

overstuffed process book

JENNIFER JUDD

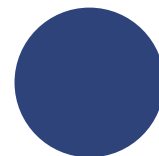
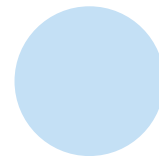
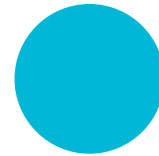
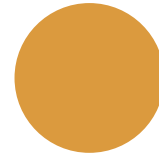
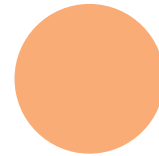
consumerism | concept 1

need v. want

Staying on a microeconomic level, this campaign would focus on creating a lens for people about considering whether what they are buying (or eating or using or consuming) is a necessity or a nicety. These things are both subjective, but we would drive towards the motivation behind the decision to buy. We can look at alternatives and lifestyle changes—even small ones like using a calendar to plan grocery shopping instead of stopping for fast food or checking for things at thrift stores or yard sales before immediately checking on-line availability.

An overall view of the consumption economy (at a macro level) will be presented, to help the audience see the role they play as a shopper. In addition, personal finances and the impacts of overspending will be addressed as a collateral result of

The main part of the campaign will be a website featuring a simplified educational piece as well as suggestions and tips for minimizing ones personal consumption footprint and personal over-spending.

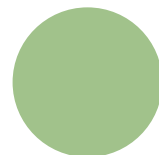
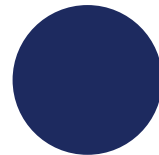


green impact

This approach drives for more environmentally-conscious change. The motivation behind shopping and spending behavior is linked to the impacts that each purchase has on the environment from the initial reaping of resources to the limited availability of disposal options.

Ideally, the changed behavior would be to reduce consumption thus reducing the amount of waste generated on a personal basis both directly and indirectly.

A portion of this campaign will also advise on how to advocate locally for better recycling programs and at a regional or national level for increased oversight of waste management.

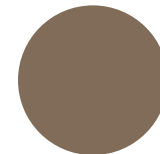
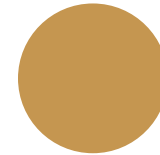
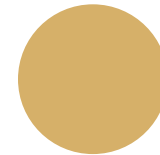


a day in the life

This campaign will follow our spokesperson, Roger, on a typical day. We'll look at many of the decisions he makes throughout the day and how he could change the lenses he's using to make a choice that could lessen the environmental impact.

This will require some background on the consumption economy, from a macroeconomic approach, but done in plain language so it is applicable to daily life. For instance, Roger stops to get a cup of coffee. Let's take a look at where the coffee came from, how the employees of the coffee shop are treated, and where the paper cup came from (and where it will go when he's done with it). Then, we can consider alternatives to that scenario that Roger can do differently himself or help him become an advocate for more widespread systemic change.

The central character for the campaign will help personalize it and enable a quicker connection to the audience.

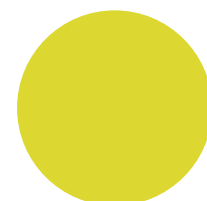
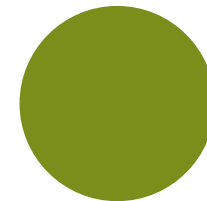
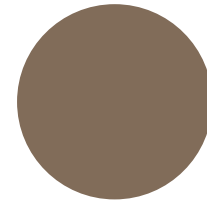
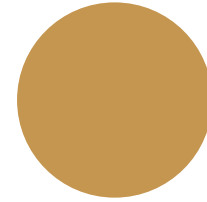
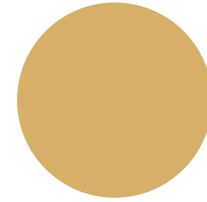


roger makes change

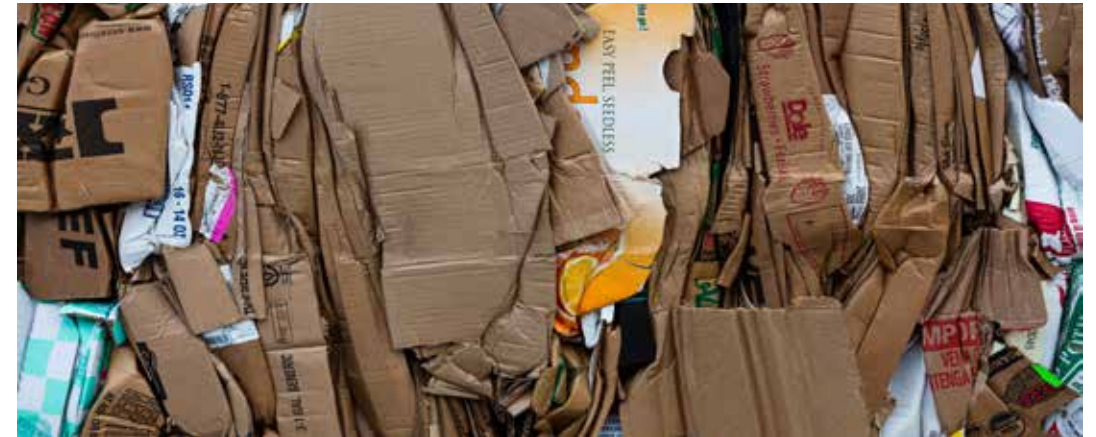
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DECONSUME

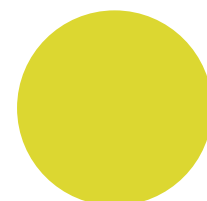
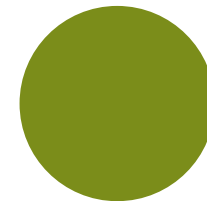
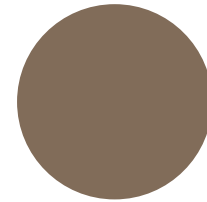
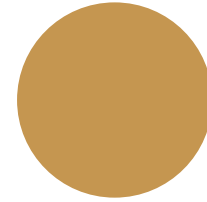
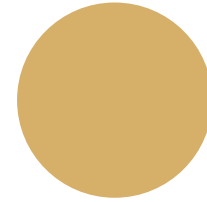


roger shops less; goes outside more

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SHOP LESS. LIVE MORE.

