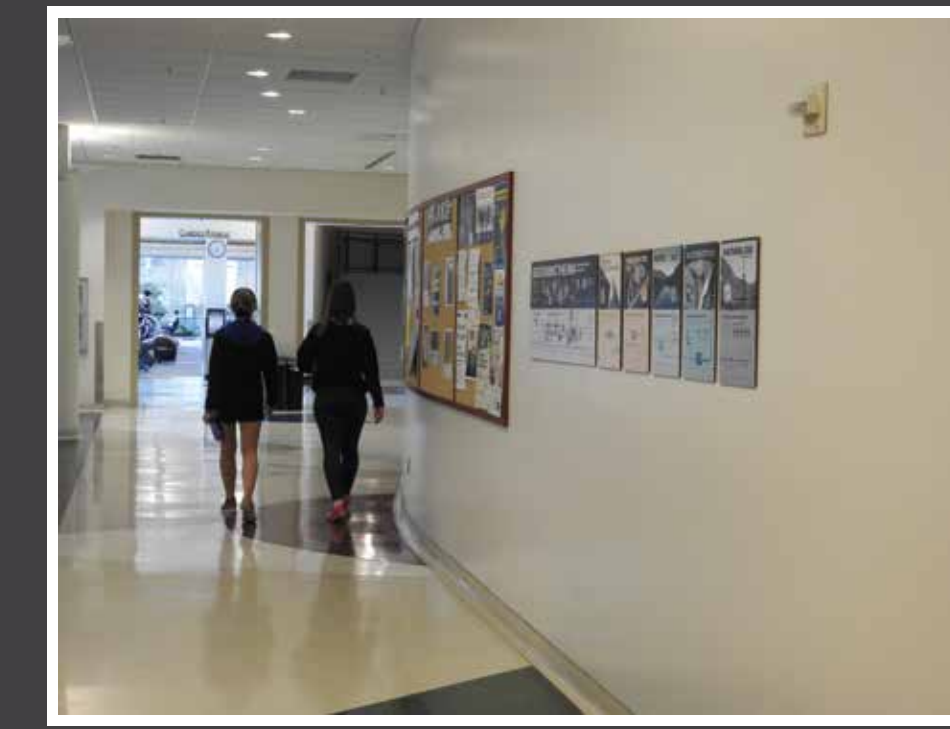
