SDSU Sustainability has approached the Graphic Design Studio to create designs for recycling. The presence of these wraps will increase knowledge and visibility about recycling to everyone on campus, and encourage sustainable use of our resources. The solutions need to be positive messages to promote the goal of recycling at SDSU. The target audience is anyone who is on the campus grounds, being primarily students, faculty, staff, and visitors.

The solutions are designed as 360 degree designs that wrap around the bin. The designs promote unique views and benefits around recycling, and have content that can be seen from different angles. They can be viewed in fragments, and some encourage viewers to walk around the bin to experience the broader message. The visual solutions range in approach from bold and iconic, to more illustrative and scene-based. The designers submit this group of diverse conceptual design solutions for your review.
The visual field research process examines designs that have functioned well for previous recycling campaigns. It helps us see the standard of what already exists. We want to know what others have done with this type of challenge so we can understand what designs work and are powerful. The process also helps us develop how we can be original and bring something unique. These examples include the word “recycle,” show recyclable items, the process of recycling, the environment, and the recycle symbol.
For my environmental graphic design project I based it on the environment. I wanted to project how the environment is actually thanking you for recycling. My inspiration for the wraps came from how recycling actually helps protect the environment. When you go out to these places people just throw trash without realizing how harmful it is for the environment. You see the trash on the ground and see how these areas are being affected with all the trash around. I wanted to depict how having these areas clean would look like and how you can do your part by recycling plastics aluminum and much more. In my depiction I wanted the environment to actually be giving you a “Thank you” because with out you recycling there is no beautiful nature. I created small vector environments of certain areas that people recognize such as the oceans, parks, rivers and forests. All of these areas have a significant connection with the students of SDSU and people around the county. I wanted something that was easy on the eyes since recycling can sometimes have negativity with the images. We were instructed to have these stay within the blue color range and to be sure that the messages weren’t negative, such as how it destroys the planet and so forth. We all ended up using a blue dominant color pallet but I wanted more contrast with some accent colors. The blue shades that I ended up using worked well with each banner I created. I decided to keep the typeface simple because I didn’t want the text to distract from the actual vector image that I created. The typeface I used was Helvetica Neue. I chose this typeface because of how easy it is to read on large scales such as posters, billboards and etc.
The Forests
Thank you for recycling today

The Parks
Thank you for recycling today
THE FORESTS
THANK YOU FOR
RECYCLING TODAY

THE PARKS
THANK YOU FOR
RECYCLING TODAY

THE RIVERS
THANK YOU FOR
RECYCLING TODAY

THE OCEANS
THANK YOU FOR
RECYCLING TODAY
The name of my concept in this series is “Call to Action.” I use a bold, direct approach to convey the message that recycling helps the nation, the planet, and the environment.

My four separate-but-related banner graphics use symbols such as the Recycling Symbol, the American Flag and the Planet Symbol to convey the importance of recycling now to save the nation and the planet. The messages on each of the four graphics convey a sense of immediacy and a “Call to Action.”

The “Recycle Here” banner uses design elements such as sun rays, a distressed power-font, the Recycling Symbol and the American Flag.

The “Reduce, Reuse, Recycle” banner uses creative use of type (also a power-font), the Recycling Symbol and the Planet Symbol.

The “Your Action” banner uses power-fonts, the Recycling Symbol, lines and stripes.

The “Do Your Part” banner uses a power-font, the Recycling Symbol, a star, vertical lines and waving stripes.

