A CUP IS A CORPSE
A Thesis Project Implementing an Experimental Approach to Visual Communication and Advocating the Concept of Slow Design

A Thesis submitted to the Faculty of the College of Imaging Arts and Sciences in candidacy for the degree of Masters of Fine Arts in Graduate Graphic Design

Graphic Design Masters of Fine Arts Degree
School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology

by **Yu Fen Kung**
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Abstract

A Cup Is A Corpse – A Thesis Project Implementing an Experimental Approach to Visual Communication and Advocating the Concept of Slow Design, by Yu Fen Kung

Based on the dissection of the phenomenon of coffee culture and the introspection of the negative environmental impact from the overwhelming usage of paper coffee cups, this thesis explores a design approach to advocate the paper coffee cup issue in an educational and experimental way.

A Cup Is A Corpse is a thesis that defines the possibilities between environmental topic and design resolution. It is an advertising campaign targeted on local coffee shops, providing fundamental knowledge of the paper coffee cup matter to regular consumers. A slow design approach is applied to the final design application for the reason of seeking a relationship between time, environment, design, and people.

Overall this thesis involves a certain process, to be experienced by viewers. For graphic design, it adds a new point of view to the design outcome, using an interactive print method to inspire the audience in thought towards the foremost concept. In addition, the extensive analysis of coffee consumption and all the data of the negative environmental impact enhance awareness from the audience.

Keywords:
Coffee, Paper Cups, Environmental, Slow Design, Interactive, Experimental, Educational, Process, Advertising, Graphic Design
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## 01 Introduction

| 1.1 | Situation Analysis |
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1.1 Situation Analysis

Coffee Culture, a term that describes a social atmosphere or series of associated social behaviors built around coffee, has been particularly, increasingly dominating the western world and urbanized centers around the globe. We can see coffee culture frequently showing up in comics, television, and movies in a variety of ways nowadays. And as far as such, I have a question here for you: How often have you seen the characters in social media drinking coffee out of a mug? And how commonly have you observed them using paper coffee cups?

Take Starbucks for example. In the early years employees served their hot coffee in two paper cups so as to protect customers from the one cup being too hot to hold. By 1997, Starbucks replaced the second cup with an insulated layer – a java jacket. Pretty soon, Starbucks salvaged even more paper when it introduced jackets made out of 60 percent post-consumer recycled materials. Like a lot of companies, Starbucks began its green actions, such as press releasing, environmental commercials, and online sustainability campaigns in 2007.

Though we might see the efforts from Starbucks through the media, Bryant Simon, the author of the book, Everything but the Coffee: Learning about America from Starbucks, indicated that Starbucks doesn’t really advertise its policy on reusable cups. We can find information about reusable cups on the company’s website. But we somehow seldom find the messages about discounts for to-go customers with their own cups in the local Starbucks’s store. The fact is that most customers still drink coffee out of paper coffee cups, even when they are not to-go customers.
1.2 Problem Statement

The convenience of paper cups is undeniable. In fact, we might feel thankful for the invention of disposable coffee cups when we are rushing to work or school every morning. But after 15 minutes of use, we throw them in the garbage can. Almost unconsciously we set in motion the destruction of trees for pulp to produce mass quantities of paper cups.

Due to the lack of advertising, most coffee consumers are not aware of the issue of disposable paper coffee cups, and the increasing strain they put on our environment. It has become very necessary to raise some awareness. Besides attempting to instill in people the habit of using a personal to-go cup, I am experimenting with a new approach to design and creating an interactive presentation to elevate people’s attention to this issue.

This thesis project is based on a rising concept called slow design. The slow design principles offer an opportunity for us to develop and integrate new ideas in design research, ideation, process and outcomes. Through integrating the approach of slow design into this interactive project, people will truly get involved and will learn more about this environmental issue in a new and different way that I hope will leave a meaningful lasting impression.
1.3 | Project Introduction

A Cup Is A Corpse is an advertising campaign that focuses on the environmental impact of using disposable paper coffee cups. The meaning of the title is pretty straightforward. It indicates that every time we use a paper cup, that cup is invariably the product of innocent dead trees. For the thesis exhibition, I intend to create a series of designs that will help people to understand the problems of using paper coffee cups in a simple and playful way. The exhibited panels offer an interactive experience in a gallery space. All of the interactive prints are designed with green printing standards, as the materials used are eco-friendly and biodegradable. People are encouraged to play with the design. Through this interactivity, and over time, the panels will be shown in different visual stages. A Cup Is A Corpse aims to raise awareness of sustainability by providing a design sequence to educate and inspire people’s thoughts about this environmental issue.
02 Research

| 2.1 | Survey of Literature
| 2.2 | Research Conclusions
| 2.1 | Survey of Literature

**Slow Theory**

01 *In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed*
Carl Honore
HarperOne, April 2004

This book is about the rise of the Slow Movement. The Slow Movement challenges modern society’s culture of speed and efficiency, distinguishing the benefits of a slower-paced lifestyle and its effect on eating habits, urban structures, mental and physical health, and relationships. The author talks about how the world got “stuck in fast-forward” and how more and more people everywhere are slowing down.

02 *The Cultural Creatives: How 50 Million People Are Changing the World*
Paul H. Ray & Sherry Ruth Anderson
New York, Harmony Books, October 2000

In this book, Paul H. Ray and Sherry Ruth Anderson draw upon thirteen years of survey research studies on more than 100,000 Americans, plus many focus groups and dozens of interviews. They reveal who the Cultural Creatives are, and the interesting story of their emergence over the last generation, using real life examples and engaging personal stories to describe their distinctive values and lifestyles.

03 *Slow Design and the Lost Art of Shifting Gears*
Sarah Catherine Hay
Accessed December 2010

This paper delves into Slow Design, and attempts to break it down into its critical elements. It references a Latin phrase, ‘Festina lente,’ which means ‘make haste slowly.’ The implied meaning of this phrase becomes a new interpretation of slow design. Slow design is not doing less, but more, just slowly, thoroughly, and exceptionally.
04 The Slow Design Principles: A New Interrogative and Reflexive Tool for Design Research and Practice
Carolyn F. Strauss and Alastair Fuad-Luke
http://www.slowlab.net/CtC_SlowDesignPrinciples.pdf
Accessed February 2010

This article is intended as a new evaluative tool to encourage design practices to orientate towards social, cultural and environmental sustainability.

They offer an opportunity to find fresh thinking in design research and development. The principles of Slow Design are presented here as a tool for designers to interrogate, evaluate and reflect on their design ideas, processes and outcomes.

Environmental

Global Warming

05 An Inconvenient Truth: The Planetary Emergency of Global Warming and What We Can Do About It
Al Gore
Rodale Press, Inc, June 2006

The book addresses the factors contributing to the growing climate crisis, describes changes to the environment caused by global warming, and addresses the need for changes in political policy needed to avert the harmful consequences.

06 World of Change
http://earthobservatory.nasa.gov/Features/WorldOfChange/index.php
Accessed January 2011

The goal of the Earth Observatory is to observe and record changes in the earth's surface, using all the resources of NASA. Earth is always changing. Some changes happen naturally as part of our climate system. Other changes are not naturally occurring, but caused by one of the Earth's many inhabitants: us. The World of Change series documents all these changes to the face of our planet over time.
**Paper Coffee Cups**

07  The Coffee Cup Revolution: Let's Take a Stand!
Nora Dunn
Accessed January 2011

This article looks at the facts of the waste we’ve created by drinking coffee out of paper cups. The author focuses on a slow movement towards reducing coffee cups and the waste they produce, and discusses what can be done about this environmental issue.

08  Everything but the coffee: Learning about America from Starbucks
Bryant Simon
University of California Press, June 2009

This book shows a new perspective of the world’s most famous coffee company and looks past the baristas, movie cameos, and Paul McCartney CDs to understand what looking into Starbucks can show us about America. Bryant Simon spent five years visiting hundreds of Starbucks around the world to find out how this coffee chain took such a quick, strong, hold over American consumers. In one chapter, Bryant specifically talks about Starbucks’ “Not-So-Green Cups.” He discusses the current sustainability policy of Starbucks and reveals its insufficiency.

09  Paper Cup
Wikipedia
http://en.wikipedia.org/wiki/Paper_cup
Accessed February 2011

This article provides the history of the paper cup and it also points out the environmental impact of manufacture and over usage.
Environmental Impact of a Paper Cup
Ecofx.org
Accessed February 2011

This study shows statistics which include, an estimated carbon footprint, the potential for loss of habitat, potential for loss of plant and animal life and/or extinction, from making, packaging, shipping, and/or using paper cups.

