

**BOLD**

ORGANISED

HANDWRITTEN

ARROW(S)



September 15 & 17 2023 | Everywhere

# GLOBAL FIGHT TO END FOSSIL FUELS

## FAST FAIR FOREVER



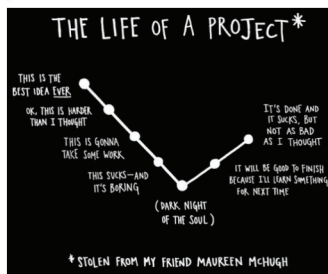
Neue Pixel Grotesk Regular (400) True Type

# IT TAKES TWO TO TANGO

Typ:02 Glyph Count: 117 M35

GOOD THEFT	VS	BAD THEFT
HONOR		DEGRADE
STUDY		SKIM
STEAL FROM MANY		STEAL FROM ONE
CREDIT		PLAGIARIZE
TRANSFORM		IMITATE
REMIX		RIP OFF

STEALINGANARTIST.COM



Designed by Morgane Van Torre  
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# bit dew

♻️ Since 1970, arrows chasing in a cycle have meant recycle. In 1990, The Green Dot adopted the same graphic motif, but with a completely different meaning.

🌱 The Green Dot\* symbol is used by over 150,000 companies, on over 400 billion packages every year and is regularly confused with the recycling symbol.

# GLOBAL CLIMATE STRIKE

## 20-27 SEPT

#SYRIA	#CLIMATESTRIKE	#HONGKONG
#BLM	#METOO	#OCCUPY
#NATIVE AMERICAN	#	#

I like that  
its bold/organised  
somewhat clumsy

Heavy message

These two styles  
would make  
a unique  
match

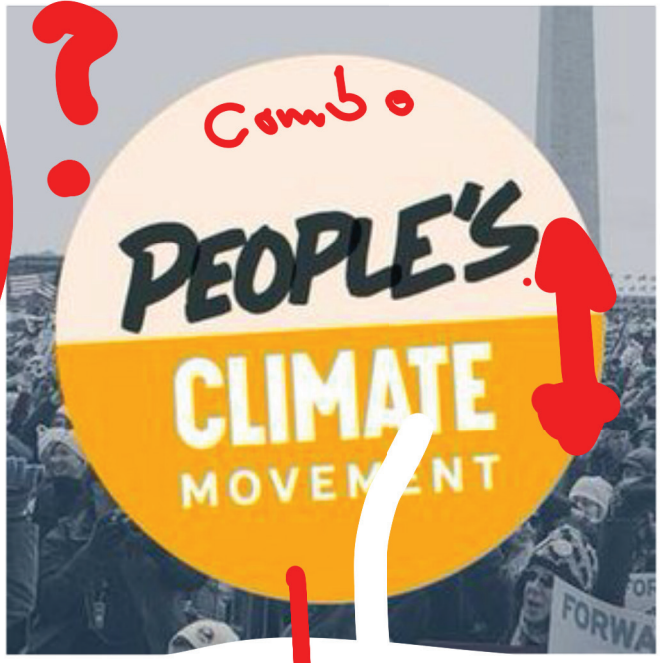
# GLOBAL FIGHT TO END FOSSIL FUELS

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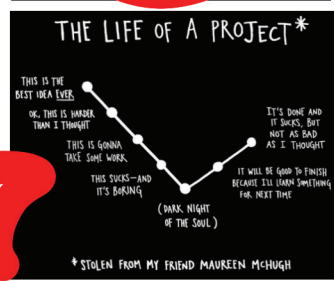
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STEAL LIKE AN ARTIST.COM



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Combo

The amount of tidyness and handwriting !?

