

eBird

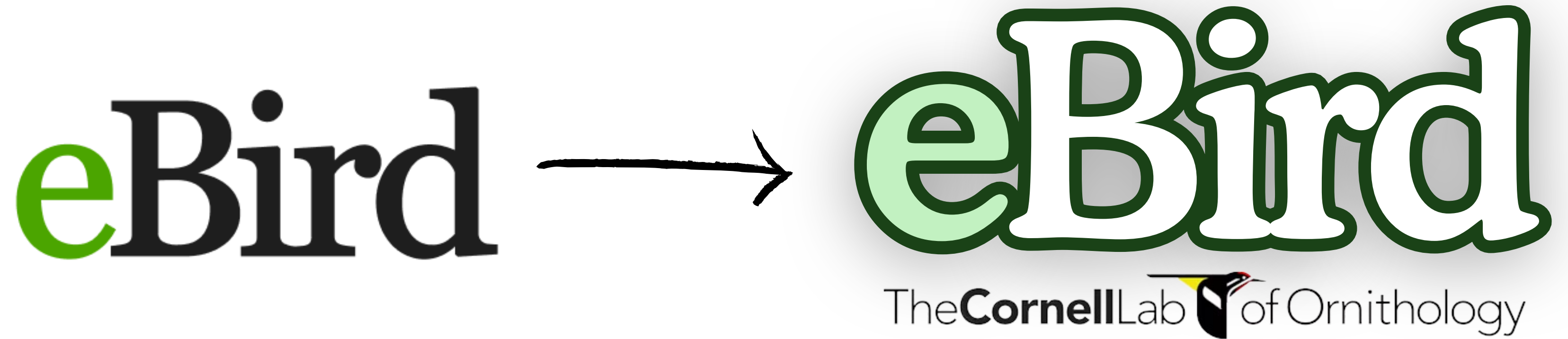
The Cornell Lab  of Ornithology

eBird App

environmental campaign

Emily Howard

slight re-brand



Changed typeface to Cooper BT font family, inspired by vintage activism printing, added outline and lift in order to layer over detailed backgrounds but still wanted to keep the serif typeface.

inspiration

the WHY CHEAP ART? manifesto

PEOPLE have been THINKING too long that ART is a PRIVILEGE of the MUSEUMS & the RICH. ART IS NOT BUSINESS ! It does not belong to banks & fancy investors ART IS FOOD . You cant EAT it BUT it FEEDS you . ART has to be CHEAP & available to EVERYBODY . It needs to be EVERYWHERE because it is the INSIDE of the WORLD .

ART SOOTHES PAIN!

Art wakes up sleepers !
ART FIGHTS AGAINST WAR & STUPIDITY !

ART SINGS HALLELUJA!

ART IS FOR KITCHENS !

ART IS LIKE GOOD BREAD!

Art is like green trees!

Art is like white clouds in blue sky !

ART IS CHEAP!

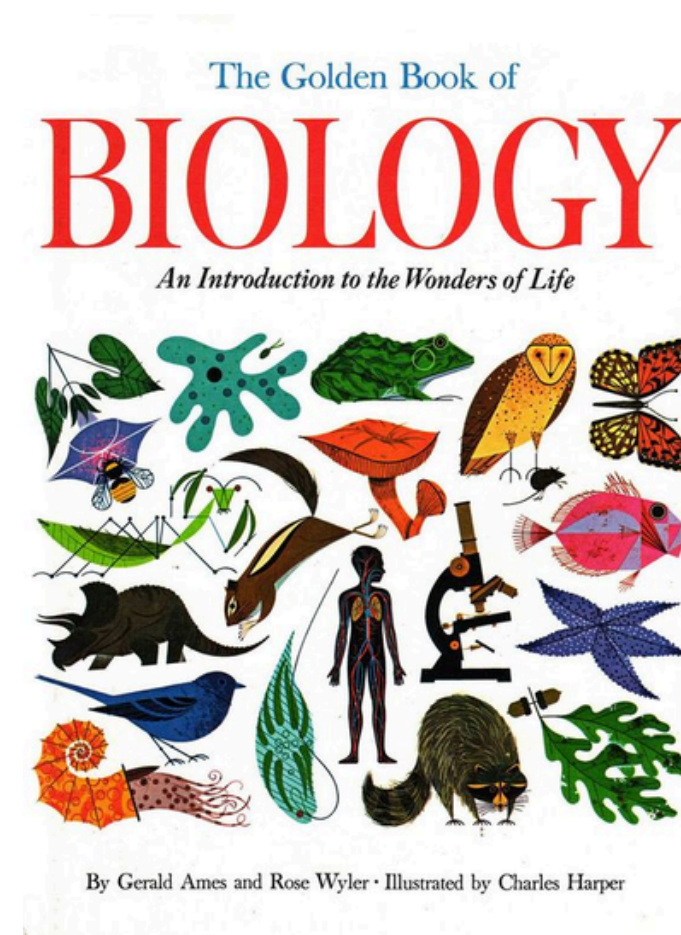
HURRAH!

