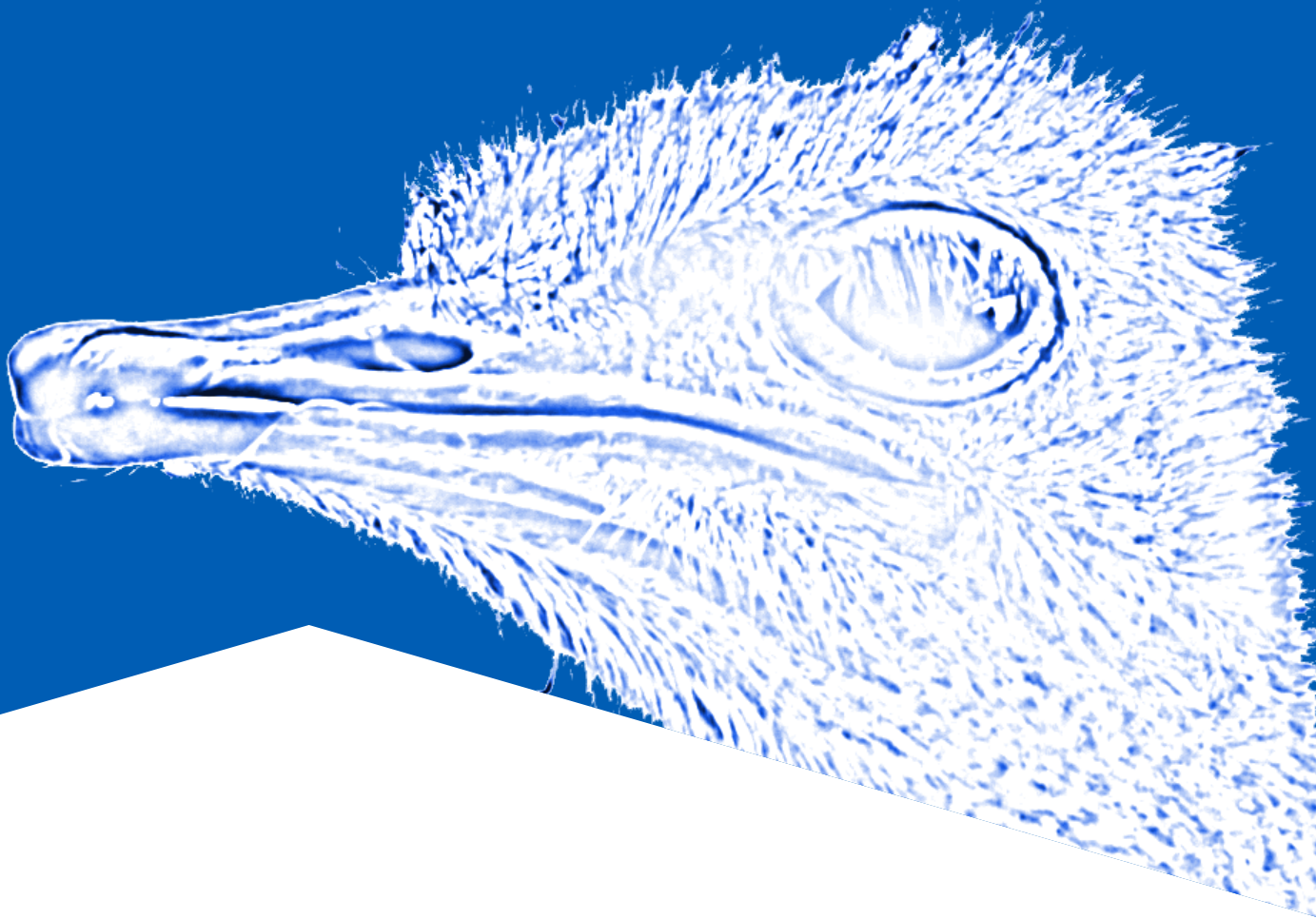


Concept Book

BRITTANY HIGGINS
CONCEPT DESIGN WI2014



OSTRICH CAMPAIGN Poster Redesigns

sciencetoGO.org™



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Emails

Sciencetogo.org  



Lustick, David <David_Lustick@uml.edu>

Feb 17



to me

Brittany,
Thanks for your interest in ScienceToGo.org
You have my permission to redesign the graphics of our campaign for educational purposes.
Would you please send me a copy of the finished product?

