

WWF Creative Brief

Background: WWF is building a future in which humans live in harmony with nature. WWF strives to safeguard the natural world, helping people live more sustainably and take action against climate change. Through using infographics to help educate the public in the rise of jellyfish blooms will help people understand about jellyfish as well as help people know what they can do to change this problem.

Target Audience: Primary target audience is coastal urbanized areas to educate the population about global warming, overfishing and the links to jellyfish expansion. Secondary audience is college student and “green” use faculty on campus to help spread the word of the issue. Lastly, a non-primary but focused audience is, general public with geographical knowledge and those interested in the earth's health.

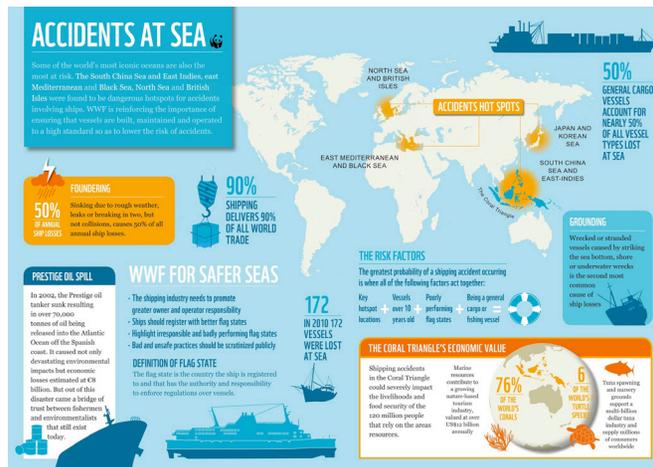
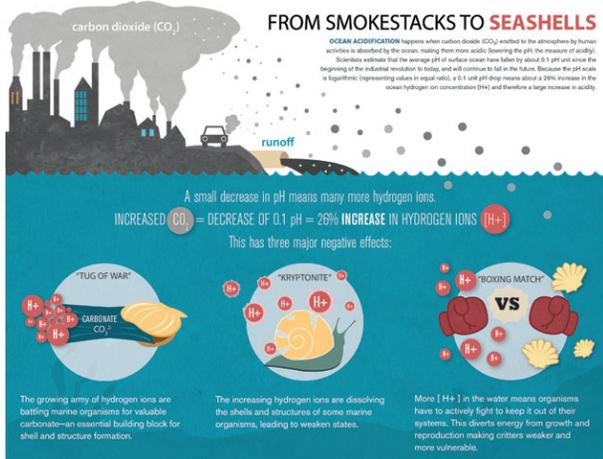
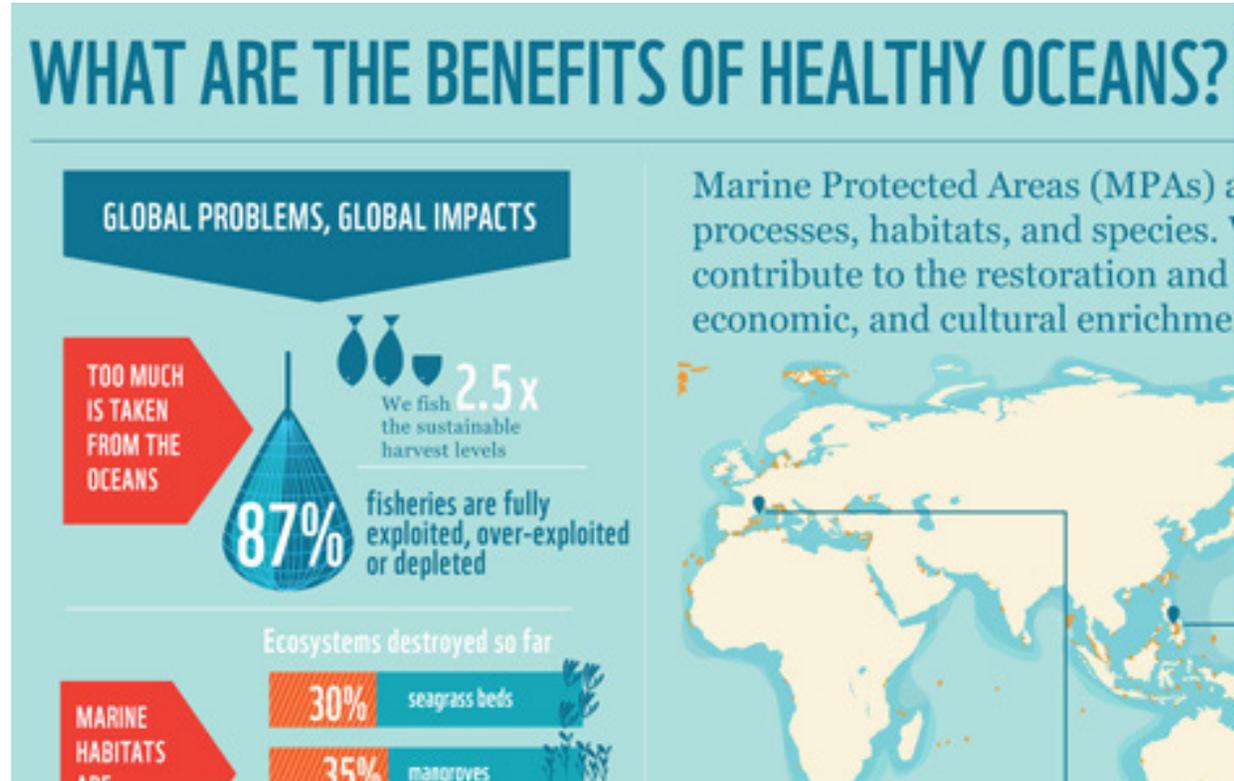
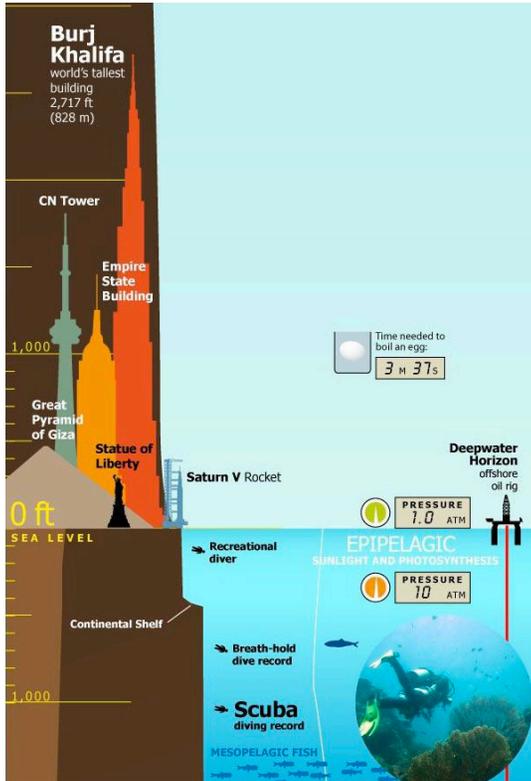
Problem: Jellyfish blooms have taken over many popular areas that are used for both fishing and tourism. The increases in population have been destroying fisheries, and effecting fishermen's catches. Jellyfish has caused hundreds of millions of dollars of damage. The blooms are causing problems in tourism because the high tiding risks due to jellyfish presence in the area.

