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Graphic Design and Ecology

Reusability and Sustainability

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Date May 30, 2000

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I want to express a special note of thanks to all my friends in the Graduate Graphic Design Studio for their generous help and encouragement.

Dedication

This thesis is dedicated to my grandfather, Rui-du Song, who passed away on December 31, 1999, in Japan, where he and my grandmother had settled down and lived their lives. Even though I couldn't be there for his last moments, he encouraged me all my life. I think I was able to complete this graduate program because of him and my parents who love and support me.

I also thank Daniel.A Kosak who has supported me in many ways.

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How Graphic Design can Communicate an Ecological Issue and the Importance of being Responsible

Background

Industrial developments have caused many environmental problems, one in particular might be related to graphic design –endangering forests. Cutting down forests to make the materials (i.e. paper) used in graphic design may contribute to global warming and less biodiversity. Conserving biodiversity safeguards natural systems that purify water, cycle oxygen and carbon dioxide, maintain soil fertility, and yield food and medicine. Understanding natural ecosystems helps everyone to realize the importance of preserving natural resources.

Along with the rise of industrial culture, graphic design developed in the beginning of the 20th century. In particular, advertising posters or packages have been playing important roles in communicating mass messages to society. Today, TVs, computers, and other media that use energy are interwoven in society's culture. However, humans shouldn't forget that nature is a finite resource. Therefore we should be concerned with using products which are sustainable, that is, using a resource in a way that does not deplete or permanently damage it. At this point, it is important and necessary to keep in mind that reducing energy use is a more efficient way of conserving nature than depending on recycling. This awareness leads society to support efficient and reasonable consumption which saves time and money.

Thesis Project

In this thesis, it will be investigated how graphic design can be an educational and viable means to communicate a message to an audience using familiar everyday products in creating an ecological campaign. This study focuses, in particular, on the ways to approach a campaign, to use materials, to convey messages, and to address an audience. In addition, this study will present an aspect of conservation that will be more than just recycling. Through the ecological campaign in this thesis, the designer aims at exploring how the role of graphic design might be used to effectively communicate an ecological issue. Since graphic design has been playing an important role in consumer-oriented societies to help promote products, this thesis will commit to explore how graphic design can be used to approach an environmental issue in innovative ways.

Research

Precedents

Precedent I:

100% Recycled Paperboard Alliance (RPA)

The 100% Recycled Paperboard Alliance (RPA) is a group of leading North American recycled paperboard manufacturers representing approximately two-thirds of the industry. In 1995, RPA launched an integrated marketing program to promote the benefits of 100% recycled paperboard to consumers and to build long-term consumer demand for 100% recycled paperboard. The 100% Recycled Paperboard Alliance has more than 50 campaign partners, such as packaged goods companies and retailers. They display the 100% recycled paperboard symbol on thousands of their branded and private label products. They recognize that using packaging made from 100% recycled paperboard demonstrates their commitment to good environmental stewardship and makes good business sense.

The 'chasing arrows' symbol, now synonymous with recycling, was pioneered by the recycled paperboard industry nearly 30 years ago. Today, the chasing symbol is equated with all types of recycling and is found on plastics, metals, glass and other materials. In 1995, the 100% Recycled Paperboard Alliance created a new symbol to eliminate confusion and help consumers identify products and packaging made from 100% recycled paperboard. Since developing the updated symbol, the 100% Recycled Paperboard Alliance has conducted consumer opinion research to find out consumers' reactions to the redesigned symbol. According to a 1998 nationwide mall intercept survey of primarily female shoppers:

- 62% found the new symbol more understandable than the chasing arrows symbol
- 87% want to see the new 100% recycled paperboard symbol on products packaged in 100% recycled paperboard
- 66% would choose to purchase a product with the new 100% recycled paperboard symbol

Source: Leflein Associates, March '98 National Mall Intercept Survey

Research

Precedents

Precedent I:

100% Recycled Paperboard Alliance (RPA)

continued

In recent years, more and more of America's name-brand packaged goods companies and retailers have joined the 100% Recycled Paperboard Alliance campaign and proudly display the updated chasing arrows symbol on their 100% recycled paperboard packaging. The updated symbol means that consumers can be sure they're buying products packaged in 100% recycled paperboard made from recycled newspapers and boxes. Companies that are using the symbol benefit from the following:

- Strengthened consumer preference
- Heightened retail presence
- Extensive publicity
- Increased sales



chasing arrows



new symbol

Through this precedent, it is considered that an audience can relate to a visual communication identifying a company's dedication to the environment. In this case, a powerful and timeless symbol will be appropriate. The symbol of RPA is recognized worldwide. It would be helpful to research the RPA to investigate the audience's perception of and reaction to the symbol. The audience's acceptance of the symbol is crucial to the success of the campaign to raise awareness of an environmental issue. Therefore it will be good example to refer to in creating an effective symbol for the campaign in this thesis.

Companies and their web site addresses using the 100% recycled paperboard symbol on their products or packaging are listed in Appendix E.

Research

Precedents

Precedent 2:

Des Moines Metropolitan Solid Waste Agency

Des Moines Metropolitan Solid Waste Agency is responsible for reducing the amount of solid waste in the area's landfill. It manages a regional collection center for household hazardous waste, a compost center and a transfer station for twenty-one member communities. It also educates communities on recycling and waste reduction through its annual report. From 1991 to 1994, the design firm, Pattee Design, created the annual report taking its educational mission into consideration.

The research of this educational and effective examples of design described below will be helpful to examine what kind of graphic design pieces is effective to communicate with an audience educationally by the means of messages, the function of design pieces, etc.

Annual Reports of Des Moines Metropolitan Solid Waste Agency

The annual reports listed below are designed to enlighten the audience with their effective material use and construction. The cover of this report was handmade by Jerusalem Paperworks and was made from pulped and chunked old newspapers. The interior pages used recycled grocery sacks. Art was generated from laser prints and photographic images taken by designers with a Polaroid camera.

The theme of the 1992 annual report, *Closing the Loop*, communicates the need to do more than recycle. *Closing the Loop* fulfills its objective of bringing together all aspects of the various ways we can reduce waste volume. It accomplished this objective by using design to make this report look and feel 'found' as if the waste agency staff had made it using various pieces of paper found around the office. Its fastening system indicates the 'closing loop' of recycling.

The format for the 1993 annual report is seven, four-page mini-brochures bound into one cover. This modular approach allowed the Metropolitan Solid Waste Agency to target specific information to certain types of businesses, thereby resulting in reduced use of ink, paper, and energy. The cover, as well as the interior brochures, is printed in two colors.



Annual Report, 1991



Annual Report, 1992



Annual Report, 1993

Large examples of these brochures are shown in Appendix F

Research

Precedents

Precedent 3: The Body Shop

The Body Shop is not just a manufacturer and retailer of hair, skin and cosmetic products, the company attempts to minimize its impact on the environment. Among the activities related to its customers and the community, The Body Shop's commitment to 'Environmental Responsibility' has been shown through its environmental campaigns dedicated to 'Reduce,' 'Reuse' and 'Recycle'.

The Body Shop believes it is impossible for any business to claim to be totally environmentally friendly, because all commerce involves some degree of environmental impact. However, the company tries to take responsibility for the waste it creates. Anita Roddick, the founder of The Body Shop, believes that the company's success is linked to campaigning internationally on behalf of issues such as human and civil rights, and animal and environmental protection.

The Body Shop's dedication to the environment is exhibited in the following policies:

- Reduce waste by refusing to use the excessive packaging which is prevalent in the cosmetics industry.
- Reuse by offering to refill customers' bottles with the same product at a discount, where possible.
- Recycle by providing recycling bins in its shops for the return of The Body Shop bottles and tubes.

At the shops, The Body Shop's packaging displays ecologically-conscious messages on it. (Please refer to Appendix B.) It will be helpful to investigate The Body Shop's packaging to examine the relationship between messages and their location on product packaging. This study will also help determine what kinds of messages are appropriate on products.

Research

Precedents

Precedent 4:

Prairiefish Retail/Restaurant Environment Design

Prairiefish was founded on “a spiritual philosophy of preserving the earth to design and fabricate products, fixtures, and furniture that are natural and appropriate to their intended environment” (*Display & Design Ideas/Prairiefish*). Ecologically sound materials and processes result in the best visual and physical environments to display and promote the sales of Prairiefish’s customers’ merchandise. The company believes that designers should help people live appropriately and responsibly on our planet. They advocate a new earth-based approach that arises from the Plains Indians’ concept of ‘following the good red road,’ the path of living for the good of all people and all things in nature. In particular, its dedication to the environment addresses these four keywords:

Sustainability

The materials and processes used to create products must be able to be sustained for long periods of time without creating debts for future generations.

Continuity

The design of a product must provide a continuous pathway for future improvements, future reuse and renewal, and future rebirth of new products.

Responsibility

A product must be ecologically responsible throughout its entire cycle, and must be attuned to the larger cycles of nature.

Connectedness

The designed products must derive value from the well-being of the environment, and they must support the web of life instead of diminishing it.

It will be helpful to explore Prairiefish’s four keywords described above to understand what is environmentally responsible design, because it addresses an ideal design concept for ecology and the environment. To integrate the ecological campaign in this thesis, the products that support the environment should be selected. And, the design of the campaign should have sustainability as well as responsibility.

Suggested Ways to Effectively Reduce Energy and Impact on the Environment

Reuse

Before demonstrating responsible and reasonable ideas necessary for designing and producing eco-friendly design, a specific subject matter will be decided upon for creating the ecological campaign. 'Reuse' is examined as a suitable subject matter for the campaign, because it is also effective for conserving natural resources and reducing the amount of waste in landfills, and lessening the demand for virgin feedstocks which is, for example, the trees in forests. Reuse is actually better for the environment than recycling because recycling uses resources, energy, time and money to process materials or products into new usable items. The research about 'reuse' will be referred to throughout the Synthesis and Ideation sections for the final design decision in this thesis.

New aspects of 'reuse'

Reusing materials and products delivers much more substantial sustainment than recycling. In this case, reusing materials and products means that the products are durable enough to be reused over and over. For products to last longer requires very careful consideration about engineering and industrial design at the first stage of designing. Recycling only becomes a sustainment when products and materials are returned to the place where they will be recycled into other useful, long-life products. Sustainment refers to the original product designs which have a direct effect on social change for environmental protection. This means creating products which are meant to be used over and over again, rather than used once and tossed into a recycling bin. The challenge is to change the social mindset of 'use once and toss,' but the change presents great opportunities to create new economics and culture.

Feasible activities for 'Reuse'

- Donate unwanted clothing, toys, and other household items to those who need them. Check the local donation center.
- Reuse cloth napkins, tablecloths, and dishtowels instead of using disposable paper items.
- Donate, sell, consign, or trade unwanted items. Repair needed items rather than purchasing a new products.
- Reuse everyday items such as cardboard boxes, shopping bags and storage containers.

Suggested Ways Effectively to Reduce Energy and Impact on the Environment

continued

The relationship between reduce, recycle and 'reuse'

Reducing waste and helping the environment means more than just recycling. There are more effective ways to reduce waste than relying on recycling. It is good to understand the order to apply each strategy: Reduce-Reuse-Recycle.

'Repair' as a reuse method

Repair is another form of reuse because it saves money and resources by repairing and maintaining durable products. People might repair products themselves or take them to a local repair shop.

'Rental' as a reuse method

Rental is another form of reuse. You can save money and valuable storage space by either borrowing, renting or sharing items you don't use often. Examples of rental items are, video tapes, library books, formal wear and so forth.

Elimination

A completely different approach from reuse is elimination. It is one of the most effective ways to reduce energy and waste by eliminating unnecessary packaging, paper, and disposal products. In this thesis, the ecologically-conscious concept of design should be proposed, while considering the role of graphic design for achieving this. As a result, the design method has two major benefits in terms of eco-friendly design. One is proposing reuse and the other is integrating a way to reduce resources used for the product.

Ecologically Friendly Design

To make decisions about the visual design for the ecological campaign in this thesis, the materials used for it and the way to produce it should be considered. These are the practical ideas and ideal processes for creating environmentally responsible graphic design pieces including packaging. In particular, materials concerned with paper inks, and finishes of the design process. The result of this research will help the designer of this thesis create ecologically-compliant graphic designs for the campaign.

All suggestions listed below are from Poppy Evans, *The Complete Guide to Eco-Friendly Design* (Cincinnati: North Light Books, 1997)

Paper

- The most eco-friendly papers are those with the highest postconsumer waste content. ('Eco-friendly' design means environmentally responsible design.)
- Industrial-grade papers such as Kraft and chipboard are some of the most environmentally friendly stocks available.
- Papers with minimal de-inking and bleaching are more eco-friendly than their bleached counterparts.
- Papers that are chlorine-free are as white as bleached papers.
- Tree-free papers save trees by using other materials thereby conserving trees.
- Papers made from fabric, hemp and kenaf help forest conservation.

Inks and Other Finishes

- Stipulate vegetable-based and soy-based ink when producing packages on paper and paperboard,.
- Specify nontoxic inks or inks that are labeled 'Toy Safe.'* (*'Toy Safe' means the safe use of materials for children)
- Keep ink coverage to a minimum so the paper can be easily de-inked to allow for easy recycling.
- Avoid plastic laminates, varnishes and other coatings that may impede the de-inking process.
- Reduce the size of the package and the resources involved in its production.
- Use recycled materials and make the package reusable.
- Use materials that have a minimum environmental impact in their manufacture as well as their disposal, such as eco-friendly padding materials.

Ecologically Friendly Design

continued

Printing and Finishing Processes

The following suggestions focus on printing more than 'inks' as on the previous page. When printed pieces are created as a design work, this research will be helpful to plan the practical process for them.

All suggestions listed below are from Poppy Evans, *The Complete Guide to Eco-Friendly Design* (Cincinnati: North Light Books, 1997)

- Print with recycled four-color process inks.
- Use inks that are free of toxic pigments.
- Use a low-VOC, nonalcohol, citric-based, biodegradable press wash made from citrus fruits.
- Contact a special service that reformulates the ink.
- Use shipping cartons made from a minimum of 30% to 50% postconsumer fiber rather than packaging jobs with shrink-wrap or other materials that are less eco-friendly.
- Use dryography, or waterless printing, which saves resources and produces great results in four-color with soy-based and vegetable-based inks.
- Use letterpress on industrial papers. It's best for small runs with limited color.
- Use engraving as an environmentally sound alternative to offset. For packaging, flexography's water-based inks are less toxic than petroleum-based inks.
- Avoid thermography, foil stamping, UV-cured varnish and laminates. These processes make paper difficult to recycle.
- If possible, avoid ink altogether. Embossing and die-cutting are great ways to convey an image or message without ink.
- Use water-based glue on perfect-bound publications.

Ecologically Friendly Design

continued

Suggested approaches for creating ecologically responsible design

The following thoughts present ideal and responsible approaches for graphic designers when designing work related to the environment and human life that is a part of the ecosystem of all living creatures on earth. Since human culture is strongly related to the culture of consumption, various kinds of industries should have concerns about the environment and preserving it for future generations. The results of this research will help the designer of this thesis stretch the possibilities of the context and concept of the ecological campaign with enlightening the thoughts for the designer.

All suggestions are from Eva Anderson, *Simplifying Design and Your Life* (Communication Arts, May/June 1997)

- Examining and stretching the limits of what 'Eco-Design' actually means will create new ideas of communicating global issues related to nature. ('Eco-Design' means Environmentally responsible design.)
- Thoughtfulness is needed behind 'Eco-Design' pieces. They will be concerned with humanity and the earth. And the environmental issue should be indicated as well as aesthetics.
- Eco-Design should be more than just tree-free or recycled paper, veggie inks and alternative technologies.
- 'Eco-Design' states the importance of conserving natural resources. For example, reducing consumption is one of the activities which helps conserve nature. Examine how Eco-Design can encourage the audience to reduce consumption and to reuse more often.
- Source reduction and living simply lead to reducing energy and consumption. Simplicity indicates an important and original sense of being in harmony with nature throughout our lives.
- Ideally, Eco-Design will have the messages that help to educate the audience, including a greater understanding of self and ecology.

Explanatory Diagram

This is the process of designing an ecological campaign. Based on the research results, decide on the concept, context, and the main subject matter of an ecological campaign. At the stage of creating visual design for the campaign, refer to the list in the 'Ecologically Friendly Design' section.

State concept of having ecological campaign with educational approach, considering why a natural ecosystem is important, and how it is related to human culture.

Focus on sustainability of 'reuse' and educational approaches to 'reuse.' Organize familiar products and create messages for appropriate audience.

Consider **semantic, syntactic, and pragmatic** impact of design so that it provokes audience to create additional uses for selected products spontaneously.

Consider a family of identities for the ecological campaign. The created symbol will reinforce the messages applied to the campaign products to communicate effectively.

Think about what the **Eco-Design** is supposed to be or is needed to be in order to capture public awareness.

Design the best way to communicate the ecological campaign showing its appropriate and innovative approach, and timely message for its audience. This hypothetical campaign will show reusability and sustainability.

'Eco-Design' states the importance of conserving natural resources. For example, reducing consumption is one of the activities that helps to conserve nature. Examine how Eco-Design can encourage the audience to reduce consumption and to reuse items more often.

Ideally, Eco-Design will have messages that help to educate the audience, including a greater understanding between the relationship self and ecology.

Context of the Ecological Campaign

The purpose of the campaign

The purpose of this ecological campaign is to educate and stimulate the audience to reuse familiar everyday life products through visual communication. It is hoped that the viewers of this campaign would eventually come up with their own unique ideas for conserving natural resources. It also leads them to explore what 'environmentally responsible' is. As the main subject matter of the campaign, 'reuse' will be demonstrated using selected products which will be considered through the Research and Synthesis sections. Reusing materials and products is more sustainable than recycling because it results in reducing energy use and minimizing the impact on the environment. Therefore, the process of 'reuse' is more liable to protect our environment than relying on just 'recycling.' When individuals come to think about and practice both reusing and recycling routinely, they are 'environmentally responsible.' This campaign also aims at producing an evocative response to preserving natural resources for future generations.

Purpose of an Identity Symbol within the Ecological Campaign

The objective of the symbol

- Show the reusability of products clearly and simply; support the messages applied to products.
- Approach the sustainability of reuse by depicting the process of reuse to provoke the audience's awareness of this term.
- Communicate the whole concept of the 'reuse' campaign—it is effective to show both a visual image and a verbal message.
- Point out the difference between 'reuse' and 'recycle' by showing the advantage of 'reuse.'

Important connotation of symbol

- Retains the original form of the product, depicting graphically how reusing over and over results in reducing waste and conserving natural resources for future generations.
- Illustrate that earth is a living organism. All living creatures are connected to each other.