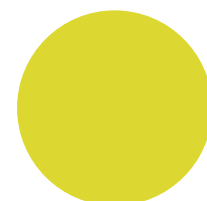
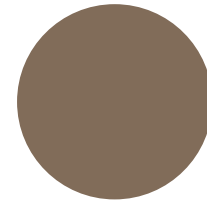
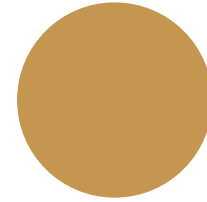
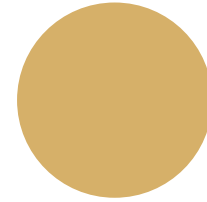


roger and stuff

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project brief: consumerism

proposal

Today's society faces a conundrum in the form of consumerism vs. ecological impacts. This happens at the personal level as we determine what is necessary for survival versus what we want to have in our lives in terms of things and experiences. The comfort level for spending and personal debt has evolved into a more acceptable fact of life. At a global level, the economic impacts of shopping and consumerism dovetail with the impacts on the earth's environment. Using the data from economists, sociologists and various environmental organizations, this campaign will drive towards making the individual impacts of spending and shopping clear to the audience.

Using products that, theoretically consume less resources, in line with the message, we will provide information and analysis while encouraging action at the individual level and through political advocacy. We are not attempting to enact a significant economic change but provide a view of the impact of individual choices that are made on a daily basis

objective

Our object is to educate consumers on the impacts both locally and globally on their personal lives, communities, and the global stage. The overall aim is to potentially reduce the impact of consumers and shopping on global markets and the environment through individual action.

audience

The primary audience for this project will be people who shop and have the flexibility of choice with what to do with their resources. While the eventual message and change would be on a policy level, the economic impacts are outside of our expertise.

goals

Develop robust research on the impact of shopping and consumerism on the economy and the environment.

Create an informative, engaging website that will generate alternative actions.

Minimize the consumable impact of the campaign.

deliverables

Poster

Website

Instagram Carousel



idea

Based on themes in the book “The Day the World Stops Shopping” by J.D. McKinnon, we will look more closely at consumption culture and shopping. These things have an integral role in the global economy but have also come to point that is using the earth’s resources at an unsustainable pace. We want to educate consumers about the impacts of their actions on both themselves, others, and the environment. Plus, we’ll make a call to action to make small changes in personal spending and consumption habits. Our hope is that with small individual changes we can create a wave of impact.

goal

To create a print and digital campaign to reach consumers and drive consumption-related behavior change that will positively impact both their lives and the global environment.

concept

We’ll use a personal character (or multiple characters) to tell stories about a typical day in the life of an American in a small town/suburb. Stories will focus on different aspects of shopping and consumption and discuss how they relate to the economic processes of the market economy as well as impacting the environment at both ends of the production/consumption chain. Additionally, we’ll provide examples of these characters choosing different options or changing their lenses about situations and discuss how making small changes or asking new questions can make a difference.

audience

The primary audience for this project will be Americans in rural areas to small suburbs. They have enough money to get the things they need and want along with the flexibility to not spend that same money. They are not economists nor do they fully understand how things like recycling and conservation work.

personal
green
relatable
shocking
simple
witty

deliverables

- Single-issue tabloid newspaper publication
- Website
- Instagram carousel

typography

Brandon Grotesque

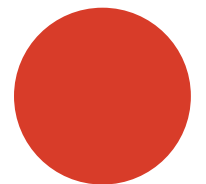
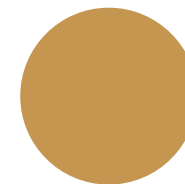
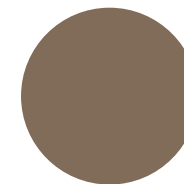
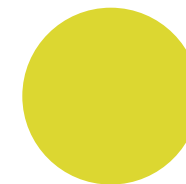
**Titles and headlines about
deconsumption**

