



For my project, I created typography using food packaging materials such as wrappers, plastic bags, and packaging to highlight the issue of waste and sustainability. The process involved experimenting with different techniques, including layering, cutting, and arranging the materials to form letterforms. I explored both 3D and flat designs, testing how textures, colours, and transparency could add depth and character to the typography.

Through development, I refined the composition by adjusting the spacing, alignment, and overall readability of the letters. I also experimented with different layouts and backgrounds to see how the typography could work effectively within my poster.

## Planning deliverable 1

Using your Unit 4 project proposal as a starting point plan your first deliverable using the below tasks and prompts

### Task 1 – define the deliverable.

**OUTCOME** – What is it? How does it relate to your project proposal?

A campaign that will raise awareness about sustainability (plastic packaging) through experimental typography and design.

**AUDIENCE** – Who is it for?

The general public

**CONTEXT** – Where would it be seen?

- Posters in public
- Billboards
- social media

**AIM** – What message or idea should deliverable 1 communicate?

Encouraging people to rethink their use of plastic packaging and to make more sustainable choices. The design will make people feel accountable.

### Task 2 – identifying research

Identify and list at least 3 research references that will help you develop your deliverable.

- Adedolapo Boluwatife
- David carson
- Anthony Burrill

Collect 10 images visual references for this deliverable. Consider material, type, colour, form. Add these images to Workflow remember to include references.

List any technical processes that might be used in the development of this deliverable.

Will you need to learn any new processes to produce your idea?

- cutting / shaping plastic food packaging into letters
- scanning / photographing
- editing / refining in photoshop.

## Task 3 – deliverable 1 schedule

Identify key tasks you will need to complete to produce your outcome. Plan this activity on the timetable below. Consider research, technical processes, experimentation, feedback and production.

Day	Tasks
Mon	Gather more visual research & sketch ideas
Tues	Start experimenting with creating the typography.
Wed	Finalizing typography
Thur	Feedback + creating mock up of poster layout
Fri	Test different placements of typography
Weekend	Start making the poster + look into more campaign
Mon	Begin designing the poster.
Tues	warning on the poster.
Wed	Start to finalize the poster + adding typography.
Thur	Finishing the poster.
Fri	start gathering ideas for deliverable 2.

## Task 4 – collecting feedback

In groups of four, take turns explaining your idea to the group. Collect feedback and record it below.

- Have more research on successful campaigns.
- Showing my gathered plastic of a day and communicating that in my deliverables.

Reflect on the feedback you received. Did it highlight anything you hadn't considered?

I considered finding more successful sustainability campaigns for more inspo.

## Planning deliverable 2

Using your Unit 4 project proposal as a starting point plan your first deliverable using the below tasks and prompts.

### Task 1 – define the deliverable. Task 2 – identifying research

**OUTCOME** – What is it? How does it relate to your project proposal?

I want to create a moving-image piece that raises awareness about the impact of plastic packaging

**AUDIENCE** – Who is it for?

- Members of the public.

**CONTEXT** – Where would it be seen?

- Digital Bill boards  
- As an AD  
- social media

**AIM** – What message or idea should deliverable 2 communicate?

- Encouraging people to rethink about the impact of plastic pollution.

Identify and list at least 3 research references that will help you develop your deliverable.

- Noma Bar  
- some references I've seen on youtube which inspired me.  
- Greenpeace

Collect 10 images visual references for this deliverable. Consider material, type, colour, form. Add these images to Workflow remember to include references.

List any technical processes that might be used in the development of this deliverable.

Will you need to learn any new processes to produce your idea?

- Editing / Refining  
- Creating a drawn animation.

### Task 3 – deliverable 2 schedule

Identify key tasks you will need to complete to produce your outcome. Plan this activity on the timetable below. Consider research, technical processes, experimentation, feedback and production.

