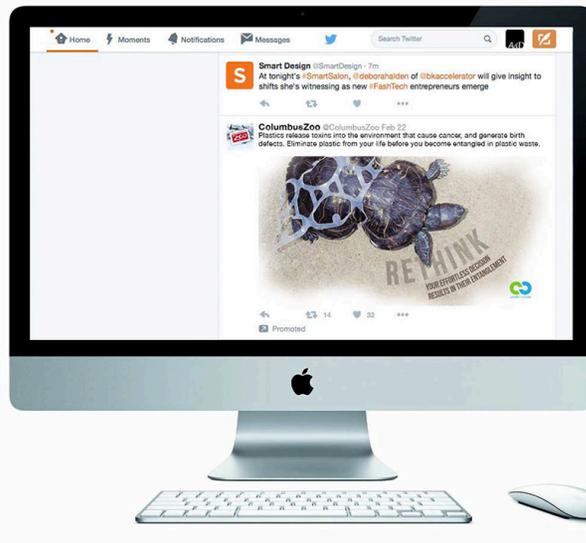


Roll of stickers for the Columbus Zoo



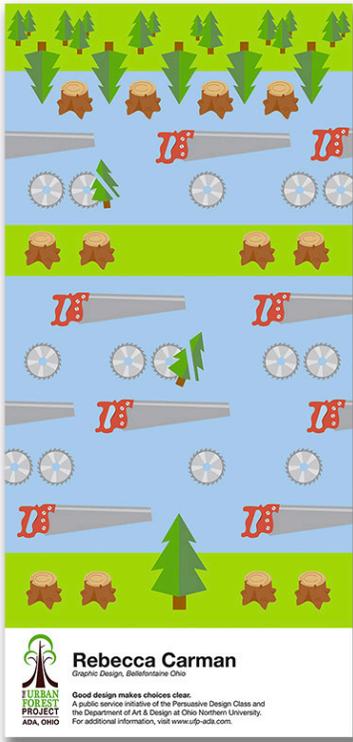
Columbus Zoo Twitter campaign



Sticker applied to a turtle exhibit

The Cradle2Cradle poster series illustrates how inappropriate plastic disposal affects marine animals. The posters encourage viewers to think about environmental and health impacts before inappropriately disposing plastic waste.

To bring awareness to the effects of inappropriately disposed plastic, a partnership with the Columbus Zoo will help promote and educate individuals about harmful affects marine animals suffer from poor plastic disposal. The campaign includes an online presence and “rethink” stickers, which will be given to visitors at the zoo. Individuals may use the stickers in various locations to promote awareness. In the example shown in my work, an individual put a “rethink” sticker on the turtle exhibit.



Poster Turned into Reusable Bag



Informational brochure

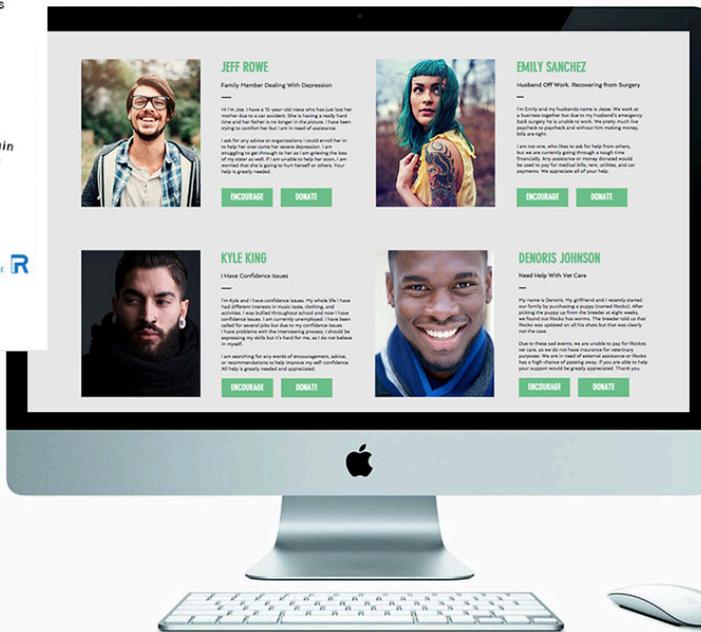
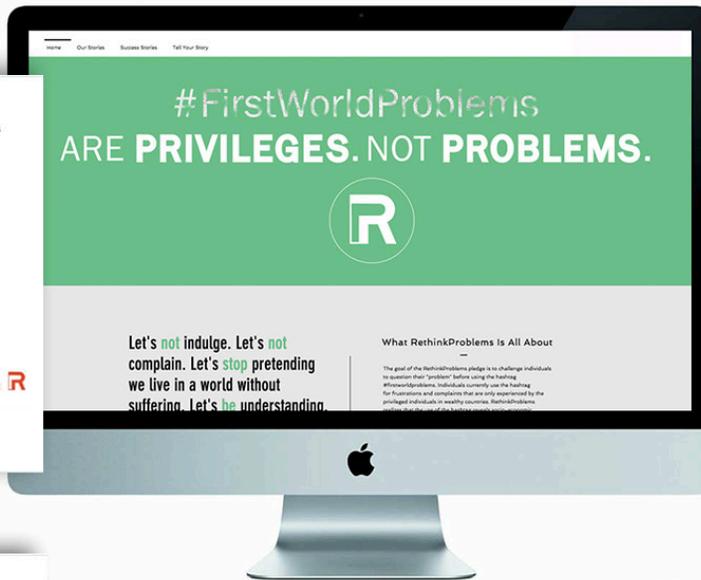


