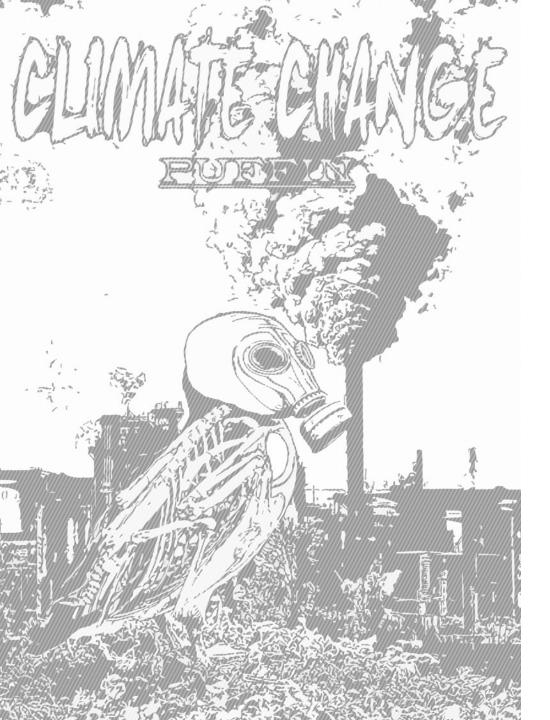




INTRODUC
TION

The climate change has been an urgent global issues; however, not many people would recognise the environmental harm created in the UK's polluted areas and the hard living conditions in the inhabitants of CAPERCAILLIE, GUILLEMOTS, PUFFIN.





POSTER DESIGN AND BROCHURE DESIGN

CLIMATE CHANGE

I have create three visual posters, aims to advocate the fact that climate issues are putting birds in the UK at risk.

The purpose of this project was to produce three posters (CAPERCAILLIE, MANX SHEARWATER, PUFFIN) and a portable informational brochure addressing climate issues by focusing on regional pollution and bird habitatants.

The subject matter is the declining number of birds due to climate change.

The background of this topic is the numerous negative environmental factors that lead to climate change.

The painting style of the subject and the background are visually impactful and powerful, so that the audience can intuitively understand the harm caused by climate change from the number of birds that are decreasing.

In addition to the posters, I have also created a portable brochure that integrates the sewer water pollution map to educate people about regional pollution's negative impact on birds' habitants.



CLIMATE CHANGE PROBLEM

The extinction of some animal species is a natural process, but there are still many animal extinctions related to human behaviours. If humans do not take action to protect wild animals, it is a short-sighted behaviour and will suffer huge losses. Wild animals are valuable assets of nature and help maintain ecological balance.

If the ecological balance is destroyed, it may lead to some disastrous consequences, such as extreme weather, sandstorms and etc. As profound as the issue is, it has been difficult to find a visually attractive approach to draw public attention to it. In this context, art can attract a lot of attention from the public and raise awareness of such environmental issue.