Possible Graphic Elements for a Symbol Used in an Ecological Campaign

According to the system of reusing, the original form of a product will not change when it is reused. 'Reuse' means using products over and over without being changed into different products like 'recycling.' However, in reuse, the environment of the products, that is, the way they are used or their purpose in life, will be changed. Therefore, the same configuration of a graphic element will be used in a symbol whose main graphic element represents nature. Keeping the configuration, the graphic element which stands for a product will have different values of color and line. However, different configurations will also be explored in order to select the most effective.

Conceptual goals

In addition to the 'reusability' of products, considering the meaning of 'responsibility' will be helpful to create a symbol, because it refers to the process of 'reuse.'

Responsibility

Human beings are directly called upon to conserve nature through the following:

- Awareness of a huge, wasteful consumption in human culture, resulting in extensive landfills
- Support of a simple and a sustainable lifestyle which has the possibility of assisting ecologically-compliant design

Potential Sponsors

These are corporations and organizations that have shown consideration about environmental issues by having an environmental campaign or by using recycled materials for their products. These were chosen as the result of research. Some of these corporations have shown their dedication by sending their packages to audiences interested in their activities. From this list, some will be chosen for the hypothetical environmental campaign of this thesis.

Chase Pitkin	Proctor & Gamble
Eddie Bauer Home	Starbucks
Gelate Premela	The Body Shop
Hallmark	Timberland
Home Depot	U.S. Postal Service
Prairiefish	Wegmans

Nonmaterial sources that have sustainability

Considering sustainability, resources such as education (local, long distance), family and community gatherings will be ways to fulfill the spiritual needs of the audience, connect them to their community and make them sensitive to ecological issues. Therefore these kinds of resources could also be sponsors.

Suggested Sponsors and Their Present Activities

Since their activities listed below are concerned with environmental issues, the following corporations are chosen as the sponsors for the ecological campaign. These activities show their environmental concerns with which the listed reusable items on the next two pages are explored to create the ideas for the campaign products of this thesis.

Lipton

Provides information and education about the health benefits of tea

Chase-Pitkin

Home Improvement

Home & Garden

'Do-It Yourself' Projects

Flower City Habitat for Humanity

Free pine tree seedlings for local environment

Procter & Gamble

Reduces environmental impact

Sustains the health of environment

Ensure safety for employees, consumers, and environment

Creates sustainable design and material technologically in its Environmental Science Department

Commits to the use of recycled material

Wegmans Food Market. Inc. (another possibility as a sponsor)

Supports community activities

Have workshops with local organizations and universities

Creates family activities (e.g., Good Food Tours)

Supports its customers through various activities such as Baby club and Shoppers club

Specializes in all-natural, organic foods, homeopathic and herbal remedies, vitamins, etc.

Although Wegmans Food, Inc., is not environmentally responsible in terms of selling all kinds of products and stimulating audience's consumption, its activities that support the community by collecting recyclable materials from consumers could be considered as showing responsibility to its environment.

Possible Products for the Printed Message

Based on research about the reusability of products, the following list is organized to choose the products for the ecological campaign of this thesis. Since the subject matter of this campaign is aimed at conserving nature by reusing products, these products are listed as possible reusable items for the campaign.

Large media

Books/Magazines

Plastic bags (glossary)

CDs

Paper bags (glossary)

Envelopes (Air mail, Bills,
Greeting Cards/Holidays/
Birthday, etc.)

Household

Blankets

Garden Hoses

Blooms

Kitchen tools (reusable cloth towels)

Bricks

Magnets

Buckets

Nylon gloves

Coolers (box itself)

Rubber bands

Dishes (glass, ceramics)

Silver utensils

Fabric softener sheets

Sponges

Floor mat/carpets

Personal belongings

Clothing (jeans, socks, t-shirts)

Toothbrushes

Possible Products for the Printed Message

continued

Packages

Baby food jars	Detergent bottles
Beverage bottles (glass, plastics)	Film canisters
Canned foods	Food bottles
Candy boxes	Household bottles
Cereal boxes	Milk jugs (gallon)
Coffee cans	

Possible items for compost

According to research, these are the items that can be included in compost for gardening instead of using prepackaged compost. However a committee member, who is a professor of Environmental Technology, considers they are not effective enough to be included in compost because they have negligible ability to fertilize and condition land. Assuming that the contents might be used for compost, the packaging may be used to hold the message.

Coffee filter/Coffee grounds	Old Bread
Egg shells	Teabags/Tea leaves
Fruit scraps	Vegetable scraps

As an experimental approach, the following eye-catching locations could be effective in displaying the messages promoting 'Environmental Responsibility'. These items will be explored in the future study about environmental responsibility.

Airplane	Mail box
Amusement Park	Museum/Exhibition tickets
Carpeting in retail stores	Postal stamp
Computer (hardware, software)	Shopping cart/bags
Cook book	Tickets airplane/bus/train
Credit cards	World, local, city map

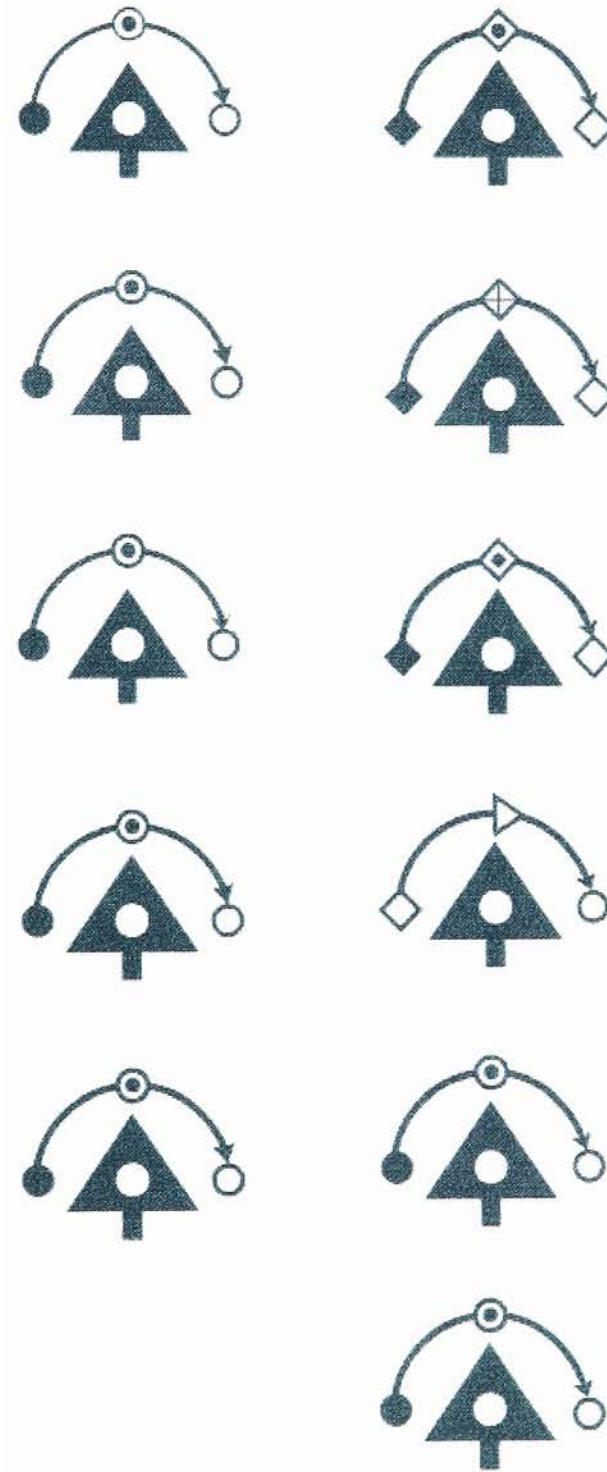
Symbol Variations Before the Final Selection

The following sketches are for the final selection of the symbol in this campaign. Before these sketches were chosen, a range of idea sketches was generated. These sketches show clearer representation for the concept of 'reuse,' using a tree shape and other visual elements, such as filled circles, empty circles, rectangles, triangles, solid lines, dotted lines, and arrows. The concept of 'reuse' is that a product will be used over and over without changing its configuration completely. The graphic with the same size circle along with the line is meant to imply this process of 'reuse' visually. At this point, simplicity of visual elements will be able to communicate the concept best. With this consideration, some of these symbols will be chosen for the evaluation, and after testing the symbols, one symbol will be selected as the final decision.

Ideation

continued

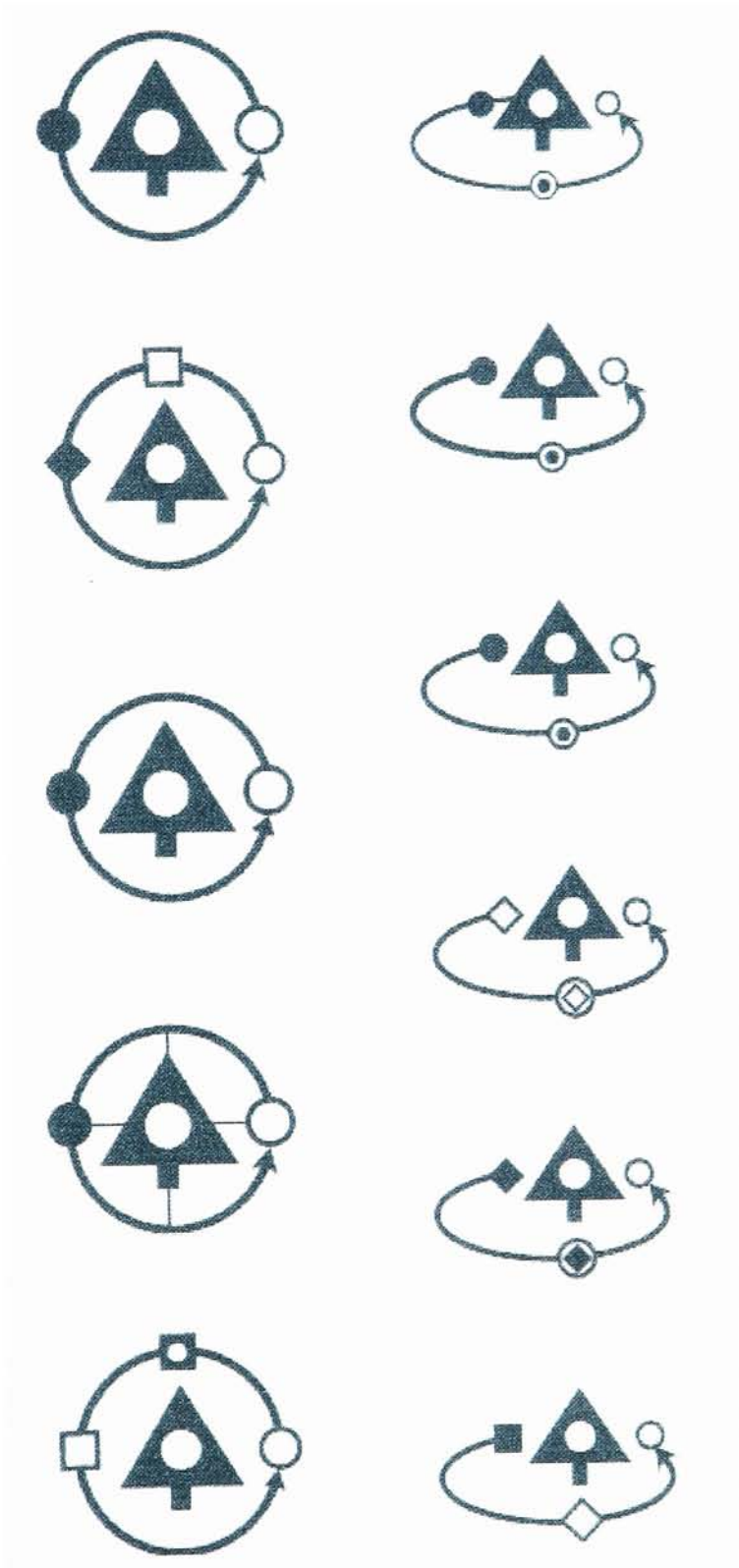
The curved line shows the direction that addresses the process of 'reuse.' And the curved line surrounds the tree shape located in the center of the whole symbol. This implies that 'reuse' will eventually conserve nature. According to one of the committee members' suggestions, various kinds of shapes on the curved line such as a rectangle, combination of a rectangle and circle, etc., can be used to represent a product in different ways.



Ideation

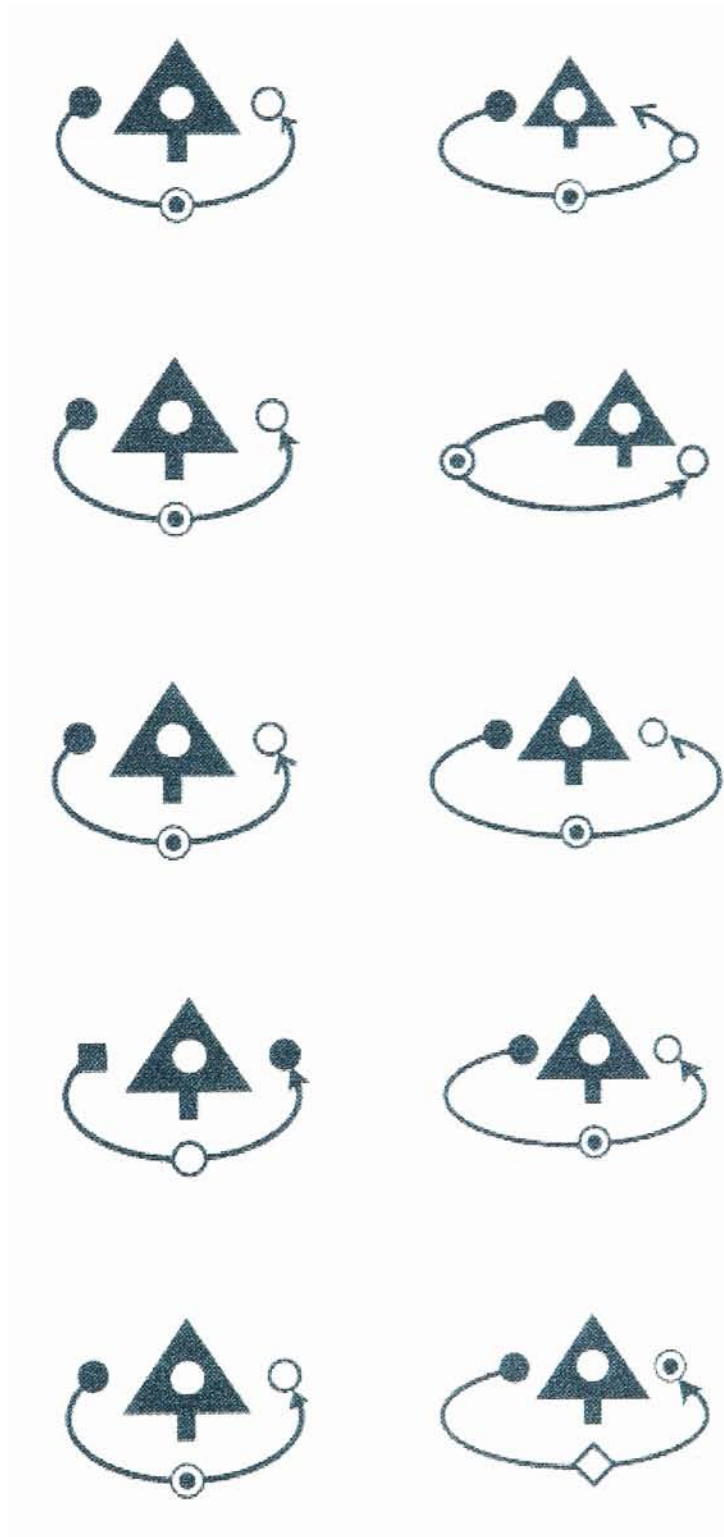
continued

In the left column of sketches, a complete circle is used to surround the tree shape. In the right column, an ellipse is rendered in perspective to represent the earth and the world. The following two pages show the variation based on these two different uses of line.



