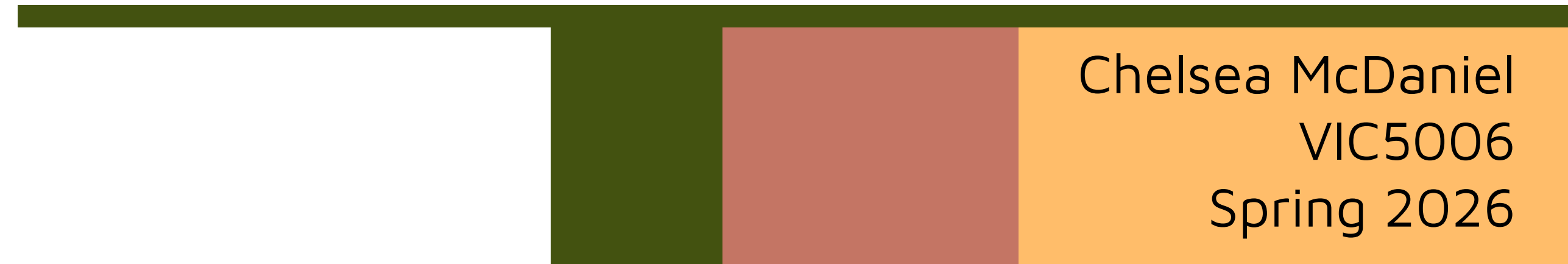




WASTE NOT, WANT NOT

An Educational Exhibit



Chelsea McDaniel
VIC5006
Spring 2026

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Executive Summary

Theme

Food waste and industrial agriculture

- Heavy hand in creating economic, environmental, and social costs
- Average American family may toss thousands of dollars' worth of food in one year
- Major contributor to land use, water consumption, and greenhouse gas emissions
- Amount of food wasted in the US alone each year could fully feed millions of people
- Households could save thousands of dollars by being more conscious of their food intake

Purpose

- Convey the massive scope of food waste
- Use visuals to highlight the extent of food waste in the US
- Variety of solutions and a call to action for consumers
- Focus on educating on major offenders of massive food waste
- How to learn about how certain companies handle food waste

Value

- Teach methods they can implement in the home to reduce or eliminate food waste
- How to make informed decisions about which companies are ethical
- Graphics that visually convey the impact of food waste

Mood Board

- Reminiscent of natural colors
- Fruit, vegetables, and rotting produce
- Bold, eye-catching font, sans serif



#2F3B07



#E44524



#FFBD6A



#E4D2BC

**TITLE/H1 - MAVEN PRO
(ALL CAPS, BOLD)**

**SUBHEADER/H2 - BARLOW CONDENSED
(ALL CAPS, REGULAR)**

Body/Captions - Public Sans
(Regular)



**WASTE NOT,
WANT NOT.**

FOOD WASTE IN AMERICA

**THE BROWN,
JULY 2 - AUGUST 16**

**Our impact,
their impact,
& what we can do to change.**

MOIAS
MUSEUM OF ARTS & SCIENCES
<https://www.moas.org>



Promotional Piece #1

- Left aligned
- Clear layout
- Simple
- Text continuation

- Left aligned
- Image placement
- Bold, wide title
- Text proximity

Promotional Piece #2

**WASTE NOT,
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Promotional Piece #3

- Staggered text
- Bold hierarchy
- Clear organization
- Line creates movement





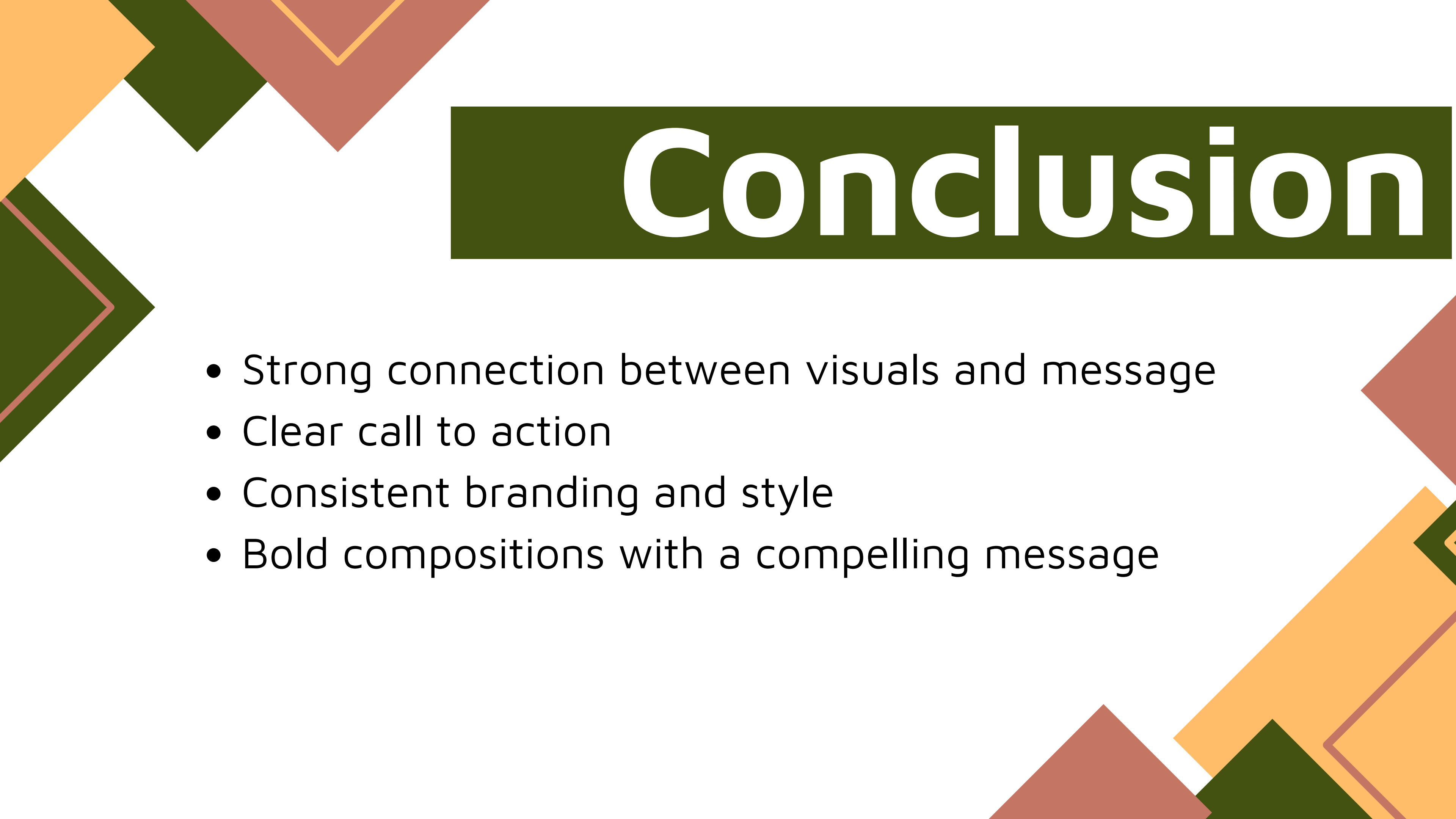
- Solid layout
- Organized structure
- Room for growth
- Balanced elements