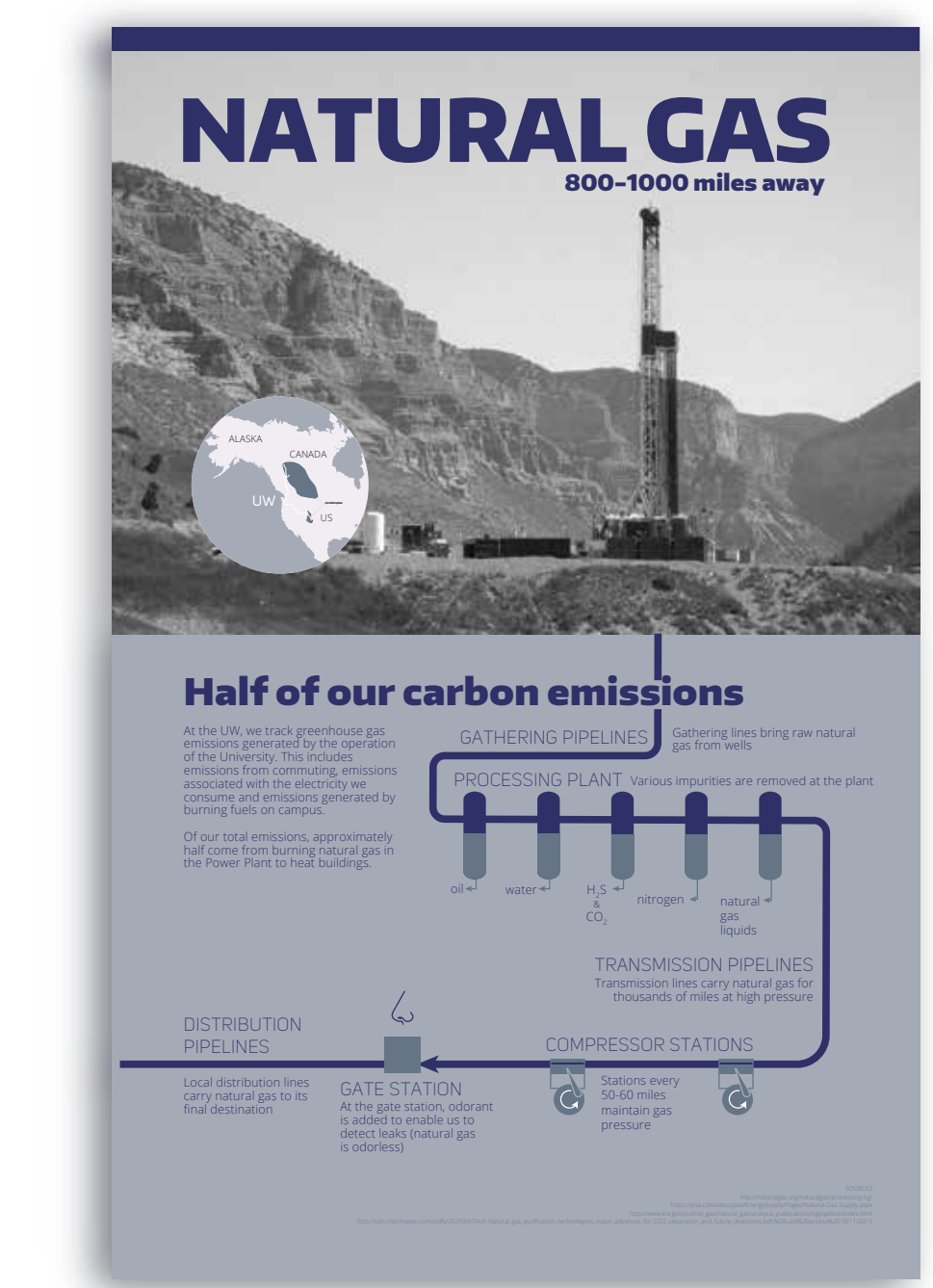