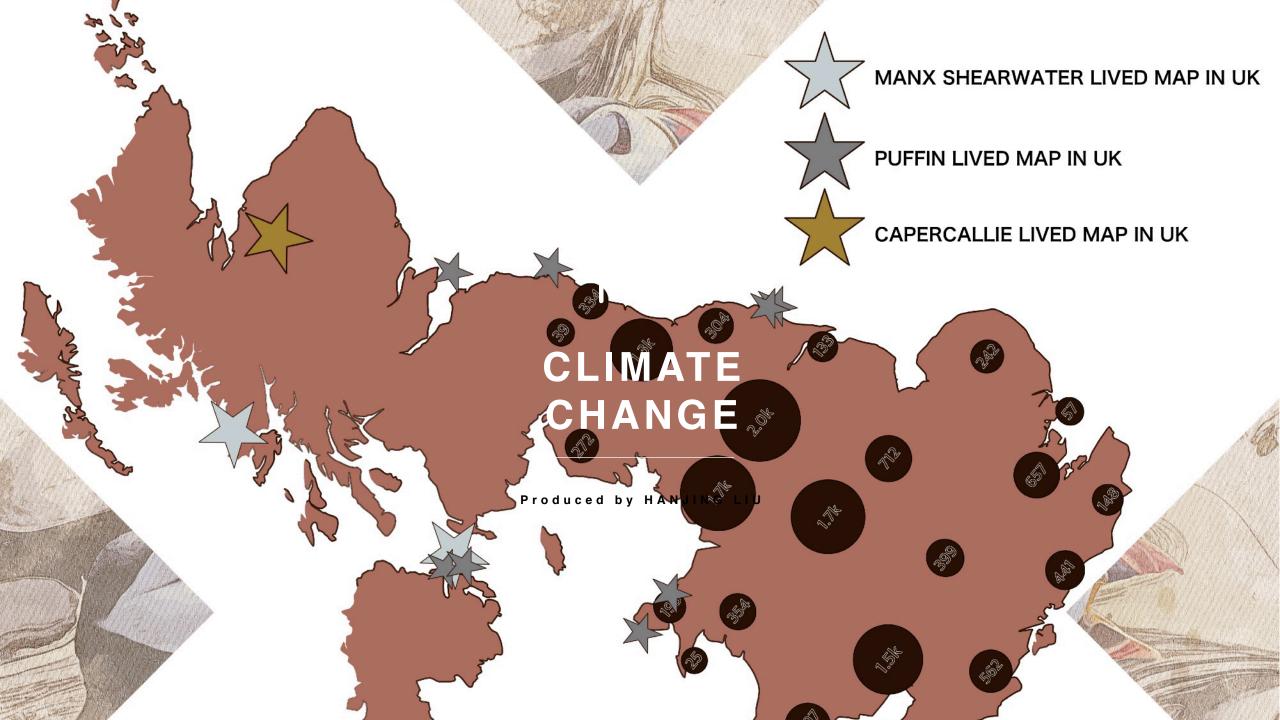
THEME RESEARCH

CLIMATE CHANGE

My source of inspiration was Bird Watching, created by environmental activist and artist Jenny Kendler. It's a 40-foot sculpture featuring the eyes of 100 bird species threatened or endangered by climate change. In the midst of climate change's devastating impact on other organisms and their habitats, birds' gazes ask us to consider our responsibilities.

To protect the diversity of animals, destroying the natural environment will easily lead to the extinction of animals, which will lead to the break of the biological chain. Jennie Kendler's work has drawn attention to the potential extinction of many bird species and called for immediate conservation to give vulnerable species a better chance of survival.







RESEARC H REPORT

This unit helps us develop a deeper understanding of methodology, ideas, approaches and key issues relevant to our work by introducing an interdisciplinary practical and theoretical context. We are expected to conduct, document, evaluate and present research based on a broad understanding of contemporary visual communication art and design, contextualizing our own practice.

RESEARCH REPORT

CLIMATE CHANGE

My aim of this project is to use visual communication practices to raise awareness on climate issues. To that end, I should investigate how climate issues are represented in the Western perspective and criticize them.

The extinction of some animal species is a natural process, but there are still many animal extinctions related to human beings. If human beings do not take action to protect wild animals, it is a short-sighted behavior, and will suffer a great loss. Wild animals are the precious wealth of nature and help to maintain the ecological balance. This is very important for human beings. So, I select and analyse two art projects named 'Birds Watching' (published in 2018 by Jenny Kendler) and 'Museum of Biology' (released in 2021 by Guo Wei), which are both about the social issues of protecting animal diversity. If the ecological balance is destroyed, it may lead to some disastrous consequences, such as extreme weather, sandstorms and so on. Although this issue is profound, it is challenging to find an attractive method to raise public attention to this issue. Under this context, art can attract great attention from society and the public, and I believe using artistic activities or works is one of practical actions that can really bring about improvements.

Artists Jenny Kendler and Guo Wei are both concerned about the conservation of animal diversity. The journalist Andrew Del-Colle believes that Jenny Kendler 's creation is inspired by Jenny (2018) about 100 Bird Species Intimidated by Climate Change. She also claims Jenny hopes that through this installation people will be called to act now so that vulnerable species will have a better chance of survival. Moreover, Jenny is motivated by Yarnold (2019)'s scientific report which demonstrates a shocking number, 389 species, of North American birds are at risk of extinction due to climate change. In addition, Guo Wei was inspired by another author Dian's publicity about the Chinese Academy of Sciences starting an endangered plant rescue project built in Beijing as the center construction of a gene pool in order to save the endangered species of wild animals (2022).

RESEARCH REPORT BIRDS WATCHING

CLIMATE CHANGE

Jenny Kendler created Birds Watching in the hope that if we take clear, decisive and swift action on climate change, these birds will be around for the next generations to enjoy. Jenny Kendler, who has studied the reduction of bird species diversity caused by climate change, decided to make a sculpture consisting of a 'flock' of one hundred reflective bird eyes mounted on aluminum. Her inspiration is a strong message that nature is watching us and waiting for us to take action. She arranges diverse eyes to suggest an ecosystem that has been destroyed by human carelessness. Regarding Guo's work, he looked for a remarkable way to attract people to understand the importance of animal diversity when he happened to see the national gene bank, which inspired him to create the 'Museum of Biology'. After investigating gene banks and endangered animals, he is inspired by endangered wild animals such as pandas, Chinese alligators, golden monkeys and so on to complete his design.

'Birds Watching' is a 40-foot sculpture showing the eyes of 100 species of birds threatened or endangered by climate change, when climate change is having devastating effects on other creatures and their habitats, the gaze of birds makes people think about people's responsibilities. Every eye stands for one extinct bird which gazes back.

