



London College of
Contemporary Arts

REFOREST

PROJECT PORTFOLIO

Ecology Awareness Charity

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introduction

1.1 Supporting statement

SUPPORTING STATEMENT

My project idea was to create a charity organisation that would represent the importance of trees and the impact to the forests and jungles in the current climate crisis. I will aim to create an awareness campaign dedicated to deforestation and wildfire, which are along with many other human causes accelerating climate change. Therefore, I wanted to base my project on finding ways to encapsulate my passion on the issue. I believe creating awareness through digital and practical design can create a difference and it can allow people to envision how their actions can change the course of climate change in a positive way. It will not only help themselves and others around them but also the future generations.

This charity organisation will focus on how the rates of wildfires and deforestation can be decreased. I will be creating a website using a website builder (wix.com). It will encompass multiple pages that explain everything about the organisation. Like most charity websites, this too, I aim, will come forward as an informative and educative tool. As part of this project, the original idea was to create a short infographic movie that would explain more about wildfires and deforestation and how it can be prevented. However, as I worked on the project I realised that incorporating animated GIFs into a website would be more practical for the charity to be more accessible to the audience.

As I developed the idea and the website, I thought an action that the audience can take apart from donations would come as an alternative solution. Creating a particular initiative where people can grow their own tree where they want would be a more personal and maybe even a more exciting way for the audience to participate. Therefore I created a tree growing kit that would include all the tools and instructions that one would need to grow a tree on their own. This kit would essentially include a small plant pot, a water bottle, a bag containing the roots of the tree, a couple of ReForest stickers and a planting guide.

The skills I was implementing in this role could be traced back to the skills that I used in the first few years when I started my graphic design career during the Level 4 HNC and Level 5 HND years. Some of the skills I was using to help me with this project were creativity, time management and being able to adapt to the different software programs when creating the different content for this project. Some of the programs I used were Adobe Photoshop, Illustrator, InDesign and AfterEffects. Photoshop was used for illustration that was done by hand and for the mockups. AfterEffects was used to do the animations, the InDesign program was used to put everything together into one readable document. And finally, Illustrator was used to create the illustrations and some of the advertising content like posters and leaflet.

proposal

2.1 Project proposal

PROPOSAL

My organisation is called ReForest and their aim will be to raise awareness and to educate the wider audience on the impacts of deforestation and wildfires and how crucial ecology is to humankind.

ReForest is all about creating a local community and working together to help restore the health of plants and trees so that everything else around it also has a chance to thrive. By joining in, you can help make a difference as you will be helping with this effort to put a stop to the rates of wildfires and deforestation rates that take place almost everywhere around the world.

As a community, you will have the chance to sponsor a tree, donate, visiting local parks and take part in local community restoration efforts like community gardening, gaining experience by working in allotments and helping out in charity fundraiser events.

A fully functioning website will be designed so that people can access the different work that the charity does. For example, ReForest will be running fundraiser events that can help restore the health of the local forests and parks around the United Kingdom. To add to this, a donation feature will be added which will allow the reader to fund the charity through their effort to

With this project, I want to be able to educate the chosen audience about the dangers of wildfires as well as deforestation, this is because these occurrences can damage the ecosystem and the world's forests. It is important to increase awareness about the dangers that trees face every day as it can damage their populations and have a knock-on affect on the animals and humans that surround the trees.

Another aim of this website is to share my knowledge about the wildfires and deforestation situation. So, I want this project to be informative and creative at the same time. I also want the website to come through as inviting and be themed with plants as the project is all about restoring the health of ecology.

research

3.1 Insight into global issues

Before deciding what my area for the project I was going to work on was going to be, I started by researching climate change and each segment of it to get a general idea of what causes it. I was most intrigued by deforestation and wildfires as no one ever really talks about it apart from when a country is being hit by wildfires. It will be talked about for one day on the news or social media and then the next day people will talk about something else.

This is why I made the decision to work on deforestation and wildfires as people need to know how they can stop the deforestation and wildfire rates from climbing, it is possible.

This chapter will be an insight into the different areas of climate change and how humans can prevent the rates of the different segments of climate change from climbing.

I had started my research by taking a look at what causes a specific triggers, where in the world it is most likely to take place and how it can be preventable by humans and it is as simple as making a change to their lifestyle choices.

The causes I had looked into were plastics in the oceans, air pollution, wildfires, deforestation and climate change in general.

Through this research phase I was able to gain a wealthy amount of knowledge on how the simplest choices we make everyday can affect the world's overall health and how the the simplest choice to change something in our everyday life can have a positive impact on the world.

RESEARCH ON GLOBAL ISSUES

CLIMATE CHANGE

What causes climate change?

- The most common cause of climate change would be the burning of fossil fuels like transport vehicles, burning of by-products in factories, nuclear reactors and more, these in turn increase the rates of CO₂ emissions while also increasing the rates of pollution.
- The creation of man-made fires can also have an effect as a lot of the smoke gets released into the atmosphere, the same effect happens when fireworks get lit.

What areas can be affected?

- Urban populations are becoming more at risk as they are most likely to increase the climate change rates if nothing changes.
- Third world countries can sometimes be the worst-hit places to feel the effects of climate change. This is because many of the people who live in villages or are homeless don't have a structural home to live in which means that they will be more susceptible to landslides, flooding, earthquakes, storms and more natural disasters. If any of these were to occur, they would not have any aid or any chance of getting help from neighbouring countries or cities nearby.
- Due to the fast-growing rates of climate change, some parts of the world are experiencing record breaking rising temperatures, while it may be great for people to get out in the sun, they may have to watch out for things like wildfires and more if they are not careful.
- Pollution must be the biggest by-product when it comes to climate change, this is because in urban landscapes like cities, there's all kinds of pollution which increase the rates of CO₂ emissions.

What are the effects on humans?

- The effects can be dangerous for humans as most times toxic air gets released into the atmosphere when dangerous chemicals are left exposed and burned.
- The climbing rates can cause natural disasters to occur that the humans must be alert for, in most cases, these disasters can kill or injure a human being.
- Can destroy the environment around humans, this depends on what kind of natural disaster has occurred and where.

What are the solutions?

- People who drive vehicles can invest in something that is better for the environment and doesn't use petrol or gas. A good example of this can be buying an electric car or an electric scooter.
- People can use public transport or cycle to wherever they need or want to go.
- Catching a taxi or an Uber is a great way to travel too.
- People can walk to their local shops to get their essentials instead of riding their car.
- People can leave a bit earlier to cycle to work or school as another good alternative. They should also wear a helmet to prevent them from injury.
- Sharing a ride in the morning to drop off multiple family members at their locations. This means the people don't have to use multiple cars to get to where they need to be.
- Using less electricity when they don't need it. They can keep heating off during the summer, turn off the light switches in the daytime and keep all electrical appliances off when not in use.

RESEARCH ON GLOBAL ISSUES

AIR POLLUTION

What are the causes?

- Created when any chemical, biological or physical agent changes in the atmosphere. Some examples of these pollutants can include the release of carbon monoxide gas, ozone, and sulphur dioxide gas.
- Also caused when fireworks get lit and released into the air by people.
- Wildfires can increase the rates of air pollution if they are not controlled quickly enough.

What areas can be affected?

- Parts of the world where the air quality is poor. For example, places such as India, China, Peru and many other countries.
- Parts of countries where industrial operations are taking place. For example; nuclear reactors, power plants and more industrial buildings.

How are humans affected?

- Air pollution kills around seven million people each year.
- The combined effects of outdoor and household air pollution cause millions of premature deaths each year, mostly as a result of increased mortality from strokes, heart disease, lung cancer and other respiratory issues.
- There are about 3.8 million deaths every year due to household exposure from dirty cookstoves and fuels.



What are the solutions?

- One of the ways to prevent air pollution is to conserve energy, this can be very helpful as it can decrease the rates of the amount of air pollution that gets released into the atmosphere and keeps it at a controllable rate.
- When buying office or home appliances, people can look for the 'ENERGY STAR' label. This label proves that the electrical appliance is reducing the rates of energy usage and reduces the rate of greenhouse gasses.
- People can carpool, use public transport or cycle to get to their desired destinations.
- When people are re-fuelling their cars or bikes, they have to make sure that they open and close the cap properly, also ensuring that they do not spill any of the liquid onto the gas/ petrol station grounds.
- Vehicle owners have to make sure that they inflate their tires regularly.
- People at home must reduce their usage of burning stoves and fireplaces indoors.
- Switch to cleaner energy that has less of a negative impact on the planet. A good example of this is that people can install solar panels on their house roofs so that they generate their own electricity and only use it when needed.

RESEARCH ON GLOBAL ISSUES

PLASTICS IN THE OCEANS AND RIVERS

What causes plastics to end up in the oceans?

- One of the main causes of this is when the plastics that can be recycled get thrown in the general waste bin instead. People don't pay too much attention to the type of bins, especially when they are outdoors, and throw their single-use plastic bottles or cups away. The plastics from these bins get transported to landfill sites and due to the weight of some of the lighter plastics, get blown off the trucks and end up on the side of the streets where eventually they end up in the river systems, as well as the oceans.
- Littering is another huge cause of plastics ending up in the oceans and river systems. This occurs when people buy single-use plastic bottles and when they are done with drinking the contents, they will just throw them away on the ground as they don't come across a bin or recycling bin, sometimes people will just ignore the fact that a bin is right in front of them, but they still end up throwing the plastic bottle on the side of the street. These bottles that end up on the side of the street will sooner or later find their way into the drains as rainwater will push them in, and then the contents in the drains will lead back to the oceans, which means that the plastics will go with the water.
- Illegal dumping of waste is another factor that contributes massively to the waste in our oceans, the plastics bin bags filled with all kinds of waste that get dumped on the side of the streets by people illegally. These bin bags will attract animals like rats, foxes, brown bears and more due to the smell which means that they often get torn up and open by the animals. After this, the rainwater will drag the contents inside the bag, and it will get washed away into the drains. These drains will then release a foul smell and the contents that were inside the bag get mixed with water and then the water will move into the river systems and eventually the oceans and will have an affect on the marine life as well as the birds who feed on the fish.

What areas can be affected?

- All parts of the earth are being affected by the plastic crisis.

What are the effects on humans?

- Due to this crisis, there are a ton of micro-plastics that have broken down inside the oceans and rivers, this results in fish feeding on the microplastics and then birds living off the coast also get involved as they feed on some of these fish. Some of these fish have micro-plastics inside them which means that the birds will be likely to consume the micro-plastics when they eat the fish.
- We fish for these fish same fish species, that means anyone who eats fish has probably consumed a very small percentage of micro-plastics by now.
- A lot of marine life end up dying due to the unhealthy amounts of micro-plastics they consume as they would mistake it for algae or small fish, this results in fish populations decreasing at a high rate and if this continues, then there is a high chance that certain fish species will unfortunately go extinct.

What are the solutions?

- People can carry their own flask for coffee and take them to work.
- Students can carry their own bottles to school and re-use them as they go to school for the whole week.
- People can stop purchasing plastic cutlery. Instead, they can bring their own set of cutleries to use when they go to work, this makes it re-usable, and they won't need to throw it away every day.
- People can also invest in their own straws that are re-usable, just like the cutlery, they won't need throwing away unless they are damaged or have been used for a long time.
- Industrial and everyday fisherman can ban the use of fishing nets as these fishing nets can be discarded into the oceans once they get damaged. This allows the fish and crustaceans to get into the nets and ends up killing them sometimes. It is very important that this stops too because it is hurting the populations of turtles as they do get caught into these nets while swimming and without human interference, they can't get out of these wires.

RESEARCH ON GLOBAL ISSUES

WILDFIRES

What causes wildfires?

- Wildfires can be caused by extreme temperatures from the sun.
- They can also be triggered by very dry conditions and intense heat that can prompt plants and trees to start a fire.
- The fires can move from tree to tree as well as the grass and plants, this puts the animals in danger as they become at risk of losing their habitat and in some cases end up losing their life because they find it difficult to move around an active fire.
- There are some cases where lightning can strike a tree and that will start a fire instantly.

What areas can be affected?

- Countries where it usually stays dry and mostly humid throughout the year. Some of these areas can include parts of Spain, Portugal, California, Australia, Greece among others.

How are humans affected by wildfires?

- If they live near the vicinity of where the fires occur, there is a high chance that the fires will destroy parts of their home.
- The smoke can make people cough or wheeze.
- If they stay around the smoke for too long, there is a chance that they develop irritation in the eyes, nose throat and lungs.

- If people are getting too close to the fire, they will most likely get burns depending on the level of the fire and other injuries.
- Irritation in the lungs and throat could be a sign of heart disease and other long term health problems.

What are the solutions to help decrease wildfires?

- The first solution is to stop littering. Many wildfires start because someone or a group of people leave behind their rubbish after a few days of camping, this is one of the most common ways that a wildfire is started. Because of the irresponsibilities of people, many of the animals must suffer the consequences, therefore we have to be more careful about where we drop our litter. The best thing to do is to hold on to the waste until a bin is in sight and drop it inside there.
- Another solution is to put a stop to fireworks. If the fireworks get used in the wrong way, they could be the cause of a wildfire. A person could see it as a fun way to celebrate, but when these explosives set off near a tree or plant, it could have massive consequences for the plants and animals around the trees, not to mention the people that live in the area. The best thing for people to do is to ban the use of fireworks because of the damage they could cause.
- People can follow all the fire safety rules and regulations depending on the time of day they will be travelling, the year and what materials or substances can be burned when creating a small fire. People can also keep up with the changes to these laws in their country by visiting their local government website or watching the local news channels.
- People can also keep up with the local weather forecast on the day they want to travel, especially in the summer, when the temperatures rise rapidly. This is to make sure they don't run into any problems or burn any materials or substances they are not supposed to.

RESEARCH ON GLOBAL ISSUES

DEFORESTATION

What causes deforestation?

- Trees can be cut down and gets ready to be transported to certain parts of the globe where they will be turned into something convenient.
- Another cause for deforestation can be cutting down a section of forest or jungle for agriculture. A good example of this is the parts of the Amazon Rainforest where around half of the rainforest has been turned into a palm tree plantation for palm oil.
- Trees can be chopped down by the government to make space for more housing, buildings or it can be turned into a park.

What areas can be affected?

- Affected areas can include jungles or forests.
- Countries where trees are constantly needed to turn the wood into everyday resources. For example, wood slabs, laminated flooring, paper, toilet rolls, tables, chairs and more.
- Some of the worst-hit countries include Australia, Brazil, Nigeria, North Korea and more.

How are humans affected?

- The more trees that get cut down; the more carbon dioxide gets released into the atmosphere.
- People who live near where levels of deforestation occur the most are at risk of noise pollution.

- Tribes can get affected as deforestation can ruin their homes and their land.

What are the solutions?

- Trees are being cut down for paper amongst other things, however, people are being urged to recycle more paper, so if recycle paper becomes popular, then there won't be any need to cut down trees to make the fresh paper as recycled paper would be the new norm.
- Another solution is to find alternative methods to produce more paper, these could be using recycled paper, as mentioned above, or to find innovative ways of producing paper. For example, turning old t-shirts to make paper, or using plants like seaweed, sugarcane or hemp fibres instead. Seaweed is rich in cellulose which is said to produce a good quality paper.
- Reducing the consumption of paper is another solution to deforestation as half of the world is going paperless now as almost everything can be done online or digitally, so moving to digital devices instead of using paper can be an option, however, some of the third-world countries still don't have access to these devices and still use paper as it is affordable.
- Reducing the consumption of deforestation prone products can be another big step to reducing the rates of deforestation. Palm oil is a common ingredient in almost everything now, soybeans are another and because of this, cutting down the consumption of these products can be vital to help save the trees, plants and the animals that are being lost with each tree that is being chopped down and being substituted with a palm tree. This in turn will allow the companies that sell these products to think about the impact they are having on this world and maybe they will stop their operations.
- Purchasing products from sustainable and forest friendly companies like Unilever, Disney, Hershey's, L'Oréal and many more.

research

3.2 Social media presence

This chapter of the research will tell you a bit about the social media presence that some of these existing charities have around the United Kingdom or globally.

I will look into each official account that a charity/non-profit has and examine the activity that they have posted. The preferable social media platform I will look into is their Instagram accounts as it is one of the most popular platforms today.

What a charity does online or on social media can have a huge impact on their fan following, because of this they have to keep adapting to the latest trends and work on ways to keep their followers aware of different situations that have to do with their cause from around the world or the country that they are operating in.



WWF - @wwf

I think WWF has a pretty active social media presence as they are one of the most well-known wildlife charities in the world right now.

They have built up their presence on the social media sites by advertising what they do on the TV, billboards and the internet.

