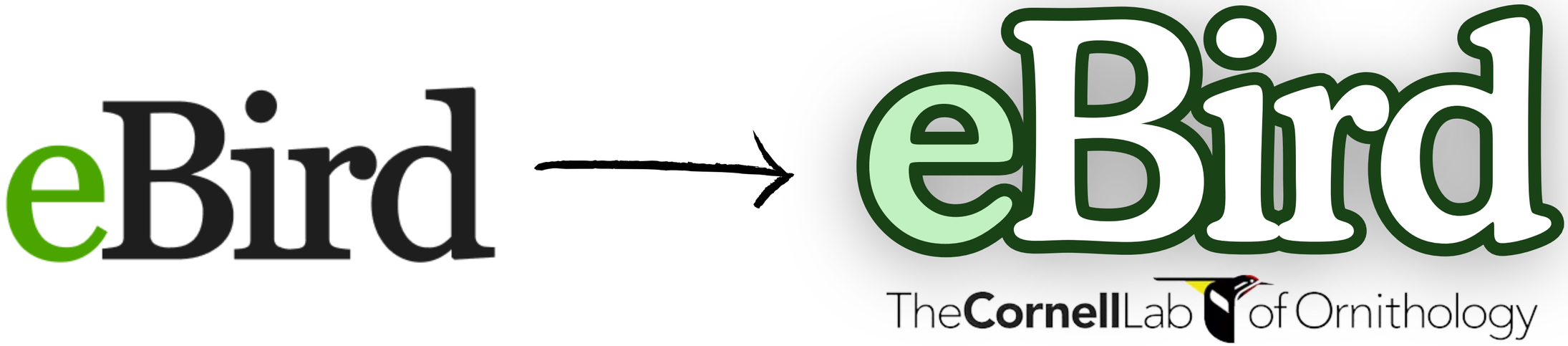
eBird App

environmental campaign

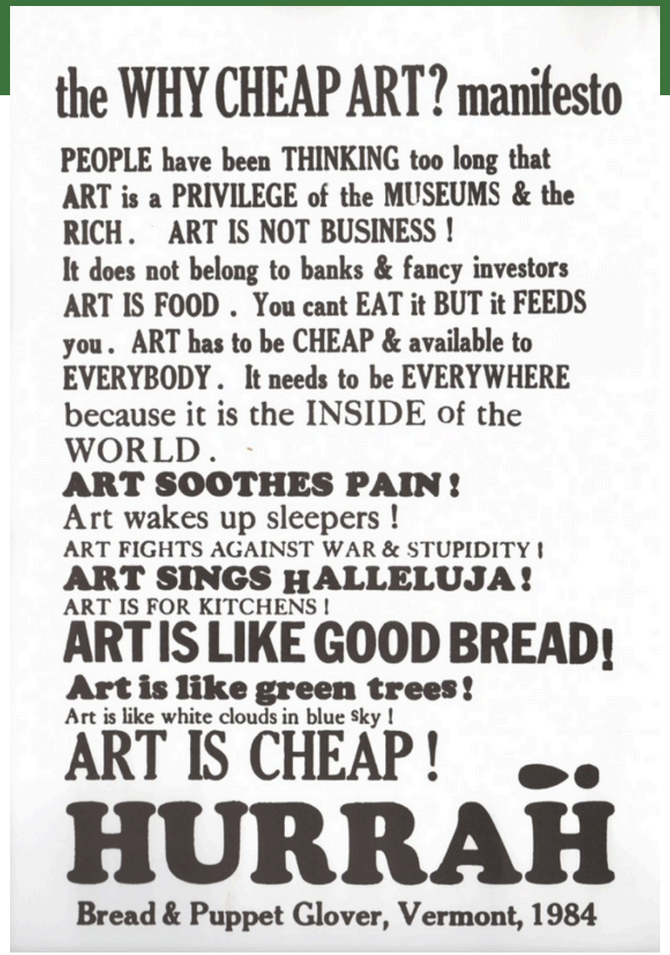
Emily Howard

slight re-brand



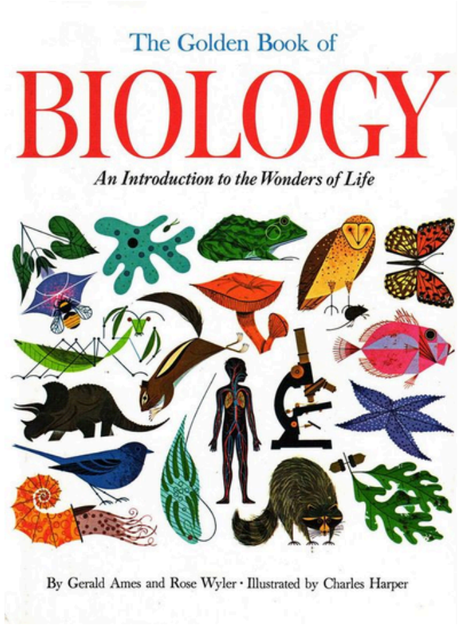
Changed typeface to Cooper BT font family, inspired by vintage activism printing, added outline and lift in order to layer over detailed backgrounds but still wanted to keep the serif typeface.

