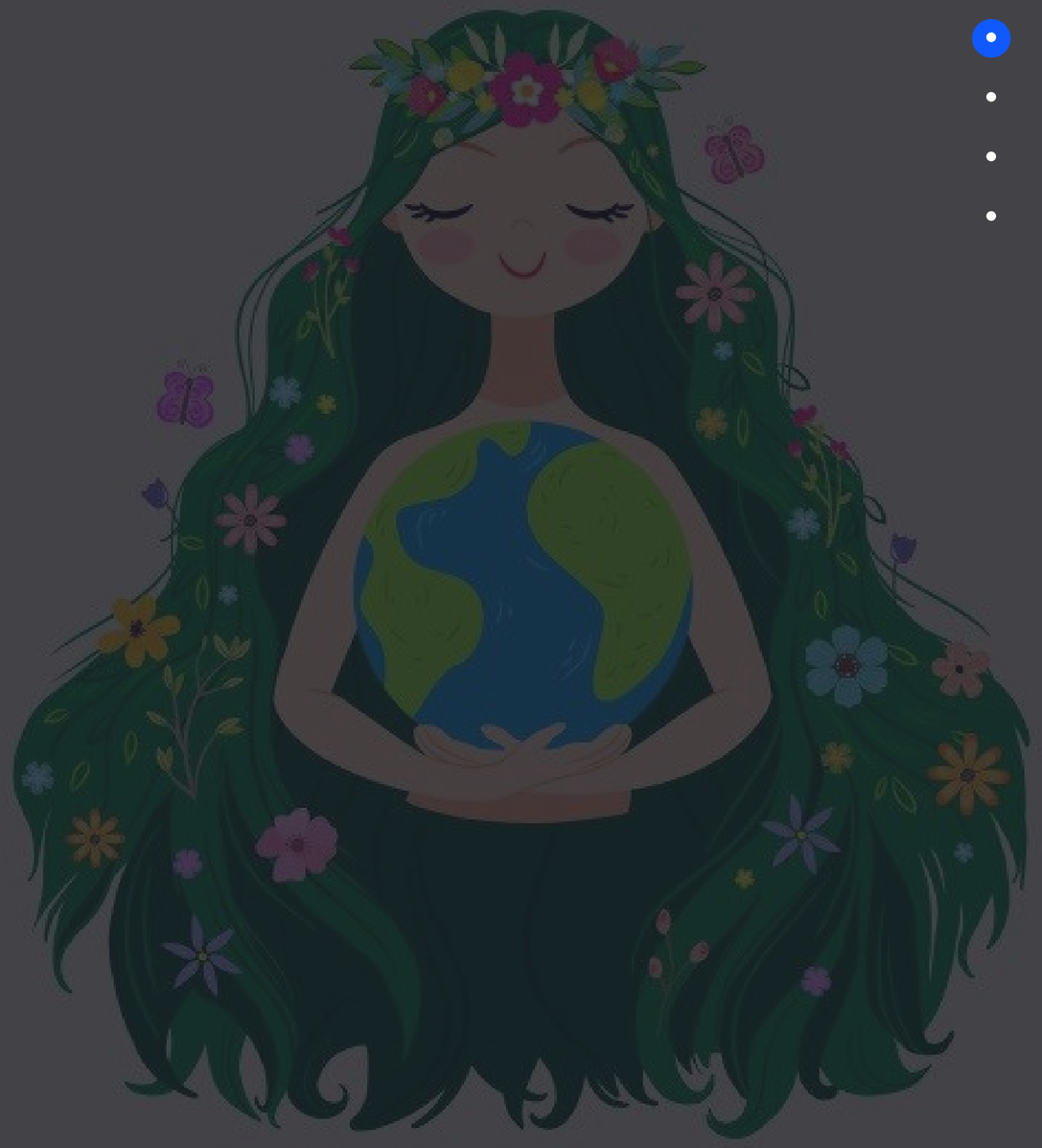
DEVELOPMENTAL DRAWING UNIT CODE: HT3X 47

NAWAL NASSER QADDOUMI

believe

hope



WWF

For 60 years, WWF has worked to help people and nature thrive.

WWF works in nearly 100 countries. At every level.

WWF, aka, 'The World Wide Fund for Nature, is an international non-governmental organization

They develop and deliver innovative solutions that protect communities, wildlife, and the places in which they live. This is done by collaborating with different people.

