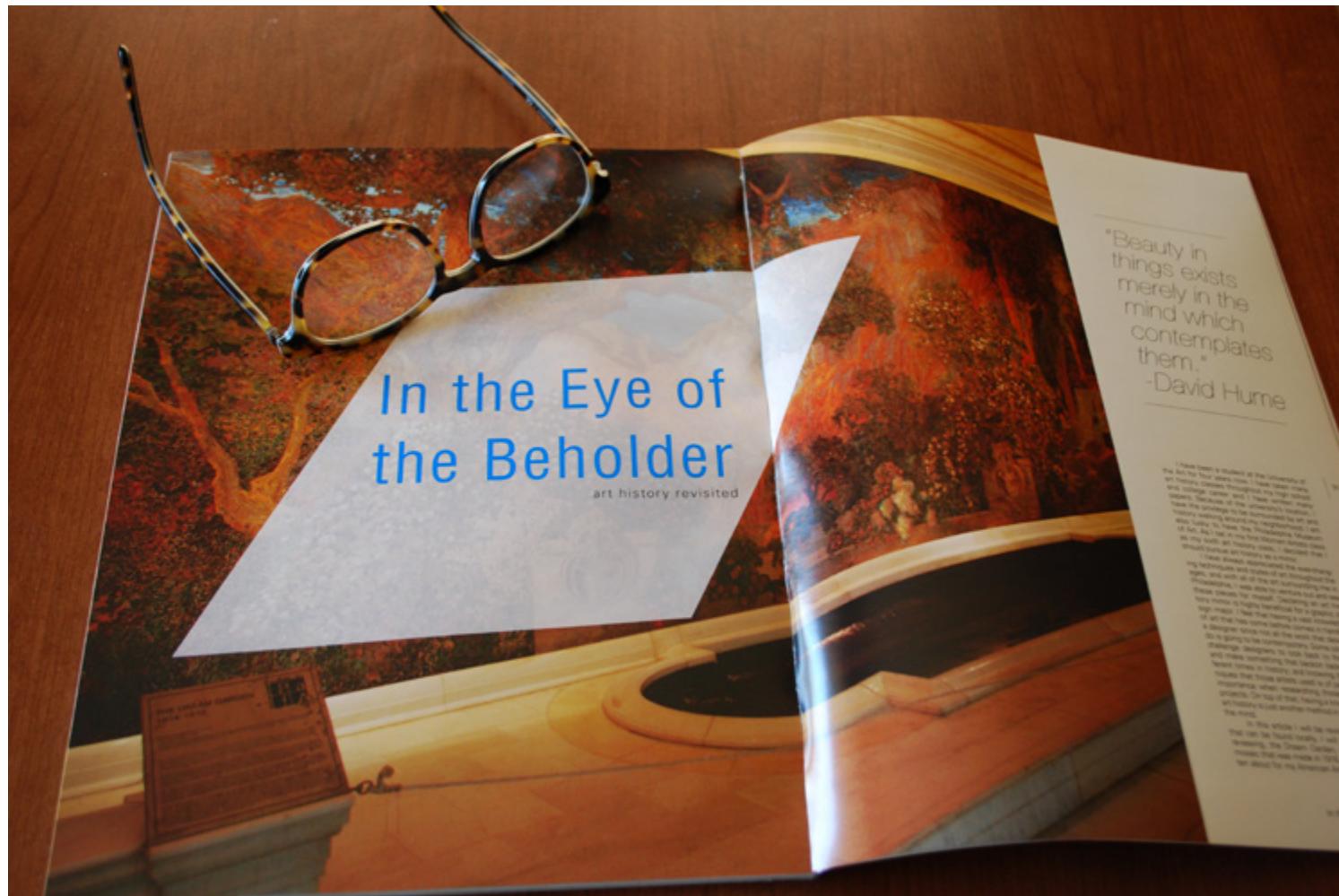
