

Visual Communication Online Learning Through Poster Media for Plastic Waste Problem

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Abstract— The problem of using plastic has become a very difficult problem, but until now the use of plastic has not been significantly reduced. Through international learning experiences brought by professor aboard, the students tried to make visual communication through poster media so as to give an appeal to the general public to realize how terrible the use of plastic is prolonged. The method of this writing is started from online learning with an aboard professor, then the results of learning are assessed with a workshop brief. From this brief, the students carried out the design process with the guidance of the local institution lecturers. It is hoped that the results of this process can be an invitation to reduce waste use throughout the world.

Keywords: *Plastic Waste Problem, poster design, online workshop learning*

I. INTRODUCTION

Plastic production began around 1955, at which time there were only 9.2 billion tons of plastic goods. Of that amount, more than 6.9 billion tons have become waste at this time. And from the same waste, 6.3 billion tons were surprisingly never successfully recycled until 2017. Laura Parker [1] revealed, "Nobody knows how much non-recycled plastic waste in the ocean; like a giant sink of Earth. This is because it is not clear; how long does it take for the plastic to completely decompose into its constituent molecules. Estimates scientists range from 450 years; even to never." Author team realizes how dangerous the nature of plastic is hidden behind strength and low prices; which has been offered

In 2015, an engineering professor at the University of Georgia; Jenna Jambeck [2], attracted everyone's attention with a rough estimate: between 5.3 million and 14 million tons of plastic were disposed of every year; even then only from the coastal area.



Pic 1 - Throwaway Living Campaign Thanks to Disposable Plastics in 1955. By: Peter Stackpole

Most are not thrown from the ship, but are intentionally dumped carelessly on land or in rivers in most parts of Asia. This terrible problem also occurs in Indonesia [3]; which is the second largest producer of plastic waste after China, it is estimated that 3.22 million metric tons of plastic waste are dumped every year into the sea around Indonesia, from a total of 8.82 million metric tons of other country's plastic waste that also goes into the sea. The plastic waste crisis is not only limited to the ocean, but also affects the Indonesian river. Data from Nature Communications revealed that four rivers in Indonesia - Brantas, Solo, Serayu and Progo - were among the 20 most polluted rivers in the world.



Pic 2 - Plastic Bottles Choke in the Oceans. By: Randy Olson.

According to Claire Le Guern [4], the plastic is versatile, lightweight, flexible, resistant to moisture, strong, and relatively inexpensive. Those are the attractive qualities that bring us, throughout the world, to excessive consumption of plastic goods. However, it is durable and very slowly degraded, the plastic material used in the production of so many products, in the end, becomes a waste with durability. Extraordinary interest in plastics, coupled with behavioral trends that cannot be denied the longer the consumption, disposal, littering and thus polluting, has become a combination of deadly properties.

Not only that, plastic appeal is also quite persuasive for the inhabitants of the ocean; its floating and shiny nature, sometimes even appealing all this makes the marine animals wants to eat it.



Pic 3 - Fish That Had Ingested 18 Pieces of Plastic. By: Marcus Eriksen.

All of these things need to be realized really, that the use of these easy-to-decompose easy goods is the beginning of our food consumption chain as well. Various plastics which have been consumed by marine animals are part of their undigested body.



Pic 4 - Stop Plastic Use Campaign. By: KFC, Diving Club Indonesia, and MacArthur Foundation.

Also according to Andrea Thompson [5], after consumption, microplastic; very small plastic particles that remain unraveled, can be swallowed physically can damage organs, this is because the content of hazardous chemicals; starting from bisphenol A (BPA) which interferes with hormones such as pesticides; which can interfere with immune function, inhibit growth, and reproduction. Both micro plastic and these chemicals can accumulate in the food chain, potentially affecting the entire ecosystem, including the health of the soil where we grow food. Microplastic in the water we drink and the air we breathe can also hit humans directly.

Author team, which consisted of lecturers and students, came together and learned from the campaign conducted by KFC fast food restaurants in collaboration with Diving Club Indonesia, as well as this campaign held through also

by the MacArthur Foundation initiative. From this campaign event, author team got a lot of input, especially about the dangerous use of plastic both periodically and incidentally. In addition, the author team gets a variety of visual insights; starting from the posters used in this campaign, the wallpaper was pasted in the campaign room, up to the installation media that was made to describe the atmosphere of a sea full of plastic. This is in line with the agenda of the Visual Communication Design study program, which will hold online learning with professors from abroad; to provide global insight to students.

II. METHODS

One of the the Visual Communication Design study program agenda at the author team's campus is; organize an online learning with professor Byoung Il Sun from South Korea. In this online learning, the study program conducts a series of maps that produce visual works that can be exhibited. For that study program; one of them is a lecturer who is also a member of the author team; has a discussion with Professor Byoung, resulting in an appropriate agenda with the aim of developing global insights for students. This series of online learning includes 3 stages; the material learning stage from the professor, the stage of receiving and working on the workshop brief, as well as the evaluation and curation stages that Professor Byoung carried out to make the learning process upstream to downstream.



Pic 5 – Online Learning with Prof. Byoung Il Sun. Source: Author's Documentation.

As for the stage of receiving and working on the workshop brief; Professor Byoung not only gives options about plastic problems, but also gives an option to take five themes about, stop warfare, uphold human values, care about world health, freedom of expression, and nature conservation including problems caused by plastic waste. From this choice, there were 4 students who chose to raise the natural problem of plastic waste, and two of them were selected as winners by Professor Byoung as the best and second best design poster category.

