One Man’s Trash Can Be His Own Treasure: A Project with FireSeed Arts

Project Goals

We sought to promote FireSeed Arts, an environmental arts company, as a source for combating our culture’s overconsumptive and wasteful ways. This was accomplished through the improvement of its ability to communicate with outside groups, by the generation of three deliverables: a flyer, a website, and a survey.

FireSeed Arts & Sustainability

FireSeed Arts is an environmental arts business—founded over two years ago—which seeks to change the popular perceptions on waste and trash through the engineering of high-quality art and musical instruments. The concept of “waste” is fundamentally outdated and must be replaced in order to continue to advance. To achieve this goal, both art and science necessary for the progression of the world in a sustainable and enlightened way. Science has the ability to provide the technical details necessary to achieve a goal, and art goes people ownership and the creative outlook necessary to further science. FireSeed Arts hints workshops and music based presentations to continue these ideas. It also has its own band, Johnny FireSeed and the Junkyard Dogs, and a non-profit arm called FireSeed Alliance working towards the same goals.

Flyer & Methodology

• Decided upon the objectives of the publication: a way to convey what the FireSeed Arts represents, what it does for the community, and how potential volunteers and material donors can get involved
• Conducted research on psychology and advertising’s impact on consumer decisions
• Created draft to send to graphic designer for final production

Outcome

An eye-catching flyer was developed for the “No Wood Left Behind” project in order to convey the possibility of using art as a solution to nonrenewable actions. This physical takeaway shows individuals how simple it is to become involved with FireSeed Arts, and immediately offers opportunities to create new and beautiful works of art. The company itself will have access to these donated goods, as well as gained useful research for the future development of similar publications.

Our Contributions:

Website and Donation Tracking System

• Research was done on website user friendliness to improve navigation
• Additional research was done on website layout and theme to help with navigation and appeal
• Further research was done on how to technically design a donation tracking system so individuals can see what their waste is turned into

Survey & Methodology

• Performed research into survey design and questionnaire
• Found the target of the survey, to measure FireSeed Art’s communication of their mission
• Created specific question targets and decided how to organize the survey
• Drafted a survey questions, received feedback from FireSeed Arts, and edited, repeat
• Had some volunteers take the survey aloud as a final measure of its effectiveness

Results

With the use of our three deliverables, the flyer, website, and survey, FireSeed Arts will be more capable in communicating its message of environmental stewardship and respect for materials. FireSeed Arts works with community members and local businesses to create a sustainable culture where things we own are respected, and when they are no longer useful, they can become something new and beautiful without traveling to a landfill. These deliverables have increased FireSeed Arts’ ability to share their mission and vision with others who may be interested in similar goals.

Recommendations

• Further development of social media pages
• Continual website updating with content clarity and user friendliness as mind
• Design of surveys that are targeted for presentations at schools and businesses
• Creation of flyers for specific projects that have information about how to get involved

Selected Bibliography


Notable Disc

"Moby Disc" sculptures created from the contents of the Recycled Wood Left Behind Project

Donation Tracking System

• Step 1: Receive the tracking number and submit a donation form
• Step 2: Fill out the donation tracking form
• Step 3: Submit updates to the donation tracking system

FireSeed Arts Alliance working towards the same goals.

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