Advertising
Managing the Advertising Campaign
Accessed January 2011

This article describes some of the nuts and bolts behind the extensive undertaking of managing an advertising campaign. The author highlights a number of important decisions that a successful campaign requires and teaches on handling a campaign, step by step.

Coffee Consumption
Current Trend of Coffee Consumption
Stephanie Larkin
Accessed January 2011

Each year, the National Coffee Association of the USA publishes their report on National Coffee Drinking Trends. The report has become a very useful tool to the coffee industry. This article gives us, in brief, a summary of what they have found about how Americans like their coffee.
The National Coffee Association and The Specialty Coffee Association of America conduct surveys pertaining to coffee consumption each year. The gathered data provides us some interesting insights into coffee consumption.

**Design**

14 **1000 New Eco Designs and Where to Find Them**
Rebecca Proctor
Laurence King Publishing, June 2009

1000 New Eco Designs is a showcase of contemporary product design and interior products for your home that are ecologically sound. The book acts as a handbook, guiding readers to individual decisions regarding choosing eco-friendly designs for the home.

15 **Graphic Design in Japan 2010**
Hiroaki Nagai
Japan Graphic Designers Association Inc, June 2010

Graphic Design in Japan 2010 is a yearbook representing high achievements in Japanese graphic design. It showcases individual Japanese designers, detailing their accolades, their work and their individual style.
**Print Techniques**

16 Print and Production Finishes for Sustainable Design  
Edward Denison  
RotoVision SA, April 200  

This book is intended as a guide to help designers find eco-friendly solutions for their printed media demands. It gives examples of environmentally friendly inks, varnishes, pigments, and finishes that can be used in a wide range of printed media.

17 Paperless Poster  
Wendy Jedlicka  
http://www.livingprinciples.org/paperless-posters/  
Accessed January 2011  

Jeff, an award-winning graphic artist with a strong background in screen-printing, came up with this medium, using Speedball’s nontoxic water-soluble inks for window applications. In this way, graphics applied to windows can be easily removed with a common scraper. This article introduces the new way of creating paperless poster and in the meantime, raises the concept of sustainable society.
2.2 Research Conclusions

While seeking a new approach to my thesis project, I remembered a term I had come across in past studies, “Slow Design.” Slow design is a concept that I learned approximately three years ago while I was a product design student in Taiwan. Compared with other well-known design terms, slow design might still be a little bit strange to most of you. However, for the goal of this new experiment, I decided to implement the slow design approach to my thesis project.

Slow design came from a theory called “Slow Movement,” which began with the concept of Slow Food. Slow design seeks a holistic approach to design that covers a wide range of material and social factors as well as the short and long-term impacts of the design. It is also a unique and vital form of creative activism that is delivering new values for design and contributing to the shift toward sustainability.

In 2008, Carolyn Strauss and Alastair Fuad-Luke published a research paper about the Slow Design principle. They concluded with six Principles of Slow Design from the result of diverse research, dialogue and iteration within slowLab and its international network of design thinkers and practitioners:

- **Reveal**
  Slow Design reveals experiences in everyday life that are often missed or forgotten, including the materials and processes that can easily be overlooked in an artifact’s existence or creation.

- **Expand**
  Slow Design considers the real and potential “expressions” of artifacts and environments beyond their perceived functionality, physical attributes and lifespans.

- **Reflect**
  Slow Design artifacts, environments and experiences induce contemplation and “reflective consumption.”

\[ \text{Slow Theory} \]
• **Engage**  
  Slow Design processes are open-source and collaborative, relying on sharing, co-operation and transparency of information so that designs may continue to evolve into the future.

• **Participate**  
  Slow Design encourages people to become active participants in the design process, embracing ideas of conviviality and exchange to foster social accountability and enhance communities.

• **Evolve**  
  Slow Design recognizes that richer experiences can emerge from the dynamic maturation of artifacts, environments and systems over time. Looking beyond the needs and circumstances of the present day, Slow Design processes and outcomes become agents of both preservation and transformation.

In summary, the Slow Design Principles offer a flexible approach for designers to evaluate themselves as to the true purpose of their design activities. And I myself, as a graphic designer, would like to take these principles and develop my own slow design.
**Environmental**

**Global Warming**

Since this thesis project is related to environmental issues, it is important to narrow a wide-variety of problems down to a specific topic. The basic research of environmental issues that are due to human activities is essential. From review of a list of the issues such as, climate change, environmental degradation, overpopulation, and waste, I concluded that global warming should be my top choice by reason of its popularity and feasibility for my project.

There is diverse cause and effect within the global warming issue that needs to be probed. The main consequences of global warming are species extinction hastening, influence on the length of seasons, coastal flooding, and frequent storms. Scientists have determined that a number of human activities are contributing to global warming by adding excessive amounts of greenhouse gases to the atmosphere. Most greenhouse gases come from the ignition of fossil fuels in cars, factories and electricity production. The gas responsible for the most warming is carbon dioxide, also called CO2. These gases accumulate in the atmosphere and trap heat that normally would exit into outer space. Deforestation is another hidden cause of global warming. Trees play a critical role in absorbing these greenhouse gases. Fewer forests mean a larger amount of greenhouse gases entering the atmosphere– and increase the speed and severity of global warming.

As it turns out, human activities are the master architect of this environmental trauma. In the next section, I will make a summary of a popular human activity that I have determined to be my thesis subject– The phenomenon of coffee culture and the paper cup.
Global Warming Mind Map

Carbon Dioxide & Other Greenhouse Gases

- Thicken the Atmosphere
- Traps a Lot of the Infrared Radiation

Global Warming

Rising Temperature

The Temperature Of The Ocean

- Storms get stronger
- Coral bleaching
- More evaporation from the oceans
- Results: More flooding, sucks more moisture out of the soil, less productive agriculture, more wildfire, desertification increasing

The Temperature Of The Earth's Atmosphere

- Glaciers melting
- Ice shelf lost
- Permafrost melts
- The extent and thickness of the arctic ice cap has diminished
- Influence the length of the season
- Vectors for emerging infectious diseases
- Penguins declined
- Results: Drinking water shortage, sea levels rising, building collapse, pipeline in trouble, polar bears have been drowning in significant numbers, disrupting the balance of nature, hasten species extinction, influence the bird hatching date, increase in the number of invasive alien species
**Paper Coffee Cup**

Starbucks is the largest coffeehouse company in the world. And that is why worldwide scholars and the media tend to take Starbucks as the example on coffee consumption reports. In the United States, most coffee comes in to-go cups. Between 60 to 80 percent of Starbucks customers, grab and go. This percentage increases in urban areas, notably in the mornings.

**The crucial facts of disposable paper coffee cups:**
- Typical paper coffee cups aren’t made from recycled paper.
- Most manufactured cups are made of 100% bleached virgin paperboard.
- One of the main reasons that manufacturers don’t use recycled paper is that it isn’t strong enough to hold a liquid.
- There is a coated plastic resin called polyethylene in the cup preventing the cup from being recycled.
- The process of decomposing the paper releases methane, a greenhouse gas with 23 times the heat-trapping power of CO2.
- The entire process of manufacturing paper cups requires a substantial amount of water, energy, and a lot of trees.
- Though Starbucks has experimented with a variety of coffee cups made with recycled paper, the cups were flimsy and leaked their contents.
- In 2006, Starbucks launched the industry’s first hot beverage paper cup with 10% post-consumer recycled fiber, while the remaining 90% of the cup was still composed of new paperboard.

