

GREEN SUITS SUSTAINABLE FASHION

What is the true cost of being a **MATERIAL GIRL?**

“The fashion industry is the second-largest industrial polluter, accounting for about **10%** of global pollution”

“It takes **700 Gallons** of water to produce **one cotton shirt**”



Scan to learn more



IT'S HALFTIME. WE'RE DOWN 28-3. WE MUST CHANGE.



**Visually communicating within your city how sustainable fashion can positively influence the environment and be aspirational!
(Based on a 20 point assignment)**

Student Learning Outcomes—

- to experience creating a personal fashion expression of your style that is sustainably sourced, and inspires sustainable fashion attitudes and behaviors in others within your city
- to combine a pro-environmental message with the carefully composed photographs of this outfit to create a bus advertisement for RTD Boulder City Boulder buses
- to critically reflect on the communication of a sustainable fashion message and its reception by your community and city in a public transportation setting

What You Need to Do and How You Will Be Graded:

1.--Create and Describe your sustainably-sourced outfit (thrifted, hand-me-down, recycled, dumpster dived, clothing swapped, sewn from repurposed cloth...) **Graded On:** visible attention to detail in creating an entire outfit, justification of sustainably sourcing your outfit, can include any story behind how you came to get this clothing and/or how it expresses your personal style (about 100 words) **(1 points)**

2.--Create Photo of you (or someone else) modeling this outfit within a chosen setting that supports the overall composition of the image. Attempt to integrate “Attributes of excellence for Arts for Social Change” (see below for those attributes). Consider how to frame your shot and make it exceptional—check out <https://photographylife.com/composition-tips-photography--> or other sources of advice for composing photographs.

Graded On-completion of requested tasks listed & accuracy, clarity, and attributes of excellence in arts for change **(5 points)**

3.--Provide three annotated sources that you research that inform you on fast fashion/sustainable fashion to inform your pro-environmental message for your advertisement. **Graded On-** having three sources and at least two detailed sentences describing how each source was informative for you **(1 points each x 3= 3 points)**

4.--Use the above photo of you (or someone else) modeling this sustainable outfit & add a **pro-environmental message** to (2) **create a bus advertisement that includes** QR code & is designed in alignment with the specifications from Lamar Advertising (and logo provided to you) **Graded On-**completion of requested tasks listed & -accuracy, clarity, and attempt to integrate attributes of excellence in arts for change **Worth (10 points)**

5.--Brief personal reflection 100-150 words **Graded On:** -length, thoughtfulness, and care taken in reflecting on the process of sourcing the outfit, taking the photo, researching for the message and/or designing the ad—whatever stood out for you! **(1 point)**

How to Hand This in On Canvas:

-Please create one pdf of all that is requested above including an image of your bus ad
-completion of release forms for anyone not yet covered
(separate submission of file with your final bus advertisement on provided Google Form)

Attributes of Excellence for Arts for Social Change:

We used this open-source resource to help us develop a shared lexicon for excellence in socially engaged design and creative communication.

https://www.americansforthearts.org/sites/default/files/Aesthetics%20Companion_Educator.pdf

The Aesthetic Attributes



Commitment - Creative processes and products embody conviction to the cause espoused through the work.



Risk-taking - The creative work assumes risk by subverting dominant norms, values, narratives, standards, or aesthetics.



Communal Meaning - The creative work facilitates collective meaning that transcends individual perspective and experience.



Openness - The creative work deepens impact by remaining open, fluid, transparent, subject to influence, and able to hold contradiction.



Disruption - Art challenges what is by exposing what has been hidden, posing new ways of being, and modeling new forms of action.



Resourcefulness - Imaginative use of available resources drives artistic innovation and demonstrates responsible social and environmental practice.



Cultural Integrity - The creative work demonstrates integrity and ethical use of material with specific cultural origins and context.



Coherence - Strong ideas expressed with clarity advance both artistic and social purposes.



Emotional Experience - Arts for Change facilitates a productive movement between "heart space"—the emotional experience that art evokes—and the "head space" of civic or social issues.



Stickiness - The creative work achieves sustained resonance, impact, or value.



Sensory Experience - Vivid sensations deepen the experience of the creative work and heighten the power of its messages and the potential for change.



These aesthetic attributes are described in detail in the section, Aesthetic Attributes Framework.

Quotes from *Connecting on Climate*:

“Moreover, **when people believe there are solutions available**, they are more likely to perceive climate change as a problem worth addressing.” *Connecting on Climate* page 28

“**Pair Impacts with Solutions to Avoid**

Emotional Numbing: Communication strategies and messages that make climate change concrete and **vivid** without simultaneously building feelings of hope, pride, and efficacy are unlikely to be effective, as they are likely to lead to emotional overload and paralysis. If communication efforts repeatedly expose people to emotionally draining messages and images, audiences may eventually stop responding emotionally altogether, a phenomenon that psychologists call *emotional numbing*. One key to avoiding these effects is to tie concrete, personal climate impacts to **immediate, local solutions already available to individuals** and communities. *Connecting on Climate* page 32

“**Use Images That Inspire and Empower**: People think and feel using images. Images convey emotions and add emotional weight beyond what words can accomplish. Rather than directly telling the audience what to do or how to feel, **images can let audiences create meaning for themselves**.” *Connecting on Climate* page 41

“**Show People, Not Pie Charts**: In a series of experiments to find out what features make images more memorable, **researchers discovered that images of people or groups, faces, and common household items are among the most powerful**. Contrary to popular belief, aesthetically pleasing scenes like landscapes, architectural exteriors, wide-angle vistas, backgrounds, and natural scenes leave less of a mark.” *Connecting on Climate* page 42

“**Metaphors**, which help **translate abstract concepts into familiar terms**, are an especially effective tool for science communication. **metaphors are especially important when communicating about abstract issues like climate change** because they help relate a complex issue to people’s everyday life and personal experiences.” *Connecting on Climate* page 51

“**Highlight the “Green Joneses**: Humans are highly social creatures, which is why shared identities and social goals can be such powerful sources of engagement, as discussed in Section 2: Channel the Power of Groups. Another by-product of humans’ innate social tendencies is the **influence of social norms on people’s behavior**. When people are made aware of what is customary behavior in a group, they often

CONNECTING ON CLIMATE:

A Guide to Effective Climate
Change Communication



ecoAmerica
start with people
Center for Research on
Environmental Decisions
EARTH INSTITUTE | COLUMBIA UNIVERSITY

change their own behavior to match. **Communicators can help facilitate behavior change by high- lighting norms surrounding climate-friendly behavior**, when they exist.” *Connecting on Climate* page 71-72