Bread & Puppet Glover, Vermont, 1984

font inspiration



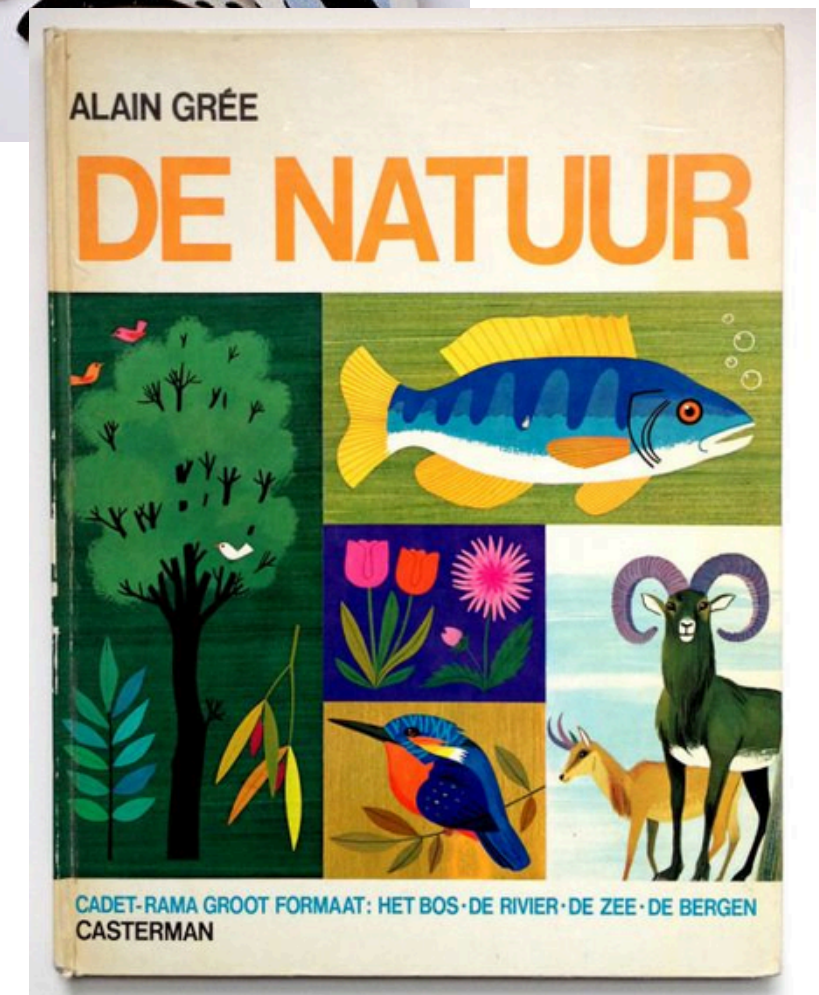
mid century shapes



retro styling



Articulated animal



campaign features

Hand painted/hand cut paper

I painted different textures on paper and cut the pieces to assemble birds to use as clip art motifs to emulate articulation

Eco-conscious merch

I designed a reusable water bottle, biodegradable phone case, organic cotton tote, and Lifer bird journal

