

# **LIGHT POLLUTION AFFECTS US ALL**

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yet it's consequences are largely unknown by the public

## **Background**

It seems easy to disregard light pollution as a simple, mandatory side effect of an ever progressing urbanisation of the 21st century. With research this is simply not the case. Light pollution is too dangerous of a phenomenon to allow to continue with such wasteful disregard.

Outdoor light is currently averaging a 70% inefficiency rating, these lights are so wasteful that inhabitants of cities, and even now starting to affect those in outer areas, are experiencing a severe lack of sleep, hormone imbalance and consequently, are up to 80% more likely to be diagnosed with breast cancer or cataracts. These health effects are spreading to wildlife and a destabilisation of the food chain has begun from the ground up due to disrupting hunting patterns. These effects are mostly unseen, and the limiting sky quality of light pollution is only the tip of the iceberg .

## **Objective**

Teaching the public about light pollution is an important first step in advocating for lower light pollution. However this information must be put into action, as well as there being a necessity to make what information is already out there, **easily accessible yet highly informed**.

The tone needs to match the urgency of the issue at hand, this has been spotted as a missed opportunity within other Light Pollution campaign.

# Creative Brief & Overview

## Phases of Creative Development

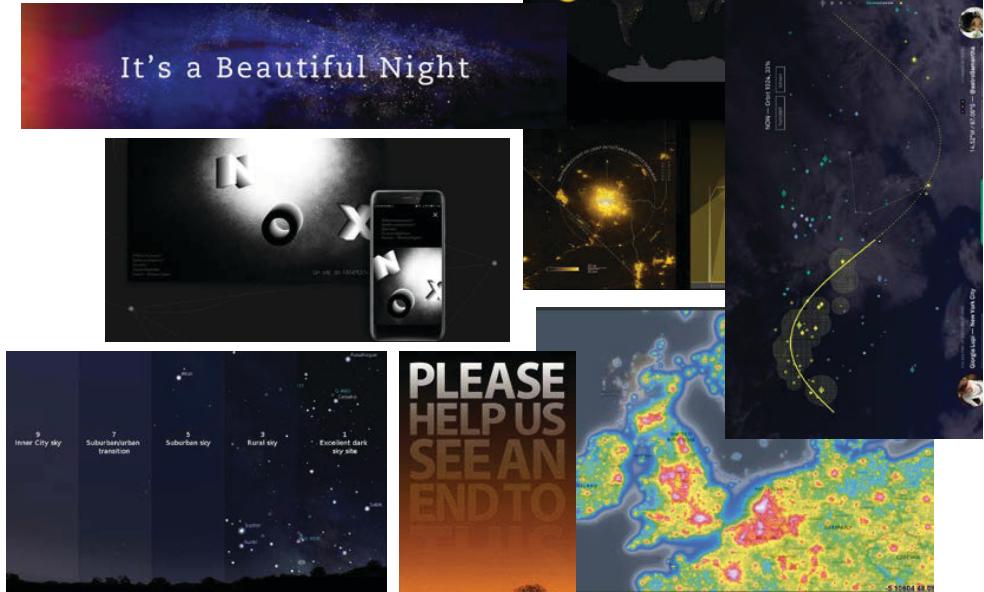
Milestone 2. **Three Strong Concepts**  
2nd March

Milestone 3. **The Visual Language**  
8th March

Milestone 4. **The Final Outcome**  
22nd March

Milestone 5. **Formative Critique**  
29th March

## Imagery



## Creative Brief

### Final Major Ambition

### Background

Light pollution effects us all, the diminishing quality of the night sky for those in populated areas seems to be considered a simply byproduct of the endless advancement of technology, this is not true. Outdoor lighting has an inefficiency rate of 60-70% meaning there is a plethora of straightforward responses to reduce the levels of light pollution that are currently doubling every 35 years, as well as causing a diminishing quality of night sky, light pollution poses serious health risks by disrupting the natural production of melatonin levels, resulting in spikes in both obesity and cancer rates, as well as severely impacting health light pollution wastes upwards of \$3bn every year, and these numbers are only set to rise if nothing is done.

