

THE

last

straw.



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Graphic Design II
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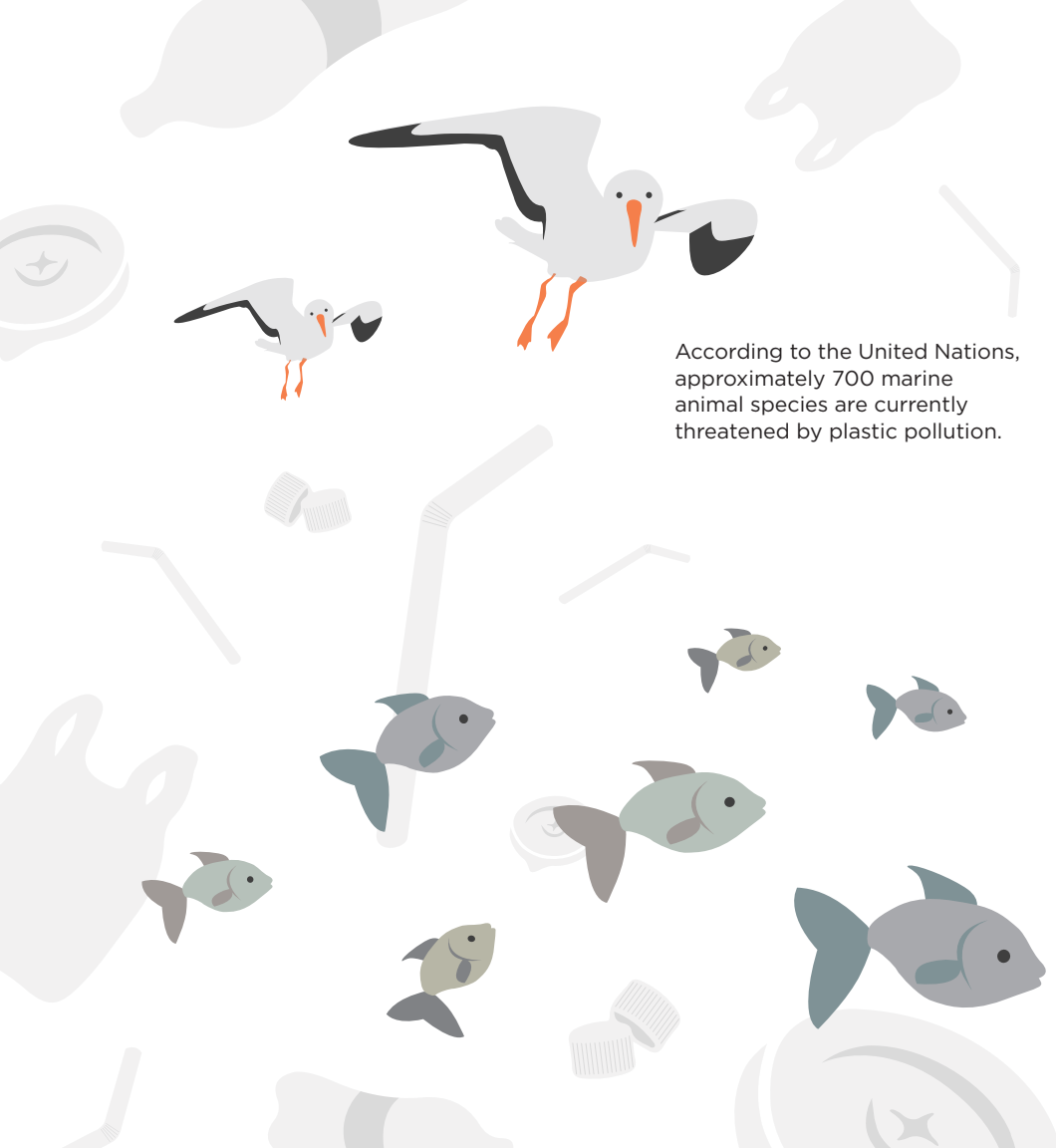
colophon