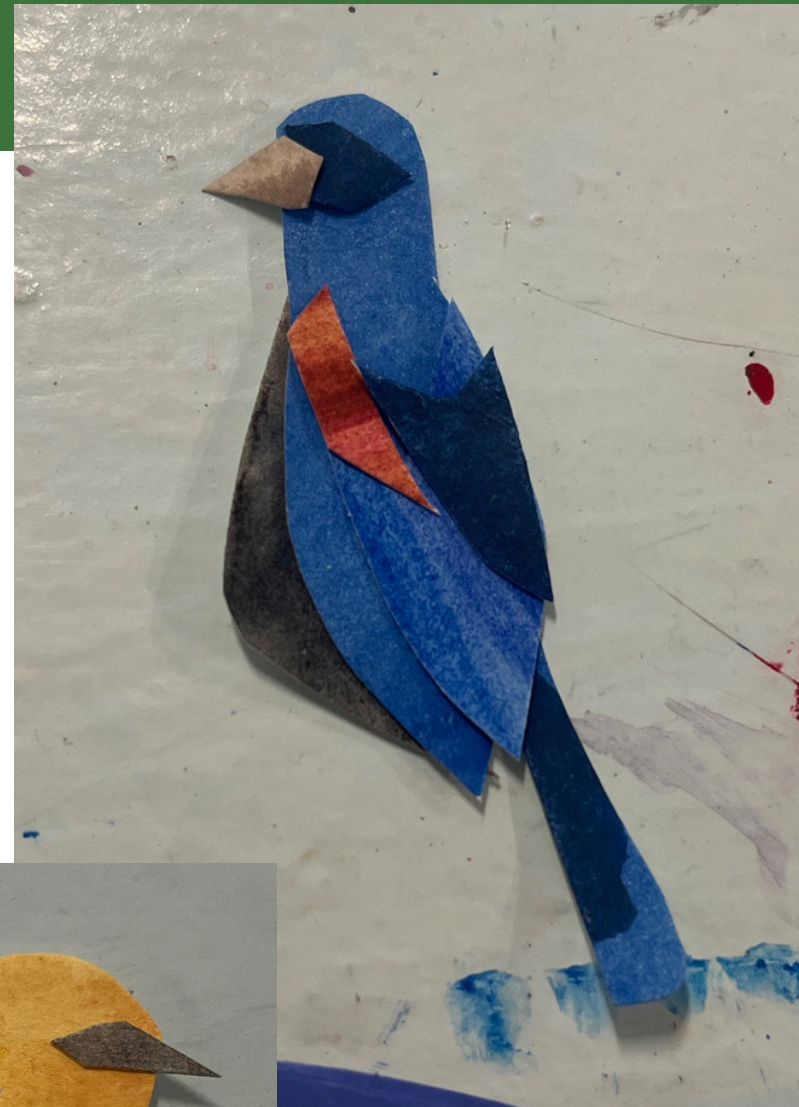
Interactive opportunities

Backyard Bird Count event and bird quiz

Emphasis on Citizen Science

Recurring thread tying birding as a hobby as a means of contributing to citizen science

process images



digitized mixed media art

diverse mix of species and habitats



red shouldered hawk



roseate spoonbill
(my fav bird)