**Statistics– how many cups do we use?**
- In 2006, Rob Martin, the Vice President of Merchandising and Production for Tully’s Coffee, estimated 16 billion paper cups were used.
- In 2010, according to the paper industry, Americans will consume from an estimated 23 billion paper coffee cups.
- In 2000, Starbucks used 1.9 billion paper cups.
- In 2006, Starbucks reported that the amount of paper cup usage had grown to 2.3 billion.
The estimated statistics of negative environmental impact that a disposable coffee cup in the US could cause:

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of cups used</td>
<td>16 billion</td>
<td>23 billion</td>
</tr>
<tr>
<td>Tons of wood consumed</td>
<td>951 thousand</td>
<td>1.4 million</td>
</tr>
<tr>
<td>Number of trees cut down</td>
<td>6.6 million</td>
<td>9.4 million</td>
</tr>
<tr>
<td>BTU’s of energy used</td>
<td>4.8 trillion</td>
<td>7 trillion</td>
</tr>
<tr>
<td>Equivalent number of homes that could be powered</td>
<td>54 thousand</td>
<td>77 thousand</td>
</tr>
<tr>
<td>Gallons of water use</td>
<td>4 billion</td>
<td>5.7 billion</td>
</tr>
<tr>
<td>Equivalent in Olympic sized swimming pools</td>
<td>6 thousand</td>
<td>8.5 thousand</td>
</tr>
<tr>
<td>Pounds of solid waste created</td>
<td>253 million</td>
<td>363 million</td>
</tr>
</tbody>
</table>

To start with an anti-paper coffee cups campaign, it is primary to get a deep comprehension of coffee statistics and consumption. Each year, The National Coffee Association and The Specialty Coffee Association of America conduct surveys pertaining to coffee consumption. The gathered data provides us some interesting insights into coffee consumption. After reviewing several statistics references, I made some general conclusions that enable me to input the information into this campaign as well as the final design application.

**Coffee statistics & coffee consumption statistics report:**
- Over 50% of Americans, equivalent to 150 million people, drink coffee every day.
- 30% of the population drinks coffee occasionally.
- The average coffee drinker drinks about 3 cups per day.
- 65% of all coffee is consumed during breakfast hours, 30% between meals, and the remaining 5% with other meals.
- America is the world’s largest consumer of coffee, consuming about 400 million cups a day.

**The Rise of Coffee Consumption Highlights in 2011:**

<table>
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<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Coffee Consumption of 18-24 years of age</td>
<td>31%</td>
<td>40%</td>
</tr>
<tr>
<td>Daily Coffee Consumption of 25-39 years of age</td>
<td>44%</td>
<td>54%</td>
</tr>
</tbody>
</table>

To discard complexity and to pursue an efficient simplicity is the core of the design idea for this project. Since my design application is set to display in the coffee shops, it is essential to make the advertising as easy as possible for the customers to understand. The report of coffee consumption has indicated that 65% of coffee is consumed in the morning. It is exactly the time when people rush to work or school and might not be lingering for a moment in the store. It is necessary to create a simple visual communication to connect with these people.

Printing solutions is another important topic within this thesis project. Ideally, for a positive environmental impact, a non-printed application is always a better choice than a printed application. But under the circumstances, a printed design displayed is suggested for its effectiveness on spreading knowledge. Based on a great deal of research on printing materials and techniques, I am determined to use green printing standards, and eco-friendly and biodegradable printable materials for the print application.
03 Concept Development

| 3.1 | The Parameters
| 3.2 | Advertising Planning
| 3.1 | The Parameters  
The initial concept and the evolution (stage 1 – stage 3)  

**Stage 1**  
Apply an Experimental Approach to Visual Communication and Advocate the Concept Of Slow Design.

This thesis concept is based on the theory of slow design. My initial attempt is to emphasize on the process of design. With the process of expansion, we can find many surprising and interesting outcomes.

The essentials of the project are grouped into three major elements: experimentation, unpredictable graphics, and interaction. The project piece was set to be displayed in a public space. To accomplish the design, the participation of people is important. Consequently, the final design is unpredictable and depends on an audiences’ involvement.

**Design Considerations**  
Make your own design billboard  
By cooperating with scratch technique, people will create their own design when passing by the billboard.

Global warming issue billboard  
A billboard with earth graphics on it is made of color changing paster. By touching the billboard, the surface will change color due to the rise of temperature, much like a mood ring. The advertising is set to raise people’s awareness of global warming issues while playing with it.

**Feedback**
Overall, the project is connected to interaction with people. Try to think about its interaction with the environment.

For the Global Warming Issue billboard, by standing and sitting in front of the advertisement to get the color to change doesn’t seem to have a strong connection with human activity.
Stage 2
Apply the Slow Design Concept as an Approach to Create an Advertising Campaign for Advocating Global Issues.

Project Direction
In this stage, I was asked to choose an issue that is related to a long-term process and human activity. The chosen issue was global warming. The main purpose is to get people involved in the project and to realize the importance of global issues in a new and different way.

Design Considerations
Global warming issue targeted at children
The main goal is to educate young people as to the importance of the global warming issue. By using an interactive approach, children will pay close attention to the display; moreover, they will become aware of the issue from playing with it.

Anti-smoking issue targeted at teenagers
The purpose of this project is to use a fun and interesting approach to educate teenagers of the consequences of smoking.

Feedback
Try to narrow down the topic a bit more. The global warming issue is still too broad to discuss. There are many facets of our environmental problem.

Though it’s interesting to play around the scratch, and undoubtedly fun for children, it’s not sustainable, and will leave too much residue.
Stage 3
A Thesis Project Implementing an Experimental Approach to Visual Communication and Advocating the Concept of Slow Design.

Project Direction

In today's culture, it's become popular to purchase a cup of coffee each day in a paper cup. But what we don't know is just how much serious waste we cause by throwing away one paper coffee cup each day.

The aim of this project is to create an advertising campaign for a specific coffee organization or a specific coffee company to advocate consumers bringing their own mugs to the coffee shop.

Design Considerations

Create a tree that is composed of lots of paper coffee cups. The paper coffee cups are made of removable adhesive paper. As people stop by the poster, they can take off the paper cups. Audiences can get a sense of awareness through playing with this interactive poster and seeing visually the change throughout the project.

Feedback

Instead of taking away the coffee cups from the tree, setting another poster indicating the landfill would be more interesting to see.

Allowing the poster to “reset” by itself in a more efficient way would work better.
<table>
<thead>
<tr>
<th>3.2</th>
<th>Advertising Planning</th>
</tr>
</thead>
</table>
The analysis of facts, objective, target audience, and communication strategies for the campaign.

Title
A Cup Is A Corpse

Introduction
A Cup Is A Corpse is an advertising campaign that focuses on the environmental impact of using disposable paper coffee cups.

Facts
About 18% of garbage we produce is composed of disposable containers, of which hot beverage cups represent a large portion.

Each person could create 23lbs. of waste each year by purchasing one cup of coffee in a disposable container every day.

Objective
Create an advertising campaign for a specific coffee organization or a coffee shop and raise the awareness of the paper coffee cup issue.

Target Audience
Coffee Shops/ Coffee Drinkers

Key Statistics
• Over 50% of Americans over 18 years of age drink coffee every day.
• Among coffee drinkers, the average consumption in the United States is 3.2 cups of coffee per day.
• At the University of Washington, a college of roughly 42,000 students, the Housing and Food Services Department estimates that 5000 paper coffee cups are thrown away every school day.
• Americans consume 400 million cups of coffee per day making the United States the leading consumer of coffee in the world.
The Communication Strategies

Insight 1
There are not enough people aware of the paper coffee cup recycling issue.

Strategy 1
Instill in them the knowledge of paper waste issues and raise their awareness.

Tactic 1A: Print Ad for Coffee Shop Display
These posters are providing some basic knowledge to educate people about the environmental impact of paper coffee cups. The posters are expected to be printed on eco-friendly materials and to be placed in coffee shops.

Tactic 1B: Website
A website for A Cup Is A Corpse campaign that delivers the concept and the mission of the campaign.

Tactic 1C: Promotional Items
Create several promotional items for the campaign using eco-friendly product design.
04 Design Ideation
| 4.1 | Application Implementation
| 4.2 | Design Methodology
| 4.3 | Design Application Overview
| 4.1 | Design Implementation  
For the design application, I will be creating a series of posters along with another interactive piece that will give summary information about disposable coffee cups and meaningful interaction with the audience. I am planning to integrate the extract content from my research and conclusions into a design that will be viewed by the audience in order to factually educate. Alongside the printed format, I will also be creating a campaign website that will share the concept and the idea with people.

| 4.2 | Design Methodology  
My communication approaches in this thesis project are delivered in both print and an online solution. I divided the print design into a series of instructional posters together with an interactive piece. The project is set to display in a public space. By allowing the audience to interact with the design, my intention is to extend an educational value in an experimental sense. Simultaneously, a campaign website will be constructed with thorough information for reference.
| 4.3 | Design Application Overview |

**Branding System**
A cluster of visual identity and message could be referred to as branding. A logo, as the soul of the campaign, plays a crucial role of the cohesive visual system in this project. My goal is to design an interesting and straightforward logo that will simply convey my concept of the project.

Message, on the other hand, is a communication tool to raise people's awareness. My aim is to create a simple but powerful slogan that will make a great impact on the viewers.

