

# The Butt of a Joke

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## Media

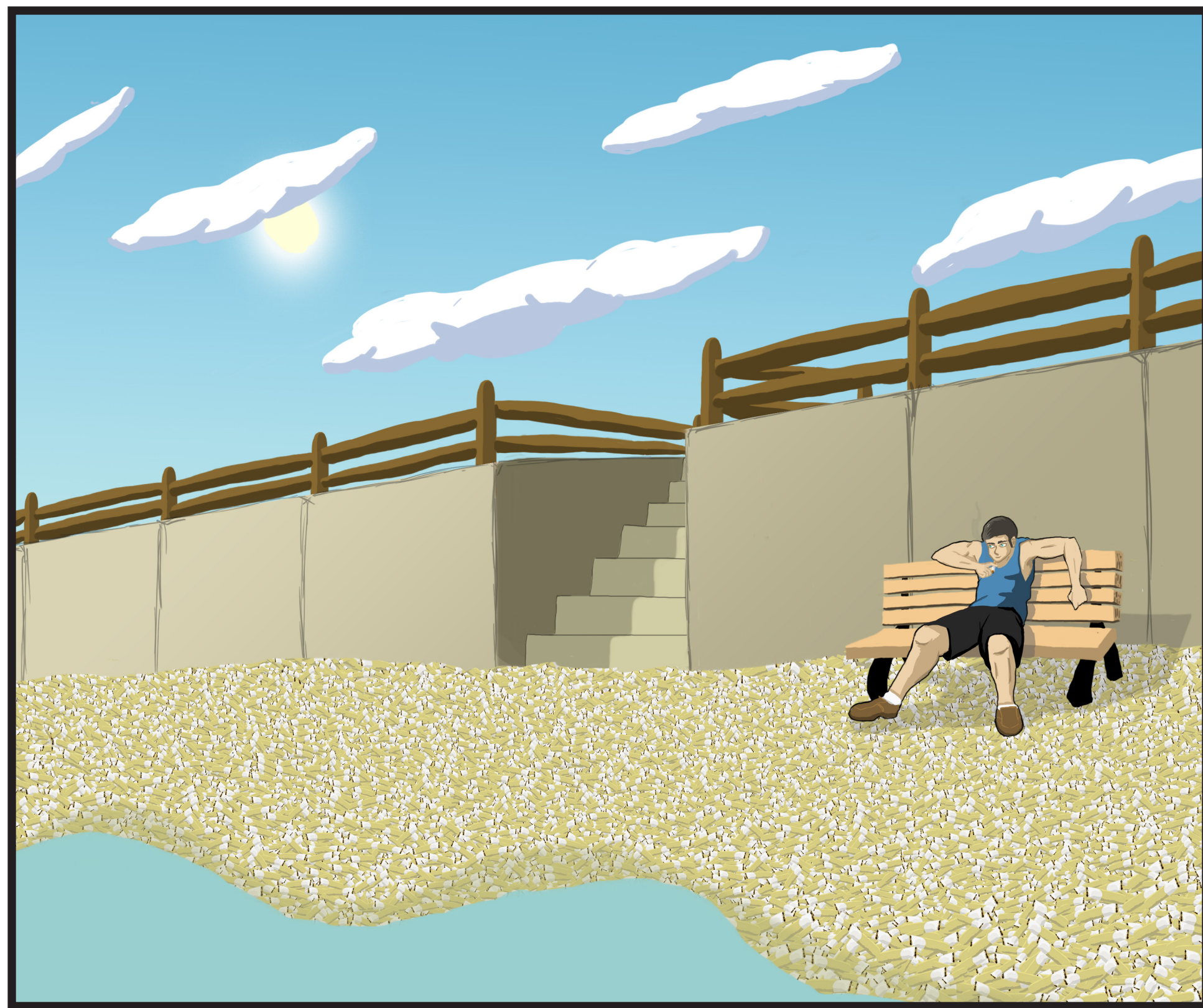


Figure 1. Depicts a man smoking on a beach that is covered with a layer of cigarette butts.