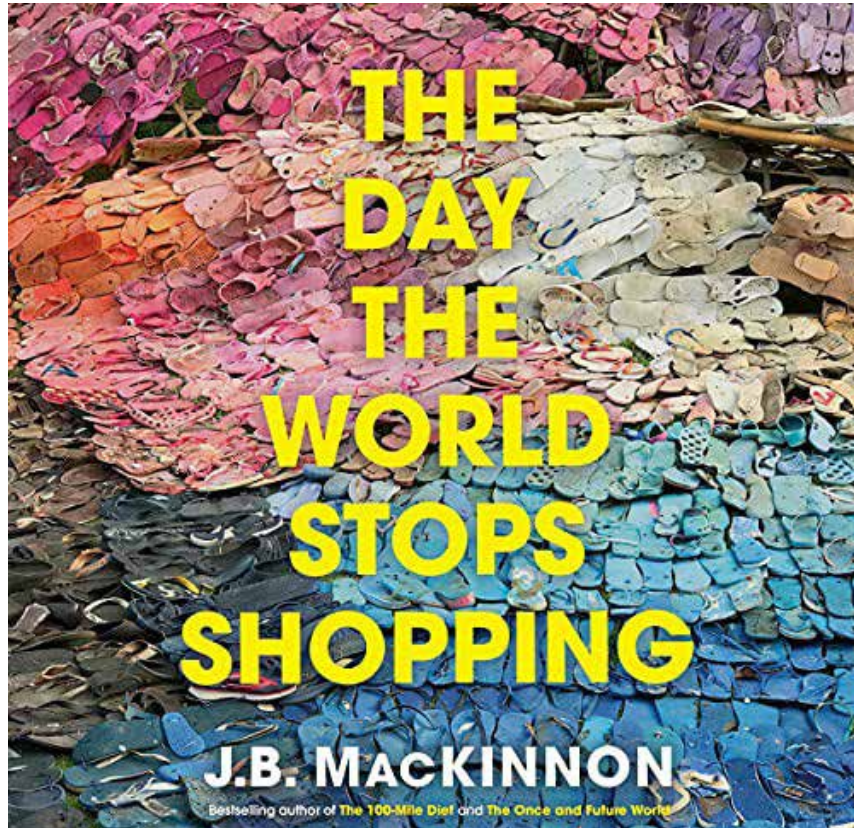
Calisto MT

Consuming and buying is central to human life, but it doesn’t have to be.

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jennifer judd





primary source

The Day the World Stops Shopping by J.B. MacKinnon is the main source for this project. While walking through the bookstore looking for inspiration (and, ironically, something to buy) I found this book. It's written at a level that doesn't require an economics degree but still provides a depth of explanation and examples.

additional sources

- The Story of Stuff Project - storyofstuff.org
- Every One Every Day - weareeveryone.org
- MasterClass Lesson - Barter Economy masterclass.com/articles/barter-economy

topics of interest

- Quality vs. Quantity - fast fashion in terms of clothing being “garbage-in-waiting” (p.156)
- Flow - bringing items into your life then you need them and out when no longer required. (p. 165)
- Becoming participants instead of consumers (p. 186)
- Recalibrating consumption to not just buy thoughtfully but have a large impact by buying less. (p. 137)
- Streamlining the information going into your brain by changing approaches to advertising (p. 66)
- Developing sufficiency behavior (p. 217)
- Comparing intrinsic and extrinsic values with consumption and deconsumption
- Waste reduction and recycling

story ideas

- Jeans, jeans, jeans: You only wear one pair at a time, right?
- Coffee making the world go around, not destroying it.
- Think twice. Toss once. A view on garbage.
- How many toys does one dog need?
- Share and share alike: living in a bartering economy.
- A review of The Story of Stuff.