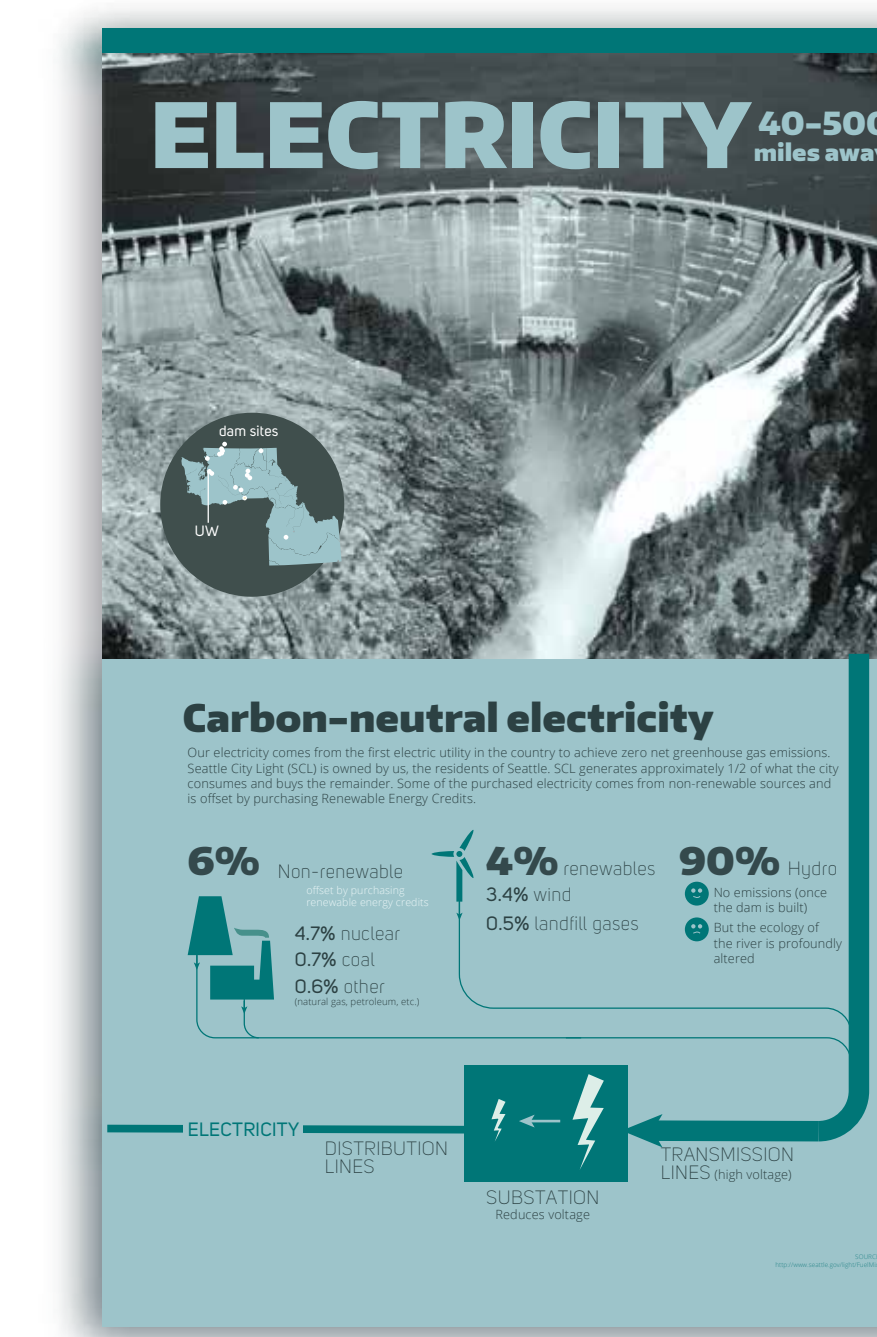
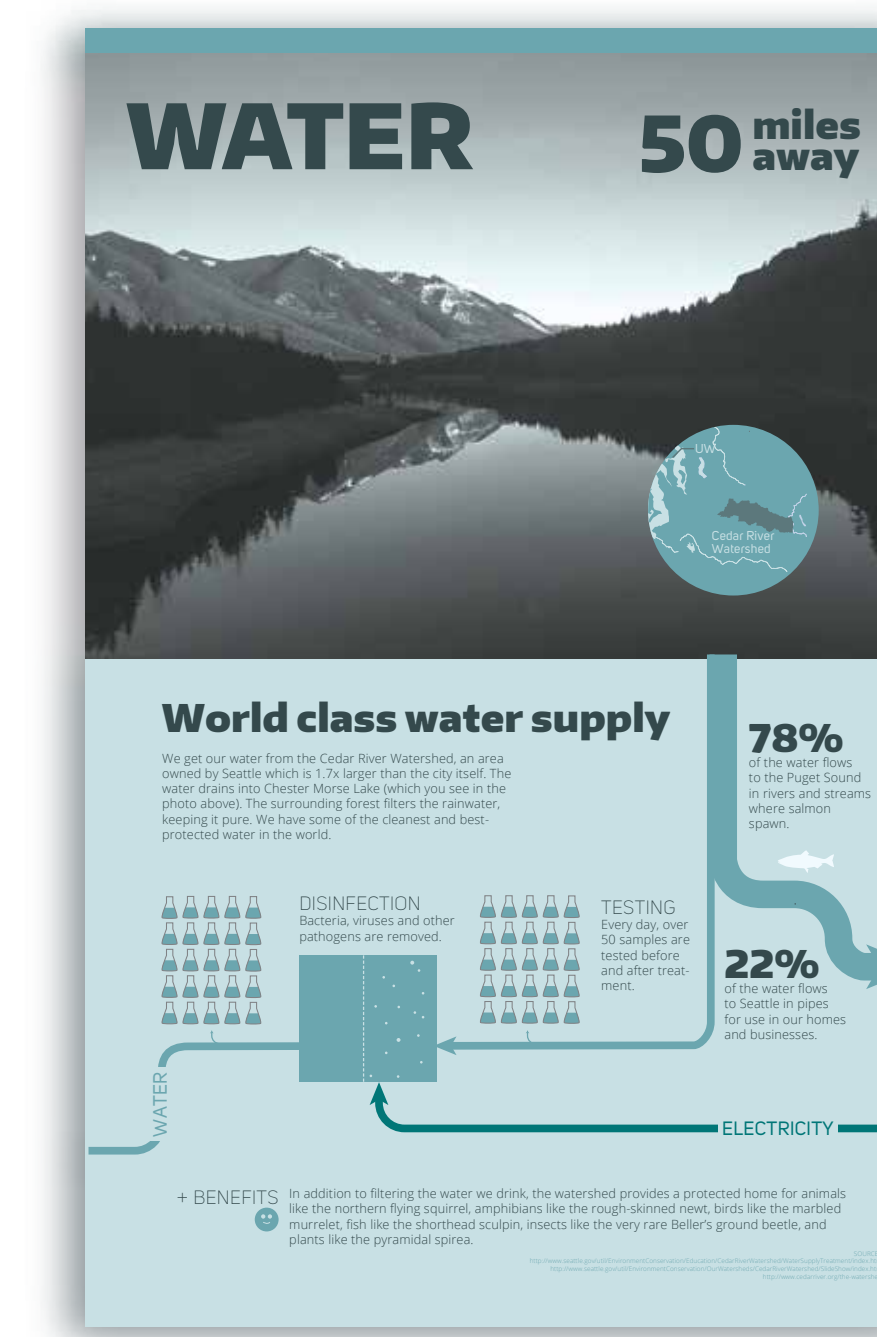