Event Page Wireframe

Event Page Mock-up

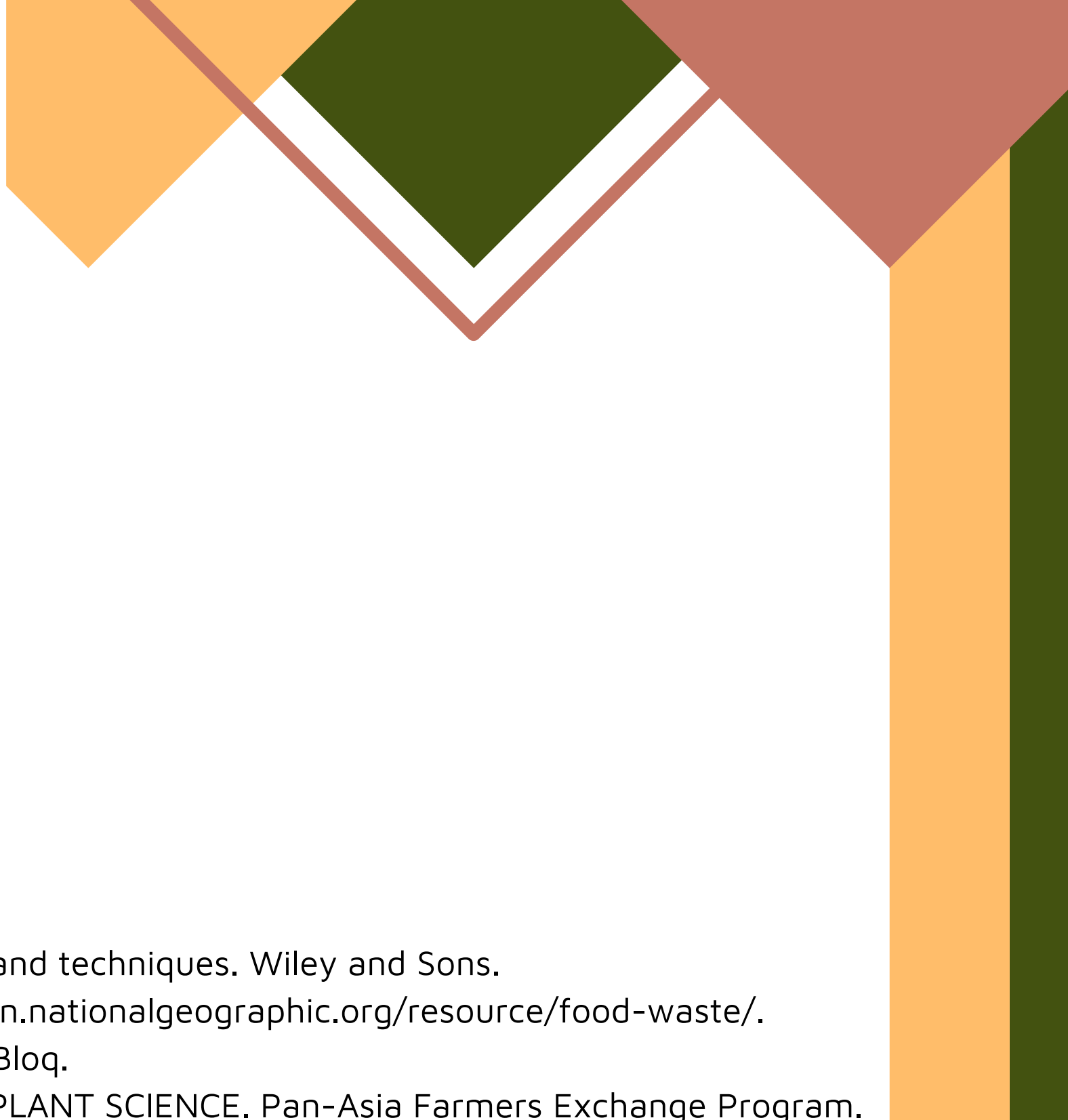
- Strong flow
- Clear organization
- Consistent
- Unity using shapes





Conclusion

- Strong connection between visuals and message
- Clear call to action
- Consistent branding and style
- Bold compositions with a compelling message



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