Ideation

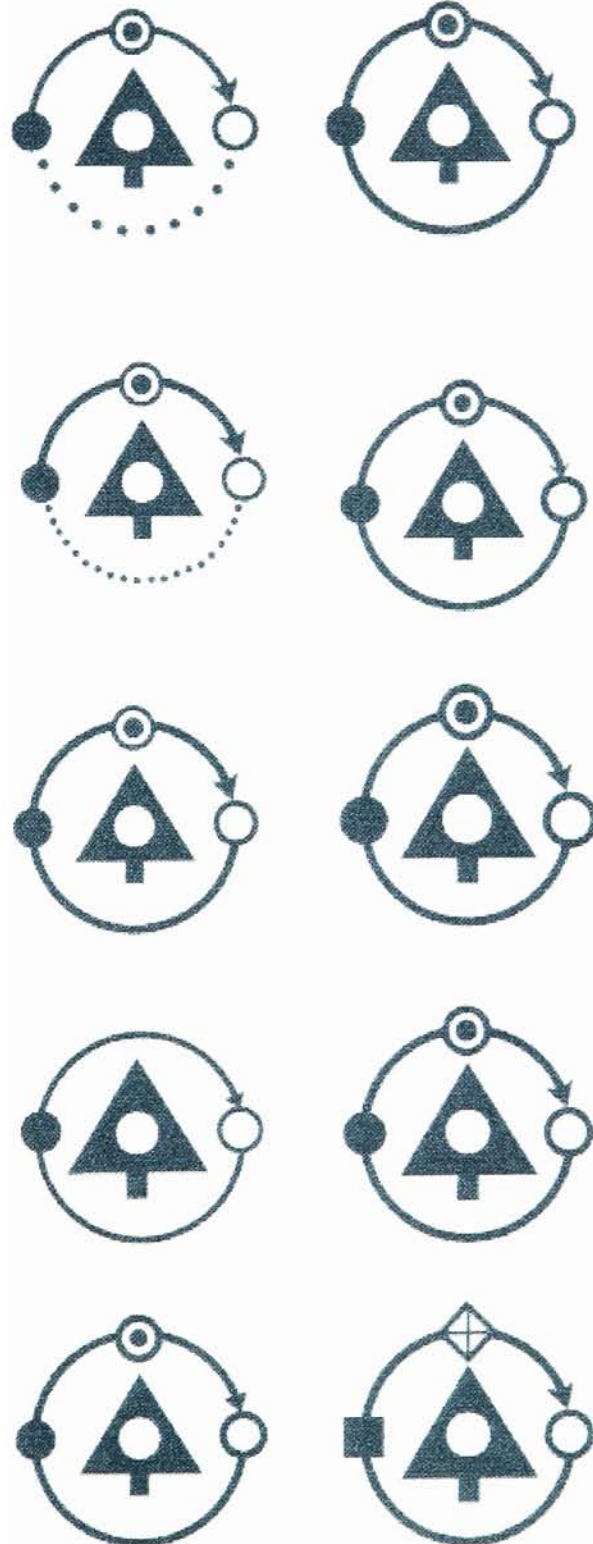
continued



Ideation

continued

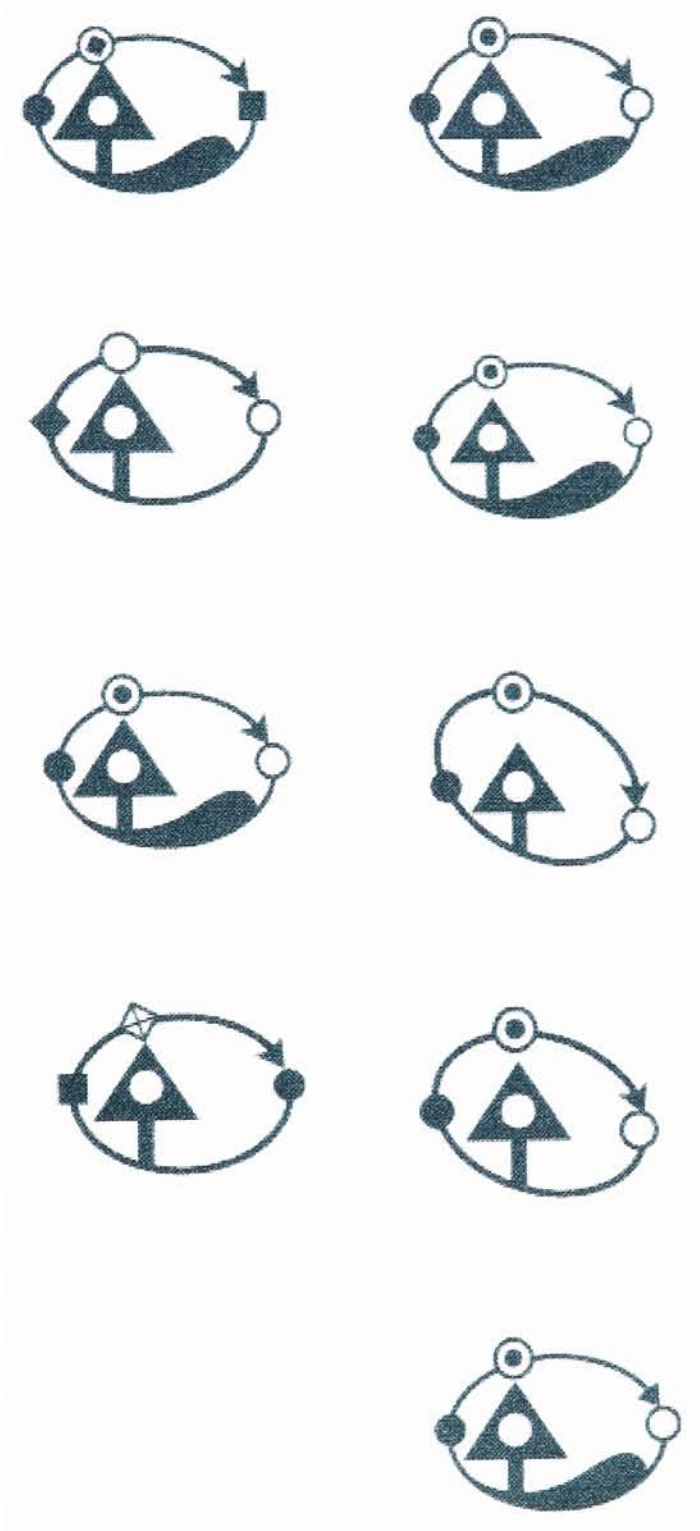
In the sketches shown below, the use of a dotted line can be another way to represent the process of 'reuse.' Since the process is not exactly a closed loop like recycling, the dotted line implies that these products might be used to create other products or the same products.



Ideation

continued

In these sketches, an elliptical line was used to surround the tree shape. In addition, a solid wave shape is added to represent the earth, tying together the concept of preserving natural resources for the survival of earth and the humans that inhabit it.



Ideation

Possible Products and Messages

This section shows sketches of possible products for the ecological campaign. The products in this section were selected based on connections and determinations as described in the Synthesis section of this study.

Considering reusable products, the idea of possible messages and potential sponsors are explored. For the possible messages, various kinds of locations are examined. The messages will include a created symbol in such a way that the symbol can incorporate a word such as 'reuse' or 'responsibility' because these words are relevant to this ecological campaign.

The following are potential sponsors and products used to create ideas in this section. From this Ideation section, some ideas will be selected for further refinement as campaign products of this thesis.

Lipton	used products for compost such as: tea (tea leaves, teabag), coffee (ground coffee, coffee filter)
Wegmans Food, Inc.	egg carton, nylon bag (plastic bag), candy bag (for bulk)
Chase-Pitkin	brick, bucket, flower pot, seed (not reusable, but it has the concept of 'nature' such as beginning of earth, new-born, etc.), garden hose, broom
Eddie Bauer	t-shirts, jeans, socks, towel
Hallmark	cards, envelopes,
Beech-Nut	baby food jars
Procter & Gamble	laundry detergent bottle, toothbrush, nylon gloves

Comments about 'tag' and 'rubber band'

In this Ideation section, tag and rubber band are suggested for the location of possible messages. However, they are not appropriate enough to be completely regarded as ecologically-conscious packaging, because they might be additional and needless items for packaging. This idea was generated during brainstorming for the ideation for design solution. One possibility about the rubber band is that it could be used if it can be the only packaging for the product instead of adding to the other packaging such as cardboard or paper. Through this section, all ideas about the rubber band and the tag are just partial ideas if they are not used for packaging by their own.

Ideation

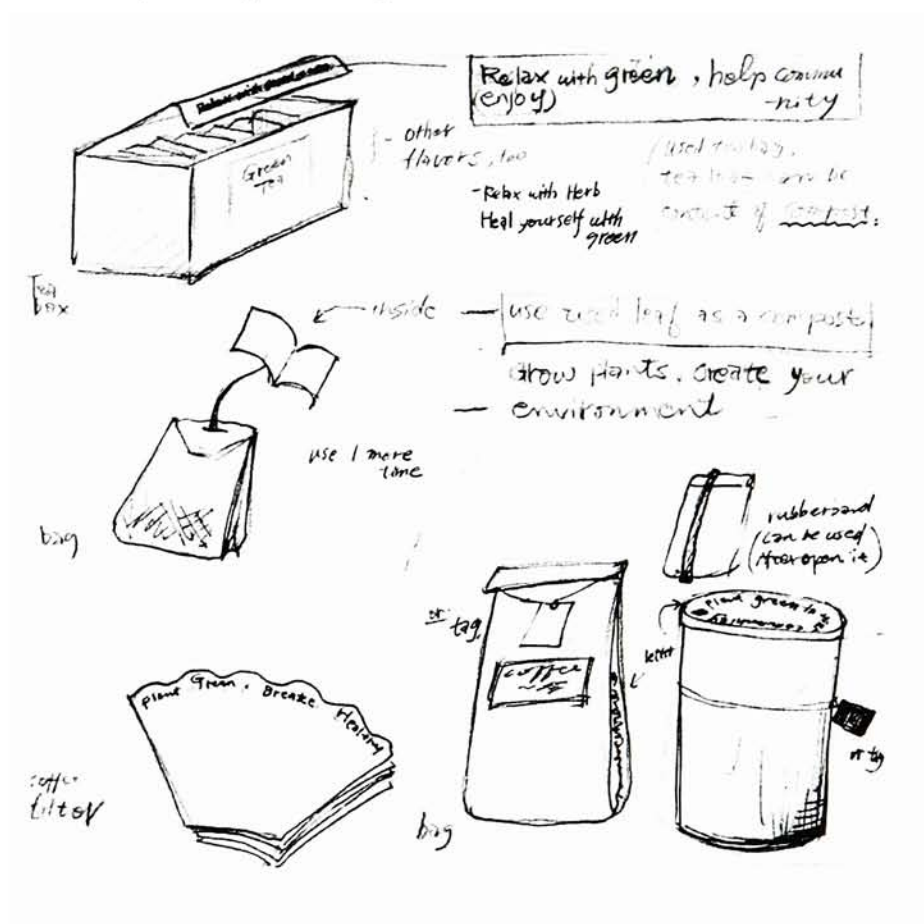
Possible Products and Messages

Available products to compost for gardening:
 teabag, tea leaves, coffee grounds, coffee filter (compostable filter)

Possible location for messages of the campaign:

Since these packages are strongly connected to tea or ground coffee, the messages for the campaign will be applied to the following areas:
 on the tea box, on the teabag, on the tag of the teabag, on the lid of the coffee can or side of the can, on coffee bag and on the filter
 (please refer to the sketches shown below)

Possible sponsor: Lipton or Wegmans Food, Inc.



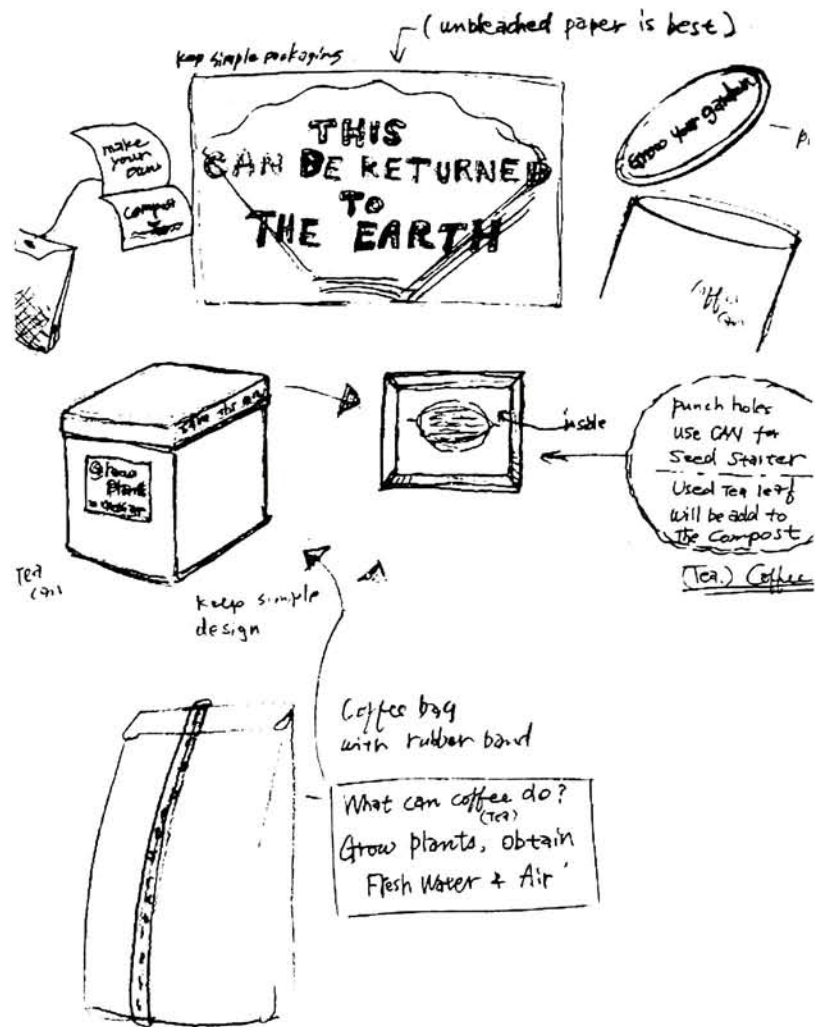
Ideation

Possible Products and Messages

Possible location for messages in the campaign:

In addition to the possible locations for messages shown on the previous page, these sketches suggest other potential locations for messages. For example, on the packaging of coffee filters, and inside of the lid of a tea and a coffee can.

Possible sponsor: Lipton or Wegmans Food, Inc.



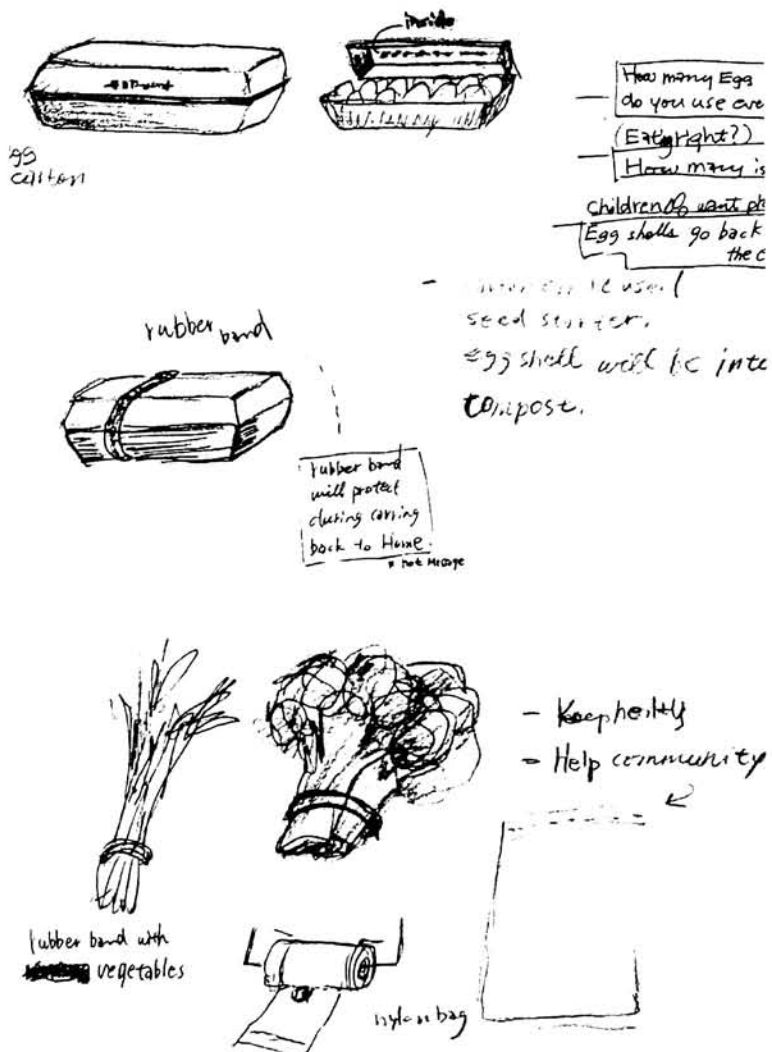
Possible Products and Messages

Egg cartons could have messages on them that might suggest reusing them, for example, as seed starters before placing plants in a garden. In Wegmans Food Inc., plastic bags in the produce section that are available for customers to place fruits and vegetables in can have messages that audience (customers) can see as they shop for food. They might also notice the messages again at home to remind them of this campaign. Rubber bands could be a reasonable means of securing vegetables as packaging and for placing campaign messages.

Possible location for messages in this campaign:

on egg carton (inside and outside of it), on the rubber band around egg carton (please refer to the comments about the rubber band, page 26.)

Possible sponsor: Wegmans Food, Inc.



Ideation

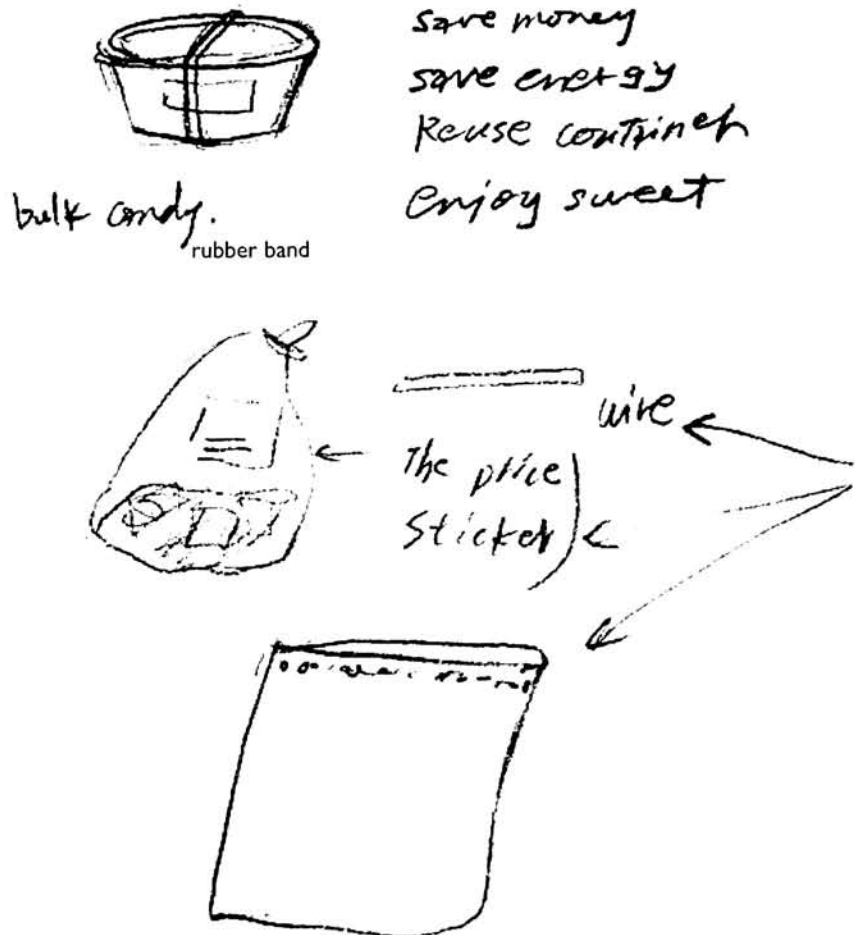
Possible Products and Messages

A candy container is reusable once the contents (product) are gone. It is fully reusable for keeping small things, such as paper clips, hair pins, etc. Since bulk food is recommended to save money for the consumer, messages on the container can educate the audience (consumer) to reuse the container, and to be responsible, efficient and economical. Plastic bags for bulk candy are also possibilities; in this case, the price label and wire might have a message.

Possible location for messages in the campaign:

on the rubber band with the candy container (please refer to the comments about the rubber band, page 26.), the sticker on the plastic bag for bulk candy or on the wire for the plastic bag

Possible sponsor: Wegmans Food, Inc.



