

Arts

Transport messaging

RecyCOOL Lessons

Disclaimer

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Transport messaging

Description of the lesson

The lesson focuses on sending messages through art and visual communication to influence consumer attitudes and purchasing decisions – means of transport can be great places to launch such statements. The lesson emphasises the positive tone of the message and the publishing rules we have to follow.

Objective

The objective of this lesson is to explore overconsumption using visual communication published on the means of public transportation.

After this lesson you will be able to

- explore that art as a powerful medium for pointing out social problems
- understand that art is a form of communication and expression, especially when words aren't effective (cleverly designed transport spaces can be an excellent place for social interactions and can serve a larger purpose)

Tools and materials

all kinds of artistic tools, laptop, phone, photo camera, pencil and paper

PUBLIC ART:

An applied public artwork is one that is applied directly to the surface, indoors or outdoors, of another structure, and is almost always two-dimensional. Common examples of applied artwork include murals on buildings, chalk drawing on footpaths, legal 'street art' and illegal graffiti.

VISUAL COMMUNICATION:

Visual communication is the practice of graphically representing information to efficiently, effectively create meaning. There are many types of content in the realm of visual communication, with examples including infographics, interactive content, motion graphics, and more.

The possibilities are endless. But no matter the medium, all incorporate at least some of the following elements: interactivity, iconography, illustration, supporting text, graphs, data visualisation, and animation.

Do we process images faster than text?

Yes, we do. It is often said that 'the human brain processes images 60,000 times faster than text, and 90 percent of information transmitted to the brain is visual'.

You can easily prove this with your engagement on social platforms, especially Instagram. How easy do you remember visual posts? And how long do you remember the post, compared to when you have only read text? How do those visuals affect you?

Our daily lives are severely affected by advertisements. Advertisements are powerful in attracting consumers psychologically, visually, and also culturally. The purchase decisions we make and the attitudes we have often reach our unconscious mind through advertisements.

How can art help us send accurate information and positive messages about overconsumption? How can we stand out with the right message, that will reach an audience who are tired of the unnecessary and unwanted advertisements that attack us daily?

We all know that the fashion industry is considered one of the dirtiest in the world. And we know that the fashion industry cannot survive without transportation, which is a critical factor in air pollution and noise. **Finally, transportation has become a severe problem for human health, animal life, plants, and our planet. Transport of goods is, of course, the main task of fashion transportation.**

However, transportation as part of our daily lives is becoming a more perfect space for advertising. This includes advertising on all types of transport available to us (from cars, public transport, delivery vehicles, trucks, buses, and even wheelchairs). **Transport marketing is becoming an increasingly important tool for consumer information.**

Transport is visible, everyone uses it, we cannot avoid it. Through transportation, our voice and image can reach the farthest parts of the globe. If we want to send accurate information and positive messages about overconsumption, public art can help us.

Messages we want to convey to passengers and passers-by, in this case on all kinds of vehicles full of fashion advertisements, are best done through visual communication. Today, visual communication and graphic design are powerful channels for disseminating information, ideas and messages.

It has an exceptional impact on the formation of attitudes in social and economic relations. **Positive visual messages can be placed anywhere from the sides of buses, trains and taxis, to inside subway cars, inside bus stations and near train or bus platforms.**

New technology has allowed different mediums in transport messaging. These mediums include digital advertising on plasma or LCD screens, interactive illustrations that allow you to scan a barcode with your smartphone, or just a symbol that will attract and provoke citizens. **The main purpose of public transport visual messages is to reach riders and acquaint them with your idea.**

What is vital for the success of your message?

To be different, more original, and more noticeable than others. This is not always an easy task. Visual messages sent to us in a new and unconventional way certainly have greater efficiency than those we are already accustomed to. **This form of visuals opens up space for us to express our attitudes and it makes us innovative and more creative.**

Keep in mind that published messages like advertising are regulated by law.

There are some rules to be followed:

- **Be accurate** – the message you send must contain correct and truthful information.
- **Get permission** – for the copyrighted works like pictures, quotes, or names you want to use, get written permission from the copyright owner.
- **Lease the space for your message** – you should agree on the area to publish the message with the owners of the transport space. Everything else is violating the law.

Task

Overconsumption of clothing – Visual message creation

We encourage you to create a positive fashion message.

Think about your surroundings. **Choose the target group of people** (for example: age range ,gender or education) **to whom you want to send your message.**

Decide the best visible place for your message.

