

420,000 Arkansans Depend on The Beaver Lake Watershed.

Erosion, runoff, and nutrients from farms, urban construction increased pollution by 14%.

Join the community effort to monitor and restore the environment for cleaner water.



Check out

www.BeaverWatershedAlliance.org



Creative Memo

Beaver Watershed Alliance, a real nonprofit but a mock project, needed a poster for recruiting college volunteers.

My objective with this poster:

1. Present informative copy that's simple, practical, but emotive enough to encourage a college audience to volunteer. Include a call-to-action and the website.
2. Select an image from the area that illustrates erosion and the winter time frame of the volunteer season. Neutral-color filters keeps it and the overlaying text visible.
3. Use a map of the watershed to show scope and visualize the factoids. Also use the organizations go-to illustration of a great blue heron.
4. Find a way to arrange the assets so that the factoid attracts, and everything else is in position and proportion to flow to the call-to-action.
5. Use colors that work for the message and for visibility. Most volunteer work is in the winter, so a dull neutral complements a deep "watery" blue.

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