A FLEXIBLE CAMPAIGN
AN INTERVENTION ON WATER

by George Theodorakakos
Class: Graphic Design II
Instructor: Melina Constantinides



PROJECT OVERVIEW

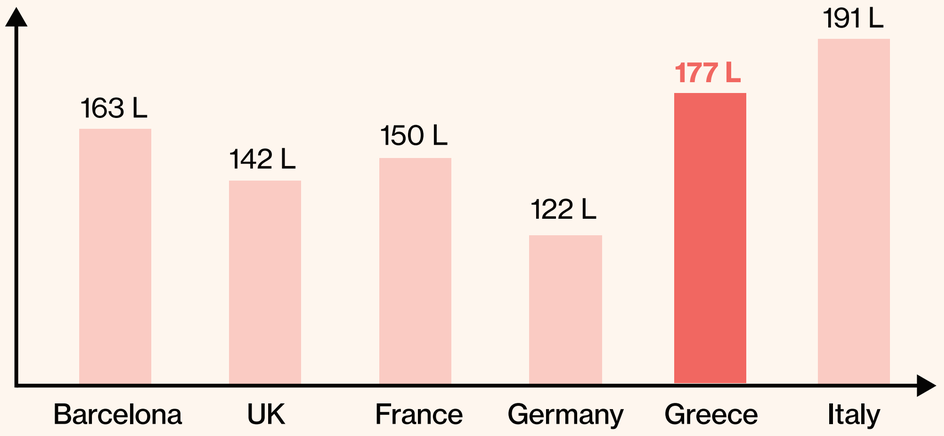
The **goal** of this project is to create a **flexibility system** for an **awareness campaign** around an urgent crisis around Athens.

Climate change, rising demand, and everyday habits at home push our water reserves to critical levels, reaching record low water shortage in the last 15 years.

Most of the time, the problem is invisible ...
until the water runs out

64%

The Mornos Reservoir (the major source for Athens) had its reserves fall to 192.8 million cubic metres



Average Consumption of tap water per person

LOGO DRAFTS

NOW YOU SEE IT

NOW YOU SEE!

NOW YOU SEE

see

NOW YOU SEE

NOW YOU SEE

NOW YOU SEE

NOW YOU SEE IT

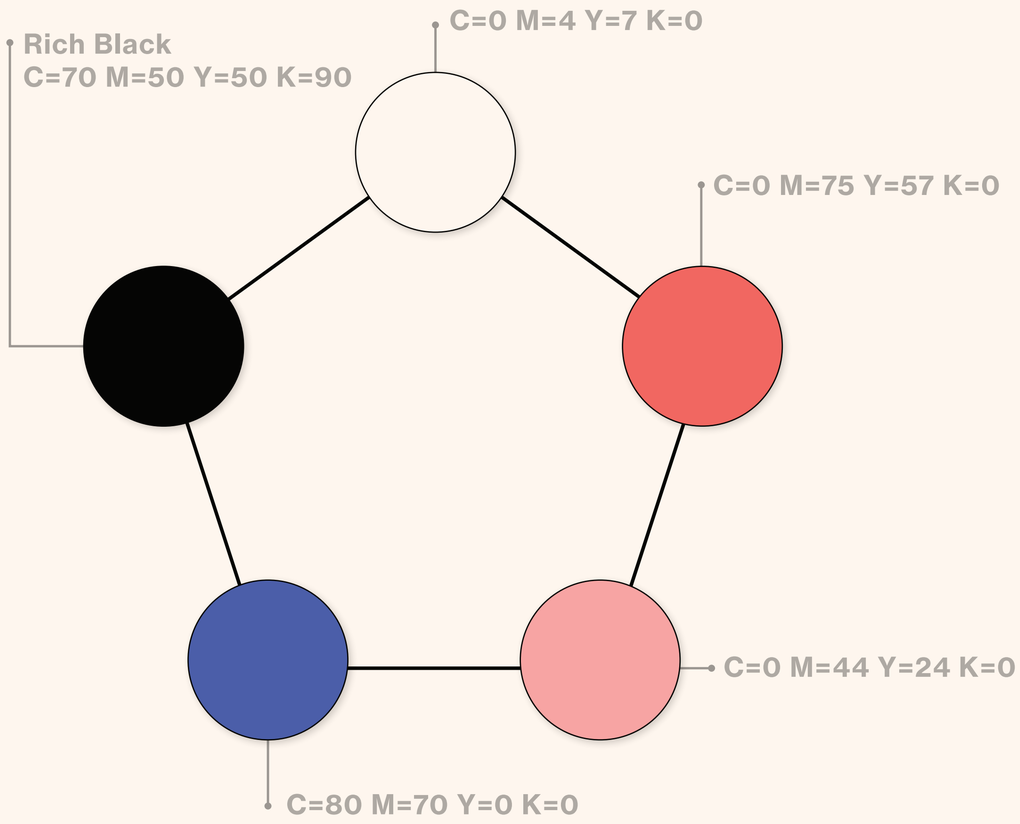
#NOW not TOMORROW

FINAL LOGO

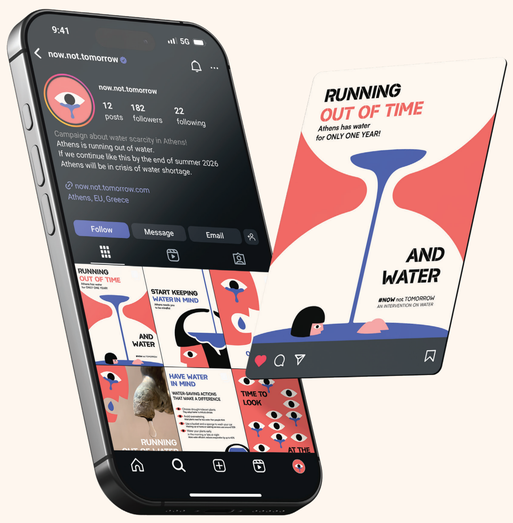
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COLOR PALETTE



SOCIAL MEDIA



MOCK UPS



