

Category: Student Work

Project: CO2502050

### What was the challenge?

Will the movie "Waterworld" soon become reality? Due to our CO<sub>2</sub> emission and our modern way of living, global warming is a problem we all have to cope with sooner or later. "Erich Roeckner", a scientist set up a thesis, according to which we have to reduce our carbon dioxide emission to 50% up till 2050.

Eventhough everyone should be aware of the subject global warming, there are hardly any good books about it. Either the books are professional literature for scientists or pretty bad designed books with corel clip arts and/or plain text noone wants to read.

So the challenge for me was to design a book about CO<sub>2</sub> and global warming, people like to read and make it easier for them to get deeper into the subject. A book that brings up a serious theme but still is fun reading.

### What was the solution?

The solution was to make a book with two information layers. On the one hand, there are info-graphics which are fun to view, with a lot of small facts that picture the problems and the links between them, and on the other hand there's a text layer allowing the reader to get deeper into the subject. But its still up to the reader if he wants to read both layers.

### What was the effect?

Most people i showed the book to, wanted to borrow it from me immediatly. They said it was fun browsing through it and that they weren't aware of some of the facts. So people have fun dealing with the serious and important subject global warming.

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Oil and CO2 infographic with text: 'ÖL UND CO2', 'KUNSTSTOFF HERZUSTELLEN IST KEINE KUNST...'. It includes small text blocks and icons related to fossil fuels and plastic production.