Advertisement promotion on Twitter



Proposed Urban Forest Project website design

The Urban Forest Project advocates sustainability practices in our environment by using the tree as a metaphor in poster designs. The project brings awareness to cutting down trees while encouraging people to plant them. Partnering with Arbor Day, the series of three street banners will help bring the neighborhood together to celebrate the environment. The banner designs are inspired by retro classic arcade games including Brick-breaker, Frogger and Minesweeper. Using arcade games as inspiration for my designs, I am communicating that building an urban forest, as a community can be fun and exciting. Partnering with Arbor Day, a multimedia campaign and a community event called “Plant and Play” helps bring the neighborhood together to celebrate the environment. The campaign includes a website design, advertising promotion on social media and an informational brochure about the Urban Forest Project initiative in Ada, Ohio. “Plant and Play” is an activity event I created that includes group tree planting, tree care and a festival along Main Street with games for the community. The goal of the campaign is to increase awareness, promote participation and educate individuals about tree sustainability.



Eliminate #FirstWorldProblems campaign on Twitter

RethinkProblems is an organization I created to challenge individuals to question their “problem” before using the hashtag #firstworldproblems. Individuals currently use the hashtag for frustrations and complaints that are only experienced by privileged individuals in wealthy countries. RethinkProblems realizes that the use of the hashtag reveals socio-economic privileges rather than real problems including hunger, poverty and illiteracy. In order to eliminate the hashtag #firstworldproblems, an online Twitter campaign and website design was created to promote participation. The RethinkProblems website is a communication tool for individuals with first world privileges to assist those individuals who are suffering from real world problems. They are able to donate money to individuals or encourage them with positive reinforcement messages.

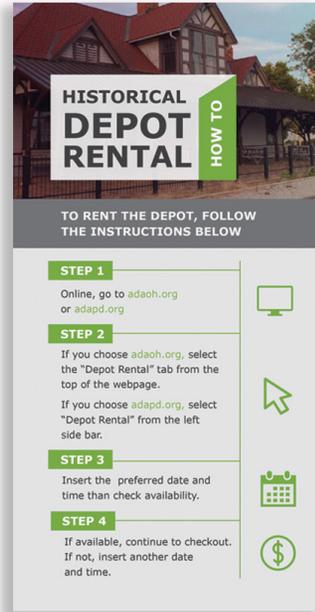
Proposed RethinkProblems website design. Used for people to post about real problems affecting their lives. Individuals can encourage and donate money to help them



