



A



B

Describe the pictures above.

GRAFF

GRAFFITI

Etymology

Graffiti is from the Italian word *graffiato* ("scratched")

Background

The term *graffiti* referred to the inscriptions, figure drawings, etc., found on the walls of ancient sepulchers or ruins

In History

The earliest forms of graffiti date back to 30,000 BCE in the form of prehistoric cave paintings and pictographs using tools such as Animal bones and pigments

GRAFFITI

In History



GRAFFITI

In History

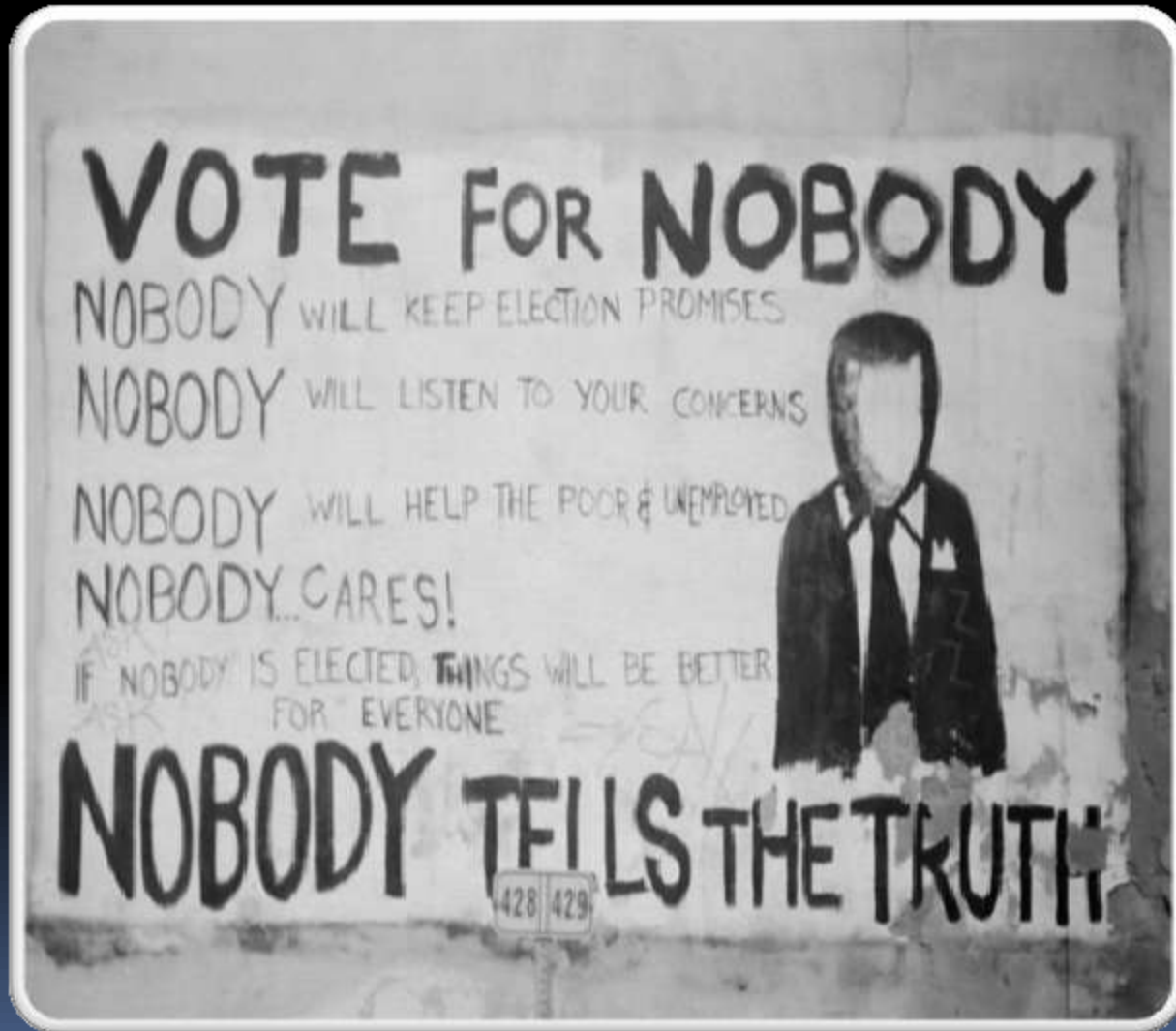


GRAFFITI

Some of it's Uses

GRAFFITI

Uses: Radical and Political



GRAFFITI

Uses: Radical and Political



GRAFFITI

Uses: Offensive Graffiti




GRAFFITI

Uses: Offensive Graffiti



GRAFFITI

Uses: As advertising




A silver hatchback car is parked on a street in front of a white brick building. The car is covered in colorful graffiti, including a large, stylized face on the rear door and a hand on the front door. The building has two windows and some graffiti on its wall.