Ideation

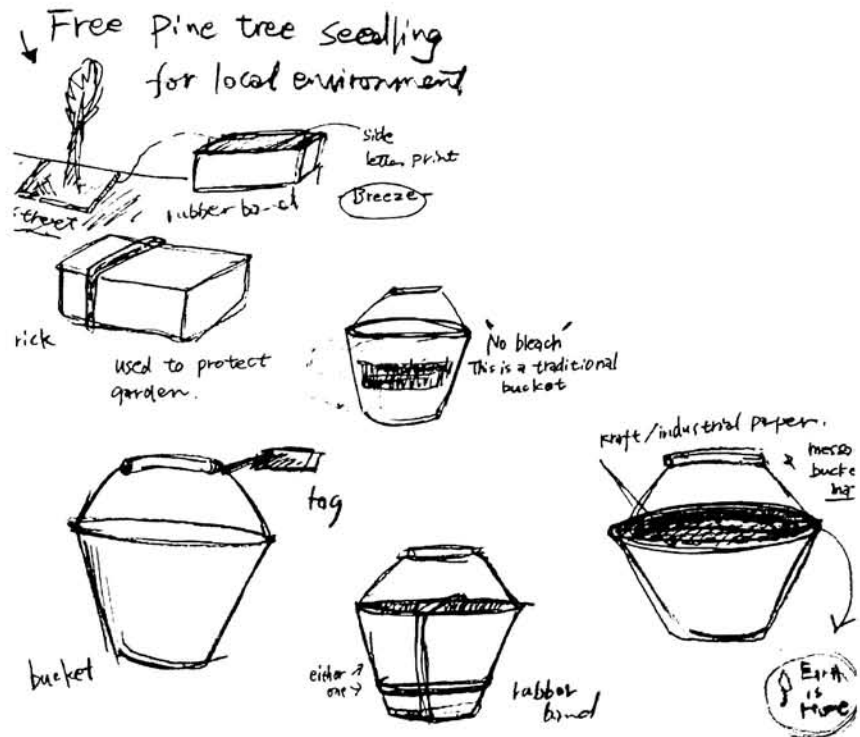
Possible Products and Messages

Given the home-improvement merchandise sold by Chase-Pitkin, bricks, a bucket, a garden hose and a broom are considered (the garden hose and the brick are on next page). Since these four are common household items and they are usually used over and over, it was thought that having messages about the responsibility of reuse on them would be effective to educate the audience. The brick can be reused as stoppers for doors, after being used in gardening (or vice versa). The bucket is durable for many uses, such as gardening, cleaning, storage, and making compost, etc.

Possible location for messages in the campaign:

on the bricks protecting plants on the streets (being printed with harmless ink)
on the rubber band with bricks at the store, on the bucket (inside and /or outside), on the tag with the bucket, on the rubber band with the bucket

Possible sponsor: Chase-Pitkin



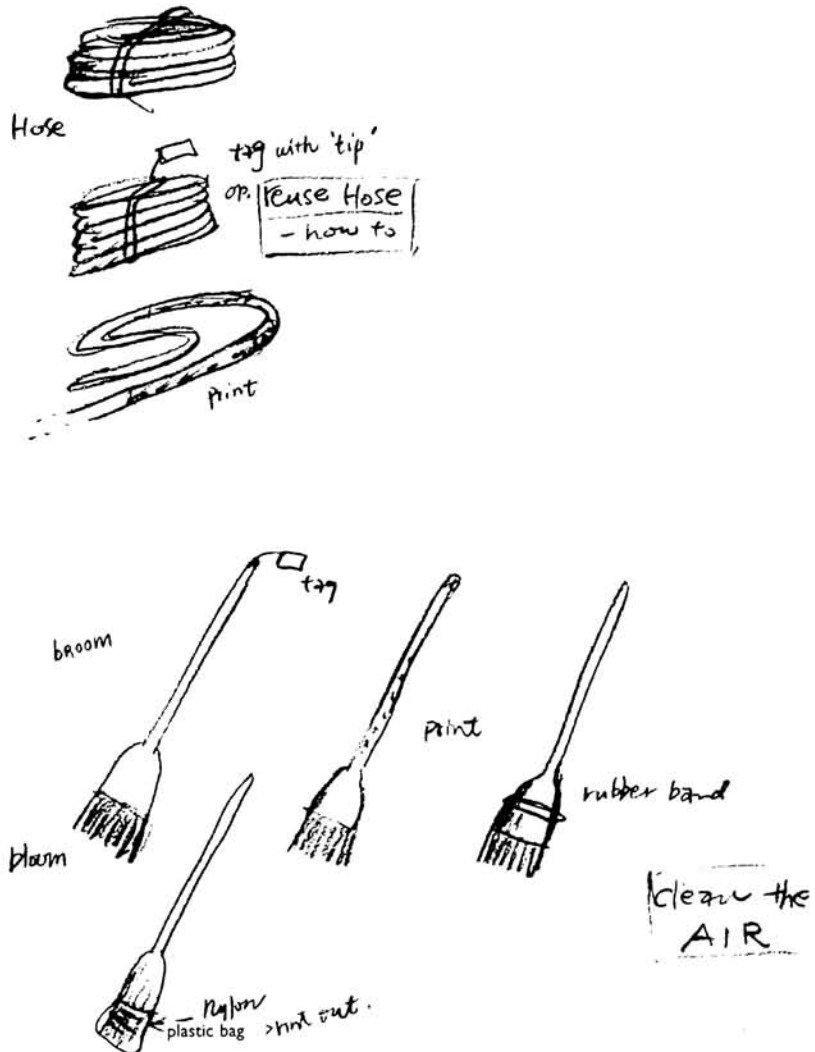
Possible Products and Messages

A garden hose could be reused for protecting an outdoor extension cord by slitting the hose along its length and pushing the cord inside of it. By inserting it in the ground and tying trees to it, the handle of a broom could be used to prevent trees from sagging and being blown over by the wind.

Possible location for messages in the campaign:

on the rubber band attached to the garden hose, on the tag belonging to the rubber band, on the surface of the hose, on the tag applied to the handle of the broom, on the surface of the handle of the broom, on the rubber band attached to the head of the broom (please refer to the comments about the tag and the rubber band, page 26.)

Possible sponsor: Chase-Pitkin



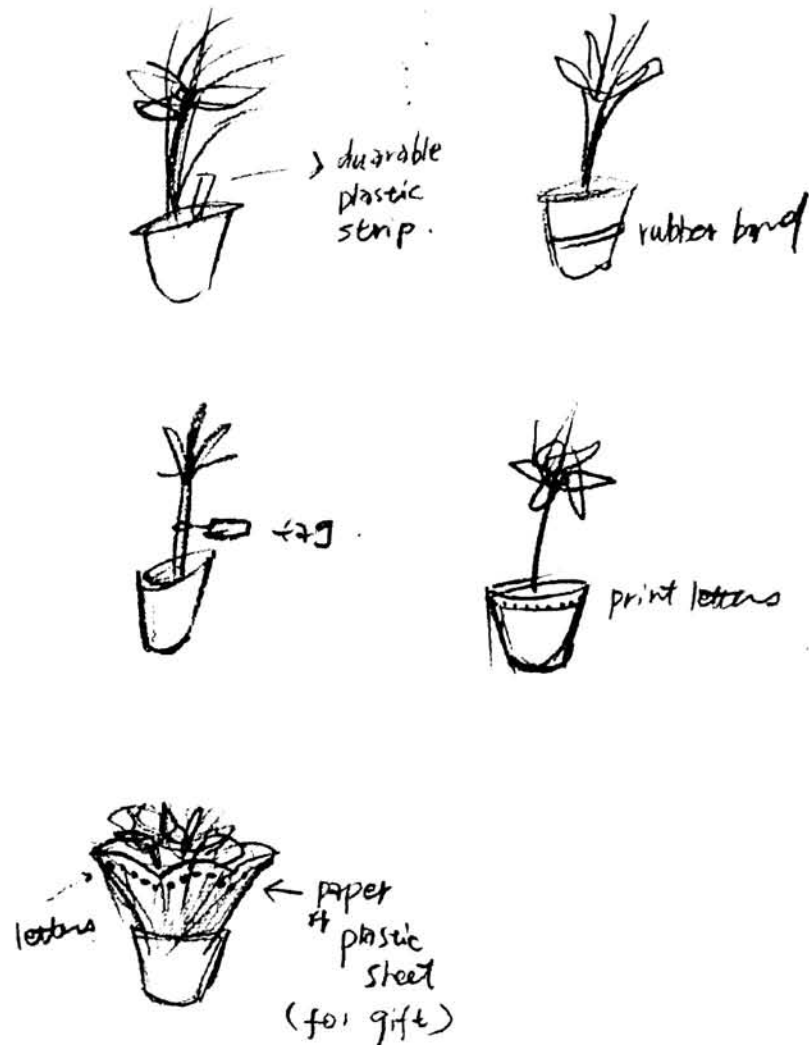
Possible Products and Messages

Another possible product for Chase-Pitkin might be to use the plant and flowers it sells as vehicles to place 'reuse' and ecologically-related campaign messages. For example, messages on the pot could convey reuse ideas to consumers, such as that the pot can be reused for other flowers, as a container, etc.

Possible location for messages in the campaign:

on the plastic strip explaining the plant, on the flower pot, on the rubber band with the flower pot, on the tag with the flower pot (please refer to the comments about the tag and the rubber band, page 26.)

Possible sponsor: Chase-Pitkin



Ideation

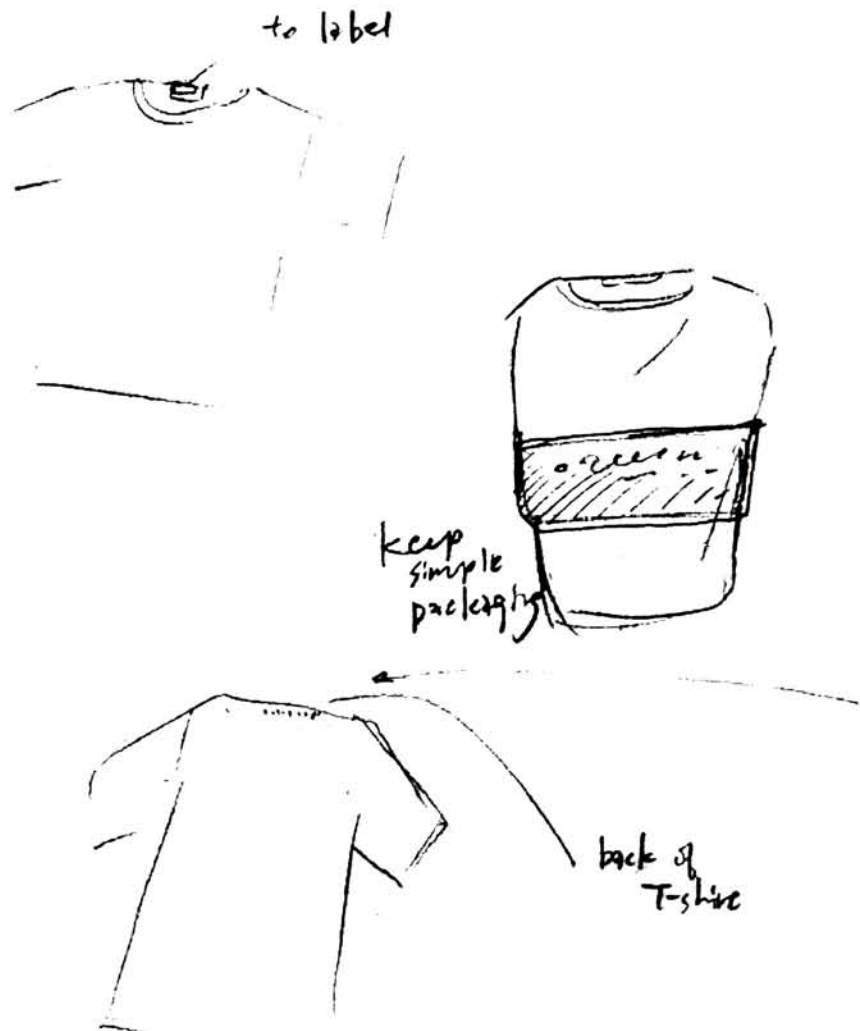
Possible Products and Messages

The products below are sponsored by the 'Eddie Bauer' company. Having the message on the least amount of packaging would be effective because the company is sponsoring the Global ReLeaf Tree project with the American Forests Organization. Messages could be printed on t-shirt packaging, on the label at the back of the neck (inside and/or outside), or on a one-color paper or plastic strip packaging band shown in sketch below.

Possible location for messages in the campaign:

on the label of t-shirt, on the paper or plastic strip holding folded t-shirt

Possible sponsor: Eddie Bauer



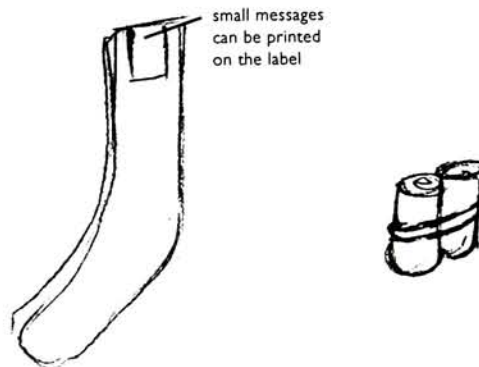
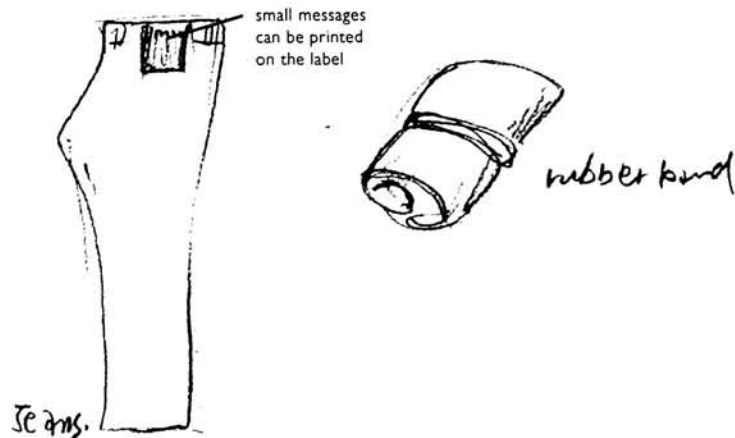
Possible Products and Messages

The examples below are also possible clothing products by Eddie Bauer. At the shop, they actually use a stretchy cloth band to hold folded towels; however, it would be ecologically appropriate if the band were produced more cheaply and had messages on it. This rubber band could be applied to other small clothing products such as handkerchiefs and socks, etc. Using ecologically-conscious techniques like these keeps packaging to a minimum. For big clothing items such as jeans, a paper label attached to the product could have a message on it (please refer to the sketch below).

Possible location for messages in the campaign:

on the label which is designed to go with minimal packaging, on rubber bands to hold clothing, socks, and towels, etc.

Possible sponsor: Eddie Bauer



Ideation

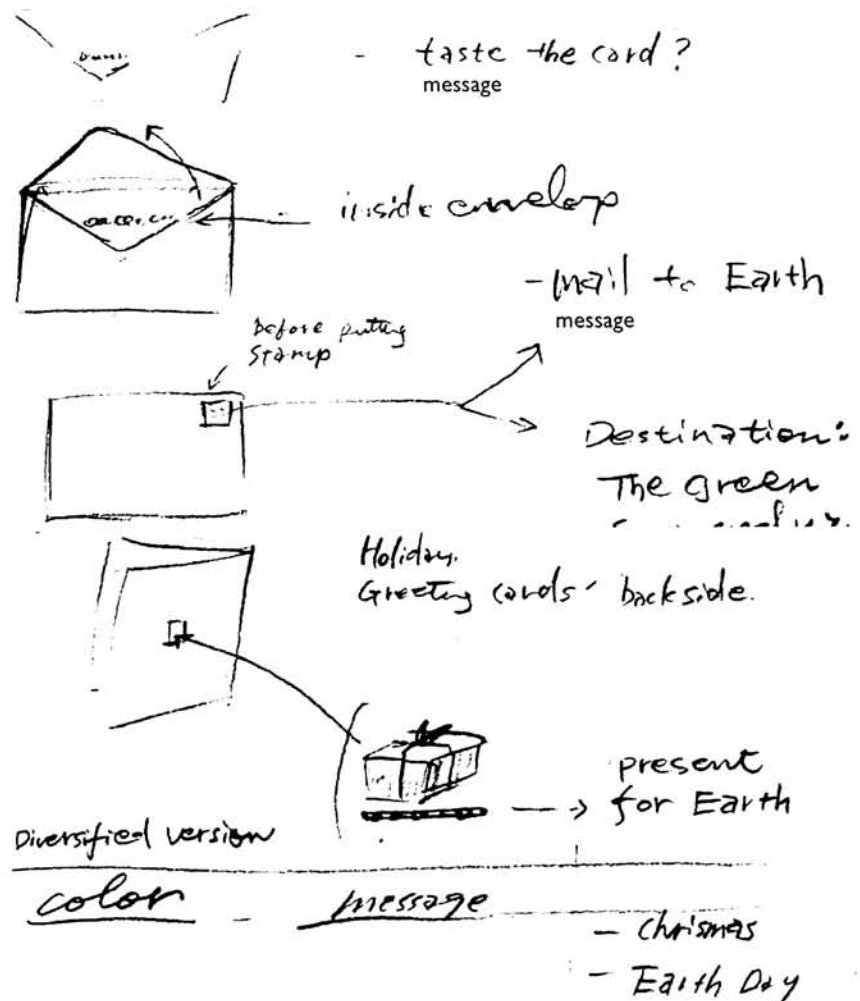
Possible Products and Messages

The cards and envelopes shown below are sponsored by the Hallmark Company. Printing environmental messages on products would be a reasonable as well as an effective approach to reaching a large number of people. More than half of all Hallmark cards are printed on stock that includes a minimum of ten percent postconsumer recycled fibers. Hallmark is the first major publisher to approach and work with paper mills to develop this paper.

Possible location for messages in the campaign:

inside or outside of envelope, on the location designed for the postage stamp, backside of the card

Possible sponsor: Hallmark



Possible Products and Messages

The baby food products shown below are sponsored by the Beech-Nut Company. Printing messages on the labels could recommend that mothers reuse the jars when making their own baby food, as well as other possible reuses.


Possible location for messages in the campaign:

on the lids of jars, on the labels of jars, on the tags attached to jars, on the rubber bands attached to jars (please refer to the comments about the tag and the rubber band, page 26.)

Possible sponsor: Beech-Nut

6 Beech-nut
Any shop which deal with Beech-nut products.

or Family. Mothers Fathers



the picture of contents

Lids letters - already existing.