Day	Tasks
Mon	Planning deliverable 2.
Tues	More planning - how it will look
Wed	Some research + planning
Thur	Start making + feedback
Fri	working on the deliverable
Weekend	working on the deliverable
Mon	Feedback
Tues	Developing
Wed	continue working
Thur	Get feedback + Refining
Fri	Finalising final outcome

### Task 4 – collecting feedback

In groups of four, take turns explaining your idea to the group. Collect feedback and record it below.

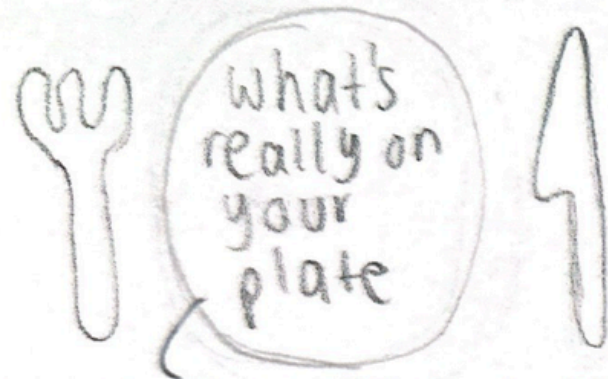
- Have more *inspiration* research look at artists who create moving image animation.  
- Have a storyboard.

Reflect on the feedback you received. Did it highlight anything you hadn't considered?

- I will do more research on moving images animation and how artists create them.  
- develop a storyboard to plan my animation.

# Storyboard - Outcome 2 / AIM: Raise awareness about dangers of plastic consumption of microplastics in our bodies.

①



Shift to - "Every year you eat..."

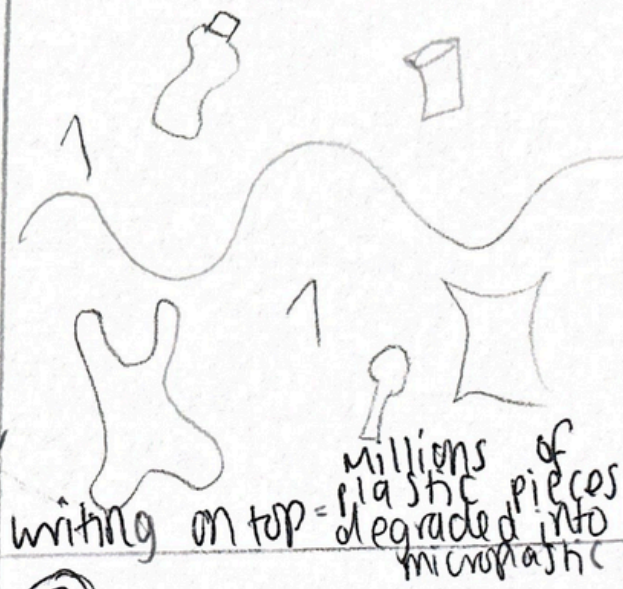
BACKGROUND COLOUR - CYAN

②

52 CREDIT CARDS WORTH OF PLASTIC

Shift to "where does it come from?"

③



encourage people to recycle / BE SUSTAINABLE

④

Which LOOK LIKE THIS



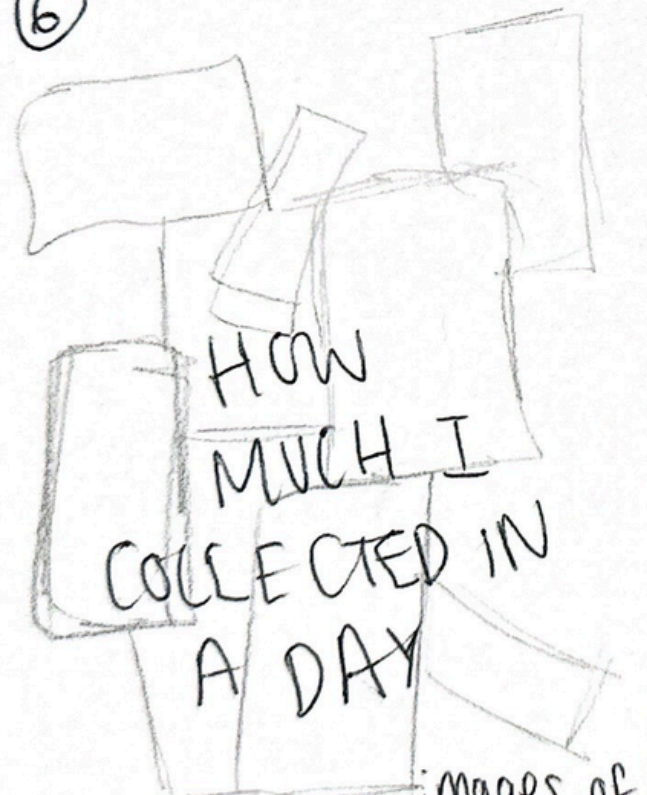
zoom in.

