

Graphic Design

We are a group of scientists at the University of Zurich, and we have been awarded some grant money to develop and run a scientific outreach project on biodiversity and how our lives depend on it. The “vehicle” for our project is a simple tent, which we hope to make striking and alluring with good graphic design. We will bring the tent to zoos, museums, science days, and community and music festivals. A sample tent is in the pictures below.

Please take a look at our website to get a feel of the kind of research we do and therefore the humans who will be in this tent: <http://www.gcb.uzh.ch/en.html>

Our project will operate in German, and the title is "Besser leben mit Biodiversität!"

OUR GRAPHIC DESIGN WISHES:

1. We would like to have a logo for our research group of scientists. We are the University of Zurich, University Research Priority Program, Global Change and Biodiversity. This can be shortened to UZH URPP Global Change and Biodiversity (i.e. there are other URPP groups, only our is called “Global Change and Biodiversity”). Here are just a few sample logos we like.



2. EPS files with graphics to be printed on the outside of the tent. Our outreach project is very closely modelled after one done by the British Ecological Society. Here is their tent and also how their tent graphics are carried over onto other aspects of their project (t shirts, posters, banners, even stationary headings and

business cards).





Here are some ideas we think are interesting (and obviously just links from the Internet, so we have no copyright to use these images....hence our search for graphic designers!) We like the imagery of outlines of plants, trees, people then filled with a representation of all forms of life from protists and fungi up to large mammals and everything in between. The point of our outreach is to show that many of the ecosystem services we enjoy are only made possible by intact habitats and rich biodiversity - if we change our environment too much, we will lose these life-support services such as water purification, flood mitigation, air purification, weather mediation, degradation of wastes, growth of food, etc.



Biodiversity
WE ARE ALL IN THIS TOGETHER



images fr <https://wbfoundation.blogspot.ch/2016/02/why-conservation-of-biodiversity-is.html>



<http://www.patheos.com/blogs/allergicpagan/2016/04/06/countdown-to-earth-day-2016-16-save-biodiversity/>

On one hand, the black and white images build nicely on the Swiss traditional cultural drawings like this one below:



<http://livinginnyon.com/papercuts-at-prangins-more-free-tickets-for-monday-film-in-english-21-july/>

On the other hand, the black and white is quite strong, and perhaps shades of green like these below are better.



<http://www.mpsbb.nic.in/pbr.html>



<https://fed.gujarat.gov.in/provision.htm>



<http://www.thecompetitionworld.com/2014/11/biodiversity-and-its-value.html>

We look forward to seeing what you can develop with your great creative minds. Please send us some ideas and samples.

Kindly,
Sara and Michael