Fresh, all natural
no sugar. No salt
Baby food
recommend to our Mothers
own baby food
using jars (re-use)

sustainability/messy,

Keep minimum packaging

- Freshness
sustain people's health



by picture.

audience can send their baby's picture. winner's baby can possess for a while

tip: patenting idea feeding idea according to (Beech-Nut stages) system.

- safe
- treasure bottle
- Essence for babies



rubber band

- Gift from Nature
- growing Earth, growing Baby

Ideation

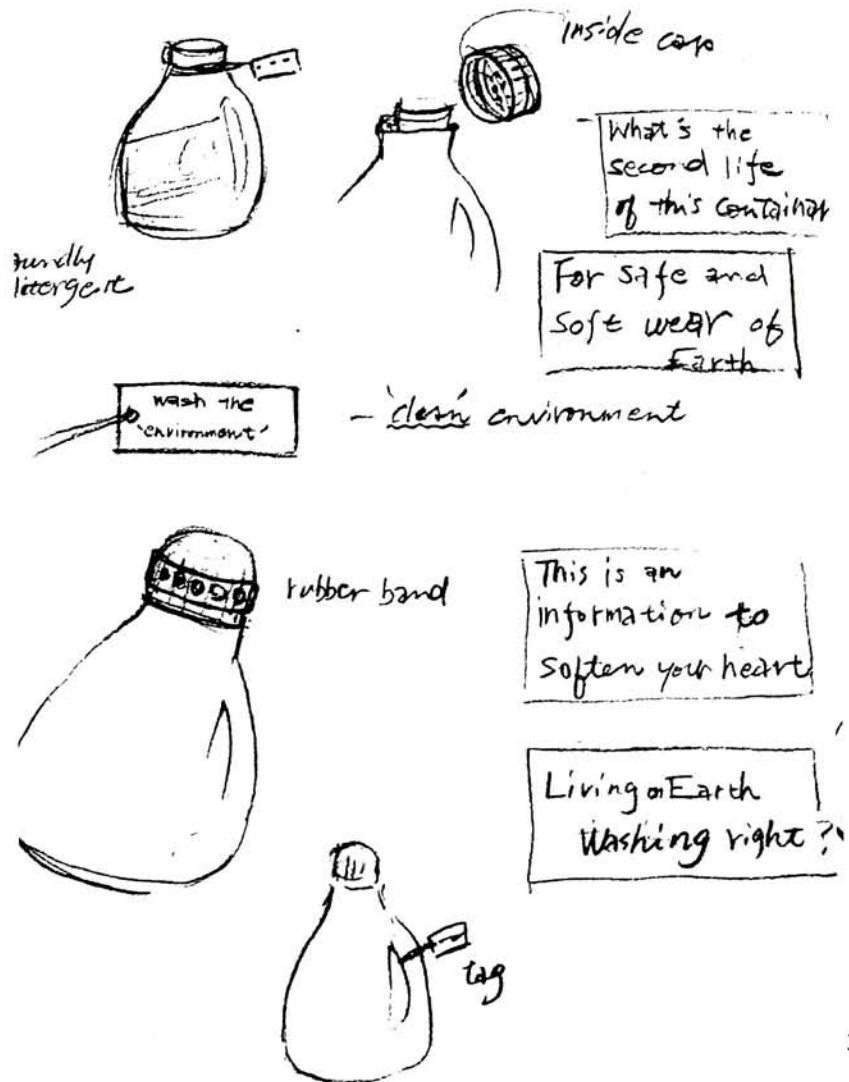
Possible Products and Messages

The laundry detergent bottles that Procter & Gamble invented are very recyclable. They are made of materials that were technologically considered. The corporation has an Environmental Science Department to investigate the use of chemicals in products and their packaging. (Rubber bands or tags are other possibilities to catch the audience's eyes; however, it is not necessary to use them if the laundry detergent bottles themselves can accommodate the messages.)

Possible location for messages in the campaign:

outside of the bottle, inside of the cap, on the rubber band attached to the cap, on the tag attached to the handle of the bottle

Possible sponsor: Procter & Gamble



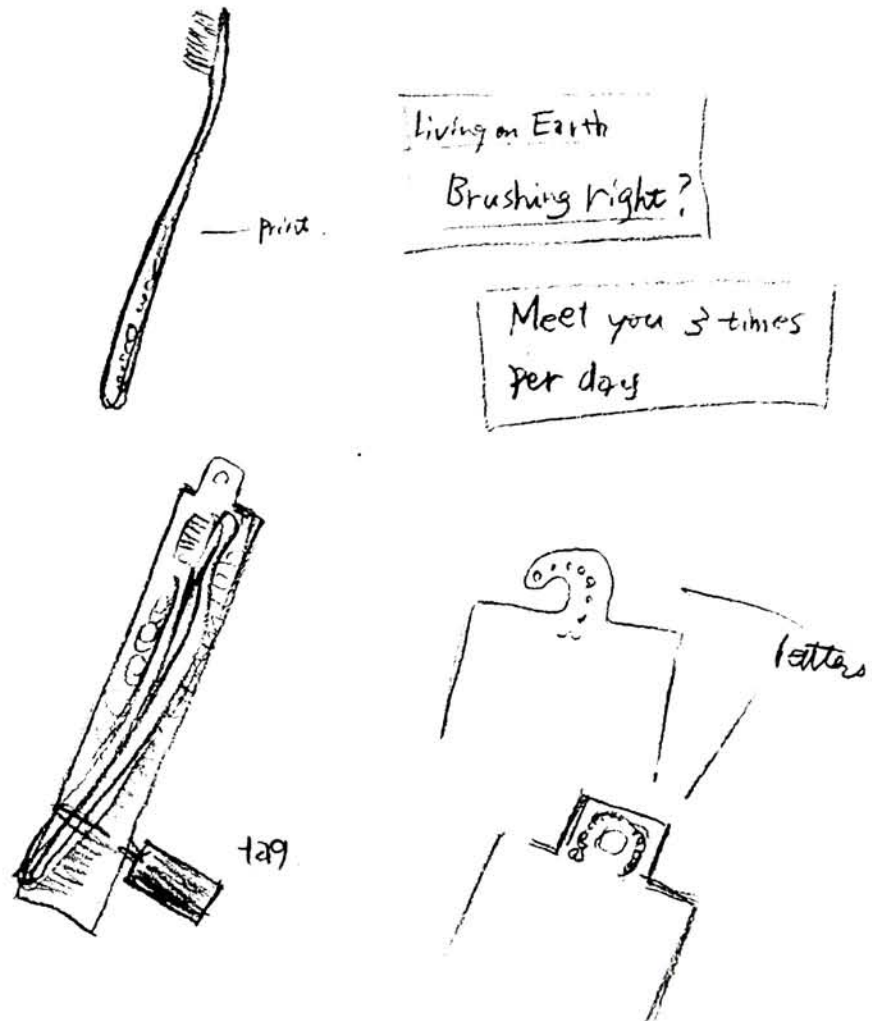
Possible Products and Messages

The toothbrush can be said to be one of the most common personal belongings in everyday life. If it has effective messages encouraging the audience to reuse it in various ways, it can be a successful campaign to address ecological issues.

Possible location for messages in the campaign:

on the handle of the toothbrush, on the package of the brush, on the tag of the package (please refer to the comments about the tag, page 26.)

Possible sponsor: Crest (Procter & Gamble)



Ideation

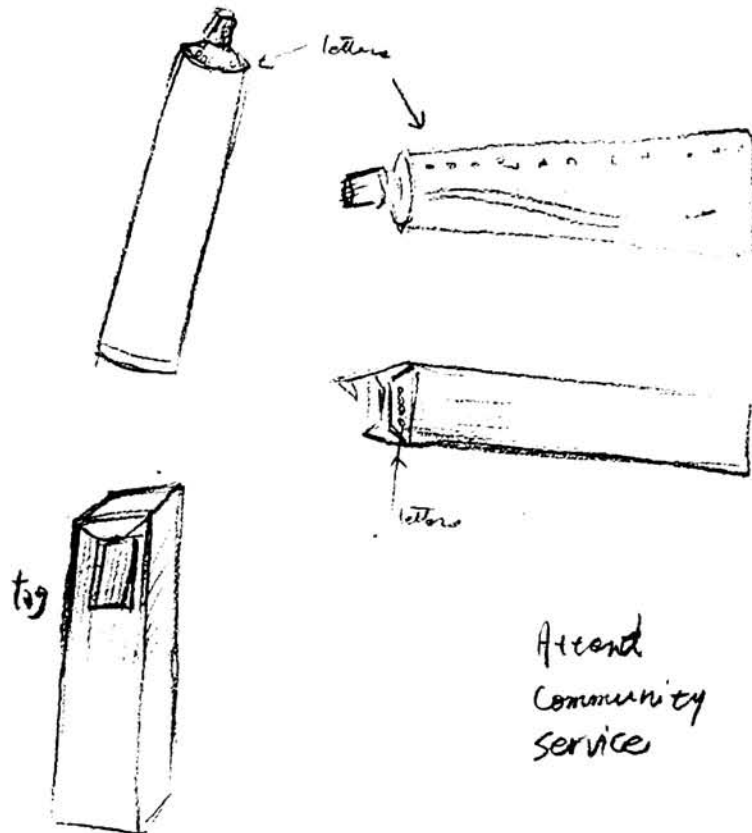
Possible Products and Messages

Since toothpaste and a toothbrush are used together, the environmental messages for the toothbrush could be also applied to the toothpaste tube.

Possible location for messages in the campaign:

on the tube of toothpaste, on the package of the toothpaste, on the tag attached to the package of the toothpaste (please refer to the comments about the tag, page 26.)

Possible sponsor: Crest (Procter & Gamble)



Attend
Community
Service

Wegmans has
a workshop
for Dental Health

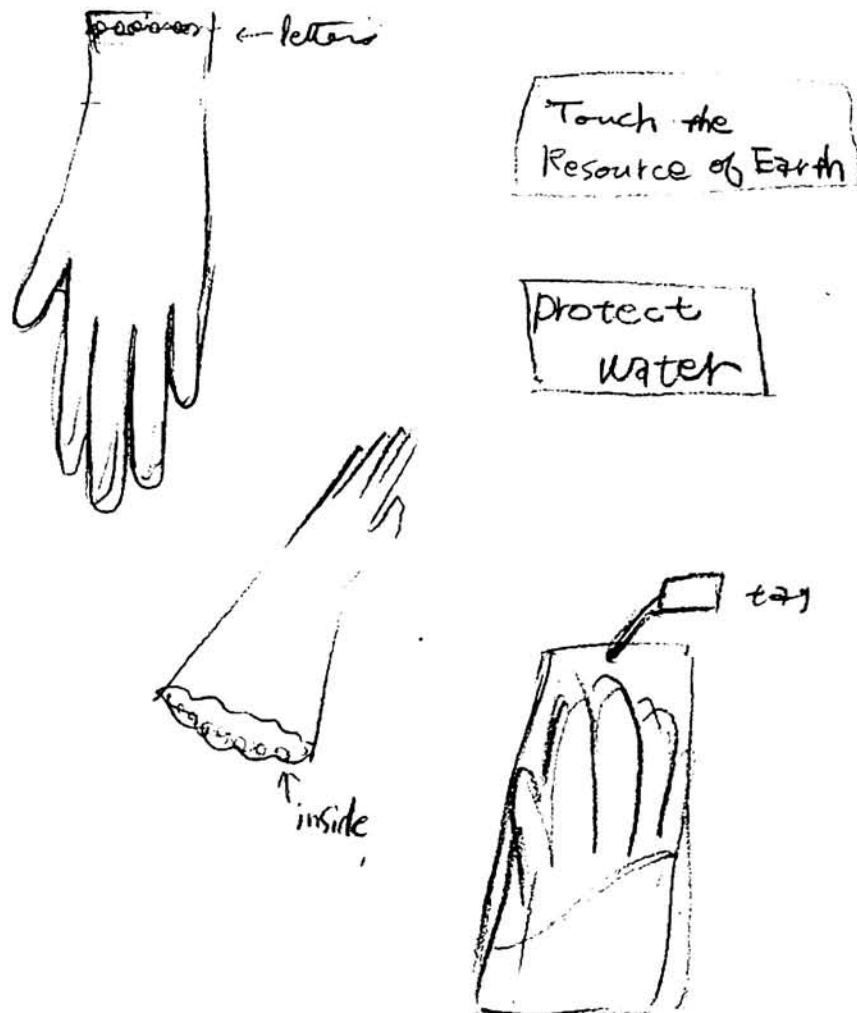
Possible Products and Messages

Rubber gloves are usually used for cooking, cleaning or gardening. Since they are made of durable thick rubber, they should be used over and over. This is also a common product in households. Therefore, to have messages on them will address ecological issues effectively. The audience can be specifically families, housekeepers, etc.

Possible location for messages in the campaign:

outside or the inside edge of rubber gloves, on the tag with packaging of rubber gloves (please refer to the comments about the tag, page 26.)

Possible sponsor: Procter & Gamble

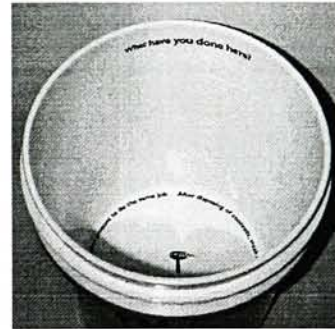


Refinement of Messages

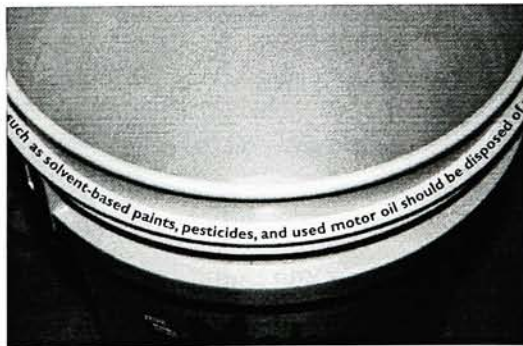
In a thesis meeting, the messages for the bucket were discussed. It is already known that a bucket is reusable and durable; however, it was considered that focusing on the contents of the bucket for this thesis would be an educationally innovative idea. The messages were expected to address proper disposal of cleaning products while using the bucket. Although the designer of this thesis had ideas to promote different subjects such as the way to dispose of hazardous home products, in this evaluation it was decided to eliminate the messages for those hazardous home products because they have a completely different method of disposal from that of the cleaning products. Besides this, in Message 1, 'Responsible' was changed into 'Thoughtful' to avoid repeating the same words, because the keyword, 'responsibility,' was used for the subheading of the final design application panel. In Message 2, another sentence to consider the process of disposing and using contents in the bucket was added for the final decision. The final decision is 'What are you doing with this bucket?' and 'What have you done with the contents?' In Message 3, the sentence indicated the disposal of household hazardous products; therefore, it was eliminated.



Message 1:
Make responsible use of me



Message 2:
What have you done here?



Message 3:
Household hazardous products such as solvent-based paints, pesticides, and used motor oil should be disposed of at approved hazardous waste disposal site.

Implementation

This is a panel presented in the thesis show at Bevier Gallery in RIT.

Three Different Design Applications Focused on Reusability

products context of the application	Teabag	Bucket	Toothbrush
Purpose in life	for making tea to drink (one-time use and thrown away after using)	for garden, gardening for safe cleaning -water soluble cleaning products for harmful household hazardous products for general use in physical plant	for brushing teeth
Reusability	reusable as a component of compost both tea bag and the leaves inside bag can be the contents of compost for garden	reused over and over according to each use, the consideration needed for environment will be different	reusable with a different purpose in life for cleaning in small places e.g., the soles of shoes grooves between tiles
Effectiveness	enrich soil reduce solid waste	for soil, air, water rethink about environment whenever it is used and during disposal of contents	for reducing energy by reducing solid waste
Messages	Enrich the earth with me Teabags and other organic materials such as fruit and vegetable peels can be added to a compost for the garden	Make thoughtful use of me Cleaning products which are mixed with water can be disposed of down the drain / for proper disposal, follow directions What are you doing with this bucket? What have you done with the contents? After disposing of contents, wash me thoroughly / Reuse me / Buy concentrated cleaning products reformulated to use smaller amount to do the same job	Your new idea makes me re-valuable Don't throw out your old toothbrush – it can be reused for household cleaning in small places!
Approach	sold at Wegmans Food Inc. or any retail store selling Lipton products	sold at Chase-Pitkin or other retail stores	sold at Wegmans Food Inc. or any retail stores selling Procter & Gamble products
Audience	adults (individual)	adults (individual)	adults (individual)
Other possible products	ground coffee, fruit and vegetable peels, egg shells, old bread		egg carton it will be used with a different purpose in life e.g., seed starter
Possible sponsor	Lipton	Chase-Pitkin	Procter & Gamble
Objective of the corporation and its activities	provide information about the health benefits of tea	Home Improvement Do-It-Yourself Flower City Habitat for Humanity	design recyclable detergent bottles Investigate the science of packaging to be committed to environment

Final Design Application

As a final design decision, three pieces of graphic design were created for a thesis show at the Bevier Gallery at Rochester Institute of Technology. Since it was found that printing on real products such as the teabag, the bucket, and the toothbrush was difficult and technically impossible with a limited time frame, the chosen messages and symbol for the ecological campaign were applied to those products by using Adobe Photoshop software on a Macintosh computer. Stock papers consisting of 20% postconsumer products were used for the design works in coherence with the ecological theme. These three concepts are presented on the following 3 pages.

These three products were chosen for this hypothetical campaign because they are able to be reused in different ways with a responsibility to nature. These are the concepts for the products selected for this campaign.

Teabag, Lipton (an assumed sponsor)

A used teabag can be put into compost for gardening to avoid needing to use chemical pesticides for the soil. This idea might provoke the audience to use other organic materials for compost, such as fruit and vegetable peels, egg shells, and coffee grounds.

Bucket, Chase-Pitkin (an assumed sponsor)

A bucket is usually used over and over. In this design solution, the bucket was chosen based on its ability to be used for many tasks during its lifetime. The goal is to focus on the responsibility of proper disposal of cleaning products by representing the reusability of the bucket.

Toothbrush, Procter & Gamble (an assumed sponsor)

A toothbrush can be considered one of the most common personal belongings in human life. The universality of the toothbrush makes it an effective vehicle to present appropriate messages. The idea of reusing the toothbrush for cleaning in small places is not new. However, no toothbrush had environmentally responsible messages. Therefore, it was considered that the approach on the toothbrush itself could be novel enough to make an audience remember this ecological campaign.

The actual size of the panel shown on the previous page is
21.5 (width) X 30.75 (height), Paper: Parchment (20% postconsumer fiber)

The actual size of the panel shown on the following three pages is
18.5 (width) X 20.5 (height), paper: Mohawk Superfine (recycle content is included)

Implementation

Ecological Campaign: Teabag

A printed example of the panel was presented in the thesis show because printing on the real product was not practical. After taking the photographs of the products, messages were applied to make the campaign product easily understood.



