

HAND CRAFTED QUALITY
**OVERALL
MURALS**
SINCE 2010

THE WAY this is the **THE WAY** this is the **THE WAY** this is the **THE WAY** this is the **THE WAY** this is the
WORLD **WORLD** **WORLD** **WORLD** **WORLD**
ENDS NOT **ENDS NOT** **ENDS NOT** **ENDS NOT** **ENDS NOT**
WITH A BANG! **WITH A BANG!** **WITH A BANG!** **WITH A BANG!** **WITH A BANG!**
but with a **WHI-** but with a **WHI-** but with a **WHI-** but with a **WHI-** but with a
MPER **MPER** **MPER** **MPER** **MPER**



This Is The Way The World Ends

Insight

On current trajectory, by 2030 climate change could be irreversible; flooding, extreme heat, drought and poverty rates will climb, with the complete eradication of our coral reefs (“IPCC — Intergovernmental Panel on Climate Change” n.d.). More than 1 million species are facing extinction, with The International Organisation on Migration estimating up to “200 million people could be displaced by climate change by 2050,” (“Migration, Environment and Climate Change” n.d.).

Problem

Without human intervention, the effects of climate change will soon become irrepressible. London boasts a population of 8.9 million, receiving on average 200,000 tourist visits a day (Be Original Tours 2024). How can we persuade London Locals to reconnect with the planet and to engage with combatting climate change?

Our Solution

‘This is The Way the World Ends’ is a climate change campaign that subverts aesthetic climate change stereotypes; using variable font technology, in hand with poetry, to create a powerful, emotional juxtaposition between visuals and content to communicate the need for action against the climate crisis.

References

“How Many Tourists Visit London Each Day.” 2024. Be Original Tours. March 7, 2024. <https://beoriginaltours.com>

“IPCC — Intergovernmental Panel on Climate Change.” n.d. Accessed March 1, 2024. <https://www.ipcc.ch>

“Migration, Environment and Climate Change.” n.d. International Organization for Migration. Accessed March 14, 2024. <https://www.iom.int>



Physical Outcome ‘This is the Way the World Ends’ campaign poster.

‘This is the way the world ends Not with a bang but with a whimper.’

‘The Hollow Men’ by T. S. Elliot

Written in 1925 by T. S. Elliot, ‘The Hollow Men’ communicates themes of religious confusion; disarray following WWI; the golden age of physics and early understandings concerning the heat death of the universe. (“The Hollow Men” n.d.).

Elliot’s poem closes with the lines “This is the way the world ends, not with a bang but with a whimper.” It speaks immense volume that parallels can be drawn between our current climate crisis and ‘The Hollow Men’.

Asking politely is a losing game. Taken and applied to a contemporary context, Elliot’s poem evidently echoes our current climate crisis, reinforcing the severity and requirement for immediate action.

Above The Final two lines of T. S. Elliot’s *The Hollow Men*.

References

“The Hollow Men.” n.d. StudySmarter UK. Accessed March 15, 2024. <https://www.studysmarter.co.uk>

Roboto *Flex*

Roboto Flex

By definition of Google fonts, variable fonts (or OpenType font variations), “remove the explicit distinctions between different weights and styles,” (Google Fonts n.d.). Decisions on style and weight are taken from the hands of the designer and given to the user.

Commissioned by Google in 2011, Roboto is a neo-grotesque sans serif face designed for the Android mobile system. Designed by Font Bureau, Roboto Flex advances the Roboto font family; Roboto Flex is a variable typeface with immense options for customisation, with options for changing

weight, width, optical size, etc (Angelos 2023). Hereby, Roboto Flex provided extensive freedom to both our physical and digital outcome; supporting accessibility and legibility, vital when considering communication of the poem to the audience. Sans typography speaks friendliness and modernism, appropriate for a campaign that is forward thinking and aiming to attract different demographics from within the London area.

Above Roboto Flex type specimen.

References

“From Accessibility to Font Choice, Google’s Designers Are Building for the Individual.” n.d. Accessed March 4, 2024.

Physical Outcome Poster

The Design

The meaning of Elliot's poem is reinforced by juxtaposition; subverting expectations for climate change graphics, using bright visuals and experimental, dynamic typography to communicate a need for emergency, whilst being ironically playful. The background explosion motif in context connotes destruction, but visually ties the design together.

