



## ABOUT THE CAUSE

Green Habits is a campaign that aims to help the planet through teaching every day beneficial actions to children. By making the actions simple, they are easy to do and therefore easy to turn into habits that one can do without even thinking about it. This campaign will be rolling out in areas kids frequent the most, namely their school/preschool and at home. I want to give them reminders at the majority of places they go so that they will be more likely to do the actions, turning them into habits.

## ABOUT THE AUDIENCE

I am targeting young elementary age children for this campaign as they can read and understand things but are still malleable. Educating them about this topic is very important to me so they can grow up knowing about it and realizing where they can make a change. If they have good habits growing up they can make a positive impact on the world that they can be proud of.



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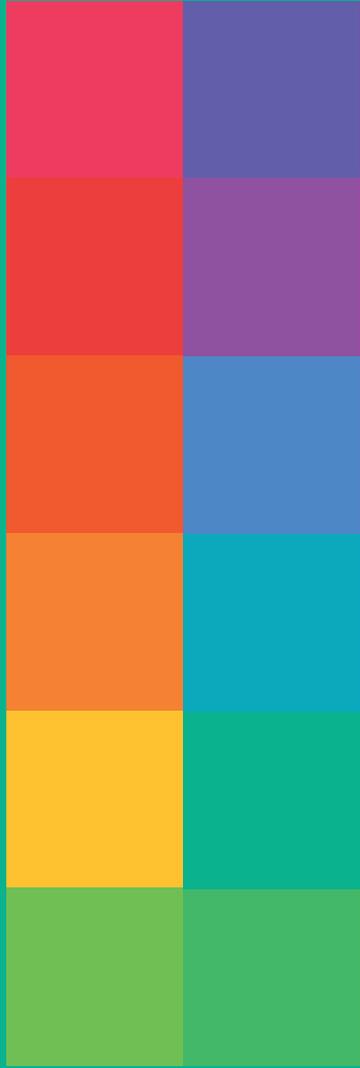


## ABOUT THE FONT

I used CabinSketch Bold and CabinSketch Regular throughout my campaign. I used these fonts because of their sketchy, hand drawn feel that connects back to the images I hand drew and use throughout the campaign. They play off of and work well with each other. The hand drawn feel also connects back to the idea that this campaign is aimed at children, but it is not so sloppy that the design becomes too childlike and loses its designed feel.

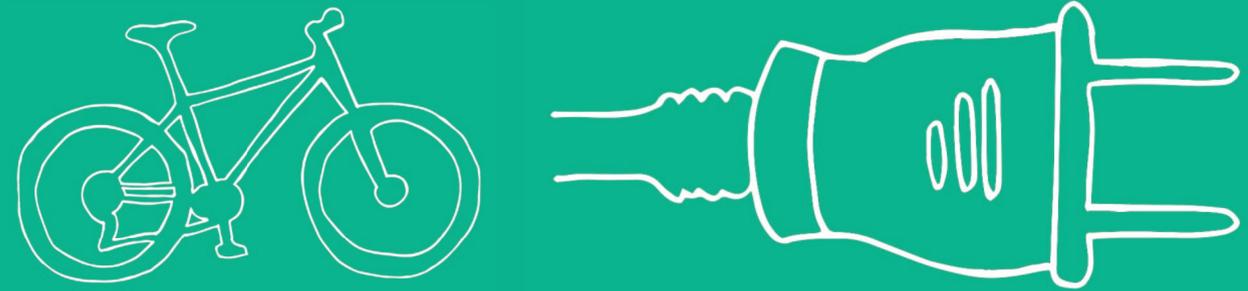
## ABOUT THE LOGO

The logo was created through combining the CabinSketch font with a hand drawn leaf. The leaf contains the text just like the habits can be contained in every day life. A leaf was used because it commonly symbolizes growth. The children will grow up, and as they do and continue to do these habits, their positive impact on the planet will grow too.



## ABOUT THE COLOR PALETTE

The colors are bright to keep the feeling of the campaign light and energized. I used bright colors to also draw children's attention in. Each action that is represented in my campaign has its own color.



## ABOUT THE IMAGES

I hand drew images to illustrate each action. I then scanned and vectorized them to create a more whimsical yet polished feel. It makes the pieces I created have a common style and unifies them. By drawing them I hoped to make the pieces more approachable for children, yet still well-designed.