Implementation

Ecological Campaign: Bucket

A printed example of the panel was presented in the thesis show because printing on the real product was not practical. After taking the photographs of the products, messages were applied to make the campaign product easily understood. It was necessary to include different views to show the position placement of the multiple messages on the bucket.



Implementation

Ecological Campaign: Toothbrush

A printed example of the panel was presented in the thesis show because printing on the real product was not practical. After taking the photographs of the products, messages were applied to make the campaign product easily understood. Various locations for the messages were explored based on the idea sketches in the Ideation section.

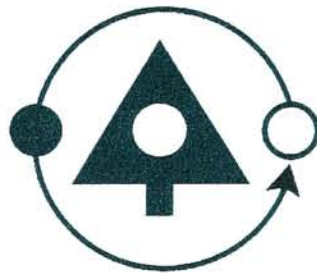


Implementation

Refined Design Application

After choosing one final symbol for the campaign, it was applied to the selected three products as a refined design decision. The final symbol was chosen from 6 symbols which were used for evaluation at the Student Alumni Union at RIT. (Please refer to 'Retrospective Evaluation' section, page 57.) The following pages show refined design solutions that include messages and the symbol for the created campaign. It was decided to have two different words on the symbol, either 'Reuse' or 'Responsibility' depending on the product on which the symbol is printed.

The Final Symbol Decision



In this symbol, a small circle representing product is reused over and over which is a different process from recycling. And eventually this process will help to conserve nature by reducing energy use and the amount in landfills. According to the results from the evaluation, this symbol has a strong impact because it is simple. It was determined from the evaluations that the symbol is successful to appeal to various kinds of audiences in terms of cultural, generation and overall perception.

Reuse, Responsibility, and Return

During a thesis committee meeting, another aspect of this symbol was discussed. Since this ecological campaign focuses on 'conserving nature' by reuse and responsibility while reusing products, 'return' is another possible word to use in conjunction with the concept of this campaign. 'Return' stands for bringing products to a repair shop instead of throwing them away, or implies that the 'reuse' will result in helping to conserve nature and sustaining the earth for all living creatures including human beings.

Implementation



Teabag

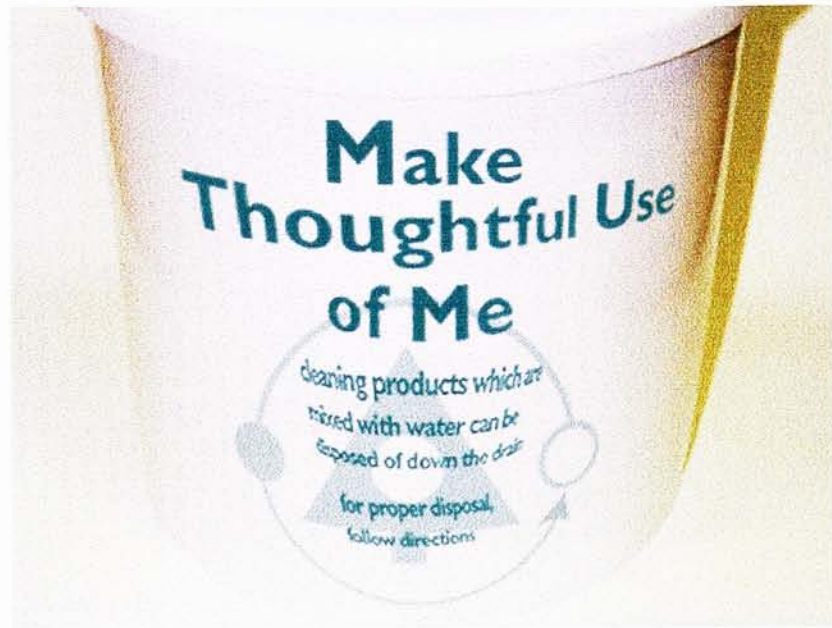
For the promotion of reusing teabag as a part of compost for the garden, the tea box will also be used. The message and symbol represents 'Reuse.'



Teabag

For the promotion of reusing teabag as a part of compost for the garden, the tag of the teabag has the message and symbol. The message and symbol represent 'Reuse.'

Implementation



Bucket

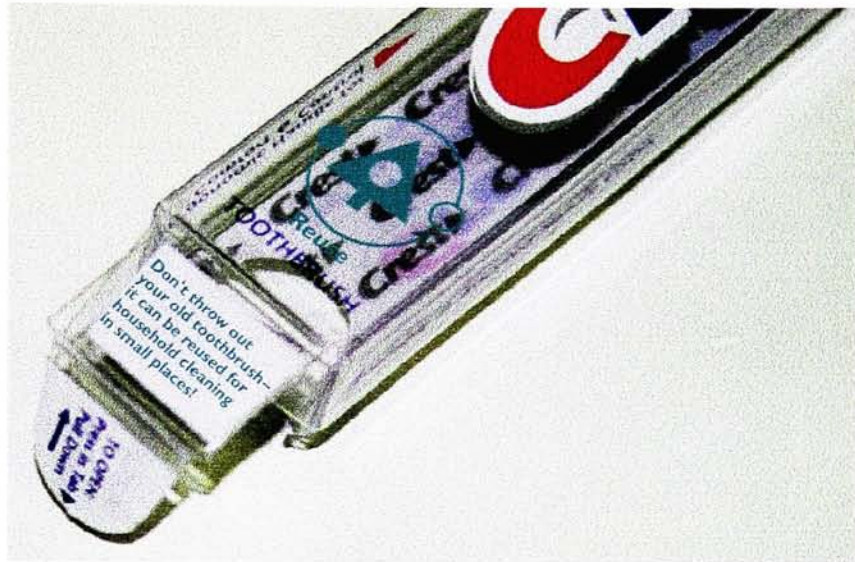
A symbol of a 30% screen value is placed behind messages, so that the symbol will also appeal to the audience's eyes while they read the message.



Bucket

The symbol is placed at the center of the bottom inside of the bucket. The message is 'Responsibility' to represent that the correct disposal of cleaning products is the responsibility of the audience.

Implementation



Toothbrush

For the promotion of reusing the toothbrush, the package of the toothbrush is used as well as toothbrush itself. The revised symbol will be printed on the package.



Toothbrush

For the promotion of reusing the toothbrush, the tube of toothpaste will also be used. The message and symbol represent 'Reuse' as well.

Implementation



Toothbrush

The toothbrush will have the message and symbol which represent 'Reuse.'



Toothpaste

The package of toothpaste will also be used for the message and symbol which represent 'Reuse.'

How This Campaign Could Be Distributed to an Audience

Since the selected products are all common elements in everyday life, the reaction of an audience toward this campaign is extremely important. In particular, as tea is a beverage, if inks are used to print messages on the teabag, it might cause serious health problems on the human body. The messages will be implemented by a watermark which is a nonharmful method of placing a message on a teabag. The outside of the teabox could have a notice assuring the consumer of the safe use of a watermark. The other products, the bucket and the toothbrush would not cause any direct harm to the human body. They are also easy to recognize because the messages relate to common housework such as cleaning in small places in the house, using laundry detergent, etc. To have this campaign in the future, the most important point should be representing the contents of messages clearly, and explaining the safe properties of the material used for printing the messages.

As an ecological campaign, it should be noted that it is not necessary to promote the products in any way which requires additional printed paper. Basically, it is preferable that major food corporations or discount shops commit to having the campaign for a certain period of time, because the audience in this type of stores can be regarded as middle class consumers that comprise the largest percentage of the population. Because of the volume in numbers of this class, their opinions or behaviors have the most potential in positively influencing the future direction of any market.

How This Campaign Could Be Distributed to an Audience

Future plans for each product

Teabag

This campaign idea will be promoted at major food corporations. In front of the entrance, or inside stores in the tea section, with real tea service, a person may explain how used teabags can be used again for compost. As for gardening, it might be effective to show some plants and the bags for collecting compost where the teabags are placed after drinking tea. Today, various kinds of tea are sold in big food markets and audiences from different cultures prefer a wide range of flavors. It will be influential if major tea companies would support this campaign.

Bucket

This campaign idea will be promoted at retail stores which also deal with cleaning products. For example, in the corner of the store, it could catch the audience's eyes by placing products in a kiosk for displaying the buckets and cleaning products.

Toothbrush

This campaign idea will be promoted at retail stores which deal with households so that the audience can be encouraged to relate ecological issues to their everyday lifestyle. For example, Wegmans Food, Inc., held a promotion for National Children's Hygiene month which was supported by Procter & Gamble and Crest Toothpaste.

Outside Evaluation

In order to gain feedback from the audience, an evaluation was held. It was held in two different places because after the first evaluation, the symbol part of the created design work was refined. The second evaluation focused on the refined symbol on the design work. Therefore, the form of evaluation also consists of two different parts of the questionnaire. One is about the overall campaign and products with messages, including a symbol which was decided upon before the thesis show. The other is about the symbol which was refined after the show. In this evaluation, 6 symbols were shown for testing at the Student Alumni Union (SAU) at RIT. It was found that the audience was quite interested in the environmental issues incorporated in graphic design. It seems that the idea of using everyday, familiar products provoked the audience to have an interest in ecological issues by its environmentally responsible design.

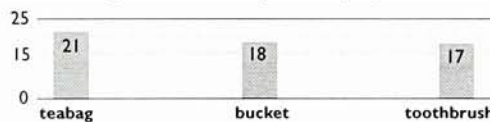
The reason this evaluation was held at the SAU was to ask an audience who were not graphic designers for feedback; in this way, more consumers' thoughts would be gained instead of criticizing just design effectiveness, such as color use, the shape of the symbol, etc. Please refer to Appendix D that shows both evaluation questionnaires:

'Graphic Design and Ecology' focusing on a campaign itself, and 'Symbol in Campaign' focusing on the communication of the symbol.

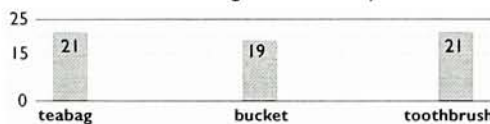
Summary Results of Evaluation

A total of 25 people filled out the Graphic Design and Ecology part of the evaluation form. 9 of 25 people surveyed were at Bevier Gallery at RIT. Please refer to Appendix D to see the complete form of Graphic Design and Ecology.

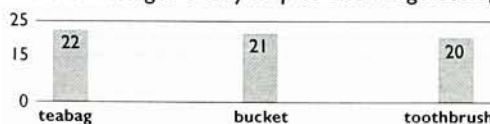
1. Is the design of the ecological campaign believable for each sponsor?



2. Does the added message make each product more valuable?



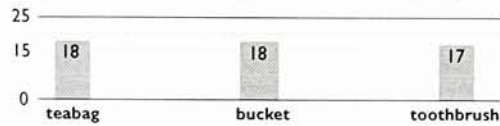
3. Do the messages clearly help to encourage ecological responsibility?



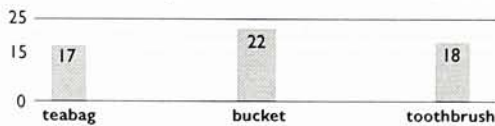
Retrospective Evaluation

continued

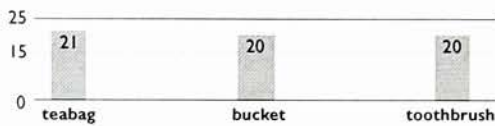
4. Do you think these designs will motivate people to reuse each product?



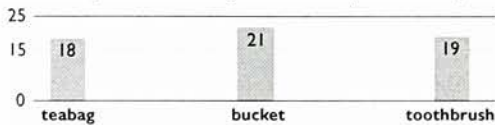
5. Are these three products reasonable selections for reusability messages?



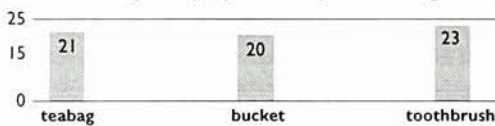
6. Does the idea of printing messages on real products seem to be environmentally responsible?



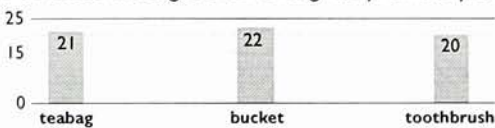
7. Are the printed messages on these products eye catching?



8. Was choosing everyday, familiar products a good approach?



9. Are these messages clear enough to promote public awareness?



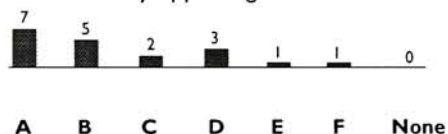
Retrospective Evaluation

continued

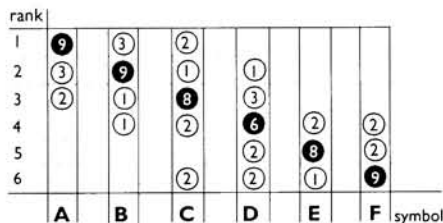
Summary Results of Evaluation

A total of 16 people filled out the 'Symbol in Campaign' part of the evaluation form. They were surveyed at SAU at RIT after the thesis show. Please refer to Appendix D to see the complete form of 'Symbol in Campaign.'

1. Please explain your decision about which symbol do you think is the most visually appealing?



2. Please indicate which symbols communicate the concept of 'reuse' most quickly? Please rank from 1-6 with 1 indicating your strongest choice and 6 indicating the weakest.



3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes 16

Symbols tested in the evaluation at SAU



A



B



C



D



E



F

How This Ecological Campaign Could Be Improved in the Future

Campaign Materials Considerations

According to the opinions and suggestions on the evaluation form about future improvements, it was found that much consideration about materials used in products is needed when the products are chosen for the ecological campaign. Because the product chosen for the 'reuse' campaign could ideally be recycled to reduce using virgin resources, the materials of the products such as chemical compounds, need to be certified as recyclable and biodegradable. Since this is a field of science and engineering, it is difficult for the designer to completely assess the current and future situation of recycling. In this thesis, the designer was challenged to create a campaign that had a reasonable choice of products and messages.

Visual Impact Considerations

Most of the other feedback referred to the visual impact of the messages and symbol, such as having powerful and bright colors, large typography for messages, etc. However, the designer had to consider how to minimize the impact on the environment during the design process. Besides, the designer's goal was to keep the messages simple. However, some survey respondents thought that simpler messages would be preferable. In the future, perhaps simpler messages should be considered for a campaign of this nature.

Future Direction

In the field of graphic design, designers have always needed to consider the materials in which their designs would be made. Today, more than ever, the knowledge of the designer must expand even further to include awareness of appropriate materials with the proper qualities that are recyclable, biodegradable, etc. As a designer, the next area of consideration is to investigate how simplicity of designing with effective visual and conceptual impact can be achieved.

How This Ecological Campaign could be Improved in the Future

continued

These results were obtained from the evaluation of the 25 people. Nine people were surveyed during the thesis show without the symbol evaluation which was asked only in the evaluation at SAU. The other 16 people surveyed at SAU responded to both the campaign and symbol questionnaires. These results will help to accomplish the objective of the designer described on the previous page.

Symbol (Please refer to the Summary Results of Evaluation, page 57.)

According to the results, 7 of 16 people thought symbol 'A' was the most visually appealing, at the same time, they thought 'A' communicated the concept of 'reuse' most quickly. The comments say it communicates well because of its simplicity. Overall 16 people thought that the symbol itself would communicate on its own, therefore the symbol should be as simple as possible, representing the concept clearly.

Teabag

According to the results, this product needs to be certified as to whether it is compostable for all farms or not. For example, it may be good for just flower pots or personal gardening; however, it may not be good for larger areas because of its effect on the microorganism, etc. Its reusability to the earth should be clarified.

Bucket

According to the results, even though the audience thinks that the use of bucket is reasonable and the design is eye-catching, they don't think the added messages make the bucket valuable. It was considered that because the bucket is reusable and the contents of the messages are already known, more valuable information about cleaning or simplified metaphors connected to cleaning and disposal would be more feasible instead of directly addressing already known methods of disposal.

Toothbrush

According to the results, this product is considered familiar and messages make the product valuable; however, it doesn't seem that the messages are clear enough to promote public awareness. It is considered that the toothbrush of the future should be clearly certified that its material will contribute to something helpful for the earth, because the notable feature is that a huge quantity of toothbrushes are used and disposed of throughout the world. Therefore, it is strongly desired that a new type of more durable toothbrush

Conclusion

Through this thesis study, it seems that graphic design will garner additional respect if it automatically can consider environmental issues such as conserving natural resources by reducing the use of materials, reducing packaging and the impact on the environment. Since graphic design can be considered a tool for communicating information about the products and the environment to the audience, it became more clear in this thesis study that visual communication conveying thoughtful messages to society is a reasonable approach. Since the production process, including the method of disposal, is important in reference to the environment, product design should be considered as well as graphic design. However, the focal point of the designer of this campaign is how visual communication can convey an ecological issue; therefore, graphic design will be instrumental in influencing public awareness about these crucial issues.

Since the hypothetical campaign in this thesis focused on 'reuse,' it was important to consider how the selected products could be reused and whether the idea for each product was reasonable or not. In addition, the created messages needed to be appropriate to the specific environmental issues such as reducing impact on the environment and reusing as a more sustainable way to conserve nature. Besides this, the most considerable concept to explore is how graphic design plays an important role in terms of communication between ecologically considered designs on reusable products and the audience who would be motivated and educated by them. The effective communication of graphic design in this created campaign was to show practical reasons for reusing the products, the best location for the messages, and what should be promoted to the audience through reusing the products.

Eventually through this study, it is expected that the audience will understand that reusing results in reducing energy use and filling of landfills so that individuals can participate in conserving nature and build a more sustainable economy and culture in society. However, it is necessary for the audience to be able to talk sensibly about ecology as it relates to their daily use of common products. Ultimately, it will be necessary to refer to decreasing the use of virgin resources because deforestation in the world is a serious problem. Studies such as this thesis study should be expected to refer to this issue in the future. Currently, it seems that provoking the awareness of the audience about energy, overconsumption, and ignorance of personal responsibility is needed to develop the next stage, where the economy and culture should improve to support production quality and process, etc. To support ecologically considerate products and design, the lifestyle of this mechanical and technological society will need to evolve into a sensible, sustainable lifestyle. Considerations such as the way to make products, the way to use them, and the way to dispose of them should be examined.

