Plastic in People

Victoria Eggers
GRDS 400
Winter 2021

Assignment Sheet

Overall Idea:

Research a social issue or cause and educate people about it. Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books , brochures a content-rich magazine (i.e. Mother Jones, Wired or, AdBusters) or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books,large format brochures, posters, an ad campaign, guerilla marketing, an app, content rich magazine, environmental strategies, a logo and/or branding system, a kit, website, installation, exhibit/display, film, or motion media campaign—or any other appropriate graphic design artifact.

GRDS 400
STUDIO II

DELIVERABLES

GRADE BREAKDOWN

DEADLINE PROJ 1

DEADLINE PROJECT 2

PROCESS BOOKS

Project 1 and 2

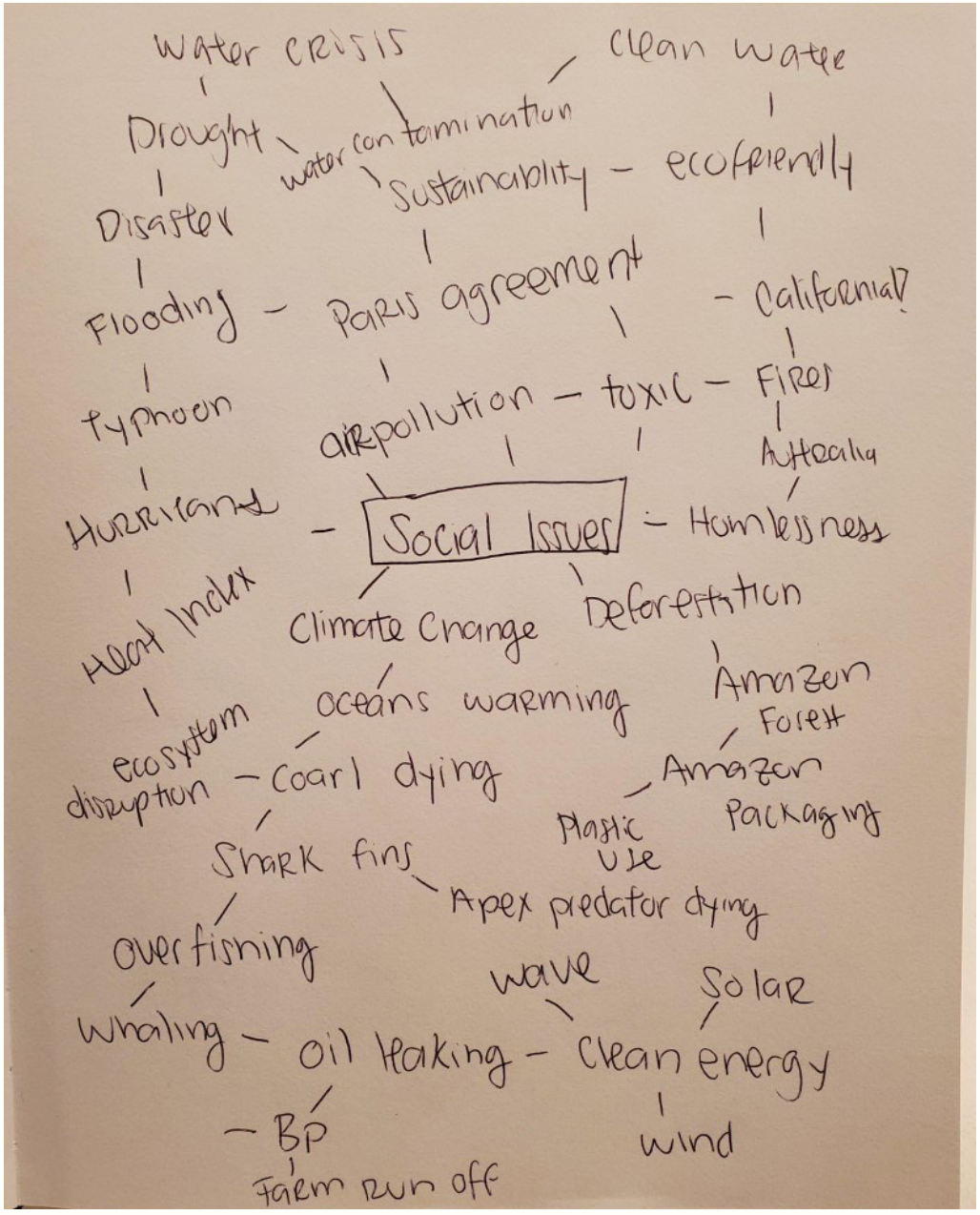
"There are three responses to a piece of design—yes, no, and wow! Wow is the one to aim for."
—Milton Glaser

Concept

Concept Exploration

Word List:

Pollution
Climate Change
Warming Oceans
Coral Dying
Earth realted issues
Helpful
Air pollution
Flooding
Garbage
Heat Index
Hurricanes
Plastic
Wild Life



Concept 1

Overall Notion:

To generate a social campaign rooted in the cause of climate change that informs the public of the damaging effects that plastic causes, as well as spark action into using less.

Concept 1: Plastic People

Plastic is in the food we eat, the water we drink, and even in the air we breathe, its everywhere. Most people do not know how much plastic has leached into our environment, our daily lives, and is even in our own bodies. Taking a more scientific approach, this campaign will inform you on plant-able paper deliverables. As well as ecofriendly biodegradable deliverables. Creating a space for conversation about the overuse of plastic and long-lasting effects in our society.

Key Takeaways:

Eco-Friendly

Plastic Conscious

Sustainable action

Scientific effects of Plastic

Concept 2

Concept 2 : A Rallying Cry for Change

World war two propaganda posters urged a nation to rally behind a cause and do their part at home to help. This campaign will take those iconic posters and replace familiar images with Anti Plastic propaganda coupled with facts and mobilizing change. This will be the reboot call to action for everyday citizens to do their part and fight against climate change. Possible deliverables could be posters, and zines.

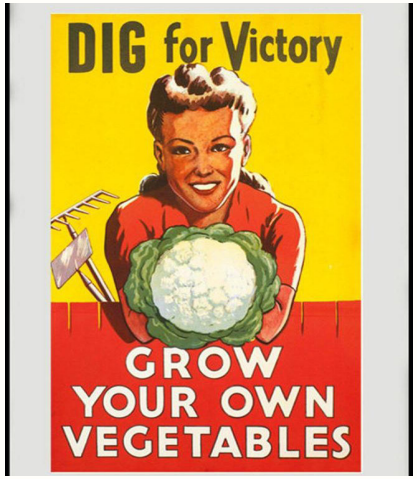
Key Takeaways:

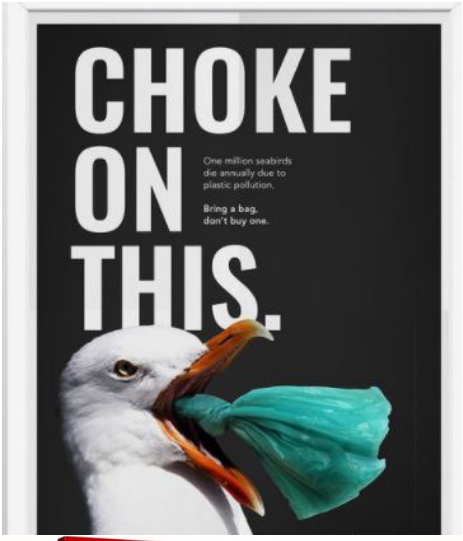
Call to Action

Mobilization

Rally Support in our Homefront (United States)

Anti Plastic





Concept 3

Concept 3 : Guerilla Disruption Art

Many people stick to routines and do not go outside their "norm". This campaign would hope to disrupt that and force people to confront the reality of plastic by taking a hard look of what is "normal" through public sculpture art made from recycled materials / adding plastic to existing artworks for strong imagery. Deliverables through public art and a linking web page would spark a conversation to create a movement and change.

Key Themes:

Public Disruption

Against the grain

Underground Movement

Guerilla Art

Final Concept

Overall Notion:

To generate a social campaign rooted that informs the public of the damaging effects that plastic causes with in our own bodies, as well as spark action into using less plastic in our daily lives.

Concept 1: Plastic People

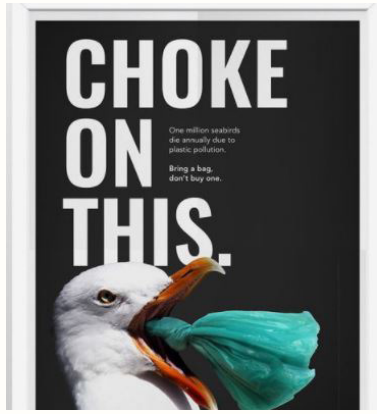
Plastic is in the food we eat, the water we drink, and even in the air we breathe, its everywhere. Most people do not know how much plastic has leached into our environment, our daily lives, and is even in our own bodies. Taking a more scientific approach, this campaign will inform you by posters, a guiding website which will help tackle the problem. As well as ecofriendly sustainable deliverables like tote bags and water bottles. Creating a space for conversation about the overuse of plastic and long-lasting effects in our body.

Key Takeaways:

Plastic Conscious

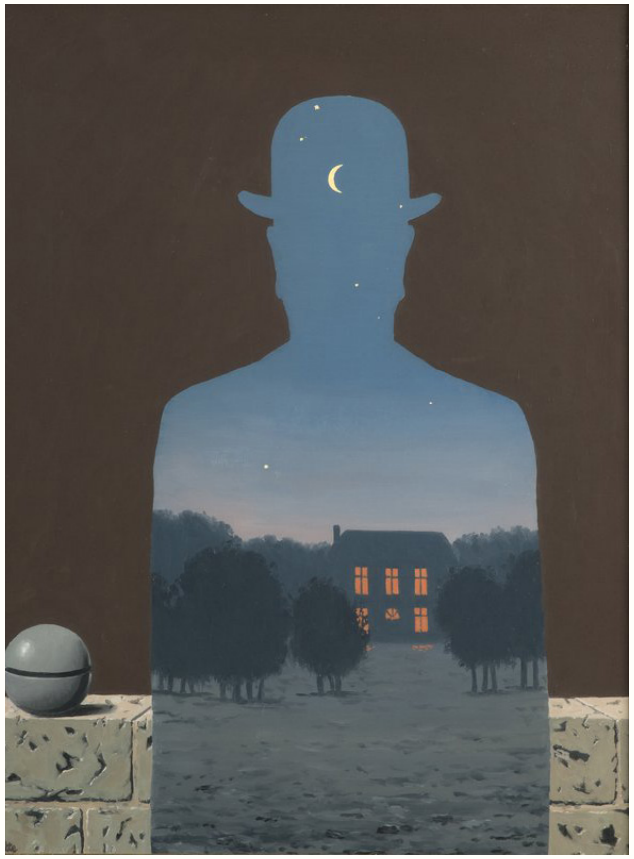
Sustainable action

Scientific effects of Plastic



Vision

Vision Board Exploration



Vision Board Exploration

Style:

Trying to go for a surrealist collage mash up, aiming to put reality in the forefront by using strong imagery.

Word List:

Striking
Odd
Familiar
Perspective
Shocking
Green
Change Up

Refining Vision Board

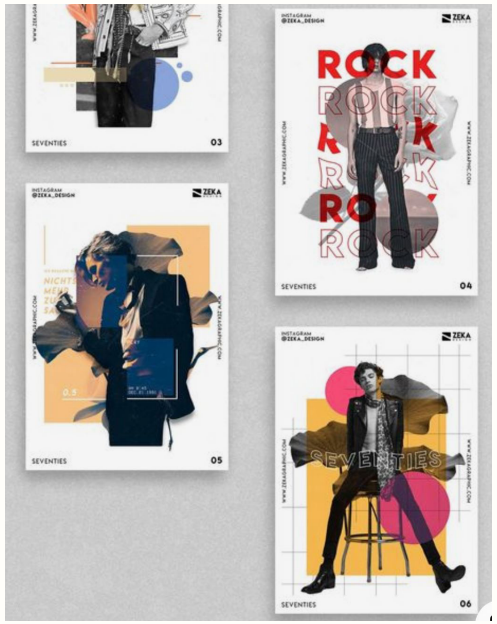
Refining Style:

Surrealist Collage, pleasing color pallet, Inspire hope, deliver information, & provide options for change

Final Vision Board

Deliverables:

Posters Series
Outdoor display
Sustainable & Reusable item swaps for one use items
Guerilla art display
Website on Plastic In our Bodies sustainable



Target Audience:

Art Lovers
Male & Female
Young Adults
Working Professions
Mature Adults
Body Conscious People
Open Minded
Trend Setters
Teens

Word List:

Striking
Odd
Factual
Perspective
Shocking
Plastic
Change Up

Research

Written Research

Website Research:

https://www.lessplastic.org.uk/

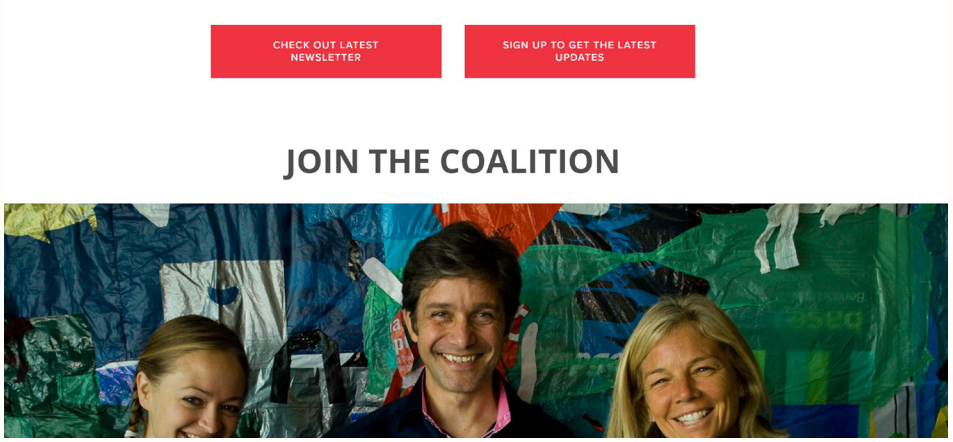
https://www.plasticpollutioncoalition.org/

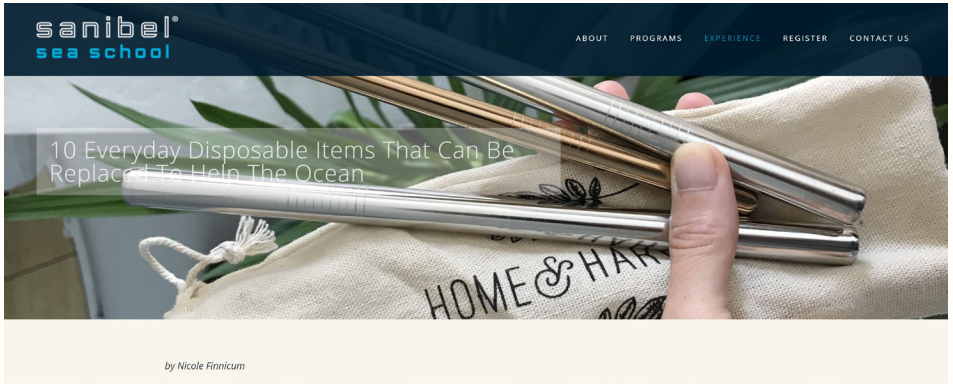
https://www.frontiersin.org/articles/10.3389/fmars.2019.00627/full

https://www.sanibelseaschool.org/experience-blog/2018/10/22/10-everyday-disposable-items-that-can-be-replaced-to-help-the-ocean

https://www.nhm.ac.uk/discover/the-plastic-problem.html

https://www.ourtimepress.com/invisibles-the-plastic-inside-us/





Written Research

The Price of Plastic

Plastic pollution results from our failure to account for the full economic cost of FFP's manufacture and disposal, and its impacts on ecosystem services and human health. While our knowledge is incomplete, best estimates suggest that plastic costs humanity over US$ 2.2 trillion per year in environmental and social damage. This is a consequence of a linear economic model in which resources flow unidirectionally from fossil fuels, are cracked into monomers (the building blocks of plastic "resins"), extruded into a final product, used, often briefly, and then discarded. It is estimated that nearly 60% of this plastic waste is dumped into landfill and the environment, with at least 10% entering the oceans.