Solution: Infographics are a great way to educate the public. It gives the reader both knowledge the need to protect themselves, as well as illustrations to keep interest in reading and connect the readings with visuals. An infographic poster will educate public about the links in climate change, overfishing, and plankton growth with the expanding population in jellyfish. The infographics will be placed in areas of zoos, aquariums, high school biology departments, and College level biology departments.

Media: Print, 11x17 poster, series of 3

Tone: Flat, easy to read, easy to understand

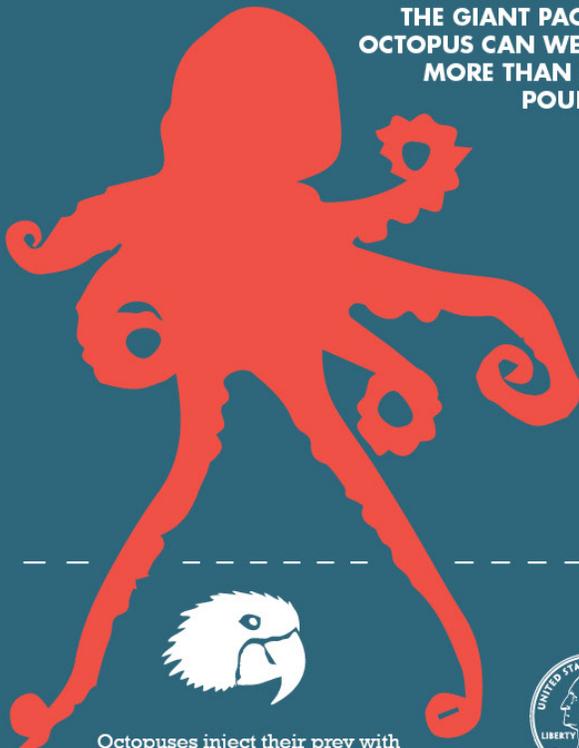
Infographics Research



Main Inspiration

WORLD OCTOPUS DAY

THE GIANT PACIFIC OCTOPUS CAN WEIGH MORE THAN 600 POUNDS



Octopuses inject their prey with venom using a beak similar to a bird's made from the same tough material as a lobster shell.



BECAUSE THEY DON'T HAVE BONES, EVEN LARGE OCTOPUSES CAN FIT THROUGH AN OPENING THE SIZE OF A QUARTER



ALL SPECIES ARE VENOMOUS, BUT THE BLUE-RINGED OCTOPUS IS THE ONLY ONE DANGEROUS TO HUMANS, RESPONSIBLE FOR AT LEAST TWO DEATHS.

one hundred thousand IS THE MAXIMUM NUMBER OF EGGS THAT A FEMALE OCTOPUS CAN LAY, BUT THE AVERAGE LITTER SIZE IS ONLY 80.

OCTOPUSES VS. OCTOPI

THE PLURAL IN ENGLISH IS "OCTOPUSES," BUT THE GREEK PLURAL FORM "OCTOPODES" IS SOMETIMES USED. "OCTOPI," WHILE COMMONLY USED, IS CONSIDERED INCORRECT.



AN OCTOPUS HAS 3 HEARTS



OCTOPUSES ARE ABOUT **90%** MUSCLE

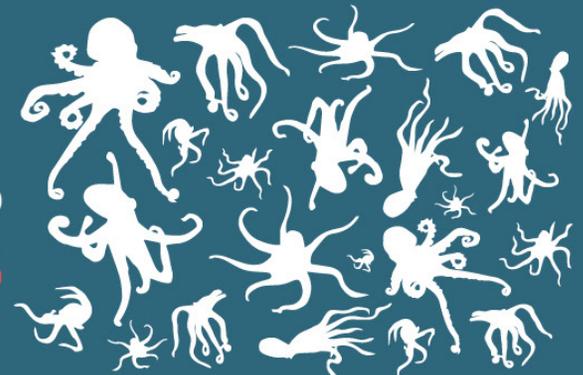
▶ THE GIANT PACIFIC OCTOPUS CAN INHABIT DEPTHS OF UP TO 5,000 FEET



A mature female octopus can have up to 280 suckers on each arm! Each sucker contains thousands of chemical receptors, with sensitivities to both touch and taste.

OCTOPUSES CAN QUICKLY CHANGE THE **COLOR AND TEXTURE** OF THEIR SKIN

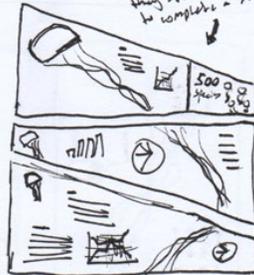
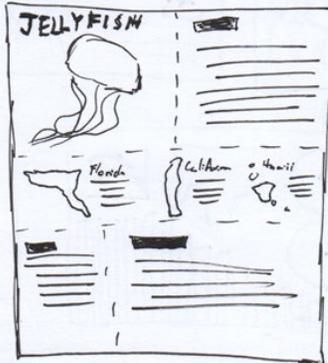
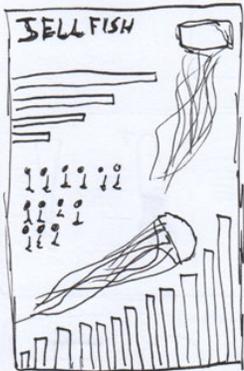
300 RECOGNIZED SPECIES OF OCTOPUS



