

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.



# ENVIROMENTALLY UNSTABLE

by James Watson 2015

An exegesis presented in partial fulfilment of the requirements  
for the Degree of Master of Design, College of Creative Arts,  
Massey University, Wellington, New Zealand



# ABSTRACT

This project is about the impact of dairy farming on our waterways. A 2004 study of more than 300 lowland waterways revealed that 96% of them in pastoral catchments failed the pathogen standard for contact recreation (Joy, 2012; Muir, 2013; Morgan, 2014).

The project uses illustration to inform the public about the degradation caused by introduced nitrogen, pathogens and pollution to our waterways. In the same way that Theodore Geisel (Dr Seuss) used a playful approach in the Lorax to explain environmental issues, this project aims to engage its audience through humour and playfulness (Seuss 1971).

The output is an Information Graphics Poster which represents the life and death of a waterway, and an accompanying teachers resource.

# ACKNOWLEDGEMENTS

My supervisors Patricia Thomas and Tanya Marriott, Grant Muir of Water Action Initiative, My Father John Watson, Geri, Budget Monro, Newt Smasher, Hamish and Trea at The French Art Shop and my cats Phatima and Margot.

# CONTENTS

The Problem With our Waterways	9
Key Elements that inspired the project	17
Process of designing an IGP	27
Conclusion	45
'references'	46
'bibliography'	50