Conclusion

continued

In short, the designer of this campaign gained the experience to demonstrate the incorporation of appropriate design decision-making into an ecological campaign, as well as further insight into herself. The designer has learned that nature and the need to conserve and preserve the earth's resources thereby maintaining life's precious ecosystems will be key themes as she journeys through her design career. The most important thought obtained through this study is that maintaining simplicity and approaching visual communication effectively and honestly creates a reasonable and responsible ecological campaign.

Glossary of Terms

- compost The final humus-like stabilized product obtained by biological processes from solid or liquid organic wastes present in household (or garden) refuse.
- disposal The placement of waste materials in a landfill, incinerator or other repository intended for permanent containment or destruction of waste. Reuse, recycling and composting are not considered disposal.
- ecology The science studying the interrelationship of animals and plants with their environment; as far as the human being is concerned, ecology means also the study of the influences exerted on man by his environment.
- environment All elements on earth having an influence on the existence of human beings and of a very large variety of animal and vegetable species.
- household refuse All solid waste issuing from normal households.
- recyclable(s) Discarded materials that can be collected, sorted, processed, and then used as raw materials in the production of new products. 'New Products' do not include materials that are used as fuel substitutes or for energy production.
- recycle/recycling The series of activities by which discarded materials are collected, sorted, processed, and converted into raw materials and used in the production of new products. Recycling does not include the use of these materials as fuel substitutes or for energy production.
- recycled content The portion of a product or package that contains materials that have been recovered or otherwise diverted from the solid waste stream either during the manufacturing process or after consumer use. Many paper products are made with 100% recycled content.

Glossary of Terms

continued

- reuse The recovery or reapplication of a package, used product or material in a manner that retains its original form or identity. Unlike recycling, reuse does not involve processes that significantly alter the original condition of the package product.
- virgin feedstocks Natural materials that are used to produce products, such as trees in the forest. These can be conserved if recycled products are used rather than the virgin feedstocks.
- waste Discarded materials and products that are landfilled or incinerated rather than reused, recycled, or composted.
- waste reduction Decreasing the quantity of materials and/or products that are landfilled or incinerated. This may be a combined result of source reduction, reuse, composting, and recycling practices.

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Appendices

Appendix A: Three Matrices

Appendix B: Examples of Ecologically Friendly Design

Appendix C: Products Used in the Campaign

Appendix D: Evaluation Form

Appendix E: List of Campaign Partners of RPA100%

Appendix F: Annual Reports of Des Moines Metropolitan
Solid Waste Agency

Appendix A

Matrix I

Consider how the created campaign approaches the audience with environmental responsibility

types of information and function distribution to the audience	3R: reduce, reuse, recycle 'Repair' as reuse 'Rental' as reuse	reuse and the aspects of sustainment	conserving nature, reducing energy and reuse	educational as well as environmentally friendly	simplicity of life and reuse
send by mail					
distribute to communities having workshops, lectures, etc.					
on the street, hand-to-hand with survey					
mount a show or exhibition in city hall or in retail stores sponsoring the campaign					
distribute at schools: middle, high school, college and university levels					

Appendix A

Matrix 2

Consider what kind of materials are effective for encouraging audience to reuse the products proposed in the campaign.

materials and function	industrial paper, craft paper, or other recyclable materials	postconsumer paper, 100% recycled paper	not easily recycled, but reusable and durable	alternatives to paper such as plastics, rubber, glass, and clothing	steel, aluminum in order to focus on 'reuse'
audience reaction to practicality and durability of products					
not eye-catching and results in being trashed					
surprising and makes audience have interest					
interesting enough to keep it					
provoke audience educationally					
provoke audience to create other ideas about reusing					

Appendix A

Matrix 3

Consider how the attitude of the main message and the whole campaign will communicate with the audience.

the attitude of whole campaign	enlightening	cheerful enjoyable	educational	difficult to understand the concept	easy to understand the concept
the possible response from the audience					
positive feedback					
hard to accept and understand					
agree and support the concept of campaign					
explore the concept and continue contacting planner, designer, sponsor					
keep the message in mind and communicate with others, develop their own idea about reuse					

Appendix B

Examples of Ecologically Friendly Design

This is a categorized design works including both graphic design and industrial design. These works are regarded as eco-friendly designs which have environmental responsibility. In this example, designed works that have simplicity were also included.

type of message and information / type of design and focal point	These are considered to reduce energy, they also help minimize the impact on environment.	These designs focus on simplicity, and will direct audience to consider how the simplicity can be helpful for recycling and for environment.	These are designed for their specific audience. They also include educational approach to provoke audience to think about nature.	These are created to enhance the interest of audience about alternative materials and their reusability.	These designs are dedicated to reducing, reusing, and recycling. They will enlighten audience to develop sustainable ideas for environment.
Graphic Design focus on reuse	2. 3.	7.	8. 11. 12.		
focus on recycle	1.	4. 5. 6.	9. 10.		
Graphic Design & Industrial Design focus on reuse	9. 11. 14. 15. 16. 18.	22. 23. 24. 25. 26.		27. 28. 29.	30. 31. 32.
focus on recycle	10. 12. 13. 17. 19.	21. 22. 23.		28.29.	33.
Industrial Design focus on reuse	34.	35. 36.			
focus on recycle	34.				

Appendix B

Examples of Ecologically Designed Pieces

These are dedicated to reducing energy, reusing, and recycling.



1. A Series of Royal Mail Postage Stamps

Overall, it is simple, showing a strong image of humans. The stamps are for the anniversary of Britain's National Health Service.



2. Promotional Poster by Brian Collins for Alabama AIGA

When this poster is folded, it turns into an envelope. One of the poster images



3. Recycled Christmas Card

Both paper and graphics torn into little pieces are recyclable. Card is handmade paper.

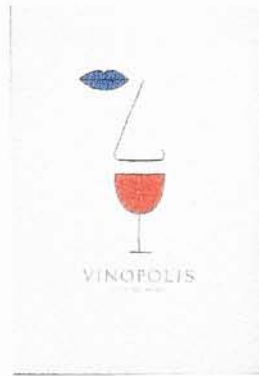


4. Personal Stationery

The business card held by the die-cut slit looks like letterheading. It can be taken and used as a normal business card.

Appendix B

continued



5. Poster for Vinopolis (Wine product)

This poster is released with the bottle of wine it promotes. It represents simplicity and consumer-friendly sophistication.



6. Week-at-a-Glance Calendar 1993

The promotional calendar is from a Toilet Cubicle manufacturer. Each week is printed on a swatch of newspaper, which is suggested to be used as toilet paper.



7. 365 Penny-Sized Indentations calendar 1994

The promotional calendar is functional in that the 365 days are represented by indentations that each can hold a penny.

Appendix B

continued



8. Briefing Package for a Student Competition

The package has two different functions: one is an envelope, the other is a folder to hold loose-leaf instructions. This was created in response to a brief from D& AD and Royal Mail in U.K. to reduce the cost and increase the efficiency of packaging.



9. Invitation

Photo album made of stock paper. The inside pages are die-cut to hold photographs.



10. Envelope

Recycled stock was used for envelop and wrapping.



11. 3-D Tree Calender

Calender cover is separated into little pieces to build a tree. It refers to the opposite way of the usual progression, tree to paper. This calender is printed on recycled stock.

Appendix B

continued



12. Catalog for Art Exhibition

The catalogue for an art exhibition includes unwanted paper gathered from the printer's floor.



13. No-ink Calendar

Calendar made with no ink. Blind embossing and debossing are used and create contrast for weekdays and weekends.



14. Brochure with Low Budget

Brochure bound with just rubber bands. It allows a client to update the pages easily. With a low production budget, inexpensive materials are used.

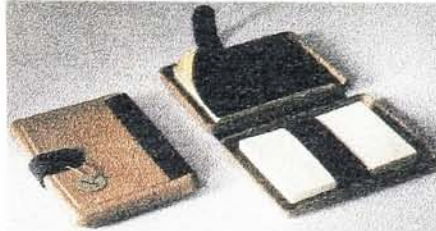


15. Pencil Case

Blind embossed package for pencils looks very simple and has firm fastening. It will be durable enough to reuse.

Appendix B

continued



16. Stationery Folder

By drying the newspaper pulp and mixing it with beeswax, a material which is evenly colored and waterproof was created for stationary folders.



17. Poster, Brochure, and Card for Fabric Designer's Exhibition

Thin layers of cotton attached to backings of recycled paper create poster, brochure, and card.



18. Invitation

Sliced wood from storm-damaged trees was used for invitations for an unusual Alpine-themed Christmas party.



19. Package for Brochure

The British Rail Parcels Group had a promotion presenting brochures to encourage new business. The brochures are packaged in typical packaging materials, such as bubble wrap and corrugated cardboard.

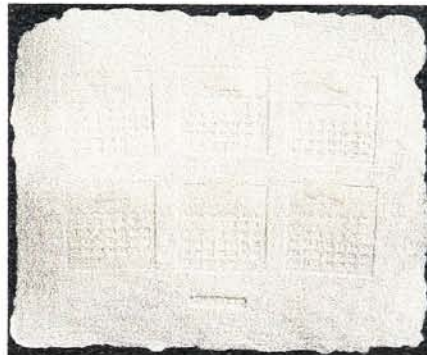
Appendix B

continued



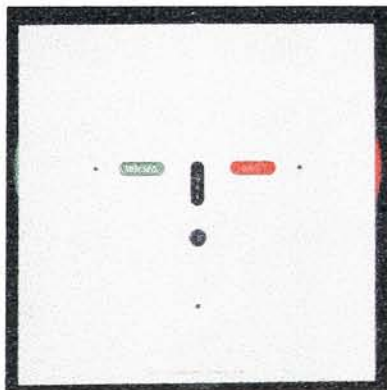
20. Envelope

Envelopes with embossed area for name and address are made for simple stationery.



21. Handmade Paper Calendar

Handmade paper as a calendar. No ink is used and only embossing and debossing are used.



22. Calendar 'Face'

Calendar for a typesetting company. The eyes, nose and mouth are die-cut to reveal the dates. The typography is printed on disks which are installed on both sides of ear parts. They can be turned to change dates.

Appendix B

continued



23. Poster for Vinopolis (wine product)

The simple labels are designed for consumer-friendly sophistication.



24. Packaging for Foods Marketed by Conran Design Partnership in UK

The bottled food products have a simple label whose photograph represents the contents.



25. Packaging for foods marketed by Conran Design Partnership in UK

This tea can has simple but powerfully color-coded packaging.

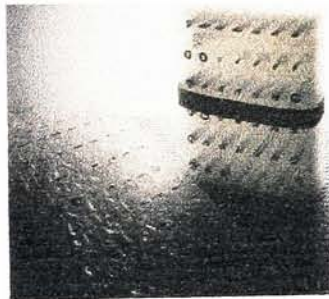
Appendix B

continued



26. White-Glass Bottle of Olive Oil by Tunisian Producer

The bottle of olive oil has a plain and simple design. The designer wanted to ignore any branding. The label explains the product's origin.



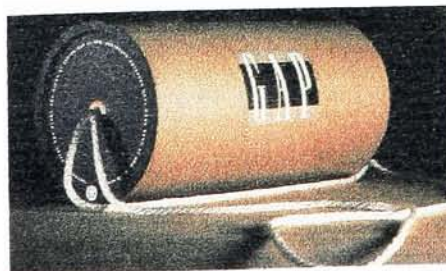
27. Calendar by Bubble Wrap

This simple and functional calendar is made of bubble wrap.



28. Promotional Brochure for Cross Pointe Paper Company

The promotion of a paper company is a sketchbook. Its functional value and well-known illustrator's work make it easy to keep. It used 100% recycled paper and waterpress printing using soy-based inks.



29. Gap Shoe Box (prototype)

This package is made of recycled materials. It also can be used as a tote.

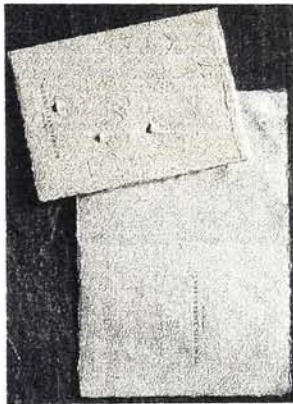
Appendix B

continued



30. Shoes Packaging for Superga in Italy

This shoe box is collapsible and reusable. Its color code will also be changed for each season.



31. Hand-made Christmas Card

This card contains a number of Norwegian seeds. It instructs recipients to plant them and they will grow. This client is an environmental organization related to West Africa's rainforest.



32. Tea Packaging for Blue Willow Tea Company

The package for tea has an interchangeable label system to identify each tea flavor.



33. Cellulose Sponge by The Body Shop

The package is a recyclable plastic bag on which text is printed:

refill bottles, sustain resources,
minimize packaging, recycle plastics,
plant trees, reuse packaging,
against animal testing, identify plastics,
recycle waste, protect wildlife
campaign for change.

Appendix B

continued



34. Towel Set

Towels packaged in a robust box. The box can also be used as a display case by means of its string fastening.



35. Clock with Paper Use

Paper with clock. It can be reused by changing the paper. It is simple and contributes to saving energy during producing and disposing.



36. Side-light with Paper Shade

The paper is combined with a solid cast iron base to create contrast.

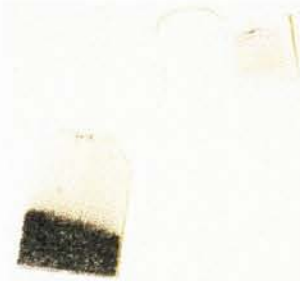
Appendix C

Products Used in the Campaign

These products were used to create the final design in this thesis. Created messages and symbol were applied to these products by using Adobe Photoshop software on a Macintosh computer.



teabox



teabag



bucket



toothbrush



packaging of toothpaste



packaging of toothbrush



toothpaste & packaging of toothpaste

Appendix D

Evaluation Form

Examples of Blank Evaluation Forms

Graphic Design and Ecology

Symbol in Campaign

Evaluation Forms from Surveyed people

Appendix D

Evaluation Form

This form was used for an evaluation at the Bevier Gallery during the thesis show. This form focuses on overall themes about the ecological campaign. A total 25 people were surveyed for this questionnaire.

Graphic Design and Ecology Evaluation Questionnaire

**This ecological campaign will be implemented
by modifying existing products to include ecological messages.**

Lipton	—	teabag
Chase-Pitkin	—	bucket
Proctor & Gamble	—	toothbrush

Assume that these sponsors have developed ecological campaigns.
Please respond to the questions below.

1. Is the design of the ecological campaign believable for each sponsor?
2. Does the added message make each product more valuable?
3. Do the messages clearly help to encourage ecological responsibility?
4. Do you think these designs will motivate people to reuse each product?
5. Are these three products reasonable selections for reusability messages?
6. Does the idea of printing messages on real products seem to be environmentally responsible?
7. Are the printed messages on these products eye catching?
8. Was choosing everyday, familiar products a good approach?
9. Are these messages clear enough to promote public awareness?
10. How could these campaigns be improved?
Please use the back of this sheet for additional thoughts

note: Each question from 1–9 has 'Yes' and 'No' to choose per each sponsor:
Lipton, Chase-Pitkin, Procter & Gamble

Appendix D

Evaluation Form

This form was used for an evaluation at the Student Alumni Union (SAU) at RIT. This questionnaire focuses on the symbol of the ecological campaign. A total 16 people were surveyed for this questionnaire.

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways.

A symbol design is being developed to use as part of this campaign.

Several different potential solutions are here for your evaluation.

Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing? Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly? Please rank from 1– 6 with 1 indicating your strongest choice and 6 indicating the weakest.

— symbol A

— symbol B

— symbol C

— symbol D

— symbol E

— symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

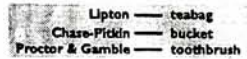
Yes No

Graphic Design and Ecology

-Luzuozu Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

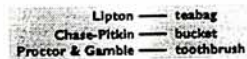
	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
2. Does the added message make each product more valuable?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
4. Do you think these designs will motivate people to reuse each product?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
6. Does the idea of printing messages on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
7. Are the printed messages on these products eye catching?	Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
10. How could these campaign be improved? Please use the back of this sheet for additional thoughts	<i>Maybe use a more powerful color to catch the eye of the audience. The green is too pale and fades with the white background.</i>		

Graphic Design and Ecology

-Luzuozu Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
2. Does the added message make each product more valuable?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
4. Do you think these designs will motivate people to reuse each product?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
6. Does the idea of printing messages on real products seem to be environmentally responsible?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
7. Are the printed messages on these products eye catching?	Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	Yes <input checked="" type="radio"/> No
10. How could these campaign be improved? Please use the back of this sheet for additional thoughts			

Graphic Design and Ecology

-Luzuozhi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.

Lipton — teabag
Chase-Pitkin — bucket
Proctor & Gamble — toothbrush

Assume that these sponsors have developed ecological campaigns.
Please respond to the questions below.

	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	Yes No	Yes No	Yes No
2. Does the added message make each product more valuable?	Yes No	Yes No	Yes No
3. Do the messages clearly help to encourage ecological responsibility?	Yes No	Yes No	Yes No
4. Do you think these designs will motivate people to reuse each product?	Yes No	Yes No	Yes No
5. Are these three products reasonable selections for reusability messages?	Yes No	Yes No	Yes No
6. Does the idea of printing messages on real products seem to be environmentally responsible?	Yes No	Yes No	Yes No <i>as long as they are not harmful to body.</i> <i>why not.</i>
7. Are the printed messages on these products eye catching?	Yes No	Yes No	Yes No
8. Was choosing everyday, familiar products a good approach?	Yes No	Yes No	Yes No
9. Are these messages clear enough to promote public awareness?	Yes No	Yes No	Yes No
10. How could these campaign be improved? Please use the back of this sheet for additional thoughts			

Graphic Design and Ecology

-Luzuozhi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.

Lipton — teabag
Chase-Pitkin — bucket
Proctor & Gamble — toothbrush

Assume that these sponsors have developed ecological campaigns.
Please respond to the questions below.