### Objective

The objective is to make those permanent city dwellers realize that there is a awe inspiring sky above them, they simply do not currently have access to what is currently a 'rural sky' and that this can be achieved in more populated areas by simple day to day tasks as well as furthering efforts by advocating to the higher levels of city management to do more to reduce the negatively impactful effects of severe light pollution.

### Target Audience

As they are the most heavily effected, I will be targeting long term/permanent city dwellers, potentially aiming messages at specific key cities.

### What's the message?

The message is to pause, look up and realize what could be above you. This sense of awe that the sky inspires will hope to connect people closer together in a time when we are getting ever separated.

### Deliverables

A advantageous way of promoting social interaction is to create social based deliverables, UX/UI app design would help those from different areas and light pollution grades to interact and generate FOMO, as well as generating this FOMO I should create informative motion graphics and supporting static ads to advise and inform my target audience.

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# Design Solution Overview

## Solution

My campaign 'Fight Bright' stretches across a variety of media, but aims at finding surprising opportunities to interact with my audience by asking for their attention in more unconventional ways, everything created has light at it's very core, From manipulating existing light to creating interactive & moving media that expresses a greater experiential side to design.

My visual language allows my audience to more immediately identify not only the issue my campaign sits within, but also experience the phenomenon within a more controlled time frame and scale. By experimenting largely into motion design I am able to have my user understand how light pollution occurs, without necessarily needing to say it, meaning, while I do have a desired user journey, new audiences can appreciate the full breadth of 'Fight Bright' and it's message.

My campaign uses fighting and battling vocabulary throughout, this was an important, implicit part of the campaigns philosophy, Light Pollution can be fought and reduced, it is not a necessary consequence of technology and MUST be fought to be reduced.

By using light to both conceal and reveal I am clearly translating the message that light pollution is sensitive, too little light is dangerous, as is too much. Light Pollution requires an intelligent and informed approach, a medium must be achieved, building designs on an informed basis in order maximise the chance of achieving this medium.

, While my audience is primarily aimed at those within urban areas, it is important to consider the spread light pollution has achieved and so other, slightly more suburban should not be feeling misinformed or excluded in order to ensure maximum reach.

# RATIONALE FOR PROPOSAL

I feel that by making my users first interaction with my campaign be through the use of light pragmatically allows for a stepped and more measured approach, understanding light pollution is a multi step process that in reality contains a lot of theory and information, these are typically not the most interesting pieces of text to read. Having a heavily visual first step will help to ease people in, while the interesting visuals will spark intrigue alongside hitting people in unconventional formats and previously unconsidered locations.

The typographic and visual structure of my campaign uses glowing and rapidly changing type weights to symbolise the different amounts of light pollution present in different areas, while techniques like this are generally not massively praised within typography, it's foundations are so heavily set with meaning and symbolism that it should be easy enough translated to the users that the effects become more appropriate due to their overwhelming clarity so long as it is done with care and detail.

## Target Market

Through primary and secondary research as well as user surveys, the general consensus is that the more urban a person, the less considered the effects of light pollution is, this may be due to the overwhelming presence of light pollution and it therefore having them becoming blind to the presence, alongside an absence of the positive effects of a lowered light pollution level.

## Considerations

From researching previous attempts at combating light pollution, alongside the general lack of action against it. It seems clear that there is a clear lack of urgency present within these previous attempts. An overwhelming amount of gentle & calming astro-photography alongside no concrete plan of action to take the users forward are previous pitfalls, and therefore should be something that sits at the forefront of everything I make and theorise.

# DESIRED USER JOURNEY



## — **Intrigue**

Phase one aims to raise people's attention without the need for massive information intake.

