



UX design

TASK 3

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CASE STUDY PROJECT

EARTH YEAR CAMPAIGN

My role in this project

I thought for a long time about how to translate my idea into a project so that people would catch the essence of the whole project and think about our planet, about caring for our "home. And it seems to me that I managed to convey this atmosphere.



Introduction

Today, Earth Day is a worldwide movement of civic initiatives in defense of the planet as a common global home, uniting many different events and actions, both environmental and ecological, as well as peacekeeping. This is not so much a holiday as an occasion to reflect once again on the problems of the fragile and vulnerable environment, the problems of the relationship between man and the surrounding world.

So it was important for me to spread this information to as many people as possible as a reminder through my design displayed on billboards, banners, booklets and so on.

Who are the users

Everyday people, of all ages

Design process

Step 1 - looking for inspiration

Step 2 - conduct research

Step 3 - sketch out ideas

Step 4 - create variations of concepts

Step 5 - making corrections

Step 6 - finalising

What tools did you apply in this project?

I used Illustrator, Photoshop

Research

While researching this entire project, I learned that Earth Day also has its own flag, featuring one of the first photographs of our planet from outer space. This is a sign of awareness that only joint efforts can solve global environmental and social problems on Earth. So it is no coincidence that this holiday is actively supported by cosmonauts. After all, they were the first to tell the world how beautiful and defenseless our planet is, and how it needs the careful attitude of all of us.

Sketches, wireframes, graphics, prototype





Results and takeaways from a Usability test

Unique design, made in a single style, which gives recognition to the project

Your final design - style guide

Reading information on a given topic and looking at images

Conclusion/ The impact

This project will help inform ordinary people about the most important things these days.

What did you learn from the project?

I learned how to combine shapes and colors, create compositions.

I deepened my knowledge of Photoshop.

What would be the next steps?

Publication of the work on various portals to attract the attention of the community.

Use all of my experience gained during this project in other future projects.



**EARTH YEAR
2022**



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EARTH YEAR
2022

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WE ARE A PART OF NATURE, WE NEED TO FEEL IT.

Mother Earth calls us to action. Nature is suffering. International Mother Earth Day is a reminder that each of us owes our existence to our planet and its ecosystems. We must strive for harmony between human beings and nature. International Mother Earth Day is an opportunity for us to learn about the difficult challenges facing humanity to preserve the planet

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**WE ARE A PART OF NATURE,
WE NEED TO FEEL IT.**

**EARTH YEAR
2022**

**WORLDWIDE EARTH DAY
22 APRIL**

**ACROSS THE PLANET CELEBRATE EARTH DAY,
A UNIVERSAL SYMBOLIC CELEBRATION OF LOVE
AND IS CELEBRATED AROUND THE WORLD TO SHOW
PROTECTING THE ENVIRONMENT.**

Every year, scientists from around the world gather for a round table discussion on global environmental issues. A wide variety of events and activities are organized in different countries to celebrate a particular theme. These include conferences, clean-up operations and tree planting. Numerous communities celebrate Earth Week with a full week of events aimed at addressing the environmental issues facing the world.

Earth Day is now globally coordinated and celebrated in more than 193 countries each year.

HISTORY

The International Day was declared in 1980. Initiated by Stanford University in the USA, the 1980 was declared the "Year of the Environment". This action was supported in more than 120 countries and more than 40 countries joined forces to campaign for the preservation of biodiversity. On this day everyone on the planet can make a small contribution to the protection of the environment: clean the surrounding area from litter, plant at least one tree, give up using a car for at least a day.

In 2009, the UN General Assembly proclaimed International Mother Earth Day, observing it on 22 April.

**WE ARE A PART OF NATURE,
WE NEED TO FEEL IT.**

What is new Earth Day? It is estimated that the planet Earth is about 4.5 billion years old. If you wanted to go around the Earth by walking along the equator, you would have to cover a distance of about 40,000 kilometres. The distance from the surface to the centre is 6,378 kilometres. And, really solid rocks (lithosphere) form a layer only about 70 kilometres long, and advancing further inside we observe semi-fluid and liquid rocks.