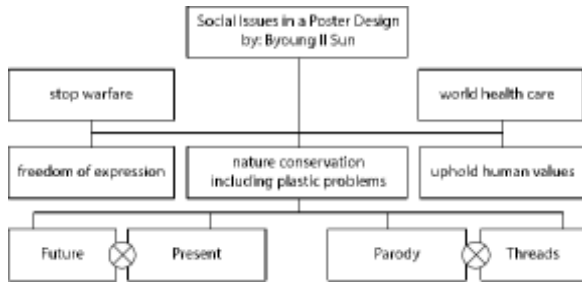


Table 1 – Workshop Brief Scheme. By: Author’s Documentation.

At the beginning of the workshop process; author team also conducted a literature study that refers to the differences in content and visual form of each type of poster design context approach [6]. And also considering emotional such as visual culture and verbal perception which is connected and contained. In addition, author team also divides categories to determine visuals, with 4 classifications; future and present, parody and threats. This approach is to get the fresher visual each context, in the early stage poster design process.

III. RESULTS AND DISCUSSION

Many of the results of poster design workshops are interesting, with four classifications of plastic problems there are several visual approaches: the future and the present, parodies and threats. Both the four context approaches are carried out with various approaches to ideas and contexts. And these are the results of the four poster designs are followed by behind-thinking explanations from each poster.



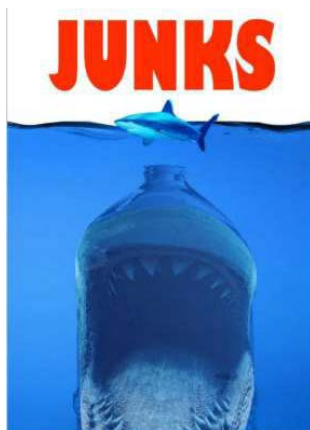
Pic 6 – 2030. By: Phebe Priska Dewi.

In the future category, the student is named Phebe Priska Dewi; provides an emotional touch in the form of visualizing flower arrangements made of plastic. Without saying much, Phebe is enough to give 2030 as a tickling title. In this case, the viewer will ask first, why is it only written 2030, but after seeing this visualization of flowers made of plastic, the impression of sterility and emptiness permeates the viewer, so it is expected to raise awareness to stop using plastic.



Pic 7 – New Sea Species. By: Vania Gabriella Nuralim.

In the present category, student named Vania Gabriella Nuralim; explained a unique finding but also sad at the same time. A new marine species! Where is visualized in the form of a dirty virus; from the combination of the background texture. Like a virus, this new species is not easily killed, it can even be said to not die; he will always live in the usual form, not decomposed by time. Its small size on a micro scale also makes it a great explorer, he will always be in nature and maybe already in our bodies.



Pic 8 - Junks. By: Gregorius Robby Kuntag.

In the parody category, student named Gregory Robby Kuntag; with brilliant doing a great twist. By using posters that have been famous for all time; JAWS posters; by Roger Kastel, for filmmaking directed by Steven Spielberg in the 1970s. With this parody approach, JUNKS posters are the

center of attention from various groups, especially those who understand and / or experience the film era in their time. Besides that the twist done is also very good; from human predator sharks, to predatory sharks. The sea predator is no longer in charge in the ocean these days.

In the threads category, student named Karenina Tiffany; do direct and frightening visuals. Yes, this is a visual threat, a message from a plastic use boomerang, which is sharp and dangerous for its users. The verbal message is also very direct; Use More Plastic, and We all Die. Of course this message is the last approach, if the elements of the future are no longer awakening, the current element with the new virus is also not frightening, the parody approach is still considered boring, then the scary direct visual message should delivered



Pic 9 - And We All Die. By: Karenina Tiffany

After producing this poster design work, professor Byoung Il Sun where called again to make the curation. By sending all works through e-mail, and gives the professor time about 3 to 5 days to scores. Then there was an online class with professor Byoung again.



Pic 10 – Online Curation by Prof. Byoung Il Sun. Sourc: Author’s Documentation

In this online curation, the professor chose 3 winners, and 2 of them were students who raised plastic issues; the one who won first place was Phebe Priska Dewi with her

“2030” poster, and in the second place was Gregory Robby Kuntag with her “JUNKS” poster. From this election, the team of writers felt the need to make this online learning agenda and workshop into a writing to be a material for sharing and teaching the world of visual communication design; specifically poster design and plastic issue.



Pic 11 – Ms. Park Jin-Young Opening the Exhibition.
Source: Author’s Documentation

The results of this online learning and workshop were also exhibited along with 40 works by Professor Byoung Il Sun. So that it gives pride to students, especially winners. This exhibition was opened by Mss. Park Jin-Young; as the Public Information Officer of the Korean-Indonesian Embassy, Mr. Soegianto Nagaria; as the Director of Summarecon, and Professor Harianto Harjasaputra; as the vice rector of academic representative of the Pradita institute on April 1, 2019, and lasts until April 14, 2019, at Summarecon Mall Serpong, Tangerang.

Today there are so many talks about digital design and applications, this gives the poster design space a small and old-fashioned appearance. But it is precisely from online learning that is foreign-minded; this time from South Korea, the poster design media is actually a fun medium and gives viewers a lot of space to think and receive messages contained in it.

In addition to practicing the design skills of students, learning to design posters can be a training in various visual communication design sciences. It contains form, context, and content learning, besides it is also packaged in a layout that uses design elements with the right design principles. Including an emotional approach that wins the hearts of viewers.

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