I look forward to seeing your work.
Sincerely,

David Lustick
Principal Investigator

David Lustick, Ph.D.
University of Massachusetts Lowell
Graduate School of Education
530 O'Leary
61 Wilder Street
Lowell, MA 01854
Voice: [978-934-4644](tel:978-934-4644)
Fax: [978-934-3005](tel:978-934-3005)
email: David_Lustick@uml.edu

Sciencetogo.org  



Lustick, David <David_Lustick@uml.edu>

Feb 20



to me

Brittany,
Thanks for getting back to us again.
Here are the answers to the questions you've asked.
In regards to images, please use just ostriches. You do not need to use our mascot. You may use any typeface you wish but we'd prefer you stick to free ones. Use of our logo and sponsors are required: conversations on posters are merely suggestions, but do as you wish. Please do NOT modify or redesign our logo. Resizing is okay. It doesn't matter if you include participants. Finally, it is all right to modify any images, but we'd prefer you use free images instead of re-using ours.
I hope that is enough information to properly answer your questions.

I look forward to seeing your work.
Sincerely,

David Lustick
Principal Investigator

David Lustick, Ph.D.
University of Massachusetts Lowell
Graduate School of Education
530 O'Leary
61 Wilder Street
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Voice: [978-934-4644](tel:978-934-4644)
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email: David_Lustick@uml.edu

Sciencetogo.org  



Lustick, David <David_Lustick@uml.edu>

Feb 21



to me

Brittany,
Hello again.
Colors are up to you and I am eager to see which you go with.
My one request is that you make sure the logo doesn't feel misplaced.

I look forward to seeing your work.
Sincerely,

David Lustick
Principal Investigator

David Lustick, Ph.D.
University of Massachusetts Lowell
Graduate School of Education
530 O'Leary
61 Wilder Street
Lowell, MA 01854
Voice: [978-934-4644](tel:978-934-4644)
Fax: [978-934-3005](tel:978-934-3005)
email: David_Lustick@uml.edu

Research Notes

Science to GO.org

Boston, MA

Climate Change Campaign

Uses an ostrich named Ozzie who represents the average person's feelings towards climate change (uncertainty/fear)

Focuses on and Boston-based

Advertizes on the MBTA + around Boston

"Competitors"

CLICHES

Generic facts - People used only
Polar bears - Greens - Trees; nature
Plain, bland design - Serious tone

The Carbon Cycle Game

The "Climate Name Change" campaign

Liberate Tate Anti-oil activist (performance art)

Connect4Climate iChange competition

WWF "Stop climate change before it changes you."
Reverse-evolutionary world

"Get Up!" Action for Australia

Greenpeace and TckTckTck "2020" campaign

Many Strong Voices (small island developing states)

Core Values

make collage of different campaigns?
Inspiration (references to start!!)

Promote information on Global Warming in a fun, educational manner

Explore new ways to share science with the public through new tech

Provide most accurate and up-to-date info available to consumers

Help people think for themselves and explore outside of a classroom

Research Collage



The CARBON CYCLE

You are a carbon atom.
For millions of years you were underground in fossil fuels. Now, you have been released into the atmosphere as humans burn fuels. Did you know that 5000 megatons of carbon are released into the atmosphere as fossil fuels are burned each year?

In this game, you will travel the carbon cycle.

For teachers: Credits

CAMPAIGN COALITION COMMUNITY

CONNECT 4CLIMATE

Connect4Climate is a campaign, a coalition, and a community that cares about climate change.