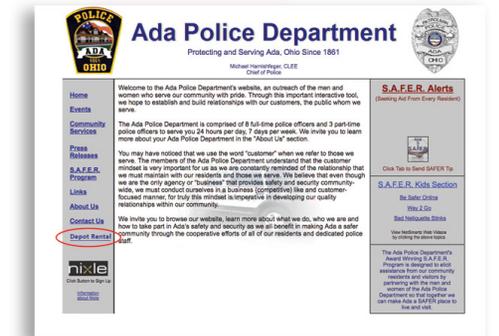
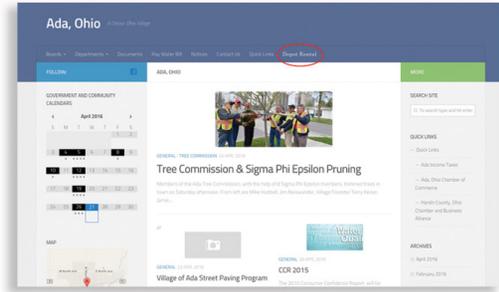
People viewing my projected designs



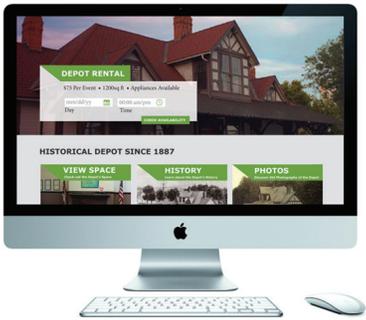
People viewing my depot exhibit design



Printable instructional depot rental handout



Depot rental website link presence



Proposed train depot rental website design.



People viewing my projected designs



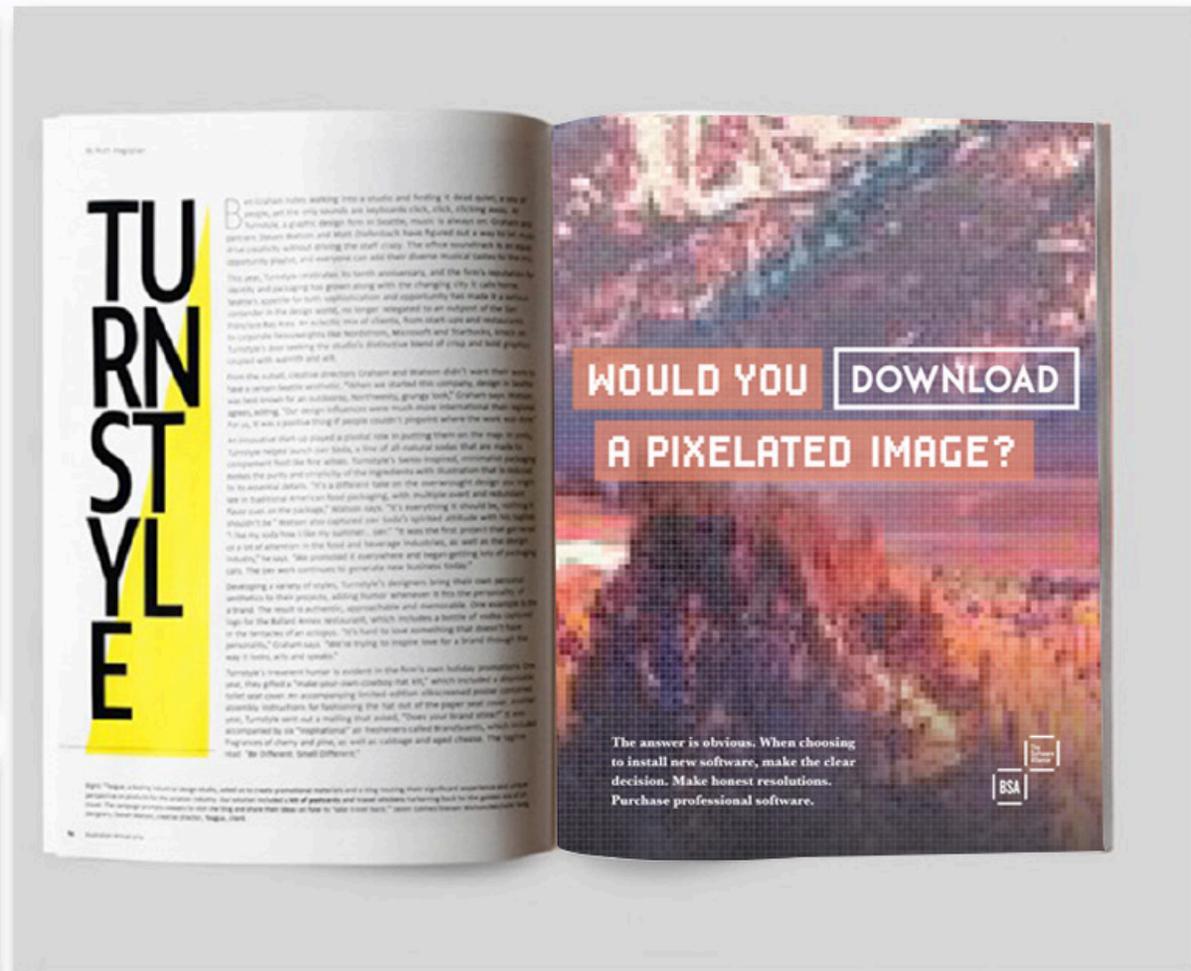
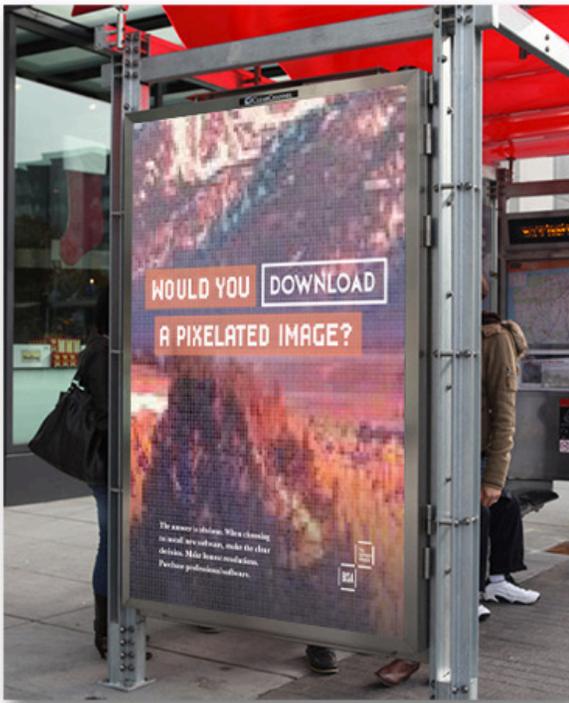
Depot rental awareness story posted on the local newspaper website