WWF was established in 1961 by a group of passionate and committed individuals, who wanted to protect places and species that were threatened by human development.

The inspiration for the WWF logo came from Chi-Chi, a giant panda that was living at the London Zoo in 1961, the same year WWF was created. Today, WWF's trademark is recognized as a universal symbol for the conservation movement.





MY AIM, WHY A POSTER, & THE IMPACT IT DOES

MY AIM IS TO CREATE A POSTER TO POSITIVELY INFLUENCE SOCIETY AND RAISE AWARENESS TO SOCIETY, FOR STOPPING THE CUTTING OF TREES TO MAKE PAPER, AND FOR THEM TO USE A MORE ECO-FRIENDLY APPROACH.

A POSTER IS VERY EYE-CATCHING, NOT ONLY DOES IT HELP RAISE AWARENESS, BUT AT THE SAME TIME, IT'S QUITE CREATIVE. WHO DOESN'T LIKE A LITTLE VISUAL CREATIVITY AND DESIGN, WHILST READING SOMETHING BENEFICIAL AND IMPORTANT?

ON THE MARKET, POSTERS ARE SAID TO BE COST-EFFECTIVE FORMS OF ADVERTISING, AS THEY ARE EASY AND AFFORDABLE. THEY HELP WITH SPREADING A MESSAGE TO A BROADER AUDIENCE, CREATING A LOCAL IMPACT, AND RECEIVING AN EMOTIONAL RESPONSE.

AS IT IS KNOWN, THE LOSS OF TREES CAN CAUSE CLIMATE CHANGE, DESERTIFICATION, SOIL EROSION, FEWER CROPS, FLOODING, INCREASED GREENHOUSE GASES IN THE ATMOSPHERE, AND A HOST OF PROBLEMS FOR INDIGENOUS PEOPLE. SO AS A RESULT OF CUTTING BACK FROM THE CUTTING OF TREES (NO PUN INTENDED), THESE PROBLEMS BECOME LESS OF A BURDEN AND CAN SAVE MOTHER NATURE.

WHY?

WE WANT TO MAKE A REAL DIFFERENCE ON OUR EARTH, AND IN OUR LIVES.

Major Goals

15 billion trees are cut down per year

It costs between $350 and $4,500 to cut down a tree

The average price for tree cutting is $1,434 so far this year.

The cost changes depending on the size; small, medium, large and extra-large trees.

50%

DECREASE

Goal

$5.25-$67.5

TRILLION

Cost per year

15 Billion

DECREASE

Trees per year

The Inspiration For My Design







I SAW THIS POSTER ON A WEBSITE, WHICH READ ABOVE IT:
"To make people realize that saving the planet starts with them saving paper, we took a standard paper dispenser and made a simple modification with green foil and the silhouette of South America. This allowed us to prove that the survival of the forest is directly connected to what people consume."

IT WAS RELEASED IN APRIL OF 2007

ADVERTISING AGENCY: SAATCHI & SAATCHI, COPENHAGEN, DENMARK

CREATIVE DIRECTOR: SIMON WOOLLER

ART DIRECTORS / COPYWRITERS: CLIFF KAGAWA HOLM, SILAS JANSSON

BELOW THIS, I READ REVIEWS AND REPLIES. ONE WHICH CAUGHT MY EYE READ:

'..PAPER NOW IS MADE FROM SUGAR CANE, SO THEY DON'T NEED TO CUT DOWN TREES ANYMORE..'