⑤



Diagram showing microplastic in the human body.

⑥



images of plastic I collected in a day.

⑦

TEXT on screen.

NOW IMAGINE THIS IS FROM EVERY PERSON ON EARTH.

⑧

REDUCE PLASTIC

ACT NOW

My own typography on screen.

visual sketches:



Techniques

- procreate.
- stop-motion style / simple animation.
- photographs of real plastic
- Hand-drawn text
- Layering / zoom in and out transitions.

visual elements.

- plate and food
- microplastic
- Human body diagram
- Real collected plastic
- Handmade typography.
- plastic textures.

Moving Image:  
**PLASTIC & MICROPLASTIC AWARENESS**

Inspirations  
- youtube videos.

plastic pollution  
microplastic

Hidden danger in food.

key words and phrases

- "What's really on your plate?"

- "These particles are now in you".

- "protect your own health".

Message

- Raise awareness about plastic waste
- Show how plastic enters the body.
- encourage viewers to take action.
- Make people reflect on their habits.



## Planning deliverable 3

Using your Unit 4 project proposal as a starting point plan your first deliverable using the below tasks and prompts.

### Task 1 – define the deliverable. Task 2 – identifying research

**OUTCOME – What is it? How does it relate to your project proposal?**

An interactive activity style book aimed at raising awareness about plastic pollution and microplastics.

**AUDIENCE – Who is it for?**

members of the public, mainly younger audience.

**CONTEXT – Where would it be seen?**

- public spaces
- exhibitions
- campaigns
- delivered as post.

**AIM – What message or idea should deliverable 2 communicate?**

- To raise awareness of plastic pollution and its effects on ~~the environment~~ and environment through creative learning.
- To educate and inspire younger audience.

**Identify and list at least 3 research references that will help you develop your deliverable.**

- National geographic kids
- Activity books on recycling and the environment.
- WWF sources

**Collect 10 images visual references for this deliverable. Consider material, type, colour, form. Add these images to Workflow remember to include references.**

**List any technical processes that might be used in the development of this deliverable.**

**Will you need to learn any new processes to produce your idea?**

- page design/layout
- Binding
- Mock up creation

### Task 3 – deliverable 3 schedule

Identify key tasks you will need to complete to produce your outcome. Plan this activity on the timetable below. Consider research, technical processes, experimentation, feedback and production.

Day	Tasks
Mon	Finalise book idea and audience.
Tues	start rough page layout sketches.
Wed	Research sources (references).
Thur	plan activity types.
Fri	start creating visual.
Weekend	continue working on pages.
Mon	start refining + putting pages together.
Tues	work on layout + design.
Wed	Final touches
Thur	Get some feedback
Fri	upload everything to workflow.

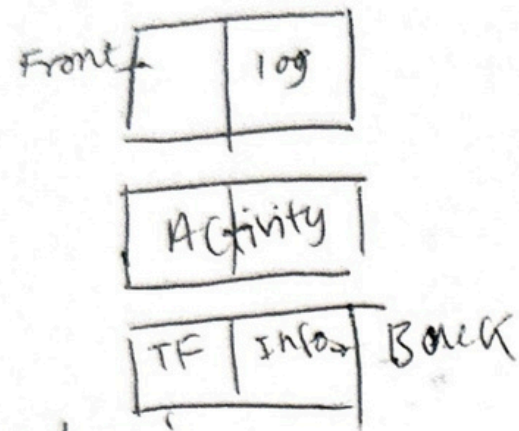
### Task 4 – collecting feedback

**In groups of four, take turns explaining your idea to the group. Collect feedback and record it below.**

- Test the activity's to see how effective they are.
- clear, age appropriate so younger audience can understand.