Depot rental awareness on local social media

Projecting slides and an exhibit encourage people to use an abandoned space. In this case, a local train depot. Years ago the Ada train depot was important to the success of the town. It brought students to the university and acted as a major form of transportation for citizens. Today it's a historical monument, but it's not being used to it's full potential. By projecting the history of the building onto the outer walls and placing an exhibit inside, I am encouraging the Ada community to reuse the building and to make it important again.

A supporting campaign will make it easier for individuals to rent the train depot and motivate them to use the abandoned building. A depot rental website was created for people to check availability, pay online, look at the space and learn about the history of the depot. Online advertisements on social media and at local news stations, will promote the ability to rent the depot. The goal of the campaign is to help make the depot rental easily accessible to citizens and increase the use of the abandoned train depot.



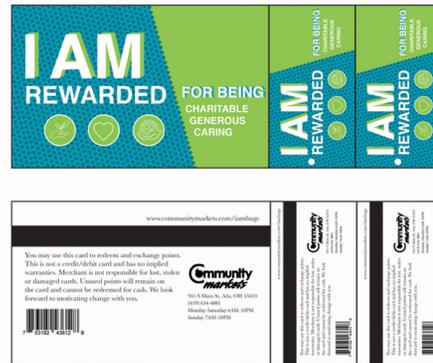
Downloading software illegally is an issue of concern. This advertisement was completed for the Business Software Alliance and communicates the issue of software piracy to the graphic design community. My message to the design community revolves around pixelated images. The design challenges the viewer to make honest resolutions and to purchase professional software. As designers we would not download pixelated images, therefore we should not pirate software.