Solution 2
Solution 2

RECYCLE HERE!
TO SAVE THE NATION

RECYCLE
REUSE
REDUCE
FOR THE GOOD OF THE PLANET

MARC ALMERA
RECYCLING BIN WRAPS
Solution 2

- Recycle Here! To save the nation
- Reduce, reuse, recycle for the good of the planet
- Your action causes reaction
- Do your part to help save America! Recycle today for the good of the environment.
For my version of the recycling wraps, I wanted to create an incentive for the viewer to recycle. I decided to take on a more information-based approach. I created wraps for each of four recyclable materials: paper, plastic, glass, and metal. Each was includes a vector graphic of an item that that particular material could potentially turn into if it gets recycled. For example, a recycled water bottle could later help create a new backpack. I then included a short little fact or description related to the recycling of that product. I chose to keep the same title color on all wraps: a bright blue and have all of the vector graphics remain the same bright blue color with the same tints and shades. I chose to use blue as a consistent color because blue is usually the go to color people think of when they think of recycling, residential recycling bins for example are blue. I also kept the same orange outline and smiley face on all the wraps to have all four look like a series. I chose to use bright orange for these elements because orange is usually used to catch a viewers attention or used as a cautionary color which could help bring attention to the recycling bins. I chose to create the smiley face to make the bins look happy and approachable which would hopefully make people more willing to approach them to use and read them. Instead of using a generic triangle recycling symbol that we’ve all seen time and time again, I decided to wrap it around the smiley face to make it a little more exciting. Because of the consistencies of the title, main icon, and outlines in all wraps, I decided that it was safe to make the background color for each material a different color, yet keep the shade dark to let the consistent details pop. I decided to keep the design of my wraps fairly simplistic so they would be pretty straight to the point and not take much pondering to understand, not everyone wants to stare at a concrete trash bin for too long.
Paper products can become items you use everyday! Recycled paper can turn into tissues. Recycled hygiene products are made from "post-consumer" recycled content. Less water is used when recycling paper than making brand new paper. Recycled paper can turn into tissues.

Glass can be used again! Sand filters cut down on chemicals, backwash, and save water. Household insulation using recycled paper-based cotton fibers saves energy and reduces chemical or plastic binding agents. Containers can be recycled a limitless amount of times without losing quality.

Solution 3
Paper products can become items you use everyday! CAN BE RECYCLED UP TO 6 TIMES. USUALLY MADE FROM PAPER USED IN HOMES AND OFFICES. RECYCLED HYGIENE PRODUCTS ARE MADE FROM "POST-CONSUMER" RECYCLED CONTENT. LESS WATER IS USED WHEN RECYCLING PAPER THAN MAKING BRAND NEW PAPER. RECYCLED PAPER CAN TURN INTO TISSUES.

Plastic waste can turn into so much more! PLASTIC IS RECYCLABLE. PLASTIC BOTTLES CAN CREATE A BACKPACK. POLYESTER IS A PLASTIC MATERIAL THAT CAN BE CREATED FROM RECYCLING. PLASTIC BOTTLES CAN HELP MAKE A SLEEPING BAG. PLASTIC CAN BE RECYCLED OVER 5 TIMES BEFORE IT IS UNUSABLE. MANY TRENDING LIFESTYLE NATURE BRANDS MAKE CLOTHING OUT OF PLASTIC BOTTLES. WATER BOTTLES

Metal can create more! METAL IS RECYCLABLE. USED STEEL CAN BE MELTED DOWN AND REUSED TO BUILD AGAIN. THERE ARE BIKES MADE FROM ALL RECYCLED ALUMINUM. A RECYCLED CAN CAN MAKE IT BACK ONTO STORE SHELVES WITHIN 60 DAYS.

Glass can be used again! GLASS IS RECYCLABLE. CAN BE RECYCLED A LIMITLESS AMOUNT OF TIMES WITHOUT LOSING QUALITY. CAN SAVE ENERGY AND MONEY FOR LOCAL GOVERNMENT AND OTHER PURCHASERS.

Building Beams
Containers
Road Base

Metal can create more! METAL IS RECYCLABLE. USED STEEL CAN BE MELTED DOWN AND REUSED TO BUILD AGAIN. THERE ARE BIKES MADE FROM ALL RECYCLED ALUMINUM. A RECYCLED CAN CAN MAKE IT BACK ONTO STORE SHELVES WITHIN 60 DAYS.