system colors & typography



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CMYK: 16.84/5.24/94.85/0



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CMYK: 28/0/100/42



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CMYK: 45/50/83/15



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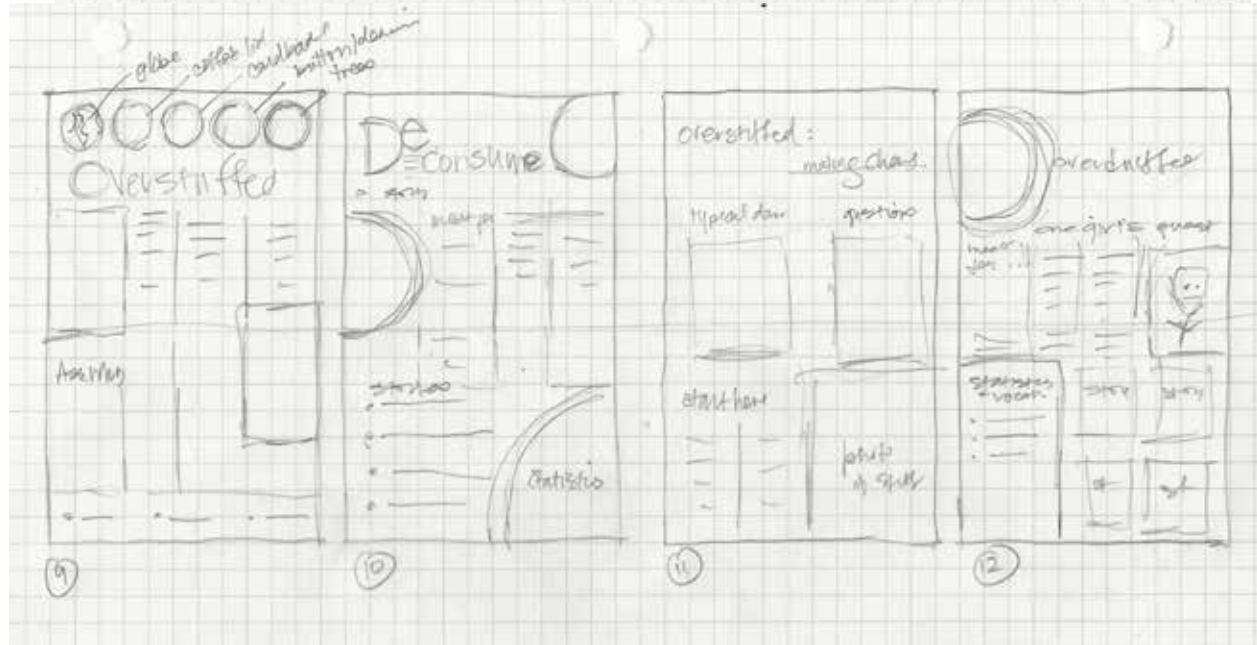
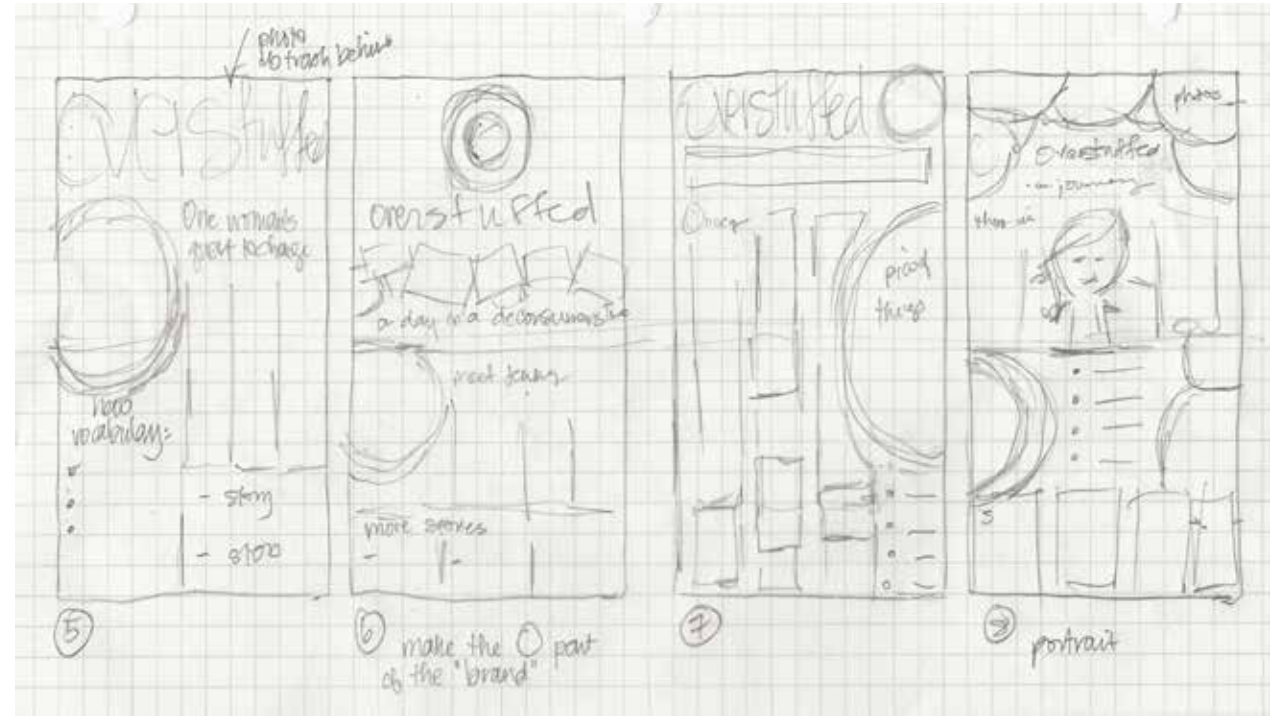
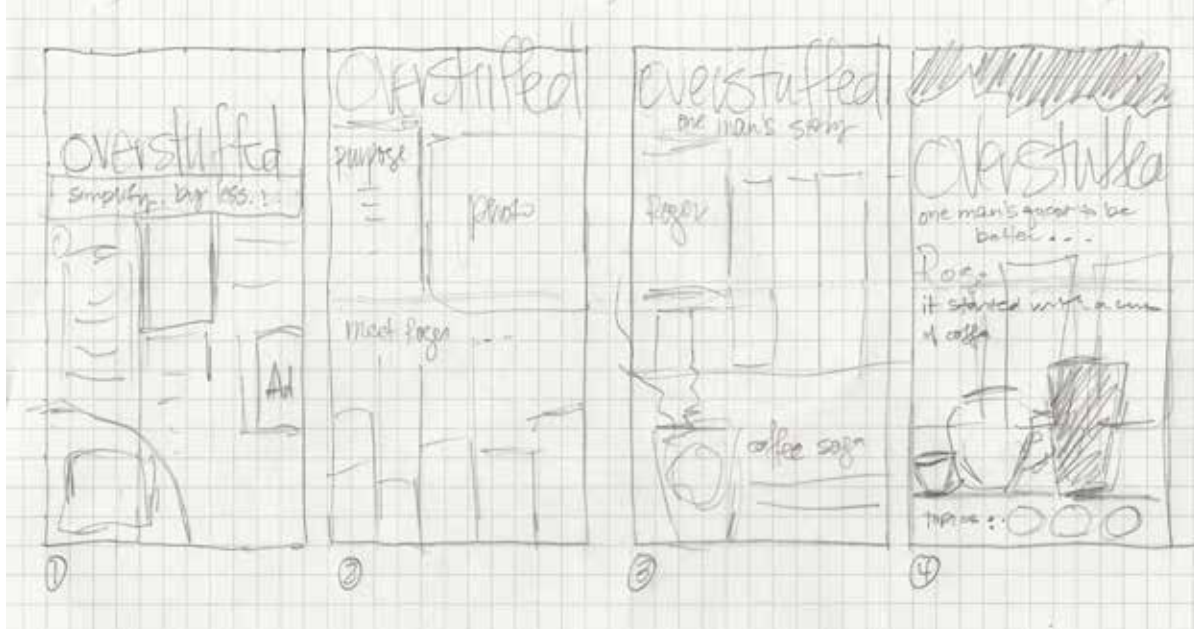
Abril Fatface

Brandon Grotesque Black

Brandon Grotesque Medium

Calisto MT Regular

tabloid cover sketches



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The Deconsumption Story Begins

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Word Nerd Heaven

We're starting out this process by learning a few new vocabulary words. Since I'm not an economist, some of these things were new to me, but I can see how they might relate to a less-stuffed life.