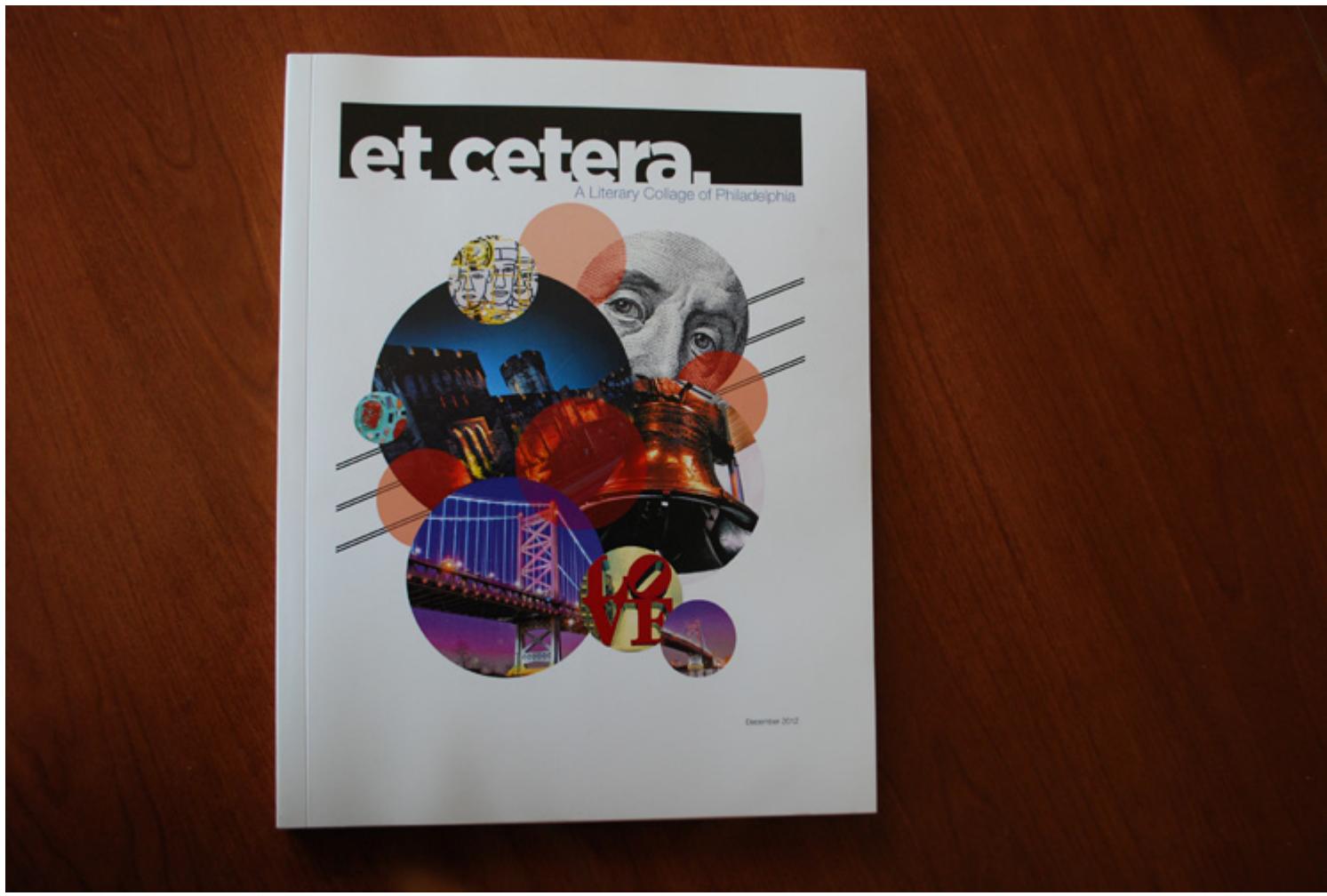