As more people are using social media in the form of apps, it makes sense that they would create a public profile to create maximum exposure.

They post about a lot of different issues as they are now branching into different areas of wildlife conservation.

This account would post regularly as it is an international account with a lot of followers and they would have to post content relevant to the issues they are tackling.

This means that the public would be notified on the issues going on around the world based on conservation and other branches if they were to follow this account as opposed to if they choose a national account that WWF operate in.

Greenpeace UK - @greenpeaceuk

As greenpeace UK's instagram page has only about 320,000 followers, they don't have as much social media presence as WWF.

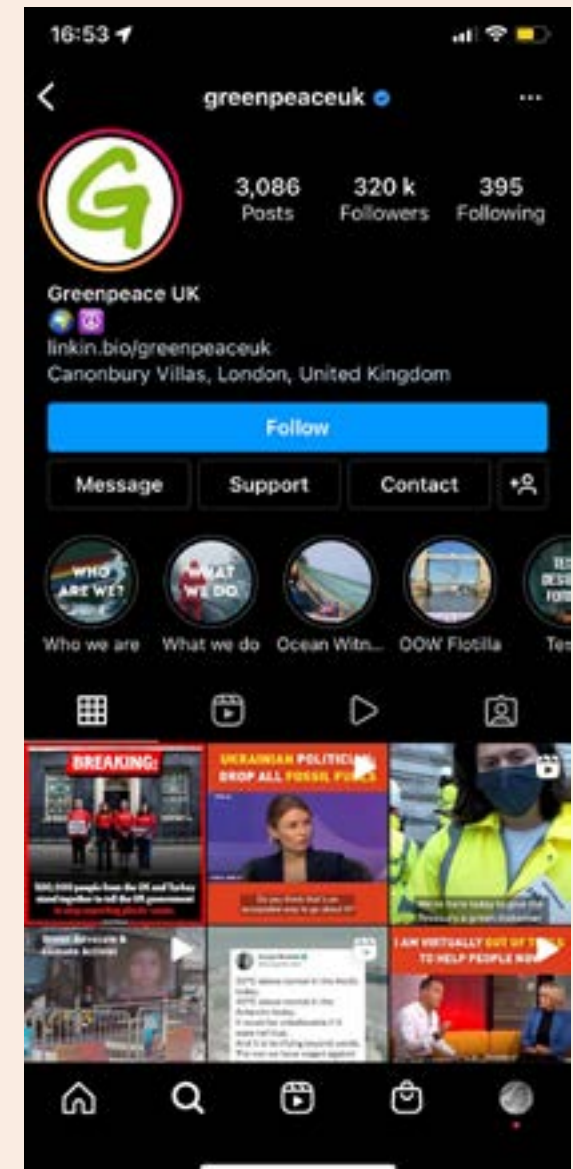
This is due to the fact that Greenpeace doesn't post as much when it comes, however, they do post when there is something they feel that the public needs to hear or see.

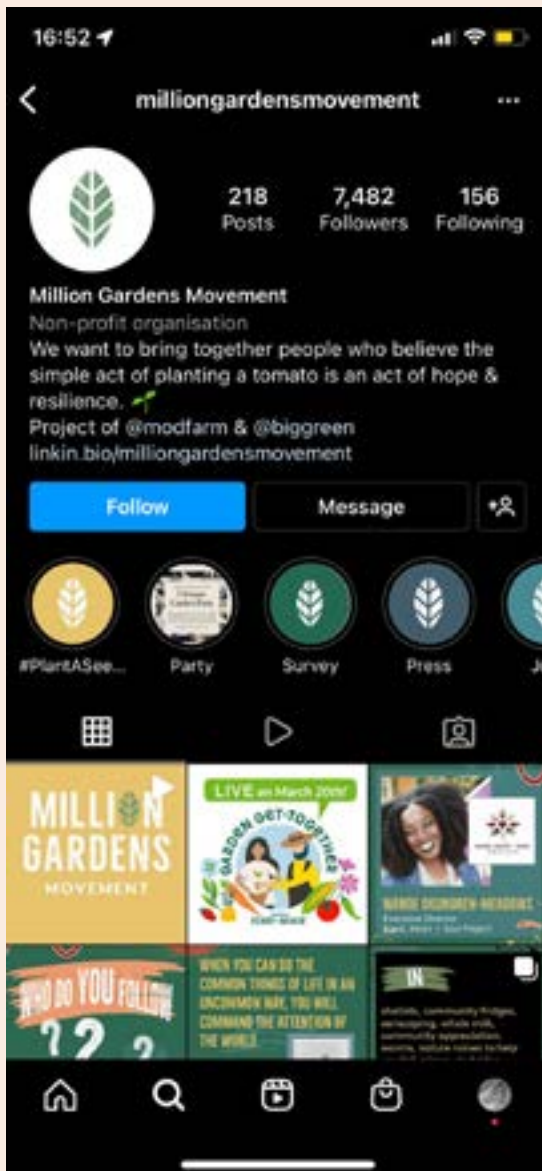
Greenpeace has different accounts for the different countries they operate in which makes it difficult to know exactly how many followers they have, as opposed to WWF, who have one international account.

However, I think having a different account in each country they operate in is a good idea as that way they can focus on the country's issues that have an impact on the global scale.

Some country's issues may be bigger than others which means more content being posted on that account on a regular basis.

So, it depends on which country a person is living in and that is the Greenpeace account they would follow.





Million Gardens Movement - @milliongardensmovement

I know that this movement has just taken off a few years ago, which means the account doesn't have as many followers or as much awareness around social media as it should.

Their 'bio' is stacked with information which people can find overwhelming, but they have tried to keep it as brief as they should.

They have posted a link to their website which is beautifully designed in my opinion and it their account matches the colour scheme of the website to give it the same feeling overall.

Above their posts they have different stories that give the people information on how to get involved, from completing surveys to giving people a chance to start their own gardens by providing them with plant seeds when they sign up.

They have a recurring theme for their colour scheme as they have kept the same colour profiles throughout their posts and in their stories. This method is common with a lot of successful organisations.

Rainforest Foundation - @rainforestus

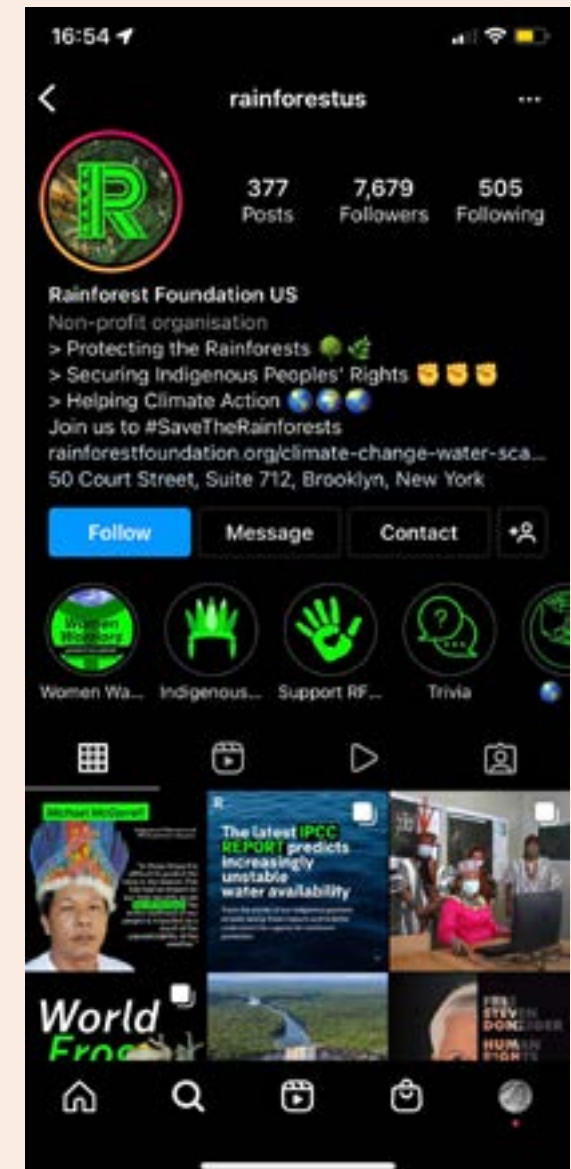
This is the official account of the Rainforest Foundation, however it is the account for the United States, so the content will mainly be from the United States.

They have a recurring theme with the lime green that is in their logo and so they have implemented that colour into their posts and in the covers of their stories content.

On their stories tab, they have different stories for addressing each issue, however, they also have interactive stories where their followers can learn more about certain issues or trivia stories where the people can answer questions based on what they have learnt or what they already know.

With just over 7,500 followers, they have a pretty large audience behind them.

Since this is the US account, they operate in the United States.



research

3.3 Existing advertisement campaigns

This chapter of the research will look into the advertisement campaign that each of the charities mentioned above has published.

I will analyse each of the components in each of the advertisements and see how it relates back to the cause that they are trying to create awareness for.

If there are multiple campaigns that address the same issue, I will try and compare each and find out which one has the most impact in my opinion.

Looking at these advertising campaigns will help inspire me to eventually create my own advertising campaign related to ecology, deforestation and wildfires in one poster.



This campaign was published by WWF. There are only published three advertisements that I could find which are shown above.

The point of this campaign was to urge people to join the clean-up events in the shorelines around Canada.

The name for this campaign was 'don't let garbage replace wildlife'.

This campaign was addressing the cause of the rising number of plastics in the oceans and river systems.

a piece of plastic packaging of sweets. the pack has been opened and discarded.

the packaging reads 'gummy frogs' with an illustration of a frog on the front.

clever use of advertising garbage as the pack is next to a couple of lilypads.

main title of the campaign - spreading the message across as to not let garbage ruin the surrounding rivers, oceans, ponds, lakes and other water sources.

sub heading - 'join the Great Canadian Shoreline Cleanup'

Urging people from around Canada to join in to clean up the shorelines of Canada.



frogs tend to live around lilypads where they will breed and raise their young.

the surrounding area looks like a pond or a lake where lilypads

the frog on the packaging is almost standing above the lilypad.

a beer bottle made of glass with a what looks like a trout on the front of the bottle.

the bottle sticker has an image of a fish looking out on the river or lake.

clever use of advertising as the bottle is upright which creates an illusion of the fish jumping out of the water.

main title of the campaign - spreading the message across as to not let garbage ruin the surrounding rivers, oceans, ponds, lakes and other water sources.

sub heading - 'join the Great Canadian Shoreline Cleanup'

Urging people from around Canada to join in to clean up the shorelines of Canada.



trout fish usually live in the lake or rivers and the bottle shows the harsh reality that we live in as most of the rivers have been filled with garbage that also include beer bottles.

the surrounding area looks like a couple of rocks on the coast of the sea.

it looks as if the fish is almost jumping out of the water to catch a breath

a piece of plastic packaging of a fabric cleaner liquid with a penguin on the front.

the packaging has an image of a penguin looking out at sea.

clever use of advertising garbage as the bottle is next to a couple of rocks around the coast.

main title of the campaign - spreading the message across as to not let garbage ruin the surrounding rivers, oceans, ponds, lakes and other water sources.

sub heading - 'join the Great Canadian Shoreline Cleanup'

Urging people from around Canada to join in to clean up the shorelines of Canada.



penguins usually live around the rocks on the coast.

the surrounding area looks like a couple of rocks on the coast of the sea.

it looks as if the penguin on the packaging is standing on the edge of the sea.

target audience

4.1 Choosing a target audience

This chapter is about choosing a suitable target audience for the charity.

Choosing a target audience is imperative when it comes to thinking about creating an organisation, this is because it helps connect the content to the correct audience based on the context of the content that is put out there by the organisation or charity.

I will show my thought process and explain why I chose the suitable target audience too.

How the target audience was chosen?

Because I was creating a charity organisation about ecology, I started off not focusing too much on the target market, thus, I set a loose target audience from the ages of 12 all the way to 80. This was because I was not sure about the target audience that my charity should focus on.

After careful consideration and a lot of feedback from my tutors I decided to divide the target audiences into groups. This was a great idea because it meant that my content can cater to a specific audience group.

This allowed me to create dynamic content that can be targeted towards a certain age group, for example, the illustrations and the animations would be catered more toward the younger groups as it is digital art.

I feel as if this target audience was the right age range to choose from because it allowed for different types of content to be created which meant that each thing was targeted at one segment of the target audience.

There are classes and types of people that this charity is specifically aiming to expose this content to, these include aiming the content towards different religions, wealth classes, non-political and political people and more.

What are the classes of people that this content is aimed towards?

13 - 22 : This age group is the youngest group of people that this content is targeted towards, therefore, this age group will be more free to react the way that they want when seeing something relating to the planet's health, so they might not perceive it the way that an organisation wants them to, and because of this, the religion, wealth class or anything else won't matter as the content can be targeted towards people in this age group regardless.

23 - 42 : This I feel is the most important age group in the target audience. This is because it is a mix of young and old, and because of this, many people in this age group have their own beliefs and are trying to fit in with a certain group that believes in something. I think people in this group will do something about it regardless of their religious beliefs, wealth class or anything else for that matter as the people in this group will want something to change especially if the cause is related to climate change and creating a better future.

43 - 72 : This bracket of people are the wisest, this is because they have experienced and seen things already and this is why they help drive the thoughts of the young, both in a positive and negative way, therefore I think that the content will affect them because I think their beliefs will get in the way of them trying to change the situation, religion plays a key role into doing something and this group of people might not like that, but the wealthier group of people who have no beliefs will drive change.

target groups

13 - 22

middle to high class

educated

all religions

all job types

informed about what is
going on around them.

23 - 42

middle to high class

educated

good decision makers

all religions

all job types

informed about what is
going on around them.

43 - 62

middle to high class

educated

good decision makers

all religions

think wisely

all job types

informed about what is
going on around them.

63 - 72

middle to high class

educated

good decision makers

all religions

think wisely

all job types

informed about what is
going on around them.

pass on the good deeds

competitors

5.1 Existing competitors

This chapter is about looking into the competitors that already exist from all around the world. I will be taking a look at the competitors that work to prevent similar problems.

I will be researching the competitors in the same field as well as their brand identities like their logo and the colours they use.



WWF

This is one of the most internationally well known charities. They work closely with wildlife and ensuring that wildlife populations are not harmed. One of the biggest ways that they get the public involved is by letting anyone adopt a specific animal where they then send updates on the animal you have chosen. This is a great initiative as it helps get the public involved by letting them adopt their own animal, the only downside to this is that the person themselves don't actually take care of the animal but the trained keeper does. When the person first adopts an animal, they receive a starter kit on different facts about the animal they have chosen including a cuddly toy. This is a good way of promoting their products and you can only get them if you choose to adopt.

The website is packed with a lot of content mainly because they are so well known around the world and work with all kinds of animal species from all areas of the earth. A person can also choose to donate if they wanted to, they have a kids area on the website where kids can take part in games and they also can choose to receive an activity pack if the child can donate. This kit includes things like stickers, colouring pages, photos, height chart and a magazine. This is a really great way to get the younger generation involved and teach them about conservation of animals from a young age. They have a lottery page where a person can choose to buy a raffle and if their number/name is picked, they can win up to £1,000. The main message that is spread throughout the website is that they urge the reader to donate by calling or donating through the website. The reader has different options on which area they can choose to donate too so it is not just about wildlife.



GREENPEACE

Greenpeace works on preventing all kinds of issues from deforestation to plastic pollution and more. This organisation is also a well known non-profit organisation and was founded in 1971 by a group of individuals.

Looks at preventing different kinds of issues that affect the world's health, from ecological, political as well as other general areas that have an impact on humans, wildlife and other living organisms. On their website have a blog page where they update it regularly with different campaigns that are currently taking place around the world, similar to a news blog. The reader can also see the latest press releases from around the world from the UK. These press releases are articles ranging from all kinds of areas to prevent issues so that the people can follow and get involved too.

Petitions are also a great part of this charity and these petitions help Greenpeace significantly when fighting against a certain issue that is occurring in the UK. For example, right now there is a rise in gas and petrol prices due to the current situations that are taking place on the eastern side of the world, this means that this situation is having a knock-on effect on the prices of gas and petrol which is not ideal for working class civilians as they aren't able to buy the regular amount of petrol that they normally would.

Practical ACTION

PRACTICAL ACTION

This charity is another organisation that helps people tackle the world's toughest problems. This organisation focuses mainly on preventing poverty around the less developed countries and their communities. They work with these local communities so that they can meet their needs and supply these local communities with what the aid they need to get by daily.