- Deconsumption - a economic term for the opposite of consumption.
- Fast Fashion - the creation of apparel and accessories with limited potential for use
- Degrowth
- Sufficiency Behavior
- Intrinsic Motivation
- Recalibration

More Inside Page 1 • Jeans, jeans, jeans
Page 4 • Coffee and mornings
Page 5 • A view on garbage.



overstuffed



My deconsumption story

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More Inside Page 1 • Jeans, jeans, jeans
Page 4 • Coffee and mornings
Page 5 • A view on garbage.



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a journal about changing the world.



My deconsumption story begins

Stuff is a part of my life. I collect cool things. I make things. I buy things. I eat things. You get what I'm saying. I'm a regular old "consumer" in this traditional commercial culture. My name is Jen, and I think I may have a problem with stuff and the role it plays in my life. These, I said it. I'm not a hoarder, like you see on television, but I certainly get my fair share of boxes delivered to my porch. So, now it's time to figure out what to do next.

Truthfully, I discovered my "stuff" issues when I was thinking about budget issues. It takes quite a bit of spending to be a good consumer. Ironically, as I was wandering through the book store looking for something to buy, I saw this book called "The Day the World Stops Shopping" by J.B. MacKinnon. The tag line spoke to me: "How ending consumerism saves the environment and ourselves." Could this be the answer to my budget issues? Just stop shopping? Ha!

Small chunks.

I'm a reader, not an economist, so, luckily, MacKinnon wrote this in a way that allows a layperson to understand. Economics is a challenging and confusing topic, especially at the macro level of global and national production. But, MacKinnon broke down specific aspects of consumerism, i.e. shopping and using resources, into vignettes and well-researched essays that give lessons in small chunks. I'd say that draws a parallel to the possibility to change as a consumer. You have to take it in small chunks.

The view of one person in a world of nearly eight million people is so miniscule, it might feel like it doesn't make a difference. Alas, this is something my inner monologue dealt with repeatedly while reading and learning.

If I personally generate less unrecycled waste, will it save the oceans? If

I buy fewer t-shirts, will labor conditions improve in third-world garment factories? If I drink coffee from a ceramic mug instead of a paper cup, will the rainforest be less affected? These are genuine questions, I'm not making light of things, but the links between my life here on a quiet street in a small town and the global economy and environmental impacts seem impossible.

Not impossible

Yet, they are not. Impossible, that is. The great thing about society is that it is comprised of individuals. All doing things. And if more individuals do things the same way, or with the same intention, the impact of the one can be magnified.

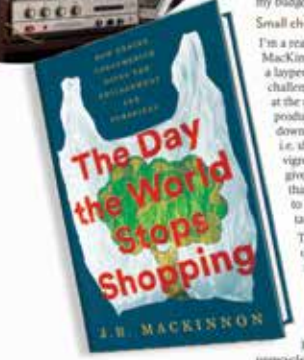
But change is scary. I like shopping. I like eating. I like wine. I like clothes. How can I live without them?

That's the kicker. MacKinnon's book looks at the impacts of consumerism in shopping, such as those that have happened during major recessions or, in a more applicable example for me, during the COVID-19 pandemic. I do not have to give it all up, just start looking at things differently. At least, that's my plan.

Moderation

Everything's better in moderation, right? I don't know if that's the truth, but when it comes to behavior change, for me, moderation is everything. My first goal is just to change the less through which I see stuff, literally. The things around me that I've collected, the things I'm shopping for, the things I throw away—I have to start somewhere. Although these bitocals I wear all the time may look the same as usual, I am using them to see things differently. Think about impacts up and down the line back to the planet and the people around me. I think it will be fun.