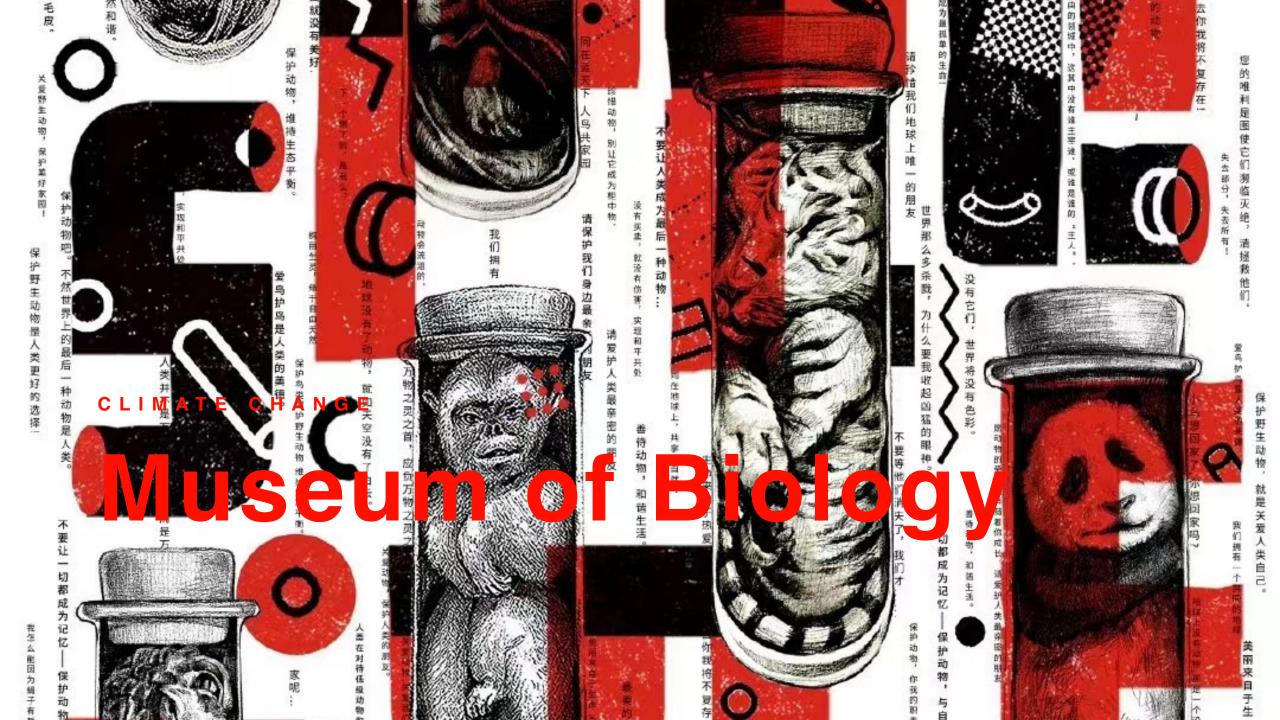
BIRDS WATCHING

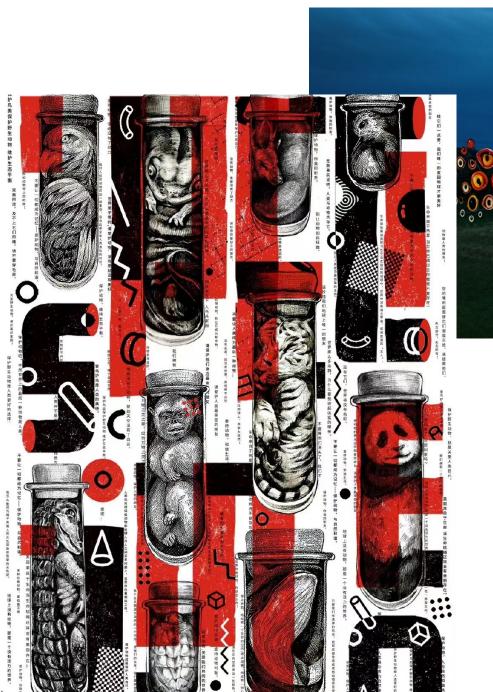
RESEARCH REPORT MUSEUM OF BIOLOGY

CLIMATE CHANGE

The canned food of rare and endangered animals, as well as the color matching of red and black, are very depressing. The animals drawn by needle and stroke are lifelike, and the small characters next to them are full of slogans about protecting animals. Speaking with Andrew Del-Colle in 2018, Jenny expressed her hope that her work will help make the world a better place, also the world and the biosphere are at dire risk, and she believes that art can save the world in this regard and continue it into a possible future, in the same way play an important role. Similarly, Guo Wei's design is to hope that people can realize the importance of protecting animals, so that people in the future can only see human friends - animals in test tubes. Humans put animals in test tubes for people to see. Deformation of animals squeezed in test tubes is very worrying. Meanwhile, the adopted colors, red and black, were impressing. On the whole, both artists express social issues through their mastery of artistic ability and design works.

