

PROJECT STATEMENT

TRUDINH

ReFED INFOGRAPH WASTED FOOD AND WHY IT MATTERS

CLIENT

ReFED

ReFED is a multi-stakeholder nonprofit, powered by an influential network of the nation's leading business, nonprofit, foundation, and government leaders committed to reducing U.S. food waste.

THE PROBLEM

Take information from ReFED website and turn it into an engaging and educational Infographic. Tell the story of food that is wasted, who is wasting food, why it matters, and what can be done.

TARGET AUDIENCE

Middle age adult

Young environmentalist

PERSPECTIVE OF THE CLIENT

Get the viewer engaging in on the issue

Spread awareness of the issue

Gain new interest from the viewers

PLAN AND STRATEGIES

Develop intriguing and innovating icons, graph, and chart

Layout the content in a stylized and organized manner

Present the content in an appealing and aesthetic method

SOLUTION

Develop and design a unique, intriguing, and educational Infographic on wasted food and how it can affect the viewer using the information presented on ReFED.com. The infographic will be using appealing well designed graphs and charts as the main focal point; backed up by strong typography, clear and visual appealing icons, balance layout, and strong color palettes.

COLLATERAL

Infographic 11 x 17 inches