Most of the costs of plastic pollution damage results from impacts on our oceans. An estimated ~US$ 1.5 trillion per year is lost through reductions in the oceans' capacity to provide seafood, genetic resources, oxygen, clean water and recreational and cultural value, as well as critical regulation of Earth's climate An additional ~US$ 730 billion per year in losses occurs during FFPs' upstream lifecycle, due to a model of plastic waste management that is more "burn, bury, befoul" than "reduce, reuse, recycle." These costs include ~US$ 700 billion per year from the release of greenhouse gases during FFP production and waste incineration, the release of toxic chemicals from plastics buried in landfill to soils and water sources (~US$ 25 billion per year); water usage during plastic production and manufacturing (~US$ 4.5 billion per year); release of plastic-associated pollutants into the air (~US$ 1.3 billion per year); and land value loss due to littering or proximity to waste disposal sites .

The estimated total cost of plastic pollution is likely conservative, as several important impacts are yet to be quantified, particularly those related to human health. Plastics can harm us both through the interaction of nanoplastics with human cells and our exposure to harmful additives in plastic products. Both nanoplastics and harmful additives occur in food packaging, household items and even medical equipment, entering the body via ingestion, inhalation and skin contact. Nanoplastics have been shown to cause damage and inflammation in human skin, lung and brain cells and may be linked to cancers. Plastics also leach harmful endocrine-disrupting chemicals which have been linked to:

- Cancer
- Obesity
- Diabetes
- Endocrine system disorders
- Thyroid disfunction
- Reproductive impairment.

Infants and children are the most vulnerable groups, due to their greater sensitivity and higher exposure to plastic-associated chemicals via baby food packaging, children's toys and breast milk. Plastic contamination in humans has been detected globally, with the average US citizen consuming more than 74,000 microplastic particles annually and an unknown but likely larger number of nanoplastics. Further research is urgently required into the human health impacts and associated health-care costs of plastics and their ingredients.

A further unevaluated cost of plastic is the prevalence of acute labor issues in the waste management systems of many low and middle-income nations, where collection, recycling and disposal of domestic and imported waste are largely unregulated. The informal recycling sector employs an estimated 15–20 million workers globally and often creates abusive and hazardous conditions for a meager but crucial income. This highlights a moral dimension of plastic pollution: profits from fossil fuel extraction and plastic production typically accrue to a small number of companies headquartered in high-income nations, while waste disposal, burning and dumping, including of imported waste from wealthy countries, are usually shifted to low to middle-income nations. This disconnect between production and disposal also weakens the impetus for consumers in rich, high consumption countries to shift behavior, since they are insulated from the consequences of their plastic habit.

Keep up to date

10 Everyday Disposable Items That Can Be Swapped

by Nicole Finnicum

With fast-paced lifestyles, packed schedules, and eating on the go, people all over the world – especially in the US – have turned to the convenience of disposable plastics. Over the years, the rise in popularity of these quick and easy goods has contributed to the accumulation of plastic in our oceans, lakes, and streams. We are beginning to see the detrimental effects of these items on our wildlife and waterways, and it is time to rethink our consumption habits.

We are all familiar with the phrase "reduce, reuse, recycle", but perhaps the best way we can help our environment is to REFUSE single-use plastics from the start. It turns out that many of the everyday plastics that consumers use can be refused and easily replaced with environmentally sound alternatives. Here are 10 commonly used plastic items and the simple swaps that you can do in your everyday life to help the ocean:

1. Plastic Grocery Bags

In many cities, plastic bags are not something that you can toss into your at-home recycling bin. Instead, they must be brought to special recycling drop off centers (often at grocery stores) in order to be recycled. A great alternative to remembering to do this is simply bringing your own bags to the grocery store. Throw some canvas bags in your car that can be washed and used for years, or keep one on your keychain so you'll never forget!

2. Plastic Produce Bags

In addition to your canvas grocery bags, you can bring along reusable, mesh produce bags for your fresh produce at the grocery store. These are great for things like fruits, vegetables, and bulk food items.

3. Plastic Straws

Plastic straws are increasingly a problem for ocean animals like sea turtles, so we encourage you to ask your server to go strawless next time you're at a restaurant. Additionally, there are great reusable alternatives made out of paper, bamboo, stainless steel, or even glass that you can bring with you wherever you go! Stop by Sanibel Sea School for a stainless steel straw or check out Hummingbird Straws for some beautiful glass options.

4. Plastic Water Bottles

Did you know that it takes about 2 minutes to consume a bottle of water, but the plastic bottle can remain on our planet for millions of years? Reusable water bottles are one of the easiest swaps you can make to help the ocean. You can find them in insulated stainless steel to keep your water icy cold or choose an attractive glass option to spruce up your work desk.

5. Plastic Wrap

Plastic wrap can be used to keep foods fresh in your refrigerator, but often ends up in the trash can instead of the recycling bin. Some types of plastic wrap can indeed be recycled, depending on what type

Article Research:

https://www.frontiersin.org/articles/10.3389/fmars.2019.00627/full

Written Research

of plastic it is made of, so it is important to check with your local recycling facility. A better option is to choose reusable food wraps like Bees Wrap. These are wax-coated fabrics that can be washed and used for up to a year. Imagine how much plastic you could keep out of the landfill by using these reusable wraps!

6. Ziploc Baggies

Ziploc baggies belong to the same group of plastics as grocery bags and are considered a "plastic film". These plastic films need to be delivered to special recycling drop off centers in order to be properly sorted. An easier way to reduce your plastic usage in this case is to use reusable food grade pouches or Tupperware containers to make packing your lunch a breeze.

7. Disposable Coffee Cups

Even though many disposable coffee cups from our favorite coffee shops seem recyclable, most are not. The paper cup is often a blend of paper and plastic, which is not actually recyclable and therefore ultimately ends up in a landfill. Even if the cup is made of paper, it usually comes with a plastic lid or straw. Try bringing along your own coffee cup – it's nice to drink out of a real mug, and sometimes you can even get a discount for doing so!

8. Plastic Cutlery

Most takeout restaurants give away plastic cutlery with their food. While this is convenient, these petroleum-based utensils are made from a wide array of plastics, many of which don't have a wide recycling market. Even if they are made of plastic that can be recycled, many times they are shipped all the way to China to be recycled, creating a huge carbon footprint! A great alternative is carrying your own reusable spork in your bag, or keeping a set of all three utensils handy when you're on the road.

9. Body Wash In Plastic Bottles

Most soaps and shampoos come in some form of plastic bottle, but there are a couple of alternatives to reduce your plastic footprint while staying clean. Try switching to bar soaps with recyclable paper wrappers, or consider making your own soaps using essential oils and Castile soap. Your homemade body wash can be stored in a sealable glass jar that can be used over and over.

10. K-Cups

With the popularity of these disposable coffee pods increasing, these plastic pods are piling up in landfills all over the world. A great alternative to these single-use pods are reusable pods that can be filled with your favorite coffee, washed, and used again. Or you could decide to go the traditional route and invest in an espresso machine that will help you make delicious coffee drinks for many years, no K-Cups required.

The Healthy Pregnancy Guide

Learn about the toxic chemicals found in plastics and other common household items

Find tips to reduce plastic during pregnancy

Gather ideas to avoid other common toxic chemicals

Currently a researcher at the University of Oxford and Principal Scientist with **Nekton**, Lucy sheds light on just how deep our plastic problem is.

The plastic planet

Plastic is everywhere, and the ocean is awash with it.

According to figures published in 2015, from the surface all the way down to the deep sea, a gargantuan eight million tonnes of plastic amasses each year.

Lucy says, 'These figures come from what we know goes to landfill, and what is known to go through other pathways - for example it gets burnt and recycled. We then assume that the rest of it ends up in the ocean.'

Scientists have been able to calculate the quantity of plastic in the ocean by extrapolating from the amount collected in nets during their studies of the surface.

'It's relatively easy to see what is on the surface, but we don't know exactly what is floating mid-water or on the seabed,' says Lucy.

'A lot of my research is looking at the seabed, but we don't have enough data to be able to estimate the figure there yet.'

A threat to marine life

Microplastics, one aspect of the world's plastic problem, are pieces of plastic less than five millimetres in length, according to a universally accepted description from the USA's **National Oceanic and Atmospheric Administration**.

'We have a maximum size, but there is no minimum limit - they can become small enough to be classed as nano, so when you can't see them anymore,' says Lucy.

From the largest pieces to the unseen, plastic is affecting life in the deep blue.

'You have the problems of ingestion and entanglement, but they can also be used for organisms to raft. Animals can use plastic as a conduit to get from one side of the ocean to the other.'

'This is potentially damaging if you get something non-native coming in and thriving. We know invasive species are bad terrestrially, like in Australia with rabbits. Less is known about this in the ocean, although it is just as damaging. One well-known example of this is lionfish in the Caribbean.'

Plastic also has the ability to carry pathogenic microbes across the ocean, potentially impacting life as it travels.

It can also act like a sponge, pulling in other chemicals.

Lucy explains, 'Some organic pollutants are hydrophobic, and sit on the surface of the water. They want to get into the plastic away from the water, so you end up with a lot of them concentrated in the plastic.

'If that plastic then gets ingested, what happens to those chemicals? Some are released in the organisms when they are ingested.'

Studies have shown that this significantly increases the concentration of organic pollutants in an animal, compared with organisms that haven't eaten plastic.

Munching on microplastics

Plastic is virtually indestructible - a virtue which helped make the material such a commercial success. Aside from being incinerated, it is a problem that will almost never go away.

Left to itself, plastic will get infinitely smaller, but never fully disappear.

Lucy says, 'Microplastics are probably in every food we eat. They're in my cup of tea. I am breathing them in. We are exposed to them every day.

'But even if we stopped all plastic from going into the environment tomorrow, we would probably see an increase in microplastics. This is because some plastics come into the ocean when they are small, but most of them degrade into fragments from other large items. '

One issue is that there are many products that are not commonly known to be made, at least in part, of plastic.

Article Research:

https://www.sanibelseaschool.org/experience-blog/2018/10/22/10-everyday-disposable-items-that-can-be-replaced-to-help-the-ocean

Color Palette

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255, 247, 229

CMYK:
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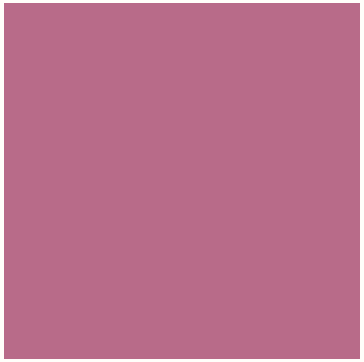

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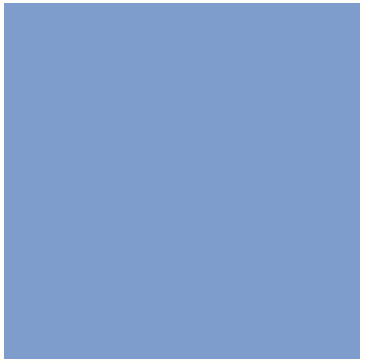

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CMYK:
51%, 31%, 3%, 0%

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Type Exploration

Plastic People

Plastic People

Plastic Peol Le

Plastic peoPLe

Plastic peopLe

Plastic PeoPLe

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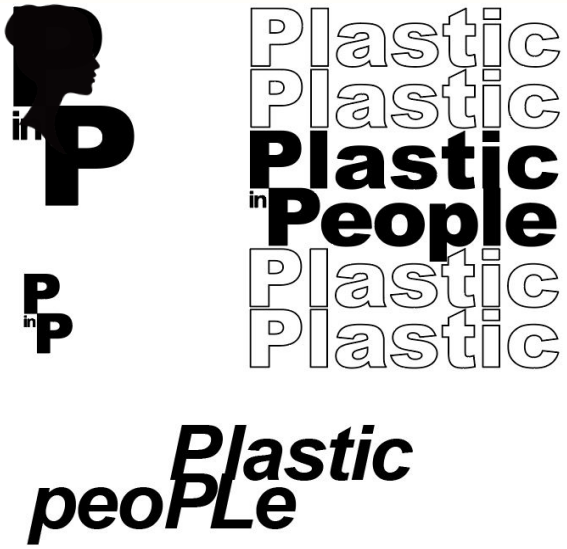
Plastic Plastic Plastic in People Plastic Plastic

Type Research:

Arial, Bold, Light, Medium, Helvetica like
Futura, Book, Medium, Bold

Type Exploration



Type Research:

Arial, Bold Narrow for Surgeon General's Warning
Figure in "P" of title,
I & L make a human Icon within the logo

Plastic
Plastic
Plastic
in People
Plastic
Plastic

P
in P

Type & Logo:

Arial,
Bold & Bold Outlined
Connected to form Figure

Make the Swap

by Nicole Finnicum

With fast-paced lifestyles, packed schedules, and eating on the go, people all over the world – especially in the US – have turned to the convenience of disposable plastics. Over the years, the rise in popularity of these quick and easy goods has contributed to the accumulation of plastic in our oceans, lakes, and streams. We are beginning to see the detrimental effects of these items on our wildlife and waterways, and it is time to rethink our consumption habits.

