POSTER DESIGN IS DRIVEN BY YOUR NARRATIVE
Cities on the front line of a changing climate
Urban centres account for more than half of the world’s population, most of its economic activity and the majority of energy-related emissions. The role of cities in reducing emissions and protecting their inhabitants is therefore central to effective climate policies.

Impacts
Climate change is expected to affect numerous aspects of urban life.

Sea-Level Rise
Two-thirds of cities with populations above 100,000 are located in the 100 most vulnerable coastal areas, facing risks of extreme weather events, flooding, and erosion.

Food Insecurity
27-48% of global GDP emissions
Urban infrastructure accounts for over 70% of global energy use
Over 64% of the world’s population to live in cities by 2050, significantly increasing energy use for infrastructure
New infrastructure and building use policies could reduce GHG emissions by 20-50% by 2050

Adaptation is possible if complex, but cheaper in the long run than doing nothing. How cities adapt to the effects of climate change will vary enormously.

Adaptations
- Sea-Level Rise: Developing new technologies and systems to protect cities from rising sea levels.
- Food Insecurity: Increasing crop diversity and implementing water management strategies.
- Extreme Weather Events: Building more resilient infrastructure and improving early warning systems.
- Increased Temperatures: Implementing strategies to cool cities, such as urban greening and improved ventilation.
- Freshwater Availability: Developing new water management strategies and improving water efficiency.

Mitigation efforts can have positive impacts for generations to come.

Energy Supply
- Renewable energy sources (RE) offer numerous benefits, including reduced greenhouse gas (GHG) emissions.
- Wind, solar, hydro, and geothermal power can provide reliable and sustainable energy solutions.

Transport
- Electric vehicles (EVs) can significantly reduce GHG emissions and improve air quality.
- Public transportation, cycling, and walking can also contribute to reducing transport emissions.

Buildings
- Energy-efficient buildings can reduce heating and cooling costs, improving comfort and reducing energy demand.
- Carbon capture and storage technologies can be used to reduce emissions from buildings.

Economic Impact
- A transition to a low-carbon economy can create new job opportunities and drive economic growth.
- Cities that lead in sustainable development can attract investment and become competitive globally.

Policy Instruments
- Governments can implement a range of policies to reduce GHG emissions, including carbon pricing, subsidies, and regulations on energy efficiency.
- Public awareness and engagement are crucial in driving change and supporting sustainable practices.
CONTENT

LAYOUT

PROCESS
36” x 36”

OR

36” x 48”
IDENTIFY YOUR CONTENT

TEXT
- PARAGRAPHS
- HEADINGS
- BULLET POINTS

GRAPHICS
- PICTURES
- CHARTS/DIAGRAMS
- DRAWINGS/SKETCHES
GROUP YOUR CONTENT
CONTENT

APPETIZER
• OWNERSHIP OF THE PROBLEM
• INSPIRATION
• RESEARCH
• PROCESS WORK

ENTREE
• THE IDEA
• MAIN FEATURES

DESSERT
• FINE DETAILS
• QUESTIONS ANSWERED
• NEW QUESTIONS
LAYOUT
ALIGN EVERYTHING WITH SOMETHING ELSE
USE A GRID
LAYOUT
ALIGN EVERYTHING
MAGNIFICENT IDEA
This is the narrative for our Magnificent IDEA. This is the narrative for our Magnificent IDEA. This is the narrative for our Magnificent IDEA. This is the narrative for our Magnificent IDEA.
TREAT TEXT AS IMAGE BLOCKS
MAGNIFICENT IDEA

This is the narrative for our Magnificent IDEA. This is the narrative for our Magnificent IDEA. This is the narrative for our Magnificent IDEA.
CONSISTENT MARGINS
PROJECT PROPOSAL
THE IDEA THAT WILL CHANGE EVERYTHING

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COMMUNICATE ORDER OF IMPORTANCE (HIERARCHY)

SIZE

COLOR

PROXIMITY
EASY TO READ
STAND SIX FEET BACK
DON’T
DON’T OVERLAP IMAGES
DON’T INCLUDE LONG PARAGRAPHS
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DON’T CLUTTER THE BACKGROUND
PROCESS
THE APPETIZER

- Wireless connection to your hunger stomach
- Doppler to your stomach
- Knows when you're hungry before you do!
- Monitor hollowness of your stomach
- Diagnose your own appetite patterns visually
- Chart your intensity of hunger pains over your stomach
- How does your timing of hunger relate to others
- Tweet your hunger status
- Run through an app
- Self-catering
PROCESS WHAT'S MY CONTENT

TITLE SLOGAN

RESEARCH
- THE DISTRACTION OF HUNGER PAINS
- THE CROWLING STOMACH

INSPIRATION / PROBLEM
- CAN'T GET MY WORK DONE
- HAVING TO EAT INTERRUPTS MY WORK PATTERN

MAIN IDEA
- MONITORS AND CHARTS MY APPETITES (WIRELESSLY). SO YOU CAN EAT BEFORE YOU REALLY QUENCH YOUR APPETITE BEFORE YOU HAVE ONE.

FEATURES
- PATCH THAT ATTACHES TO YOUR STOMACH
- WIRELESS
- SELF-CHARGING
- MONITORS STOMACH HOLLINESS / EMPTINESS
- APP THAT RECEIVES, CHARTS AND COMPARES DATA
- SHARE YOUR DATA
- FUN COLORS
PROCESS

TEXT
- TITLE BLOCK
- SHORT INSPIRATION "NARRATIVE"
- PROBLEM STATEMENT
- EVIDENCE OF THE PROBLEM [RESEARCH]
- FEATURE LIST
- DESCRIPTION OF DETAILS

IMAGES
- PICTURE OF SOMEONE HUNGRY
- DRAWING OF DEVICE
- DRAWING OF APP INTERFACE
- DETAIL DRAWING OF SELF-CHARGING
- DETAIL OF POPPLEL / HOW IT WORKS
- COLOR OPTIONS
- CHARTS / SCREENSHOTS FROM APP
PROCESS
THE APPETIZER

The Device That Knows Your Hungry Before You Do.

FEATURES

PATCH THAT ATTACHES TO YOUR STOMACH
WIRELESS CONNECTIVITY
CHARGES BY YOUR MOVEMENT
MONITORS STOMACH EMPTINESS
APP THAT RECORDS, CHARTS & COMPARES DATA
SHARE YOUR DATA
FUN COLORS
MAKE MONEY FROM YOUR UNUSED STUFF!

Collaborative Home

- Make or Rent
- Share Rather Than Own

Profits:

- Renting $15,000
- Selling $21,000
- Buying $200
- Trading $8,931
GROUP CONTENT

ALIGN CONTENT – USE A GRID

EMPHASIZE HIERARCHY – TEXT