

Reviron: Graphic Design's Impact on the Environment and Our Habits

An Honors Thesis (HONR 499)

by

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Abstract

Pollution affects more than a 100 million people worldwide, making it one of the leading global killers. More than 3 million children under age 5 die annually from environmental factors ("11 Facts About Pollution"). Pollution is a vastly widespread issue, yet our rectifying efforts are insufficient. The most universally accessible remedy to pollution is recycling. The average person produces more than 4 pounds of trash daily, resulting in nearly 1.5 tons of waste annually. However, the EPA estimates that 75% of the waste Americans produce is recyclable, yet we only recycle around 22% of it ("11 Facts About Recycling"). We must increase our recycling efforts. Current mobile recycling apps on the market, such as iRecycle, RecycleUp, and RecycleNation, attempt to educate users on where to recycle certain materials but they fall short in many aspects. Between confusing user interfaces, poor design work, and lack of specific educational resources, the current attempts to create educational mobile resources for consumers is widely insufficient. I address these issues and more through ad campaigns and mobile app designs geared towards raising awareness and promoting environmentally conscious habits within the United States.

Acknowledgments

I would like to thank my mom for always driving me crazy, for supporting everything I do, and for being the bravest person I know. I would also like to thank Christine Satory for pushing me to take risks, Shantanu Suman for always keeping it real, Dr. Timothy Berg for challenging everything I think I know, and Dr Jason Powell just for being a great guy.

Process Analysis Statement

I chose to do this project because recycling is something I am personally interested in but also because the project's execution was outside of my expertise. This project allowed me to learn about a passion and gain skills within my intended profession. Graphic Design is an ever evolving and encompassing field. My expertise within this field is primarily in print design and has always resulted in physical deliverables, whether that be books, t-shirts, posters, or packaging. So embarking on a project requiring extensive research in both the topic (recycling) and the product (advertisements and mobile app) definitely required application of my academic knowledge. For this project, I used my understanding of branding and product packaging with my research into current design trends and user interface design, while learning to use new software when designing every aspect of the deliverables. From the icons to the fonts, each decision was backed by my knowledge and experience gained during my college career or was decided through research and feedback from colleagues.

In order to accomplish my intended goals, I created a hypothetical non-profit organization that would then sponsor all the branches of this project. When deciding the branding for the organization, I looked at similar environmentally conscious entities for inspiration on naming conventions and color palette as well as researched trends favored within my target audience. After my research, I decided to stray from the obvious naming convention of including the word recycle, such as RecycleUp, and look towards the values I wanted this project to encompass. Ultimately, the name Reviron was chosen, which references recycling but also environmental revitalization. The aforementioned target audience for this project is anyone interested in recycling and building environmentally conscious habits, but specifically for American consumers ages 16-30 in order to build good habits early. Although shades of green are common

colors used for environmentally conscious organizations, people within that age range are drawn to brighter colors. I used a mixture of both to fit with the industry and the target audience.

Reviron's logo mark resulted from pages and pages of sketching based on other environmentally influenced logos and current design trends. Since the main goal of this project was to make recycling as simple and easy as possible, those goals were reflected in the logo as well. The monolinear logo references the two aforementioned values: recycling and environmental revitalization. The commonly recognized symbol for recycling designed by Gary Dean Anderson is a triangle made by three arrows. ("Recycling Symbol History"). The root word, cycle, comes from the Greek word for circle ("Cycle"). This knowledge influenced the use of a circle and an arrow in the logo mark. Revirion's value of environmental revitalization is shown by the leaf in the center of the circle. The aforementioned arrow points up to show progress and growth while acting as the midrib and veins of the leaf. This simple yet impactful logo holds immense meaning and can be seen on every deliverable associated with the organization, reinforcing both the brand and its values. The logotype was custom made to follow the rounded and linear feel of the logo mark. This rounded and linear theme is seen through each deliverable and icon developed for this project.

Reviron's mission was to promote proper recycling practices while making it simple and fun. To promote such practices, advertisement campaigns containing relevant statistics were created to encourage people to make a change. Exhibited both outdoors and online, the advertisements ultimately lead viewers to the app where they can contribute to the global clean up in a fun and simple way.

The outdoor advertisements are geared towards high-traffic areas such as bus stops and subways, which are known for accumulating litter. The ads display shocking recycling statistics

in bold capital letters to emphasize the importance and seriousness of these facts. The statistics included topics such as the length of time for plastic to decompose and were used to make people realize that the thing they just threw on the ground will stay there for more than thrice their lifetime. These realizations will influence the viewers to want to make a change. The organization's tagline, "the global cleanup starts with you," is a call to action that instills a sense of responsibility in the viewer to change while implying that their efforts make a difference.

Information on where to download Reviron's mobile app is located in the bottom left corner of every outdoor advertisement. Since Americans read from top to bottom, left to right, the placement of the information on the outdoor advertisements follows that eye pattern. The problem (statistic) is displayed at the top left, the call to action (tagline) on middle right, and the solution (the app) at the bottom left. Ample white space between each element allows for readability even from far distances. The white backgrounds also add to the advertisements readability and separate itself from the overstimulating visual environment. Similar thought processes were used in designing the pragmatic and social media ads in regards to how people will encounter and experience the ads to ensure high audience engagement, along with research involving posting times on when/what platforms to post on.