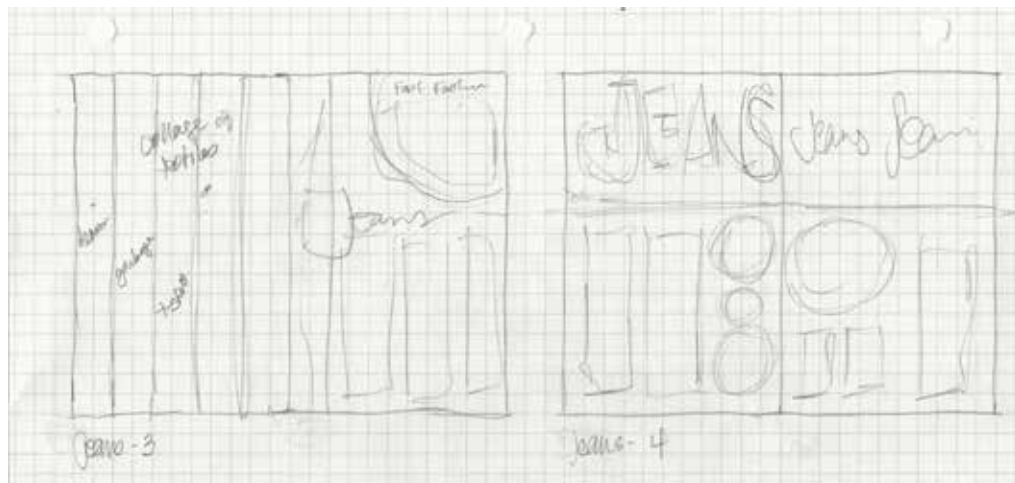
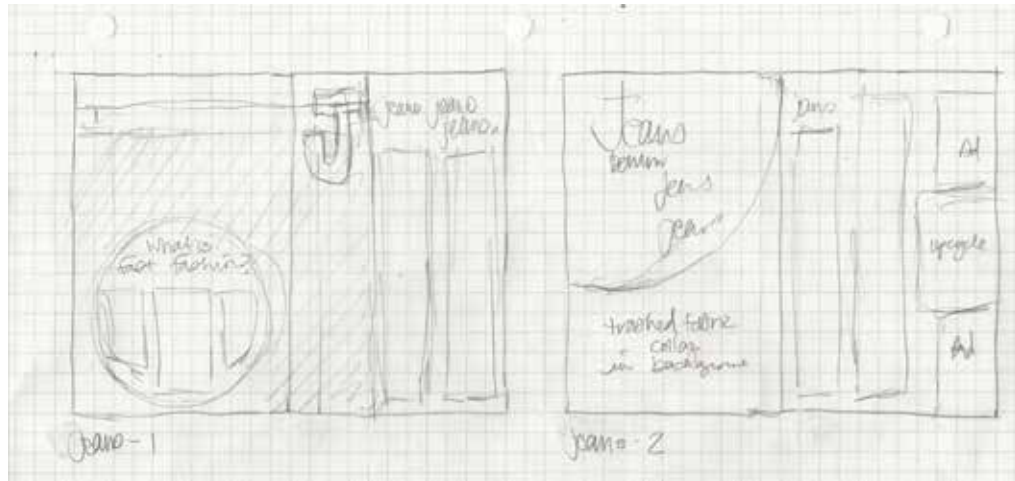
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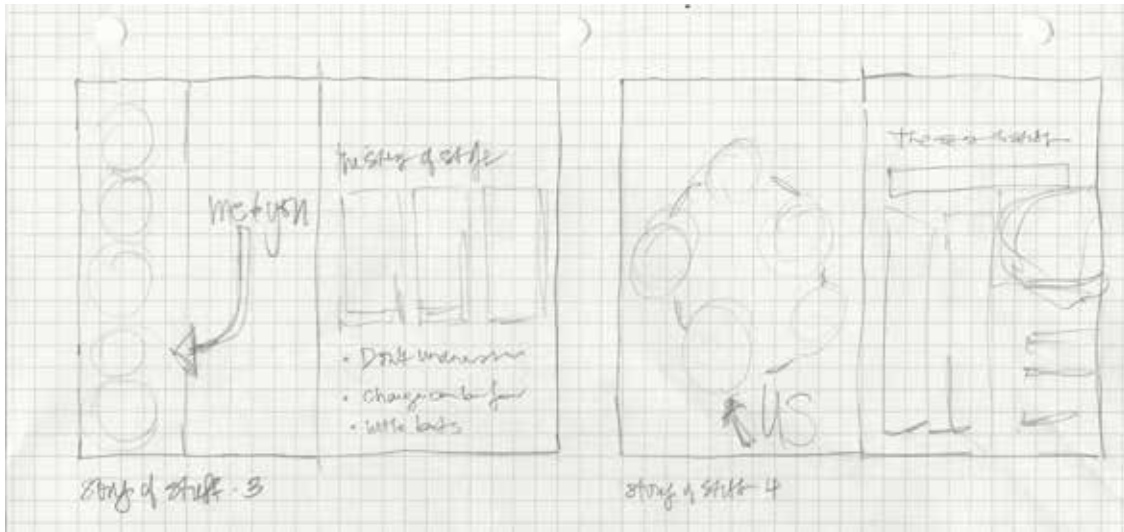
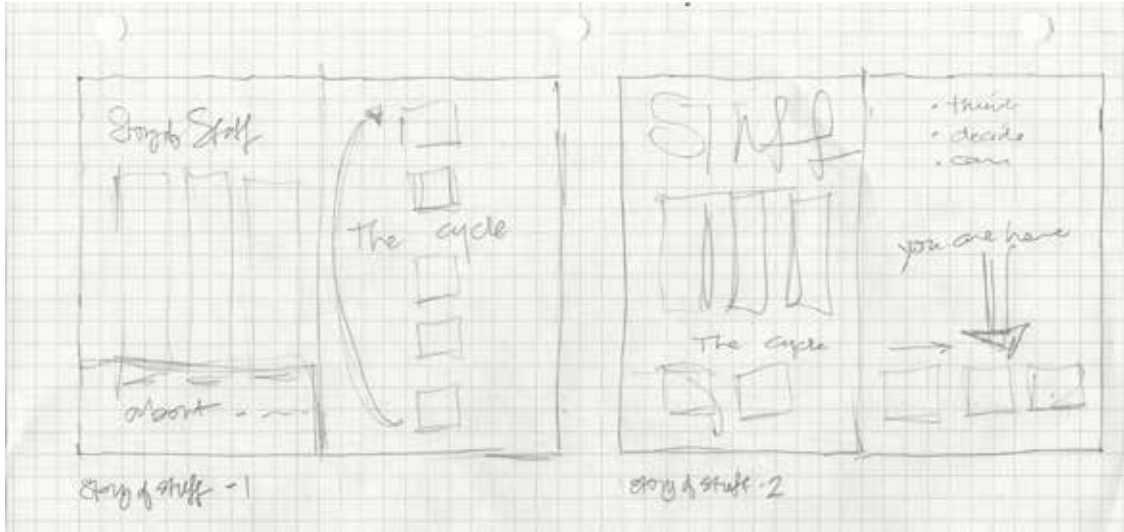
more inside: Page 2 • Jeans & fast fashion
Page 4 • Learning about "stuff"
Page 6 • A cup of coffee
Page 8 • Puppies & cardboard



first spread sketches & revisions



second spread sketches & revisions



the materials economy

speaking deconsumption

Trying to understand "consumption"

Expanding my vocabulary

THE STORY OF STUFF PROJECT

DECONSUMPTION

consumption

the materials economy

speaking deconsumption

Trying to understand "consumption"