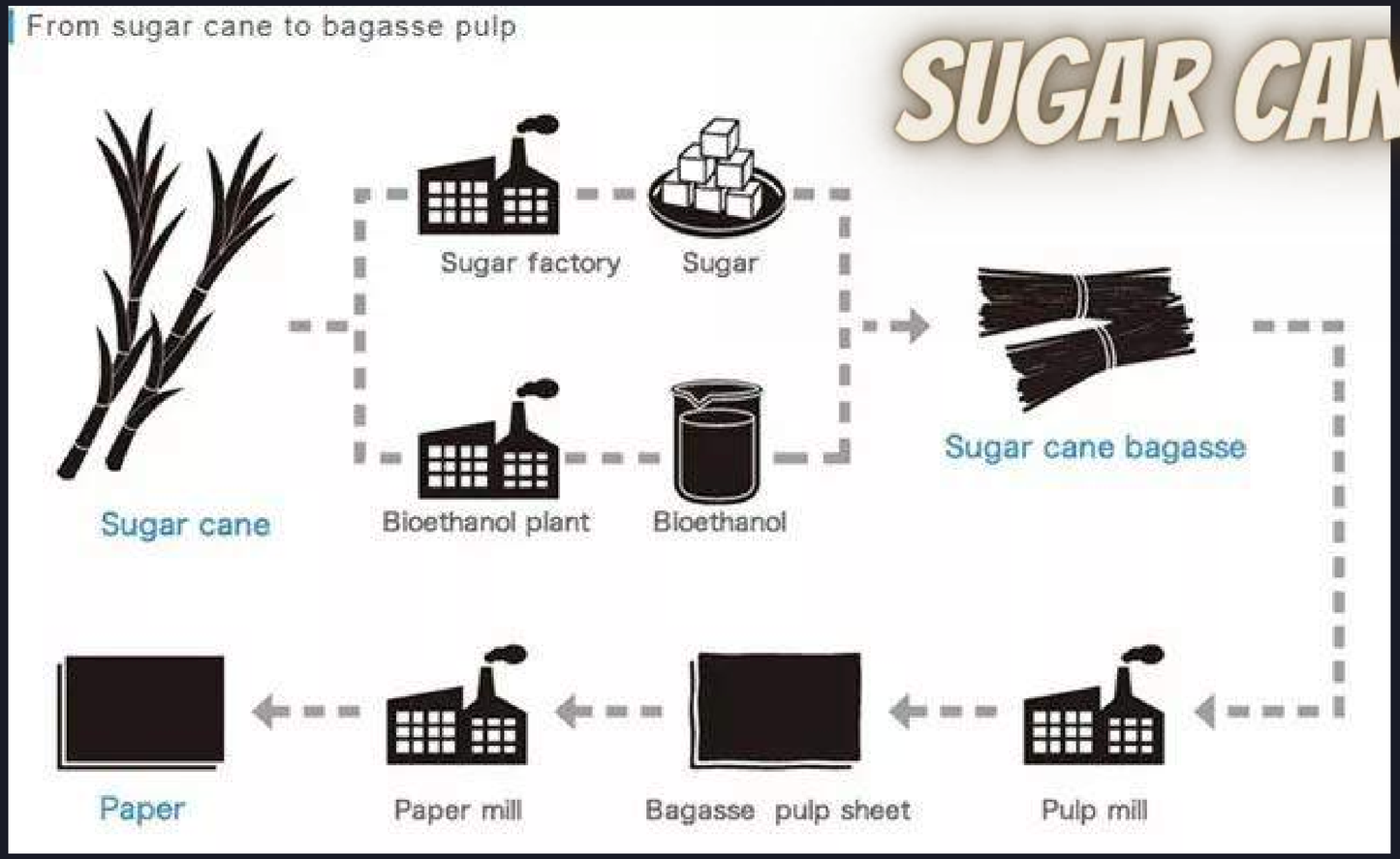
THAT'S WHEN I DECIDED TO SEARCH UP A QUESTION WHICH SAID:
Is it environmentally friendly to make paper out of sugar cane?

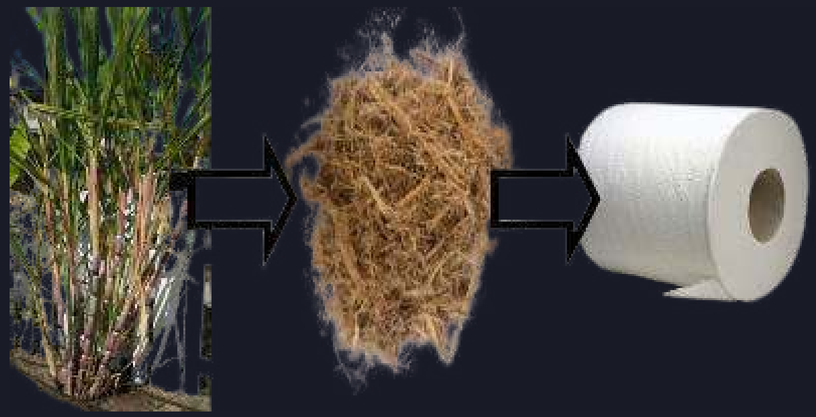
THIS IS THE RESULT I GOT:
Sugar cane paper definitely is much friendlier to the environment. The supply is renewable and even when considering transportation, requires less energy and produces less waste and emissions.