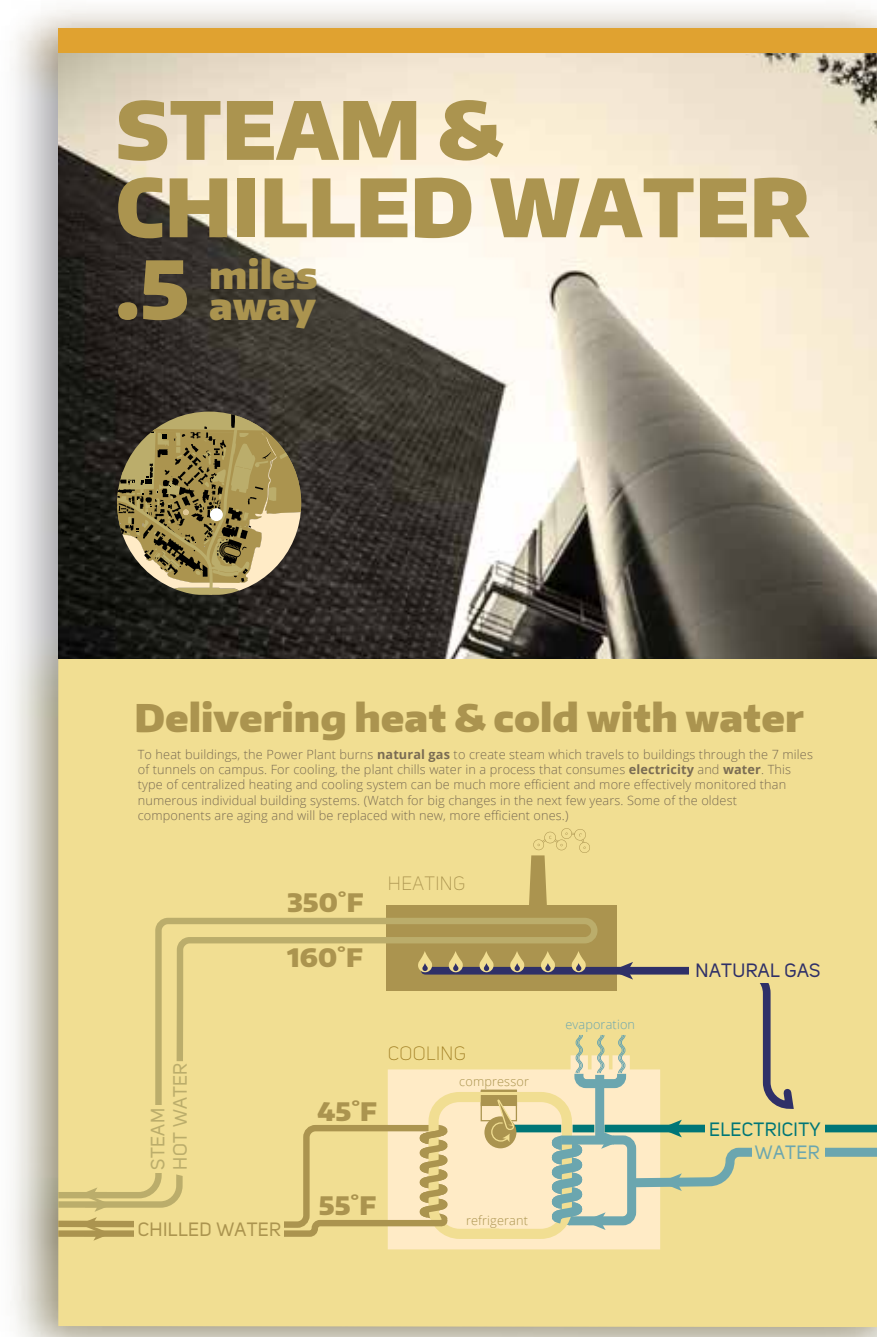