**Informational Print Application**
Three informational posters will be introduced in the exhibition. The posters individually reveal the negative environmental impact of using paper coffee cups. The challenge of this poster series will be ensuring that it conveys its message concisely, furthermore, is able to guide the audience to a clear understanding of the subject.

**Interactive Print Application**
The purpose of setting an interactive print application in the exhibit is to enable the audience to experience graphic design in a new, meaningful way. One reason why I created this interactive print is to bring the slow design concept into practice. Also, the piece will be fun to play with and can raise awareness at the same time.

**Promotional Print Application**
Takeaway items such as invitation cards and stickers are available at my two MFA Thesis Exhibitions. They were created for the reason of spreading the concept to others.

**Online Application**
The website simply addresses the key statistics of current coffee consumption and the introduction of the campaign as a whole. It provides us with the interpretation of this project, the strategy I am going for, and the current knowledge available on disposable paper cups.
## Visual Development

| 5.1 | Branding System |
| 5.2 | Informational Print Application |
| 5.3 | Interactive Print Application |
| 5.4 | Promotional Print Application |
| 5.5 | Online Application |
5.1 Branding System

Goals
The main goal of creating a cohesive identity system is to lead an explicit aspect to this advertising campaign. An intact, appealing, and meaningful identity design can also be beneficial for further commercial and promotional use.

Brand Attributes
Simple
Playful
Clear
Experimental
Instructional
Interactive
Environmental

Slogan Brainstorming

The Name
I chose the name A Cup Is A Corpse for this campaign because it conveys the idea of innocent trees dying, directly as a result of human beings’ specific behavior of using disposable coffee cups. Furthermore, The title is straightforward, strong and, easily associated with this environmental issue.
The Logo

Since the paper coffee cup is the theme of this project, I believe the shape of a cup is integral to the logo design. After deciding this essential element, I then started developing several combinations with the aim of matching the idea of a tree as a corpse. To this effect, I explored certain tree forms such as dying trees, piles of trees, and lively trees that could express a sense of this topic.

Visual Study

Logo

A visual study helped me bring my imagination into shapes. For catching the sense of a standard paper cup and trees, I accumulated assorted photographic and vectored type images to help me develop the design further.

Logo Inspiration

Paper Cups

Trees
Style
This visual study played an important role of giving relative inspiration to my further design sequence. For this thesis I challenged myself to experiment with a new style, different from my norm, which is usually simple and clean. This time, I intended to inject a hand-drawn feel into the identity system and design application. The biggest challenge would be integrating this method without feeling that I had lost my own design style.

There are tons of hand-drawn styles that exist nowadays. However, I found myself most attracted to a particular Japanese style, which is simple, innocent, with pleasant color, honest, natural, and empathic. Here, I collected some of the professional and fascinating work from several famous Japanese graphic designers. From observation of their work, I analysed the basic design composition and style for something that could be beneficial for future visual development.

Style Analysis
Work 1

Composition Analysis
• Photography + Hand Drawing + Clear Typography
• Water Color

Credit
BIO designed by KYOWA HAKKO; Designer/ Morimoto Chie
Year/ 2005; Client/ Kyowa Hakko Bio Co., Ltd
Work 2

Composition Analysis
- Simple Hand Drawing + Clear Typography
- Childish
- Bright Color
- Chalk lines

Credit
育育兒典; Designer/ Morimoto Chie
Year/ 2007; Client/ BK1

Work 3

Composition Analysis
- Simple Hand Drawing + Clear Typography
- Pleasant Color
- Neat

Credit
Nasu Garden Outlet; Designer/ Masaaki Hiromura
Year/ 2008; Client/ Seibu Properties Inc.
Work 4

Composition Analysis
- Photography + Hand Drawing + Clear Typography
- Simple Font + Hand-written Font
- Casual

Credit
Mr. Children [Home]; Designer/ Morimoto Chie
Year/ 2007; Client/ Toy’s Factory

Initial Sketches
Graphics Input
*Preliminary Design*

Intermediate Design
Color Exploration

CMYK 72 16 81 0
RGB 73 147 76

CMYK 50 0 100 0
RGB 128 189 38

CMYK 0 9 21 18
RGB 204 183 155

CMYK 72 16 81 0
RGB 73 147 76

CMYK 35 66 75 10
RGB 139 79 58

CMYK 53 72 80 69
RGB 43 26 17
5.2 | Informational Print Application
Poster A: The Truth We Might Not Know

Goals
To lead the audience to a comprehensive understanding of this subject, in the first poster, I provided some basic information about the negative environmental impact of paper coffee cups and the reasons why they cannot be recycled. The layout was intended to be in a simple and clear format. In consideration to improving quick comprehension for my viewers, Instead of a crowded message, I chose to simply list the major points that everyone should know about the issue of paper coffee cups.

Content Analysis
- The problem of manufacturing recycled paper cups.
- The reasons why it is determined that typical paper coffee cups cannot be recycled.
- The negative effects from the process of decomposing paper cups.

Visual Development
Initial Sketches
Graphics Input

Preliminary Compositions

Intermediate Compositions
Color Exploration 1

Typical Paper Coffee Cups Aren’t Made from Recycled Paper

A Coated Plastic Resin in The Cup Prevents The Paper From Being Recycled

The Process Of Decomposing Paper Cups Will Release Greenhouse Gas

Recycled Paper Isn’t Strong Enough To Hold A Liquid

THE TRUTH WE MIGHT NOT KNOW
Color Exploration 2

CMYK 40 45 64 55
RGB 99 83 59

CMYK 55 60 65 40
RGB 99 78 66

CMYK 50 50 60 25
RGB 123 106 88

CMYK 50 70 80 70
RGB 67 41 24

Typical Paper Coffee Cups Aren’t Made From Recycled Paper

A Coated Plastic Resin In The Cup Prevents The Paper From Being Recycled

The Process Of Decomposing Paper Cups Will Release Greenhouse Gas

Recycled Paper Isn’t Strong Enough To Hold A Liquid

THE TRUTH WE MIGHT NOT KNOW
Color Exploration 3

Typical Paper Coffee Cups Aren’t Made From Recycled Paper

A Coated Plastic Resin in The Cup Prevents The Paper From Being Recycled

The Process Of Decomposing Paper Cups Will Release Greenhouse Gas

Recycled Paper Isn’t Strong Enough To Hold A Liquid

THE TRUTH WE MIGHT NOT KNOW
Poster B: 2010 American Paper Coffee Cups Consumption Statistics

Goals
The goal of the second poster was to illustrate the statistics about the tremendous waste we’ve created and energy we’ve used from the billions of paper coffee cups we’ve consumed in 2010 alone. I believe that showing these statistics will raise some environmental awareness.

Content Analysis
- The amount of paper coffee cups consumed in the year 2010.
- The energy used from manufacturing paper coffee cups.
- The gallons of water wasted in the process of producing paper cups.
- The solid waste created by throwing paper coffee cups away.
- The number of trees cut down for the making paper coffee cups.

Visual Development
Initial Sketches
Graphics Input

*Preliminary Compositions*

23 Billion *Paper Coffee Cups*

- 7 Trillion *Energy*
- 5.7 Billion *gallons of Water*
- 383 Million *Waste*
- 9.4 Million *Trees*
Color Exploration 1

CMYK 0 0 100
RGB 29 29 27

CMYK 0 84 64 35
RGB 170 53 54

CMYK 0 0 6 7
RGB 243 241 233

23 Billion Paper Coffee Cups

7 Trillion Energy

5.7 Billion gallons of Water

383 Million Waste

9.4 Million Trees

2010 Paper Coffee Cup Consumption Statistics
Color Exploration 2

CMYK 55 60 63 77
RGB 52 40 33

CMYK 0 84 64 35
RGB 170 53 54

CMYK 0 0 6 7
RGB 243 241 233

23 Billion Paper Coffee Cups

7 Trillion Energy

5.7 Billion gallons of Water

383 Million Waste

9.4 Million Trees

2010 Paper Coffee Cups Consumption Statistics
Poster C: What A Little Paper Coffee Cup Can Do?

Goals

The third poster was created to indicate the terminal environmental effect that paper cups bring to us. As for the design, I applied a series of informational graphics to simplify the entire process of manufacturing paper coffee cups and the consequences.

Content Analysis

• The entire process of manufacturing paper cups.
• Simple informational graphics explaining the procedure and the outcome.