## — **Inform**

With my users intrigued, they will be much more likely to not only pay more attention to the informative links placed within later content, but also allows my audience to create a better overall image for the branding and its tone.

## — **Action**

With an interested and informed audience, they will need to be given the correct guidance to improve the issues they are now much more aware of.

	Before Encountering Outcomes		Whilst Receiving Outcomes		After Receiving Outcomes	Scope
Event	Lives mostly unaware of LP's impacts, but experiences the frustrations of suffering the effects.	Intrigue & anticipation through interaction with the large scale stencils & billboards	Continued Exposure leads user to the emotive & Expressive Animations.	User interacts with the links built into the animations, intrigued and concerned about the effects of light pollution on them & those around them.	After using the energy built up previously to have the user engage with more information based outcomes, they look for ways to take action.	Advocation to local councils is made easier & change is being made on a wider scale.
Feeling						
Thoughts	Annoyance at times when Light Pollution is inconveni-ent.  Frustration at the lack of rest Light Pollution causes. But only when it is directly inconveni-ent to them	Growing annoyance and frustration at the effects light pollution is causing to them and those around them  Growing Curiosity provided by the visually interesting media created	A rising sense of empowerment as they begin to grasp how to reduce light pollution.	Encouraged and empowered by previous success and information, a desire to feel supported by their employers/ policyholders	Feeling supported by their peers and employers, and positive about changes being made among everyone's attitudes towards the menstrual cycle.	

# BRANDING ELEMENTS

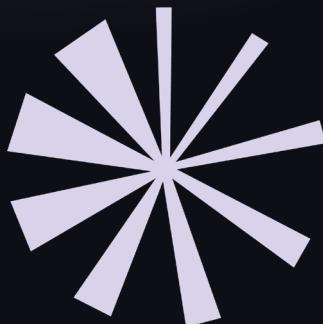
A rounded and clean sans serif typeface allows me to vary my weights and even occasionally altering the typeface family freely while keeping a solid brand continuity throughout my outcomes.

The changing of weights introduced early, allowing for it to be identified as a key, purposeful component within the brand.

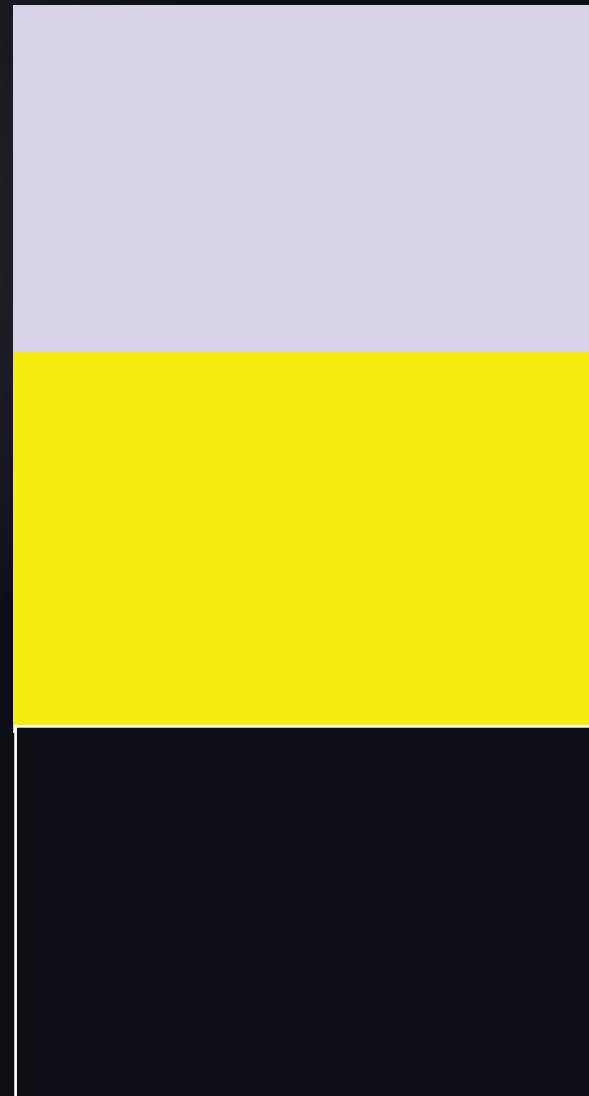
I found it useful having a thinner weight to illuminate, the simple and clean segments to the letter forms somewhat resemble the thin, parallel bars of fluorescent light tubes, typically the coldest and most abrasive forms of artificial light seen commonly.