YOU MAY QUESTION HOW ANY OF THIS IS RELEVANT. WELL, I WANT MY POSTER TO BE ADVERTISED TO HELP CHANGE THE ENVIRONMENT POSITIVELY AND SAVE MOTHER NATURE BEFORE IT'S TOO LATE. THEREFORE, I WANT TO FIND A SOLUTION AND INCORPORATE IT INTO MY POSTER. THIS IS WHY I DECIDED TO USE "SUGAR CANE" AS A SOLUTION OPTION.

SUGAR CANE!


SUGA
SUGAR


From sugar cane to bagasse pulp
Sugar cane
Sugar factory
Sugar
Bioethanol plant
Bioethanol
Sugar cane bagasse
Paper
Paper mill
Bagasse pulp sheet
Pulp mill






CO_2+H_2O



COLLAGE 1

COLLAGE 2









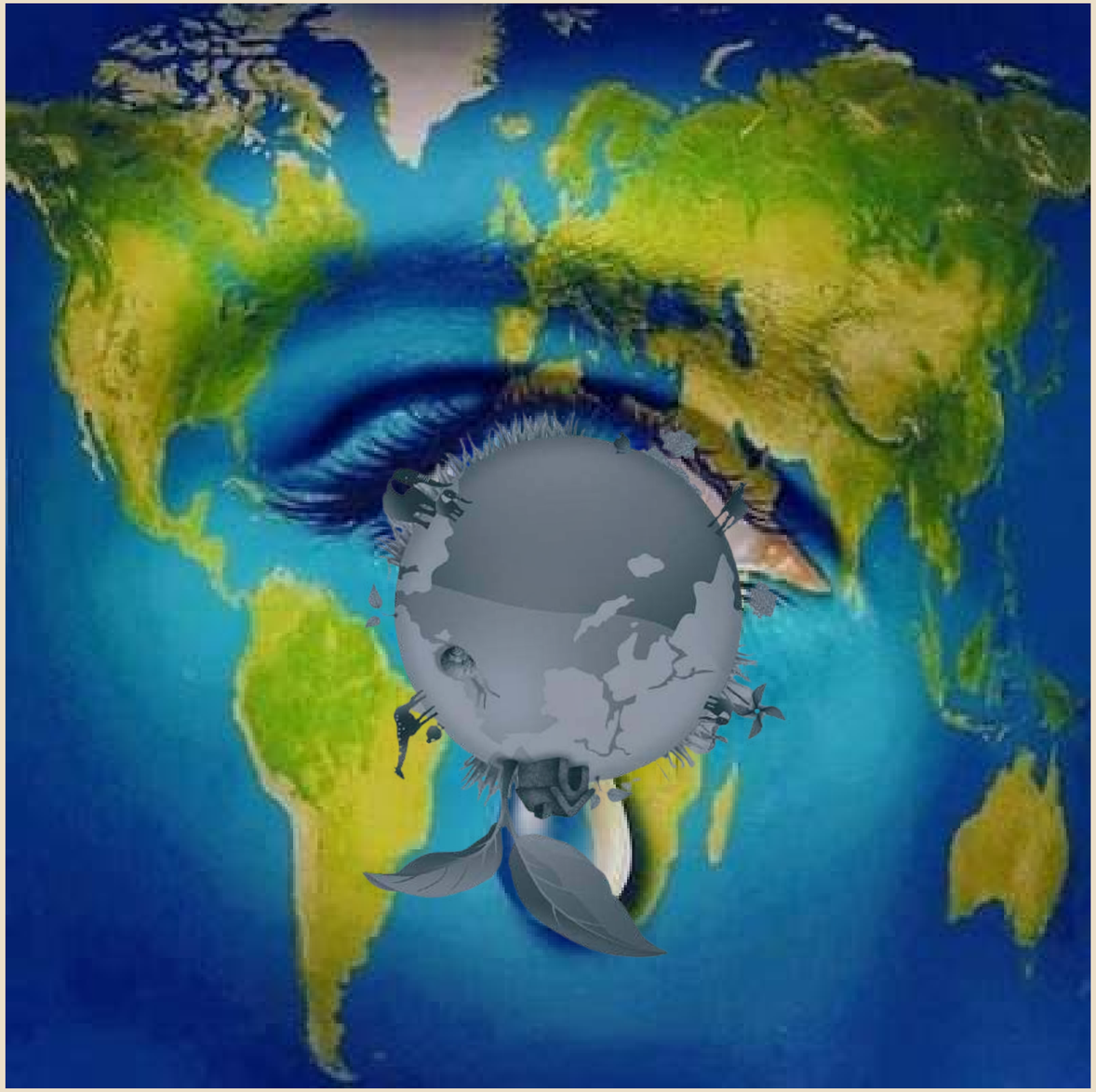
MAIN IDEAS TO BE INCORPORATED IN MY DESIGN



