PRINT

TURN  
OFF  
THE  
LIGHTS



EASY WAYS TO MAKE A CHANGE 

UNPLUG  
THINGS YOU AREN'T USING



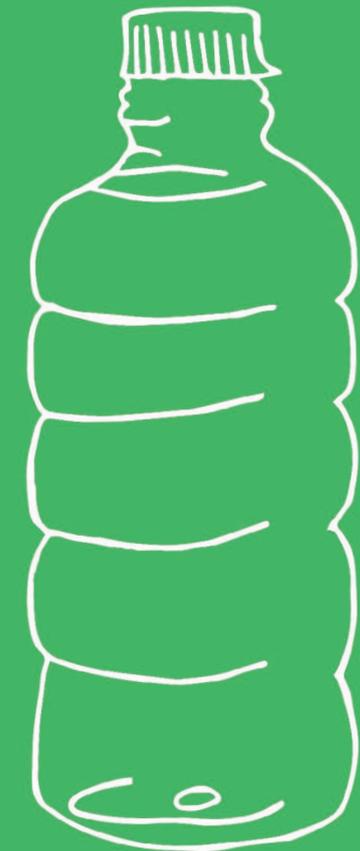
EASY WAYS TO MAKE A CHANGE 

DON'T LET THE  
WATER  
RUN



EASY WAYS TO MAKE A CHANGE 

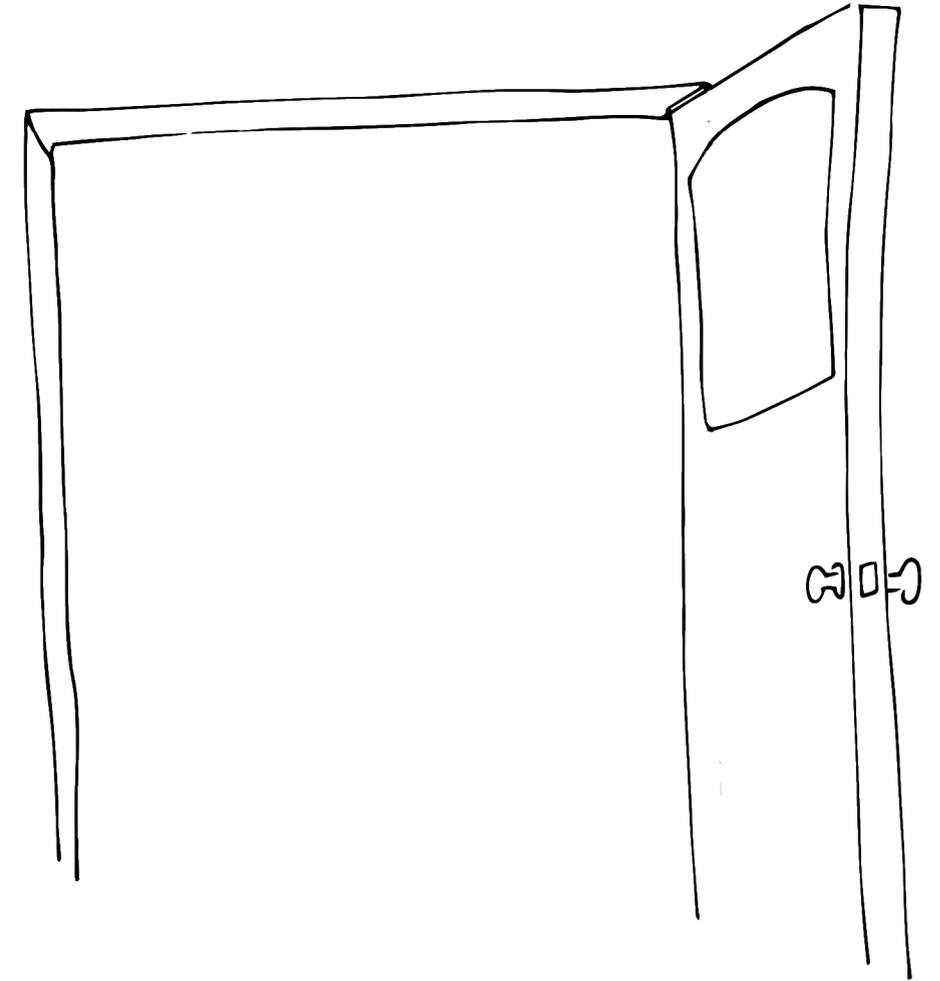
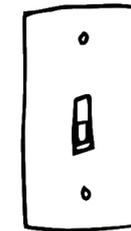
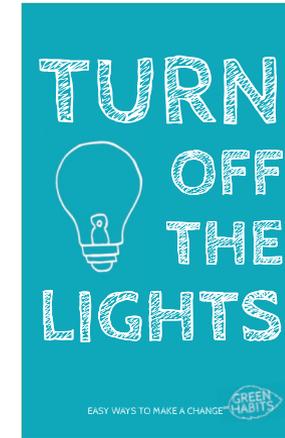
RECYCLE  
RECYCLE  
RECYCLE



