

**Project  
Question:**

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**In what way can environmental news we read be presented through sound and typographic design to engage people in a local geographical location?**

**Overview**

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We are consistently overloaded with news headlines across multiple different media platforms, informing our decisions, creating debate and forming opinions. News is all around us and even more so with the development of technology, making it harder to get away from the news. This news ranges from local to national to global headlines. Less is focussed on environmental information and projects, it almost gets pushed to the back and forgotten about.

**Aim &  
Objectives:**

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The aim of this project is to explore how environmental news which isn't presented through news outlets (TV, social media, newspapers, Internet) can engage and have impact on a local geographical area when presented in an abnormal and out of context format.

This project will help raise awareness of environmental issues on a local level, with the hope to engage, inspire and have impact to those living in the geographical area.

**Audience**

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The primary audience for this project will be those living in the immediate geographical area of Trowbridge, Wiltshire who consume news daily. The audience will be those who are looking to engage and have a voice on issues which could help change their local area and beyond.

**Anticipated  
Deliverables:**

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The deliverables for this project will potentially be focused around a more digital campaign response. Digital posters accompanied by sound files to allow for viewing. This anticipated outcome may divert into printed materials and digital location spots once research on demographic and location has been thoroughly considered. The demographic will be key to how the project is presented.