Jenny Kendler, is an artist and activist, encouraged by the head of the Natural Resources Defense Council for a special exhibit, and there were many social institutions that supported her. In the past, readers know animal diversity conservation through newspapers, but these formats do not attract people, so Jenney Kendler applies her artistic work to raise people's awareness in a more impressing way. In addition, Guo Wei, the creator of the 'Museum of Biology', is an art major. There are many public art projects that attract college students in China. The organizers of Guo will upload these public works to a digital platform, make them into posters and other finished products, and then display them in many cities across the country, so that the project is known to more people. From a human perspective, the animal diversity problem is highlighted in the form of posters with strong visual effects in Guo's work.







RESEARCH REPORT

CLIMATE CHANGE

The main reason why both projects succeed is that they focus on social issues that many people around the world are concerned about. Secondly, their works are unlike many common artworks discussing climate change which are emotionless and inspiring. The third reason is that a new art project helps create and visualize solutions to this problem, bringing about actions and changes. Art encourages us to value intuitive uncertainty and creativity, as well as constantly seeking new ideas. The two artists aim to break the mold and find unconventional ways to deal with contemporary issues.



RESEARCH REPORT The Gonzovation Suite

CLIMATE CHANGE

Ralph Steadman and Ceri Levy, the Gonzovationist duo, have worked with the Goldmark Gallery, Uppingham, to complete a valuable edition set of ten copies highlighting the extinct or endangered animals. Every amzing print in the 50 strong edition features one of Steadman's captivating animals or boids, accompanied by Levy's subtly imprinted words that encapsulate the species' plights and will collect funds for a species protector named WildAid.

Demonstrated in an exceptionally crafted, manual-made box, the creation of The Gonzovation Suite belongs to a section of a campaign, which involves Vans Footwear and Flying Dog Brewery.

According to the official website of Ralph Steadman Shop, Steadman and Levy comment that "All gonzovation projects pay an amount of money to our chosen charity, WildAid. We love the work that they do as they are continually fighting against the illegal wildlife trade, which is worth billions of dollars to those reaping the rewards. We salute their work and as Gonzovationists we stand with them."

At the same website to the above, the Gonzovation Suites will be accessible to purchasers in European countries and the United States. "Sometimes it takes creativity and humour to change the world," says Peter Knights, the CEO of WildAid, "We hope these vivid depictions of the world's most imperiled species can help inspire the change we need to save them".

Mike Goldmark, the orginator of Goldmark Gallery, summarized that "We always enjoy working with Ralph Steadman and Ceri Levy and have been selling their magnificent Critical Critters portfolio over the last couple of years. The Gonzovation Suite takes Gonzovation to a new level and we at Goldmark believe that art can make a telling contribution to the ongoing battle against the destruction of species."

These publications have attracting illustrations and become famous for its approach of visually presented ideas with the assistance of brief but meaningful words. For my personal poster, I prefer to accomplishing something similar (context wise) as the Nobrow books accomplish, a method of showing a general information book which captivates the viewer and fosters them to acquire valuable knowledge in a fun and anecdotic way. This collection is my best reference when it comes to the content and the visual communication of my booklet and poster.



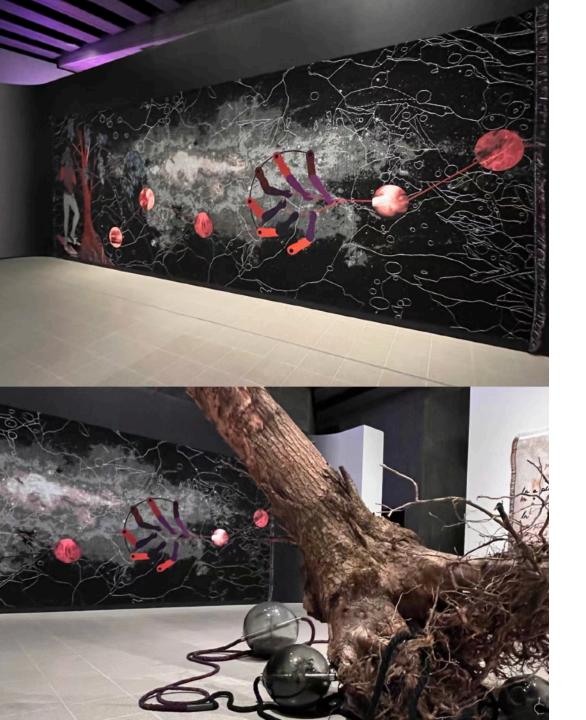


RESEARCH REPORT THE INCOMPLETE HISTORICAL WORLD

CLIMATE CHANGE

In addition, 18 different images in the Incomplete Historical World include Artichokes, Barracudas, Big Cats, Parrots, German Shepherd Police Dogs, Leghorn Roosters, Noisemakers, Saws, and Scorpions among others. They are displayed on hand-deckled Estrada Rag paper by Stephen Rock of Rock's Studio, Seattle. The print, Leghorn Roosters also includes hand-collaged factors. All prices are for the unframed print. The illustrations are arranged illustrations of diverse types of treasured birds. They are very specific and inform people that various treasured birds are disappearing.