DUNBAR TALL  
Dunbar Low



My logo marque, taking the form of a manipulated asterisk, representing both a star as well as having 9 spokes, each with increasing weight. This is to represent the different grades of the borile scale, a scale that is commonly used to measure light pollution.



# INTRIGUE

Manipulating existing, wasteful upwards facing public lighting was perfect for displaying my message, the bortle scale light grades are used, displayed without context, acting as a teaser to create a mysterious intrigue and direct attention to what is going on around city dwellers.



# SMALL ANIMATIONS

Dynamic and motion based outcomes are a key part of my campaigns content, they not only allow for a greater amount of experimentation by incorporating the moving aspect format. But, it also allows for the designs themselves to be an experience of light pollution, understood by a general audience by not allowing the eye to rest easily, the effects of light pollution are felt consistently on even a small screen while remaining fully under my control.

By incorporating both a yellow, warmer light alongside a more abrasive, colder blue light. Representing the effects and spectrum of artificial light, this is matched with a varying level of light intensity allowing for gentle revealing and bright, optically painful concealing of information, yielding smooth and theoretically accurate transitions.

These outcomes are kept short and sweet, able to be expressed in GIF formats and interchangeable sizes, meaning they can easily be moved from a small, square Instagram tile, all the way to a city centre billboard.

<https://youtu.be/Ye7iR9VtHf4>

<https://youtu.be/I9gMQPgP-eg>

<https://youtu.be/3NAfEi8-dEE>

## LARGER ANIMATION

With the success and clear message seen within the small scale animations, the format of a moving animation can be taken much further to give a greater sense of pace and story, while still giving the impact and experience that smaller length animations do.

A slowly rising sense of pace invites people in to watch this outcome, using light flashes throughout with highly contrasting back/foregrounds in order to never allow the eye to fully adjust to the screen brightness, hammering home the experience of light pollution while simultaneously further familiarising the user with the 'Fight Bright' branding to a greater extent while providing an instantaneous scannable link to the next outcome.

With the introduction of a larger animation came the opportunity to incorporate audio to further immerse the user in the sparkling and flashing lights being displayed on screen,

<https://youtu.be/PGhGPu-rfY>

# APPLICATION

With an emotionally invested and persuaded audience now looking for a something to do about the worrying statistics and information that has been expressed so far within the content they have been exposed to. The application aims to do that, acting as a portable but also all inclusive platform for every piece of information and advice needed to become highly informed not only about light pollution, but also the steps to reducing it.

The transitions of the app easily opened up an opportunity to echo what is seen in the animations previous and allowed for an interesting, interactive and engaging mix of both static and motion blended together, yielding the positives from both and allowing me to exclude the negatives.