Gotham as primary typeface
Designed in Adobe InDesign
Printed by ProPrint

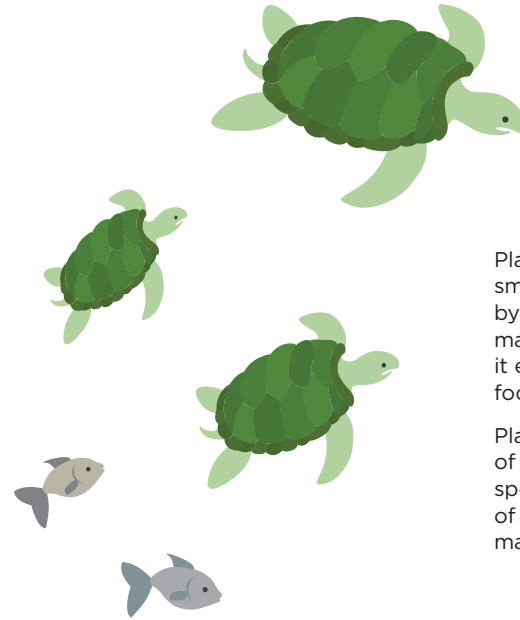


SOCIAL CAUSE

It is estimated that on a global scale, people produce around 27 million tons of trash in a year. Among those 27 million, over 8.8 million tons of plastic trash gets dumped into the oceans every single year. All of this plastic waste is having a major impact on our environment.



According to the United Nations, approximately 700 marine animal species are currently threatened by plastic pollution.



Plastic waste degrades into smaller pieces and gets ingested by hundreds and millions of marine animals every year- and it eventually comes back to our food chain.

Plastic has been found in 59% of sea birds, 100% of sea turtle species, and more than 25% of fish sampled from sea food markets around the world.

Problem w/ Plastic

- does not biodegrade
 - degrades into smaller pieces, and gets ingested by marine & land animals → back to our food chain
- "Recycle" is only a very small percentage
- essentially every piece of plastic ever made is still in our environment
- according to a recent global analysis on the effects of plastic pollution, a whopping 91% of all discarded plastic never actually gets recycled.
 - ↳ straws - often due to their size.
- cheap, strong, light ⇒ hard to break
 - if it does eventually break due to sea's waves, etc, more and more marine animals ingest it.
 - 1 straw ⇒ 50 pieces

UP 2 "The Last Plastic Straw" movement

- to educate ppl about the absurdity of single use plastic
- how this affects our **HEALTH**
 - ENVIRONMENT
 - OCEANS
 - ANIMALS
- eliminate plastic drinking straws from our landfills
 - STREAMS
 - OCEANS
 - BEACHS
- ex. discourage and use by raising awareness
- "SIMPLY REQUEST 'NO STRAWS' !!"
- **NO THANKS TO PLASTIC STRAWS**

PLASTIC STRAWS MAKE THE TOP 10 LIST OF LITTER ITEMS FOUND DURING INTERNATIONAL Coastal Cleanup Day

- **KEY FACT**
 1. US makes up 5% of the world's pop.
 2. US consumes 30% of the world's resources
 3. US creates 30% of the world's waste
- US consumption = enough straws to fill Yankee stadium over 9 times a year.
- increasing the awareness of plastic straws has the potential to help individuals rethink about all the other "needs" single use plastic wastefulness ... ie... water bottles?

SO WHY LESS STRAWS ...

- 500 million straws are used & discarded everyday in the U.S.
- 175 billion a year filtering into landfills & polluting our waterways and oceans
- U.S. consumption = enough straws to wrap around the Earth's circumference 2.5 TIMES a day!
- 85% of all marine debris found in the ocean is land based, and 80% - 90% of the marine debris is made from plastic
- **MAIN PROBLEM** DISPOSABLE PLASTIC !!
- **Public is not responsible**

TARGET

"Discourage the use of single-use plastic waste, more particularly prevent the unnecessary overuse of disposable plastic straws."

Although most people think plastic is recyclable, only a small percentage of discarded plastic litter is actually recycled. In most cases, straws, especially, cannot be recycled due to their sturdiness and small size. One straw can break into numerous tiny little pieces and become a bigger threat to our ecosystem.



Plastic straws are merely for convenience, NOT a necessity yet...