RESEARCH REPORT IN PURSUIT OF BLING

CLIMATE CHANGE

The first group of works I visited during my visit to Dear Earth responded to the problem of human over-exploitation of mineral resources on the earth. The author described this as "like a stone crying" like a severed vein". This Reminds me of my original project related to mining emeralds and betting on stones. The final focus was on people, exploring the relationship between uncertain temptation and life. This project gave another non-human Perspective, substitute the role of the earth to see the harm caused by this behavior, so as to create. This perspective change gives me a feeling of broadening my thinking.

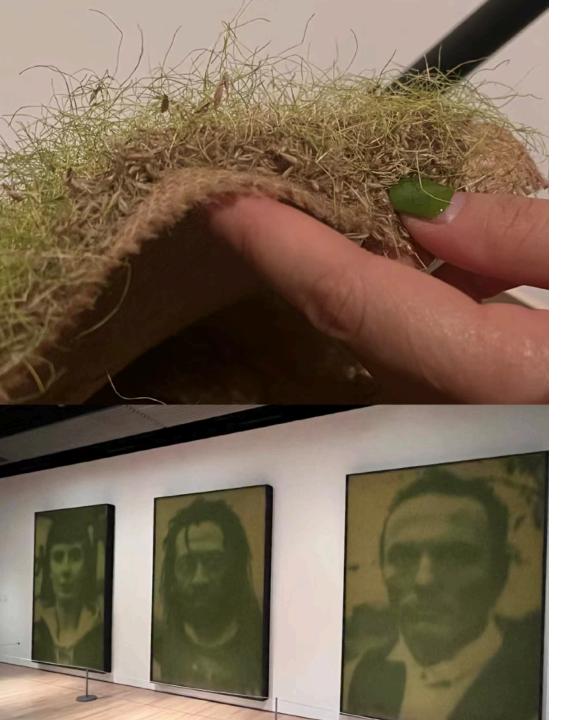


RESEARCH REPORT DEAR EARTH: ART AND HOPE IN A TIME OF CRISIS

CLIMATE CHANGE

Installation view of Andrea Bowers, Dear Earth: Art and Hope in a Time of Crisis . A work by Andrea Bowers, to the effect that the author and the "protesters" wanted to protect a tree, but the tree ended up Still felled. So the author collected the leftovers of the tree during the felling process, and reproduced and commemorated it in the form of an installation. I was so impressed with this work because I was really touched at the scene. The moment I saw it, I felt a sense of sacredness and sadness. It was like a huge shrine hanging there.





RESEARCH REPORT PHOTOGRAPHY WORKS

CLIMATE CHANGE

Ackroyd & Harvey's "Photography Works", the four words "Photography Works" are put in quotation marks because it is not a photographic work in the traditional sense, but an image grown under photosynthesis. This use of new materials makes me feel very Creative and learning value. The two artists used grass seeds to create. Under photosynthesis, the place where there is light is green, and the place where there is no light is yellow. Finally, the picture is composed of yellow and green

RESEARCH REPORT RISE UP RESIDENCY

CLIMATE CHANGE

Finally, striking murals have appeared suddenly on constructions around Margate in a bid to raise awareness of sea conservation and emphasize the 'extinction crisis'. 17 local and international artists have painted together as part of the Rise Up Residency project to create these innovative works of art around the town.

These artists were invited to produce public art as a way of raising awareness of biodiversity. The murals hope to work as an 'educational backdrop' for the town, that will 'unite and empower the community of Margate and its visitors' in decreasing plastics and protecting the sea.

Lead artist, Louis Masai, said: "We are wanting to highlight what is essentially an environmental catastrophe. For 20 years I have been able to make influential contacts in the art world and environmental world and this project gives us a chance to bridge the gap between science and creativity". And he also said "The overarching message is to encourage the removal of single use plastics, and work out ways to change habits, and hopefully these colourful murals can act as a catalyst for that."

Louis and his team cooperated with the community before the murals were made to get their views and ideas. He said that "We wanted to inject art into the public domain that would then give us the opportunity to interact with the public and encourage change. We also wanted to bridge communities, and get people visiting an area of the town that they perhaps otherwise would not have seen."





