

Ocean Upkeep

Ocean Conversation Capstone Project

Created by Taylor Meckes

<http://oceanupkeep.taylormeckes.com/>

CREATING THE IDEA

Growing up my family has always had the tradition of going to the beach at least once a year. This was the one time a year I got to see my extended family and my grandparents. Every night after dinner my Grandma would lead a walk down the beach. The older I got, the more I started to notice her picking up trash on the beach as we would walk. She would always come back from the walk with things like bottles, wrappers, and cans. When I started school in Wilmington, Wrightsville Beach became like a home to me. I became protective of our beach and the way that people treat it. Ever since I noticed my Grandma picking up trash on the beach, I made it a habit of mine as well. This push for more environmentally friendly behavior towards our beaches combined with my love for graphic design inspired me to create my capstone project.

INTENDED OUTCOME

The purpose of OceanUpKeep and this project is to create awareness and change behavior of the public regarding the use of plastic and any other items that become a pollutant to marine life. This semester I will be creating visual representations of the need for better and smarter behavior when it comes to beaches and our oceans. I plan on creating a website along with a social media account to display these graphics. I also plan on making posters, GIF's, and infographics to help persuade my audience to think about their actions. I will be meeting with a selected audience of Environmental Science students and graduate students along with people in the public to collect data for my project. My project will display:

- Facts about ocean pollution
- Visual displays of information collected from websites and first-hand accounts of the effects of pollution in the ocean
- Create branding and logo design for the title of OceanUpKeep

- Display all of the information on a website and social media account

INSTAGRAM AND WEBSITE

The Instagram account @OceanUpKeep was created to display my designs as well as link my website. Since Instagram is such a popular social media tool, I wanted to use it to get my project out there. My website, <http://oceanupkeep.taylormeckes.com/>, is created through WordPress as a subdomain for my personal website. This has more information on my project as well as interview questions from marine biologist professionals and students.

Website Features:

- Poster Display
- Interview Question and Answers
- Behind the Scenes of my project
- Instagram Link

Instagram Features:

- Poster and Infographic posts
- 4 Instagram story highlights
- Logo used in profile picture and highlight cover

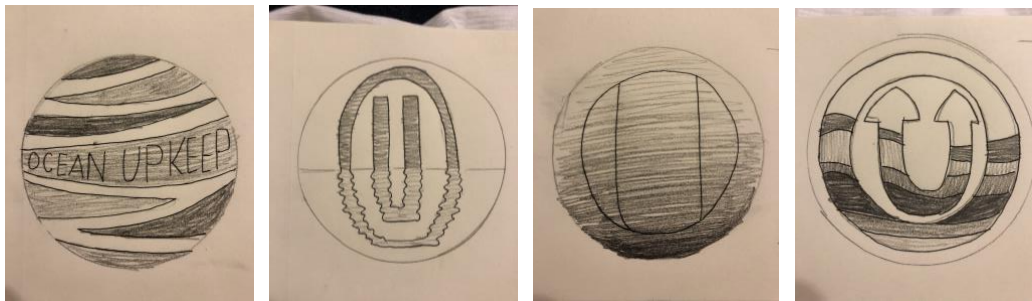
LIST OF TASKS

- Create Name for Brand and Website Domain
- Email Students/Grad Students/Professors
 - Create Questionnaire
- Create Social Media Account
 - Create Social Media Graphics
 - Create Infographic

- Create Posters/Instagram Posts
- Create Sub Domain Website
 - Create Website Details and Display
- Create Logo
 - Create Color Scheme and Logo Display

The first thing I started off doing was creating the name of my project and the logo. I after deliberation I settled on calling it “Ocean UpKeep.” I showed a couple color schemes and logo designs to my capstone class and received feedback that helped me create my logo. I ended up modifying one of my designs and created a combination of a U and an O to create the shape of the logo. I used Adobe Illustrator to create my logo as a vector object to be modified later if necessary.