Deliverables

Deliverables

Deliverables:

3 set Posters Series
- Based on Plastic effects on the body

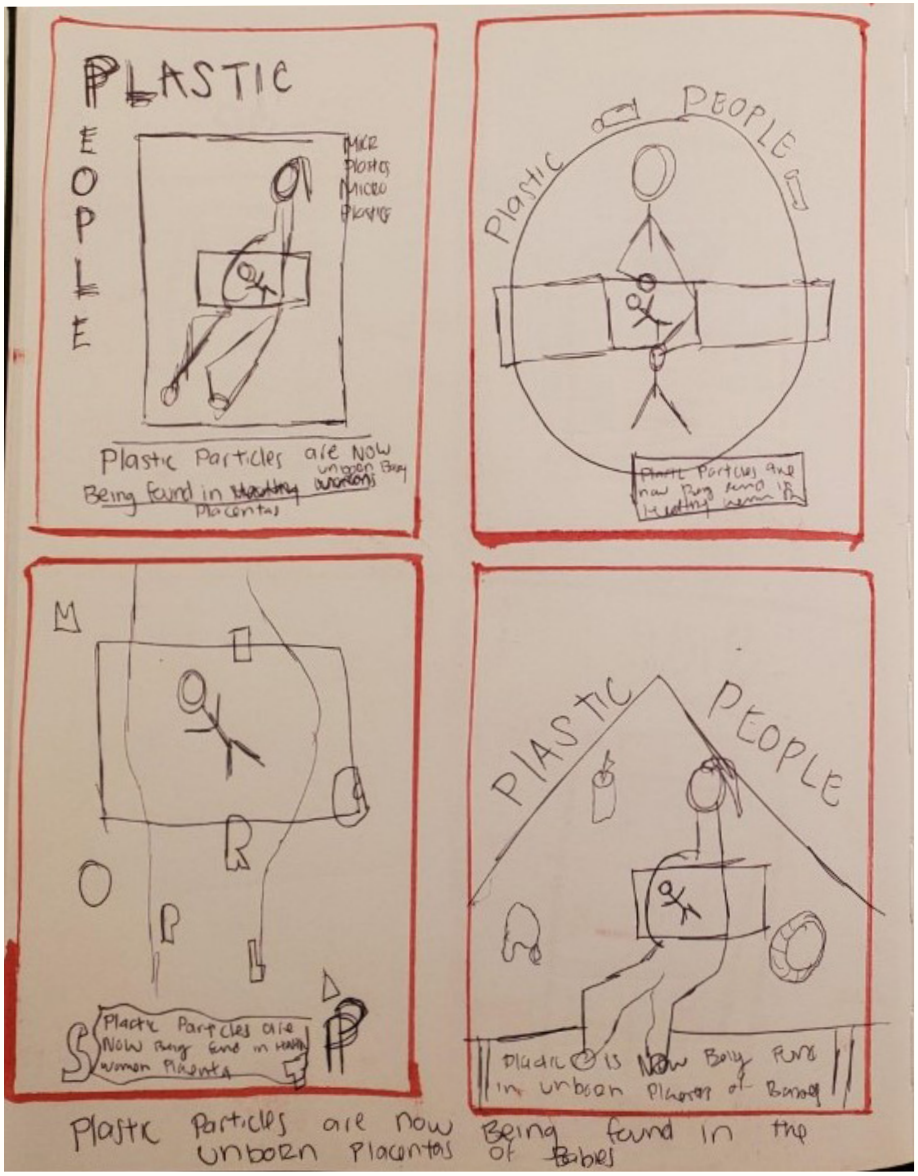
Outdoor display
- Showing real world display of social campaign

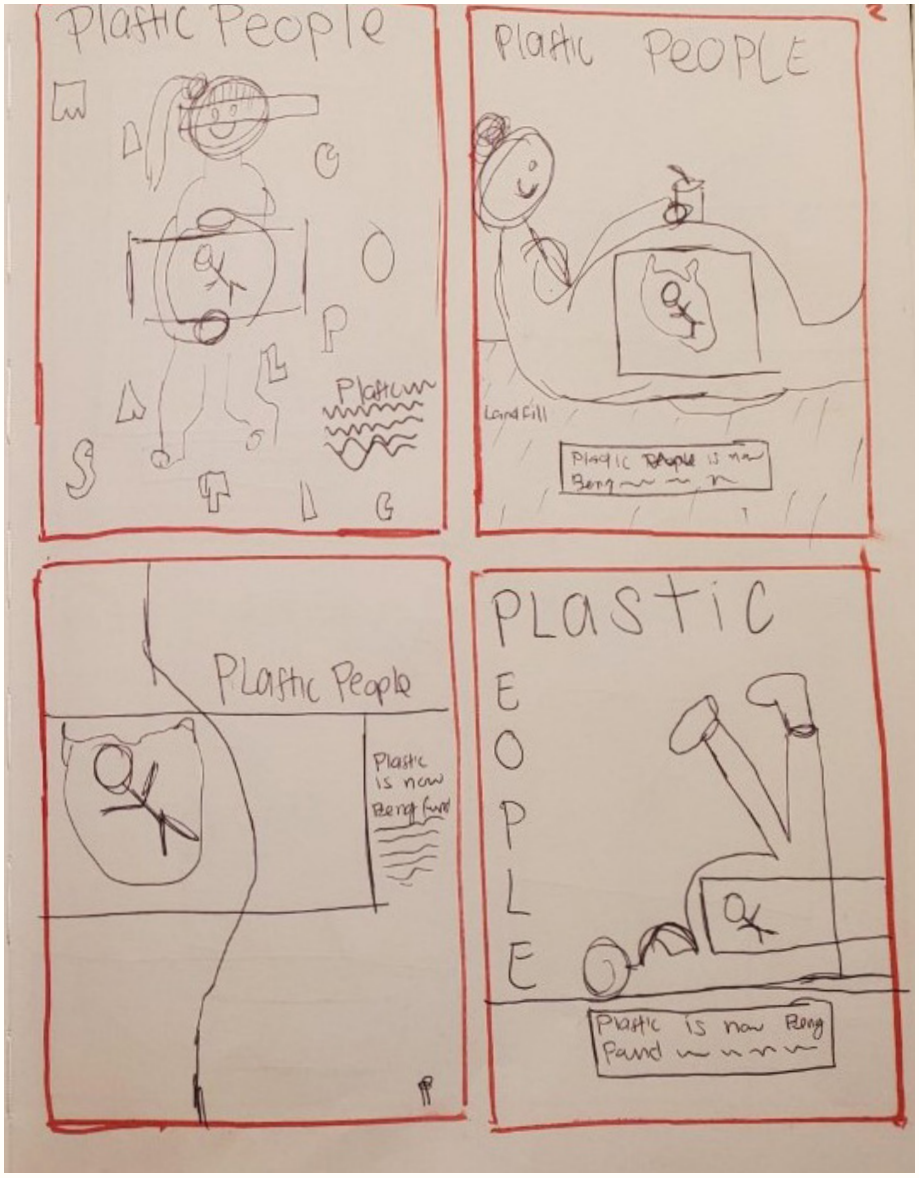
Sustainable & Reusable item swaps for one use items
- water bottles
- tote bags

Website on Plastic In our Bodies sustainable
- Comprehensive look into plastic in people, showing sustainable swaps, educated the public, and offering a place to gather scientific & scholarly articles about the topic.

Poster Series

Thumbnails For Poster 1





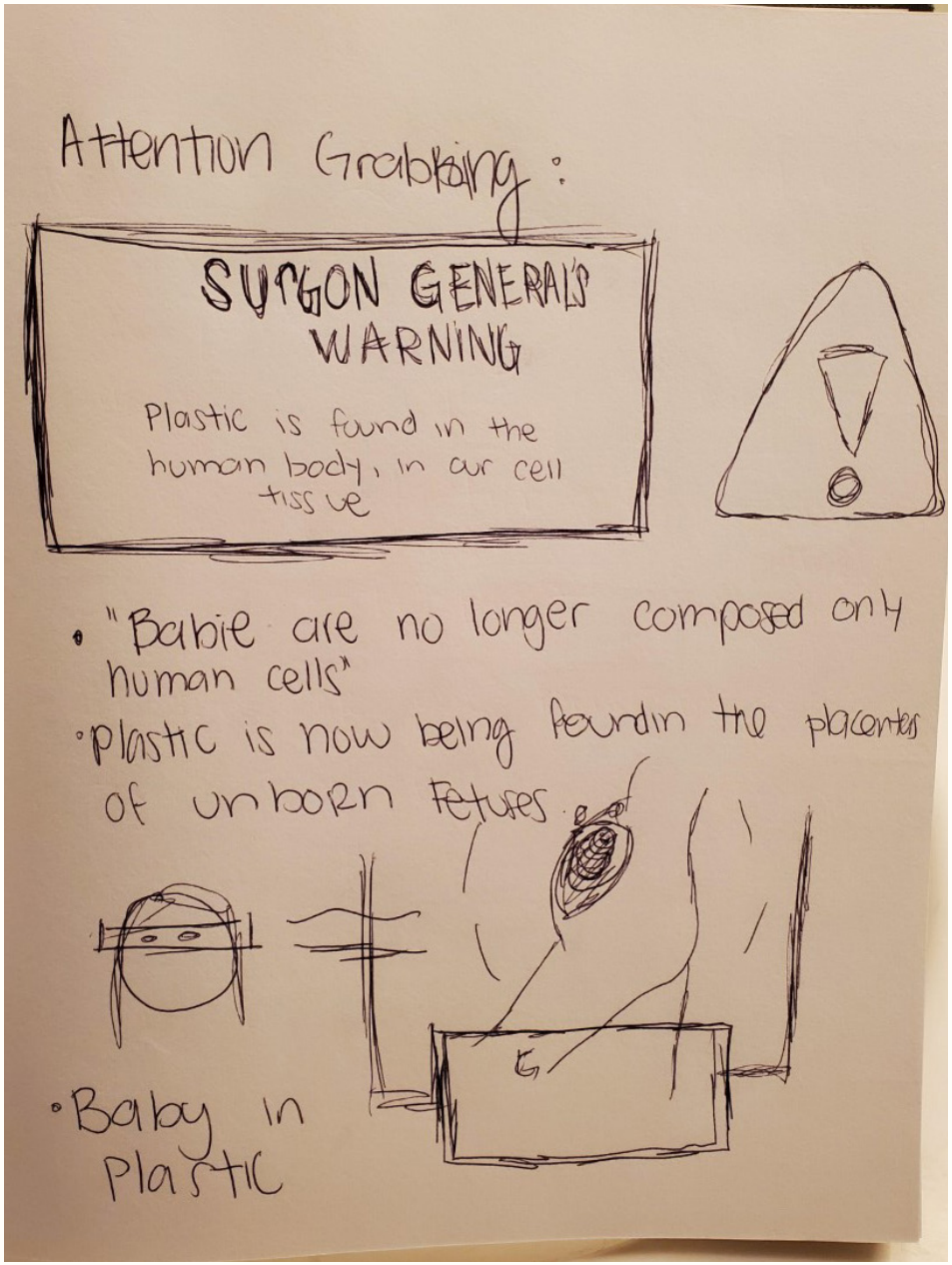
Thumbnails For Poster 1

Poster 1 ideas:

- Targeting :
    - mothers
    - women
    - young adults
    - families
    - informed health seekers

- Baby wrapped in plastic in the place of the womb

- Babies are no longer composed only of human cells; Plastic is now being found in the placentas of unborn fetuses.