RESEARCH REPORT SUMMARY

CLIMATE CHANGE

Overall, I found that not only the type of activism is very specific, but also all of these projects are committed to creating with activism art on a practical level visual to draw attention to social issues of protecting animal diversity. Five projects of the same reason for the success of both the visual effect created by the work, but it is also important that art itself can help us identify with each other, expand our concepts and in the future art will face social, political and ecological issues as well there is more appeal.

COMMENTARY BY

IDEA AND FINAL EXECUTION

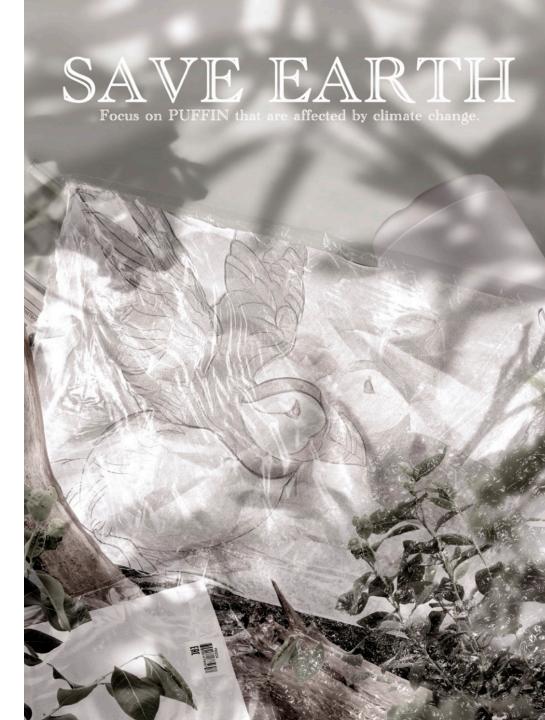
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EARLY IDEAS

CLIMATE CHANGE

My first idea for this project was to use two different styles of design, the theme is climate change and the number of birds is decreasing, and the background is the big environmental data that causes climate change. The painting style of the subject and the background is different, so that the audience can intuitively understand the harm caused by climate change from the number of birds that are decreasing. And to create a visually interesting handbook that serves as an introductory guide to understanding how we relate to tackling the climate crisis by reducing greenhouse gas emissions and protecting biodiversity. In the design of the brochure,

let the pictures be three-dimensional, so that people are easily attracted by different levels of information or patterns. But these ideas are hard to achieve because it is difficult to combine in these few items. Then I thought about taking biochemical imagery and industrial pollution, which directly links to the factors contributing to the climate crisis. However, such thinking is normal and does not reflect a complete view of how the climate crisis affects the environment in which birds live. Then I reflected back to my primary mission of raising public's attention on the connection between the environment of birds and the climate crisis, so I have completed my final work in such ways.





MANX SHEARWAT ER

Seabird species are among those most affected by climate change. Around 80% of the world's Isle of Man gulls return to the UK to breed each spring. But their habitat is at risk due to climate change. The food populations they depend on are also declining due to climate change.



CAPERCAI LLIE

One of Scotland's most recognizable birds, the grouse is found only in Caledonian pine forests. They were extinct in Britain and were successfully brought back to life in the 1830s. But they face many threats, and climate change changes our weather. Scorching heat waves, prolonged droughts and devastating storms are becoming more frequent. Unless we can address climate change and restore grouse habitat, this will further damage an already vulnerable population.



PUFFIN

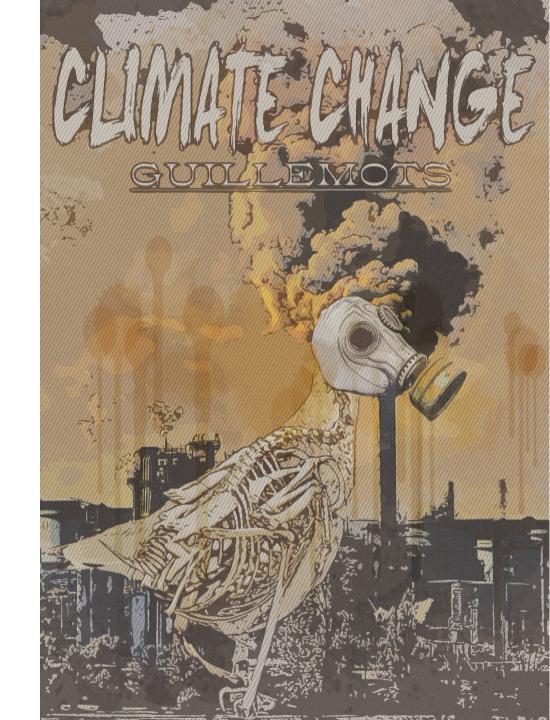
Puffins are a beloved bird and the UK provides important habitat which is vital for them to maintain their populations. Puffins' nesting sites and food supplies are under threat from climate change," and the fish populations they depend on are also migrating as oceans warm. The combined effect of these impacts could be devastating for UK puffin populations.