THE STORY OF STUFF PROJECT

consumption

the materials economy

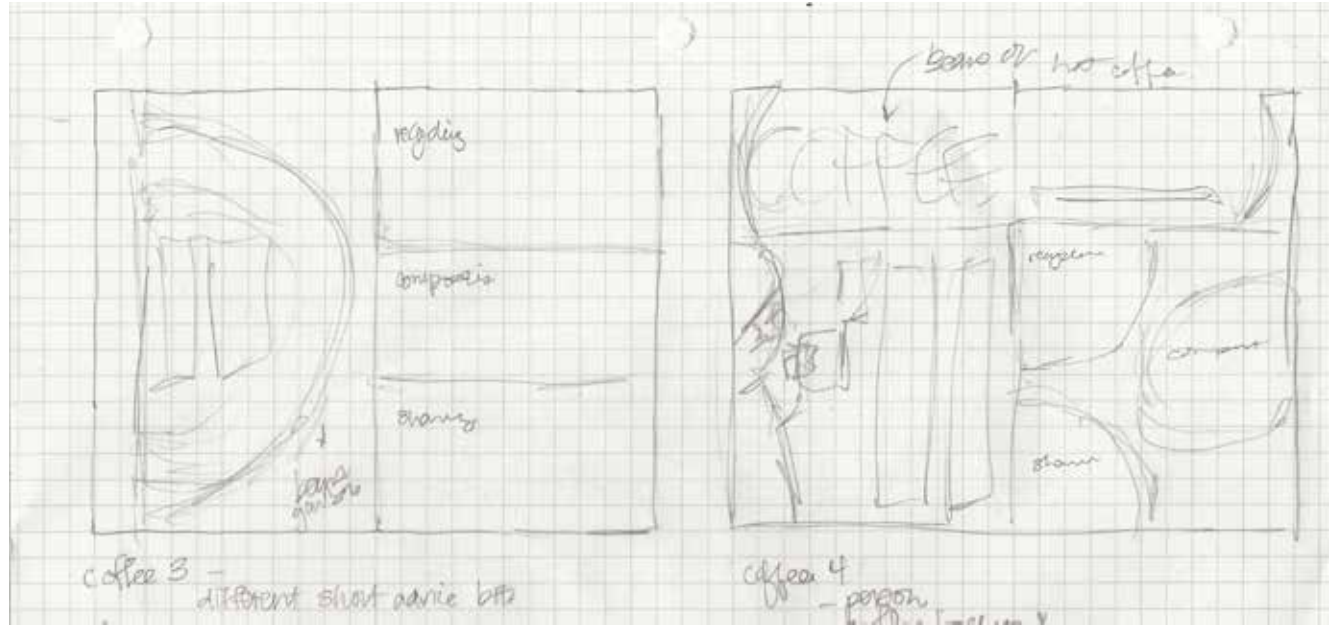
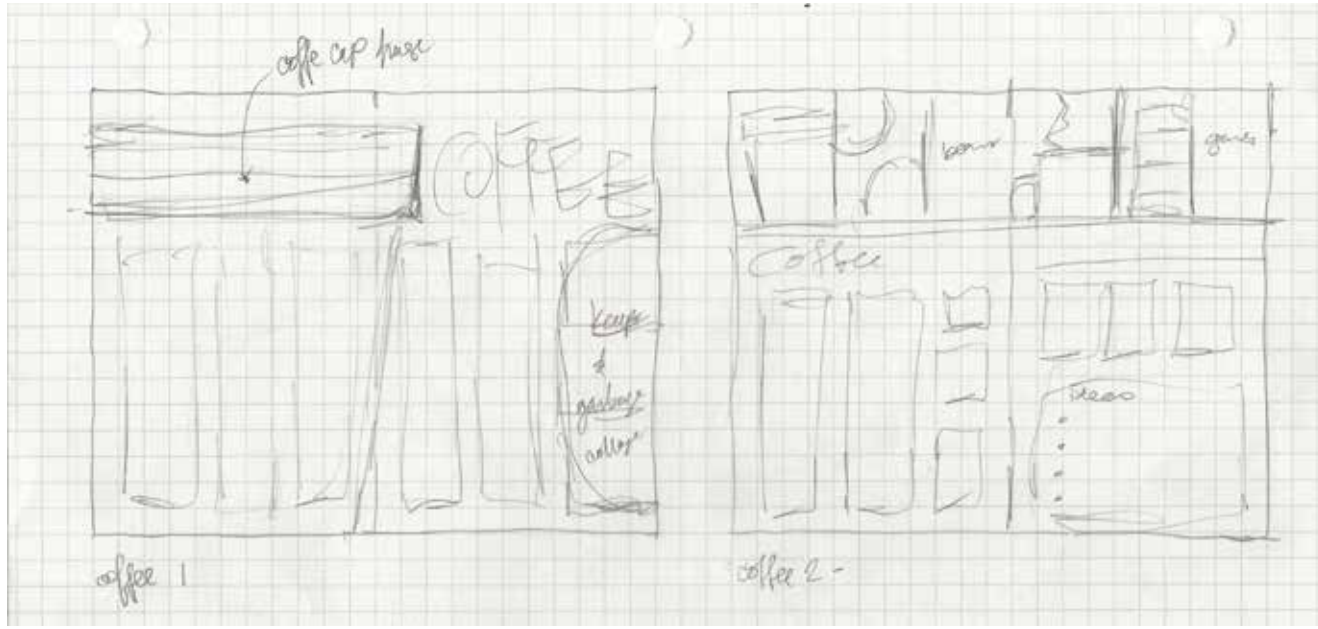
speaking deconsumption