Double Spanish White	Jewel	Atlantis	Chestnut
#E9E1C1	#177440	#A3C738	#B94648

#332232 #f0e4c4 #f5d2a2 #f1d4bc #d1d5b8 #e9e1cc #ea91b2

#1f7114 #064621 #527830 #47967b #b1b97a #eaf4be #1c9454

#fcd5ae #7cb623 #bac7a7 #d3cbb1 #e8c926 #a4cc41 #67cac5

#0c49a0 #5baa24 #097b3f #f4ddc7 #94bdaf #ba4b49 #dcdabd

#ecb1a2 #dfe0ac #dff0f2 #e4ecb4 #e4dcc3 #e4eccc

#8d843d #ece4bc #ece4c4 #eee9d7 #1babba #ecdcc3

#bfec44

PALETTE COLOURS FROM MY TOP TWO DESIGN IMAGES

POSTER 1



OPTION 1

POSTER 1



OPTION 2

POSTER 1



OPTION 3

POSTER 1



OPTION 4

POSTER 1



OPTION 5

POSTER 2



OPTION 1

WHAT WAS USED IN MY FINAL DESIGN

Sentences:

NO MORE TREES! HOW ABOUT SUGARCANES?

SAVE MOTHER NATURE!
SAVE PLANET EARTH!
SAVE ITS BEAUTY!
IN ALL ITS PERKS!

ICONS USED:

WFF LOGO

WWF

PAPER

SUGAR CANES

FONTS USED:

Chewy

GAGALIN

I COMBINED THESE TWO IMAGES



THIS IS THE RESULT I GOT



MY MAIN COLOUR SCHEME



Aths Special / Pearl Lusta

HEX	EBE1C8
RGB	235, 225, 200
HSB	43, 15, 92
CMYK	0, 4, 14, 7
NAME	Champagne



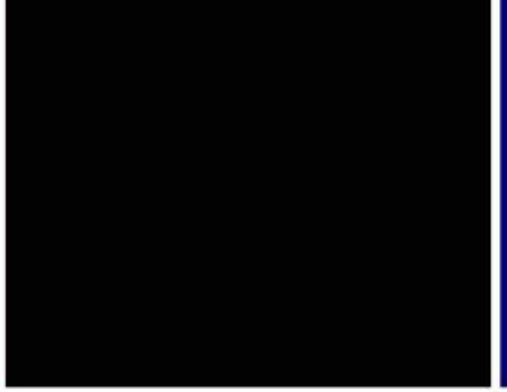
Dark Spring Green

HEX	007F32
RGB	0, 127, 50
HSB	144, 100, 50
CMYK	100, 0, 60, 50
NAME	Ao English



British Racing Green

HEX	004018
RGB	0, 64, 24
HSB	143, 100, 25
CMYK	100, 0, 62, 74
NAME	Forest Green Traditional



Black

HEX	020101
RGB	2, 1, 1
HSB	0, 50, 1
CMYK	0, 50, 50, 99
NAME	Rich Black FOGRA 39



Navy

HEX	04017B
RGB	4, 1, 123
HSB	241, 99, 48
CMYK	96, 99, 0, 51
NAME	Navy Blue



Cerulean

HEX	0063AB
RGB	0, 99, 171
HSB	205, 100, 67
CMYK	100, 42, 0, 32



Summer Sky

HEX	3FB9D3
RGB	63, 185, 211
HSB	191, 70, 83
CMYK	70, 12, 0, 17



Fuchsia Pink

HEX	FB87FB
RGB	251, 135, 251
HSB	300, 46, 98
CMYK	0, 46, 0, 1



Deep Pink

HEX	F01980
RGB	240, 25, 128
HSB	331, 90, 94
CMYK	0, 89, 46, 5



Cabaret

HEX	C75D7E
RGB	199, 93, 126
HSB	341, 53, 78
CMYK	0, 53, 36, 21

I CHOSE POSTER 1 OPTION 5

WITH A SMALL ADJUSTMENT





Thank you!