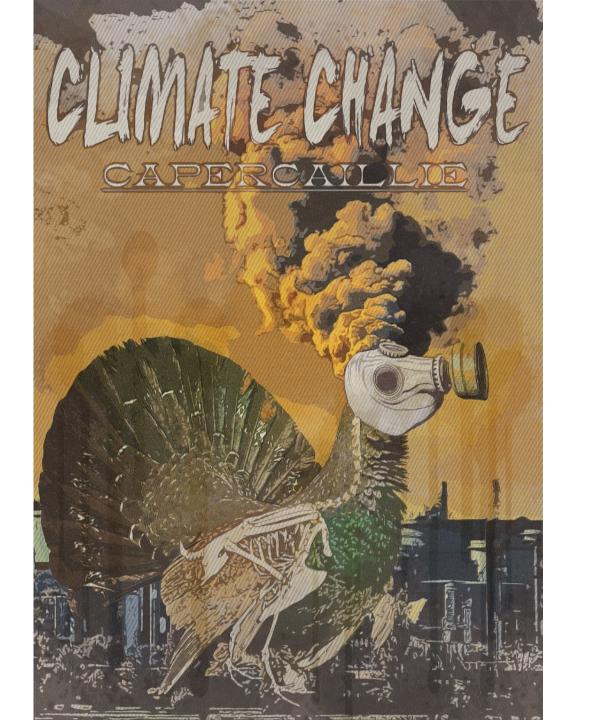
FINAL POSTER

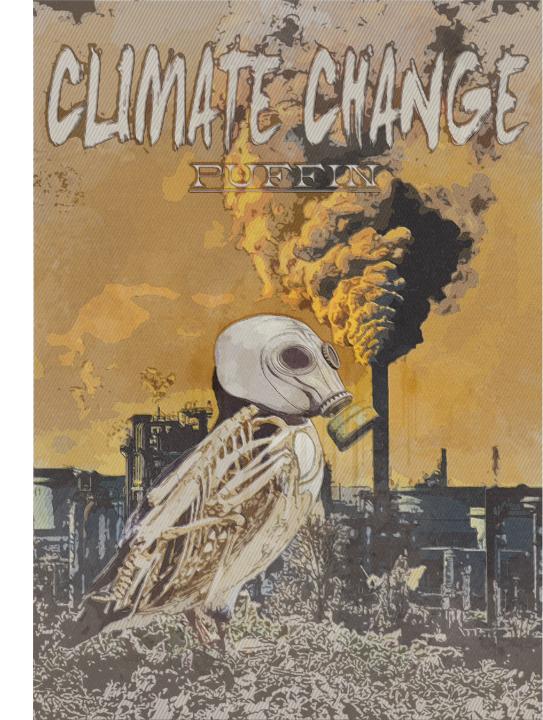
CLIMATE CHANGE

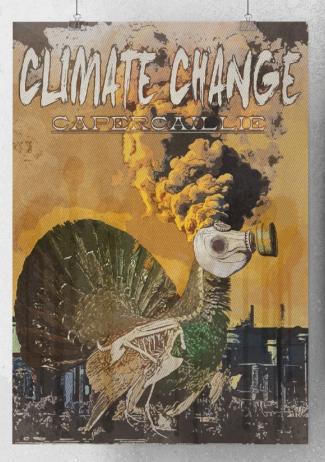
I used the standing images of CAPERCAILLIE, MANX SHEARWATER, PUFFIN plus the skeleton image as the main body of the poster.

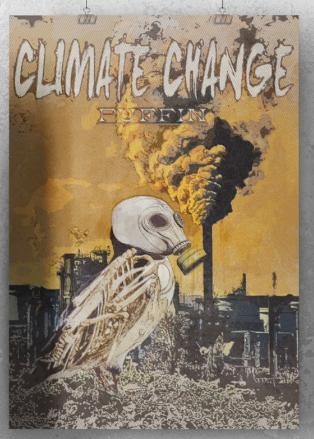
Because industrial pollution can easily lead to climate change, I made CAPERCAILLIE, GUILLEMOTS, PUFFIN look at industrial facilities that endanger their survival. Wearing gas masks, they struggled to survive in an environment where the sky was no longer clean and blue.

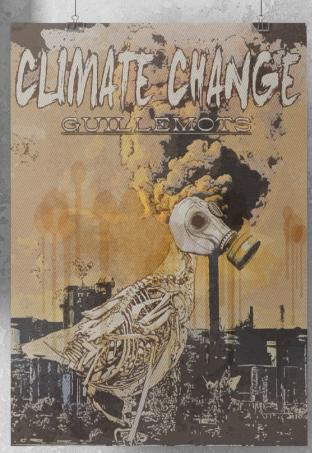
















BROCHUR E FINAL DESIGN

The map of the UK in the center gives viewers interested in the topic of climate change a better understanding of why climate change is affecting the ranges of these three bird species.