They work closely in communities where poverty rates are high, these places include countries such as Sudan, Malawi, India, Bangladesh, Bolivia, Peru and many others. Their main goal is to help the communities living in these deprived areas to thrive and being able to provide for them when they can't do it themselves. The people who donate are a big part of this as they help bring in aid and also build resources like water taps and with this money they are also able to build schools so that the children of the local communities have a good education too.

They are partnered with other charities and organisations from all over the world including Switzerland, England, the United States, the Netherlands and Germany.



CALIFORNIA FIRE FOUNDATION

This is a non profit organisation that was founded in 1987 by firefighters in California.

This organisation helps the victims of fires and firefighters who have been affected by fires they have been involved in.

Helps prevent future fires in the California area by educating the audience about how they avoid man made fires.

They have community projects which help the communities understand the affects of fires in different situations.

They also have various initiatives and events for the prevention of fires around the California area.

Can donate through their website.



FRIENDS OF THE EARTH

This charity is apart of the global community dedicated to protecting the natural world and the wellbeing of everyone in it.

Friends of the Earth lead campagins, provide resources and vital information and drive real solutions to fight the environmental issues that are threatening the Earth.

They are committed to a peaceful and sustainable world based on societies living in harmony with nature.

Each generation enjoying an environment that's getting better; a safer climate, abundant nature, healthy air, water and food.

They work to prevent all kinds of issues from natural causes to issues related with bringing a change in the systems.

They recieve their funding from the Friends of the Earth Charitable Trust.

MILLION GARDENS MOVEMENT

MILLION GARDENS MOVEMENT

Founded by Kimbal Musk.

The main goal of this organisation is for them to get people to connect with where their food comes from.

They do this by getting people to grow their own fruits and vegetables.

If a person donates \$20, they can receive a free gardening kit which will help them get started into the world of growing their own foods.

Getting the community involved by letting them grow their own food which can persuade them to donate and also get the younger audience into gardening.

competitors

5.2 Brand identity of existing competitors

This chapter will be taking a look into the the different brand identities of each competitor.

I will be examining each of their logo and taking a look at what colour palettes they are using too and seeing how it matches with their brand identity.



looks like a doodle

round circle

starts off thin and gets thicker

bold typeface to catch attention

black and green colour palette

1. Friends of the Earth

At the top of their logo is a green circle, some people might just view this as a circle, but to me it represents the circle of life in ecology and nature. How trees are grown and after they are fully grown, they get turned into raw materials. And then another tree is planted to replace the tree that was once there. The colour palette is also a bit similar but the black on their logo makes it bold and grabs the readers attention.

The colours are contrasting because one colour is dark and the other is light, meaning that the darker colour, which is the text, will be more likely to grab the reader's attention first naturally. The typeface is thick and is a sans serif style, this was done with the intention to grab the reader's eyes to make sure it is the first thing that they see before reading the rest of the document.



same shade of black used throughout

negative space

panda represents wildlife

nostalgic typeface

2. WWF

Because the WWF is mainly about wildlife conservation and focuses on all animal species, it doesn't have a connection with my charity directly as my main focus is on ecology. Their logo is a really well designed logo, however because it is so different from my logo, it is hard for me to compare. I like the way they have implemented negative space onto their logo. Their logo is lacking colour, however, the panda has black and white fur so using the negative space makes sense as long as the logo is used in a white background.

Their logo only has one colour which is black. The typeface is a serif style and to be precise is similar to a 'times new roman'. It is a classic typeface that has not changed since the start of their organisation. The panda is illustrated in a way that it is facing the front with the face and both, but the white areas of the panda have been cut off in a negative space effect which means that the white fur is transparent so when the logo is put on a white document, the negative space creates an effect which allows the reader to see the panda in full colour.

MILLION GARDENS MOVEMENT

big and bold lettering

manipulation of the typeface

capital letters

replaced the O with a leaf

heirarchy of typography

implementation of illustration

3. Million Gardens Movement

I got most of my project's inspiration from what their movement is all about. Their logo encapsulates what they are all about, from the typography that they have gone for to the colour choices too. It is a very technically designed logo in terms of the experimentation of how the logo came about. Playing around and manipulating the typeface is what both of use have done here and it shows as at first it would have just been text in a straight line with a fixed height and length, but through trial and error it has become the representation of the organisation.

I really admire their logo design as it shows that the designer has really experimented with the typeface and tried different techniques, for example replacing the O with a tall leaf that stays in the style of the typography, placing the 'movement' at the bottom and making it smaller to create a sense of heirarchy, which means that the reader would naturally see 'million gardens' first and then 'movement', which was a pretty smart thing to do.

The typeface is a modern one with the letters in bold and capitals and the text is tall allowing the reader to get a clear read of what the text is saying.



No illustration implemented

Graffiti style typography used

Singular shade of green used

4. GREENPEACE

This logo has a graffiti art style to it where it looks like someone has just painted the word with a spray can and it became their logo. It is in a light green colour that looks like it wants to represent the work they do which is based around ecology and nature.

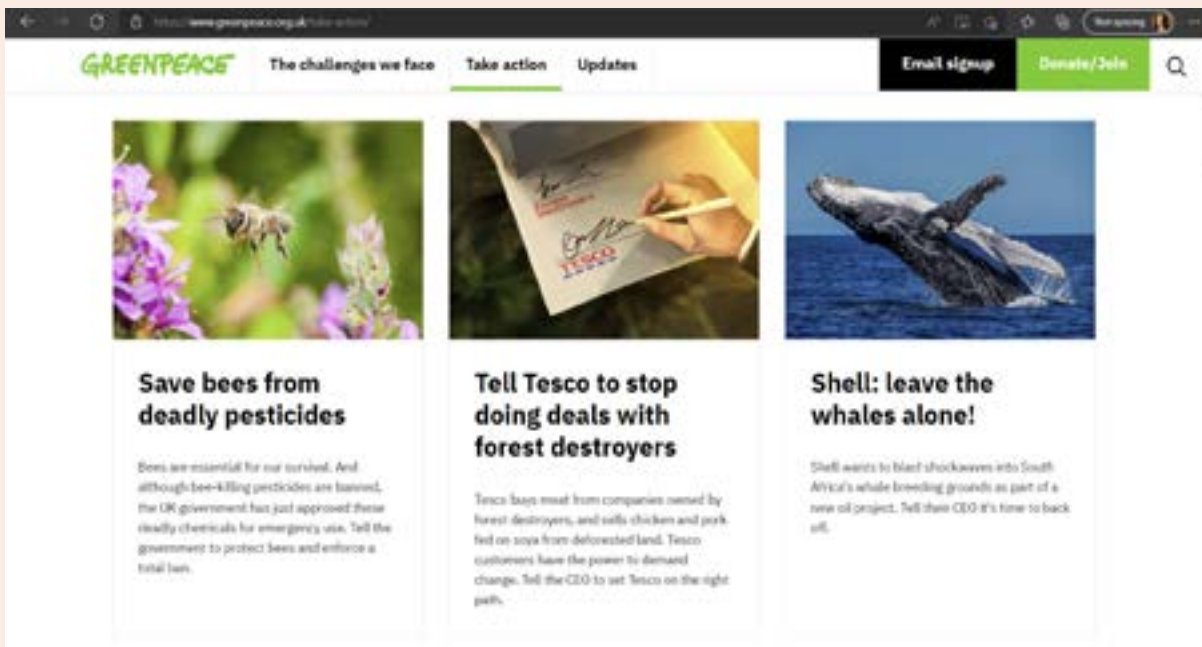
The typeface is modern and in a sans serif style where some strokes are thin and others thick, this gives the reader the feeling that this logo was painted by hand and turned into a digital logo after.

methodology

6.1 website building strategy

This chapter is all about taking a look at how each platform and the content was built and how it came together from start to finish.

The main platform for this project was a website built from scratch using the wix website builder online, other content included illustrations, animation, posters, leaflets, and more.



RESEARCHING DIFFERENT CHARITY WEBSITES

The first thing I had to do before building my website was to research different charity websites that are running online. Thus, I checked their websites one by one and I took a look at how each website works. For example, the most important thing was how a person can navigate through the website and how it can improve their experience and these were the things I was looking out for. The navigation bar was an important aspect of the websites as it allows the user to go from one part of the website to another, as a result of this, I was also looking out for what type of pages these websites had because I wanted to get an idea of the content included in their websites.

I then looked at how the layouts were and how each website was different from the next. I found out that the layouts were pretty much similar as they had similar content throughout but the only difference was that the designs. The next thing I looked at was the colour schemes that each website had, this was another important thing that has to link back to the organisation's brand identity. After much research and analysis, I went to the drawing board to create some notes for how I wanted my website to look.

PLANNING MY WEBSITE

To start my website, I needed to first find good website builders that can be used to build a decent website online without it becoming overwhelming, therefore, one of my first choices was WIX.COM, this was my first choice because I have used this website builder before. As a result of this, I am familiar with the features and I wanted to use my previous knowledge when creating this website for ReForest.

At the top of the website, there will be a fixed area where the ReForest logo will be placed on the left side. This will automatically take the reader to the homepage if clicked on when they are on a different page other than the homepage. Next to the logo, there will be a navigation bar which will state all of the pages of the website and it will be fully functional meaning it can be interacted with.

The "homepage" will summarise what the website is all about, thus, it will have a little bit of everything from each of the different pages from across the website. The reader will be able to read and interact with these bits of information which will then take them

to the corresponding links. The visual communication aspect of this website has to be one of the most important things because I did not want a dull homepage that seemed like it was done in one day. The main goal for this was to grip the reader into exploring more of the website rather than just reading the homepage.

Coming up with a recurring theme for the website was another important part, to do this, I needed to find a colour scheme that was constant throughout the website. Luckily, there was a feature on WIX that let me choose a colour scheme and it automatically assigns the colours and puts them across the website which saved a lot of time.

The "about" page will tell the reader what this organisation is about, which is restoring ecology and preventing deforestation and wildfires. I will keep the text minimal so that the readers don't have to spend too much time reading about just what the organisation is, so I will include short sentences. The "projects" page will be listed with all the different initiatives on the page, it will have a

description of each project and an image that is related to the initiative. This page will also have the animated short story that I created with closed captions about trees, wildfires, deforestation and more. Another subpage will be about the tree kit and this page will tell the reader what the tree kit is and how they can get one.

The "events" page will list all the events that ReForest will be carrying out throughout the year, from disability gardening events to local fundraisers. This page will inform the readers on how they can sign up and where and when to be there if they want to join the event.

Finally, the "blog" page will have a few blogs that are written by me and are related to the issues. The ones that already are in the page are 'ways to prevent wildfires', 'ways to prevent deforestation' and 'the California forests restoration'. A new blog will be added every week like a typical blog.

methodology

6.2 ReForest Tree Kit

This chapter is all about taking a look at how each platform and the content was built and how it came together from start to finish.

The main platform for this project was a website built from scratch using the wix website builder online, other content included illustrations, animation, posters, leaflets, and more. This part of the chapter is about how I came up with the idea of the tree kit and how I worked on it throughout the project.

FINDING INSPIRATION FOR THE TREE KIT

I wanted to include an initiative where people can plant their own tree. I had to find a way to come up with a way to present this idea too. Therefore, I had to find some inspiration for this idea, so I looked around on the internet to see how. When I was looking around, I got a recommendation to look at a recent organisation that was started by Kimbal Musk called 'Million Gardens Movement'.

When I looked at their initiative, I found out that I had the same idea as their gardening initiative which meant that I had to find a way to put my own spin to it.

CREATING A PACKAGING IDEA

Because this idea was going to be one of the charity's initiatives, I had to come up with a unique packaging design to go with the contents of the starter kit. So I started to sketch out what the starter kit was going to include, for example, there was going to be a bottle, a plant pot, a small bag of tree roots, a planting guide and a few ReForest stickers.

After I sketched out the contents, I worked on the packaging element, so I figured out what net shape and the type of box I wanted and drew this also.



PACKAGING NET FOR TREE STARTER KIT



STARTER KIT CONTENTS

DESIGN DEVELOPMENT OF STARTER KIT

After these sketches were made, I turned to Adobe Illustrator to turn these contents of the box into digital drawings. When I was creating the contents of the box into digital renders with the 'pen tool', I found out that I can then turn them into 3D renders which made them look even more authentic. It was my first time creating 3D renders from a flat shape and they turned out exactly how I had imagined they would look like when working with the 3D option.

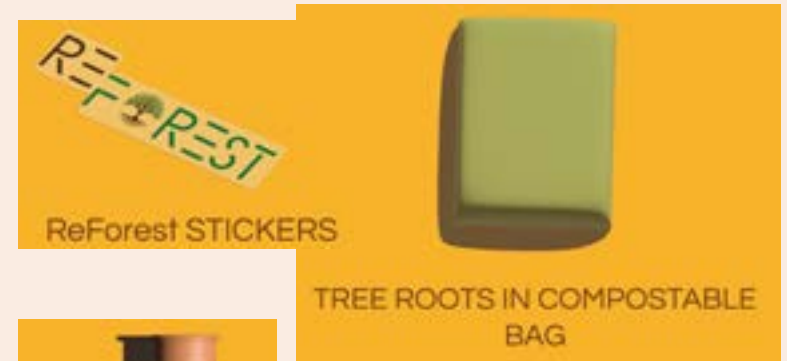
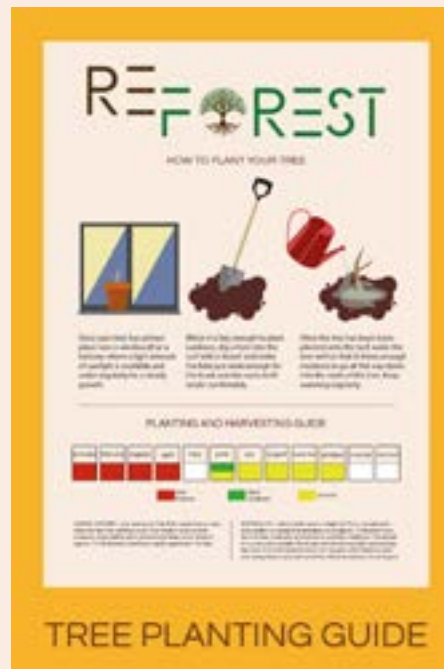
After I was finished completing the 3D renders of the box contents, I turned to design the outside and inside of the packaging. The first thing I had to do was find a suitable box mockup that was similar to the one that I had drawn earlier. I had found one and I started to experiment with the colour scheme of the box first, this was essential because it needed to feel like a box that ReForest was providing which meant that everything inside and outside the box had to match the organisation's brand identity.

So I looked into the existing colour scheme that my website had, which were mainly earthy, natural tones and this saved me a lot of time in terms of choosing the right colours and in the end I chose the colour scheme of the logo and the website.

empty box design



with contents box



methodology

6.3 Advertising Strategy

This chapter is all about taking a look at how each platform and the content was built and how it came together from start to finish.

The main platform for this project was a website built from scratch using the wix website builder online, other content included illustrations, animation, posters, leaflets, and more. This part of the chapter is about how I came up with the ideas of getting my content out there for the public eye to see and where they would see the organisation's advertisements.

IDEA FOR ADVERTISEMENT CAMPAIGN

I was originally not into the idea of doing a set of posters for an advertising campaign as it would have slowed me down, but, I figured that since I was a bit ahead of time to start coming up with a few ideas for a few poster designs. I decided to do some digital illustration work since I hadn't done anything like this for a project before. So, after some inspiration from Pinterest and Google Images, I merged some ideas together and sketched an illustration.

The idea was to have lungs and they would be turning into different variations of a tree and the branches would be wrapping around the pair of lungs. The illustration would be placed in the centre of the poster. A quote relating to how trees help people would be placed under the illustration in the bottom end of the poster and that the top would be the ReForest logo.

Because the brush-stroke is a constant theme throughout the project, I decided to add it in as the background for the poster designs. This means that each poster will have two flat colours from the colour scheme relating to the brand identity and the website.



HAND ILLUSTRATION OF LUNGS

This illustration was the original idea that was drawn and it came to my mind because it is lungs, but there are branches and leaves connected to it so it is also a tree when turned upside down.

And so when it came to the layout of the poster, I found that turning the illustration upside down was a better look for the poster overall because it made the lungs look like a tree was connected to it.



DIGITAL ILLUSTRATION OF LUNGS

This illustration was a variation of the original idea from the sketch that I made for the poster. This drawing was a digital illustration done on Photoshop with a stylus pen.

It was my first time doing a digital illustration with a pen on Photoshop and I found it satisfying as I have always wanted to experience what it would be like drawing digitally with a pen.



LUNGS VARIATION 1

This illustration was the one based off the sketch done on paper, it is a tree branch connected to the lungs and the branches are clutching onto the lungs as they are a part of it. The branches have green leaves on them to represent growth.