Original Logo Design Sketches



After creating the logo, I created an Instagram account with the handle @OceanUpKeep to post my digital graphics to. This is another way that I can showcase my graphics and get them out to the public. Instagram offers the option to post things to your Instagram ‘story’ rather than a post. These stories are up on the account for 24 hours and can be ‘highlighted’ on the account. I created two Instagram stories to display facts about ocean pollution. These were created in Adobe Illustrator and posted on my Instagram account as stories and saved under my highlights.

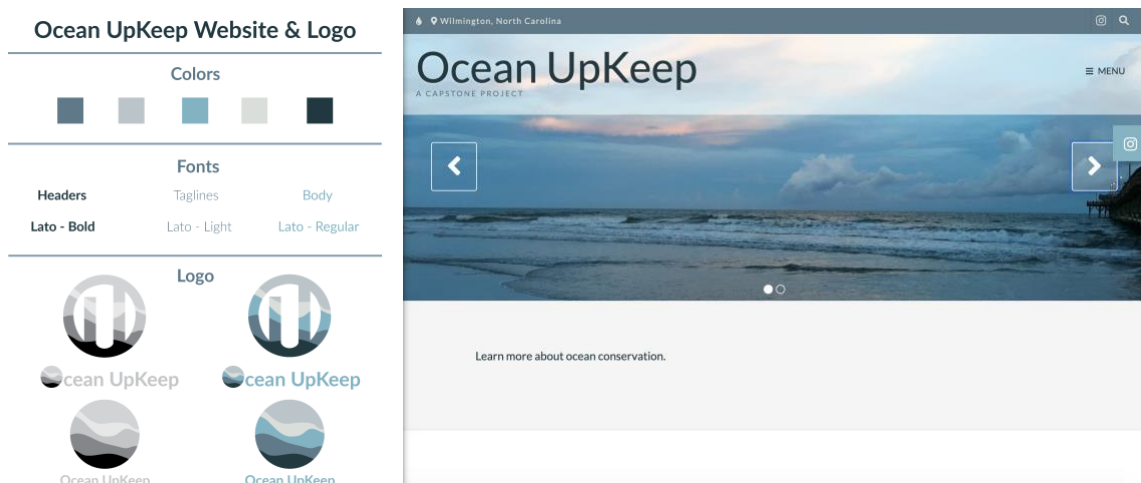
The highlights cover is based off of the logo I created but without any cutouts to create the O and the U.

Original Versions of Instagram Highlights:



Starting with my website I went through WordPress themes and searched through themes that were very customizable. I struggled with finding a theme that I really enjoyed. The website stayed blank for a lot of the time during this project. I used it as a central hub for all of my design work.

Website Style Guide and Website Version 1.0:



ISSUES ENCOUNTERED

Challenges that I experienced in this project were:

- Creating a logo that represented my “brand” well enough to encompass its purpose as well as stand out against every other environmental account.
- Finding new information that was different from what is normally posed to environmentalist accounts.
- Getting responses from professional and local businesses especially during the Coronavirus.

TESTING THE EFFECTS

A major part of my project is to see how effective my graphics, website, and Instagram actually are. I created a 4-question survey that asked the following questions:

1. Did looking at the OceanUpKeep Instagram and website make you want to change your behavior about using plastic items?
 - a. 83.3% answered yes
 - b. 16.7% answered maybe
 - c. 0% answered no
2. Did you see any facts on the website or Instagram that you did not already know?
 - a. 66.7% answered yes, one or two
 - b. 33.3% answered yes, a lot
 - c. 0% answered no
3. Did seeing these facts with a picture or diagram make you more likely to read what was on the picture?
 - a. 100% answered yes

- b. 0% answered no
4. What more would you want to see on the OceanUpKeep Instagram and website?
- a. 66.7% answered more infographics
 - b. 83.3% answered more Instagram story highlights
 - c. 33.3% answered more interviews with professionals
 - d. 16.7% answered more information about local organizations

The responses to these questions helped me see if my project was effective or not what I can add to create a better user experience along with a more effective account and website.