Glass can be used again! GLASS IS RECYCLABLE. CAN BE RECYCLED A LIMITLESS AMOUNT OF TIMES WITHOUT LOSING QUALITY. CAN SAVE ENERGY AND MONEY FOR LOCAL GOVERNMENT AND OTHER PURCHASERS.

Solution 3
For this design solution of recycling bin banners, I chose to create a humorous and informative way to grab viewers’ attention in order for them to identify the recycle bin at the first glance. My concept is to create a fun, educational comic that depicts different types of stories that show the recycling process. For each panel I created a different story with different characters which is executed as a real comic book page. I chose four main characters to illustrate for each story, first one being the water plastic bottle, second is the pizza box, third is the paper, and the last one being the wine glass bottle. As the story goes for each character they are going to be recycled and reproduced as new items which I illustrated as well. For each panel the two main sequence that repeats through the story is the illustration of the recycling truck and the illustration of the recycling building. I decided to keep those two parts the same for all four panels because it helps them all be presented as one four-part unit. I designed the characters as if they are actually talking to the viewers which is achieved by adding talk bubbles. The 2 main fonts that were used are BadaBoom Pro BB and CC meanwhile. I chose both fonts because they contained a clean legible comic book aesthetic. I chose to add some humorous pop culture references within each story such as, “KOBEE” and “CURRY” referring to basketball shooting, “SKRRRT SKRRRT” as a reference for the sound of the car at the same time as it used in today’s popular hip-hop songs. For each panel of the story I chose to dominantly put different shades of blue for the backgrounds and illustrations. I chose blue as my main color to emphasize unity and stability. I made this design for a recycling bin banner to specifically be functional and legible through all viewing angles of the recycling bin.
Solution 4

GRAPHIC DESIGN STUDIO SAN DIEGO STATE UNIVERSITY | ARNEL LORENZO BONDOC RECYCLING BIN WRAPS
Through researching the idea of recycling and sustainability, I created a series of panels that describe a macro to micro view revolving around text and icons. I chose to do the concept macro to micro view to represent how recycling is an important matter that can affect the environment on a large and small scale. The first panel has the image of the world with the quote “The Earth is what we all have in common” said by Wendell Berry. Included is the skyline of San Diego, I added this to connect how we live in the city. The second panel is of a slightly cropped world map view with the quote, “It is our collective and individual responsibility to preserve and tend to the world in which we all live,” said by the Dalai Lama. The third panel consists of the U.S. silhouette with the quote “Small acts, when multiplied by millions of people can transform the world” said by an unknown author. This panel has the recycling icon to bring the design together. The final panel is a close up view of California with palm trees and the quote, “Recycling Saves SDSU,” said by an SDSU student. In the background there is the repeated hashtag, “Recycle SDSU” to add a textured pattern. All the panels include the hashtag, “Recycle SDSU” to connect each panel together and because the recycle bins are on SDSU’s campus. Each of the panels use tints and shades of pink and blue to add contrast and to make certain elements stand out more. I chose a san serif font for the quotes to add simplicity to the overall design of each panel.
"The earth is what we all have in common."
- Wendell Berry

"It is our collective and individual responsibility to preserve & tend to the world in which we all live."
- Dalai Lama
“THE EARTH IS WHAT WE ALL HAVE IN COMMON.”

-Wendell Berry

“SMALL ACTS, WHEN MULTIPLIED BY MILLIONS OF PEOPLE, CAN TRANSFORM THE WORLD.”

-UNKNOWN

“It is our COLLECTIVE and individual RESPONSIBILITY to PRESERVE & tend to the world in which we all live.”

-Dalai Lama

“RECYCLING SAVES SDSU.”