Trying to understand "consumption"

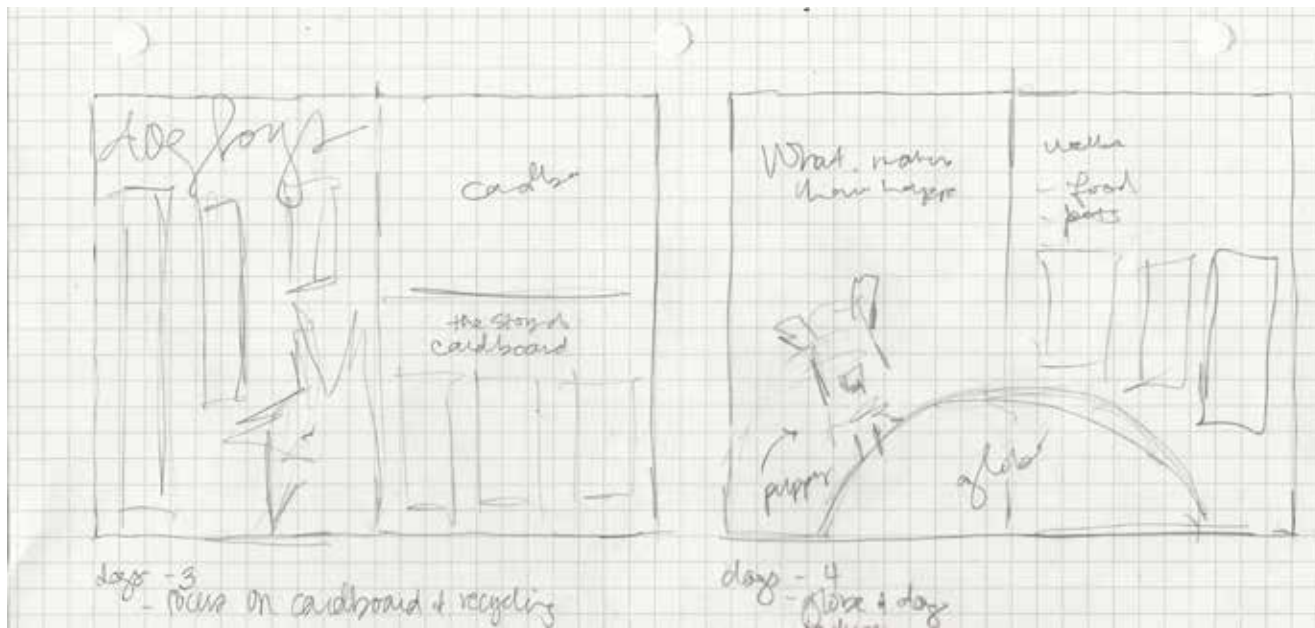
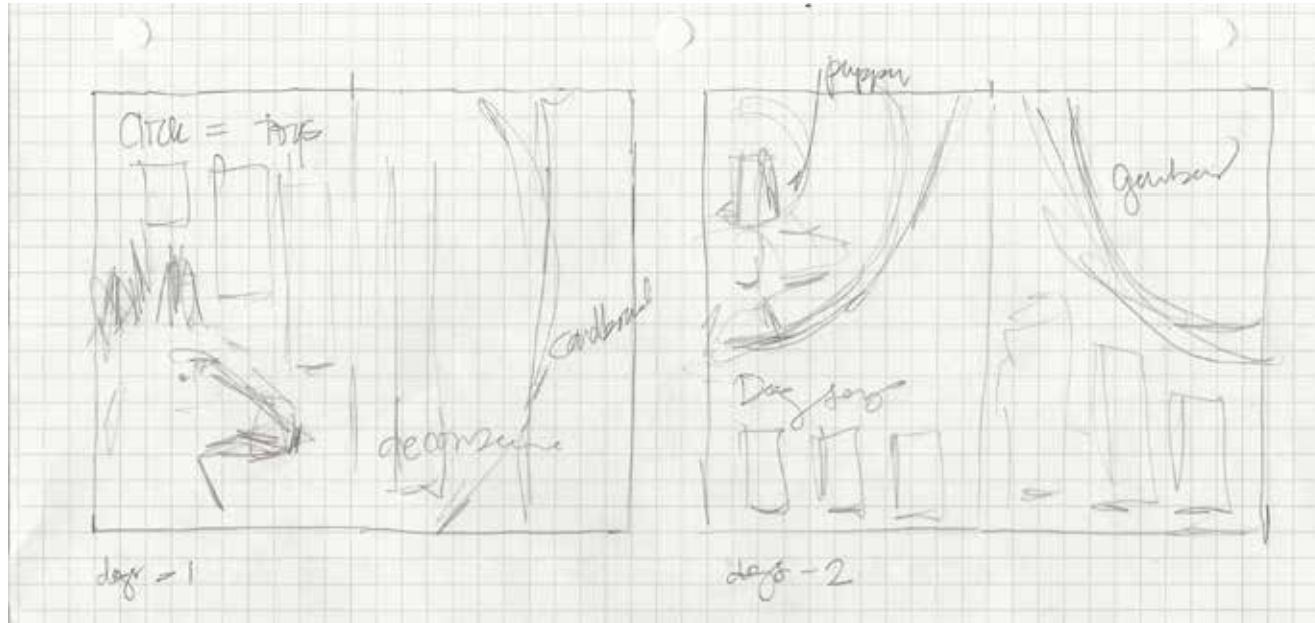
THE STORY OF STUFF PROJECT

consumption

third spread sketches & revisions



fourth spread sketches & revisions



webpage comps

