

ADV1160

Instructor: Genevieve Hitchings

Project Overview

Promotional Flyer – Going Green

Goal: Create a promotional flyer encouraging New Yorkers to follow 10 easy tips, to save money while simultaneously making New York City a healthier place to live.

Specifications: InDesign: 8.5"x11" – or smaller
Student determines the paper fold
Margin of .25"
Bleed: .25"
Color: CMYK
Resolution: 300 dpi

Design Requirements: All graphic content must be typographic or symbol based
No photography unless created by you
Four color maximum (you can use tints)

Design Influence: For this project I would like you to reference the style of one of the designers that we have looked at over the course of the semester. For example once the project is finished you should be able to say this design was influenced by David Carson's work.

Content:

Header

Going Green. 10 small steps, put together, add up to big strides...

Copy (you only need to chose 10 from the list below):

1. Wash Your Clothes Only in Cold Water

Approximately 90% of the energy used in a traditional washer is just to heat the water. Cold water cleans clothes, saves a significant amount of energy, and keeps clothes brighter. For additional savings, only wash full loads of laundry.

2. Buy Energy Star Appliances and Electronics

ENERGY STAR® appliances use 10-50% less energy and water than their traditional counterparts. These appliances include refrigerators, dishwashers, air conditioners, washers/dryers, televisions, audio systems, and more.

3. Sign Up For Pollution-Free Electricity

Just 10% of New Yorkers purchasing green power would prevent nearly three billion pounds of CO2 from entering the atmosphere each year.

4. Plug Your Electronics Into Power Strips and Switch Them Off When Not in Use

Chargers, televisions, computers, and other electronic equipment draw electricity even when they are off. 75% of the electricity used to power the average home's electronics is consumed while the products are turned off. This can add up to \$200 onto your annual electricity bill.

5. Replace The Lightbulbs In Your Home With Compact Fluorescent Lightbulbs (CFLs)

High-efficiency CFLs save energy and money. ENERGY STAR® qualified CFLs are 75% more energy efficient than traditional incandescent bulbs AND they last up to ten times longer. Even switching just one bulb in your home to a CFL will lower your electric bill.

6. Turn The Faucet Off While You Brush Your Teeth

Running a faucet uses two to three gallons per minute. Conserve water and turn off the faucet when not in use. Also remember to turn it off when you wash your hands, shave, do the dishes, clean fruits, and vegetables, etc.

7. Drink Tap Water

Choose tap water and reduce bottled water waste - the oil used to produce bottled water in the US could fuel over a million cars for a year. Drink tap water to save money - two liters of NYC tap water each day adds up to just \$0.50 per year. Compare that to the \$1400 you would have spent on the same amount of bottled water.

8. Use Green Cleaning Products

Many cleaning products contain toxic chemicals that can damage the environment. Some ingredients in commercial cleaning products can be irritating to eyes and skin, and may cause chronic health problems, especially in small children. Use green cleaning products, which clean just as effectively without these risks, and can be easily made at home by mixing simple ingredients such as baking soda, lemon, and white vinegar.

9. Paint With Low or No Volatile Organic Compounds (VOC) Paints

Paint With Low or No Volatile Organic Compounds (VOC) Paints
Typical paint contains up to 300 known toxins, including metals, solvents, and fungicides. Choose low or no VOC paint for a healthier home, family, and environment.

10. Plant a Tree

Clean New York City's air by planting a tree. It's an easy and cost-effective way to reduce the pollutants in our air, cool our streets, sidewalks, and homes, increase property value, and encourage neighborhood revitalization.

11. Washing Machines

Don't waste water and energy by running a half-full dishwasher. Make sure your machine is full and choose the air-dry setting; or just open the door after the final rinse, and allow the dishes to literally air dry.

12. Stop Junk Mail

Over four million tons of paper are used to produce the 80 billion pieces of junk mail American receive annually.

13. Low-flow fixtures

The average New York City household uses over 100 gallons of water each day. Install a low-flow toilet and save up to three gallons per flush. Replace your showerheads and faucets with low-flow fixtures to reduce water waste by three to four gallons per minute and cut water heating costs by up to 50%.

14. Ride Your Bike

It's good for you and the environment! NYC has over 620 miles of bike lanes ... Use them!

15. Use Public Transportation

Green your commute by choosing to travel by bus or train. MTA riders keep 700,000 cars out of New York City's central business district, preventing 400 million pounds of soot, carbon monoxide, hydrocarbons, and other toxic substances from being released each year into the City's air.

16. Bring Reusable Bags When You Go Shopping

Every year Americans use over 100 billion plastic bags and only recycle 0.6% of them. These plastic bags don't biodegrade, they photodegrade – breaking down into toxic bits that contaminate soil and waterways and enter the food web when animals accidentally ingest them. Remember to carry a reusable bag with you - each one eliminates the need for hundreds, if not thousands of disposable bags over its lifetime.

17. Use a Reusable Bottle, Thermos or Mug

Did you know that the average American office worker goes through 500 disposable cups every year? Break the cycle and replace your one-time use cup habit with a stylish and sustainable mug. And when looking for a bottle, make sure it's to Bisphenol A (BPA)-free and recyclable. By using a reusable bottle, thermos, or mug, you will not only save money but also save our planet's precious natural resources by cutting down the production and waste of trillions of cups, bottles, and cans every year.

18. Buy It Used (And Donate Too)

Anything - furniture, clothing, electronics, cars, boxes - can be bought in good shape second-hand. You'll save money and reduce waste going to landfills. While you're at it, donate your unwanted clothes, furniture, and electronics. Maximize the life of your unwanted goods by making them available to others.

19. Avoid Excessive Packaging

About 33% of what we throw away is packaging. Try to buy responsibly packaged items.

20. Buy Local

On average, produce travels 1500 miles before it reaches your grocery store. Limit the distance that your food needs to travel from farm to plate and reduce the detrimental effects of food transportation on the environment.

21. Eat Organic

Organic produce contains far fewer chemicals than other produce. They're better for your health, and certainly better for the environment. These chemicals get washed into our rivers and streams, polluting our source of water. Also, many of these chemicals are made from petroleum and other non-renewable resources... so, why eat chemicals when you can eat real food?

22. Recycle

Every day, nearly four and a half pounds of waste are discarded by the average New Yorker – this adds up to more than three-quarters of a ton per year! Take action to reduce this number by following the three R's: Reduce, Reuse, and Recycle.