The mobile app design required the most research and feedback on the user experience (UX) and user interface (UI) design. After researching common aspect ratios for various mobile screen sizes, I looked at basic UI templates and compared them to recycling apps currently on the market and popular apps such as Facebook and Instagram. As I designed the app's interfaces, I took this knowledge into considerations.

When the user downloads Reviron's app, they are asked to login or create an account.

The account includes information such as the user's name and zip code, which allows the app to better function towards their needs while allowing them to engage with others within their community. After logging in, the user is taken to the home page where they can track materials they have recycled in order to earn points and gain levels as one would in a video game. The users can participate in recycling challenges and redeem their points for Reviron's eco-friendly merchandising such as glass and stainless steel water bottles, reusable canvas totes, and more. The merchandise is all packaged with recyclable materials such as natural hemp string and recycled paper tags. This system of tracking recycling gives the user a sense of pride as they earn points and see their contributions to the environment. Earning points and redeeming them paired with the simplicity and ease of the app's interface makes recycling a fun and easy game, increasing the likelihood of the user to continue such habits.

In addition to tracking recycled materials, Reviron's app shows users how and where to recycle materials to ensure that their efforts are done properly. When tapping on the recycle icon, the user is taken to a menu where they can search for a material by category, name, or barcode and learn how and where to properly dispose of the material. Reviron provides a list of nearby location based on the information provided in their account profile. In addition to advocating environmental education, Reviron strives to promote a community of environmentally conscious people through local events, blogs, and more. When tapping on the community icon, the user is taken to a page where they can search or scroll through local, national, and global environmental news articles. From this page, the user can go to the blog section and scroll or search for informational blogs on composting and other various topics or go to the calendar and view local farmer's markets, neighborhood cleanups, etc. This app will help to reduce our carbon footprints, landfills, and overall pollution which leads to a happier and healthier life for ourselves and the environment.

Through the process of planning and producing this project, I have learned that I work well under pressure -which is something I have learned throughout my college years. However, although pressure makes diamonds, diamonds can break. This project tested my stamina in regards to sleep, focus, and time-management. I learned to trust my instincts and that they are great starting points, but I should evolve them through others' feedback. Nearly one-third of the way through this project, I realized the number of materials I intended to produce was unproportional to my time allotment and to Reviron's values. Through colleague and mentor feedback, I reaffirmed the notion that every design decision and deliverable should be done with a purpose and therefore I recalculated my plan of action. I also learned not to fear starting over. Approximately two-thirds of the way through this project, I had an epiphany about my advertisements. I realized my designs were not engaging or dynamic and spent several late nights in the studio rectifying every deliverable I had made thus far. Suffice it to say, this project challenged me in several ways.

This project shows how graphic design influences every aspect of our lives, including our habits and our environment. If environmentally conscious habits can be procured through the intentionality of an app design, then designers have a more powerful voice in the consumerist culture than we realize. It shows that recycling and environmentally friendly efforts do not require immense effort, they just require care and attention. This project shows the human desire to create a better world for those who come after.

IDENTITY SYSTEM



PRIMARY LOCKUP

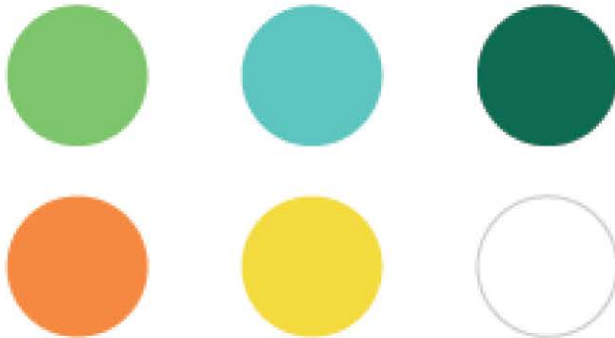


SECONDARY LOCKUP

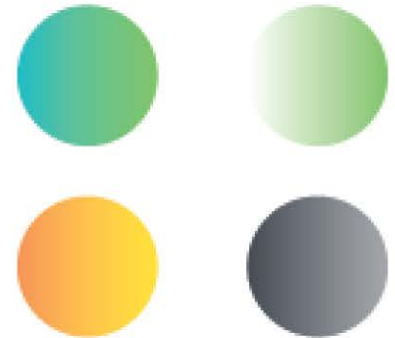


ALTERNATE LOCKUP

COLORS



GRADIENTS



TYPOGRAPHY

MONTSERRAT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

PLASTIC TAKES UP TO
1,000 YEARS
TO DEGRADE
IN A LANDFILL

The global clean up
starts with you.



App Store

Google Play

reviron





CAN YOU RECYCLE THAT?

The answer is probably yes.
Learning how is simple.



App Store

Google Play

reviron



reviron

@reviron

Americans only #recycle around 22% of their waste, even though 75% of it is recyclable. #reviron

9:35 AM - 24 Mar 2019



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53K



16K



 Promoted

reviron

Username

Password

LOGIN

Forgot your password?

reviron

3,417 points

247 miles of driving

68 gallons of oil

172 gallons of water

Level 4

Track

Redeem

Challenges

reviron

Search

- Chemicals
- Electronics
- Glass/Ceramics
- Metals
- Organic
- Paper
- Plastic
- Textiles
- MISC

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Search

YES You Can!

Stuffed Animals can be recycled or donated! Make sure the items are clean and intact before taking to recycling and donation centers.

Where to take it:

Disorderly Bear Den
disorderlybear.com
1000 Bayberry Lane
Westborough, MA 01581

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Search

Local

National

Global



Worked Cited

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