The colour of the branches are a light brown, the leaves are a dark green and the lungs are a rich pink. I wanted it to make the lungs and the trees are healthy and to make it seem as the trees keep human lungs healthy.



LUNGS VARIATION 2

This illustration was the first variation of the original illustration, the tree branches are still connected to the lungs but this time the lungs look as if they are looking unhealthy and in bad shape.

I wanted to create an illustration where the lungs would be in bad shape from the effects of deforestation and wildfires and this is why the colours are much darker in comparison to the first illustration.



LUNGS VARIATION 3

This is the secondary variation of the drawing that I did on paper. It shows the branches with leaves and flowers growing on the vines and the branches are connected to the lungs.

There is a butterfly flying above the right lung and with this illustration I wanted to show what the effects can be of restoring the jungles and the forests with re-planting more trees and connecting the habitats of animals with the urban towns and cities together with human life.



POSTER VARIATION 1



POSTER VARIATION 2



POSTER VARIATION 3



POSTER MOCKUP 1 AND 2

This is how the posters would look like if they were advertised on a few boards on different tube station around London.

I think the overall look and design of the posters turned out well as it is getting a message across and has a nice illustration to go with it.

The colours also look great on the posters as they make the illustrations and the text pop off the page which help the readability too.



brand identity

7.1 Moodboard

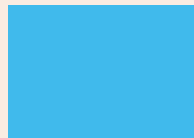
This chapter is about the brand identity of ReForest, it will explore the identity of this charity and what it is about. The first section of this chapter is about the ideas behind the brand identity and how the branding for ReForest came about.





MILLION GARDENS

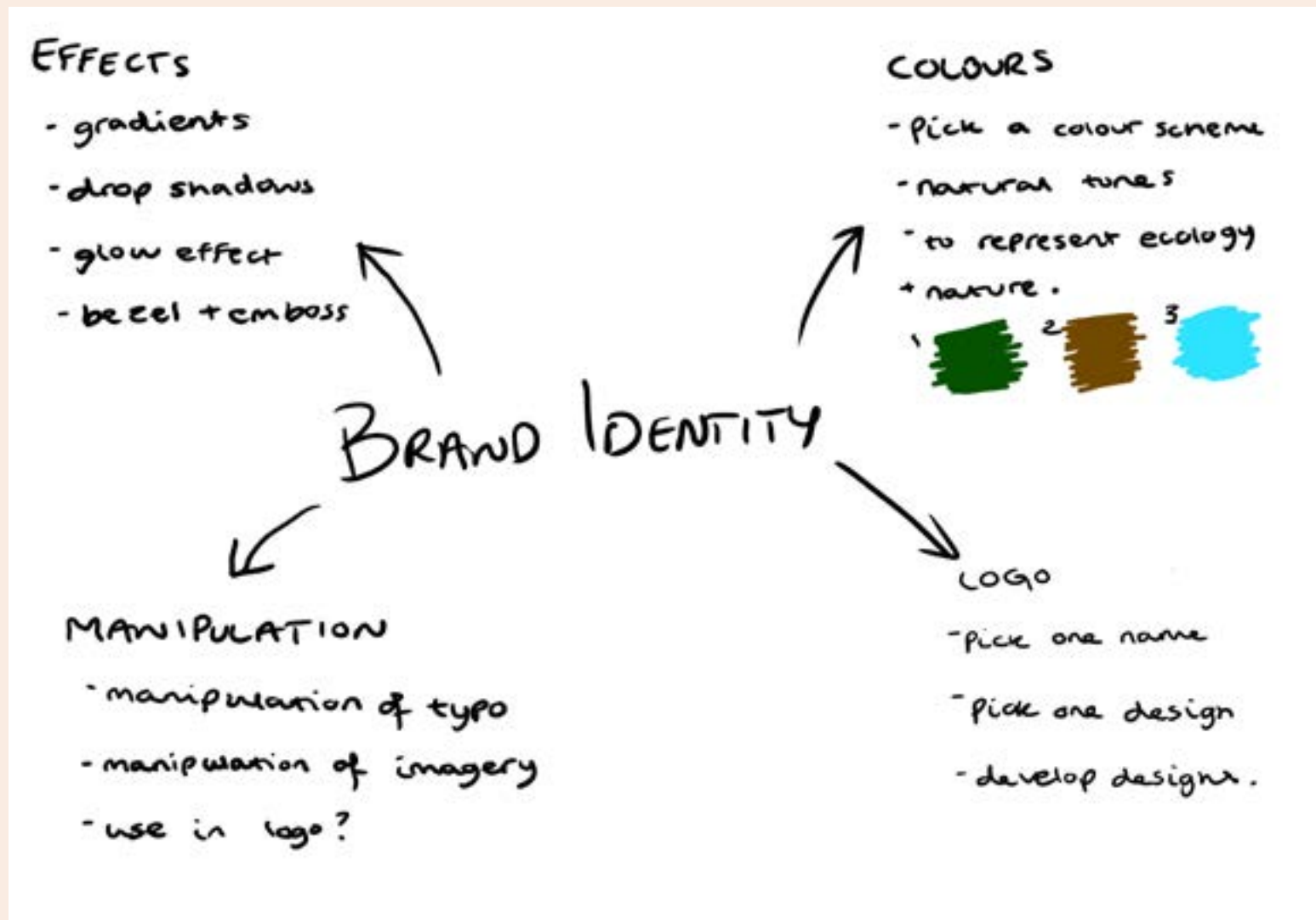
MOVEMENT



brand identity

7.2 Mindmaps

This chapter is about the brand identity of ReForest, it will explore the identity of this charity and what it is about. The second section of this chapter is about taking a look at some of the mental notes that I wrote down on paper at the time when coming up with a branding idea for a charity organisation.



a mind map I did about what I wanted to include in my brand identity.

BRAND IDENTITY / LOGO NAMES

- * WE PLANT
- * REFOREST
- * TREES 4 LIFE
- * RE PLANT
- * TREE POT
- * WILDFIRE TRUST
- * FOREST FUND
- * FUND A FOREST
- * WE FOREST
- * SAVE OUR TREES
- * SAVE OUR FORESTS
- * TREE FUND
- * PLANT A SEED
- * TREE O₂
- * THE BURNING TREE
- * BURN'T LEAF

These are some of the names that came to mind when thinking about a name for this campaign.

I needed to come up with a name that encapsulates what my campaign is focusing on and a name that is catchy at the same time.

Some of my personal favourites include names like 'reforest', 'tree02', 'the burning tree' and 'weforest'.

However, the names can be changes in the coming weeks as I have not explored much into designing a logo.

I am leaning towards the name 'reforest' as it reminds me of planting the trees that have been lost due to desforestation and wildfires in specific locations from around the world.

The name grew from the term deforestation. It was the first name that came to my head when thinking about a name for my brand and I think it ties into the subject area I am focusing on for this project.

I basically just switched the D for an R and shortened the term to make it into 'reforest' and I personally think it would represent my campaign really well.

brand identity

7.3 Typography

This chapter is about the brand identity of ReForest, it will explore the identity of this charity and what it is about. The third section of this chapter is about taking a look at some of the typefaces that can be used with the brand identity of this organisation.



Street Name
Postal Code / City
Phone Number
Email

Dear Ms/Mr,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Best Regards,

ReForest

A handwritten signature in dark ink, appearing to read 'Amil Cardoso'.

Amil Cardoso,
ReForest CEO

A4 / A3 LETTERS

For the typography, I am using a typeface called 'Questrial' (medium). I do not particularly have a solid reason for this, it is that one day I was browsing through a catalogue of different typefaces on 1001fonts.com and I happened to stop on this particular one, I instantly downloaded it and I thought that it would come in handy for a project one day. It is a really stylish typeface, however, there is not anything that much special about it. It is just nice to look at.

It is in a sans serif style with circular curves and straight edges which makes it feel modern but vintage at the same time. Even if the size of the text seems small, it will still be readable as the rounded curves make it seem bigger than the size really is which is a great thing. There is not much difference in size when it comes to the capitals and the lowercase alphabet, this is because each letter is rounded off to make it seem bigger and so there isn't much difference in height either.

Personally, I really liked this typeface as it has a personality of its own and it really brings out each letter clearly, making it easier to read each word off something like this letter here. This is a preview of how a ReForest issued letter would look like if you were to receive one through the post one day. I liked how each of the letters look on the paper, however, the 'leading' is a bit bigger than I would have liked it to be as it makes each sentence bigger making the text overall seem tall and high. The 'kerning' seems to be alright and I am happy with the overall results of the typeface.

Questrial Medium

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Xx Yy

Zz

brand identity

7.4 Colour Scheme

This chapter is about the brand identity of ReForest, it will explore the identity of this charity and what it is about. The fourth section of this chapter is about taking a look at some of the colours used through out and in the brand identity.

COLOUR SCHEMES

There are a lot of colours that I can choose from to represent my brand identity as well as other areas of my project.

The colour palettes that I want to go for ideally are natural colours as well as pastel colours.

Because this is an awareness campaign project, I will need to study various websites that represent charities and non-profit organisations to see what colours they are using.

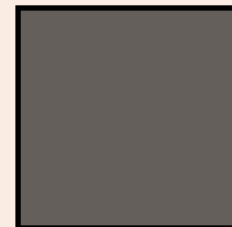
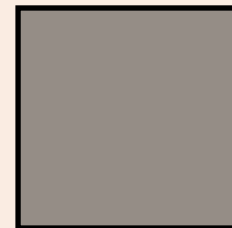
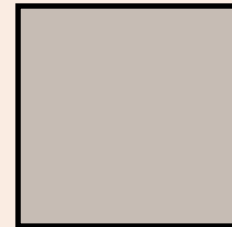
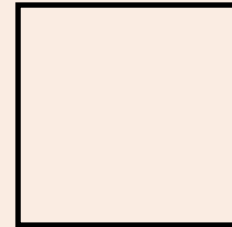
I believe that having a good colour palette that represents the issues is important as it can relate to the audience a lot more than just generic colours.

Therefore, I want to try and use colours that represent nature as much as possible as the issues being presented in this project are to do with nature.

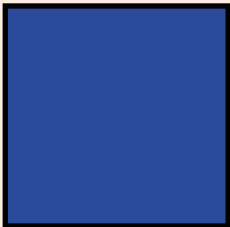
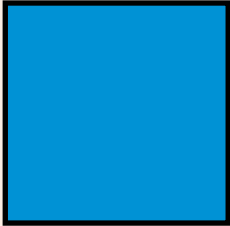
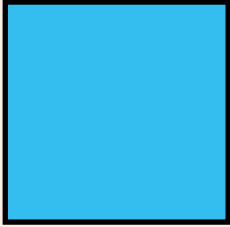
Here are some of the colours that I am thinking about using throughout this project so that the style does not change with each thing I create.

I have categorised with the earth's elements like water, sand, fire and more.

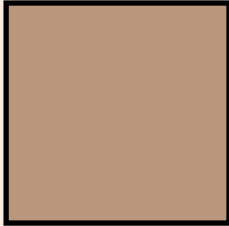
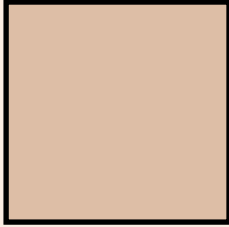
sand



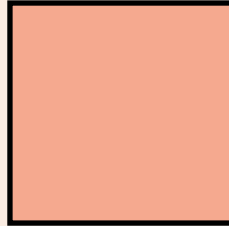
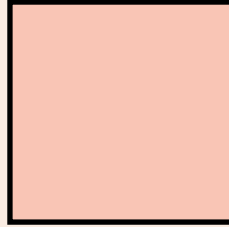
water



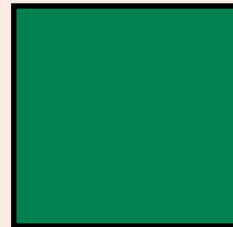
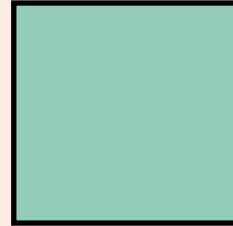
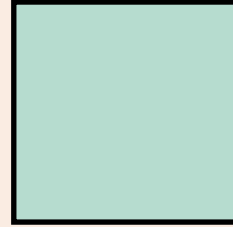
soil



fire



leaf



brand identity

7.5 Rough Sketches

This chapter is about the brand identity of ReForest, it will explore the identity of this charity and what it is about. The third section of this chapter is about taking a look at some of the sketches that I made for the branding of the charity.



These are some of the logo designs that I came up with to represent my charity organisation.

Some of these sketches will be developed into Adobe Illustrator and turned into a logo.

The main concept was trees as the campaign is based around creating innovative solutions to prevent deforestation and wildfires.

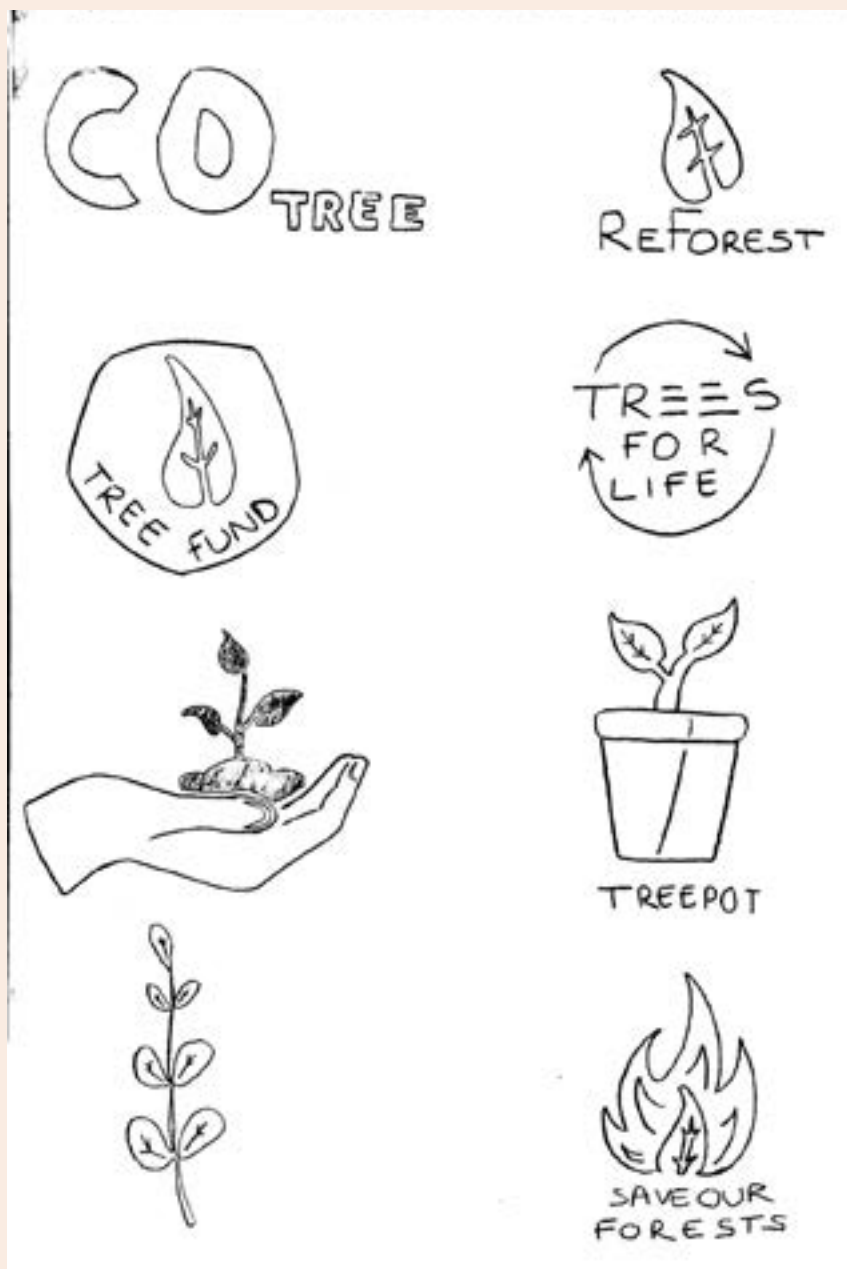
When designing these logo variations, I looked for the meaning behind the logo because that is important when analysing a logo's design.

Therefore, I did not want to just design what came into my mind, I thought about how people would look at it and how they might try to find a meaning behind it.