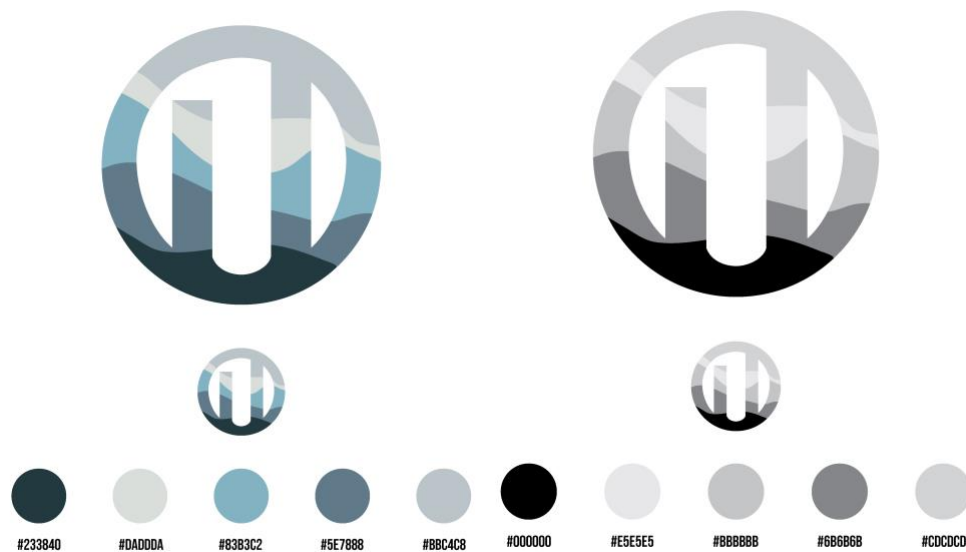
TIMELINE

- Jan. 28th – Proposal Presentation
- Feb. 4th – Individual meetings with Professor Felice and advisor
 - Start creating website page and design
- Feb. 11th – prototype 1 and in progress documentation due
 - Create poster designs and cont. website
- Feb 18th – Public display poster design and press release due
- Feb. 25th – Faculty visit/ review #1
 - Cont. poster, start infographic, cont. website
- March 3rd – Prototype 2 and in progress documentation due
 - Finish poster, half-way finish infographic, cont. website
- March 10th – Spring break
- March 31st – Faculty visit/ review #2
 - Finish research paper draft 2
 - Finish infographic, work on paper, cont. website

- April 14th – Capstone projects due for DA faculty review/approval
 - Finalize website, paper, and additional graphics
- April 28th – Final capstone project class critique
 - Change any last-minute issues
- May 5th – Final research paper with documentation due

FINAL PROJECT RESULTS

Final Logo and Logo Display



Final Instagram Post



Final Infographic

Plastic Pollution

Where your plastic actually goes.

Microplastics are particles less than 5mm across.

Toxic chemicals and pesticides stick to them.

Microplastic gets passed through the food chain and the toxins get absorbed by these animals.

These chemicals affect the animals' hormone levels and behavior.

Behavior changes can alter the food chain long term.

Sources
Tessie, Louise, and Jane Williamson. "How Microplastics Make Their Way up the Ocean Food Chain into Fish." The Conversation, 10 Feb. 2020. theconversation.com/how-microplastics-make-their-way-up-the-ocean-food-chain-into-fish-97148.

The infographic is a vertical illustration with a dark teal background that transitions to black at the bottom. At the top, two plastic bottles are shown with a magnifying glass focusing on a cluster of colorful microplastic particles. Below this, various marine animals are depicted: small fish and birds at the top, medium fish in the middle, and larger fish and a shark at the bottom. Yellow dots representing microplastics and toxins are shown on the animals, indicating their absorption. The text is presented in white and light blue speech bubbles and boxes.

Final Instagram Story Highlight Facts

Ocean  UpKeep

Did you know?

There is more microplastic in the ocean than there are stars in the Milky Way Galaxy.



@OceanUpKeep oceanupkeep.taylormeckes.com

Ocean  UpKeep

Did you know?

There's enough plastic in the ocean to circle the earth 400 times.




@OceanUpKeep oceanupkeep.taylormeckes.com

Ocean  UpKeep

Did you know?

60 - 90% of marine litter is plastic based.



