



Communicating Climate Change

Instructor

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[The University of Illinois at Urbana-Champaign](http://www.uiowa.edu)

Project name

Communicating Climate Change

Project description

Question: What are the ethics of a designer in the era of climate change?

Choose 1:

Can better data visualization help create more action on climate change? Re-visualize Dr. Michael E. Mann's famous [hockey stick graph](#) and use it in an action campaign (2-3 deliverables) for an audience of those who need more motivation to get involved and reduce our carbon emissions.

Or

Climate change will impact the rest of our lives. How much you want to affect it depends on our actions right now. What are the ethics of not doing anything? What can designers do? This project explores those questions and asks you to think beyond the reasonable to the grand. Using the list of possible solutions on www.drawdown.org, pick one, and create a plan of action/campaign for designers to get involved and help be part of the answer. We will start local, and focus on the designers at our school. Help them understand what they can do to drawdown our greenhouse gas emissions by design.

Learning outcomes

- Understand the basics of climate change
- Apply skills in branding and data visualization to create an effective campaign
- Psychology of communication

Grade Level

Junior, Senior

Top 3 tags for your project

Data Visualization, Information Design

Deliverables

An action campaign (2-3 deliverables)

Resources

1. www.mcc-berlin.net/en/research/co2-budget.html
2. www.climate-lab-book.ac.uk/2018/warming-stripes
3. www.earthar.gizmodo.com/new-climate-change-visualization-presents-two-stark-cho-1833443663
4. www.drawdown.org
5. www.meteo.psu.edu/holocene/public_html/Mann/articles/articles/MBH1999.pdf

Project schedule

(4 weeks)

“All powers have two sides, the power to create and the power to destroy. We must recognize them both, but invest our gifts in the side of creation.” - Nanabozho

Week 1 / Introduction + Determine Project Goals

Class 1: Introduction via videos and discussions on climate change + readings and how climate change is being communicated. What is going right? What is going wrong?

Homework: Read

www.grist.org/climate-energy/here-are-the-latest-market-tested-words-for-selling-climate-action and

https://www.theguardian.com/us-news/2019/feb/03/climate-change-denial-changing-minds?fbclid=IwAR09N1VuKF2kRL9iTI_zQHo_Tb5pJ4ISU9BBpOA1oN4_DeFe0fitl2NuYM8. Write a one-page reflection. Choose your project option.

Class 2: Discuss readings and personal perspectives on climate change. What do you know? What do others know? Discuss the [IPCC report](#).

Homework: Read:

www.medium.com/field-notes-on-food-culture/the-ipccs-climate-change-report-and-the-common-mindsets-we-need-to-shift-81adc18db94a and start conceptualizing for the project.

Three ideas (sketches) and collect inspiration.

Week 2 / Map Out the Design Problem

Class 1: Discuss project ideas: pin-up. Workday

Homework: Read

www.medium.com/the-climate-series/environmentalism-as-21st-century-morality-ad0e-f3474e89 and begin to work digitally.

Class 2: Workday. Pin-up of digital ideas.

Homework: Fine-tune ideas.

Week 3 / Brainstorm Ideas + Evaluate Outcomes

Class 1: Mid-point critique

Class 2: Workday. Desk Critiques.

Week 4 / Finalize

Class 1: Final Critique

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