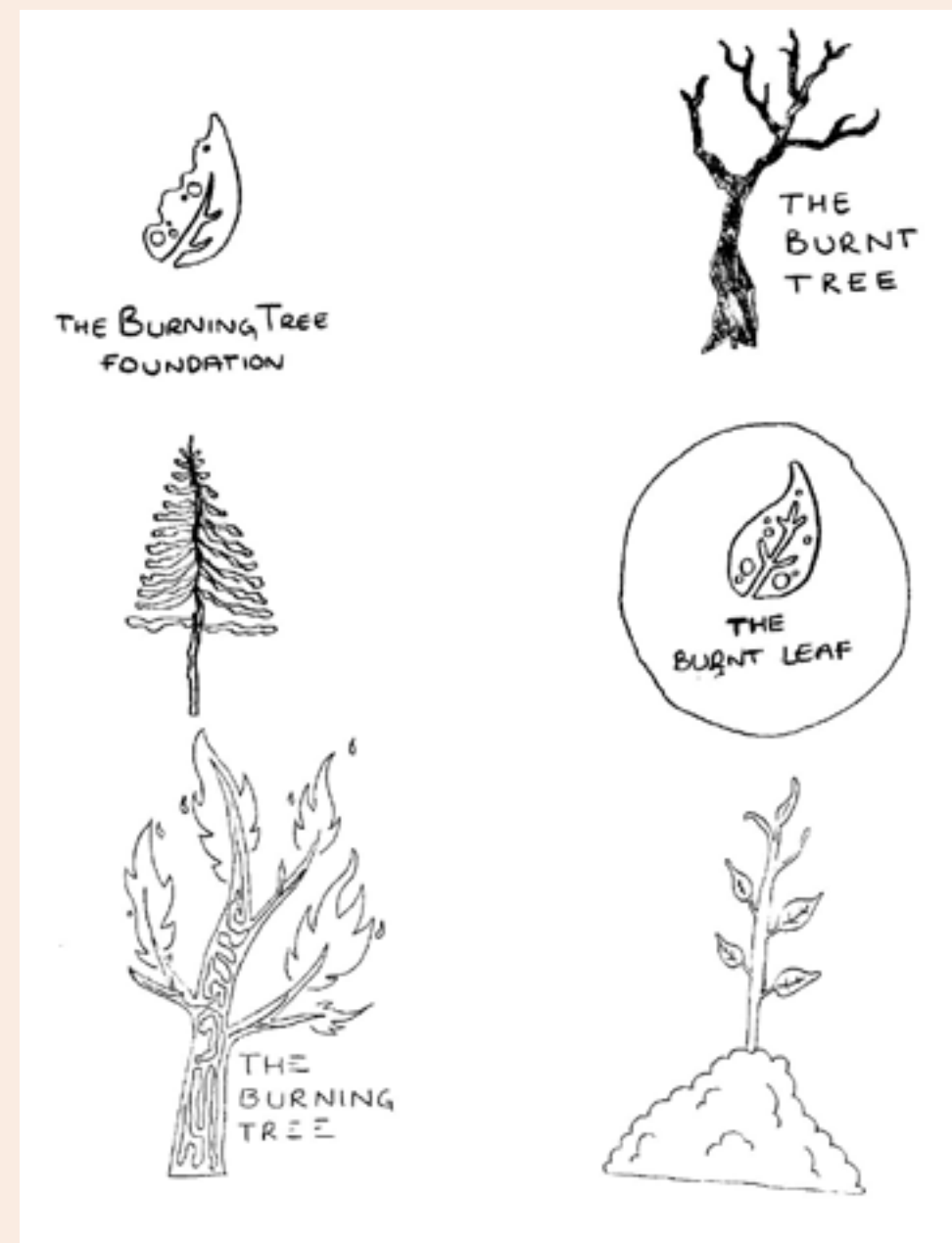
Went for a minimalistic designs that were based off my original logo idea drawings from my sketchbook.

Wanted to have the least amount of colour to prevent issues such as readability and overuse of colour palettes.

1st set of drawings



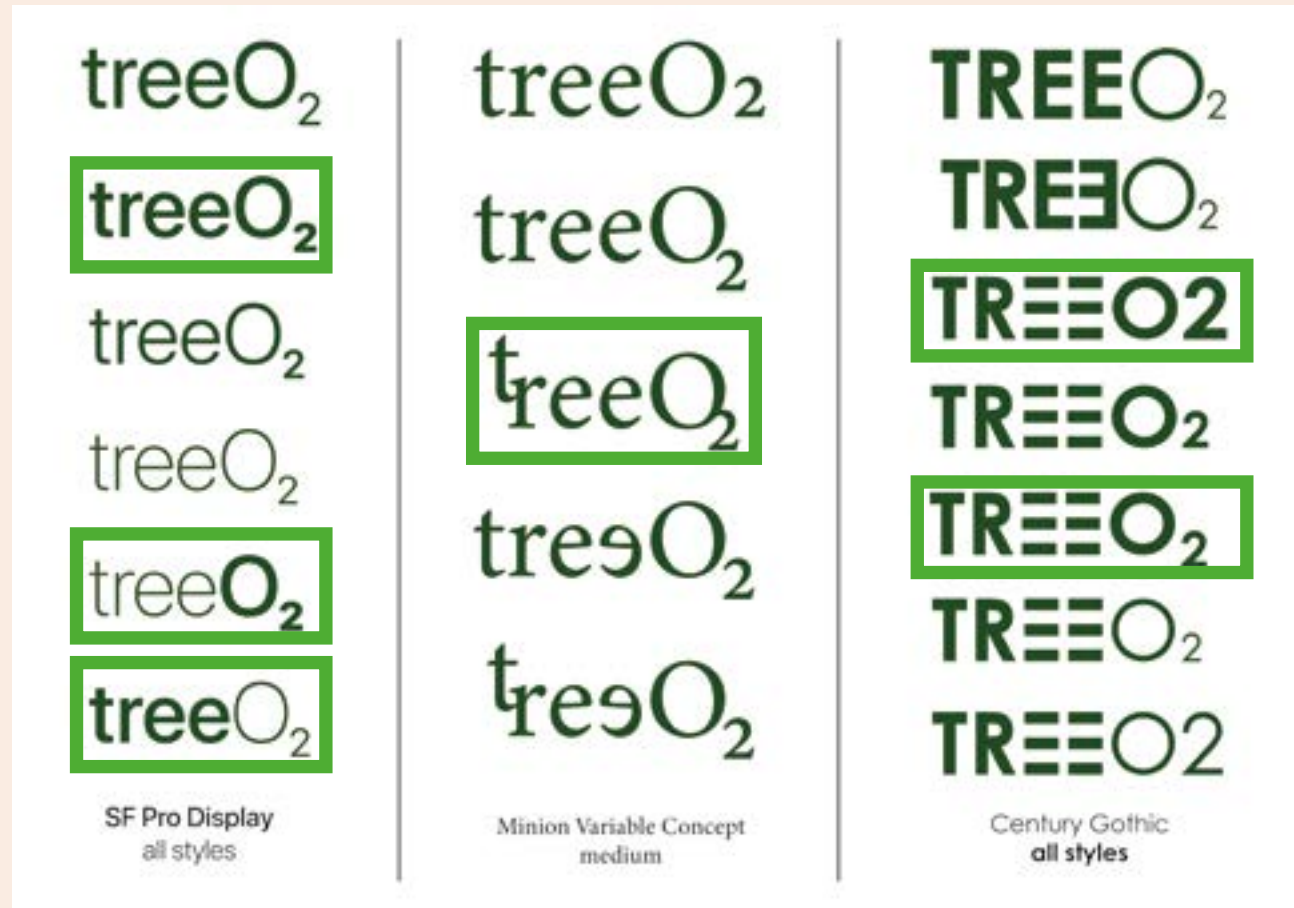
2nd set of drawings



variations

8.1 Logo Design Variations

This chapter is about the different variations of design the processes of choosing the right colours, typography and manipulations from the design to find the right fit. This segment will be about the logo design variations.

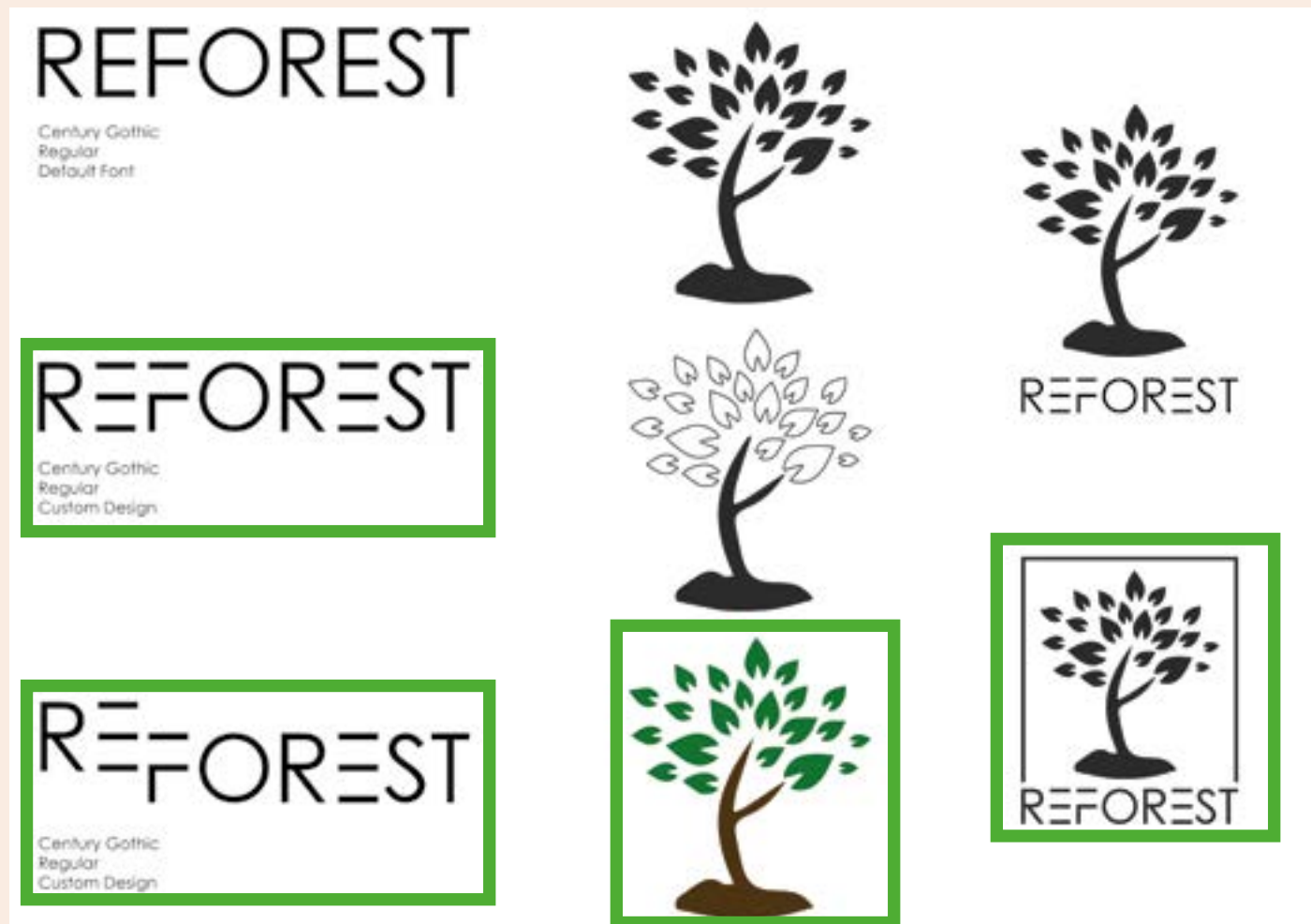


These logos are the first ideas that I had when designing the logo for this campaign.

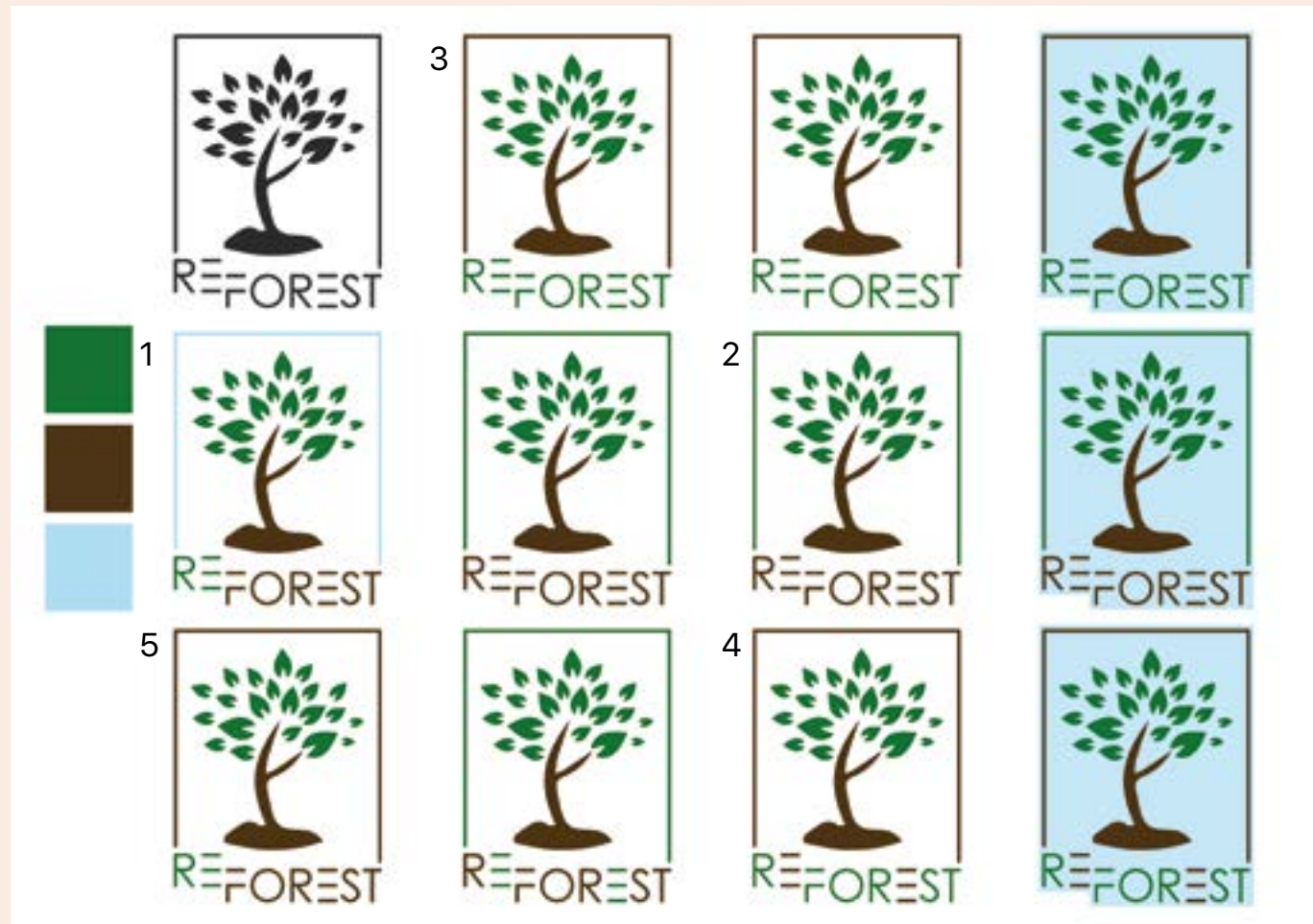
I wanted to play around with the different typefaces a bit and see how I could manipulate them.

The name 'treeO₂' was originally in my list of logo name ideas.

