

Designing Advertising Campaigns to Promote Sustainable Fashion Through Visual Narratives

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Abstract:

This research explores the role of poster design as a dynamic approach for promoting sustainable fashion through graphic narratives. As the environmental impact of fast fashion is increasing, public education has become critical for encouraging sustainable consumer behavior. This study investigates how graphic designing can influence visual storytelling, typography, and imagery to communicate complex environmental data like water consumption, pollution, and textile waste into accessible, emotional, and engaging visual messages. The study investigates collaborative projects between graphic design students, fashion design students, and sustainable fashion brands, focusing on how interdisciplinary partnerships enrich campaign authenticity and relevance. Additionally, the environmental impact of the poster production process itself is considered through the exploration of sustainable printing techniques including recycled paper usage and natural inks, aligning production methods with campaign messages. Collaborating with fashion designers would allow the translation of sustainable practices into visual campaigns, promoting eco-friendly collections and material innovations. Furthermore, the ethical considerations surrounding sustainable production methods for posters such as the use of recycled materials and natural inks are analyzed to emphasize on the environmental message. Historical and contemporary analyses of poster design within social and environmental activism provide context for identifying effective visual strategies. The study employs focus groups to assess audience engagement and the impact of different poster designs on awareness and behavioral intention toward sustainable fashion. This research contributes to the fields of graphic design and fashion sustainability by demonstrating the power of visual storytelling in effecting environmental change and offers practical insights for educators and practitioners seeking to develop impactful, ethically produced sustainability campaigns.

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