# MORTGAGE \$ **SUBMERGE.**

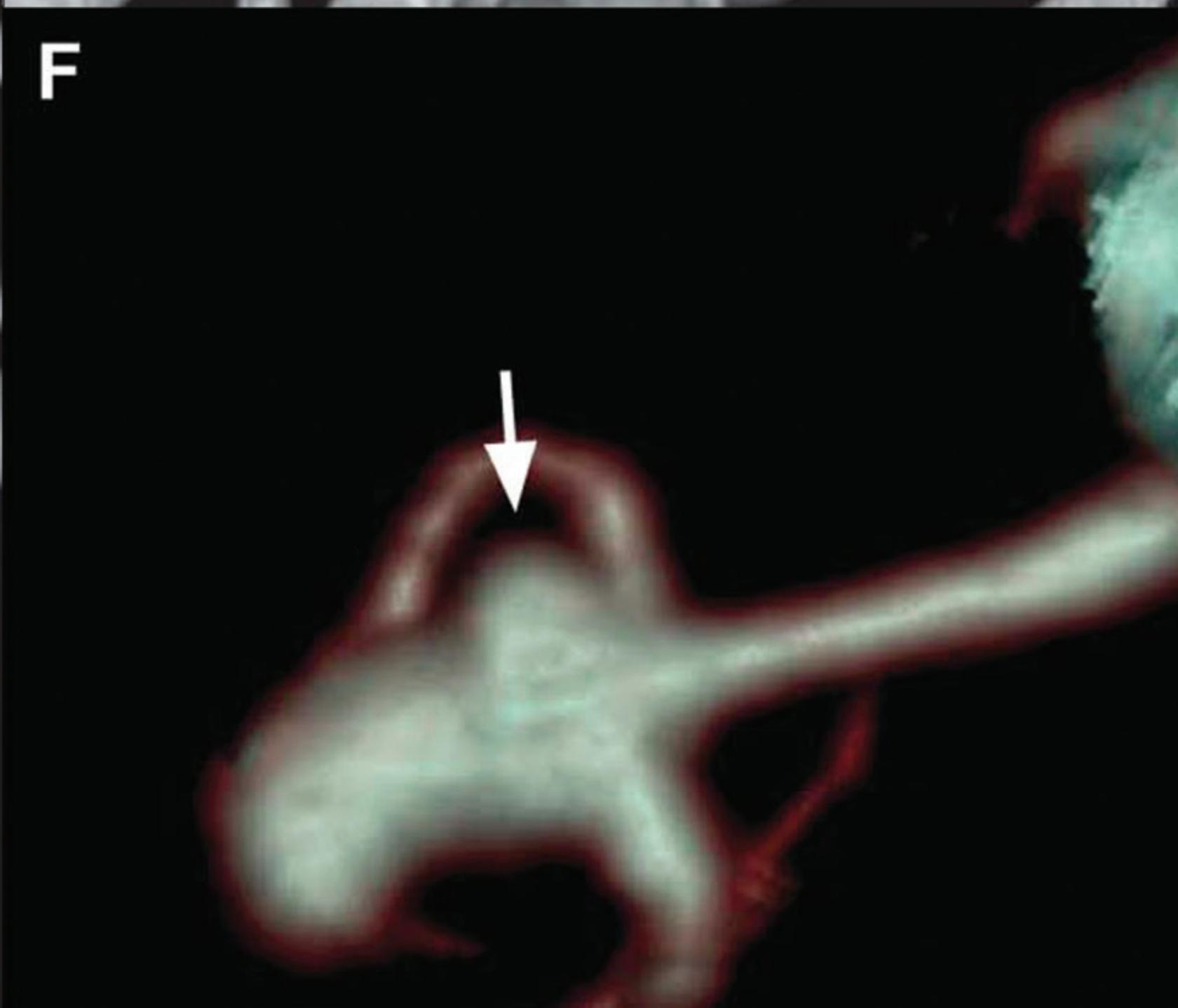
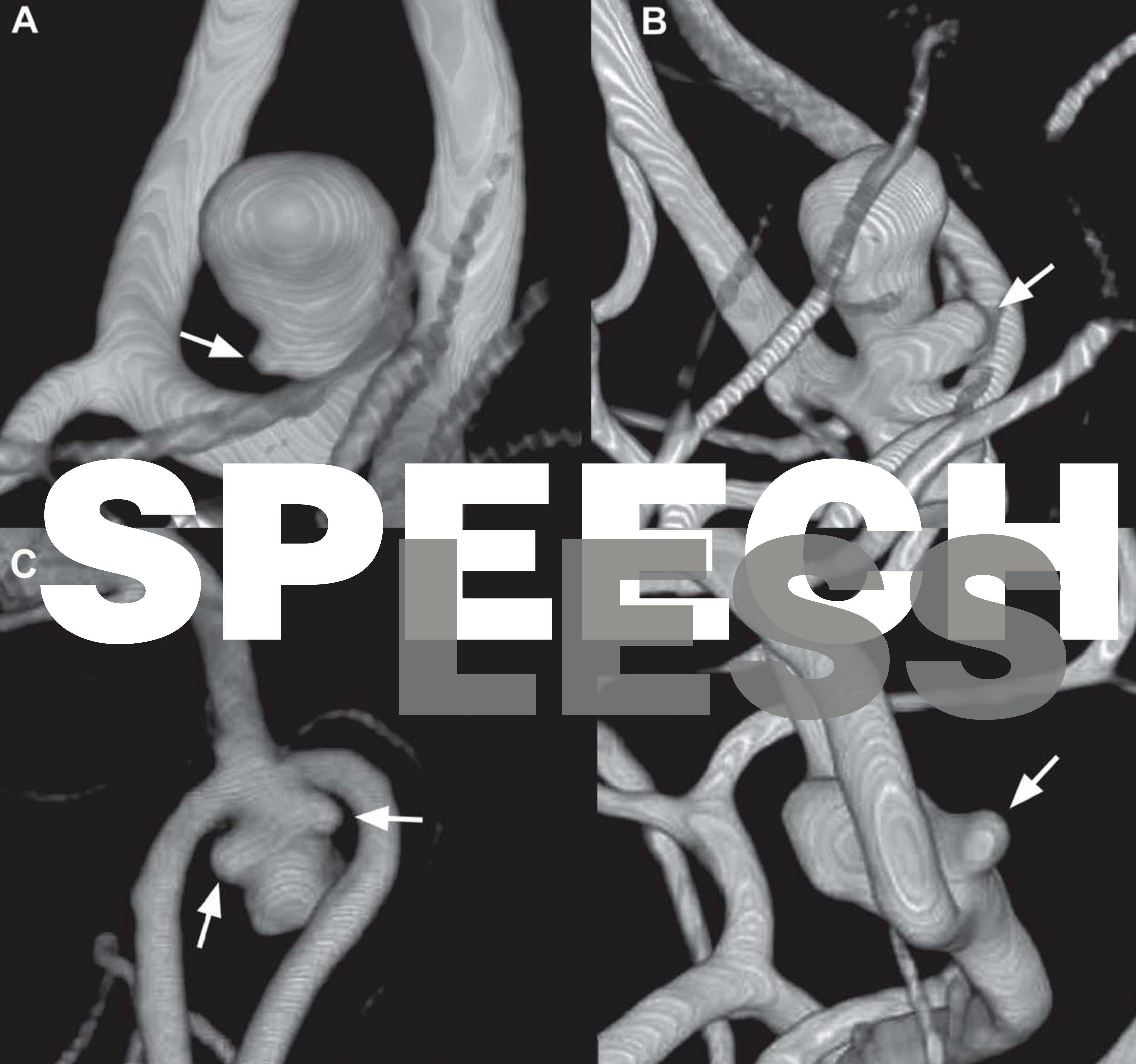


From 2008 to 2012, there were approximately **3.9 million** mortgage loans underwater in the U.S.





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THE UNIVERSITY OF THE ARTS  
GRAPHIC DESIGN DEPARTMENT  
PRESENTS:

# Franz Werner

DESIGNING WITH LIGHT  
MARCH 12-16, 2012  
PHOTOGRAPHIC WORKSHOP

LECTURE:

monday, march 12th  
CBS auditorium, hamilton hall  
320 south broad street  
7pm  
co-sponsored by AIGA