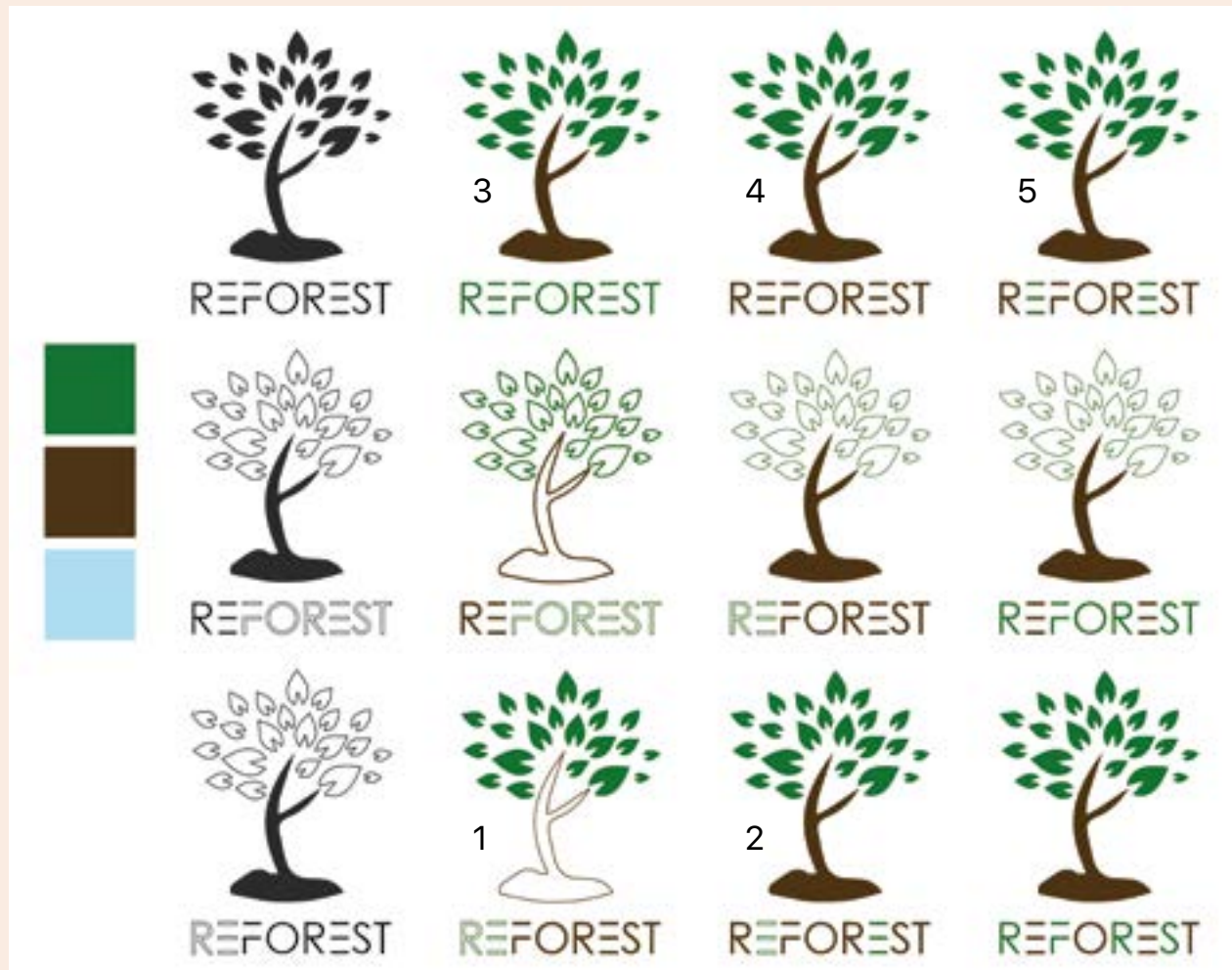
The logo name was a good idea so I wanted to see how it would look as an idea for a logo.



These was the second phase of designing a logo. This logo name was personal favourite from the list of ideal names, Regardless of the design, I wanted this name to represent my organisation in a way that when people see it, they would have an idea of what the organisation does just by looking at the logo or reading the organisation's name. Reforest came from the word deforestation, what I did was shortened the word and replaced the D with an R. I drew up a tree with the leaves using the negative space technique so they have a good amount of detail on them. On the left I played around with the typeface to make the logo name interesting. So I replaced the E's and the F and took out a peice of the lettering. On the bottom left, there's another manipulated logo which came out pretty well designed, the idea behind this was the 'Re' would represent the growing of trees, like a revival of certain tree types.



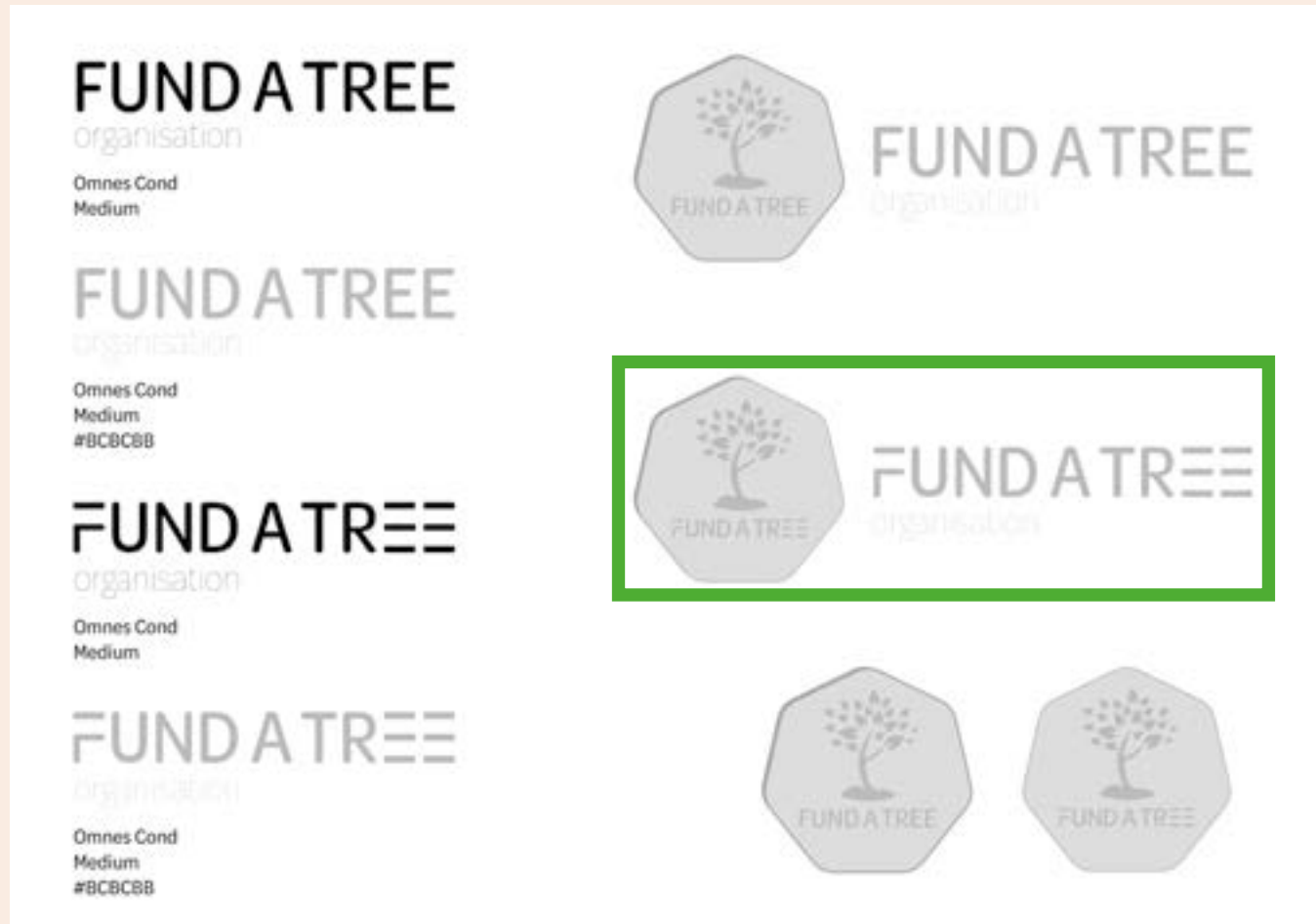
I think the third phase of designing went well in my opinion, these logos are the variations of the third typeface logo from the bottom left. I chose a sky blue, a dark brown and a dark green as these are the colours that showcase nature. The blue represents nature, the brown represents the tree and the green represents the leaves growing on the tree. The colour scheme is shown on the left hand side. There are five that I have picked out of the 12 that I made for this particular design. The reason I like these out of the others are because the colours match the design, obviously the green and brown represent the tree and then in some of the designs there is the elevated word 're' that is slightly above the 'forest'. There is also a border around the tree in those three colours that represent protection for the trees and I want it to show the effort of humanity as well. There is a blue border which represents the growth of the tree with water.



This was the fourth phase of the logo design process. It was similar to the last phase and the identical logos and the typography is also the same, however, the styles of the logo are different. In some of the logos, I have tried out strokes instead of filling in colour, I tried experimenting this as it gives the effect of line drawings. It turns out I didn't like how these stroked logos turned out as they looked different in my head. I tried the same technique with the typography, and I liked how it turned out with the typography. The typography was exactly the same as before but they are straight, they have not been manipulated like before. The top five that I personally liked are shown above.



For the fifth design phase, I wanted to try a new style, so I looked back at my drawings, and picked a drawing that I hadn't turned into a digital design yet. I also picked a new typeface to manipulate and work with, this was Address Sans Pro in a medium tone. I felt like this typeface was a good one to use and I wanted to see how my manipulations would look with this type. The threes have been turned into just three lines as I wanted to do something interesting with the lettering and play around with it. It is completely the same as before but with a different typeface. The logo design has also changed, it is now just half a leaf with the negative space technique and I followed my drawing to see how the digital version with the same colours would look. I have used the same colour scheme as throughout all the designs but left out the sky blue.



These were the final designs I did based off of one of my ideas.

As the name suggests, a person would donate money to plant a tree anywhere in the world, and because my drawing had a shape with seven sides outside of the leaf / tree, I thought about creating the logo into the shape of a 50p coin. This design reminded me of the special edition 50p coins that are sometimes rare to find, therefore when it came to choosing the colours for this logo, I went for shades of light grey to resemble a 50p coin. Added the name inside it too on the designs at the very bottom.



These are some of the final design variations for my brand identity that I liked the most. I am currently not sure which one to pick but I will make a decision once I get the layout set on the website I am working on. However, I am leaning towards the two above this.



This was the original logo that I designed with manipulating the typography. I made the E's into three stripes and put the 'RE' just above the 'FOREST' to make it more appealing. However, I still was not sure that I liked the look of this logo. Which brings us to the next logo in the centre.



The second variation of the logo looked much better. This was because I was thinking about the missing piece of the logo. That turned out to be playing around with the 'O' in the centre of the logo, I thought about ways of making that specific letter more interesting, then I tried turning the 'O' into little dots to form the 'O' instead. This looked somewhat better and I was happy with how it looked but after much consideration from my peers, I decided that it needed to be changed into something more meaningful.



The design of this logo excites me as looking at it makes you wonder what it could be about. People have told me that implementing a tree into the logo would make it seem appealing and interesting, so I decided to try it out and I think it works really well and fits in nicely with the concept too. The tree in the centre brings out the detail in the logo and lets people know that this could be a conservation organisation to help rebuild forests.

variations

8.2 Poster & Leaflet Design Variations

This chapter is about the different variations of design the processes of choosing the right colours, typography and manipulations from the design to find the right fit. This segment will be about the poster and leaflet design variations.



POSTER VARIATION 1



POSTER VARIATION 2



POSTER VARIATION 3

the leaflet does not have a variation as I just wanted the primary colours from the website's colour scheme and that is why I did not create another version with different colours.



LEAFLET VARIATION 1 - FRONT

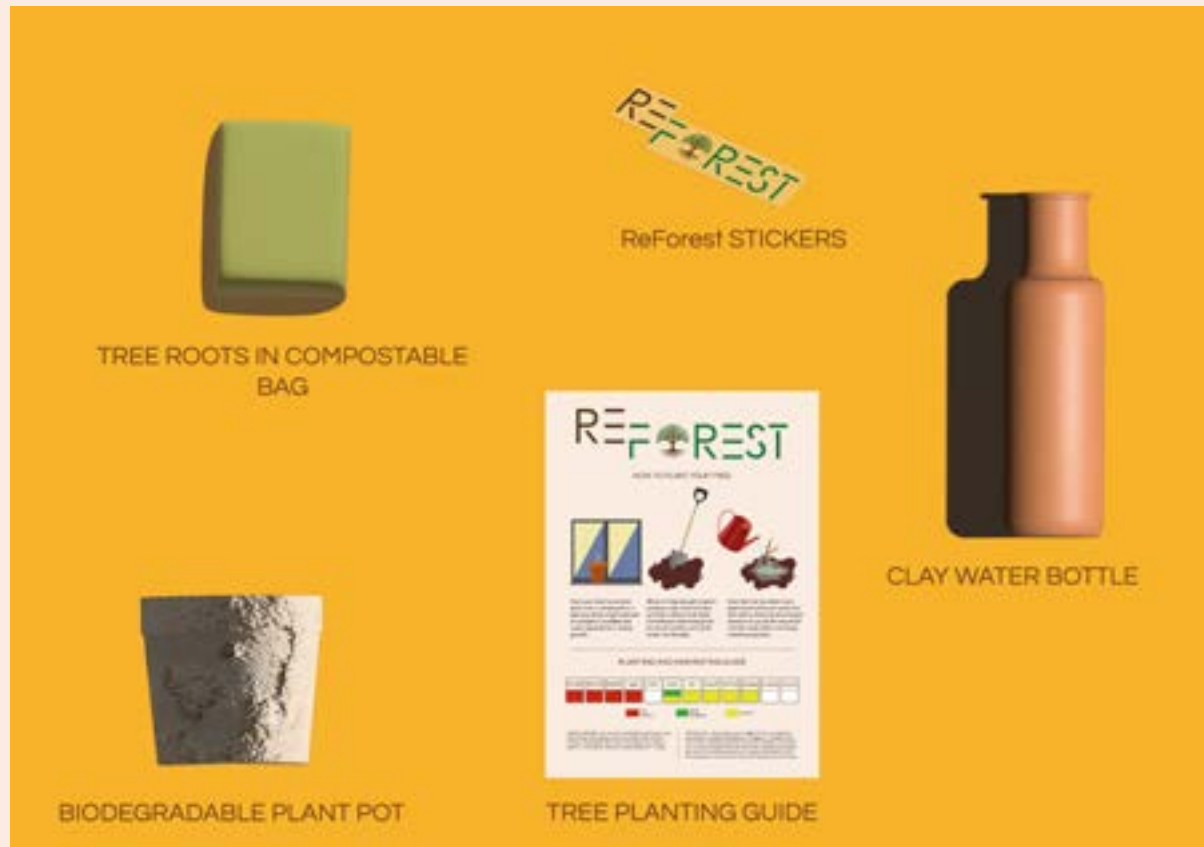


LEAFLET VARIATION 1 - BACK

variations

8.3 Tree Kit Design Variations

This chapter is about the different variations of design the processes of choosing the right colours, typography and manipulations from the design to find the right fit. This segment will be about the tree kit design variations.



The contents of the box were made on Adobe Illustrator.

I used the '3D' option to turn the flat objects into 3D objects and then placed them into the box using the 'shear' tool so that I can place them at an angle inside the box. Then I went into the 3D options menu and found that I could manipulate the lighting and material of the object to make it look like a certain material.

The packaging design and the objects turned out well as they look authentic.



ReForest TREE KIT BOX - VARIATION 1

This is the first variation of the packaging box that would be the ReForest's tree kit. The box design is a simpler one than the next design. The main colour of the box is a white and the secondary colour is a dark green. The bottom of the box is filled with the dark green and shows the 'tree of life' that is featured in the ReForest logo. The inside flap has the primary ReForest logo and underneath it states what the box contents are.



ReForest TREE KIT BOX - VARIATION 2

This is the second variation of the packaging box that would be the ReForest's tree kit. The box is a more stylish design. The main colour of the box is a dark green and a tone of white. The inside bottom of the box has a white background and shows the 'tree of life' in a brown and green that is part of the logo. The inside flap of the box has the secondary ReForest logo in a shade of white which contrasts the dark green for a better readability and it states the box contents.

final designs

9.1 Final poster designs

This chapter is about all the final designs of the content made for ReForest.

This segment will look at the final poster designs and show mockups for authenticity.



POSTER DESIGN 1

This is the final design of one of my posters for the advertising campaign for ReForest. This illustration was the one based off the sketch done on paper, it is a tree branch connected to the lungs and the branches are clutching onto the lungs as they are a part of it. The branches have green leaves on them to represent growth.



POSTER DESIGN 2

This is the second design in the set of advertisements for the campaign.

I wanted to create an illustration where the lungs would be in bad shape from the effects of deforestation and wildfires and this is why the colours are much darker in comparison to the first illustration.



POSTER DESIGN 3

This is the third and final poster. There is a butterfly flying above the right lung and with this illustration I wanted to show what the effects can be of restoring the jungles and the forests with re-planting more trees and connecting the habitats of animals with the urban towns and cities together with human life.



POSTER MOCKUP 1



POSTER MOCKUP 2



POSTER MOCKUP 3

final designs

9.2 Final leaflet designs

This chapter is about all the final designs of the content made for ReForest.

This segment will look at the final leaflet designs and show mockups for authenticity.



LEAFLET VARIATION 1 - FRONT

The left hand side of the leaflet lets the reader know about the initiatives that ReForest works on. The central part of the leaflet is a bit of a background on what ReForest is and what they do, underneath that the reader can find the contact information.

The right side of the leaflet shows the primary ReForest logo across the page and this side of the page will act as the front of the leaflet and this is what the reader will be presented with.