EASY WAYS TO MAKE A CHANGE 

## ABOUT THE POSTERS

The point of the majority of my pieces is to create reminders in places that kids look at or interact with often. They will then be more likely to do these actions due to the reminders and eventually make the actions into habits. I envisioned the posters being hung up near places they are relevant to, such as the example on the next page.





**JANUARY**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

EASY WAYS TO MAKE A CHANGE 



**FEBRUARY**

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

EASY WAYS TO MAKE A CHANGE 



**MARCH**

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

EASY WAYS TO MAKE A CHANGE 



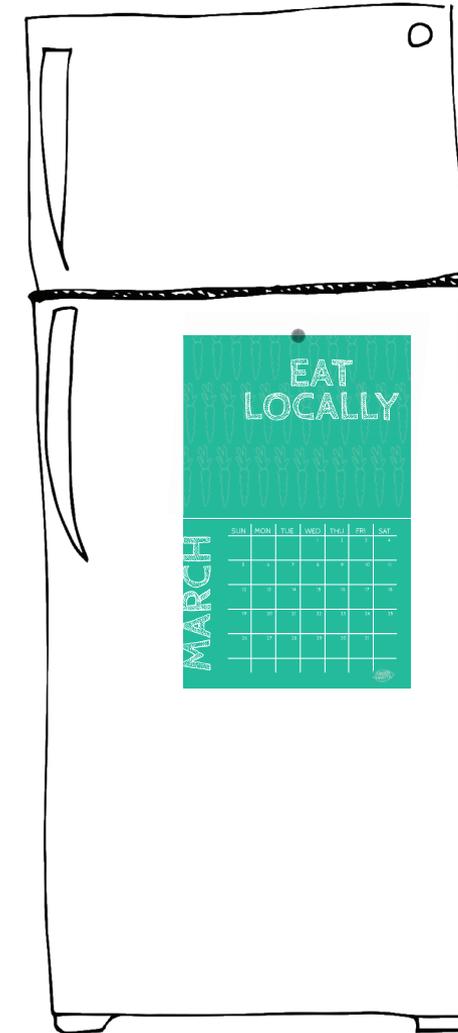
**APRIL**

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

EASY WAYS TO MAKE A CHANGE 

## ABOUT THE CALENDAR

As with the posters, I hoped to use the calendar as another reminder. It could be hung up in a classroom or at home and each month would feature a new action. It features a similar design as the posters but with a slight variance as to not have the campaign become static. A calendar is part of everyday life and easily inserted into a child's life.



INTERACTIVE

## ABOUT THE INTERACTIVE BOOK

I decided to create an interactive book because I feel like this is something children enjoy doing and something that would be easy to hand out in class or as an activity at home. I included actions paired with questions for the children to answer. The thought behind adding questions was to make the campaign connect back to the child's life and make it more personal and relevant to them so as to have a bigger impact.



Interactive Book

# PLANT A TREE

Where did you plant your tree?



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# TRY TO TAKE QUICK SHOWERS

What is the quickest shower you've taken?



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What is the name of your library?

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# RENT INSTEAD OF BUYING BOOKS

Where is your favorite hike?



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# HIKE

## ABOUT THE STICKERS

As a child, I loved stickers and could not get enough of them. I would put them on things I looked at often. My thought was that children would do this with these stickers and when they saw them they could be a quick reminder of the things they could do to help the planet. Plus stickers are just fun!



SCREEN  
BASED

## ABOUT THE MOVIE

The movie features a selection of the actions a child can do to help the planet in a stop motion style. They appear quick on the screen followed by a reminder that these help the planet and the campaign's logo. I imagined this was something that might play before a YouTube video or maybe as a commercial so as to insert the campaign into the child's life another way.



THREE  
DIMENSIONAL

## ABOUT THESE PIECES

I created a variety of 3D pieces that are objects that a child might use in their everyday life. These objects include a reusable water bottle, a t shirt, a lunch bag and a backpack. They are branded with the campaign's logo so as to keep it on their minds. I kept the color scheme to green so that it is easy to make the connection back to the Earth for those who don't know what the campaign is about.





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Graphic Design 2

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