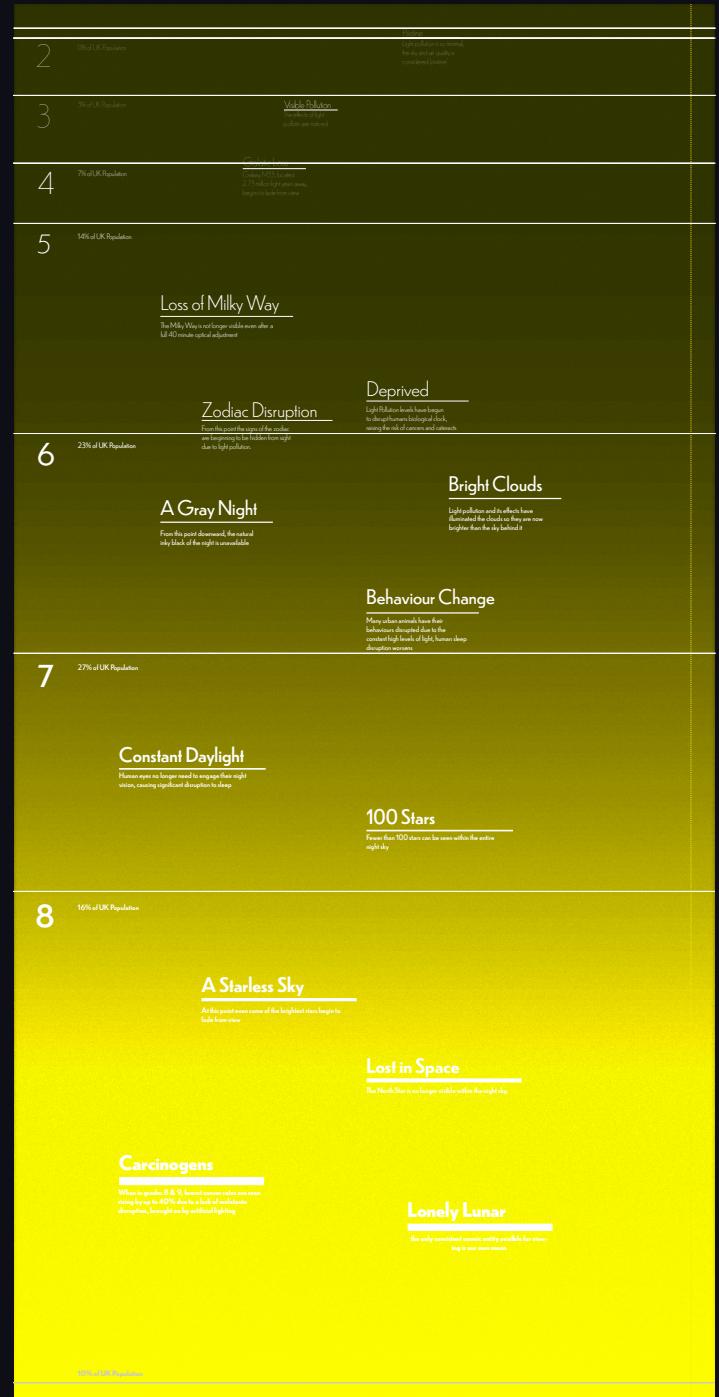
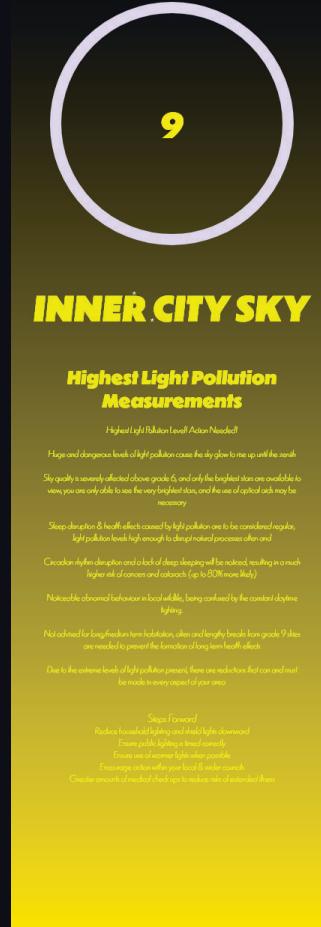
<https://youtu.be/U3Sxh-S-Gas>



# INFOGRAPHIC

Currently being utilised within the application due to the opportunities with it existing within a more easily interactive space however capable of being incorporated in a multitude of both static and motion spaces. The info-graphic has a two fold purpose, being a useful tool in bringing the phenomenon of light pollution to a conceivable and translatable space for the users. Able to translate what they are seeing in the sky with what this could mean for their health and visa versa.