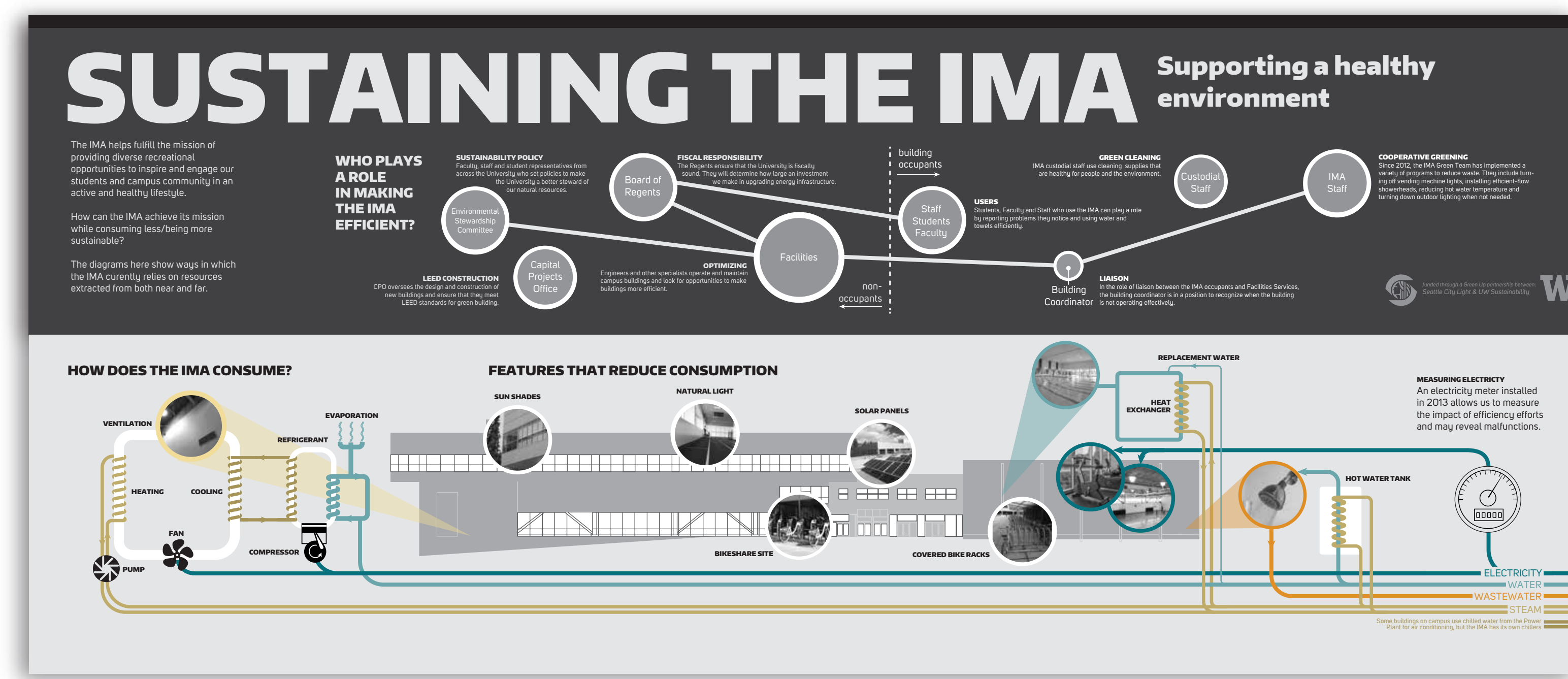