UNITED KINGDOM Douglas Celtic Sea

CLIMATE CHANGE

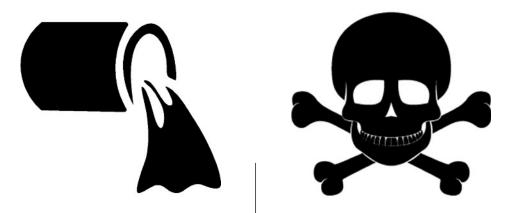
STORM OVERFLOWS WITH EVENT DURATION MONITORING IN UK

This map shows where the sewerage network discharges treated sewage and overflows of untreated sewage and storm water into rivers in England & Wales in 2022.

ICON MEANING

CLIMATE CHANGE

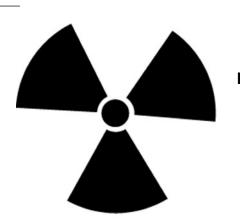
SEWAGE POLLUTION



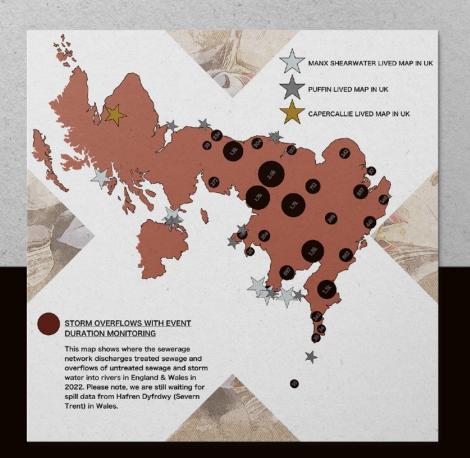
HAZARDOUS CHEMICALS

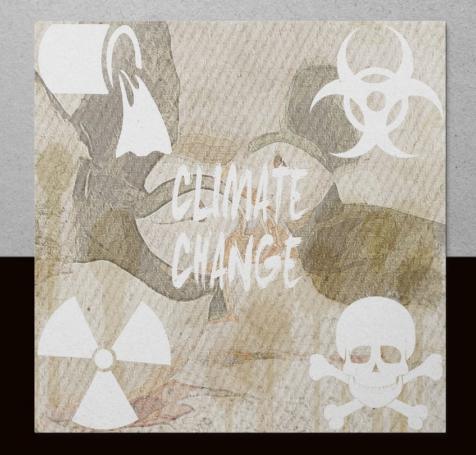
BIOHAZARD





RADIOACTIVE CONTAMINATION





CLIMATE CHANGE

AUDIENCE

My target audience is amateurs of birds whose numbers are slowly dwindling due to the climate crisis and who want a medium for entertainment.



The posters and brochures will emphasize that climate change is endangering bird habitats from the perspective of simple, intuitive explanation and entertainment, giving amateur readers an understanding of the crisis brought about by climate change.

CLIMATE CHANGE

TIMETABLE

3 July	3 Tutorials Sept intake HH/J/C	4 Tutorials Jan intake JC Honor in for support	5	6	7
10 July	10 Sept Intake Reviews all day	11 Sept Intake Reviews - AM Jan Intake Reviews - PM Honor in for support	12 Jan Intake Reviews - all day	13	14
17 July	17 MA Self Directed study week 1	Honor in for support	19	20	21
24 July	24 MA Self Directed study week 2 Honor in for support	Honor in for support	26	27	28
31 July	31 MA Self Directed study week 2 Honor in for support	1 Honor in for support	2	3	4
7 Aug	7 MA Self Directed study week 2	Honor in for support	9 L	10	11
14 Aug	14 MA Diagnostic Tutorials JC	15 MA Diagnostic Tutorials JC	16	17	18
21 Aug	21	22	23	24	25

TIMETABLE

CLIMATE CHANGE

9 MAY

LEARN ABOUT THE PROJECT

22 MAY

PROJECT RESEARCH, PRODUCTION DESIGN FRAMEWORK

15 MAY
PROJECT RESEARCH

30 MAY
MAKE SKETCHES

TIMETABLE

CLIMATE CHANGE

6 JUNE

WRITING PAPERS AND DRAWING SKETCHES

19 JUNE

EXPERIMENT WITH DIFFERENT POSTER STYLES

12 JUNE
DRAWING BIRDS

26 JUNE

EXPERIMENT WITH DIFFERENT POSTER STYLES

TIMETABLE

CLIMATE CHANGE

3 JULY

DETERMINE THE SUBJECT OF THE POSTER DESIGN

17 JULY

THERE IS TOO LITTLE INFORMATION ON THE POSTER, SO MAKE A BROCHURE TO ASSIST

10 JULY

DISCUSS THE FEASIBILITY OF POSTER PROMOTION

7 AUG
FINISHED POSTERS AND BROCHURES

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