Conveyor belt advertisement for the reward program



Shopping cart advertisement for the reward program

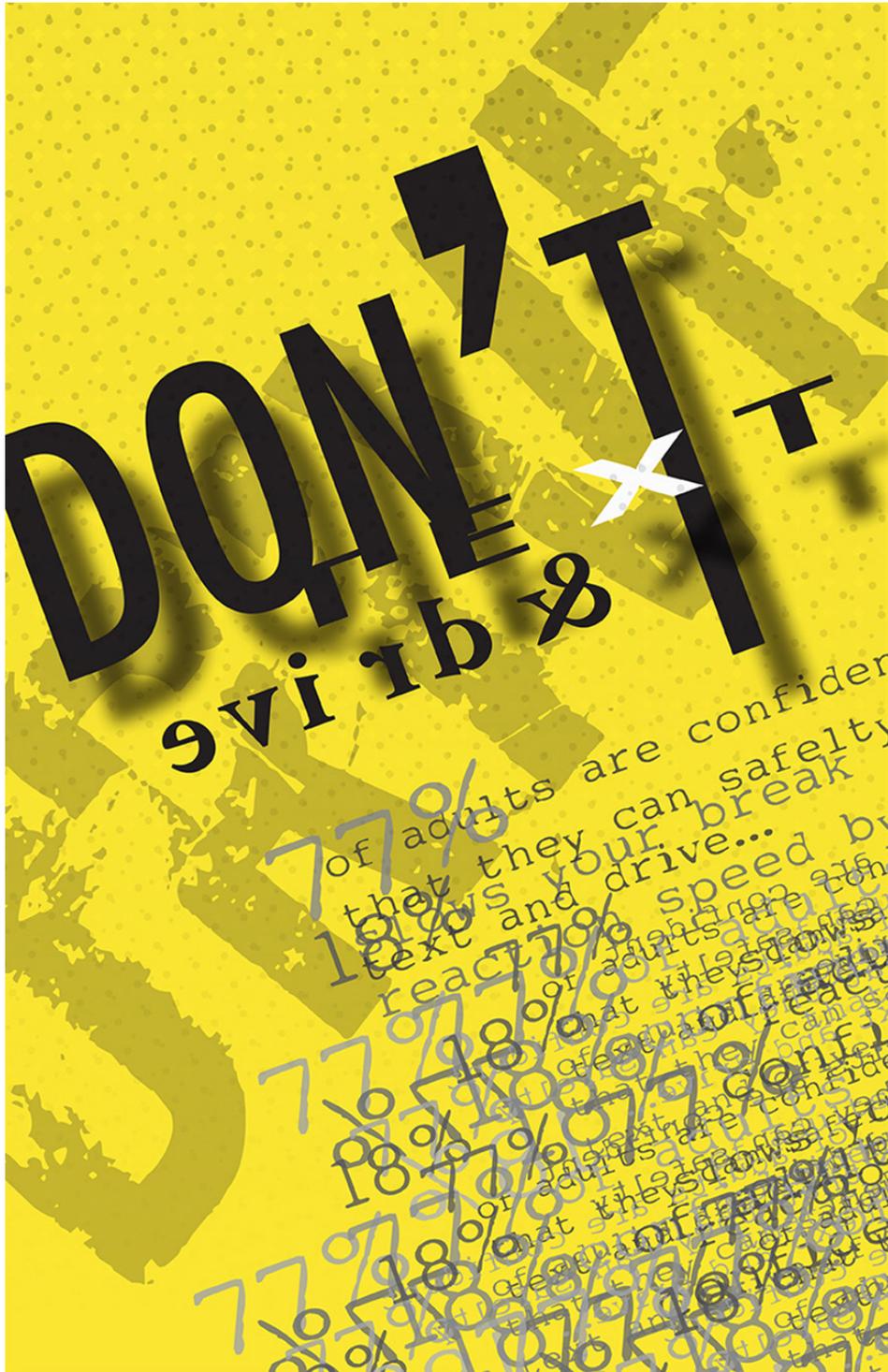


Reward program customer card

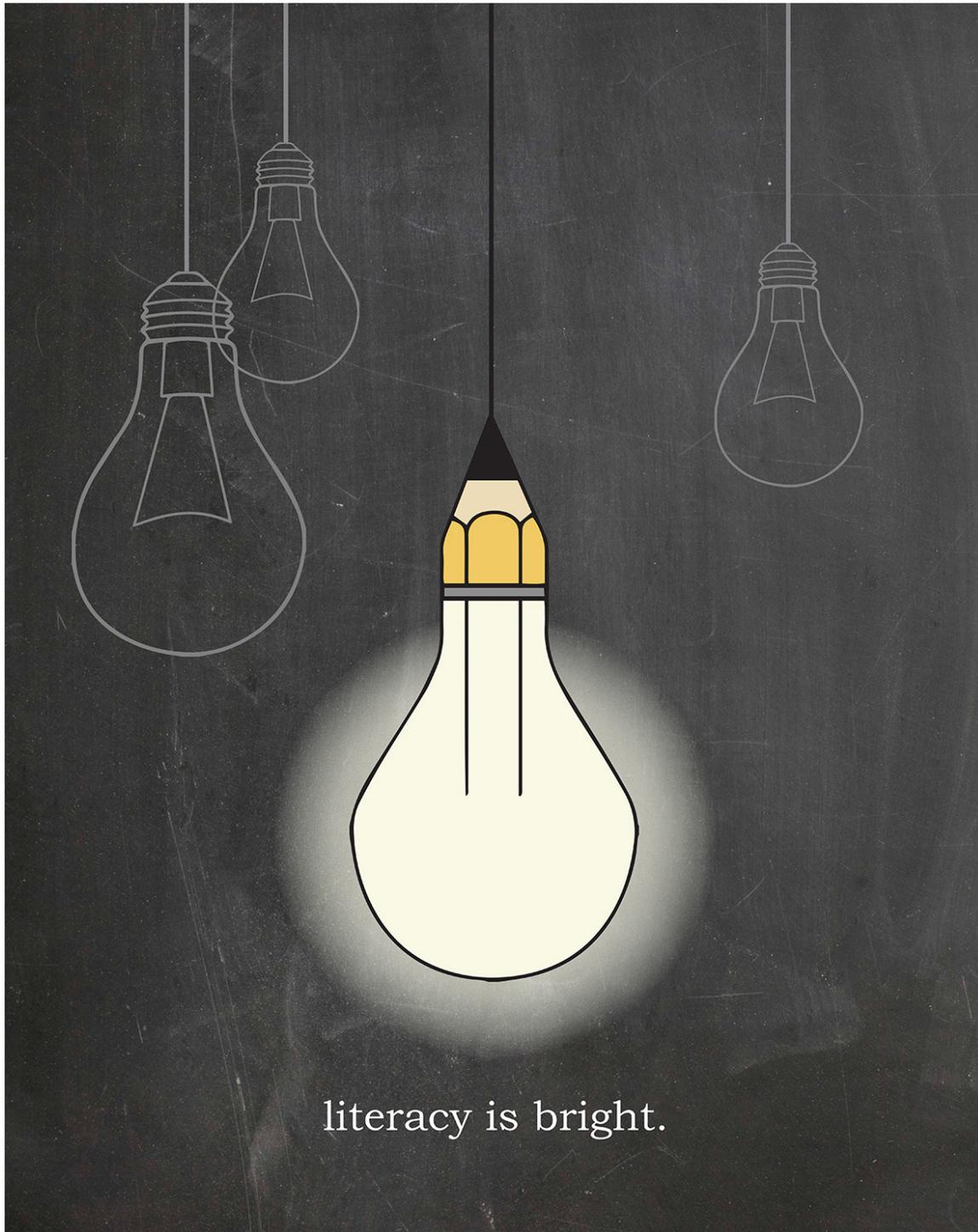


Developed and designed, the following campaign was created to encourage shoppers to use reusable shopping bags at Community Markets, a grocery store chain in Ohio. To motivate customers to change old habits, my proposal are designs that remind the customer of their self-worth. I Am Bags purpose as a self-reminder as they tell customers that they are strong, durable, trusting and reliable. The selected adjectives also represent reusable bag qualities.

A supporting persuasive campaign and an incentive rewards program promotes the usability of reusable bags, spreads awareness about the impact of plastic bags and challenges customers to change old habits.



Texting and driving is an occurring issue. This poster design encourages people to stop texting while driving. The poster was designed using only typography and color. Dangers associated with texting and driving are illustrated through the use of distractive type and a bright caution yellow.



This poster illustrates the importance of literacy. Several Americans remain illiterate and this poster acts as a positive reinforcement metaphor. Literacy is bright and it makes individuals smarter and more knowledgeable.