	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	Yes No	Yes No	Yes No
2. Does the added message make each product more valuable?	Yes No	Yes No	Yes No
3. Do the messages clearly help to encourage ecological responsibility?	Yes No	Yes No	Yes No
4. Do you think these designs will motivate people to reuse each product?	Yes No	Yes No	Yes No
5. Are these three products reasonable selections for reusability messages?	Yes No	Yes No	Yes No
6. Does the idea of printing messages on real products seem to be environmentally responsible?	Yes No	Yes No	Yes No
7. Are the printed messages on these products eye catching?	Yes No	Yes No	Yes No
8. Was choosing everyday, familiar products a good approach?	Yes No	Yes No	Yes No
9. Are these messages clear enough to promote public awareness?	Yes No	Yes No	Yes No
10. How could these campaign be improved? Please use the back of this sheet for additional thoughts			

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

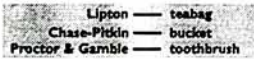
	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
2. Does the added message make each product more valuable?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
3. Do the messages clearly help to encourage ecological responsibility?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
4. Do you think these designs will motivate people to reuse each product?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
5. Are these three products reasonable selections for reusability messages?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
6. Does the idea of printing messages on real products seem to be environmentally responsible?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
7. Are the printed messages on these products eye catching?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>
8. Was choosing everyday, familiar products a good approach?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
9. Are these messages clear enough to promote public awareness?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
10. How could these campaign be improved? Please use the back of this sheet for additional thoughts			

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

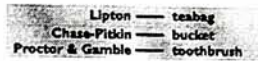
	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
2. Does the added message make each product more valuable?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/> II
3. Do the messages clearly help to encourage ecological responsibility?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/> They serve as constant reminders
4. Do you think these designs will motivate people to reuse each product?	Yes <input type="radio"/> No <input checked="" type="radio"/> Maybe	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/> They are dependent on the person who is using them. It may help a little with it.
5. Are these three products reasonable selections for reusability messages?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/> They are not really reusability small ones
6. Does the idea of printing messages on real products seem to be environmentally responsible?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/> using organic ink	Yes <input checked="" type="radio"/> No <input type="radio"/>
7. Are the printed messages on these products eye catching?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
8. Was choosing everyday, familiar products a good approach?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/> III
9. Are these messages clear enough to promote public awareness?	Yes <input checked="" type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input checked="" type="radio"/>	Yes <input checked="" type="radio"/> No <input type="radio"/>
10. How could these campaign be improved? Please use the back of this sheet for additional thoughts			including the campaign with an incentive i.e. include statistics showing the impact of environmental design.

Graphic Design and Ecology

-Luzuzi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	Yes, No	Yes, No	Yes, No
2. Does the added message make each product more valuable?	Yes, No	Yes, No	Yes, No
3. Do the messages clearly help to encourage ecological responsibility?	Yes, No	Yes, No	Yes, No
4. Do you think these designs will motivate people to reuse each product?	Yes, No	Yes, No	Yes, No
5. Are these three products reasonable selections for reusability messages?	Yes, No	Yes, No	Yes, No
6. Does the idea of printing messages on real products seem to be environmentally responsible?	Yes, No	Yes, No	Yes, No
7. Are the printed messages on these products eye catching?	Yes, No	Yes, No	Yes, No
8. Was choosing everyday, familiar products a good approach?	Yes, No	Yes, No	Yes, No
9. Are these messages clear enough to promote public awareness?	Yes, No	Yes, No	Yes, No

10. How could these campaign be improved?
Please use the back of this sheet for additional thoughts

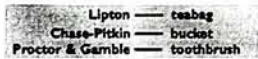
Stronger attention called to the messages. Don't miss them!

Graphic Design and Ecology

-Luzuzi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	Yes, No	Yes, No	Yes, No
2. Does the added message make each product more valuable?	Yes, No	Yes, No	Yes, No
3. Do the messages clearly help to encourage ecological responsibility?	Yes, No	Yes, No	Yes, No
4. Do you think these designs will motivate people to reuse each product?	Yes, No	Yes, No	Yes, No
5. Are these three products reasonable selections for reusability messages?	Yes, No	Yes, No	Yes, No
6. Does the idea of printing messages on real products seem to be environmentally responsible?	Yes, No	Yes, No	Yes, No
7. Are the printed messages on these products eye catching?	Yes, No	Yes, No	Yes, No
8. Was choosing everyday, familiar products a good approach?	Yes, No	Yes, No	Yes, No
9. Are these messages clear enough to promote public awareness?	Yes, No	Yes, No	Yes, No

10. How could these campaign be improved?
Please use the back of this sheet for additional thoughts

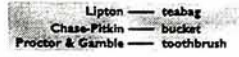
Simple message will be nice to encourage recycle responsibility!

Graphic Design and Ecology

-Luzuozhi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

	teabag	bucket	toothbrush
1. Is the design of the ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
2. Does the added message make each product more valuable?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	<input checked="" type="radio"/> Yes, <input type="radio"/> No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
4. Do you think these designs will motivate people to reuse each product?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
6. Does the idea of printing messages on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
7. Are the printed messages on these products eye catching?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input checked="" type="radio"/> Yes, <input type="radio"/> No	Yes, No	<input checked="" type="radio"/> Yes, <input type="radio"/> No
10. How could these campaign be improved? Please use the back of this sheet for additional thoughts			

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
2. Does this added message make each product more valuable?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
4. Do you think these design solutions will motivate people to reuse each product?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
7. Are the printed messages on these products eye catching?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
9. Are these messages clear enough to promote public awareness?	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No	Yes <input checked="" type="radio"/> No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways.

A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?

Please circle.

A B C D E F None *Most of the arrow go counter clock wise should they be clock wise*

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?

Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

3 symbol A

4 symbol B

1 symbol C

6 symbol D

5 symbol E

7 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own

as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
2. Does this added message make each product more valuable?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
4. Do you think these design solutions will motivate people to reuse each product?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input checked="" type="radio"/> No
7. Are the printed messages on these products eye catching?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No

10. How could these campaigns be improved?

Please use the back of this sheet for additional thoughts

Heat sensitive, print.

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways.

A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?

Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?

Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

1 symbol A

2 symbol B

4 symbol C

3 symbol D

5 symbol E

6 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own

as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
2. Does this added message make each product more valuable?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
4. Do you think these design solutions will motivate people to reuse each product?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
7. Are the printed messages on these products eye catching?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A B C D E F None

A+B ARE BOTH ATTRACTIVE

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?
Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

1 symbol A
2 symbol B
3 symbol C
4 symbol D
— symbol E
— symbol F

} DON'T LIKE THESE TWO

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozhi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
2. Does this added message make each product more valuable?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
4. Do you think these design solutions will motivate people to reuse each product?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
7. Are the printed messages on these products eye catching?	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts	<p><i>Please watermark in some paper and cardboard products and packages. The massive quantity of paper that could be recycled is an environmental concern, steel</i></p>		

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing? Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?

Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

4 symbol A

2 symbol B

3 symbol C

4 symbol D

5 symbol E

6 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

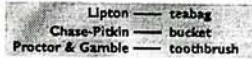
The logo 'C' is very dynamic and has several elements that could be used in a larger campaign.

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	Yes No	Yes No	Yes No
2. Does this added message make each product more valuable?	Yes No	Yes No	Yes No
3. Do the messages clearly help to encourage ecological responsibility?	Yes No	Yes No	Yes No
4. Do you think these design solutions will motivate people to reuse each product?	Yes No	Yes No	Yes No
5. Are these three products reasonable selections for reusability messages?	Yes No	Yes No	Yes No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	Yes No	Yes No	Yes No
7. Are the printed messages on these products eye catching?	Yes No	Yes No	Yes No
8. Was choosing everyday, familiar products a good approach?	Yes No	Yes No	Yes No
9. Are these messages clear enough to promote public awareness?	Yes No	Yes No	Yes No
10. How could these campaigns be improved?			

Please use the back of this sheet for additional thoughts

Bucket was straightly improved the environmental message

Symbol in Campaign But the toothbrush was kinda too small to encourage

ecological responsibility

This ecological campaign is focused on encouraging people to reuse products in various ways.

A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?

Please rank from 1 - 7 with 1 indicating your strongest choice and 7 indicating the weakest.

1 symbol A
2 symbol B
4 symbol C
3 symbol D
5 symbol E
6 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozhi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	Yes. No	Yes. No	Yes. No
2. Does this added message make each product more valuable?	Yes. No	Yes. No	Yes. No
3. Do the messages clearly help to encourage ecological responsibility?	Yes. No	Yes. No	Yes. No
4. Do you think these design solutions will motivate people to reuse each product?	Yes. No	Yes. No	Yes. No
5. Are these three products reasonable selections for reusability messages?	Yes. No	Yes. No	Yes. No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	Yes. No	Yes. No	Yes. No
7. Are the printed messages on these products eye catching?	Yes. No	Yes. No	Yes. No
8. Was choosing everyday, familiar products a good approach?	Yes. No	Yes. No	Yes. No
9. Are these messages clear enough to promote public awareness?	Yes. No	Yes. No	Yes. No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A **B** C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?
Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

- ___ symbol A
- ___ symbol B
- 1 symbol C
- ___ symbol D
- ___ symbol E
- ___ symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes No	Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes No
2. Does this added message make each product more valuable?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
3. Do the messages clearly help to encourage ecological responsibility?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
4. Do you think these design solutions will motivate people to reuse each product?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
5. Are these three products reasonable selections for reusability messages?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
7. Are the printed messages on these products eye catching?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
9. Are these messages clear enough to promote public awareness?	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No	<input checked="" type="radio"/> Yes No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A **B** **C** **D** **E** **F** **None**

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?
Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

- 1 symbol A
- 2 symbol B
- 3 symbol C
- 6 symbol D
- 4 symbol E
- 5 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

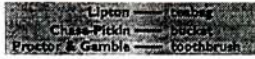
Yes No

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

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Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	Yes No	Yes No	Yes No
2. Does this added message make each product more valuable?	Yes No	Yes No	Yes No
3. Do the messages clearly help to encourage ecological responsibility?	Yes No	Yes No	Yes No
4. Do you think these design solutions will motivate people to reuse each product?	Yes No	Yes No	Yes No
5. Are these three products reasonable selections for reusability messages?	Yes No	Yes No	Yes No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	Yes No	Yes No	Yes No
7. Are the printed messages on these products eye catching?	Yes No	Yes No	Yes No
8. Was choosing everyday, familiar products a good approach?	Yes No	Yes No	Yes No
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10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

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1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly!
Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

3 symbol A

1 symbol B

2 symbol C

5 symbol D

4 symbol E

7 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	Yes No	Yes No	Yes No
2. Does this added message make each product more valuable?	Yes No	Yes No	Yes No
3. Do the messages clearly help to encourage ecological responsibility?	Yes No	Yes No	Yes No
4. Do you think these design solutions will motivate people to reuse each product?	Yes No	Yes No	Yes No
5. Are these three products reasonable selections for reusability messages?	Yes No	Yes No	Yes No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	Yes No	Yes No	Yes No
7. Are the printed messages on these products eye catching?	Yes No	Yes No	Yes No
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10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

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This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A **B** C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?

Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

- 2 ~~6~~ symbol A
- 1 symbol B
- 7 symbol C
- 3 symbol D
- 7 symbol E
- 7 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
2. Does this added message make each product more valuable?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
4. Do you think these design solutions will motivate people to reuse each product?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
7. Are the printed messages on these products eye catching?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No	<input type="radio"/> Yes, <input type="radio"/> No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways.

A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly!

Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

- 2 symbol A
3 symbol B
6 symbol C
2 symbol D
1 symbol E
4 symbol F

I ranked E the highest because it appears to be the most complete mark. It is solid, and very strong on its own. A is good also, but E communicates the message more clearly.

3. Do you feel that your #1 symbol selection would communicate well on its own

as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	Yes, No	Yes, No	Yes, No
2. Does this added message make each product more valuable?	Yes, No	Yes, No	Yes, No
3. Do the messages clearly help to encourage ecological responsibility?	Yes, No	Yes, No	Yes, No
4. Do you think these design solutions will motivate people to reuse each product?	Yes, No	Yes, No	Yes, No
5. Are these three products reasonable selections for reusability messages?	Yes, No	Yes, No	Yes, No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	Yes, No	Yes, No	Yes, No
7. Are the printed messages on these products eye catching?	Yes, No	Yes, No	Yes, No
8. Was choosing everyday, familiar products a good approach?	Yes, No	Yes, No	Yes, No
9. Are these messages clear enough to promote public awareness?	Yes, No	Yes, No	Yes, No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

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1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?
Please rank from 1-# with 1 indicating your strongest choice and # indicating the weakest.

- 1 symbol A
- 2 symbol B
- 3 symbol C
- 4 symbol D
- 5 symbol E
- 6 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
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2. Does this added message make each product more valuable?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<i>Somewhat</i> <input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
4. Do you think these design solutions will motivate people to reuse each product?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<i>Somewhat</i> <input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
7. Are the printed messages on these products eye catching?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?
Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

- 1 symbol A
- 2 symbol B
- 3 symbol C
- 4 symbol D
- 5 symbol E
- 6 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Yes, it's simple and communicates clearly the idea of "reuse"

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	Yes, No	Yes, No	Yes, No
2. Does this added message make each product more valuable?	Yes, No	Yes, No	Yes, No
3. Do the messages clearly help to encourage ecological responsibility?	Yes, No	Yes, No	Yes, No
4. Do you think these design solutions will motivate people to reuse each product?	Yes, No	Yes, No	Yes, No
5. Are these three products reasonable selections for reusability messages?	Yes, No	Yes, No	Yes, No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	Yes, No	Yes, No	Yes, No
7. Are the printed messages on these products eye catching?	Yes, No	Yes, No	Yes, No
8. Was choosing everyday, familiar products a good approach?	Yes, No	Yes, No	Yes, No
9. Are these messages clear enough to promote public awareness?	Yes, No	Yes, No	Yes, No

10. How could these campaigns be improved?

Please use the back of this sheet for additional thoughts

The case for the teabag should be emblazoned with the slogan

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing? Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?

Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

1 symbol A
2 symbol B
3 symbol C
4 symbol D
5 symbol E
6 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own

as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozhi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
2. Does this added message make each product more valuable?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
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6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
7. Are the printed messages on these products eye catching?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes <input type="radio"/> No	Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	Yes <input type="radio"/> No	Yes <input type="radio"/> No	Yes <input type="radio"/> No

10. How could these campaigns be improved?

Please use the back of this sheet for additional thoughts

Symbol in Campaign

Heat sensitive, print.

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?

Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly?

Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

1 symbol A

2 symbol B

4 symbol C

3 symbol D

5 symbol E

6 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own

as well as within the larger campaign?

Yes No

Graphic Design and Ecology

-Luzuozi Wang

Evaluation Questionnaire

This ecological campaign will be implemented by modifying existing products to include ecological messages.



Assume that these sponsors have developed ecological campaigns. Please respond to the questions below.

Ecological Campaign	teabag	bucket	toothbrush
1. Is the design of this ecological campaign believable for each sponsor?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
2. Does this added message make each product more valuable?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
3. Do the messages clearly help to encourage ecological responsibility?	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
4. Do you think these design solutions will motivate people to reuse each product?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
5. Are these three products reasonable selections for reusability messages?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
6. Does the idea of printing messages directly on real products seem to be environmentally responsible?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
7. Are the printed messages on these products eye catching?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
8. Was choosing everyday, familiar products a good approach?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
9. Are these messages clear enough to promote public awareness?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
10. How could these campaigns be improved? Please use the back of this sheet for additional thoughts			

Symbol in Campaign

This ecological campaign is focused on encouraging people to reuse products in various ways. A symbol design is being developed to use as part of this campaign. Several different potential solutions are here for your evaluation. Please respond to the following questions:

1. Please explain your decisions which symbol do you think is the most visually appealing?
Please circle.

A B C D E F None

2. Please indicate which symbols communicate the concept of 'reuse' most quickly!
Please rank from 1-7 with 1 indicating your strongest choice and 7 indicating the weakest.

2 symbol A

1 symbol B

3 symbol C

4 symbol D

6 symbol E

7 symbol F

3. Do you feel that your #1 symbol selection would communicate well on its own as well as within the larger campaign?

Yes No

Appendix E

**List of Campaign Partners of
Recycled Paperboard Alliance
RPA 100%**

Appendix E

List of Campaign Partners of RPA100%

This is a list of the web sites of the companies using the 100% recycled paperboard symbol on their products or packaging

Albertson's, Inc.
www.albertsons.com

General Binding Corporation
www.generalbinding.com

Austin Quality Foods, Inc.
www.austinsnacks.com

General Mills
www.generalmills.com

Cascades Industries, Inc.
www.cascades.com

Gray and Company
www.graycompany.com

Cascadian Farm
www.cfarm.com

Hodgson Mill, Inc.
www.hodgsonmill.com

Compact Industries, Inc.
www.compactind.com

Hormel Foods Corporation
www.hormel.com

The Dial Corporation
www.dialcorp.com

Huish Detergents, Inc.
www.huish.com

Eveready Battery Co., Inc.
www.eveready.com

Kellogg's
www.kelloggs.com

First Brands Corporation
www.firstbrands.com

The Kroger Company
www.kroger.com

4Health, Inc.
www.naturessecret.com

Lever Brothers Company
www.unilever.com

Fort James Corporation
www.fortjames.com

Mag-Nif, Inc.
www.magnif.com

Frito Lay, Inc.
www.fritolay.com

Marcal Paper Mills
www.marcalpaper.com

Appendix E

List of Campaign Partners of RPAI 100%

continued

The web sites of the companies using the 100% recycled paperboard symbol on their products or packaging

Masimo
www.masimo.com

Reynolds Metals Company
www.rmc.com

ModaCAD
www.modacad.com

S C Johnson Wax (Dowbrands)
www.scjohnsonwax.com

National Recycling Coalition
www.nrc-recycle.org

Tenneco Consumer Products
www.tenneco.com

Nestlé USA, Inc.
www.nestle.com

Tenneco Packaging
www.tenneco.com

Oil-Chem Research Corporation
oilchem@aol.com

Three Bears Company
www.3bears.com

Pacific Coast Packaging Corporation
www.pacificcoastpackaging.com

Tom's of Maine
www.tomsofmaine.com

Power Research Products
www.rovnerproducts.com

Webster Industries
www.websterindustries.com

Procter & Gamble
www.pg.com

Wilco Professional Cleaning Products
www.wilco.com

Purolator Products Co.
www.purolator.com

Ralcorp Holdings, Inc.
www.ralcorp.com

Ranpak Corporation
www.ranpak.com

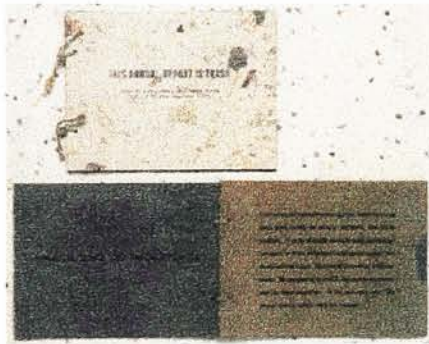
Appendix F

Annual Report of Des Moines Metropolitan Solid Waste Agency

Appendix F

Annual Report of Des Moines Metropolitan Solid Waste Agency

These examples are annual reports of the Des Moines Metropolitan Solid Waste Agency created by Pattee Design studio. (Please refer to Precedent 2 in Research section, page 4.)



Annual Report, 1991



Annual Report, 1992



Annual Report, 1993