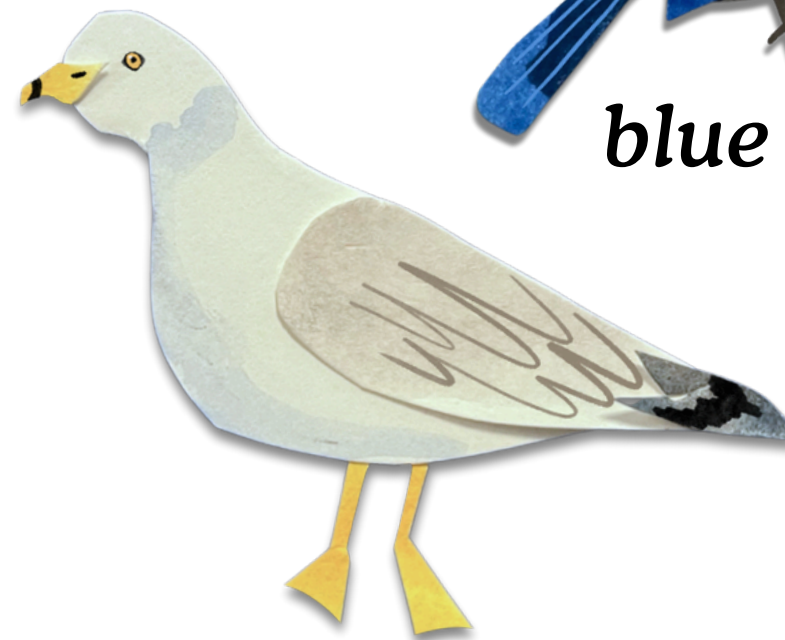
scarlet tanager



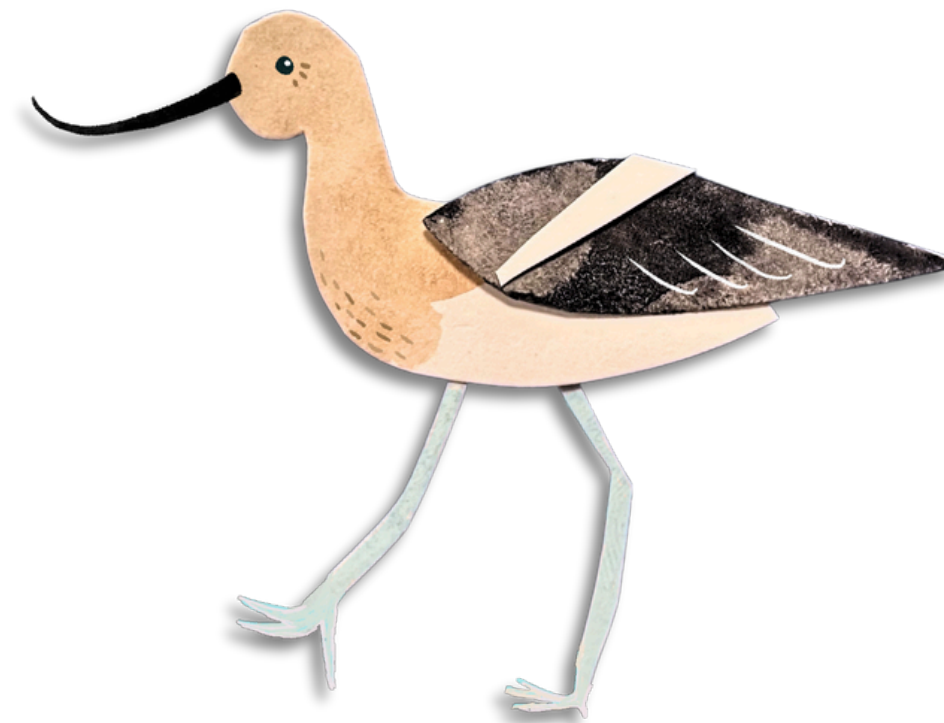
blue grosbeak



prothonotary
warbler



ring billed gull



American avocet

*handmade birds
with digital logo
remake*



eBird

The Cornell Lab of Ornithology



Quiz:

What kind of
bird are you?

eBird

versatile design



*protect our
wetlands
promotion*



*Backyard
Bird Count
Citizen
Science
Event*

count me in!



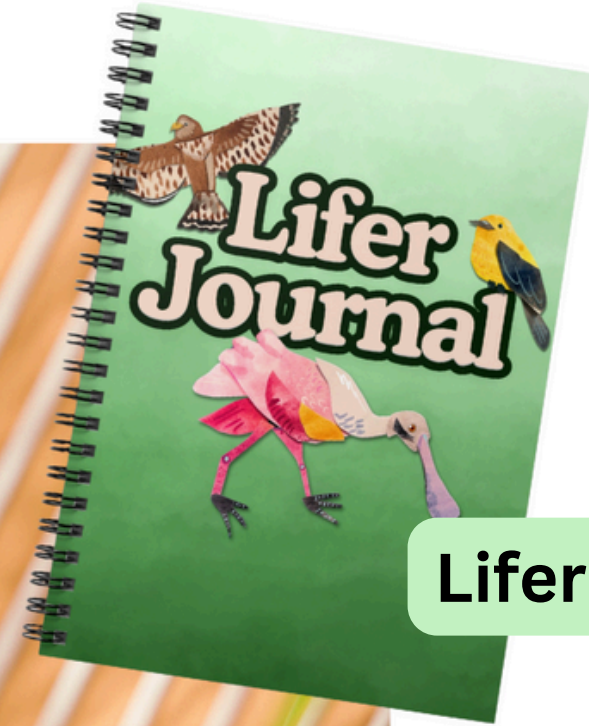




organic cotton tote



reusable water bottle



Lifer journal



biodegradable phone case

eco-friendly merch

Creative Direction and Brief

Creative Direction

Room for Improvement

I have never done cut paper art before, so I was pretty excited to give it a try for this project. I was inspired by an articulated paper puppet I saw and in my head I imagined being able to split up the wings and head to be able to animate flapping wings or a bobbing head, but I couldn't find a software that would allow for simple tracking animation. If I were to expand upon what I've made, that's definitely what I would do.

I will probably make more birds for fun when I get the chance because I am really happy with how they turned out in real life and as clip art.