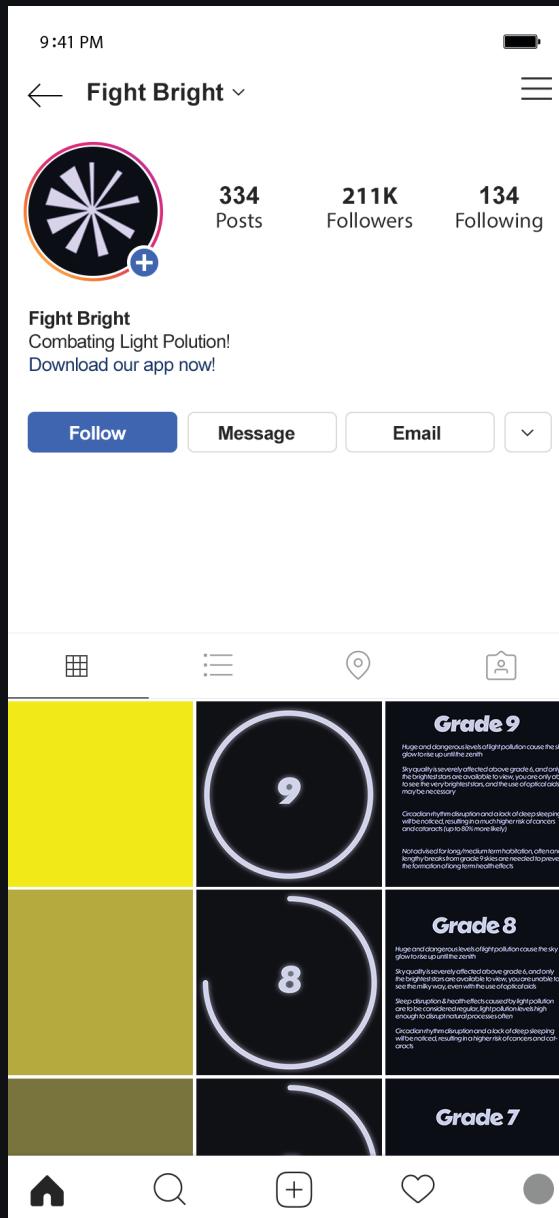
The info-graphic also allows users to identify real, tangible change within their local area. If a user can scan their environment and have their light levels returned one month, and then months later, do the same scan and see their lower level of light pollution, higher quality skies and better quality of health. Actively motivating users to conduct even further change.



# Social Media

Social media is a vital part of any campaign, allowing for an international reach as well as opening up the campaign to a greater level of contact and further space to expand the content. Social media is perfect for providing content to huge numbers of audiences, but lack personalisation, I feel this is adequately covered in the first 'intrigue' phase of the campaign, whereby users are teased their own local light pollution levels and asked 'what are you missing'.

However, the social media page is not simply there to expand the reach, Instagram has been specifically selected for its ability to merge together the tiles when looking at the page as a whole, this allows a striking visual language to hit the viewer immediately as well as still allowing for detailed, informative information to exist upon further inspection.



<https://youtu.be/v3KhXtGwcbs>

# SCOPE

Seen mainly within the information in the application, the scope for this campaign will aim to delve further into the different sections of light pollution, I think attempting to tackle this issue more than I have done within the content seen previous would result in a larger amount of outputs, however those outputs would suffer from a lack of attention to detail and would not be as refined as they currently are.

Delving into each section of Light Pollution would massively assist in informing my audience to a more directed extent, allowing those who want assistance on a very specific part of light pollution reduction to receive their information quickly and efficiently, while still receiving a high quality of outcomes.

Finally, I think it would be advantageous to develop a slight variation on the visual language for each section, Sights, Health & Life, in order to assist users in an effective but still as effective experience.