

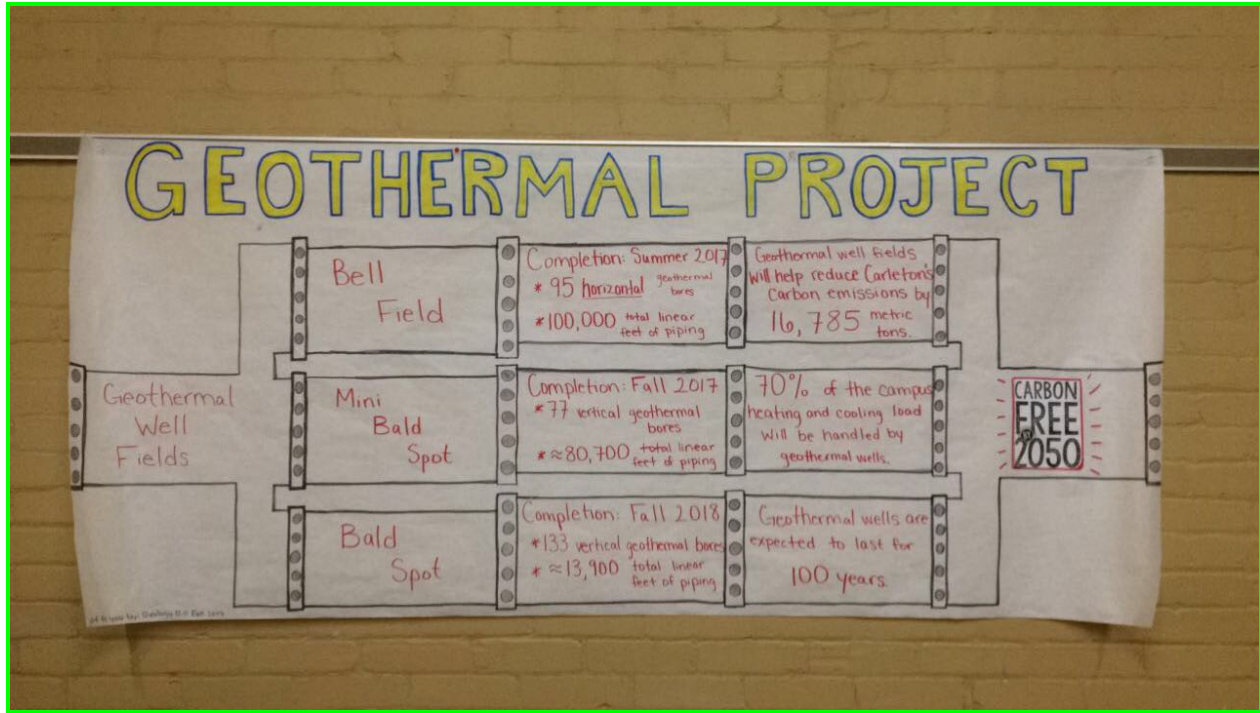
This sketch is fairly simple in which we outline what we want to do with our banner and poster. The first thing we did was brainstorm where we want to put all of work. We thought of bathrooms, dorm lounges and bulletin boards. Then, we brainstormed what we wanted the banner to look like. In order for it to be visually representative, we decided to use pipes and wells to create the look of the drilling sites. Next, in our sketch we brainstormed what the poster would look like. At first, we wanted to create two separate posters illustrating different information, but after further consideration we decided one poster would be sufficient. We also decided to not make the brochure that we planned out at the bottom of the sketch above.

After consulting Mary and Alex about our project, we used their advice to guide our final product. Alex suggested to use the same fonts and colors that the promotion team had already been using. This seemed fairly easy to do because the font was at our disposal and we already planned to use blue and yellow for our project. Furthermore, Mary suggested that we use printing services for the banner to create a more polished look. Although that would have been a wonderful way to handle this project, we decided as a group that doing the banner by hand would be much more effective. We wanted to stay true our goal of being concise and a banner created by hand is fulfilling that goal.

Finally, we chose to create an action plan of how we were going to get our project completed. During the first lab section we spent most of it brainstorming ideas. In the last half, after we discussed our ideas with Mary, we began working on the poster. By the end of our first lab section, we were able to finish most of the poster. Once we met again during our last lab section, we created the banner and the poster. We were even able to put up the banner and the posters by the end of that lab. Our process was very straightforward and we were able to finish the project in a sufficient amount of time.

The Product

The product that was produced by the end of the second lab period were a large banner and fifty fliers. The banner, which we hung up in upper Sayles, was designed to look like a system of pipes and contained facts about each specific well field, as well as information about how the geothermal project fits into the overall plan to make Carleton carbon free by 2050.



The fliers/posters that we made displayed a large number one, symbolizing how Carleton is the first American institution of higher learning to install a geothermal system of this scope. Within that number one, we put facts about the geothermal project and its implications. These fliers were posted in all of the academic and residential buildings on campus, in order to reach a wide array of students and faculty.



The Positivity

A main focus while creating the visuals for our project was the ability for the posters and banner to catch the eyes of passing students and then give them quick and easy information. We posted on Facebook asking whether people noticed the visuals and what the thoughts people had about them in order to gauge how the public was receiving our creations. We thought this would be a good way to determine whether the attention-grabbing tactic and information-spreading goal was accomplished.

We found that everyone thought the visuals to be attention-grabbing. The banner in upper Sayles received numerous likes and positive reactions on the Facebook post. We did receive a critique on it, though. They suggested that we use more green to represent “Going Green with Geothermal.” We wrote in red because this color usually grabs the most attention from passers-by. However, we agree that using green-colored writing would be more clear for the point of the project. The posters are able to catch students’ eyes very well because of the large, blue number one. One of the facts mentions fracking because of the jokes students have made about the Mini Bald Spot being fracked. The fact was intended to be similarly read in a joking manner while providing information, however, we think it was taken too seriously. We do not think anyone legitimately believes the Bald Spots are being fracked and it would be best to simply leave any mention of it off future posters. Overall, we think the visual products we created for our project were a success for a pilot and really only need a few edits to get the best response from the public.