Visual Development

Initial Sketches
Graphics Input

*Preliminary Compositions*

```
DESTROY = WASTE = PROBABLY USE = PRODUCE =

WHAT A LITTLE PAPER COFFEE CUP CAN DO!

CLIMATE CHANGE
```
Graphics Input

*Intermediate Compositions*

![Diagram showing the process of inputs leading to climate change]

*What a little paper coffee cup can do!*
Color Exploration 1

= CLIMATE CHANGE

WHAT A LITTLE PAPER COFFEE CUP CAN DO?
Color Exploration 2

Color exploration:
- CMYK 0 65 50 35
  RGB 175 90 82
- CMYK 50 60 63 77
  RGB 52 40 33
- CMYK 0 0 9 24
  RGB 210 209 188
- CMYK 40 45 50 5
  RGB 136 113 101
Color Exploration 3

DESTROY + WASTE + PRODUCE + PRODUCE + PRODUCE

WHAT A LITTLE PAPER COFFEE CUP CAN DO!

CLIMATE CHANGE
5.3 Interactive Print Application

Goals
The aim of this interactive poster was to combine the concept of slow design, moreover, to get people involved in this piece and raise their awareness of the paper coffee cups issue while playing with it.

This interactive piece was designed in a two-piece set. The first part is a poster designed in the shape of a tree that has hanging from its boughs lots of coffee cup cutouts. These “cups” play the role of indicating daily paper coffee cups that end up somewhere in a trash bin. In the meantime, the “cups” are removable, reusable and can be repositioned. The second part is a poster that represents the landfill. This interactive poster allows and encourages the audience to play with it. It shows the impact we make on the environment with each cup we dump.

Content Analysis
- Each “paper coffee cup” represents a 16 oz paper cup.
- Statistic analysis on how much waste a standard paper coffee cup will cost.

Printing Experiment
Due to the cups’ removability and reusability, I started to search and test several materials such as clear decals for windows, wall decals, and static clings. Later, after some practical experimentation, these materials turned out to be unfit for this project.

Clear Decals for Window
They are removable but only work properly on windows or glossy surfaces. Furthermore, they still have limitation on their reusability.

Wall Decals
It seemed unlikely that after applying them to a regular poster that I could move them without tearing.

Static Clings
I first thought to try this material based on its adhesion to smooth surfaces; however, I found my initial hope destroyed when I tried it on paper gloss poster. Static clings do not stay on a poster.
After consulting, reviewing samples, and experimenting on several printed materials, ultimately I found an applicable decal called EZ Stick Fabric at Signazon.com. This fabric is waterproof and can be used on almost everything. Consequently, it has become the top choice for my thesis project. Here are some details about this product:

- EZ Stick Fabric has unlimited reusability. It can be taken on and off hundred times and still sticks.
- The fabric material creates ultra vivid colors.
- The product is UV resistant, waterproof, and tear proof.
- The material is environmentally safe and bio-degradable.

Visual Development

Initial Sketches
Graphics Input

Preliminary Compositions

Intermediate Compositions
Color Exploration 1

- CMYK 21 37 56 4
  RGB 204 162 119
- CMYK 28 60 100 27
  RGB 154 95 20
- CMYK 51 85 86 72
  RGB 63 27 14

Color Exploration 2

- CMYK 40 70 100 50
  RGB 104 60 17
- CMYK 30 50 75 10
  RGB 177 127 74
- CMYK 55 60 63 77
  RGB 52 40 33
| 5.4 | Promotional Print Application

**Goals**

There were two different promotional items I have created for this thesis project, which are invitation cards and four seasons' stickers.

**Invitation Cards**

They were created with the intentions of promoting and inviting people to attend my MFA thesis exhibition. A variety of color schemes enabled everyone to select their own favorites.

**Four Seasons’ Stickers**

My purpose in designing stickers was to bring this project to the outside world beyond the scope of the exhibition. To add variability and some interesting elements into this campaign, I then developed logos in four seasons. These four seasons’ stickers have distinct color palettes and can be applied to whatever you like.

**Visual Development**

Graphics Input – Invitation Cards

*Preliminary Compositions*
Intermediate Compositions
Graphics Input – Four Seasons’ Stickers

Preliminary Compositions

Color Exploration

CMYK 0 50 100 7
RGB 230 139 0

CMYK 65 17 72 0
RGB 103 163 103

CMYK 6 70 76 26
RGB 182 85 52

CMYK 60 63 54 0
RGB 128 103 108
5.5 | Online Application

The website was built to convey ideas raising awareness of not using paper coffee cups. It was set to provide information about the project and visual communication thereof for people to review. Furthermore, statistics of coffee consumption in each city were expected to show on the site.

In keeping with the style that I am using for this campaign, the website was designed in a simple and clear way. Given that the project is about getting rid of the clutter, in a manner of speaking, I kept the website clean of it.

Visual Development

Initial Sketches
| 6.1 | Logo Design |
| 6.2 | Poster Design |
| 6.3 | Promotional Items |
| 6.4 | Website Design |
| 6.5 | MFA Exhibition |
| 6.1 | Logo Design

After much discussion and varied feedback, I decided to exclude the preliminary abstract tree style illustration, and sought a straight expression instead. Otherwise, an abstract tree illustration might cause confusion to my audience. To fit the topic, a dying tree was put in place of the initial idea of a blossoming tree. Adding a little hand drawn style into the tree illustration also injects some vivid feeling into the project. In addition, the chosen color also represents the symbol of a tree and is the color of coffee. The paper cup vector behind the tree was decided to showcase a straight and clean contrasting outline.

The logotype is combined with regular and hand-written typefaces. For the regular typeface, I used Din 1451 EngSchrift. The round characteristic of this font decreases the serious feel of the topic. The selected hand-written font, King cool KC Regular, highlights the word corpse and creates an impression of a moribund tree.

Software

Adobe Illustrator CS5

Typefaces

Din 1451 EngSchrift

AaBbCcDd0123

King cool KC Regular

AaBbCcDd0123
Color Scheme

CMYK 50 70 80 85
RGB 44 25 8

Final Design
| 6.2 | Poster Design

**Poster A: The Truth We Might Not Know**

Despite the original color scheme, which was bright and colorful, I chose neutral and brownish tones as the main color palette for the brand consistency. A slightly paper-like texture is applied to the poster, as a symbol of paper cups. For the text, I used FF Din Pro, which is the extended version of Din 1451. FF Din Pro is very legible and shares the structural similarities with Din 1451. Unlike the elongated appearance of Din 1451, FF Din Pro is comparatively suitable for quite a large amount of text, without compromising legibility.

**Software**

Adobe Illustrator CS5, Adobe Photoshop CS5

**Actual Size**

16 x 20 in

**Color Scheme**

- CMYK 40 45 64 55, RGB 99 83 59
- CMYK 55 60 65 40, RGB 99 78 66
- CMYK 50 50 60 25, RGB 123 106 88
- CMYK 50 70 80 70, RGB 67 41 24
Final Design

Typical Paper Coffee Cups Aren't Made From Recycled Paper

A Coated Plastic Resin In The Cup Prevents The Paper From Being Recycled

The Process Of Decomposing Paper Cups Will Release Greenhouse Gases

Recycled Paper Isn’t Strong Enough To Hold A Liquid

THE TRUTH WE MIGHT NOT KNOW
A CUP IS A CORPSE
Poster B: 2010 American Paper Coffee Cups Consumption Statistics

Compared to the first poster, I tried a dark brown background color, given that contrast of the cup-shape design in the second poster. The cup-shape was delineated into five sections; each section provided important estimated statistics of coffee consumption including sheer amount, use of energy, and consequent waste in 2010. To draw people’s attention, the numbers are highlighted in the color red.

Software
Adobe Illustrator CS5, Adobe Photoshop CS5

Actual Size
16 x 20 in

Color Scheme
CMYK 60 70 90 90 RGB 29 18 0
CMYK 6 9 15 8 RGB 228 219 208
CMYK 0 84 64 28 RGB 182 57 58
Final Design

**23 Billion**
*Paper Coffee Cups*

**7 Trillion**
*Energy*

**5.7 Billion**
*Gallons of Water*

**383 Million**
*Waste*

**9.4 Million**
*Trees*

*2010 Paper Coffee Cups Consumption Statistics*
*A Cup Is A Corpse*
**Poster C: What A Little Paper Coffee Cup Can Do?**

The design of the third poster was designed keeping the same beige color as the first poster. To maintain readability for the viewers, simple symbols were designed in this poster, using the same neutral and brownish color. Like the logo, these symbols were created in a hand-drawn style as well. The use of plus and arrow marks simply demonstrate the process of manufacturing paper coffee cups.