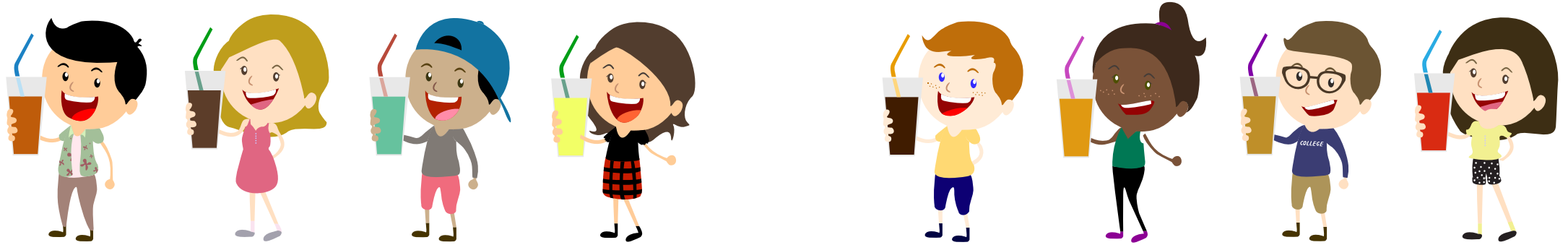
500 million straws are used and discarded everyday in the U.S. This daily consumption can wrap around the Earth's circumference 2.5 times.

LESS USE = LESS WASTE

ANGLE

Raising awareness about the absurdity and wastefulness of single use plastic straws and their effects on the environment and animals.

Inspire people to reframe their mindsets and act differently based on a conscious choice.



AUDIENCE

As plastic straws can be found in nearly every restaurant or cafe, the main audience of this campaign would be those customers. It would particularly target the people in the United States, regardless of their ages. The campaign posters and signages would be placed by the plastic straw dispensers to make the customers be more aware of their decisions to use needless plastic straws.



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SLOGAN

To influence the mindsets of the people, I aimed for a slogan that is simple and concise, but also bold and assertive.

By phrasing it as “The Last Straw,” the slogan itself reminds people of the well-known idiom “the last straw”—the last of a succession of irritations that leads to a disaster—and puts a negative emphasis on the use of a plastic straw.

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Gotham Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPEFACE

The primary typeface of this campaign had to be an informative, believable, and honest sans-serif font. Therefore, I chose Gotham.

Gotham encapsulates a very confident yet friendly tone. Its close relationship with Obama's 2008 presidential campaign also simulates a patriotic sense for the targetted audience, the people in the United States.

COLOR

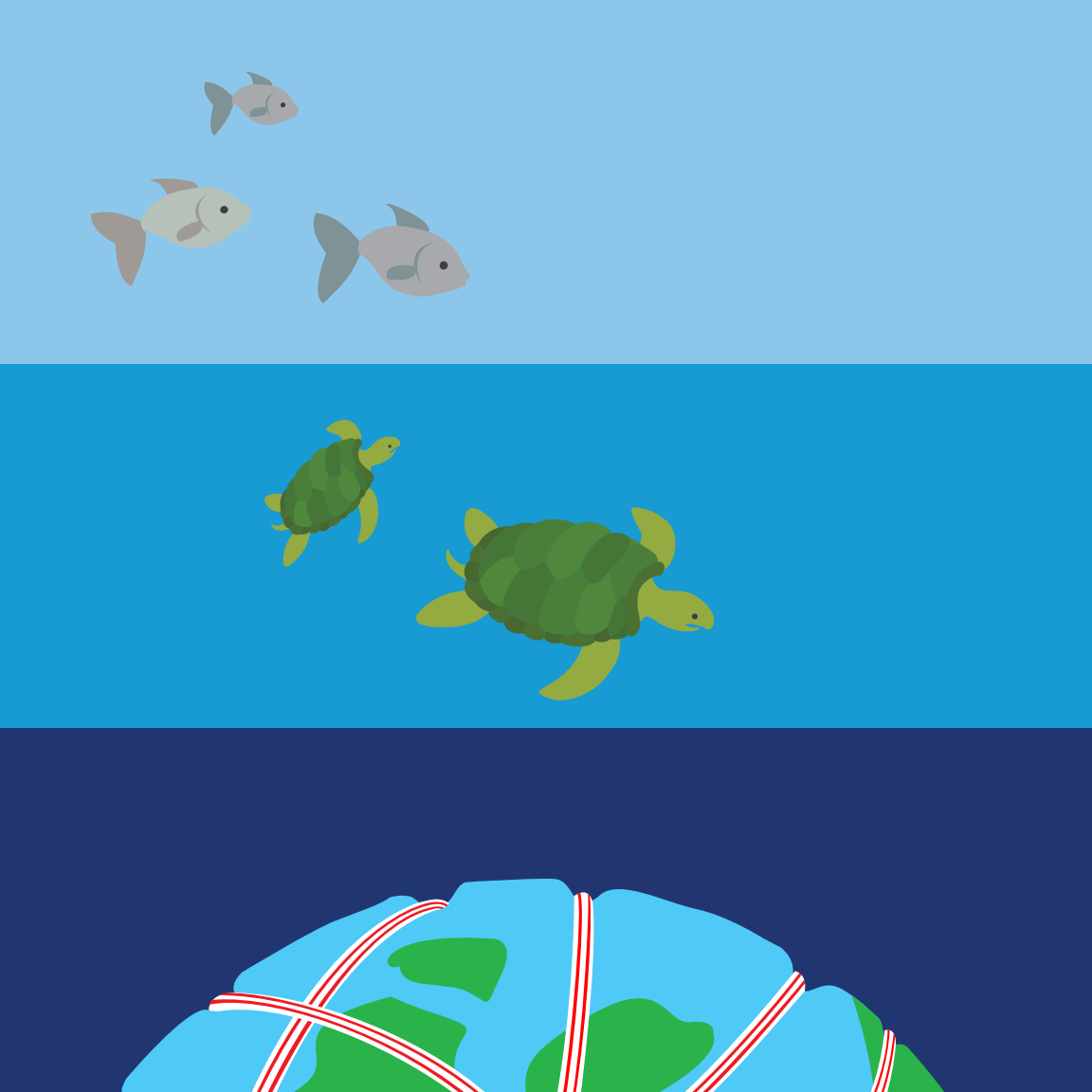
Because “The Last Straw.” is an environmental campaign, I chose different shades of blue to represent the sky and oceans. The three different shades have very distinct values.