Join us on: Facebook, Twitter, YouTube, LinkedIn

RECORD YOUR CLIMATE CHANGE STORY

ACTION 4CLIMATE

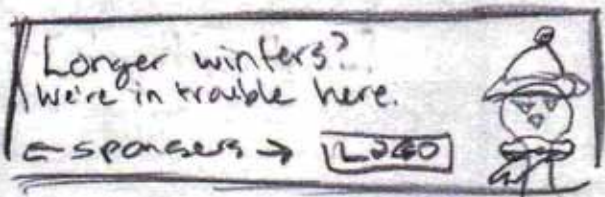
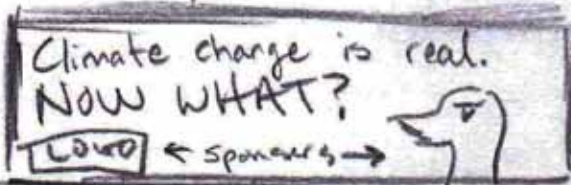
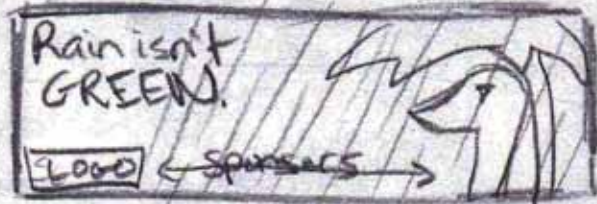
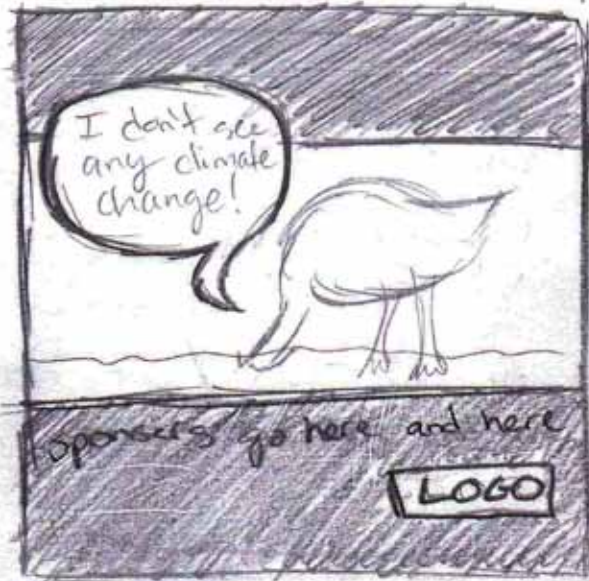
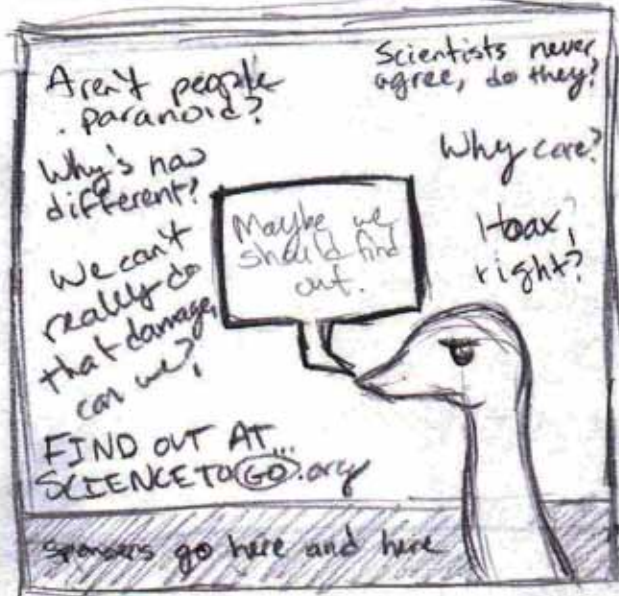
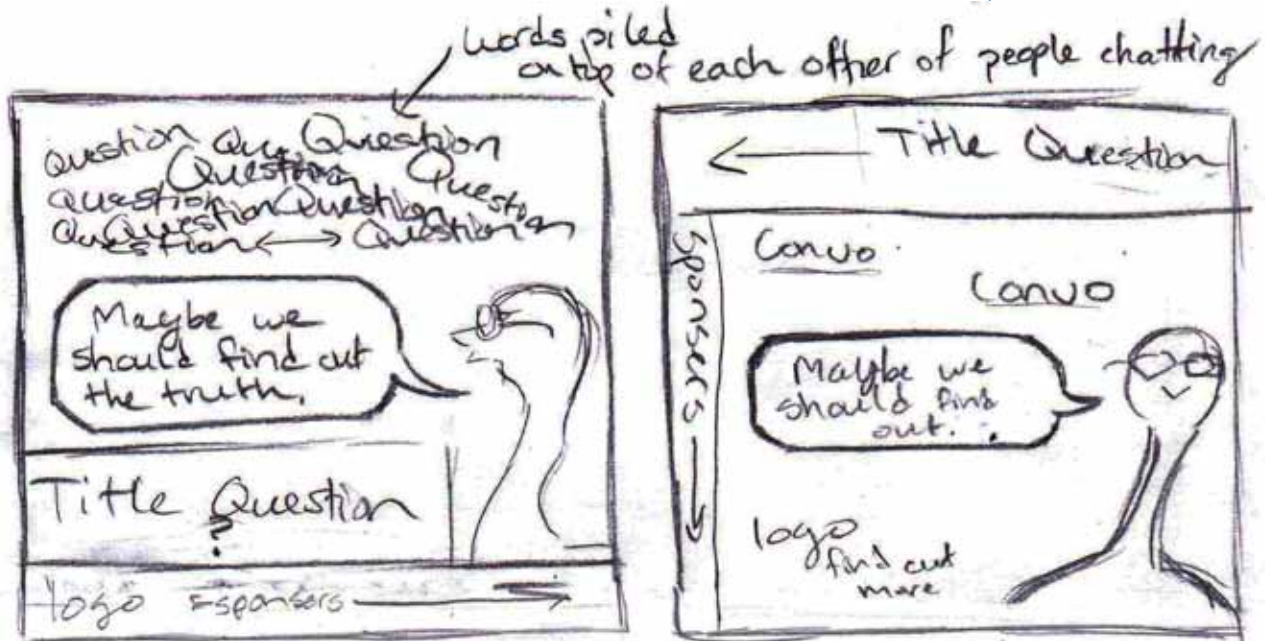
SUBMIT YOUR FILM www.action4climate.org DEADLINE: April 1, 2014

