

“I’m so  
wasted”

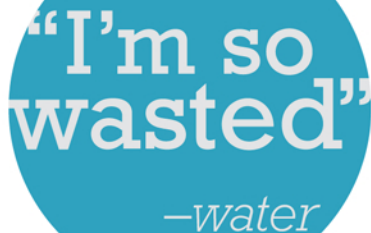
*—water*

**SOBER UP:** A campaign to send water to rehab.

# “Introduction”

Notre Dame students are curious, active, enthused, and involved. But at times, we all know we can also be wasteful, distracted, or absentminded. In terms of energy conservation on campus, our team of four graphic designers believes there are opportunities for students to cut back on energy and better embrace sustainability. But how can we get through to 8,000 18–22 year-old men and women with a million other things on their minds?

We have developed the campaign entitled “I’m so wasted” to do just that. This campus-wide initiative hopes to connect with students on a familiar and humorous level while delivering an important and necessary message about the preservation of water.



“I’m so  
wasted”  
*–water*



# “Facts”

Americans now use  
**127%** more water  
than we did in 1950.

*Running the tap while  
brushing your teeth can  
waste **4** gallons of water.*

**About **95** percent of the  
water entering our homes  
goes down the drain.**

*The average shower head uses about  
**2.5** gallons per minute.*

Leaky faucets that drip at the rate of one  
drop per second can waste up to **2,700**  
gallons of water each year.

**Over a quarter of all the clean, drinkable water  
you use in your home is used to flush the toilets.**



# “Design”

The design of the project needed to break through the busy schedules of college students and catch their attention. For this reason, our design incorporated language to which college students could relate and design elements that would catch a student's attention.

We used the typeface Rockwell that is both bold and attention grabbing; its large slab serifs make it noticeable even from a distance. We also used a color palette that included a water-colored blue.

Green has become overused for sustainability, so we wanted to use a different color, but one that still fit the project.

The language on the various pieces needed to be short and crisp. Many campaigns throw facts and excessive body copy at the viewer, so the take-away message is lost. By using humorous language, as well as information that is easy and quick to read, we created a campaign that has a clear message.



“I'm so  
wasted”

*humorous language*

*bold, attention-grabbing type*

*fresh, appropriate color palette*

*short, clear message*

SOBER UP: Take a shorter shower



# “Elements”

In order to create a cohesive campaign, we implemented the “I’m so wasted” slogan across multiple elements. We wanted to connect with students at the most relevant locations.

A simple poster would have been lost in the cluttered bulletin boards across campus. We wanted our campaign to stand out and draw attention.

Our transparent shower signs and faucet tags were purposefully positioned in places where people

had no choice but to read our message. Located above the shower dials and sink faucets, these transparent signs captured viewers at times when they commonly overuse water.

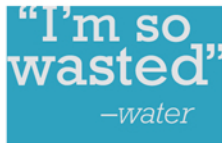
We reinforced these points of interaction by also creating solid stickers to hand out to individuals. These stickers allow people to embrace our campaign and spread the message in their own way, whether it be on their notebooks or in their dorm rooms.



shower sign (5 x 4 in)



mirror sign (3.25 x 2.25 in)



sticker (3.5 x 2.25 in)



# “Implementation”

In order to deem our project successful, we had to implement it across the campus of The University of Notre Dame. We chose to first target dormitories because they house multiple showers and sinks and that is the stereotypical place where students waste a lot of water.

We posted our shower and mirror signs in the bathrooms. In addition to handing out the stickers, we posted them around drinking fountains and other water facilities within the buildings.



Above and left: Shower signs posted in Cavanaugh Hall.





Top Left: A sticker posted above a drinking fountain.

Bottom: Two pictures of the mirror signs posted in a bathroom.



# “Colophon”

This process book was designed under the direction of Professor Robert Sedlack in the class Graphic Design III at the University of Notre Dame during the fall semester of 2008.

The typeface used for the title, subtitle and heading is Rockwell (Regular and Bold). The typeface used for the body text is Century Gothic Regular. It has been printed using vellum and cardstock paper.

The book explores the topic of water sustainability as well as the creation of our own social awareness campaign to counter its waste on a college campus. This book has been researched, designed, and edited by Monalisa Icaza, Mary Cecilia Mitsch, Madeline Nies, and Andrew Pautler.