The combination of a blue background and white and red accents in the slogan and straw illustration also resemble the American flag.

C42 M8 Y1 KO

C76 M24 Y2 KO

C100 M91 Y27 K14



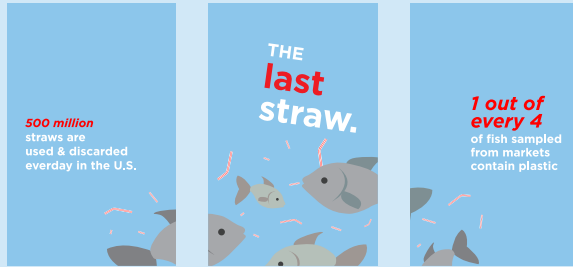
ILLUSTRATION

To complement the friendly aspect of Gotham, I created simplified, lighthearted, and playful illustrations. These illustrations are to assist the visual representations of three detrimental facts the campaign focuses on.

Instead of portraying the straw in a solid color, I chose it to be white with red stripes because that is the universally iconic imagery that everyone is familiar with.

CAMPAIGN IMPLEMENTATION





2D SERIES - TRIPTYCH POSTERS

For the 2D series, I designed three triptych posters. These posters are meant to be hung in casual restaurants or cafes, near the drinking fountains where plastic straws are accessible for their customers to grab. The placement of these posters are to make people more aware of what their seemingly-miniscule actions may become a part of.

Each series displays a significant consequence that the use of plastic straws cause in the

environment. Although the content is divided up into three different sections, the illustrations are laid out across all three posters so that the posters are united together. The consistent statistics on the left sides not only solidify the series, but also emphasize the wastefulness of single-use plastic straws in the U.S. The main slogan on the center is slightly tilted to draw more attention and amplify the lively tone of this campaign.



THE last straw.

small changes, big impacts.
skip the straw.

THE last straw.

americans use
500 million
plastic straws
everyday.

think again.
don't be a sucker.

THE last straw.

reduce
reuse
recycle

simply refuse.

3D SERIES - STRAW DISPENSER LABELS

For the 3D series, I created labels for the straw dispensers. The label itself is designed very simply. It only consists of 3 elements: slogan, straw, and a succinct yet persuasive phrase.

The main purpose of these labels is to reassess people's

mindsets and needs. These labels would be placed on the exterior of the dispensers so that every time an individual reaches for a straw, one would reexamine the genuine necessity of the use of a plastic straw.





Motion graphic thumbnails

4D SERIES - MOTION GRAPHIC ADVERTISEMENT

The 4D series of this campaign would be a motion graphic advertisement. This short video clip would pop up on the phone screen when using mobile food / drink ordering apps.

As many people often forget about the wastefulness of plastic straws, this brief exposure would

remind them make a conscious choice. The advertisement will only be 30 seconds long so that it can grab the user's attention affectively without boring them. After the ad plays, there would be an option for people to request no straws.

works cited

International Coastal Cleanup 2017 Report by Ocean Conservancy
National Park Services Commercial Services

