

#PICKME

TEAM MEMBERS

Michelle Taylor | IDEA Grad 2023

Mia Canderan | IDEA Grad 2023

Margaux Worrall | IDEA Grad 2023

IDES244-01 Cross Platform Design | Capilano University

KEY PARTNERS

Thomas J. Duguid | Instructor, IDEA School of Design

Frances Ramsey | Environmental Technician Engineering, Parks & Environment City of North Vancouver

Adele Therias | CityStudio Project Lead, Academic Initiatives and Planning CityStudio



Multi-Purpose Campaign Poster

WHAT IS IT?

An awareness campaign that educates the community on the dangers of invasive plant species in North Vancouver while encouraging the purchase/distribution of safe, BC native plant alternatives.

WHY IS IT NEEDED?

To combat ecological destruction and loss of biodiversity, #PICKME serves to minimize and control the overwhelming presence of invasive plant species in North Vancouver.

OUTCOMES

#PICKME addresses the invasive plant species crisis by encouraging action from its community members. Not only are individuals probed to think twice about the plants in their environment, but they know how to appropriately interact with various species. As a result, the distribution of BC native plants will grow and the presence of invasive plants will naturally lessen.

HOW IT WORKS

#PICKME utilizes personification to compare invasive plants to safe, BC native alternatives. Through bold visuals and wit, #PICKME ensures information regarding these plant species reaches and affects a wide demographic.

NEXT STEPS

Through an Instagram presence, #PICKME provides an ongoing source of educational content. In particular, #PICKME's "gossip time" posts highlight key features of both invasive and BC native plant species to engage community members. This strategy increases the chances of a takeaway occurring as individuals genuinely enjoy interacting with the provided content.



BC Native Seed Packet Design



Instagram Content: Post Example



Campaign Tagline

CityStudio North Vancouver is an experimentation and innovation hub for the City of North Vancouver where CNV staff and Capilano University students and faculty co-create projects to make North Vancouver a more vibrant sustainable and healthy city.