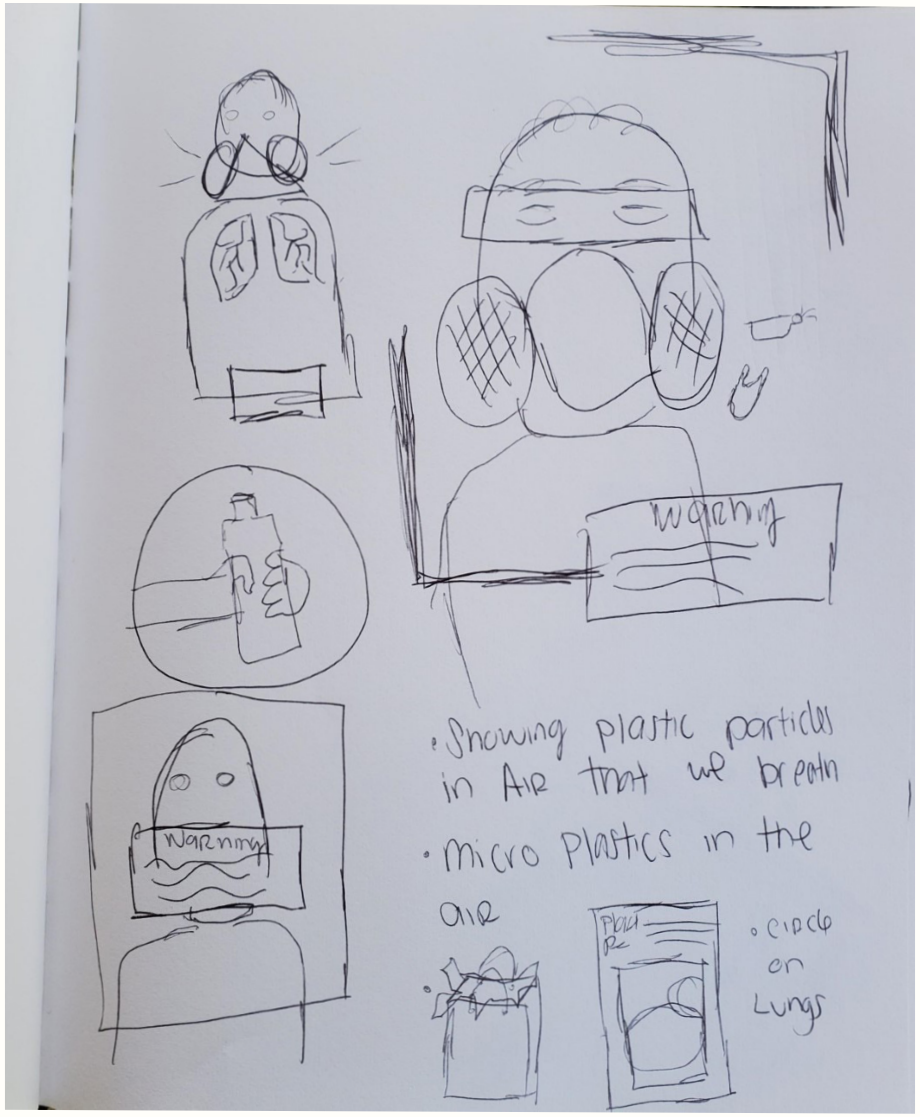


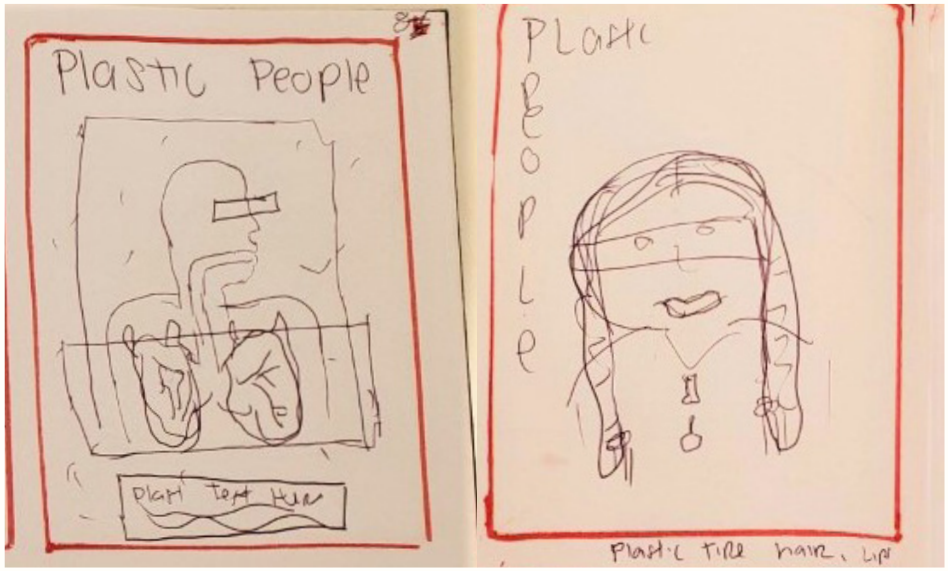
Process For Poster 1

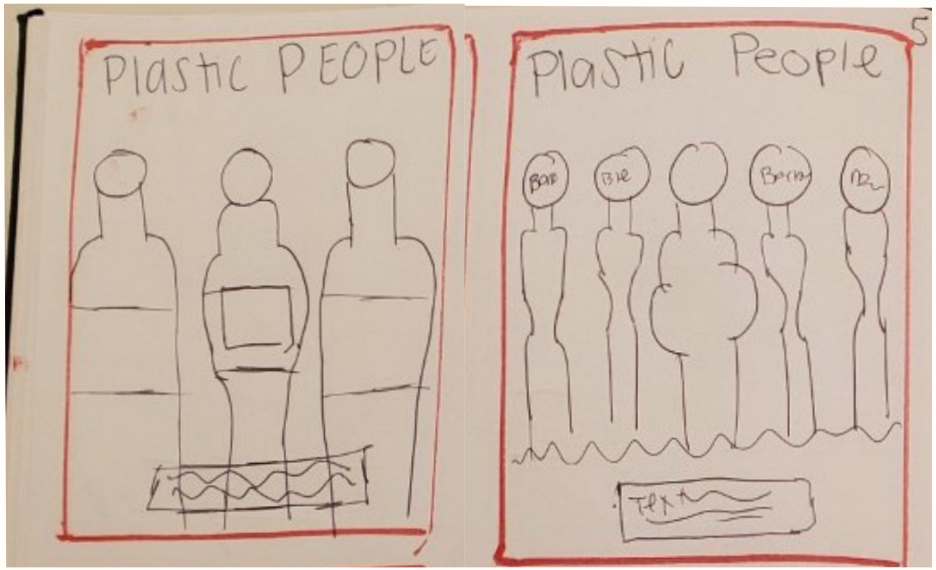
Arrangement For Poster 1

Final Poster 1

Thumbnails For Poster 2







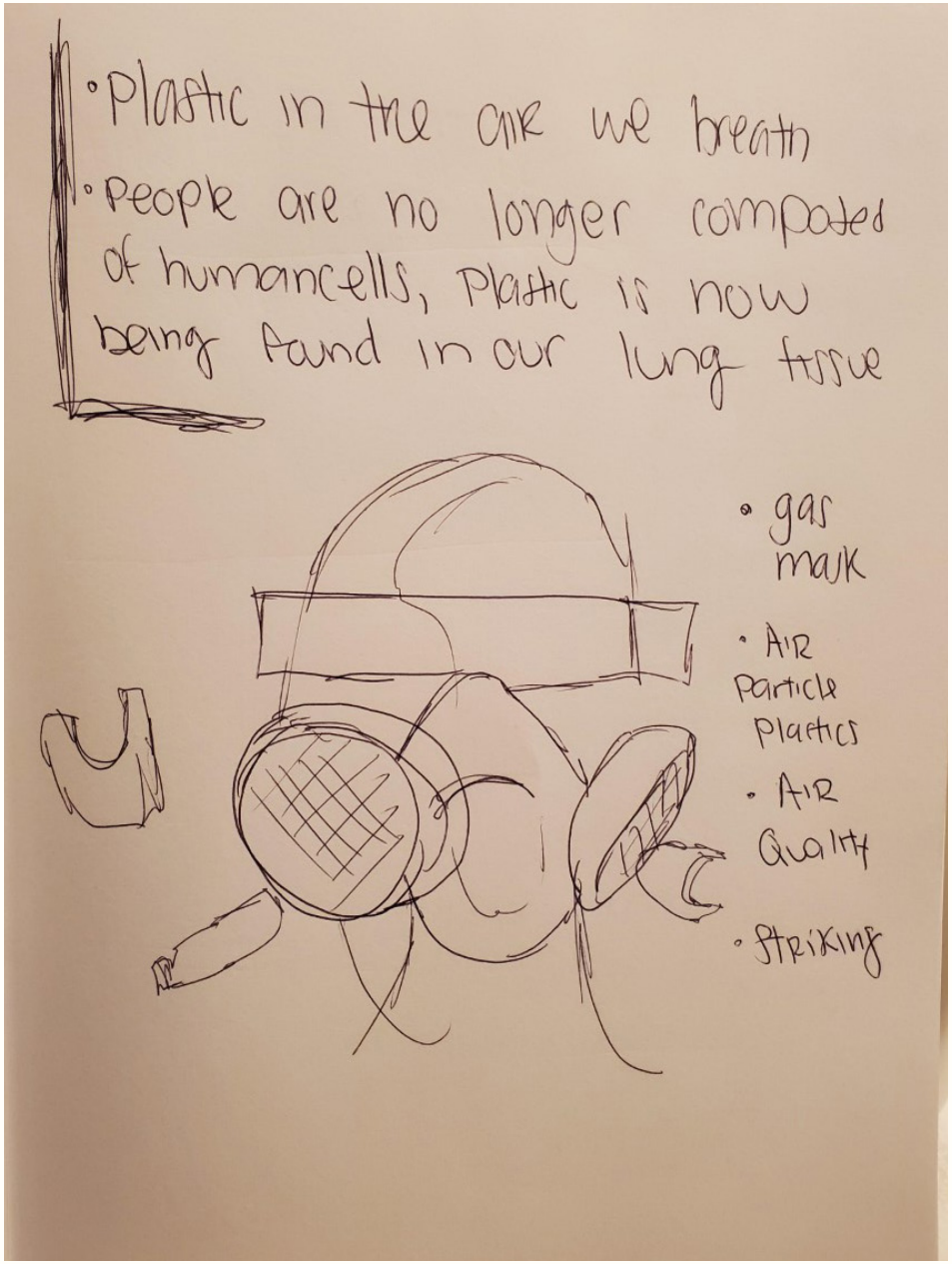
Thumbnails For Poster 2

Poster 2 ideas:

- Targeting :
  - Teens
  - women and men
  - young adults
  - active families
  - informed health seekers
  - mothers

- A child in a venilation mask breathing in plastic particles in the from air coming i the form of plastics we use in our daily lives

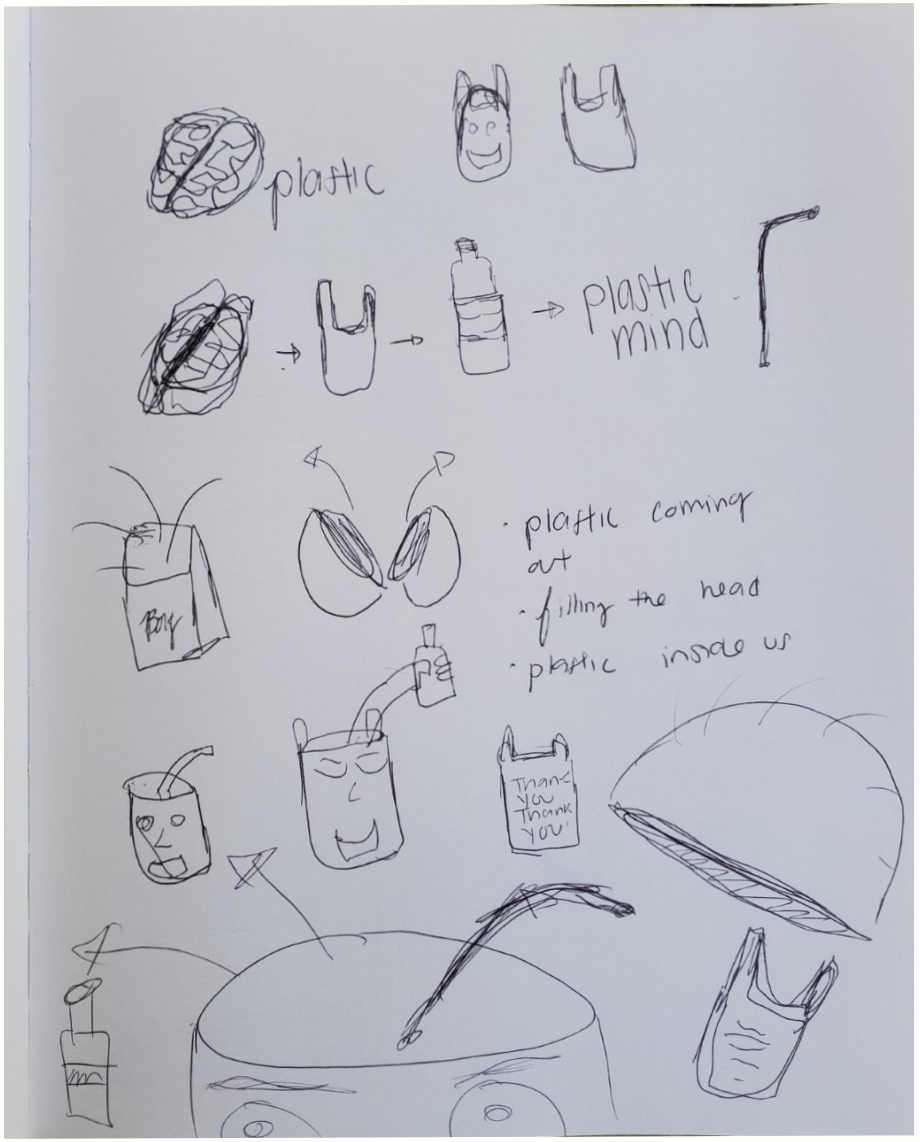
- People are no longer composed only of human cells; Plastic is now being found in our lung tissue from the air we breathe.

