

From the reading list

Rock, M. (2009). Fuck Content — 2x4. [online] 2x4. Available at: <https://2x4.org/ideas/2009/fuck-content/>.

Rock pointed out 'The elements we must master are not the content narratives but the devices of the telling: typography, line, form, color, contrast, scale, weight. We speak through our assignment, literally between the lines.'

We also realize that the reason we think the 'green to clear' website is successful is because its visual design is successful. It cleverly chose the green-packaged Sprite instead of the red-packaged Coca-Cola as the object of its advertisement. The page is surrounded by rounded corners, evoking an 'organic' feeling, and many retro elements are used, such as handwritten fonts and torn posters, to repeatedly emphasize that Coca-Cola has accompanied us for many years.

These are the contents of the designer, what about the content of Coca-Cola Company? We must realize that a good-looking visual image does not mean that Coca-Cola Company is doing well enough in plastic recycling.

Under the issue of 'greenwashing', we are not pursuing successful visual design, but on the contrary, we are deconstructing these visual symbols and revealing the underlying society and ecosystem.

From the reading list

Bratton, B. (2013). We need to talk about TED | Benjamin Bratton. [online] the Guardian. Available at: <https://www.theguardian.com/commentisfree/2013/dec/30/we-need-to-talk-about-ted> Accessed 19 Feb. 2024].

'Instead of dumbing down the future, we need to raise the level of general understanding to the level of complexity of the systems in which we are embedded and which are embedded in us. ' Environmental issues can never just be environmental issues.

When we choose a campaign from an international giant corporation, issues about transportation, colonialism, and labor will be brought into the conversation. If countries try to improve environmental issues individually, vast amounts of waste will be shipped to developing countries. However, developing countries often do not have advanced equipment to handle the waste, and countless garbage ends up directly into nature or being burned.

When we think about plastic recycling from an idealized perspective, we naturally assume that waste should appear in recycling factories. But who undertakes the work of bringing the garbage from homes to the factories? Does this area have factories that can safely handle recyclable waste? Has the wastewater in the factory been filtered before it is discharged?

'In this case the placebo is worse than ineffective, it's harmful. It diverts your interest, enthusiasm and outrage until it's absorbed into this black hole of affectation.' Is the clean image in the video of 'green to clear' and the smooth and orderly recycling process a placebo?

Outside the reading list

Bauman, Z. (2005). *Work, consumerism and the new poor*. Maidenhead ; New York: Open University Press, , Cop.

"It is aesthetics, not ethics, that are used to integrate the consumer society, ensure it is on the right path, and repeatedly save it from danger."

We seem to find it difficult to demand that an advertisement has an inherent moral sense, and the so-called truth is also within certain limits.

We can all immediately realize that 'green to clear' is using music to talk about environmental protection issues, but very few of us will feel disgusted. On the contrary, because it is interesting, we are immersed in it. This shows that we, as consumers, are demanding and evaluating advertisements based on aesthetics rather than morality.

The first condition for advertising is simplicity and impact, just like Coca-Cola's 'I want to buy the world a coke'. Everyone deeply knows that Coca-Cola is an American company, and it was during World War II that Coca-Cola was used as a supply for the army and quickly established assembly plants in other countries around the world. But this advertisement of people from all countries holding hands and holding Coca-Cola makes us forget all this.

This green website leaves an great impression on us, trying to make us forget that the Coca-Cola Group sells 220 billion bottles of beverages every day, and they obviously have not taken good responsibility for recycling these plastic bottles.

Outside the reading list

Abdulla, D. (2022). *On the Contradictions of Sustainability*. [online] Futuress. Available at: <https://futuress.org/learning/contradictions-of-sustainability/> [Accessed 19 Feb. 2024].

'A more environmentally friendly choice' has become a bonus in today's consumption context, even an option that requires extra money. For example, Abdulla points out that a flight using reusable items requires an extra £1.15.

We realize that this 'green to clear' advertisement may not be different from other Coca-Cola advertisements. Coca-Cola actively sponsors music, sports and other events, it sponsors

football, basketball and other games, to help its consumers, linking this fizzy drink with a sense of excitement.

What 'green to clear' is doing is linking an experimental spirit with the brand image. Musicians sample sounds, reorganize music through personal talent, implying that scientists collect plastic fragments and produce plastic bottles again.

Here, the musician is like a spokesperson, who does not have any impact on the product itself. And as designers, we are also a kind of spokesperson.

Design practices/projects

Peeters, J. (2017). Karel Martens – Motion – Roma Publications 2017. [online] Saint–Martin Bookshop. Available at: <https://saint-martin-bookshop.com/products/karel-martens-motion-roma-publications-2017> [Accessed 19 Feb. 2024].

"Motion" is a personal exhibition manual by Karel Martens, and the system behind it is the designer's own system. We can imagine that there would be a close and complex connection between the works, which may not be directly influenced by one work to another. However, when we organize these materials, we can sort out a linear narrative with a kind of post-set eye to help readers establish the relationship between the works.

In a similar vein, the approach can be applied to a large photo library of 'green to clear' campaign. The library's content spans various themes such as marketing, cycling, and labor, all intricately connected and challenging to represent visually. Despite this, a relatively smooth sequence can be chosen as a narrative method, guiding others to navigate this extensive system.

Design practices/projects

Koolhaas, R. (n.d.). TASCHEN Books: Koolhaas. Elements of Architecture. [online] [www.taschen.com](https://www.taschen.com/en/books/architecture-design/04634/koolhaas-elements-of-architecture). Available at: <https://www.taschen.com/en/books/architecture-design/04634/koolhaas-elements-of-architecture> [Accessed 19 Feb. 2024].

Koolhaas deconstructs architecture into different elements such as doors, windows, and ceilings, and examines them in various contexts like history, economics, technology, and humanities.

Similarly, we first dissect the various elements within our research object, an advertising campaign, and place them in different contexts for comparison. For instance, one visual element on the website is the Earth. This could symbolize Coca-Cola's ambition to sell its

products worldwide. To simplify transportation and sales systems, they replaced reusable glass bottles with plastic ones.

Placing the Earth in the context of recycling could also illuminate the issue of 'waste export' in some developed countries. It could further lead to comparisons between different countries' recycling methods and labor conditions.

Moreover, we make an effort to understand the same text in different contexts. In essence, our goal is to establish the <elements of an advertising campaign>.