Wearable Carbon Footprint

An exploration of how data visualization garments facilitate behavioral reflection

Stephanie Dykes | M.S. Digital Media 2018

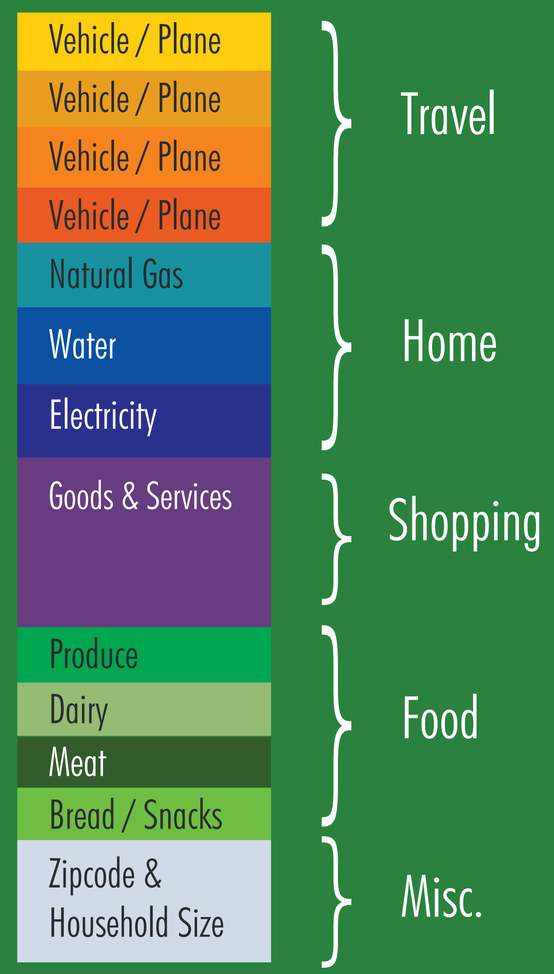
Summary

This project aims to promote awareness and stimulate discussion about climate change through visualizing personal carbon footprint data on clothing. It explores placement of visualizations in the social sphere, as well as revealing unseen individual and systematic responsibility for carbon emissions.

Through creating and wearing my personal footprint data on a fabric sash, I became intimately familiar with my own environmental impact. Through wearing it in public as a social and cultural probe, I also learned that conspicuous placement of intriguing visualizations can draw attention to issues, stimulate conversation, and leave individuals with a desire to learn how they can make a difference.

Color Legend

Each colored bar represents a different source of greenhouse gas emissions, and these sources are grouped into categories by color temperature.



Below Average Emissions

When the footprint size is below the national average, the colored sections will not fill up the entire sash

Instead they will be sized in proportion to the area of the front, which equals 16.5 metric tons. This allows different people's sash totals to be easily comparable at a glance.