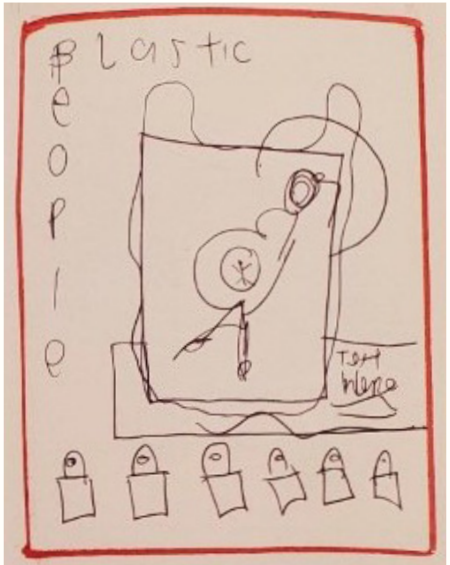


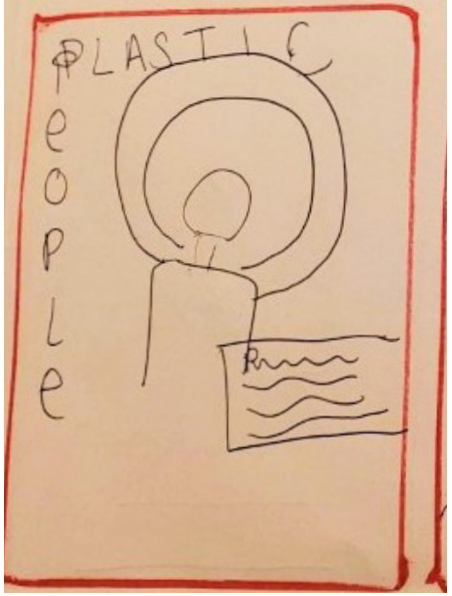
Arrangement For Poster 2

Final Poster 2

Thumbnails For Poster 3







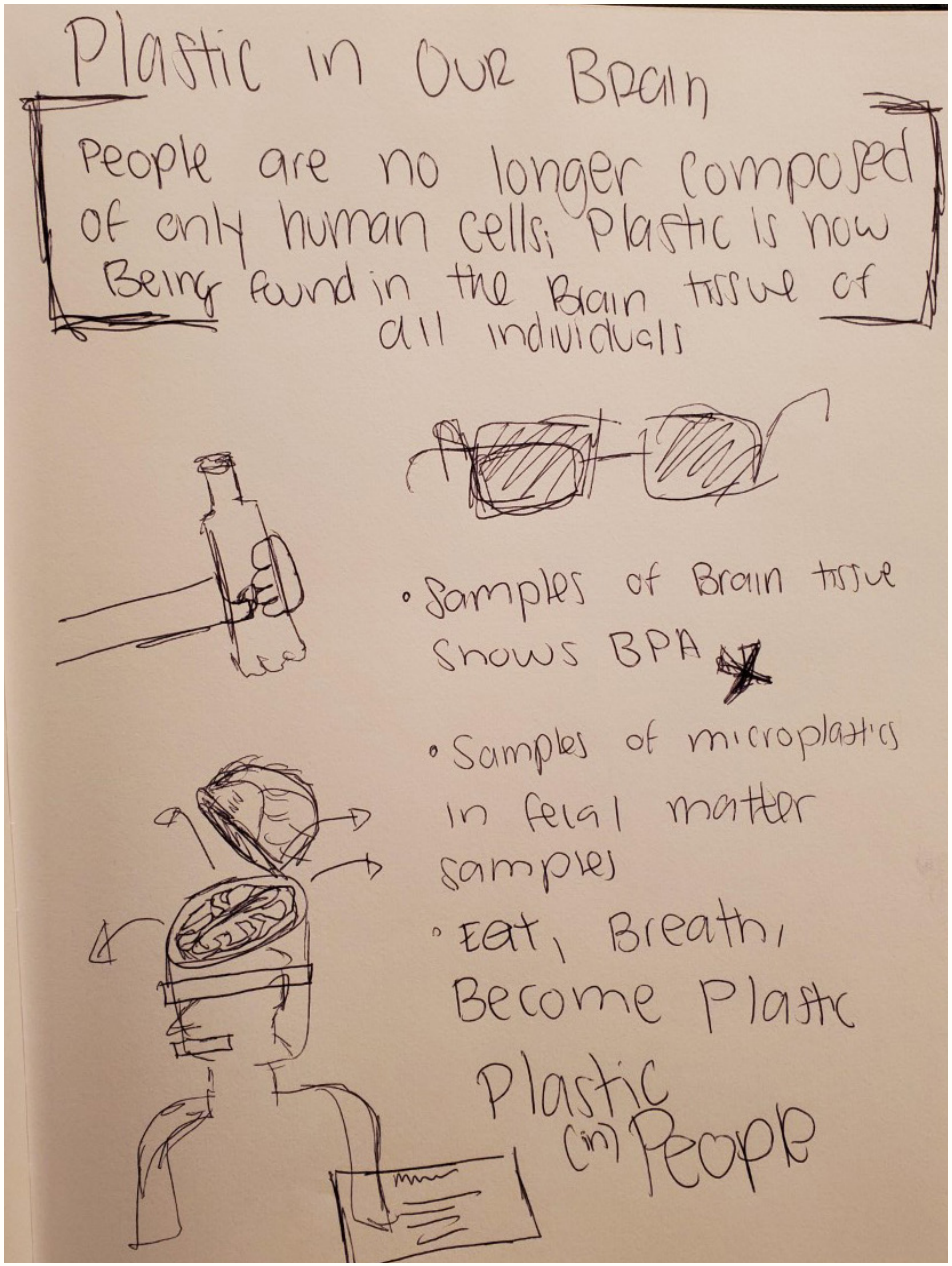
Thumbnails For Poster 3

Poster 3 ideas:

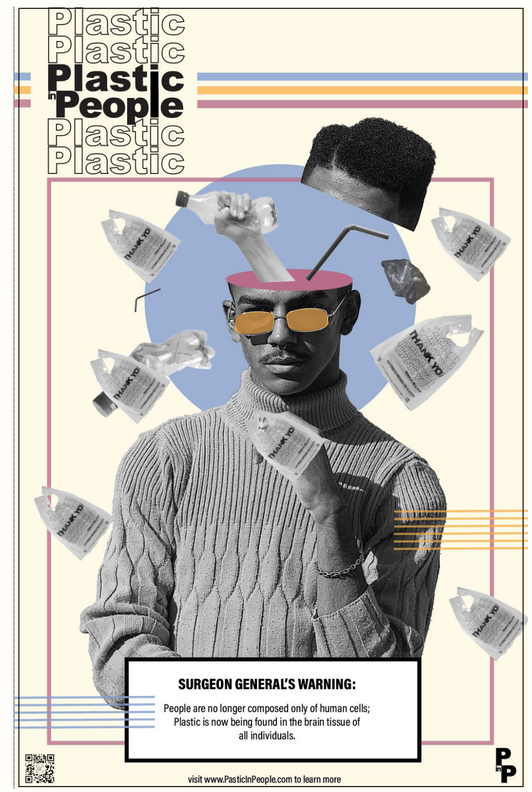
- Targeting :
    - Teens
    - women and men
    - young adults
    - active families
    - informed health seekers
    - millennials
    - youth

- A young man's head is split open with plastic contents spilling out. The plastic is common daily use objects.

- People are no longer composed only of human cells; Plastic is now being found in the brain tissue of all individuals.



Arrangement For Poster 3



Final Poster 3

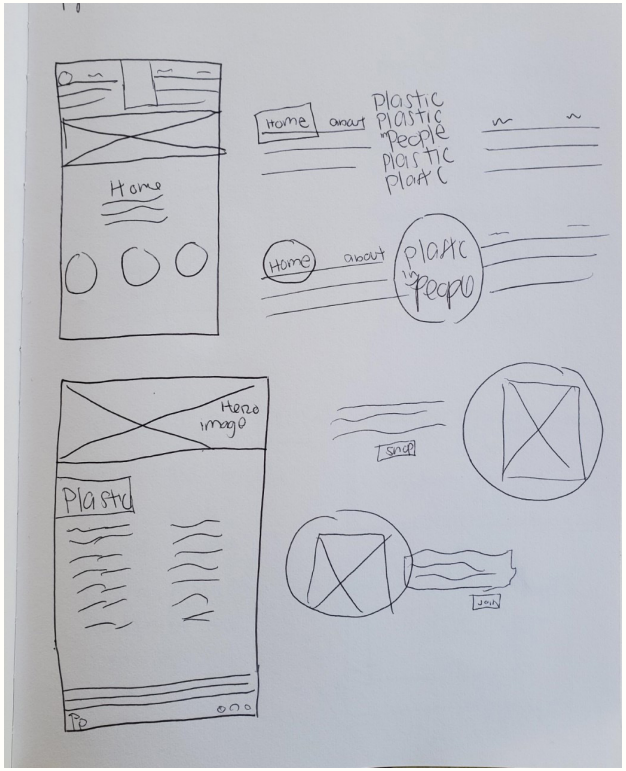
Final Poster Series

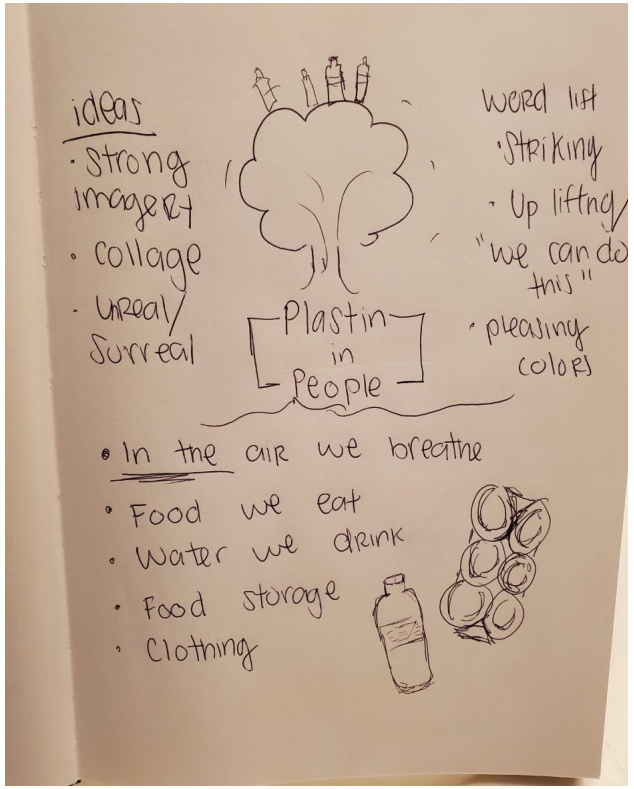
Final Poster

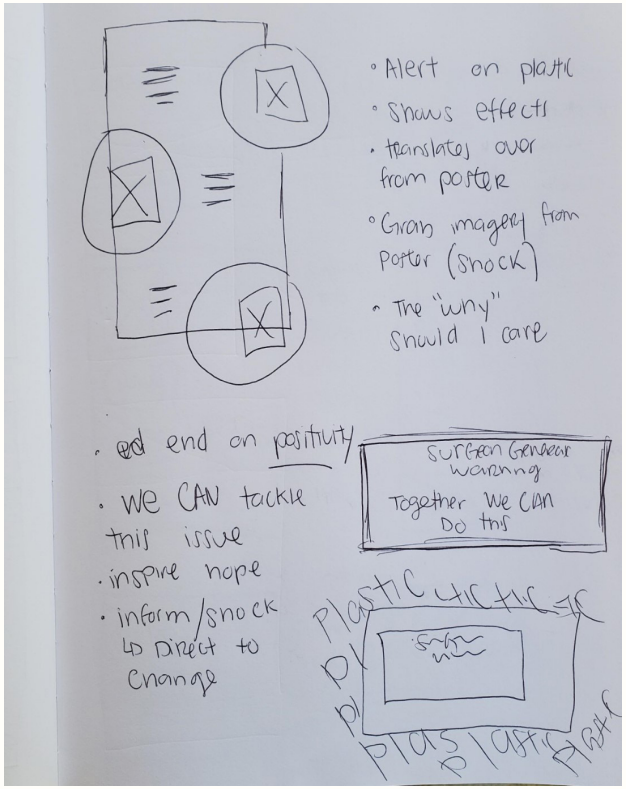
Final Poster

Website

Thumbnails For Website Page 1







Website Page 1 Ideas

Home Page:

- Informative

-Shocking

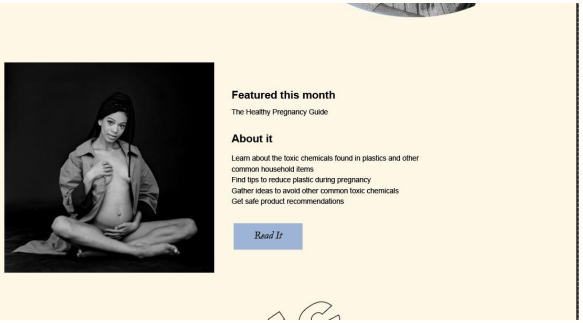
-Interest peaking

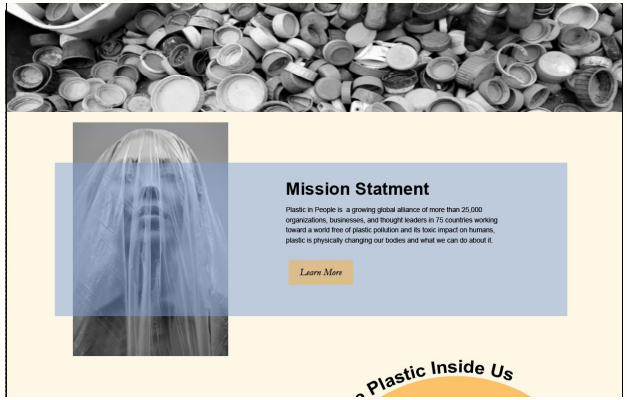
- Sneak peaks from the posters as attention grabbers

- States mission statement and has push button linking to the other pages for constant flow on the site.