inspiration



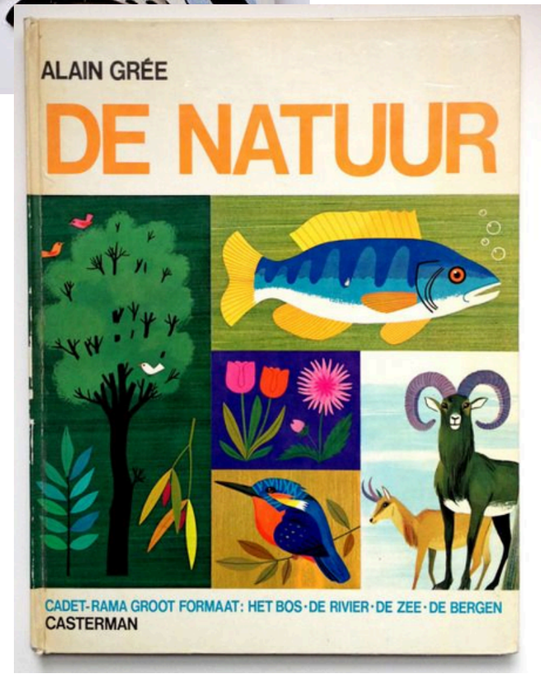
font inspiration

mid century shapes



Articulated animal

retro styling



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

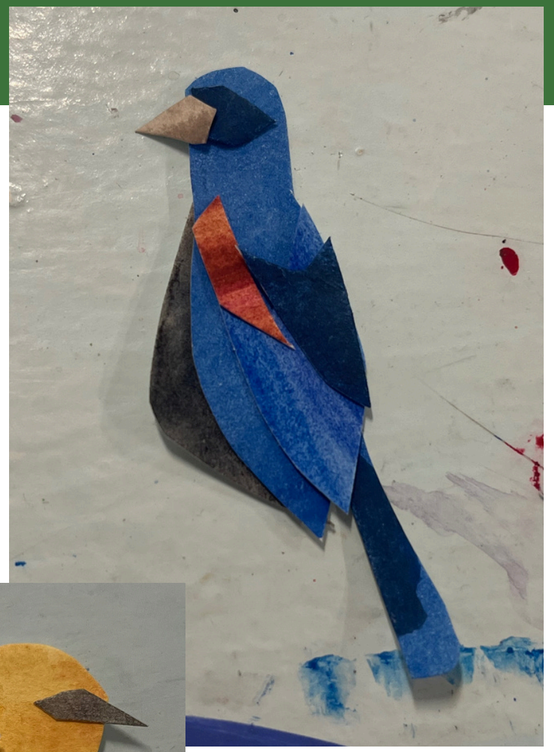
Interactive opportunities

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

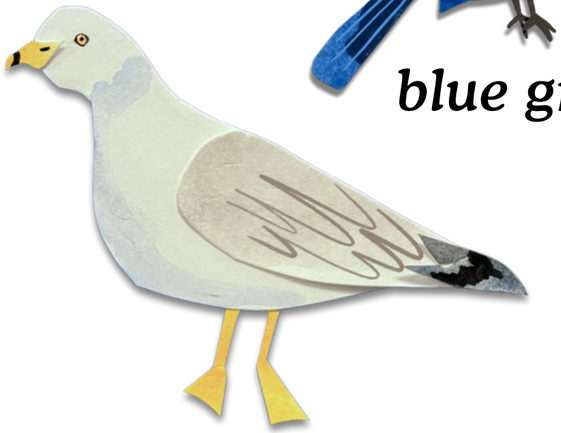
red shouldered hawk

scarlet tanager

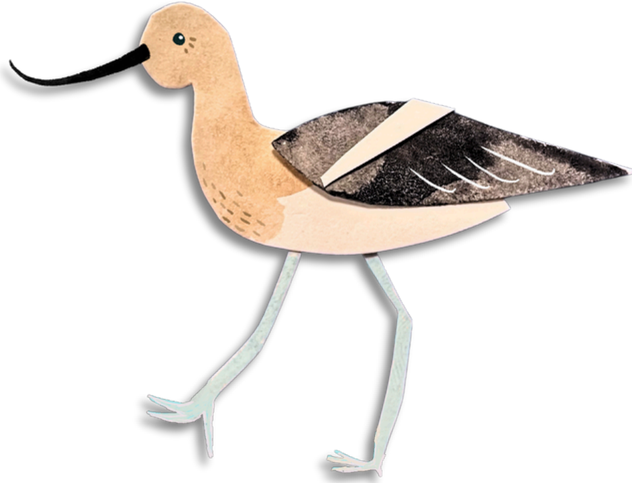
blue grosbeak

roseate spoonbill
(my fav bird)

prothonotary warbler



ring billed gull



American avocet

handmade birds with digital logo remake

versatile design

protect our wetlands promotion

Backyard Bird Count Citizen Science Event

HELLO
MY NAME IS
future
ornithologist
eBird
TheCornellLab of Ornithology

eBird
TheCornellLab of Ornithology
spot them, log them, save them

organic cotton tote

Lifer journal

reusable water bottle

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.