**Software**

Adobe Illustrator CS5, Adobe Photoshop CS5

**Actual Size**

16 x 20 in

**Color Scheme**

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 84 64 28</td>
<td>182 57 58</td>
</tr>
<tr>
<td></td>
<td>50 70 80 70</td>
<td>67 41 24</td>
</tr>
<tr>
<td></td>
<td>50 60 25</td>
<td>123 106 88</td>
</tr>
<tr>
<td></td>
<td>6 9 15 8</td>
<td>228 219 208</td>
</tr>
</tbody>
</table>
Final Design

Poster Design / Poster C: What A Little Paper Coffee Cup Can Do?
Interactive Poster

This interactive tree poster is composed of various “paper cups”. Each cup has its own information and symbolic icon. Basically, the color was divided into three brown tone combinations, which were based on types of coffee: Espresso, Cappuccino, and Latte. To keep the brand consistency, the shape of the trunk in this poster was kept in the same format as the campaign logo.

Software
Adobe Illustrator CS5, Adobe Photoshop CS5

Actual Size
18 x 36 in

Color Scheme

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Espresso</td>
<td>50 60 63 77</td>
<td>177 127 74</td>
</tr>
<tr>
<td>Cappuccino</td>
<td>30 50 75 10</td>
<td>104 60 17</td>
</tr>
<tr>
<td>Latte</td>
<td>40 70 100 50</td>
<td>52 40 33</td>
</tr>
<tr>
<td>Brand Consistency</td>
<td>90 30 95 47</td>
<td>0 85 41</td>
</tr>
</tbody>
</table>
Final Design
| 6.3 | Promotional Items

Invitation Cards

The invitation cards were printed on 100% recycled paper.

Software
Adobe Illustrator CS5

Actual Size
2.4 x 3.5 in

Final Design
Four Seasons’ Stickers

Software
Adobe Illustrator CS5

Actual Size
1.5 in diameter

Final Design

Promotional Materials / Four Seasons’ Stickers
| 6.4 | Website Design

**Screen Dimensions**
1024 x 768 pixels

**Final Design**

**Home Page**

- Simply display four navigations on the home page, which are About, Campaign, Knowledge, and Data.
- A coffee beans photo is applied to the background.

**About**

- The About page is the outline of this project and is subdivided into Intro and Our Goal.
A section for a narration to the entire campaign.

Target audience, advertising strategy, and design project are introduced in this section.

A larger poster image size in a pop out gallery.

A promotional product mockup with the campaign logo.
• Introducing the environmental impact of using disposable paper cups and some key statistics of coffee consumption in the United States.

• Providing data records of the amount of paper coffee cups used in every month in selected cities, which includes New York, Boston, Washington, Los Angeles, Chicago, and Seattle.

• City photograph thumbnails are clearly displayed, once the city is selected, the viewer will enter to the data page.
6.5 | MFA Exhibition

Floor Plan

This floor plan is for my MFA thesis exhibition. My ambition is to seek an apprehensible and clear demonstration, which will guide my audiences’ to an easily understood concept of the whole project.
Exhibition Photos
Self Evaluation and Conclusion
Realizing the pros and cons that technology and social progress have brought us, the overwhelming waste that people have created is undoubtedly a formidable issue for any of us to face. The original inspiration that brought me to this topic was incipiently from my observation and life experience as a foreign resident here in the United States. The incomplete recycling system and the lack of public advocacy has become a tangible concern for me. One of the apparent phenomena that I’ve noticed most is the coffee culture and the amount of paper cup usage. Certainly, most coffee consumers are aware of the policy of receiving discounts by using reusable cups in specific local coffee shops. But the question is, do we know the significance and the precise value behind this tactic?

This thesis project was developed to spread applicable knowledge to raise people’s awareness on the paper coffee cup issue. To achieve this goal and strengthen its impression, I created an advertising campaign applying a slow design approach, which I hope can inspire the thought of using reusable cups and allow people to experience the meaning over time by themselves. Thorough research, analysis, critical thinking, ideation, strategy planning, and implementation are all involved in this project. The final design application has given the audience curiosity and brought them into an endless imagination; furthermore, it also provides an idea for designers to widely explore the field of design by using this interactive print solution.

Thankfully, the reaction from the audience was positive. The application not only drew children’s attention, but also gained certain response from the adults. Some said that they truly appreciated seeing this issue being brought up, and believe that this is an indispensible topic that everyone needs to comprehend. In addition, the exhibition arrangement and the simple diagrammatic design also increased viewers’ motive to discover and enhance their knowledge of the subject. In fact, compared to a whole bunch of text, they are desirous to see the information in visualization.

Through this thesis project, I’ve gained the new experience of doing experimental design, and have learned concrete knowledge from diverse fields. This is also a project for our introspection. To be honest, I used to be one of those constant to-go-cup customers, just enjoying the convenience from the invention. But now, I am an earnest “mugger”.
08 Thank You
Reviewing the past 9 months of working on this MFA thesis project, I find it would have been extremely hard to complete it, verging on impossible, without the support and guidance from these people. My thesis advisors Nancy Ciolek, Alex Lobos, and Chris Jackson, who have always had faith in my concept, and have played diverse and proactive roles in guiding me through the entire process. Professor Nancy Ciolek, as my chief advisor, had to meet with me so frequently, and always provided me professional and thoughtful suggestions toward my research, concept, design, and editing. My associate advisor, professor Alex Lobos, who generously consented to being on one of my committees, even though we hadn’t known each other before this thesis. He patiently guided me with his experience and knowledge in sustainable design and design research. With his key instruction and great insight into my project, I became confident and clear-headed moving forward into the initial process. Another associate advisor, Chris Jackson, inspired me with novel ideas and helped me develop in the area of interaction with his expertise in interactive design and overall knowledge of design as a whole. Thank you again, to my committee members in this project, and to other professors who have taught me so much at RIT. Every one of you has such great knowledge in your specialty. It’s been my pleasure having you all as my professors through my school years.

My dearest love, sister, and friends, Ben, Addie, Pei-Chen, and Cathy, who have supported me consistently through this process. Your encouragements, worldviews, and ideas have always given quite the incentive to frame my work. And at last, I would like to thank my parents in Taiwan, who are thousands of miles away, and who I could only connect with through telephone wires. Without you, I would never be the one I am.
| 9.1 | Thesis Exhibition Intro Panel |
| 9.2 | Initial Thesis Proposal |
9.1 Thesis Exhibition Intro Panel

A CUP IS A CORPSE
A Thesis Project Implementing an Experimental Approach to Visual Communication and Advocating for the Concept of a Coffee Cup

Chapter: Advertising

Thesis Project Definition
The thesis project is based on a new concept called "coffee" design. The "Coffee Design" Principles offer an opportunity to develop and incorporate new ideas in design research, creation, printing, processes, and execution.

Global warming is an important issue for us to be concerned about. Most of the time, we are not aware that some small things we do each day will add to this environmental trauma. Through integrating the approach of coffee design into this interactive project, people will slowly get involved and will learn more about this environmental issue in a new and different way.

Advertising Project Introduction
A Cup Is A Corpse is an advertising campaign that focuses on the environmental impact of using disposable paper coffee cups.

The exhibit helps people understand the problems of using paper coffee cups in a more interactive and playful way. This exhibit creates an interactive exhibit in a gallery space. All of the interactive prints are designed with green printing standards, and the materials used are eco-friendly and biodegradable. People are encouraged to enjoy the design through this interactivity, and once the exhibit is over, the prints will be shown in different visual styles. A Cup Is A Corpse seeks to raise awareness of sustainability by providing a design exercise to educate and inspire people to think about this environmental issue.

Advertising Campaign Planning Sheet
The Fact: When you purchase one cup of coffee (or tea) in a disposable container every day, you waste about 28 lbs. of waste each year. That’s 8 lbs.

About 80% of garbage we produce is composed of disposable containers, serving little but beverage cups represent a large portion.

Objective: In today’s culture, it’s become a trend to purchase a cup of coffee each day in paper cups. But what we don’t realize is just how much waste these cups cause by throwing away these disposable cups every day.

The aim of this project is to create an advertising campaign for a specific coffee organization or a coffee object to educate consumers to buy their own mug for the coffee shop.

Target Audience: Coffee shop - Coffee drinkers

Key Statistics
- Over 50% of Americans over 18 years of age drink coffee every day.
- Among coffee drinkers, the average consumption in the United States is 32 cups of coffee per day.
- At the University of Washington, a college of roughly 42,000 students, the newly formed and food science department estimates that over 100 paper coffee cups are thrown away every school day.
- Americans consume 40 million cups of coffee per day making the United States the leading consumer of coffee in the world.