## INSTALLATION EXAMPLES



# Infographics to promote environmental literacy



## BACKGROUND

Starting with the premise that it is important to have a basic understanding of how our actions are linked to impacts on the environment, we set out to foster awareness of how the buildings we rely on consume or alter natural resources.

We made the strategic decision to provide this information in the form of posters mounted in the buildings rather than on a website, so that occupants would encounter the information in context.

The work of creating these infographics was funded through a Green Up partnership between Seattle City Light and UW Sustainability.

## 3 TYPES OF CONTENT

- utility information**  
To help people understand where the resources come from (including the distance travel), and how those resources are extracted, processed and transported to campus.
- who makes an impact**  
To help people appreciate the network of individuals and groups who can and do play roles in reducing building impact, and to empower people to become involved.
- how the building consumes**  
To help people understand what it takes for the utilities to be converted into services such as light, heat and power for their phones and computers.

## 3 GRAPHIC STYLES

- photos to connect**  
Distant resources can feel abstract and hard to appreciate as places of value or interest. We used photos to make them more concrete, real, and therefore worthy of care. We also used photos of building features to trigger recognition and help viewers appreciate the connection between resource consumption and the physical features they encounter.
- schematic diagrams**  
The technologies used to deliver and process utilities can be highly complex and trying to communicate that complexity is potentially overwhelming. However the basic concepts are rather simple. Conveying that simplicity with schematic diagrams empowers building occupants with knowledge and understanding.
- realistic illustration**  
The building illustration is made realistic to trigger recognition. Detail is minimized to keep it from detracting attention from the photos and diagrams.

## STEPS FOR CREATING YOUR OWN

**1 Gather utility information**

Learn about the utilities consumed by your buildings. Facilities staff know about campus energy infrastructure (e.g. power plants and generators). Information about the utilities is generally available online.

**2 Gather building information**

Learn about the building infrastructure. This can be challenging to compile. Most of the information about buildings on the UW campus came from Energy Audit reports that had been completed for most buildings on campus. These reports included a summary of each building's operating systems.



**3 Take photographs**

This is as simple as walking through the building with a high quality camera in hand searching for visible system components such as lights, ventilation ducts and water fountains. The goal is to get images that can be recognized at a small size. Look for good lighting that provides light-dark contrast so the image doesn't simply look gray.

**4 Trace or modify architectural plans**

The university maintains copies of architectural plans for all buildings on campus. Older building plans are photographs which can be traced. Newer plans are digital files which can be modified, though their large size makes them unwieldy to work with. The goal is to create a recognizable line drawing of the building without extraneous detail that can be visually distracting.

**5 Mount sustainably**

We worked with our poster shop and found people who were excited about moving away from their traditional foam core mounting surface to using attractive cardboard mounting instead. We hung the posters using either non-destructive poster-mounting strips (for painted drywall surfaces) or push pins and binder clips (for bulletin-board-type surfaces).