@OceanUpKeep oceanupkeep.taylormeckes.com

Ocean  UpKeep

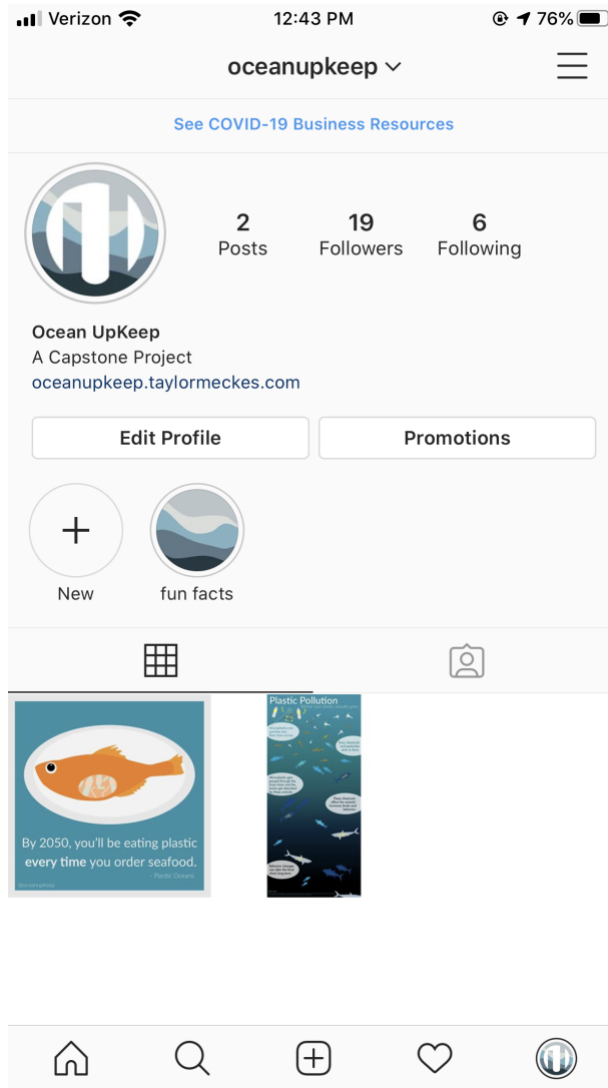
Did you know?

Approximately one truckload of plastic enters the ocean every single minute.



@OceanUpKeep oceanupkeep.taylormeckes.com

Social Media Account



Final Website



Sources

Websites

Galey, Patrick. "Plastic Found in Deepest Ocean Animals." *Phys.org*, Phys.org, 27 Feb. 2019, phys.org/news/2019-02-plastic-deepest-ocean-animals.html.

Morelle, Rebecca. "Mariana Trench: Deepest-Ever Sub Dive Finds Plastic Bag." *BBC News*, BBC, 13 May 2019, www.bbc.com/news/science-environment-48230157.

"Ocean Pollution Facts." *Math*, www.softschools.com/facts/holidays/ocean_pollution_facts/1303/.

"Plastic Oceans Canada |." *Plastic Oceans*, plasticoceans.ca/.

Tosetto, Louise, and Jane Williamson. "How Microplastics Make Their Way up the Ocean Food Chain into Fish." *The Conversation*, 10 Feb. 2020, theconversation.com/how-microplastics-make-their-way-up-the-ocean-food-chain-into-fish-69148.

Interviews

Arbogast, Brian. "Capstone Questionnaire." 4 April 2020.

Cahoon, Lawrence. "Capstone Questionnaire." 6 April 2020.

Gortney, Hannah. "Capstone Questionnaire." 20 Feb. 2020.

Howard, Allie. "Capstone Questionnaire." 26 Feb. 2020.

Jarvis, Jessie. "Capstone Questionnaire." 12 March 2020.

Kreider, Grade. "Capstone Questionnaire." 25 Feb. 2020.

Long, Zachary. "Capstone Questionnaire." 29 April 2020.

Professor. "Capstone Questionnaire." 6 April 2020.

Weide, Ryan. "Capstone Questionnaire." 25 Feb. 2020.