The Communication Strategy
- Insight 1: People are not aware of the paper coffee cup recycling issue.
- Debrief 1: Need to change the knowledge of paper waste issues and raise their awareness.
- Task 1A: Print the Coffee Shop Display
  These posters are providing some basic knowledge to educate people about the environmental impact of paper coffee cups.

The project is expected to be printed on eco-friendly materials and to be placed in coffee shops.

- Task 1C: Window Display Design
  - Window display uses eco-friendly materials.
  - Design uses a fabric liner and screen print (200)

- Task 1D: Website
  A website for A Cup Is A Corpse.

- Task 1E: Promotional Items
  Eco-friendly product design

Process Design

Stage 1: Awareness

Objective: 1. A 4 X 4 Mosaic 1. 2 X 34 Mosaic 1. T-Shirt 1. Your Own Mug

Stage 2: Engagement

Objective: 1. Draw out a mug 1. Print out a mug

Stage 3: Action

Objective: 1. $1.00 MUG 1. For every MUG 1. $0.10 SAVING

Stage 4: Loyalty

Objective: 1. Save $0.10 saving 1. No test 1. Loyalty

Source: Current Trends of Coffee Consumption, by Stephanie Linton
| 9.2 | **Initial Thesis Proposal**

Efficiency is probably over-emphasized in our world. For us, every minute, every second is like a race against time. We seem to value quantity more than quality. And, with such a fast-paced life style, we might have neglected and overlooked details of our surrounding environment. We chase time at the beginning of the day; we look for fame and gain at every moment we are awake. But the question is, “Are you enjoying your life?”

It’s time for a new approach on time and the experience of it. This new approach is called “Slow life.” The simplest explanation of the term is slowing down life’s pace. The principal perspective of slow is to experience life in a fundamentally different way. It’s not about doing everything at a snail pace, but about doing things in the right speed. With the right speed you notice and experience more of the world around you.

In fact, the slow movement began with Carlo Petrini’s protest against the opening of a McDonald’s restaurant in Italy in 1986. It strived to preserve traditional and regional cuisine and promote the farming of plants, seeds, and livestock characteristic of the local ecosystem. Over time, this developed into a subculture in other areas, such as slow travel, slow shopping, and slow design.

I think we all have had an experience going to a museum or a gallery. Have you ever noticed that most people tend to pass works without truly engaging? It’s interesting that the most familiar conclusion from people I’ve ever heard always turn out to be the same, “How come this ugly work can be displayed here? If this is art, I can be an artist as well.” I’m not smart and indeed, most of the time I find it hard to understand the meaning behind the work. Like many people, I sometimes judge by the cover, “the whole” of what I see. But the truth is that there’s always a story behind each work. What’s the reason the artist creates his or her work in this way? How much effort did they put into the artworks? The process, reason, and effort all form the value of the art itself. Art wants to be looked at closer and deeper, and not to function as a spectacle for the consumer. By engaging more with the work, you get introduced into the inside world. Just like those successful pianists, who read every single musical note and express the highest emotion through their fingers by understanding the deepest meaning of music. The concept of Slow is to teach us to experience a higher level of commitment, when you let yourself get absorbed into the work.
I appreciate slowness. Slowness doesn't mean to think slowly, it’s a strategy for us to use to explore the new world. By examining and exploring the decelerated movement, you experience a completely new place that tells a totally different story than the movement would in a regular pace.
This is a mass-produced world. Technology provides entertainment and information to people. Indeed, it gives us more convenience than before but it speeds our life pace up as well. The Internet brings people a sea of information in a short time. To be honest, we can’t neglect the significant advance in technology, which has greatly benefited us. As for the field of graphic design, we focus more in the advance of software. We can freely download images from various website; we can easily create a logo of a brand. What my concern is, is what’s the original goal of design? Where do those visual effects come from? What is the resource? Instead of the use of multi-media, how can I make graphic design come alive?

The Slow Design Principles offer an opportunity to find fresh quality in design research, ideation, process and outcomes. These principles are presented as a powerful tool for designers to interrogate, evaluate, and reflect on their design ideas, processes and outcomes using quantitative, qualitative and intuitive means of assessment.

Here is an example indicating the concept of slow design. The project was given by Ayumi Higuchi. Students had to create trees out of black tape. Every student received one role of tape and together they had to make a tree on the wall. It was interesting to see how this worked out – you’re able to control your own decisions, how and where to place the tape on the wall, but you can never completely control what the others will do with their roll.

While slow design emphasizes on the process of design, Lego is a kind of toy that involves lots of process. Those colorful Lego bricks can be assembled and connected in many ways. We don’t have to be worried about our final work while playing, because anything constructed can be taken apart again. Slow design is also like building a concrete syntax tree. With the process of expansion, we can find many surprising and interesting outcomes. Slow design is more like building our design, and then learning to appreciate it through the development.

“Building design” is the approach that I want to use as an experiment on my thesis project. This approach can be both experimented on its contribution to graphic design and the interaction with people.
Problem Statement

This is a new way of thinking about the relationship between design and the world. It explores the potential of design to transform and improve society, as well as the role of designers in that process. Design can be seen as a tool for change, a means of exploring new possibilities and challenging existing norms. It is a process of creation and innovation, one that can lead to positive outcomes and contribute to the betterment of the world.

Slow Design

Slow Design focuses on the design of slow objects, such as furniture or buildings, which are intended to last a long time and be passed down through generations. These objects are often simple and functional, with a focus on quality and durability. They are designed to encourage us to slow down and appreciate the things we have, rather than constantly seeking new and more expensive products.

Reflect

Slow Design encourages us to reflect on our relationship with the products we use. It encourages us to think about the materials they are made of, and the impact they have on the environment. It also encourages us to think about the people who made them, and the skills they used to create them.

Engage

Slow Design involves engaging with the people who make the objects. It encourages us to learn about the processes and techniques used to create them, and to understand the value of the skills and knowledge that go into making them.

Participate

Slow Design encourages participation in the design process. It involves working with the people who use the objects, and listening to their needs and desires. It also encourages us to consider the social and cultural context in which the objects are used.

Evolve

Slow Design involves continuous improvement and adaptation. It encourages us to learn from the experiences of others, and to respond to new challenges and opportunities. It also encourages us to think about the future, and to consider how the objects we create today can evolve and adapt to new circumstances.
**Slow Design**

**Reveal**
Slow design reveals experiences in everyday life that are often missed or forgotten, including the materials and processes that can be easily overlooked in an artifact’s existence or creation.

**Expand**
Slow design considers the real and potential “expressions” of artifacts and environments beyond their perceived functionalities, physical attributes and lifespans.

**Reflect**
Slow Design artifacts/environments/experiences induce contemplation and what slowLab has coined ‘reflective consumption.’

**Engage**
Slow Design processes are open-source and collaborative, relying on sharing, cooperation and transparency of information so that designs may continue to evolve into the future.

**Participate**
Slow Design encourages users to become active participants in the design process, embracing ideas of conviviality and exchange to foster social accountability and enhance communities.

**Evolve**
Slow Design recognizes that richer experiences can emerge from the dynamic maturation of artifacts, environments and systems over time. Looking beyond the needs and circumstances of the present day, slow designs are (behavioural) change agents.
Survey of Literature

Books

**The Cultural Creatives: How 50 Million People Are Changing the World**
Paul H. Ray & Sherry Ruth Anderson
New York, Harmony Books, October 2000
In this book, Paul H. Ray and Sherry Ruth Anderson draw upon thirteen years of survey research studies on more than 100,000 Americans, plus many focus groups and dozens of interviews. They reveal who the Cultural Creatives are, and the interesting story of their emergence over the last generation, using real life examples and engaging personal stories to describe their distinctive values and lifestyles.

**In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed**
Carl Honore
HarperOne, April 2004
This book is about the rise of the Slow Movement. The Slow Movement challenges modern society's culture of speed and efficiency, distinguishing the benefits of a slower-paced lifestyle and its effect on eating habits, urban structures, mental and physical health, and relationships. The author talks about how the world got "stuck in fast-forward" and how more and more people everywhere are slowing down.

**1000 New Eco Designs and Where to Find Them**
Rebecca Proctor
Laurence King Publishing, June 2009
1000 New Eco Designs is a showcase of contemporary product design and interior products for your home that are ecologically sound. The book acts as a handbook, guiding readers to individual decisions regarding choosing eco-friendly designs for the home.

