

Amanda Brush

27 February 2019

Research Week Proposal

Research Problem Statement

For decades, pollution has been a threat to our ocean and the animals. Through this campaign by United Threads, an eco-friendly clothing company, awareness about pollution will be raised and change will be evoked. It is estimated that over 1 million seabirds and over one-hundred thousand sea animals are killed every single year due to pollution. “The impact of plastic pollution through ingestion and entanglement of marine fauna, ranging from zooplankton to cetaceans, seabirds and marine reptiles, are well documented” (Eriksen, Marcus, et al 2). The amount of pollution in the ocean is growing every day and it is our responsibility to take care of the things that God has entrusted us with, the earth being one of them. It is irresponsible to ignore this alarming issue in today’s society.

If things do not change dramatically within the next few years, the numbers are going to continue rising and eliminating the animals, and also the well-being of our ocean. It is highly important to spread awareness because some may be ignorant to the fact that this is an issue. The simple changes of recycling and eliminating the use of plastic can help save our ocean and the animals in it. By using a fiction eco-friendly clothing line to promote the Clean Ocean campaign, awareness will be raised, and change will be promoted heavily.

Communication Objective

By using every-day objects such as a purse, a scarf, and lastly, a bracelet, I related them to the top items polluting our oceans and hurting the marine life. At first glance, you think that nothing is wrong, but you then realize there is more to the poster and if pollution habits do not change, the animal's futures and the ocean will continue to be at risk. By using United Threads which is an eco-friendly clothing company that is in support of making things green, it allows the campaign to be more relevant and effective towards the younger target audience. On the bottom of the poster it has their website where more information about the cause can be found. The tagline is "Am I Trendy Enough?" which is used as an attention grabber and the call to action of "Don't make your trash their accessory." The message is clear, and the problem is presented in a way that is not boring. By tugging on the emotions using the cute imagery of the animals it draws the viewer closer. At first glance, you think that nothing is wrong, but you then realize there is more to the poster and if pollution habits do not change, the animal's futures will continue to be at risk.

Visual Solution

The poster series has three different scenes where animals are shown with articles of trash used as clothing accessories. The top three pieces of trash that are caught around animals in the ocean are six-pack rings, plastic bags, and netting which is what I included in each scene with the animals. The Sea Lion has a scarf around its neck with an abstract pattern of some netting, something that is often caught on their necks and bodies which leaves them trapped until their death. For the Dolphin, I used the six-pack plastic rings found on drink packs as bracelets. The soda plastic ring is something that is very damaging to many animals. Lastly, for the Sea Turtle, I used a plastic bag as a purse.

Using the eco-friendly fashion company, United Threads as a way to integrate the trash as accessories allows for the message to be clear but not completely straight-forward. The purpose of using trash as an accessory show that we need to keep our trash to ourselves and not let it even go into the ocean in the first place. Another reason of why the trash was used as fashion accessories was to show that the common-day items are things that everyone has.

How it was produced

After knowing which topic I wanted to tackle, I then began the research aspect of the project, which was a very crucial part. I brainstormed how I wanted to raise awareness for preserving the ocean and marine life, then finally decided on a direction. I sketched out various composition ideas and ended up combining a few in the very end. I used Adobe Illustrator and Adobe Draw to illustrate the different animals and environmental scenes. This took numerous renditions and tweaks, but it was finally finished. Added subtle detail to each poster helps make the vision a reality. The poster series would ideally be visible on different beaches all over, since that is the main target audience. I used Photoshop to create scenic beach mockups to allow for better context of the campaign.

When choosing the color palette, I wanted the colors to be vibrant and eye-catching, yet calm at the same time. I ended up picking three different colors for each poster and within each poster the color palette is monochromatic. Due to the target audience being younger, the vibrant colors will stand out and also be noticeable at the beaches. Overall, the consistency in each piece allows for each poster to be strong on its own, but also together as a whole.

Works Cited

Eriksen, Marcus, et al. "Plastic Pollution in the World's Oceans: More than 5 Trillion Plastic Pieces Weighing Over 250,000 Tons Afloat at Sea." *PLoS One*, vol. 9, no. 12, 2014, pp. e111913.