“I'M SORRY.”
WE COULD HAVE STOPPED CATASTROPHIC CLIMATE CHANGE... WE DIDN'T.”

COPENHAGEN 2009 ACT NOW - CHANGE THE FUTURE

tcktcktck greenpeace

Original Sketches



Design Brief

SCIENCETOGO.ORG DESIGN BRIEF

BRITTANY HIGGINS PROJECT 4

INTRODUCTION

ScienceToGo.org is a collaboration led by UMass Lowell that includes the MBTA, UMass Boston, Hofstra University, the National Science Foundation and the Museum of Science. Their focus is to spread awareness and education about climate change to Boston and the surrounding area community through an MBTA ad campaign and educational exhibits located through-out the city of Boston.

LOCATION

Boston, MA + Lowell, MA

SOME COMPETITORS

The Carbon Cycle Game

The "Climate Name Change" Campaign

Liberate Tate Anti-Oil Activists (Performance Arts)

Connect4Climate "iChange" Competition

WWF's "Stop climate change before it changes you."
Reverse-Evolutionary World Campaign

"Get Up!" Campaign by Action for Australia

Greenpeace and TckTckTck's "2020" Campaign

Many Strong Voices (small island developing states)

THE PROBLEM

There are many campaigns out there designed to promote the importance of education on climate change, but while some are powerful and successful, others fail miserably. SciencetoGO.org is a new campaign started in 2013 to promote climate change through the clever usage of an ostrich named Ozzie. The problem with this campaign is the poster designs, while clever and cute, aren't visually eye-popping, relying solely on the cute bird and facts to draw people in. The idea is to improve upon the current SciencetoGO.org campaign ads to better visually appeal to people and get them interested in the website and campaign more the way the exhibits around Boston do.

Design Brief

CORE VALUES

- ❖ Promote information on Global Warming in a fun, educational manner
- ❖ Explore new ways to share science with the public through new tech (smartphones)
- ❖ Provide most accurate and up-to-date information available to consumers
- ❖ Help people think for themselves and continue to learn outside of a classroom

INTERVIEW QUESTIONS

1. Which images should I use (if any) and are there any specific guidelines I should adhere to?
 - a. Just ostriches. No need to use their mascot specifically.
2. Are there any limitations on typefaces I can use for the project? I.e; What should I avoid at all costs?
 - a. Limit to free fonts.
3. What is the proper use of the logo and in what ways should I NOT use it?
 - a. Do NOT modify the logo in any way. Resizing only.
4. Does it matter if I include the participants or not? Do you feel they're important to include?
 - a. Doesn't matter.
5. Am I free to do what I wish with the images, including modifying their original design using Illustrator, Photoshop, and other Adobe tools? If not, what shouldn't I do?
 - a. Yes, it is okay to modify any images, but they'd prefer I use free images of ostriches versus re-using theirs.

PROJECT TIMELINE (APPROXIMATE)

WHEN DO YOU NEED TO HEAR BACK BY?

Monday, February 17th, 2014
Sunday, February 24th, 2014 (Interview Questions)

WHEN WILL IT BE COMPLETE?