Death Valley in California and a place in India called El Ashta hold the record for the hottest places on Earth. El Ashta's record is 57.8 degrees Celsius (132 degrees Fahrenheit) and Death Valley's record is 51.8 degrees Celsius (123 degrees Fahrenheit) on 21 July 1981. 49 degrees Celsius were recorded in Antarctica. The Earth is incredibly rich in minerals - scientists have already classified about 4,000 kinds of minerals, about 200 of which are of practical importance. Every year, 50-100 types of minerals are discovered.



HISTORY

The founder of Earth Day is considered to be John S. Stalling, Mayor of Nebraska, USA, who, as Secretary of the State Board of Agriculture, proposed in 1872 the designation of an annual day dedicated to gardening the surrounding area. The proposal was approved and widely supported by state residents. In 1982, Earth Day was declared an official state holiday by the Nebraska government, the date falling on April 22.

INTERNATIONAL EARTH DAY 22 APRIL

EVERY YEAR, ON 22 APRIL, PEOPLE ACROSS THE PLANET CELEBRATE EARTH DAY. THIS HOLIDAY HAS BECOME A UNIVERSAL SYMBOLIC CELEBRATION OF LOVE AND CARE FOR OUR COMMON HOME AND IS CELEBRATED AROUND THE WORLD TO SHOW SUPPORT FOR PROTECTING THE ENVIRONMENT.

HISTORY

The International Day was declared in 1990. Initiated by Stanford University in the USA, the 1990s was declared the 'Decade of the Environment'. This action was supported in more than 120 countries and more than 40 countries joined forces to campaign for the preservation of biodiversity. On this day everyone on the planet can make a small contribution to the protection of the environment: clean the surrounding area from litter, plant at least one tree, give up using a car for at least a day.

In 2009, the UN General Assembly proclaimed International Mother Earth Day, observing it on 22 April.

Mother Earth calls us to action. Nature is suffering. The ocean is acidifying as a result of plastic pollution. Extreme heat waves, forest fires and floods, and a record hurricane season in the Atlantic Ocean are affecting millions of people.

Climate change, anthropogenic changes in nature, and unacceptable actions that disrupt biodiversity, such as deforestation, changes in land use, adoption of intensive agricultural and livestock practices and poaching, are accelerating the destruction of the planet.

Ecosystems support all life on Earth. The healthier our ecosystem, the healthier the planet and its people. Restoring damaged ecosystems will help end poverty, fight climate change and prevent mass deaths.

Mother Earth Day on 22 April, the day of the vernal equinox, is an opportunity for everyone, in every inhabited part of the world, to give thanks to our great common home.

Every year, scientists from around the world gather for a round table discussion on global environmental issues. A wide variety of events and activities are organized in different countries to celebrate a particular theme. These include conferences, exhibitions, traffic closures on busy streets in major cities, clean-up operations and tree planting.

Numerous communities celebrate Earth Week with a full week of events aimed at addressing the environmental issues facing the world.

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On 22 April 1970, Senator Gaylord Nelson, a well-known American politician and activist, created a group of students led by Dennis Hayes (a Harvard student) in New York (USA) who organized the first National Earth Day celebrations. As it was a time of active student movements, the initiative attracted a lot of attention. Its participants proposed that ordinary Americans should pay attention to the ecological problems of our time and try to protect the common planet with their joint efforts. A year later, a government agency for environmental protection was established in the US.

In 1971, due to the success of the first Day, Senator Nelson proclaimed 'Earth Week' (during the 3rd week in April) as an annual event which became extremely popular with the US population. Nelson was later awarded the Presidential Medal of Freedom in recognition of his work.

What is our Earth like? It is estimated that the planet Earth is about 4.5 billion years old. If you wanted to go around the Earth by walking along the equator, you would have to cover a distance of almost 40,000 kilometres. The distance from the surface to the centre is 6,378 kilometres. And, really solid rocks (lithosphere) form a layer only about 70 kilometres long, and advancing further inside we observe semi-fluid and liquid states.

Death Valley in California and a place in Libya called El Azizia hold the record for the hottest places on Earth. El Azizia's record is 57.8 degrees Celsius (13 September 1922) and Death Valley's record is 56.8 degrees Celsius (10 July 1913). Antarctica is recognised as the coldest place on Earth - on 21 July 1983, -89 degrees Celsius were recorded in Antarctica. The Earth is incredibly rich in minerals - scientists have already classified about 4000 kinds of minerals, about 300 of which are of practical importance. Every year, 50-100 types of minerals are discovered.