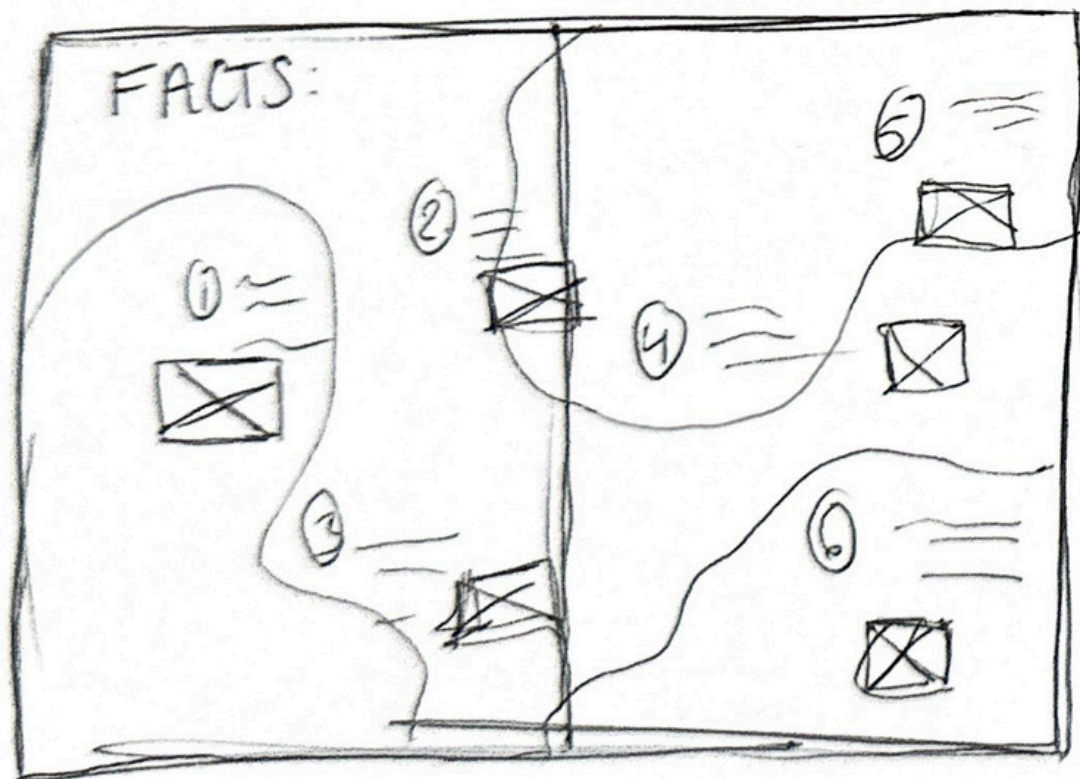
**Reflect on the feedback you received. Did it highlight anything you hadn't considered?**

- Make sure it's clear and easy to understand.
- Test the activities to see how effective they are.



### Page / context ideas:

- plastic diary/log
- activities
- Truth/False quiz
- Facts page
- 6-8 pages.



- emotions
- curious
  - shocked
  - motivated
  - empowered.

### visual style:

- Hand drawn - cartoon line.
- Bright but clean

### Purpose:

- Raise awareness about plastic waste
- Focus on Health, Food, & Microplastics.
- Educational & Engaging
- simple, creative way.

### Audience:

- young audience
- visual & easy to understand
- can be used in schools, campaigns, and framed in public areas.

### Inspirations:

- WWF infographic
- Interactive Books research.

Links to outcome 1 & 2

- colour style
- same focus.
- same typography style.

Outcome 3  
Interactive  
Book