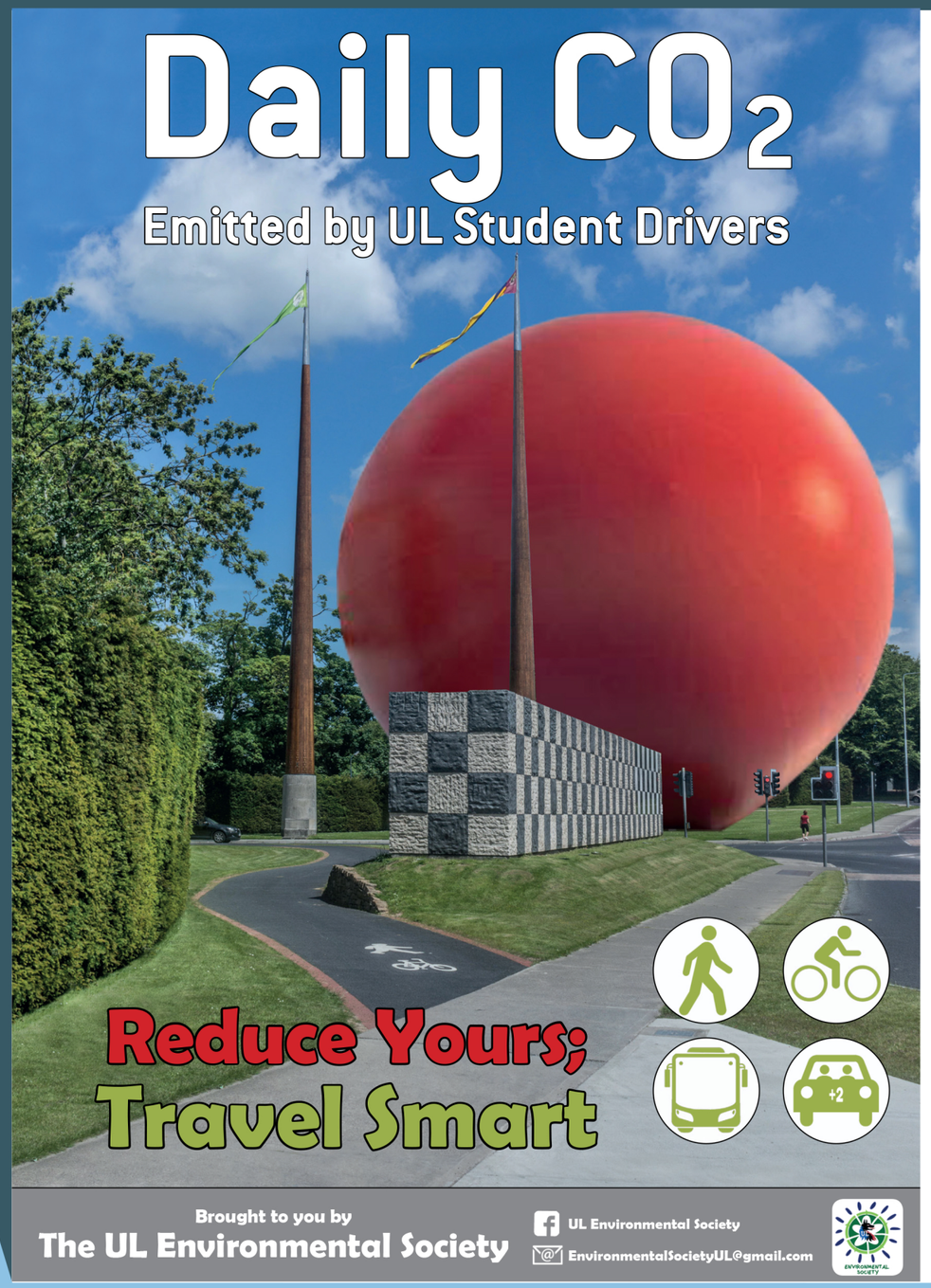

UL Carbon Campaign

A group of our UL Environmental Society members suggested a campaign to convey how much carbon an average person may emit daily. Carbon is something we all emit in some form or another. However, carbon can be something that is very difficult to imagine or represent due to it's gaseous invisibility.

As commuting by car is one of the biggest contributors to carbon emissions by most people, we chose to illustrate statistics around this, which in turn might encourage some people to use more sustainable travel options. We decided to produce two balloon like pieces, one which would be a physical object at a human scale which we could display in various locations around campus, and one would be a poster graphic which would illustrate a massive figure in a recognisable location. We chose to use a balloon-like sphere shape to comunicate the idea of C02 being a rising gas. We chose a colour scheme of red for both pieces to be recognisable to one another and to be striking.

For the physical object, we calculated the average volume of C02 emitted by a single car commuting to UL daily, which equated to a sphere of a 7ft diameter. After a lot of research we sourced an inflatable ball online suitable to our idea.

For the graphic, we calculated the average volume of C02 emitted by all cars commuting to campus daily, which equates to a sphere of diameter approx 38m, which we decided to compare to the size of the UL Entrance Flag Poles, one of the best known UL land marks.

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