-SDSU Student
The basis of this project was to create four banners revolving around recycling and sustainability that will wrap around recycle bins located on SDSU’s campus. I believe the strongest campaigns are the ones that are simple and can stand alone. The solution I came up with is “Simply Recycle.” It was important to come up with a two letter phrase that can easily be passed around. “Simply Recycle” is a reflection of the simple act that everyone can do it and it’s a positive effect on the environment. The design concept for the banners was to create a unique pattern using type and icons. The plastic bottle and recycle icon were chosen because of how universal and recognizable they are. The phrase “Simply Recycle” is utilized not only as the main message on each individual banner, but it is also used as a design focal point by creating a repeated pattern. The idea behind emphasizing the typography in the design is because of how bold of a statement “Simply Recycle” can make. It’s important to have that phrase become the campaign. Each banner also displays a fact about recycling plastic such as “The average American throws away approximately 185 pounds of plastic per year” which helps promote this action of “Simply Recycle.” Blue is the color of recycling, thus emphasizing it with tint and shades of teal and dark blue make the overall design cohesive. The color palette is inviting to the viewer and promotes a liveliness and modern presence.
SIMPLY RECYCLE
by using resusable
drink containers
an average person
can eliminate the
need for
100 DISPOSABLE BOTTLES
PER YEAR.

It takes
500 - 1,000
YEARS
for plastic
to degrade.
Solution 6

SIMPLY RECYCLE
by using reusable
drink containers
an average person
can eliminate the
need for
100 DISPOSABLE BOTTLES
PER YEAR.

SIMPLY RECYCLE
It takes
500 - 1,000
YEARS
for plastic
to degrade.

SIMPLY RECYCLE
The average
American throws
away approximately
185 POUNDS
of plastic per year.

SIMPLY RECYCLE
Americans use
2,500,000
plastic bottles
every hour!
The goal of these recycling bin wraps was to increase recycling awareness around campus and to show themes of sustainability. The design also needed to look blue in order for people to associate these bin designs with recycling. The way that I wanted to increase awareness of recycling and incorporate sustainability was through using popular outdoor destinations in California. These outdoor destinations are Yosemite, Joshua Tree, Big Sur, and La Jolla. I chose these places because Yosemite, Joshua Tree, and Big Sur and trending places for college aged people to visit. La Jolla is not as rustic and trendy for this age group, but it is still a very beautiful and local place that people enjoy. I wanted to keep all of these places to be in California in order to keep a consistent theme and in order for these places to relate more to the students, being in the state that they go to school. I tried to include iconic features of these places so that they would be more recognizable. For instance, Yosemite has half dome, Big Sur has the bridge, Joshua Tree has the famous Joshua Trees and boulders, and La Jolla has La Jolla cove. I depicted these places with large shapes to create the structure of the design, and I used gradients within those shapes to show landscape changes and color. The sky takes care of the need to have a lot of blue in the design, and Big Sur and La Jolla’s design have even more blue from the ocean. Yosemite’s design has more blue because I wanted to show the distance of the landscape, so I made the mountains a shade of blue to show atmospheric distance. Joshua Tree’s design is not as blue because blue does not exist much in the desert. I wanted to use a simple and bold type to convey my message since the rest of the design is complex. My message is “Your recycling at SDSU helps keep _____ clean.” This message ties in these landscapes to recycling here at school. My hope is that when people look at this design, they can remember how recycling helps the environment and how the opportunity to help is right in front of them. They might be able to see the bigger picture of recycling rather than just seeing a recycling bin.
Solution 7

RECYCLING AT SDSU HELPS
KEEP PLACES LIKE YOSEMITE CLEAN
Yosemite, California

RECYCLING AT SDSU HELPS
KEEP PLACES LIKE La Jolla CLEAN
La Jolla, California
Solution 7