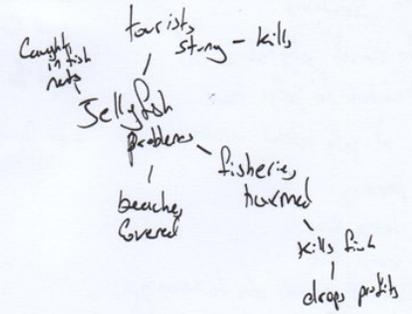
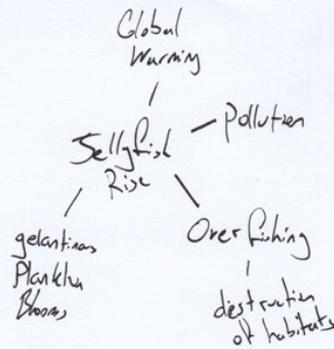
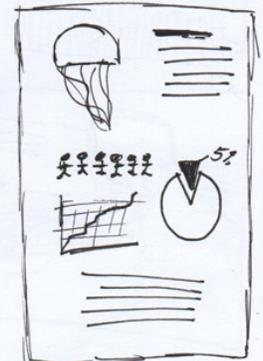
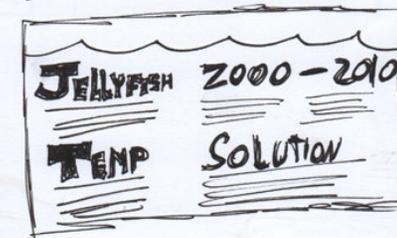
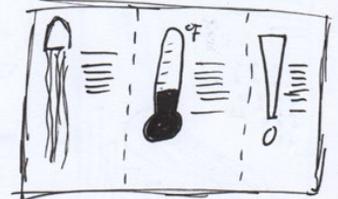
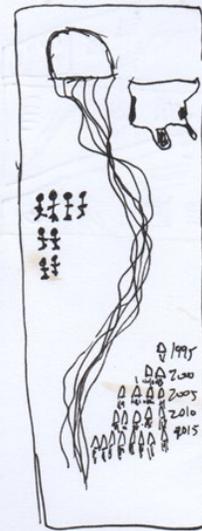
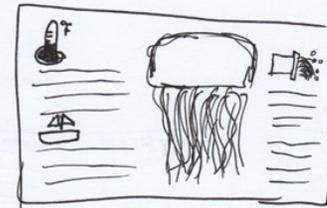
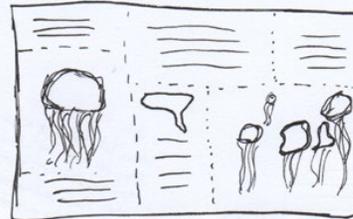
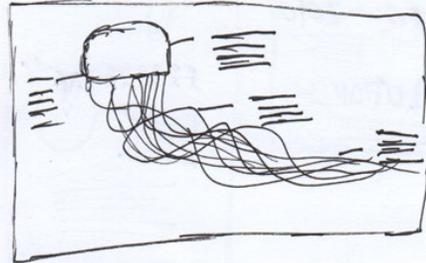
Infographics Process

Why the size of jellyfish is bad
 What predators do jellies have
 Regions of jelly related injuries
 Global Warming
 Water temp rise
 Water levels rise
 Migration of animals due to warming
 Overfishing
 destruction of habitats
 Jellies caught in nets

Light blue - orange
 Light blue - dark blue
 Light orange - dark blue



o ddy shaped plates
 where when skinned above
 they are more cut together
 staying, when fit together
 they slide and connect
 to complete a strong



Jelly Facts
 Why Temp May be cause of rise
 over fishing / environment destruction

Infographics Process

Facts Of The Jellyfish

What is a bloom?
A huge collection of jellyfish in one given area. Blooms occur by heightened nutrition or lack of predators. Seasonal blooms occur often, while threatening blooms in the Black Sea, Gulf of Mexico, Yellow Sea, and Seas of Japan are rare. These extreme blooms threaten the local wildlife and humans.

