

Charlie Burgos- illustrations/typography

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Evans Alexandre- motion graphics

Kelly - illustrations, after effects

Savannah

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### Problems:

- Reach a wider audience, the young and older audiences (18-30, 35+)
- Not enough young people care about the topic.
- There's no awareness.
- People don't want to read text heavy data.
- There's a limited audience when it comes to exposure to the data and fracking itself.

### Solution/Objective:

- Create infographic-based designs that's easy to read strictly using data (no opinions/positions)
- Ways to solve the problem: Motion graphics \*video, large prints (20x30 poster), pamphlet/brochure (?), a small 4x6 card. This is for media talks, conferences, community meetings,
- Content: Using only the data from the website, no opinions/positioning
- Get people to intellectually talk about *data*

### Animation:

Incorporating infographics in a motion graphics video

### Social Media Agenda:

Things to do:

Make a logo for the campaign

Come up with a memorable short hashtag/slogan for the campaign