- The logo takes you back to the home page

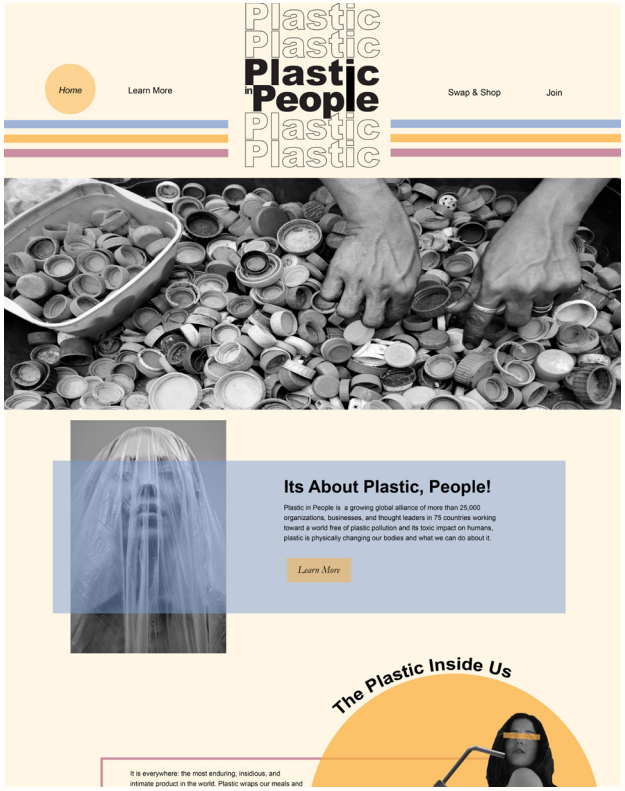
Website Page 1- Home page

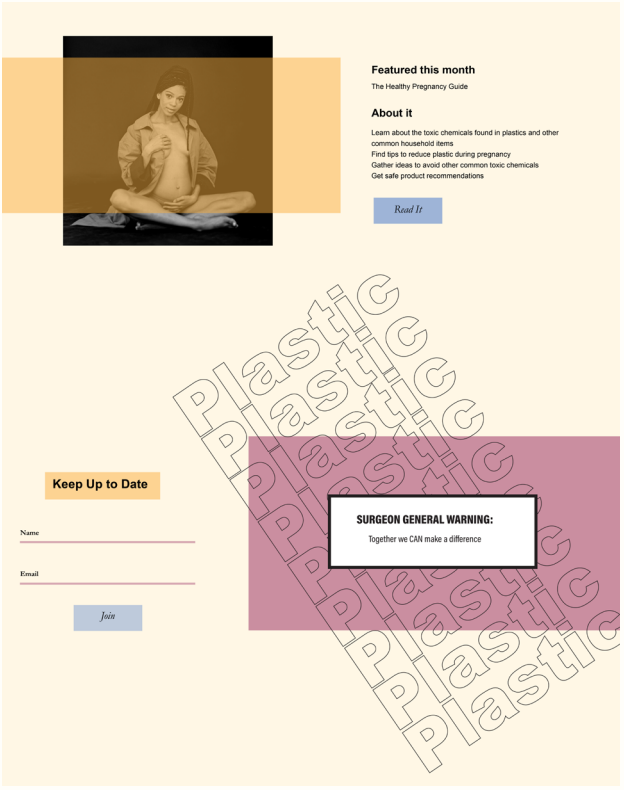




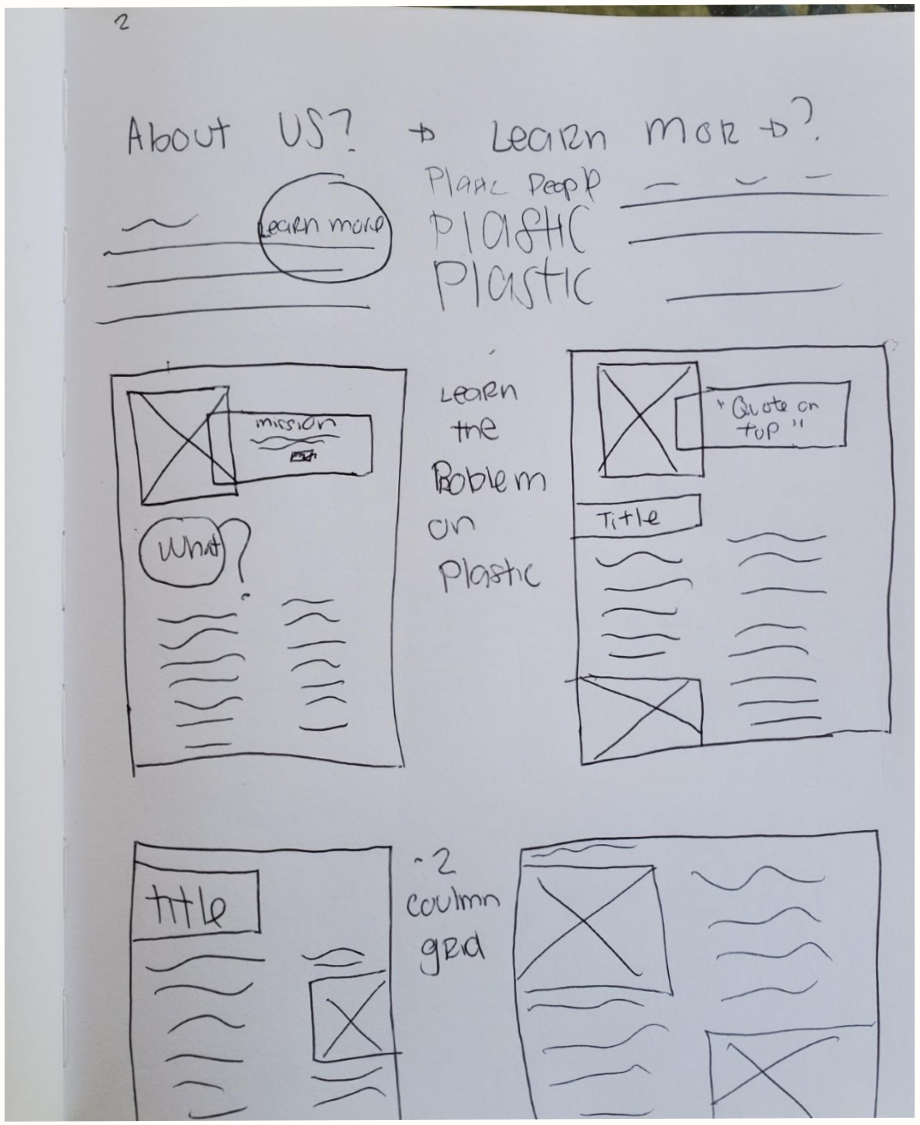
Website Page 1- Final Home page

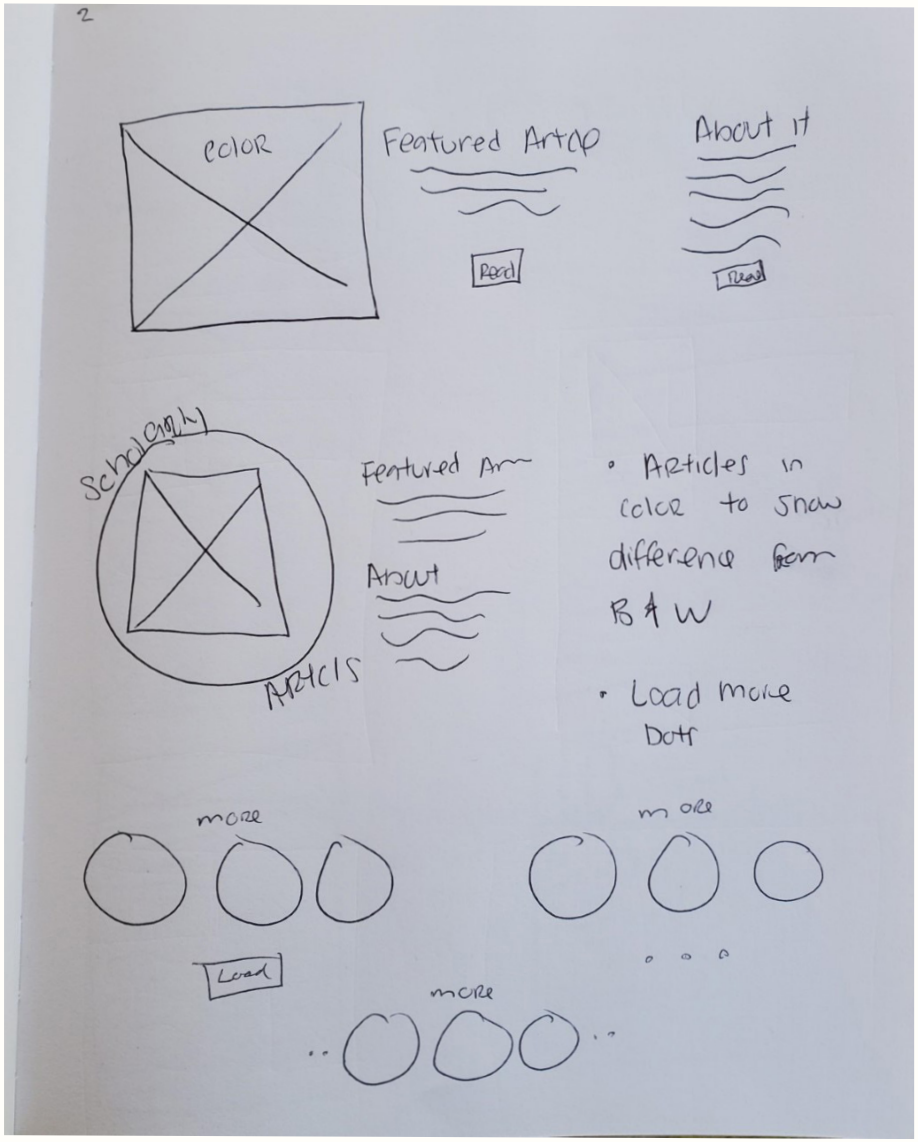
Progress Page 1- Final Home page





Thumbnails For Website Page 2





Learn More Page 2 Ideas

Learn More:

- Informative

-Where you find out about the issue

-Scholarly articles

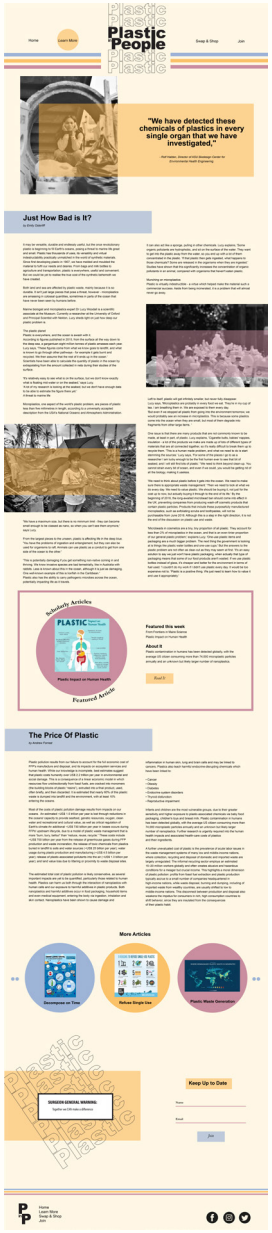
- Load more feature to find more articles

- Push button linking to the other pages for a constant flow on the site.

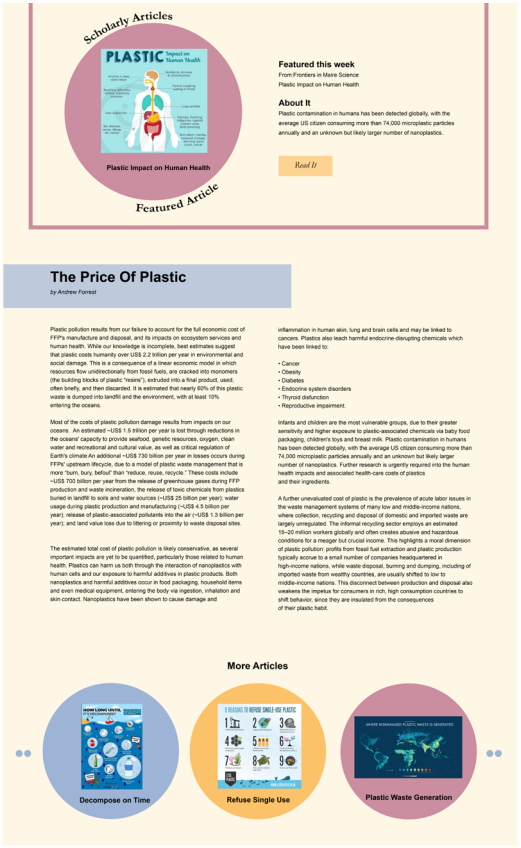
- The logo takes you back to the home page

Progress Page 2- Learn more page

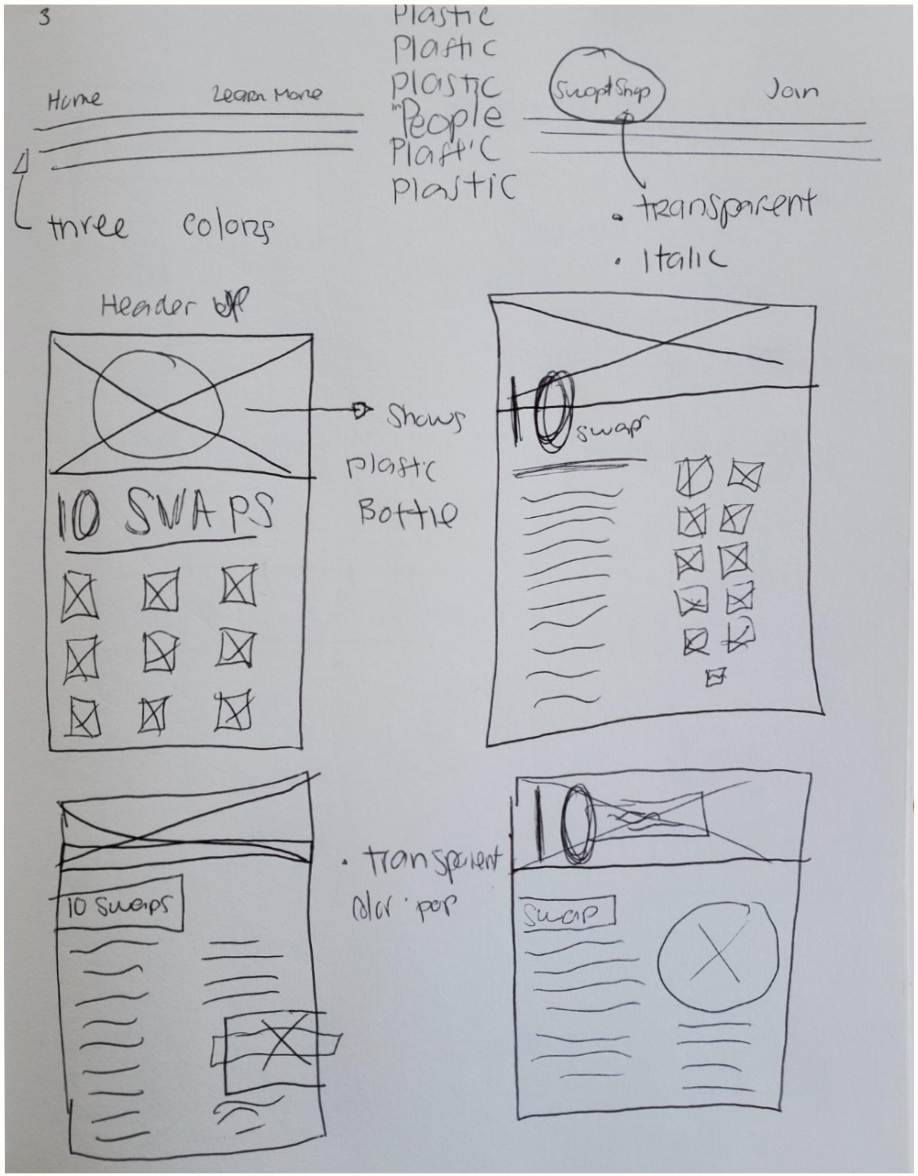
Final Learn more page

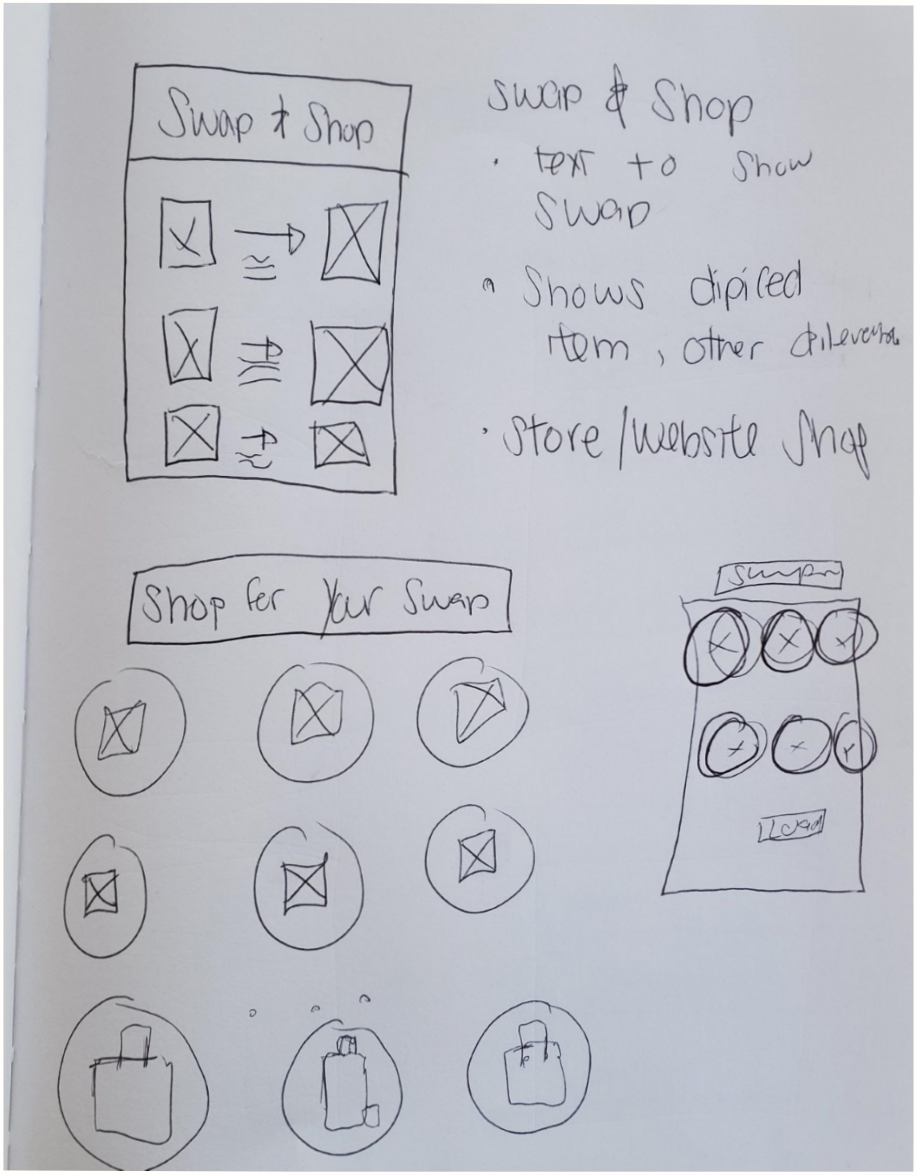


Final Learn More page



Thumbnails For Website Page 3





Swap & Shop 3 Ideas

Swap & Shop:

- Informative and clear articles

-Where you find out daily use items

-Swap out single use items

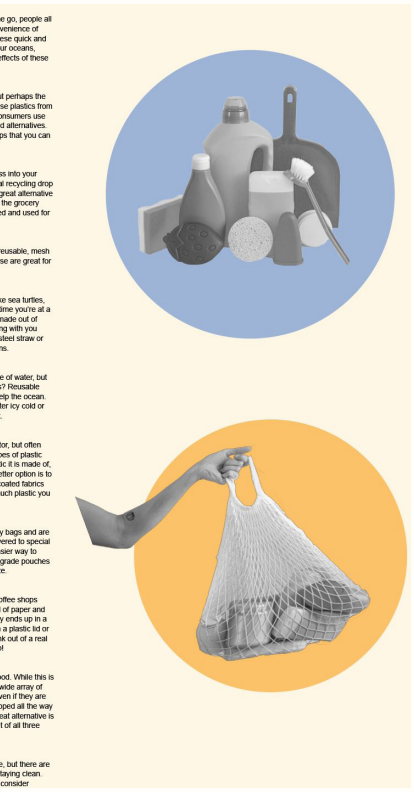
-Real shop items with reusable tote & water bottles

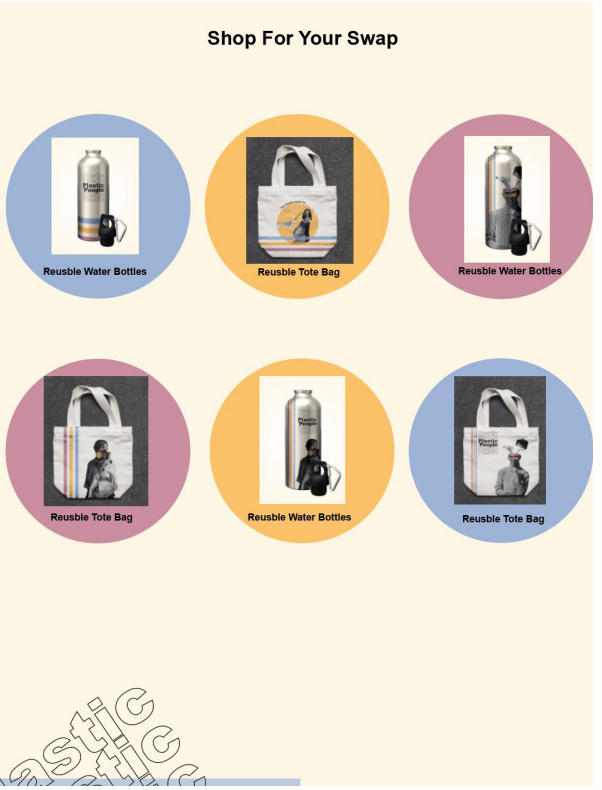
- Load more feature to find more articles

- Push button linking to the other pages for a constant flow on the site.

- The logo takes you back to the home page

Progress Page 3- Swap & Shop

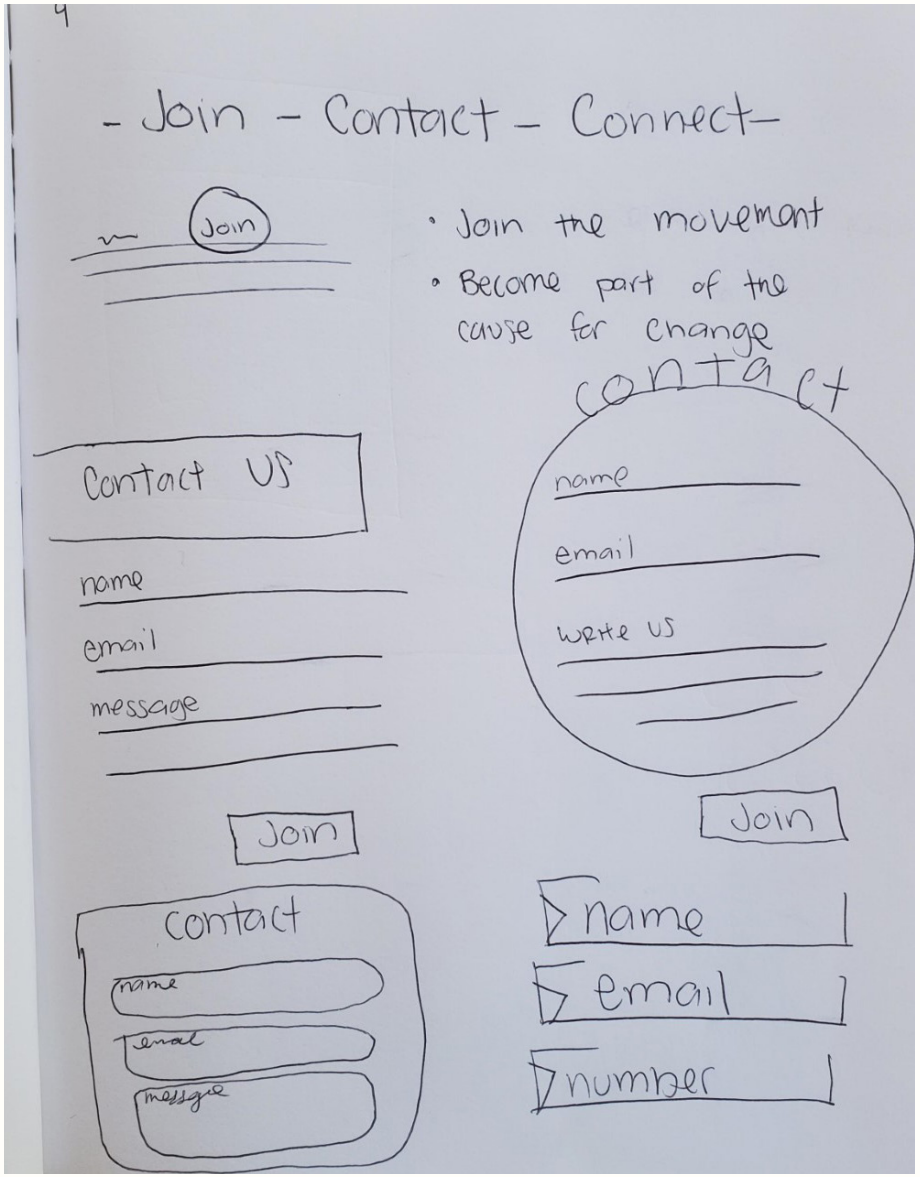


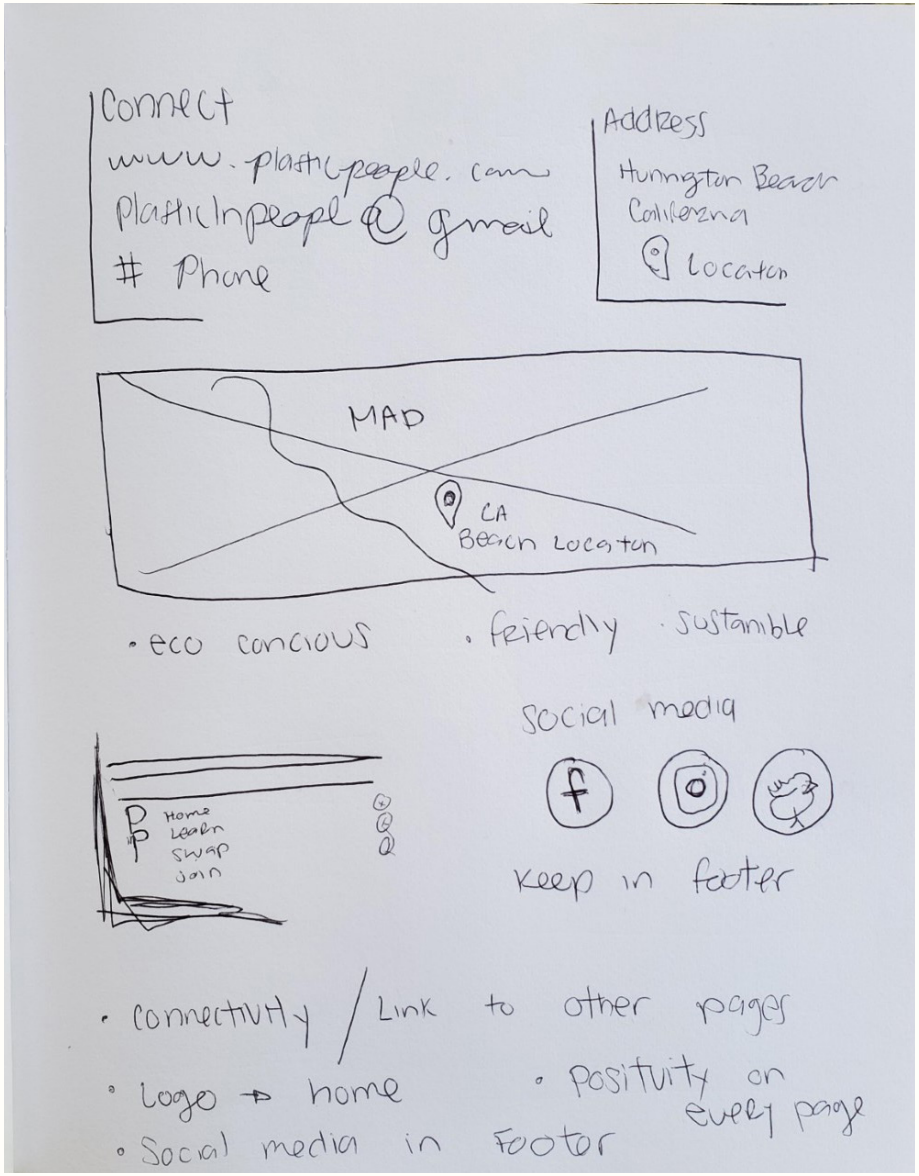


Final Swap & Shop page

Final Swap & Shop page

Thumbnails For Website Page 4





Join Page 4 Ideas

Join:

- Wraps up website

-Prompts you to continue onto more pages

-Location to find place

-Contact & message buttons

- Load more feature to find more articles

- Push button linking to the other pages for a constant flow on the site.