The box jellyfish is the most deadly of them all

Largest known species of jellyfish

The lion's mane jellyfish, is the largest jellyfish.

Size:
7 ft in diameter
140 Ft tentacles

Areas of habitats:
Arctic
Northern Atlantic
Northern Pacific

Box jellyfish commonly in Northern Australian and Indo-Pacific region. The venom of box jellyfish has cardiotoxic, neurotoxic and highly dermonecrotic components. When injected, it is rapidly absorbed into the circulation system.

1500 species of jellyfish

*For more information about the blooms in jellyfish population, and ways you can help visit www.wwf.org

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Japan's Jellyfish Crisis

Physical and Economical damages the jellyfish are doing
Fisherman and fisheries are having the largest crisis.

Damages
Breaking fishing nets
Killing catch
Reducing fish catch
Increasing labor for repairs
Hundreds of millions lost in profit

Japan catches nearly 8% of the world's fishing game and catches nearly 5 million tons of fish per year.

Nature VS Energy

The Three Gorges Dam on the Yangtze River, may be changing the chemistry of China's waters that support jellyfish blooms

Jellyfish blockade in Shimane
blocking nuclear cooling pipes and causing power reduction

The jellyfish managed to block the cooling system at one reactor at the Shimane plant, prompting the operator to lower its generation capacity by 6 percent. It was the first time jellyfish about 20-30 cm long (8-12 inches), interrupted operations at Shimane since 1997.

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ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz

Liberation Sans Regular
Liberation Sans Italic
Liberation Sans Bold
Liberation Sans Bold Italic

Pantone P 59-5
Paper/White

Infographics Final

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Impact Area Of Jellyfish

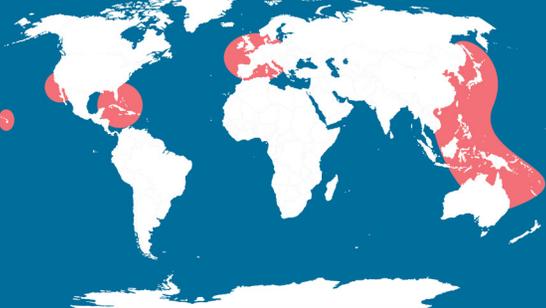
3 theories for the extreme bloom

Global Warming: Global warming is causing many species of jellyfish to wander in areas they have never been exposed to and threatens wildlife in the area. During the past 25 years sea temperatures have risen 1 degree.

Overfishing: Populations of predators and competitors of jellyfish, which provide important controls on jellyfish, are being removed by overfishing.

Plankton Blooms: Runoff containing fertilizer and sewage stimulates the growth of phytoplankton and zooplankton, which provides food for jellyfish.

Largest effected areas Japan and China being the largest



How you can do your part in helping to improve our environment

Problem: Global Warming	Problem: Overfishing	Problem: Plankton Blooms
Solutions: Use clean energy Recycle Use public transportation	Solutions: Limit waste of food Know your supplier Avoid threatened species	Solutions: Reuse "greywater" Community compost Clean rivers of litter

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Devastation Caused By Jellyfish

Shimane

Nature VS Power

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Infographics Applied



Infographics Applied



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For more information about the threats to jellyfish populations and what you can do, visit [wwf.org/jellyfish](#)

Impact Area Of Jellyfish

3 theories
For the extreme bloom. Global warming is the most likely theory. Global warming is likely to result in warmer seas that have more jellyfish eggs and larvae. During the past 25 years, the temperature of the world's oceans has risen 1.5 degrees Celsius. This has led to a 10% increase in the number of jellyfish and competitors of jellyfish, which are being released by overfishing, increasing the number of jellyfish. Another theory is that the warming of the oceans is causing a decrease in the number of jellyfish predators, which provides food for jellyfish.

Largest effected areas
Japan and China being the largest

How you can do your part in helping to improve our environment

- Reduce: Use clean energy
- Re-use: Limit waste of food
- Recycle: Recycle "green"
- Conserve: Conserve water
- Protect: Protect natural spaces
- Support: Support green products

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