Light Pollution

Advocating for a positive, darker future that promises to connect people closer together.

Light pollution appears to impact every aspect of people life, it is much more than simply just light that causes disruption.

"$3 bn wasted every year due to light pollution"

"The amount of light pollution doubles every 35 years"

"Light pollution causes as much obesity as junk food"

"60-70% of outdoor lighting is wasted light"

"Disrupts Melotonin Production & the circadian rhythm"

1.

Don't use lights
brighter
than you need to

2.

Don't use lights
when they
aren't needed

3.

Shield lights
and direct them
down

4.

Choose
warm white
light bulbs

5.

Advocate
in your
community

Allows individuals to interact and
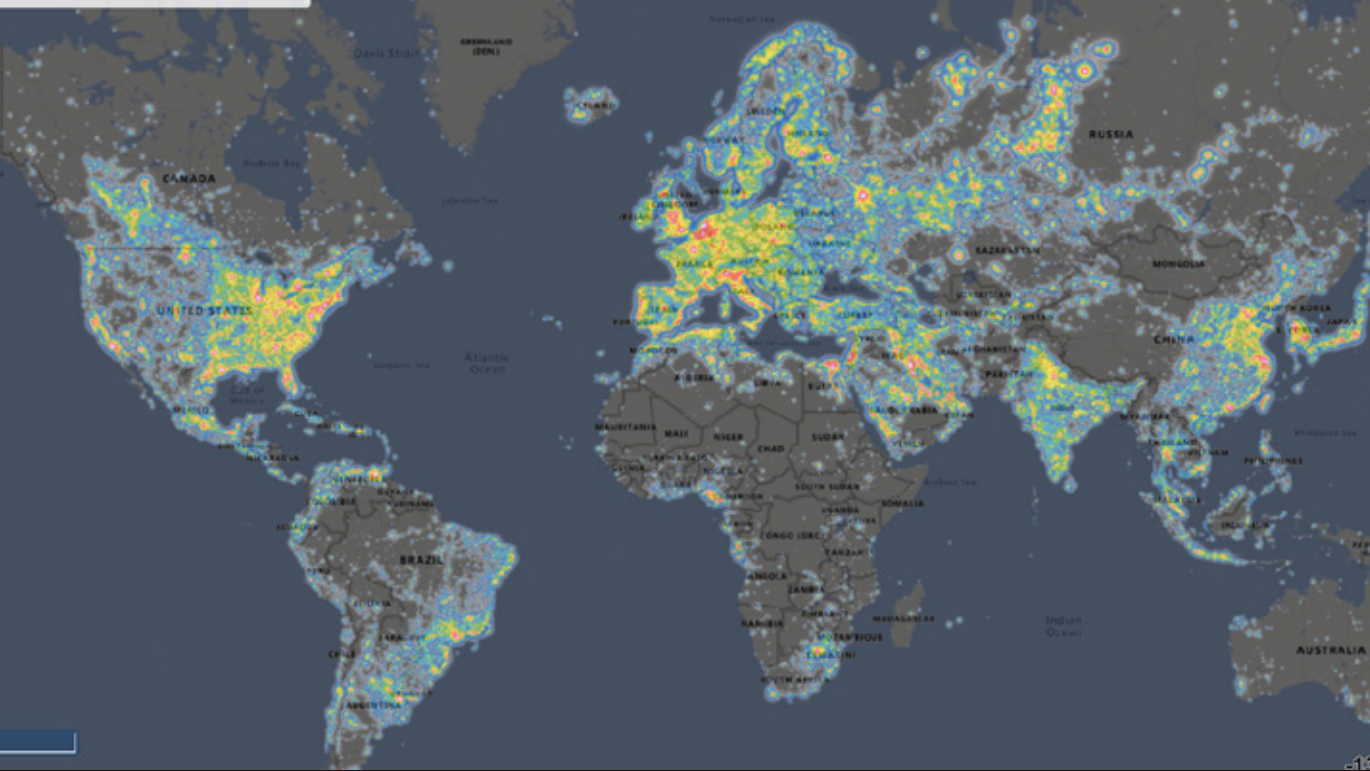realise what it above them
generate FOMO

pique interests and encounter further
content, more informative in nature,
detailing light pollutions visible &
invisible effects

Encourage sharing & spreading
message

Due to light pollutions sensitivity,
ability to see tanglible results

Potential Deliverables

UX/UI App
Website

Infomation Design/Data
Visualisation Advertisments

Promotional/Informative
Extended Motion Graphics

RGB Full Colour Spectrum

Recognition without the need to include literal street lights

Sprawling, web like tendrils rather than bulbs of light

Interactivity elements

Initial message is to 'look up'

Punchy & acheivable by all

Could be a name, slogan or style