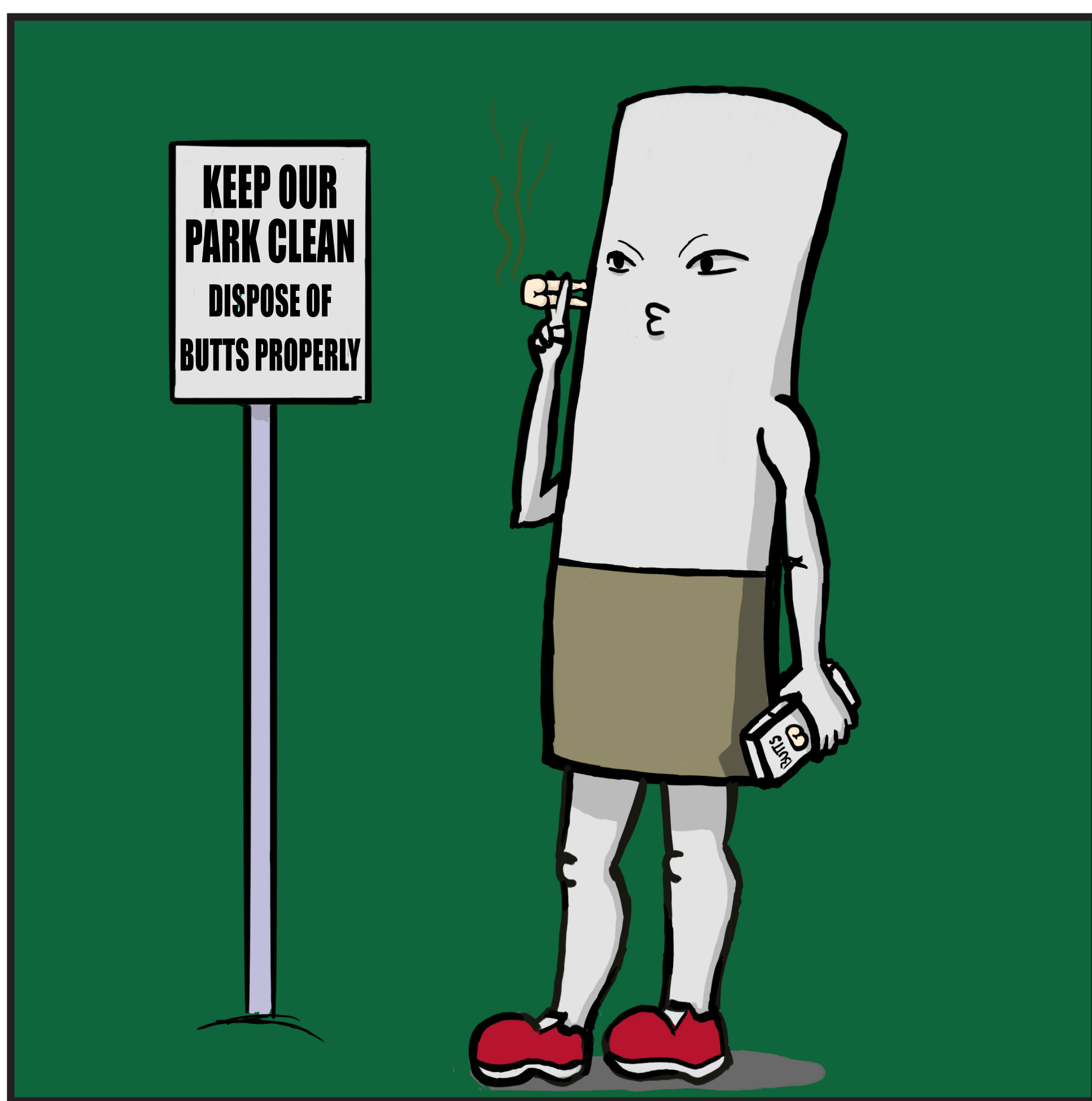


Figure 2. Depicts a humanoid cigarette smoking a human butt reading an anti-littering sign.

## Introduction

Cigarette butts have become one of the most commonly littered pieces of waste globally. It is estimated that about 1.7 billion pounds of cigarette butts end up as toxic trash each year. The main objective of this project was to determine whether or not Graphic Design and Illustration can be used to affect social behavior. The secondary objective was to determine which of two approaches would be most successful at accomplishing this goal.

## Method

Data was gathered about cigarette smokers in the west haven community, primarily University of New Haven students and general public at Savin Rock Park in West Haven. Two illustrations depicting different approaches to social commentary. First more serious gif animation showing a man smoking on a beach which pans across the beach showing that the sand is replaced with cigarette butts (Figure 1). Second a more humorous illustration of a humanoid cigarette smoking a human butt (Figure 2). Voluntary participants were surveyed at Savin Rock Park in West Haven to determine whether the created media would be effective for stimulating social change. Then participants were asked which piece was more effective. This process continued until 120 responses were gathered in total.

## Results/Conclusion

After the data was observed the unanimous finding was that all participants replied that the illustrations will impact their social behavior in the future. The participants replies also showed that the piece with more impact was the humorous illustration (Figure 2) which was favored by about 70% of the participants (83 votes for Figure 2 and 37 votes for Figure 1). According to the results the conclusion that Graphic Design can be used to affect social behavior can be drawn. The data also points towards a better response to humour rather than a more serious approach to the satire.

## Acknowledgements

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