Approximately March 25th, 2014 (subject to change)

WHAT DO THEY NEED THE POSTER TO SAY?

The redesign should contain at least the concept of the original posters; the ostriches and the "sciencetogo.org" logo. The conversation is NOT required, but is suggested. The sponsors are required.

DO THEY HAVE AN IMAGE OR LOGO THEY NEED YOU TO USE?

Yes. The sciencetoGO.org default logo is required to be used on the redesign.



Mock-ups

“It’s happened before
“Scientists never agree on anything!”
so what’s different now?
“But I recycle all of the time!!”

“Balony! We can’t do that sort of damage!”
“But those things are there naturally, aren’t they? Right?”

“Everyone’s just paranoid! 2012!”

“Maybe we should find out.”

science to GO.org™

Massachusetts Bay Transportation Authority | HOFSTRA UNIVERSITY | Museum of Science

When “going green” becomes literal.

It’s obvious.

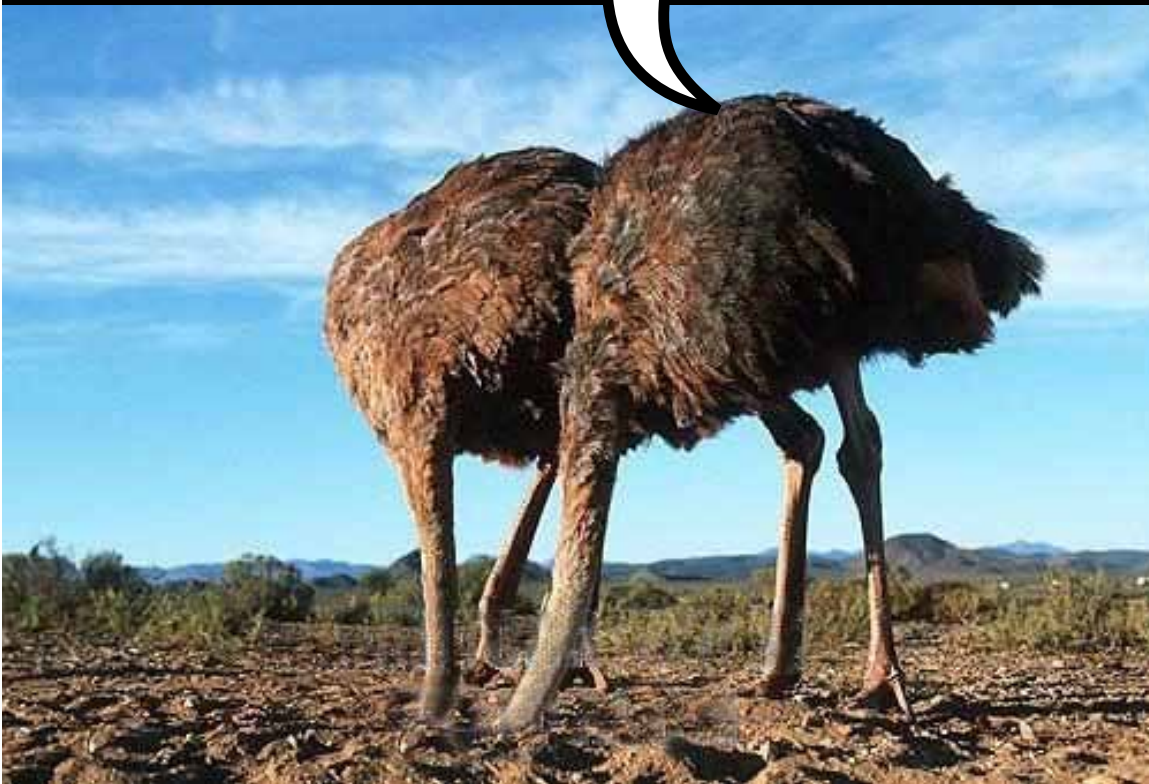
Rain isn’t green.

science to GO.org™

Massachusetts Bay Transportation Authority | HOFSTRA UNIVERSITY | Museum of Science

Mock-ups

**I don't see
any climate
change.**



sciencetoGO.org™

Final Versions

Aren't people just paranoid?
Remember 2012?

Why do you care so much anyway??

But I recycle so much!!
Doesn't that help a lot?

Find out at...
sciencetoGO.org

We can't really do that much damage, right?

Maybe we should find out.

Isn't it just a hoax?

It happened before. Why's now so different?

Scientists never agree on anything, do they?