# BOLD

- heavy message
- very suggestive
- can't miss it

- typography based
- climate activist related
- call to action



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# GLOBAL FIGHT TO END FOSSIL FUELS

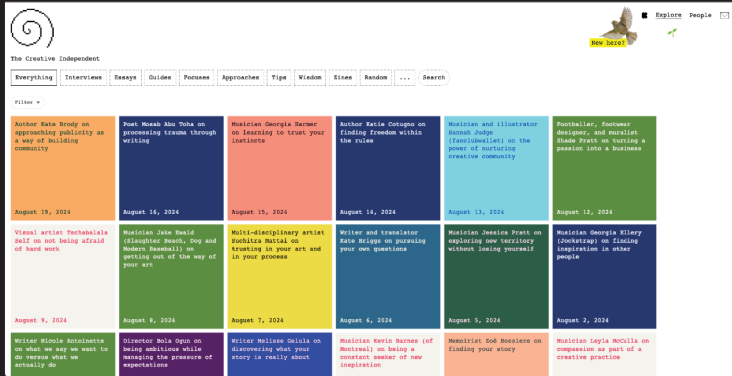
# FAST FAIR FOREVER

GLOBAL  
**CLIMATE  
STRIKE**  
20-27 SEPT



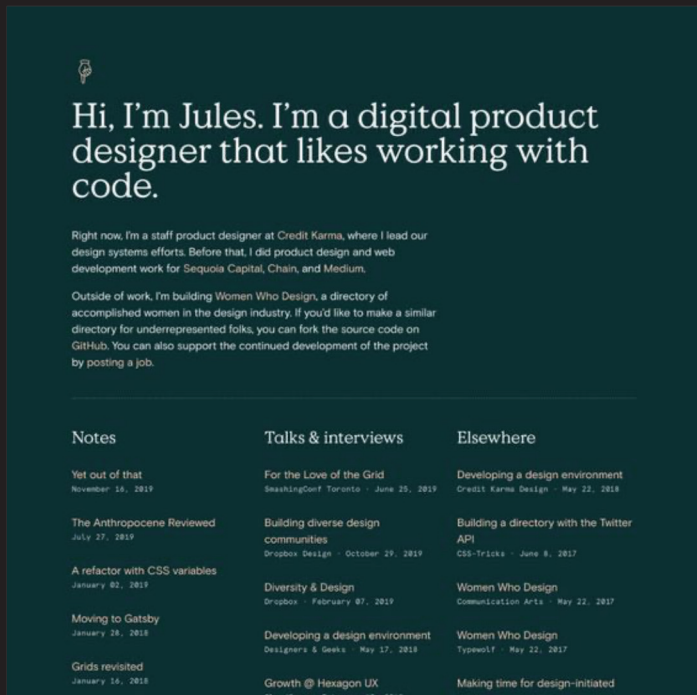
# ORGANISED

- to demonstrate a sturdy website
- clear communication
- easy access
- freedom of limitation
- information architecture



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# HANDWRITTEN

- graphic elements:  
icons, arrows,  
info graphics

- break the rules

GOOD THEFT	VS.	BAD THEFT
HONOR		DEGRADE
STUDY		SKIM
STEAL FROM MANY		STEAL FROM ONE
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REMIX		RIP OFF

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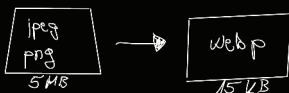
## THE LIFE OF A PROJECT\*



\* STOLEN FROM MY FRIEND MAUREEN MCHUGH



- You have 5 jpegs and 5 pngs



Tip: Modern web formats like Webp are meant to be used on websites and can save up to 70% of the data transfer without losing quality.

- You have 10 images that are not responsive



Tip: Having a set of different sizes of the same images will help to load the website faster.

Change the Internet Bit  
by Bit!

Change the Internet  
Bit by Bit!

**Change the Internet  
Bit by Bit!**

Change the Internet  
Bit by Bit!

**Change the Internet Bit  
by Bit!**

# Change the Internet Bit by

Bit!



**check**





# Tips and Tricks for Reducing Your Website's Carbon Footprint

## 1. Optimise Images and Videos

Images:

Total Images: **XX**



Tip: Reduce the number of images if possible. A well-told story often requires fewer visuals.

Image Formats: **XX JPEGs, XX PNGs**



Tip: Switch to modern web formats like '.webp' to save up to **XX%** on data transfer without sacrificing quality.

Responsive Images: **XX images are not responsive**



Tip: Use different sizes of the same image to enhance loading speed.