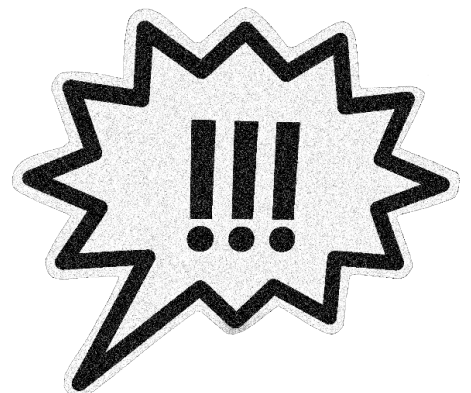
1 Your association has leased advertising space in local public transport (bus, train.. it's up to you)

2 Their goal is to inform passers-by and passengers about the harmfulness of overconsumption of clothing.

3 You have an idea how to send a message that will reach people's minds and resonate with them.

4 You also have the skill to turn a word's message into a visible illustration and you have a great place for publishing the message (public transportation).

5 Your task is to create a visual message to be noticed (drawing, illustration, styled text, whatever you prefer).



Your job as an artist is:

- To tell a story about overconsumption of clothing.
- The image should provoke a question with your audience.
- The image should evoke some emotional response and action from the audience.

Create a visual message.

You can create your own message or you can use some of the quotes below:

There is no beauty in the finest cloth if it causes hunger and unhappiness.

- Mahatma Gandhi

The greatest threat to our planet is the belief that someone else will save it.

-Robert Swan

We only have two choices: do nothing or do something.

- Tony Kirwan

Sustainable fashion includes garment workers.

- Remake

Several ideas for visuals:



**ARE YOU
BREAKING
UP
WITH
FAST FASHION
TOO?**

Photo credit: [Climate Launchpad](#)





**ARE YOU
BREAKING
UP
WITH
FAST FASHION
TOO?**

Yes!



Reflection

Art visuals have immense power to represent one's thoughts. **Art can be used to communicate all issues and to inspire people to act and think.**

Ideas can be spread, travelling on all kinds of transport means all over the planet to reach the audience without textual presentation.

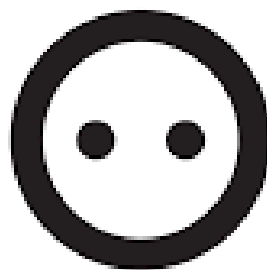
Our messages have only one goal - encouraging the potential audience to take action. With our visuals, we want to form the attitudes in the minds of consumers.

Explore, read, listen, watch, create or simply,

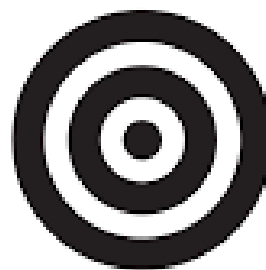
BE CURIOUS - FIND OUT - DO SOMETHING (Fashion Revolution)



BE CURIOUS



FIND OUT



DO SOMETHING

Resources

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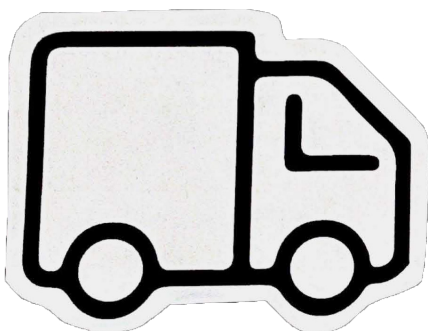
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Authors

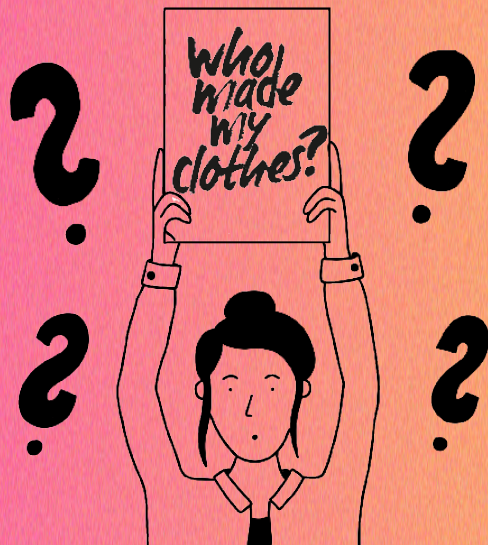
Visnja Tudor, Fashion Revolution Croatia

Partners



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