What if your paint job changes overnight?

We fix more than dents.
At Zurich, we believe when your car is damaged, the last thing you should get is a ruined schedule too. That's why we offer a range of innovative services to minimize the impact of getting your repair completed. Because we think about more than just cars, but drivers and their lives are more protected.
www.zurich.com

Because change happens.


ZURICH

GRAFFITI

Uses: As in Advertisement



GRAFFITI

Uses: As in Advertisement



GRAFFITI

Uses: Decorative and high art



Street Art, Buenos Aires





SHOUT
SMOKED





GOING THE WRONG WAY?



What is our
task now?

Design a simple typographic advertisement using
Advertisement on
Environmental Care.

GIVE
ME
YOUR
HAND
GREENPEACE



GREENPEACE



Our Environment We Care!

Our Environment We Care!



Think.



Act.



Save.

SAVE THE ENVIRONMENT

**PLEASE SWITCH OFF THE
LIGHTS AND FANS BEFORE YOU
LEAVE.**

LEAVE

LIGHTS AND FANS BEFORE YOU

LEAVE SWITCH OFF THE



© Elizabeth O. Dulemba www.dulemba.com

LOVE YOUR MOTHER...



EARTH

© wondercliparts.com

© wondercliparts.com

EARTH



i love earth





SAVE OUR EARTH



TO DAY



EARTH HOUR

GO GREEN!



BIODEGRADABLE PRODUCTS

100% ENVIRONMENTALLY
SUSTAINABLE SYSTEM

SUSTAINABLE SYSTEM

Environmental  graffiti

I gave you

LIFE

Now, it's your
turn to
reciprocate

SAVE EARTH

Be
Green

Fight against GLOBAL WARMING





NOT A DROP



KEEP THE CLARENCE MIGHTY

Supported by

The Daily Examiner

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The Daily Examiner



URBAN IMPACT

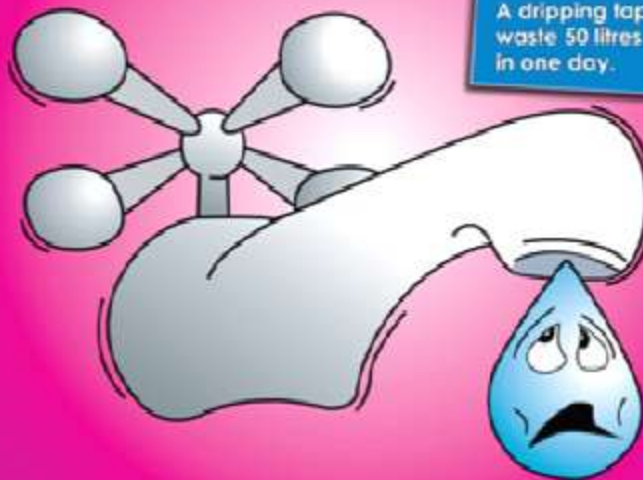
recycling at work

“Do Your Bit!”

Don't Be A Drip

Did you know?

A dripping tap can
waste 50 litres of water
in one day.



Did you know?

A dripping hot water
tap wastes energy and
in one week wastes
enough hot water to fill
half a bath.

Turn Off The Tap

The background of the image is a deep blue sky. A large, billowing white cloud rises from the left side, partially obscuring the text. In the lower-left corner, two dark, vertical industrial smokestacks are visible, with smoke rising from them that merges into the larger cloud. The entire scene is framed by a white border with rounded corners.

**We do not inherit
the earth from
our ancestors,
we borrow it from
our children.**

-native american proverb

**You are not just
burning off calories...**



You'll save one pound of CO₂ for every mile you don't drive.



On your next bike, carpool, ride the bus to work, and help make
a difference in the health of our planet. Everyone is responsible!



THE

environment and the earth's

FUTURE

is, if nothing is done, very dark. It all

DEPEND

on how well nature is preserved and

ON

how well it's rebuilt. If we do not succeed blame is on

US ALL

YOU ARE HERE



...SO IS
EVERYONE ELSE

RESPECT THE EARTH.
DON'T WIPE US OFF THE MAP.

STOP!

KILLING



MOTHER EARTH



Central Pollution Control Board
(Ministry of Environment & Forests)
www.cpcb.nic.in



www.cpcb.nic.in