Colour Psychology

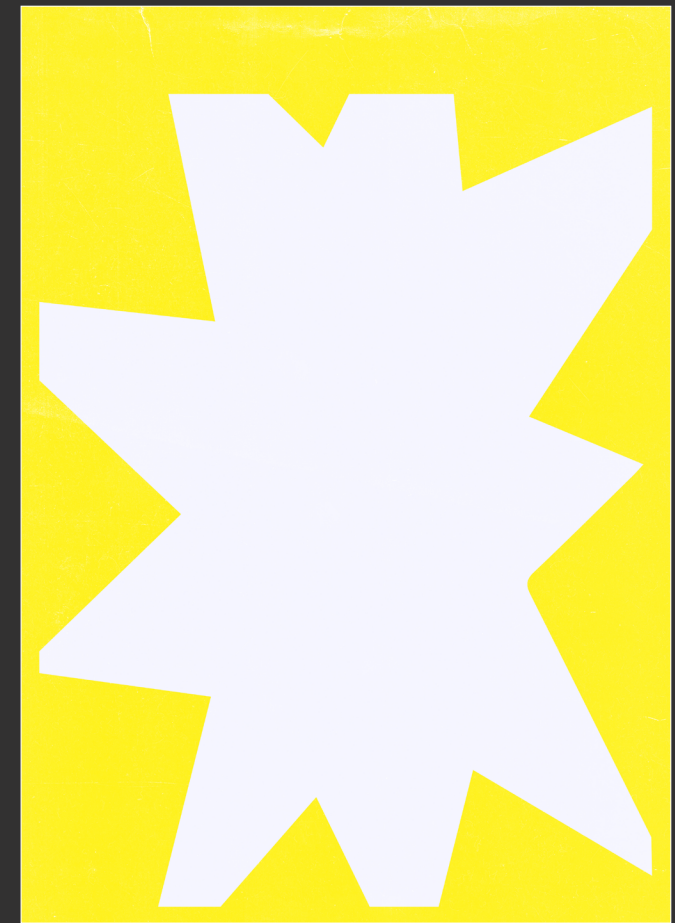
Colour psychology has proven yellow to be the most visible and attention-grabbing colour. Yellow conventionally connotes warmth and happiness, yet scientifically proven to induce frustration from prolonged exposure (Kendra Cherry n.d.). Our assets use yellow to first grab one's attention, secondarily creating feelings of irritation, pushing for a response to the poem and campaign.

References

Kendra Cherry, Msed. n.d. "The Impact of the Color Yellow on Your Mood." Accessed March 3, 2024. <https://www.verywellmind.com>



Physical Outcome 'This is the Way the World Ends' campaign poster.



Physical Outcome Isolated background 'explosion' motif.

Non-Traditional Touchpoint Window Printing

Window Printing

Why re-invent the wheel when instead we could be paying more attention to the materials it's made from?

Our posters will be printed directly onto London windows using silk-screen printing and water-based inks. Standard acrylics are PVC based; PVC is highly toxic and damaging to the environment, both in production and disposal ("WHAT IS ACRYLIC PAINT" n.d.). Silk-screen printing will minimise energy costs and reduce wastage.

London Window 'real-estate' is abundant. Printing directly onto the glass most importantly will significantly reduce both wastage and material demands, but will put our message everywhere for anyone to see.

References

"WHAT IS ACRYLIC PAINT." n.d. Liquitex. Accessed March 15, 2024. <https://www.liquitex.com>



Non-Traditional Touchpoint Campaign design printed directly onto a shop-front window using silk-screen printing and water-based inks

Digital Outcome Billboard Animation

Animation (Attached Separately)

The digital element is a short, looping animation that makes full use of Roboto Flex as a variable font, building directly from the poster design.

Communication Channel

Travelling in London, digital billboards are unavoidable. Global Marketing offer 56,000 advertising sites across the London area, and this is from one advertising company alone (“Dynamic Billboard Advertising” 2021). With social media, reach is limited to those with an account; a restriction non-applicable for billboards. This decision will increase message dissemination.

Sound Design

Our goal for the sound design was to create a narrative. Audio clips have been layered to tell the story of a bustling civilisation sent into disarray as a result of their own actions. Once again, juxtaposition between visuals and sound are used to create discomfort, encouraging an emotional response from the audience.

References

“Dynamic Billboard Advertising.” 2021. Global. September 21, 2021. <https://global.com>



Digital Outcome Animation stills demonstrating the three main stages of the animation.