GRAPHIC DESIGN STUDIO
SAN DIEGO STATE UNIVERSITY

KEEP PLACES LIKE RECYCLING AT SDSU HELPS

Yosemite, California

YOSEMITE, CALIFORNIA

KEEP PLACES LIKE RECYCLING AT SDSU HELPS

Joshua Tree, California

JOSHUA TREE, CALIFORNIA

KEEP PLACES LIKE RECYCLING AT SDSU HELPS

La Jolla, California

LA JOLLA, CALIFORNIA

KEEP PLACES LIKE RECYCLING AT SDSU HELPS

Big Sur, California

BIG SUR, CALIFORNIA
For the recycling bin banners, I wanted to take the approach of how the four main recycled materials can be transformed into another object. The four materials I displayed are glass, paper, plastic, and metal. I avoided using images for each material because I felt it would be too distracting from the message of transformation. So instead I went with a more clean and simple look by using icons for each material. I sectioned the banner into four equal parts, which allows the viewer to see an icon no matter where they are standing. The first section displays the full process of transformation of a material into a new object. The second section shows just the material. The third section shows the transition between the material and the new object. The final section shows the fully transformed object. The color scheme I used were tones of blue and white. The main color used to represent recycling was blue. I used the color white because it contrasts well without clashing with the color blue. In order to break up each banner in the series, I used a different tone of blue for each one. I choose to make the first section white to help stand out from the rest of the banner. Since the first section has the whole process of transformation, I felt like it would be the best focal point in banner. The text I used was reduce, reprocess, and reuse. I choose these texts because they represent the transformation process for each section. The icons and texts are in white except for the first section where they are blue. To help prevent the icons from looking like they are floating, I added a tone of blue border around the banner.
Solution 8

REDUCE  REPROCESS  REUSE

REDUCE  REPROCESS  REUSE

REDUCE  REPROCESS  REUSE
For the Environmental Graphic Design project, we are tasked to create appealing work that will engage the students around San Diego State University in order to become more environmentally friendly by recycling their used materials. The conceptual idea that I chose is an abstract design made up of organic and geometric patterns formed by a cluster of recycled products such as; soda cans, water bottles, cartons, and glass. I wanted to design something that was interesting to look at from a distance and also reveal the make-up of the art work from up close. I also took into consideration that students don’t spend a lot of time throwing their things away and it being below eye level that they don’t view the objects for very long, so the art work has to engage them and be predictable for a brief moment.

Each design has the same properties; the majority of the page is filled with a collage of recyclables with subtle white space. However, with the different design elements, some being fluid and the others more geometric, but indicate motion with varying overlapping objects and changes in size. The color palette has a majority of blues to reference the color of the typical recycling emblem and color, with the addition of the lighter and more vibrant blue. The addition of the orange is a complementary color of blue but also adds a nice contrast that stands out from the rest of the design.

The design was fabricated around the idea to bring an awareness to students of the positive outcomes that occur for themselves, those around them and the environment. By creating an interesting design that attracts people’s attention and have them dissect the illustration would make people realize the importance of recycling. The two messages the can be taken from the design would either show the benefits of recycling. With the color palette that gives off a positive feeling. However, the second meaning shows the over-crowded space that is filled with waste. No matter the position, the design should communicate the responsibilities of recycling.
For this series of recycling can wraps, I wanted to focus on sustainability, recycling, and how these affect the environment. I chose four biomes that are commonly seen around Southern California and surrounding areas (Mountains, Forests, Oceans, and Deserts). With this subject matter, I constructed simple single color landscapes. The colors range from a more greenish blue to a more purple-blue tone to show distinction between the environments while keeping a consistent color application. The use of gradient enforces depth and creates a more engaging and dynamic piece. The message reads, “RECYCLING SAVES THE...” with each biome named. This message conveys the idea that recycling can save all of these places and more. By recycling the world around us becomes a cleaner place. I used the font Gill Sans MT (MonoType) because it compliments the blocky shapes of the landscapes while maintaining a clean and modern feel. I also used a gradient on the type to allow the words recycle and the name of the biome to come forward while the word “the” blends more into the landscape. The text is set in a block on the left side of the wrap to allow the landscape to be seen without any obstructions, a clean environment. This can wrap design allows the text to be clearly read while still giving the landscape priority to convey the importance of the environment and how recycling can bring about a cleaner and more sustainable world.
Solution 10

RECYCLING SAVES THE MOUNTAINS

RECYCLING SAVES THE FORESTS
Solution 10

Recycling saves the mountains.

Recycling saves the forests.

Recycling saves the oceans.

Recycling saves the deserts.