Logos at the bottom: Massachusetts Bay Transportation Authority, UMASS BOSTON, NORDEAST UNIVERSITY, NSF, Museum of Science, UMASS Lowell.

When "going green" becomes literal where it shouldn't, it's serious.

WAKE-UP CALL?

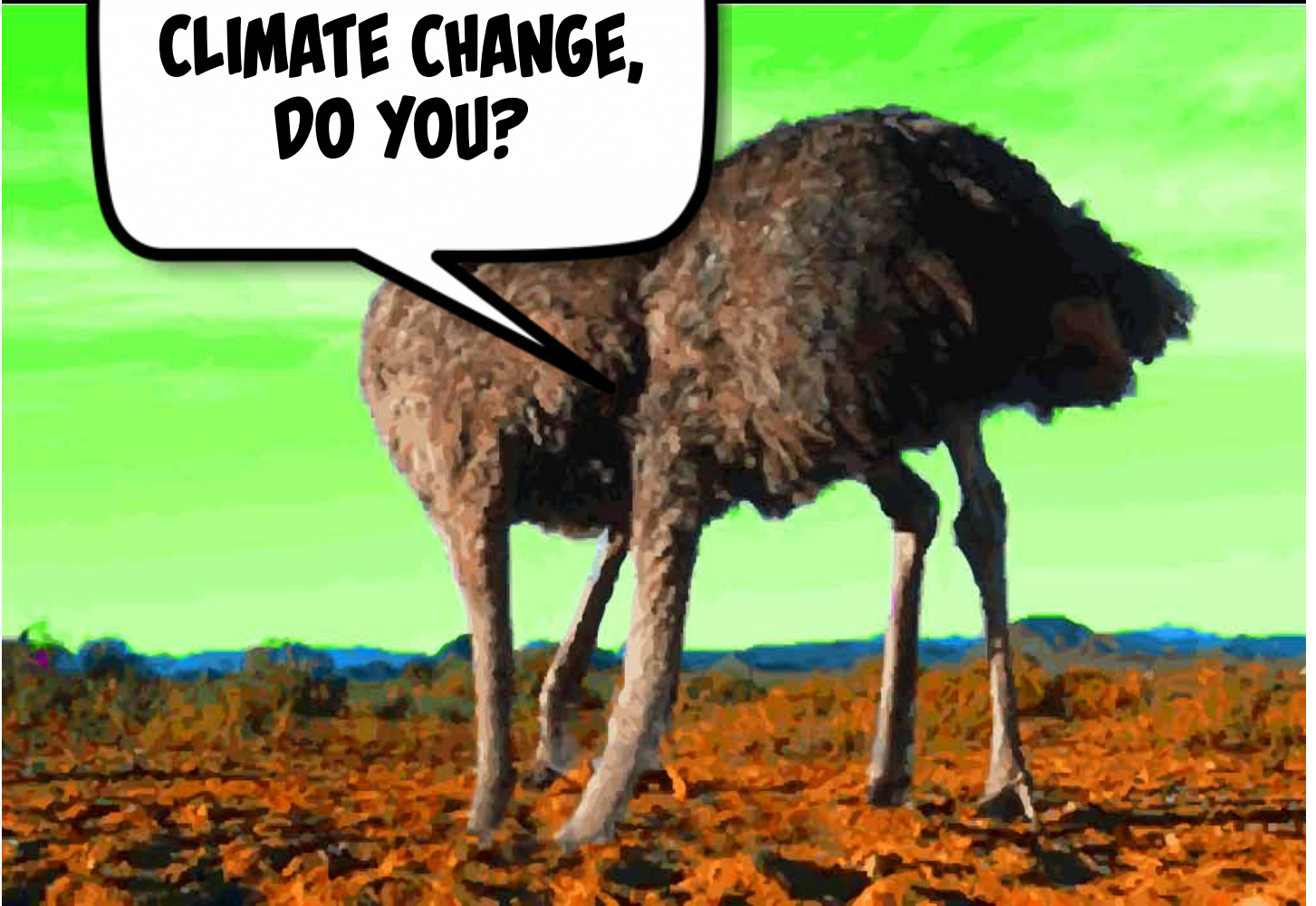


sciencetoGO.org



Final Versions

**I DON'T SEE ANY
CLIMATE CHANGE,
DO YOU?**



HOFSTRA UNIVERSITY



Museum of Science



sciencetoGO.org™