

**ADV1162**

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**Class Blog:** artorium.com/instruction  
**Poster Design** Project Brief

About

GrowNYC is a hands-on non-profit which improves New York City's quality of life through environmental programs that transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations.

Mission

Greenmarket was founded in 1976 with a two-fold mission: to promote regional agriculture by providing small family farms the opportunity to sell their locally grown products directly to consumers, and to ensure that all New Yorkers have access to the freshest, most nutritious locally grown food the region has to offer.

Goal

Greenmarket Youth Education connects thousands of New York City schoolchildren in grades K-12 with Greenmarkets and farmers each year. Fun, interactive learning experiences help children gain an understanding of how food choices impact their bodies, their environment and their communities. The program is geared at 5th & 6th graders, addressing the need to teach New York City school children about our food system. Seed to Plate helps tell the story of local food in a way that will motivate greater behavioral change.

Your Mission

To design a promotional poster of the Greenmarket for New York City 5<sup>th</sup> and 6<sup>th</sup> graders.

The poster should encourage and educate this age group to eat more real fruit and/or vegetables especially for their snacks.

Requirements The poster must include:

- the GrowNYC logo
- feature at least one locally grown (NYS taste) vegetable or fruit
- promotional copy – will be supplied to you as project progresses

To learn more you can visit these two websites

Brooklyn Borough Hall Greenmarket: <http://www.grownyc.org/greenmarket/education>

Designed in collaboration with the [Center for Food and the Environment](http://blogs.tc.columbia.edu/cfe/research/food-choice-studies/) at Teachers College Columbia University:  
<http://blogs.tc.columbia.edu/cfe/research/food-choice-studies/>

**Stage 1 - Research**

You will be paired into groups of 4 and asked to visit the market that meets on Tuesdays and Thursdays, in front of the courthouse and:

- Come up with 5 questions about the markets and interview vendors
- Document your visits by taking 10 specified photographs
- Present research on Openlab
- Due October 14<sup>th</sup>