LEAFLET VARIATION 1 - BACK

The left hand side of the leaflet lets the reader know about the events that ReForest currently has going on. The central part of the leaflet is all about the tree kit initiative where people can plant their own trees, the reader can also find where to order their own kit.

The right side of the leaflet shows where to donate and all the information on what some of the donating options are.



LEAFLET MOCKUP 1

A mockup of the what the mockup would look like when it is open and closed.

final designs

9.3 Final Tree Kit designs

This chapter is about all the final designs of the content made for ReForest.

This segment will look at the final tree kit designs and show mockups for authenticity.



TREE KIT EMPTY BOX - 1

This is one of the final designs for the tree kit. This is how the packaging of the tree kit would look like if a consumer would open the box. The design of this box is minimalistic with not a lot going on except for the logo.

The box design is a simpler one than the next design. The main colour of the box is a white and the secondary colour is a dark green. The bottom of the box is filled with the dark green and shows the 'tree of life' that is featured in the ReForest logo. The inside flap has the primary ReForest logo and underneath it states what the box contents are.



TREE KIT WITH CONTENTS - 1

This is one of the final designs for the tree kit. This is how the packaging of the tree kit would look like if a consumer would open the box. The design of this box is minimalistic with not a lot going on except for the logo.

The box contents are inside the packaging, there is a black foam covering the base of the packaging box which doesn't allow the consumer to see the bottom, and this allows them to focus only on the products inside the box. I placed the 3D renders in an angle allowing whoever is viewing this to show them what the box would look like with the contents inside.



TREE KIT EMPTY BOX - 2

This is second of the final designs for the tree kit. This is how the packaging of the tree kit would look like if a consumer would open the box. The design of this box is minimalistic with not a lot going on except for the logo.

The box design is a complex one than the previous one.

The main colour of the box is a dark green and the secondary colour is white. The base of the box is filled with the white and shows the 'tree of life' that is featured in the ReForest logo. The inside flap has the primary ReForest logo and underneath it states what the box contents are.



TREE KIT WITH CONTENTS - 2

This is second of the final designs for the tree kit. This is how the packaging of the tree kit would look like if a consumer would open the box. The design of this box is minimalistic with not a lot going on except for the logo.

The box design is a complex one than the previous one.

The box contents are inside the packaging, there is a black foam covering the base of the packaging box which doesn't allow the consumer to see the bottom, and this allows them to focus only on the products inside the box. I placed the 3D renders in an angle allowing whoever is viewing this to show them what the box would look like with the contents inside.

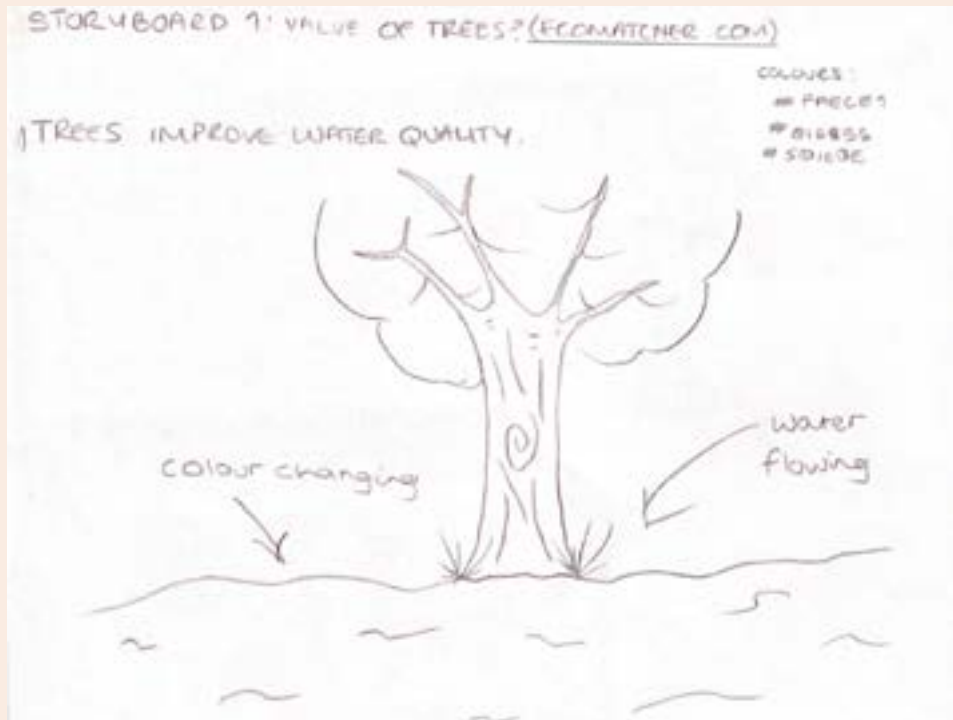
animations

10.1 Illustration process

This chapter is about all the animation and the process behind it.

This was my first time working on animations for a project and seeing the progress from a vector illustration to an animated scene was great.

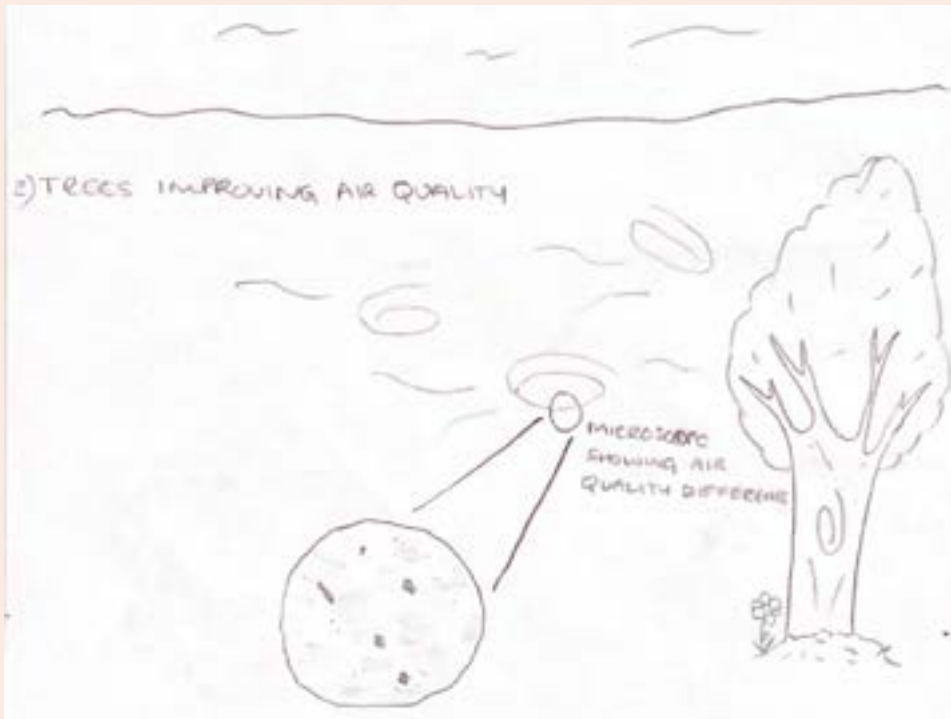
This segment is about the illustration process, which means how I went from drawing a scene on paper to creating the vector illustration on Illustrator.



FIRST SCENE - TREES IMPROVE WATER QUALITY

This is the first scene of the animation, I want to try and inform people about the positive influences that trees can provide both to nature and to humans. This way people can learn about trees and find out something new that they did not know about how trees can help the environment before.

The drawing on the left shows a tree and some water rushing past, this will show that the tree is improving the quality of the water as it goes past the tree. On the right hand side, there is the digital vector illustration of the drawing. The digital version is a little different from the drawing as there were a lot of changes made during the vectorised illustration phase of it on Illustrator. This idea for this scene was that the water elements would move up and down to create a flowing effect. The opacity would change during each keyframe. The leaves on the trees would also move to provide depth and for the skies I used the brush strokes that were used in the website. I wanted to implement these brush strokes and keep them as a constant theme throughout each of my content. The skies would move from side to side to give the reader an extra thing to look at. This scene would be around 20 seconds in total but it would also be on loop so it doesn't stop as I am adding captions or subtitles to explain what is going on and give the reader a sense that a story is being told.



SECOND SCENE - TREES IMPROVE AIR QUALITY

This is the second scene of the animation, I want to try and inform people about the positive influences that trees can provide both to nature and to humans. This way people can learn about trees and find out something new that they did not know about how trees can help the environment before.

On the left hand side, you can see that I wanted to try and show how the air quality is being improved as it is moving next to a tree, I was envisioning it differently as what I drew was different from the final vector illustration. My original idea was to include a zoom feature where it would show the specs of dust and the bacteria being removed from the air particles. However, it did not turn out how I wanted it to as the animation process behind this was difficult to achieve. On the right side of the screen, the vectorised digital version is shown and this is also different from the drawing because I kept changing some elements that I didn't like until I found the right balance. I settled on a park scene with different things like a bin, a bench, a ball, some rocks to add depth and detail and a few more trees this time. I made the skies a bit darker to give off a bad day vibe. Added some clouds for more affect and also added raindrops but during the animation process, the raindrops made everything more complex as it was just in the way.



FIRST SCENE - TREES ARE A SOURCE OF TIMBER, FOOD AND WATER

This is the third scene of the animation, I want to try and inform people about the positive influences that trees can provide both to nature and to humans. This way people can learn about trees and find out something new that they did not know about how trees can help the environment before.

The drawing on the left is of a transport truck and it is transporting the timber logs from the forest to a client who would have just made a purchase for the same logs. These clients could include carpenters who are trying to build log cabins to have a place to stay somewhere safe during the harsh winter seasons of North America. Log cabins are popular in places around North America as they are used to make these cabins so that people can stay off the grid and live sustainably with minimal or no electricity. On the right, there is a truck on the road that seems to be carrying the logs and transporting them somewhere. With this animation, I will show the truck transporting the logs somewhere as it is on the road. The wheels will be moving with the truck and the sky will move from side to side. The physical and digital drawings are almost exactly the same as I did not have to change much but add a few minor details to the truck and the road.



FIRST SCENE - TREES ARE A SOURCE OF TIMBER, FOOD AND WATER

This is the fourth scene of the animation, I want to try and inform people about the positive influences that trees can provide both to nature and to humans. This way people can learn about trees and find out something new that they did not know about how trees can help the environment before.

The drawing on the left is of a log cabin that has been built in the middle of nowhere, hence, there is nothing around it. With this drawing, I wanted to show that the trees can provide building materials for the people who need it the most, in this case, people who want to survive the winters of North America. The right side shows the cabin in a more modern form, not to mention it is the digital and vectorised version done on Illustrator. It looks a bit different from the physical drawing as I got carried away with showing people the off the grid lifestyle that people in real life go through when they want to build cabins for themselves. There are lights at the front of the door, a few rocks here and there, and a nice steel chimney for the smoke to go out through. The skies show a nice night scene and with this, I wanted to animate the stars with the opacity affect to seem as if they are glowing at night. To add to this, the tree would shake, the lights would flicker and the smoke would move out.

animations

10.2 Animation process

This chapter is about all the animation and the process behind it.

This was my first time working on animations for a project and seeing the progress from a vector illustration to an animated scene was great.

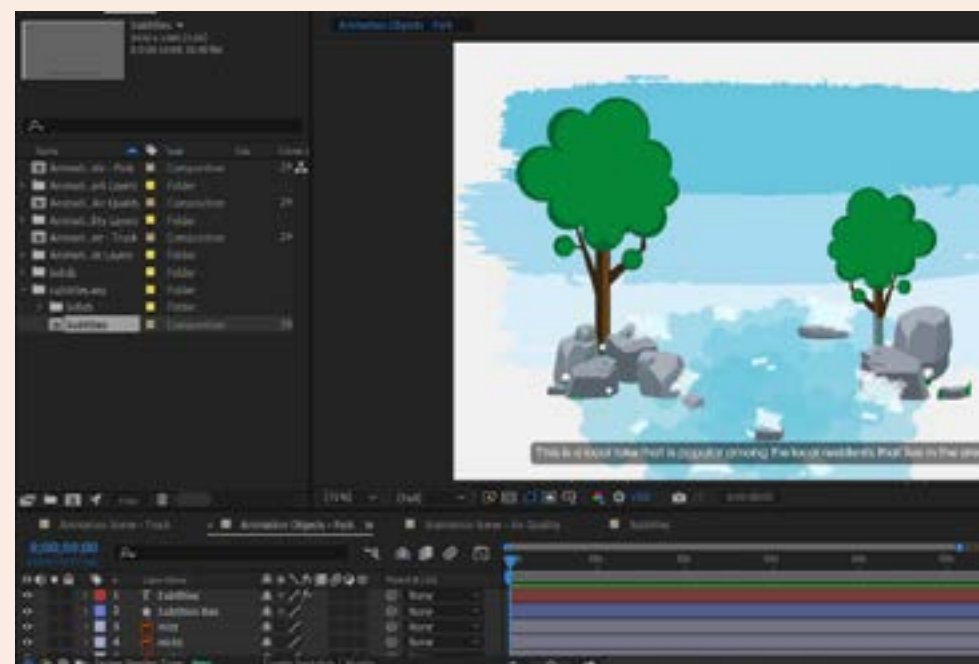
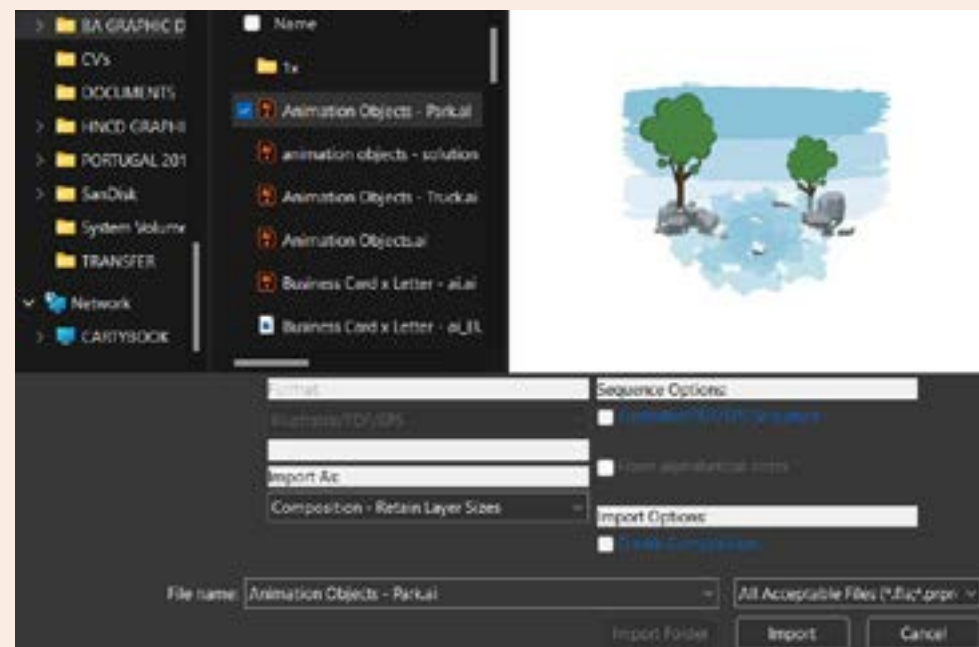
This segment is about the animation process, which means how the 2D, vectorised, still illustration went from a still to an animated, vector scene.