**Print and Production Finishes for Sustainable Design**
Edward Denison
RotoVision SA, April 2009
This book is intended as a guide to help designers find eco-friendly solutions for their printed media demands. It gives examples of environmentally friendly inks, varnishes, pigments, and finishes that can be used in a wide range of printed media.
**Survey of Literature**

**Appendix A:**

**The Cultural Creatives, How 30 Million People Are Changing the World**

In this book, Todd A. Page and Bruce B. Parkinson detail the cultural and economic impact of cultural creatives on society. They explore the unique characteristics and behaviors of this group, who are estimated to make up at least 30 million people in the United States. Cultural creatives are defined as individuals who are creative, entrepreneurial, and socially responsible. They are often referred to as the “creative class” and are recognized for their role in driving innovation, economic growth, and social change. The book provides insights into the motivations, values, and behaviors of cultural creatives, as well as strategies for engaging and empowering this important group.

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**Thousand New Designs and What to Find Them**

This book is the result of the SIA (Society of Industrial Arts) initiative to identify and report on innovative designs and products. The book features a collection of designs that are both aesthetically pleasing and technologically advanced. It highlights the role of design in shaping the future of our society and the importance of fostering a culture of innovation. The book is a valuable resource for designers, students, and anyone interested in the intersection of art, technology, and society.

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**Print and Production: Freshmen for Sustainable Design**

This book is a guide for students entering the field of sustainable design. It covers the principles of sustainability, the role of design in creating a more sustainable future, and the tools and techniques used in sustainable design. The book also includes case studies of successful sustainable design projects and provides practical advice for students looking to make a positive impact through their design work.

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**Survey of Literature**

**Appendix B:**

**The Slow Design Principles: A new language for design research and practice**

This book presents a new framework for understanding design and its relationship to contemporary cultural and environmental issues. The authors argue that design must be reimagined as a process that is slower, more empirical, and more deeply connected to the world around us. The book includes case studies and examples of slow design in practice, as well as critical reflections on the implications of slowing down in design.

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**User Technology: Designing for Reflection**

This book explores the role of technology in shaping our lives and how design can be used to create more thoughtful and reflective experiences. The authors argue that technology should be designed to promote reflection and self-awareness, rather than simply facilitating instant gratification. The book includes case studies of successful reflection-oriented design and provides practical guidance for designers looking to develop technologies that encourage reflection and mindfulness.

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**User Movement On/Off And Whole**

This book examines the role of movement in our daily lives and how design can be used to promote healthy and active lifestyles. The authors argue that movement is essential for our physical and mental well-being, and that design can be used to create environments that support and encourage movement. The book includes case studies of successful movement-oriented design and provides practical guidance for designers looking to develop products and spaces that promote active living.
**Online Documentation**

**The Slow Design Principles: A new interrogative and reflexive tool for design research and practice**
Lars Hallnäs & Johan Redström

This article is intended as a new evaluative tool to encourage design practices to orientate towards social, cultural and environmental sustainability. They offer an opportunity to find fresh thinking in design research and development. The principles of Slow Design are presented here as a tool for designers to interrogate, evaluate and reflect on their design ideas, processes and outcomes.

**Growing Chair**
Rosan Dekker
http://designblog.rietveldacademie.nl/?p=10314

Growing your own design-chair, made out of living trees, grass or crystals – sounds interesting? Nowadays, more and more designers are working with nature, instead of against it. They’re combining unpredictable, living objects with well-thought design and come up with new ways to make creative and durable furniture.

**Slow Technology: Designing For Reflection**
Lars Hallnäs & Johan Redström

As computers are increasingly woven into the fabric of everyday life, interaction design may have to change – from creating only fast and efficient tools to be used during a limited time in specific situations, to creating technology that surrounds us and therefore is a part of our activities for long periods of time. We present slow technology: a design agenda for technology aimed at reflection and moments of mental rest rather than efficiency in performance. The aim of this paper is to develop a design philosophy for slow technology, to discuss general design principles and to revisit some basic issues in interaction design from a more philosophical point of view. We discuss examples of informative art as instances of slow technology and as examples on how the design principles can be applied in practice.
Slow Movement Or: Half And Whole
Henk Groenendijk
http://designblog.rietveldacademie.nl/?p=2831
Our modern world is dominated by speed, we’re addicted to it. We try to squeeze in as much as possible in every minute of every day. All the minutes of the day are a race against the clock. The last 150 years everything seems to get faster, our world had turned into a race of the fastest, not the fittest. Quantity has become more significant than quality. It’s time for a new approach on the time and the experience of it. Following this philosophy a cultural revolution has begun against the notion that faster is always better. It’s not about doing everything in a snail pace, but about doing things in the right speed. With the right speed you become more aware of the world around you.

Slow Design and the Lost Art of Shifting Gears
Sarah Catherine Hay
This paper delves into Slow Design, and attempts to break it down into its critical elements. It references a Latin phrase, ‘Festina lente,’ which means ‘make haste slowly’. The implied meaning of this phrase becomes a new interpretation of slow design. Slow design is not doing less, but more, just slowly, thoroughly, exceptionally. describe their distinctive values and lifestyles.
Inspiration

The Grass Armchair
Designed by Purves & Purves
Working with a frame, this chair is ‘leading’ the grass. It will almost disappear in the landscape, being completely covered up with the surroundings, you’ll have to be careful while mowing. The chair is made of biodegradable cardboard which you fill with gravel and soil, seed with grass.

Workshop
Given by Ayumi Higuchi
Students had to create trees out of black tape. Every student received one role of tape and together they had to make a tree on the wall. It was interesting to see how this worked out – you’re able to control your own decisions, how and where to place the tape on the wall, but you can never completely control what the others will do with their roll.
Based on the concept of slow design, I would like to apply the new approach “Building design” to my thesis project. The final goal of the project is not to ask people to move slowly but to teach them to find the value of life. Overall, I conclude three aspects of my thesis project:

**Experimentation**
For this project, I would like to do some experiment on both graphic design and people. The project will be displayed in a public space. Environment and people are two of important elements to accomplish my piece.

**Graphic Design**
“Building design” is the approach to construct my piece. By using this approach, the design could be showed in an unpredictable way. This is a method to create graphic arts in a new way and a way to let people experience the process of design. To summarize, this is a piece that combines typography, computer and reality.

**Interactions**
The purpose of design is to express the concept of slow life. And the way to convey the concept is to get my audience truly involved in my work. I believe this would be a way to make people understand and experience the essence of their life.
**Target Audience**

**Group**
My target audience would be commuters.

**Sex**
Both females and males

**Age**
25 to 40

**Technical Tool**

**Hardware**
Personal Computer Mac

**Software**
Adobe Illustrator CS4 or later
Adobe Photoshop CS4 or later
Adobe InDesign CS4 or later
My goal is to get my audience involved in my project. The design work will be an integration of the environment and people.

Who
Urban city residents

What
My project will be an advertising campaign. I will choose public issues, such as environment, health, etc as the information for my piece.

How
My project will be an experimental project. I will create a piece that will get people truly involved in my work and experience the value of the concept of slow life. To make my project seem practicable, I will combine my project with an advertising campaign.

Where
The piece will be displayed on a large wall area. The place would be a junction, such as a train station, museum or a shopping mall, and etc.
**Design Ideation 1**

**Topic**
Make Your Own Design

**Subject**
Billboard

**Material**
Scratch
Design Ideation 2

**Topic**
Global Warming

**Subject**
Billboard

**Material**
Color Changing Paste
Dissemination

Join the SlowLab Community

Join the SlowLab community and submit my project via website. SlowLab is an emerging organization based in New York, NY and with activities worldwide. The mission of the organization is to promote slowness or what we call “Slow design” as a positive catalyst of individual, social-cultural and environmental well-being.

Update My Thesis to Major Design Blog Sites

Such as Squarespace, Behance Network and Issuu.

Competition

I will also submit my finished project to graphic design competitions and some competitions that are related to my topic.
**Evaluation Plan**

Document the process of my project. Upload it on the website and get feedback from the visitors.

**Pragmatic Considerations**

| Cost of Information Collection for Thesis | $50 |
| Promotion (Include Postcards and Posters) | $50 |
| Printing Cost for Documentation Book | $50 |
| Printing Cost for Thesis Show | $200 |
| Entrance Fee for Submission to Competitions | $200 |

**Total** | $550
10 Bibliography