- The logo takes you back to the home page

Website Page 4 - Join Page

Contact Us

Name

Email

Message

Join

Connect

PlasticInPeople.com
PlasticInPeople@gmail.com
(714) 465-4350

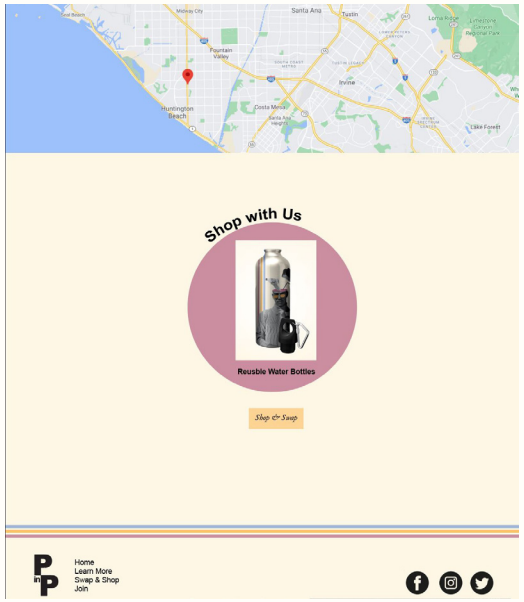
Address

411 Olive Ave, Huntington Beach, CA 92648

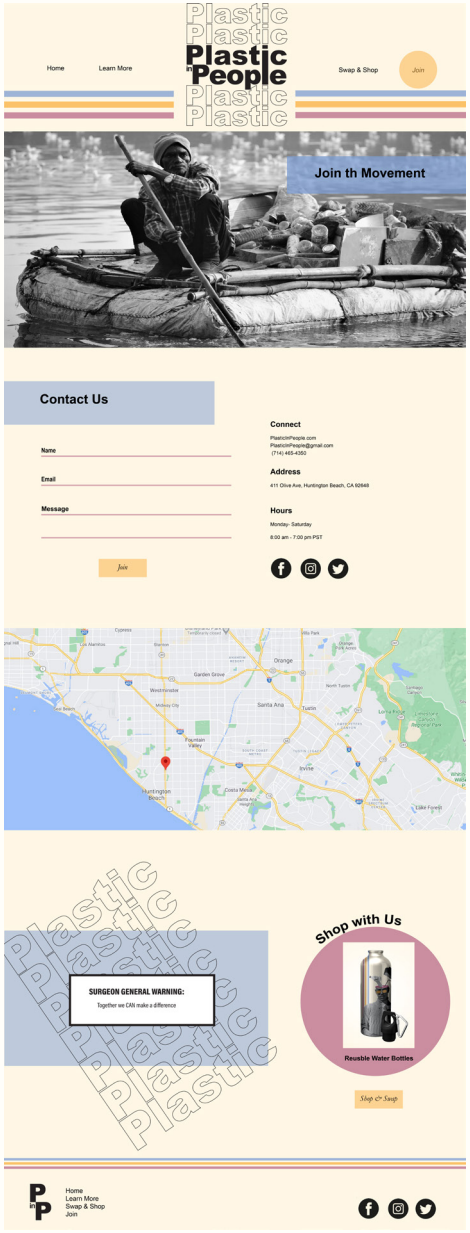
Hours

Monday- Saturday

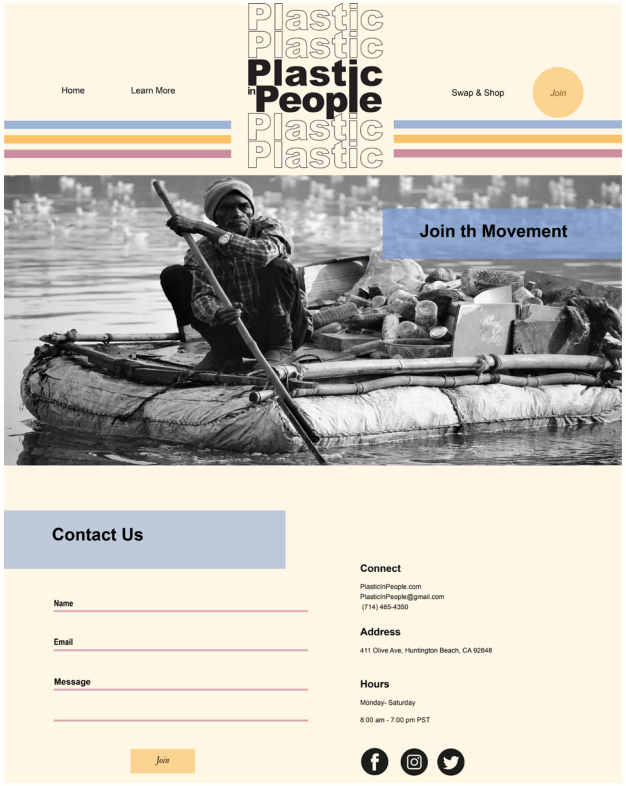
8:00 am - 7:00 pm PST

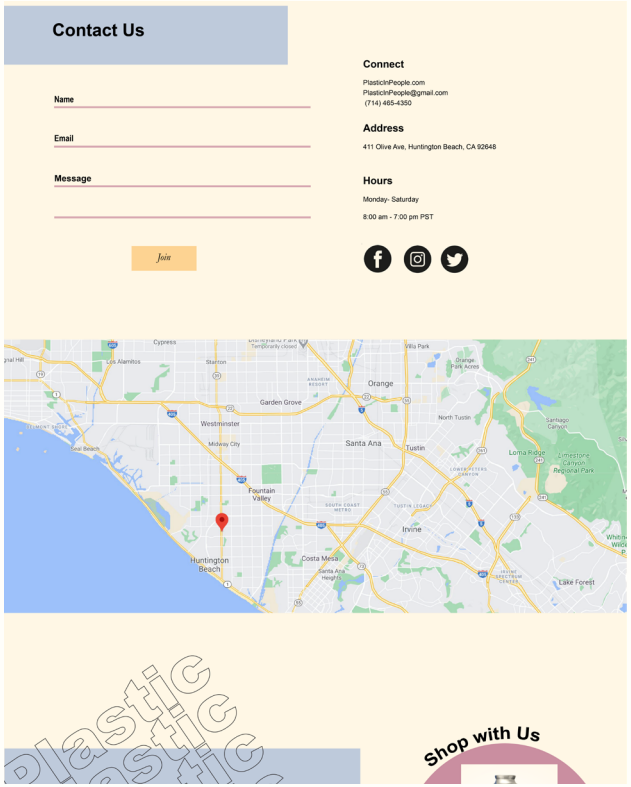


Final Join Page

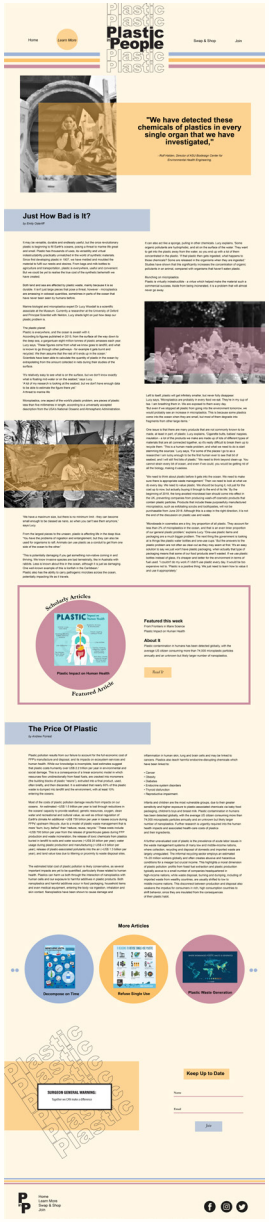


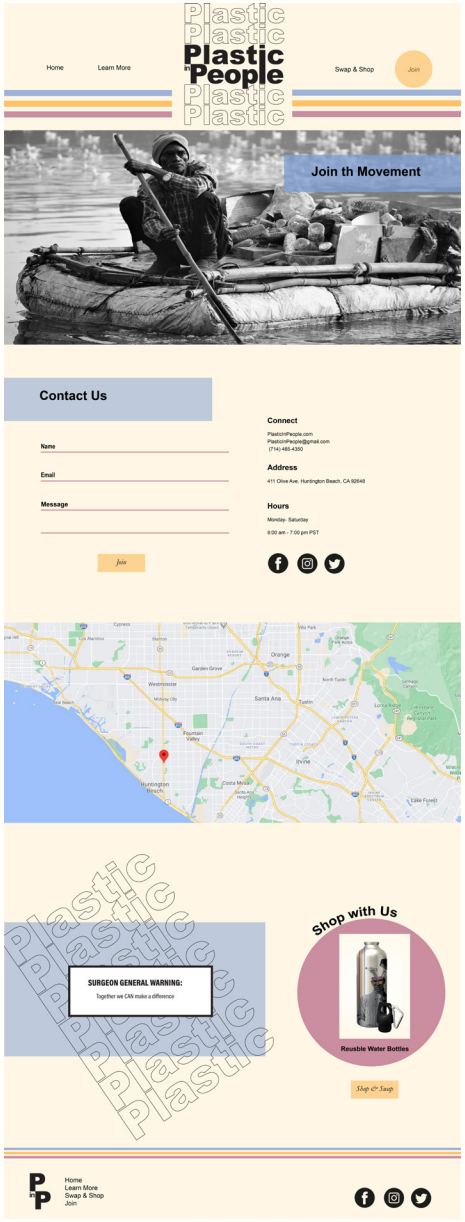
Website Page 4 - Final Join





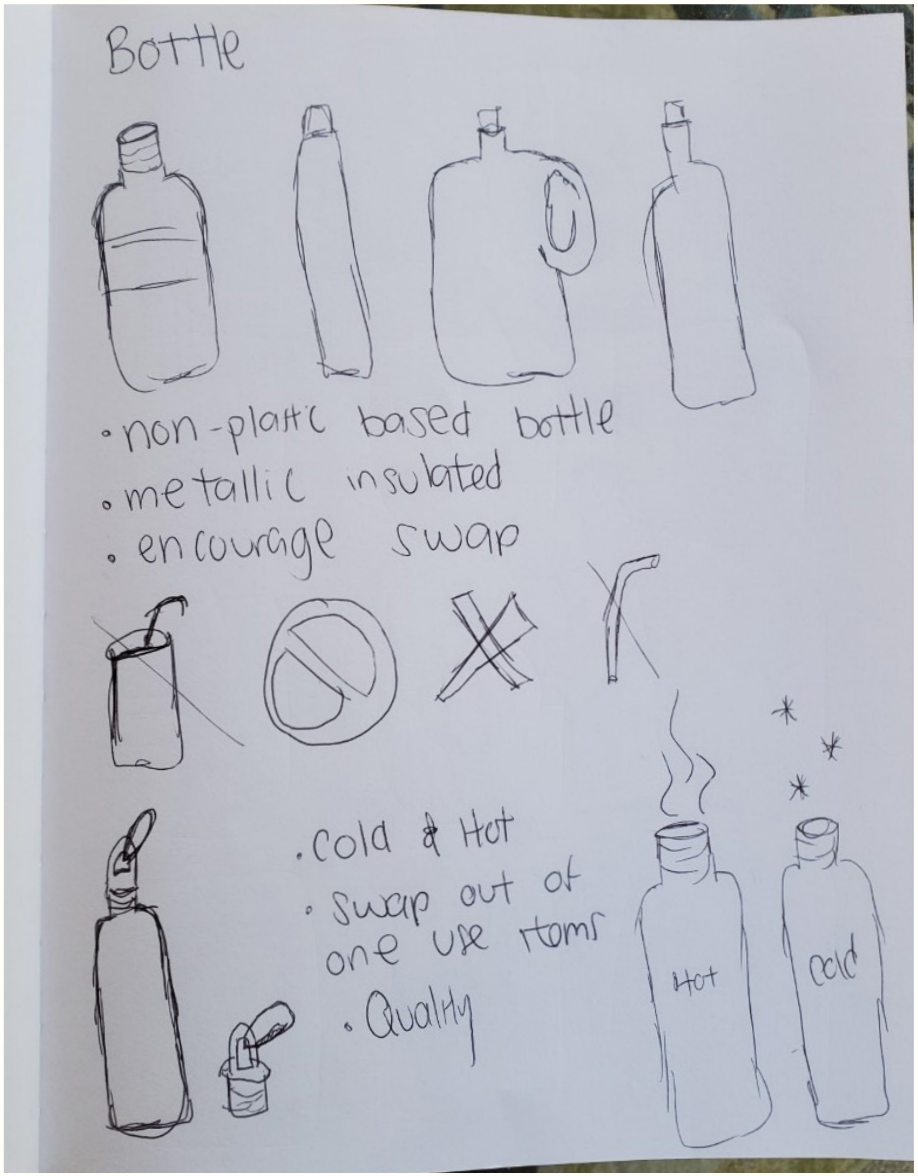
Website Final





Reuseable Bottle

Thumbnails- Reusable Water Bottle



Reusable Water Bottle Ideas

Reusable Water Bottle:

- Reusable water bottles are a shop item to encourage people to use less plastic in our daily lives and offer up a swap to your everyday use item.

-Comes in multiple different versions

-Metallic insulated to keep beverages cold / hot

-Low prices to keep availability open to all

- Logo on bottles to direct people to find out more

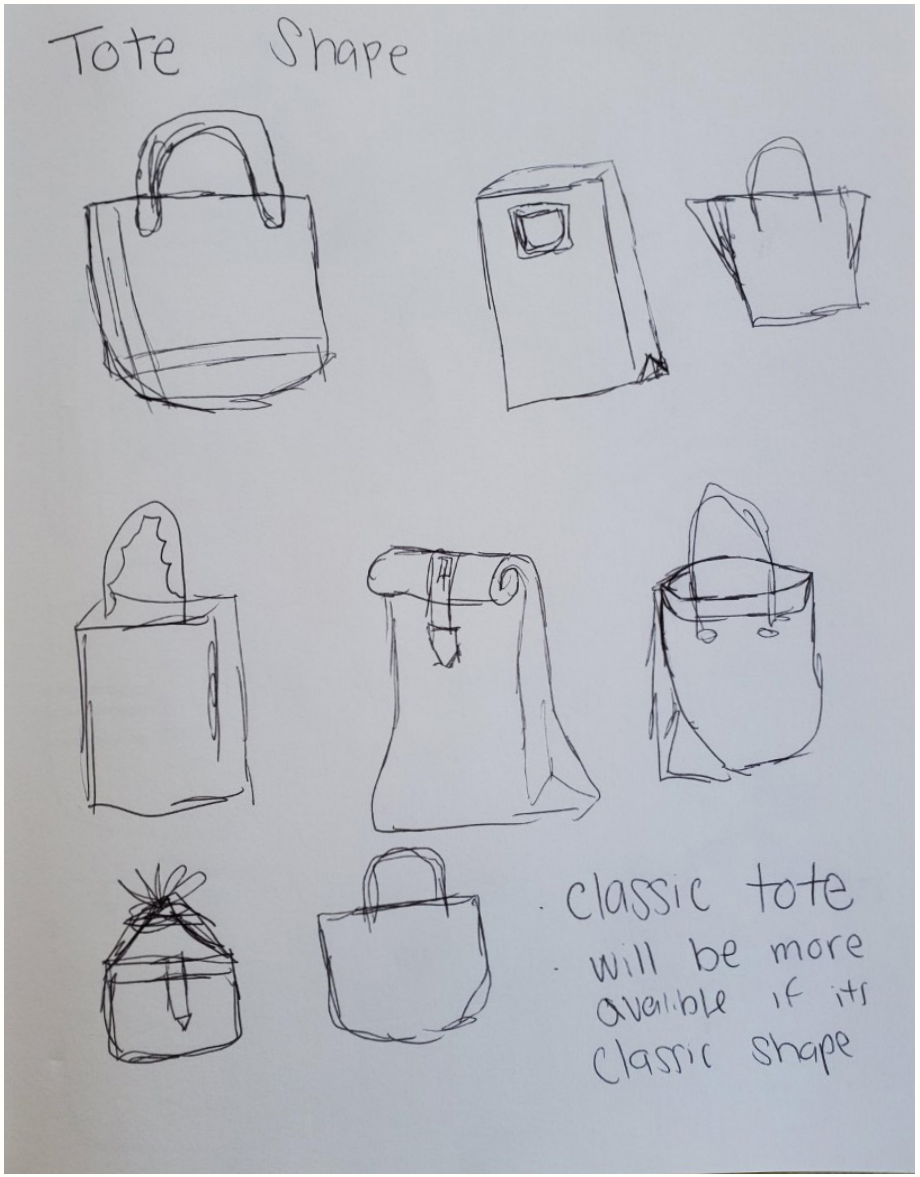
- Same strong imagery as posters to keep connectivity

Reusable Water Bottle Ideas

Reusable Water Bottle Final

Reusable Tote

Thumbnails- Reusable Tote



Reusable Water Bottle Tote

Reusable Tote Bag:

- Reusable tote bags are a shop item to encourage people to use less plastic in our daily lives and offer up a swap to your everyday use item.

-Comes in multiple different versions

-Made of durable eco-friedly hemp canvas

-Low prices to keep availability open to all

- Logo on tote bags to direct people to find out more

- Strong figure imagery as posters to keep connectivity

Reusable Tote Ideas

Reusable Tote Final