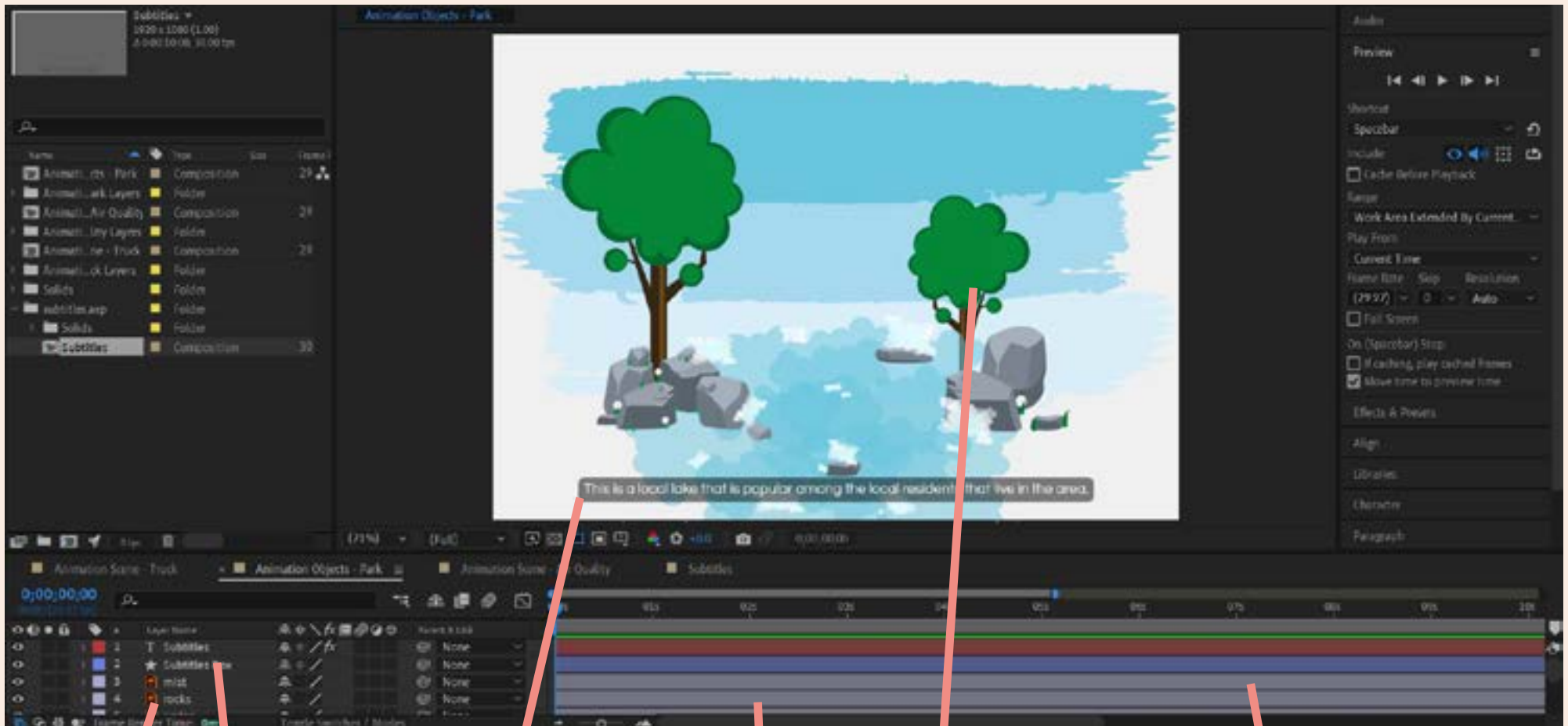
THE ANIMATING PROCESS

For the animation process, I tried various animation softwares like Adobe Animate at first, I found this software a bit difficult to use since I was new to it. I tried creating each element on that software and then tried to animate each layer, but I kept running into more problems, therefore I decided to switch the software and start fresh.

So, the first thing I did was go back to the other option I had which was to create the vectorised version of my drawings for each scene on Illustrator, and then import the layers of that specific scene onto Adobe AfterEffects. This was the only other way that I knew how to animate as I did so a few years ago but the project was cancelled halfway through the animating process. But back to this project, and so I opened one of the first files to animate which was the truck that was transporting the wooden logs on the road. This was a fairly easy start to the whole animation process because I was familiar with the program as I had used it before. I opened the file, and before I could do anything, I had to make sure that I opened the 'ai' document but in order to animate it fully, I had to make sure that I imported the document as a composition with the layer sizes retained.

Now I started to animate each layer, repeating each keyframe by firstly manipulating one effect like the opacity of the layer or the scale and then copying and pasting the same keyframe at a regular interval to make sure that it repeats itself along the timeline. I also wanted to create a loop effect that is why I was repeating each keyframe along the timeline. The total timestamp for each animation was about 20 seconds, before it was 10 seconds but then I decided to add the subtitles which meant I needed a bigger timestamp. The subtitles were done using a shape layer, different text along the timestamp and a bit of coding.





adding shape layers for subtitles background.

some layers were animated, while others were still.

subtitles were added for a storytelling purpose.

each object can be manipulated during the course of the animation.

effects like opacity and rotation were manipulated and keyframe

each animation was around 20 seconds each.

mockups

11.1 Poster mockups

This chapter is about the mockups created after the final designs were completed.

Mockups provide a sense of what the material will look like on an industrial sized billboard or advertising boards of all kinds around the streets or underground stations.

This segment of the chapter will take a look at the mockups for the posters created for the advertising campaign for ReForest.



POSTER MOCKUP 1



POSTER MOCKUP 2



POSTER MOCKUP 3

ADVERTISING THE POSTERS

I was not going to create a set of posters for an advertising campaign due to the fact that I was swamped with other parts of the project that were difficult enough and were time consuming for me. An example of this was the set of animations that I was working on that constantly needed something improved or changed around. From the advertising campaign's perspective, I was finished with the animations just in time to start working on another piece of content although I wasn't sure what to work on. I jotted down some ideas and then it struck me, that my original idea was to create an advertising awareness campaign for climate change. And I thought to myself about working on a set of posters to advertise and put out there based on ecology and ReForest.

The posters were about creating awareness about restoring the health of ecology and to care about it because after all, trees are what help up breath and it would be stupid if we do not care after them in return. So I came up with an idea for an illustration that connects human lungs to the trees, the illustration came out looking beautiful and it captured what my idea was and this made it easier for me to create a set of posters that were different. For example, in one of the illustrations, the lungs would be dry and the leaves falling off to represent unhealthiness and showing the effects of climate change, the damage done to ecology through deforestation and wildfires. In another poster, the lungs would be healthy and the trees would have flowers growing out of the vines to represent repair and the re-growth of ecology. And the last illustration would show that the lungs are steady and that the branches are steadily growing with the leaves on them. I think that this advertising campaign turned out well because I had an idea in mind for these posters and it turned out exactly how I envisioned them to be and I think that the public would think the

same way because I have seen that people have started to care about the planet's health again, whether it is by creating restoration effort events to clean up the river and ocean systems by getting rid of each piece of plastic stuck in them to working to planting each tree in places like jungles, forests and public parks around the world. I feel like these set of posters will create a good amount of awareness around London because there is a high amount of ecology everywhere you turn in places around London. I presented the posters in a London Underground station advertising frame.

I made this decision because I felt as if there are so many people that use these stations to get to work and back that they would definitely acknowledge these posters but only a handful of them would act after it. They would visit the website or take a picture of the posters to create more awareness of it on the internet by sharing a picture of it on places like Twitter, Instagram or Facebook. Putting these posters online would also increase the awareness levels as more people are using and creating accounts on Twitter or Instagram and this is important for a lot of charities nowadays because they need to have a social media presence otherwise they don't have a chance of being as successful and popular.

These adverts will provide the public with a sense of purpose as it gives people some hope and allows people to care about the ecology around them and to do better whenever they are presented with a chance to make a better decision for caring about the trees and plant-life that surrounds them. I am not sure as to how the public will react to this as there bound to be some mixed reactions where some people will have no idea what these posters are about whereas some people will be confused as to what the context is.

mockups

11.1 Leaflet mockups

This chapter is about the mockups created after the final designs were completed.

Mockups provide a sense of what the material will look like on an industrial sized billboard or advertising boards of all kinds around the streets or underground stations.

This segment of the chapter will take a look at the mockups for the leaflet as well as the tree kit planting guide which will come in handy for the reader when they are planting their own tree.



ADVERTISING THE LEAFLET

The leaflet's sole purpose is to inform the reader's into getting a better understanding about ReForest as an organisation. I was recommended with this idea from my tutor during the first few weeks of the project lectures. I first started making the website for ReForest and filled the website in with a lot of content which didn't make sense at times. That is why I decided to create a leaflet with all the information I had in the website and copied it in inside a leaflet. It is a way of letting consumers know about the organisation without having to let them read on the website as they can just read off a peice of paper.

I stuck with the same few colours that are a constant sight throughout the website as it keeps with the brand identity of the organisation. I chose colours that represent the earth as I wanted people to feel that they will instantly know what this organisation is just by looking at the colours. That is why I feel that the colour scheme was a big part of the brand identity of this organisation and that is why I made sensible choices when picking them. The left hand side of the leaflet lets the reader know about the initiatives that ReForest works on. The central part of the leaflet is a bit of a background on what ReForest is and what they do, underneath that the reader can find the contact information. The right side of the leaflet shows the primary ReForest logo across the page and this side of the page will act as the front of the leaflet and this is what the reader will be presented with. The left hand side of the leaflet lets the reader know about the events that ReForest currently has going on. The central part of the leaflet is all about the tree kit initiative where people can plant their own trees, the reader can also find where to order their own kit.

The right side of the leaflet shows where to donate and all the information on what some of the donating options are.

ADVERTISING THE PLANTING GUIDE

The planting guide was an essential part of the tree kit because before planting something, the consumer needs to know how to plant a certain tree, plant or flower. They need to know the conditions of when to plant and at what times of day they might water the plants too. Therefore it was imperative that I worked on this along with the 3D renders of the other contents included inside the box.

I got most of my inspiration from the back of plant roots/seed packs that contain a planting guide on the reverse of the packaging. I went to find a few packs of seeds for different vegetables and took some pictures as this allowed me to get a clear view of the planting guides on the back of the packaging, this was really helpful as I was stuck for ideas on how to create a planting guide from scratch as the internet also didn't have much on how they looked like. So, after looking at a few of the A5 planting guides, I started working on my own for the tree kit. I wanted to make my planting guide A4 as it is going to be a part of the ReForest Tree Kit. The background colour was a creamy white colour, with a ReForest logo across the top of the page, written underneath is 'how to plant your tree' in capitals.

mockups

11.3 ReForest Tree Kit mockups

This chapter is about the mockups created after the final designs were completed.

Mockups provide a sense of what the material will look like on an industrial sized billboard or advertising boards of all kinds around the streets or underground stations.

This segment of the chapter will take a look at the mockups for the ReForest Tree Kit.





mockups

11.4 ReForest website mockups

This chapter is about the mockups created after the final designs were completed.

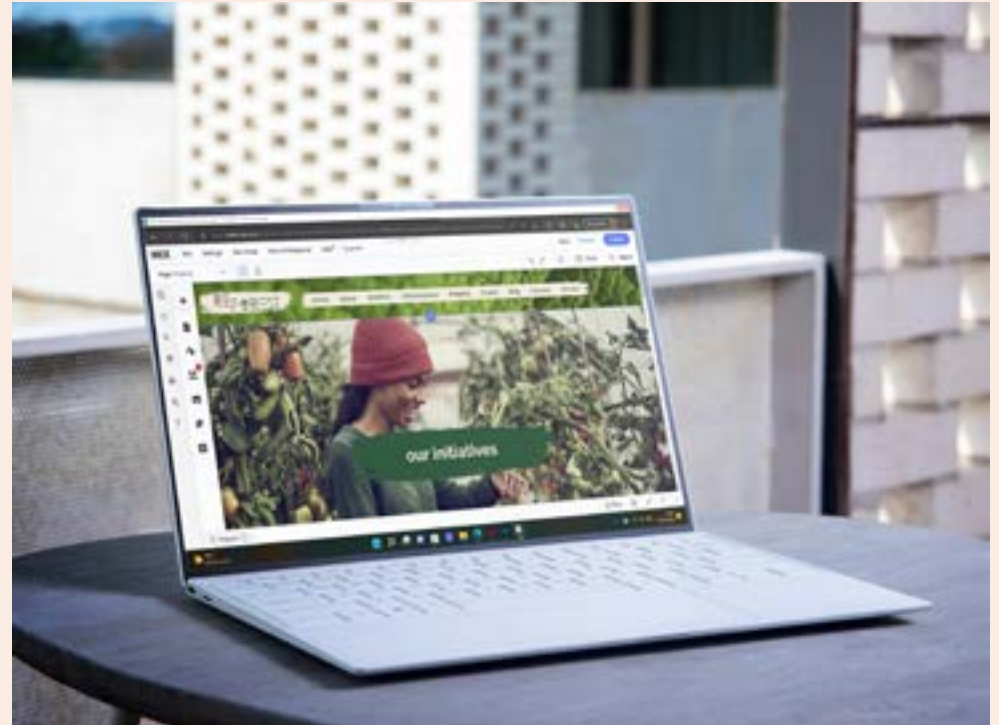
Mockups provide a sense of what the material will look like on an industrial sized billboard or advertising boards of all kinds around the streets or underground stations.

This segment of the chapter will take a look at the mockups for the ReForest website.



HOMEPAGE MOCKUP

This is a mockup of what the homepage looks like from a side angle, the background is a video of a forest and on top of that is a brown brushstroke with the ReForest logo in a sand tone which is the secondary logo of the organisation. Because the top of the homepage is animated with a video and an animation on top of it, it will give the sensation of welcoming the reader to the website allowing the people to want to read and find out more about the organisation. I am pleased at how this homepage turned out as there were many feedback sessions in which I was able to change and tweak some things to make it aesthetically pleasing as well as inviting at the same time.



INITIATIVES MOCKUP

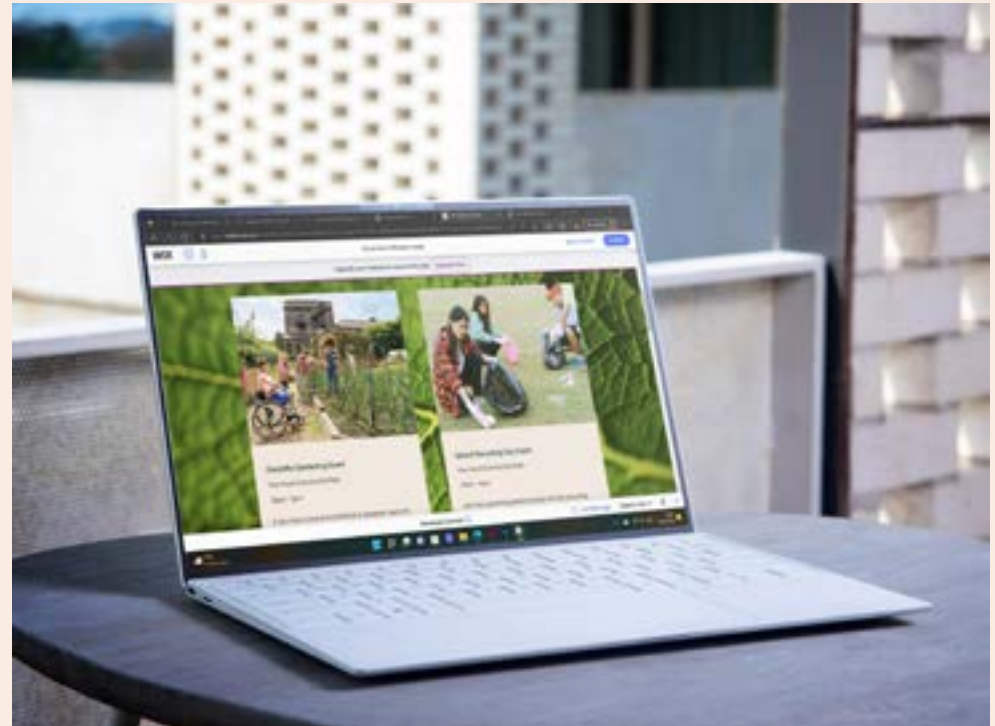
This is a mockup of what the initiatives page of the website looks like, unfortunately I could not screen shot the whole page, but it shows what the top half of the page looks like which is an image of a lady picking out fruits with a green brushstroke on top of the image and text that reads 'our initiatives'. I got some positive feedback about the design of this page as it looked good and the image was well chosen.

The image links back to the word 'initiatives' in my case because I listed 'community gardening' as one of the organisation's initiative projects. The bottom half of the page has a list of the other initiatives that the people can get involved in.



DONATE PAGE MOCKUP

This is a mockup of what the donation page looks like. The background of the website is visible here as there are no images represented in the top half of the website like some of the other pages. It has a sand tones brushstroke with the word 'donate' written on top, and below this is another brushstroke with a short description of what the reader can do and how they can donate. The design of this page could have been improved as I was trying to fit some content in but did not work on it as much as I would have liked to. I did put an image on the top half of the page but I thought it didn't fit well so I replaced it with just the brushstroke instead which meant that the reader can focus on donating and they don't have too many distractions.



EVENTS PAGE MOCKUP

This is a mockup of what the events page looks like. This screenshot is taken mid page to show how the events listed on the website are laid out. The layout is organised and clean, allowing the reader to see what each event is and the details of it. Each event is inside a box of its own so that the reader does not get confused when reading.

Each event has a corresponding image relating back to the event so that the reader can relate to the event about what they might do at the event if they do want to join in and apply for it. The details include the date of the event, the location it will be taking place at and the time slots of the event.

references

12.1 bibliography

This chapter is about the references I used throughout this project.

I will be listing the references in bullet points.

The references will be written in Harvard style.

This allows the references to be clear and organised when read.

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