

**Where's
the
Food?**

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Healthy food is a necessity to sustain a healthy life. Many people living in food deserts have either limited or no options to purchase healthy food, leaving them to struggle with an unhealthy diet. They live in areas where the only food options are convenience stores or gas stations, where space for healthy food is limited. With the outbreak of the Corona Virus and shelves being wiped clean of many groceries, people living in food deserts are now left with even less food options. My hope for the future is that we can rally together to plant grocery stores and healthy food options in these food deserts, giving people living within them more choices and the path to a healthier lifestyle.



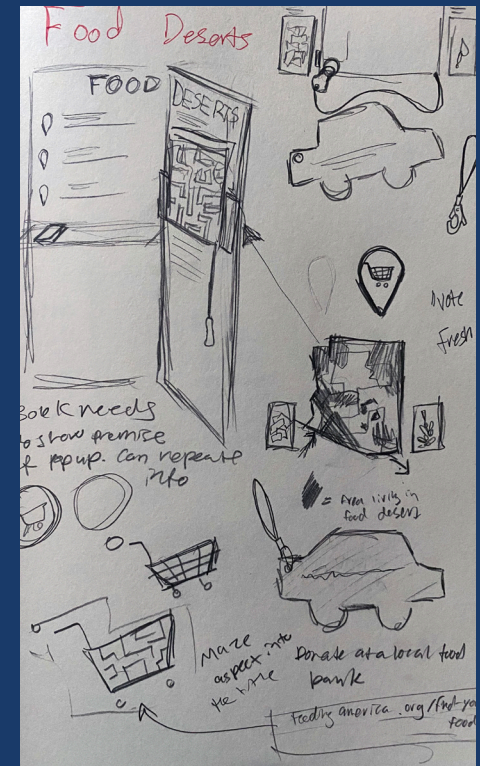
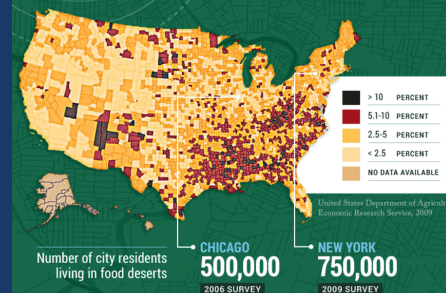
Food deserts, as defined by the American Nutrition Association, are parts of the country lacking in adequate supply of fresh fruit, vegetables, and other healthy whole foods, usually impoverished areas. And in the U.S., 23.5 million Americans live in food deserts. Fortunately, various government initiatives and nonprofit organizations are making headway in addressing this national crisis.

STATS ABOUT FOOD DESERTS IN AMERICA

The Extent of Food Deserts

IN 2009
2.3 million Americans lived more than one mile away from a supermarket and did not own a car
EQUIVALENT TO **2%** OF ALL U.S. HOUSEHOLDS IN 2009

NO CAR AND NO SUPERMARKET STORE
WITHIN A MILE | 2009 Survey



Branding

4

For branding I wanted to make sure to use green as my prominent color to symbolize nutrition and health. Helvetica is a clean typeface that allows for easily legibility and comprehension.

Helvetica Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghij
klmnopqrst
uvwxyz

Helvetica

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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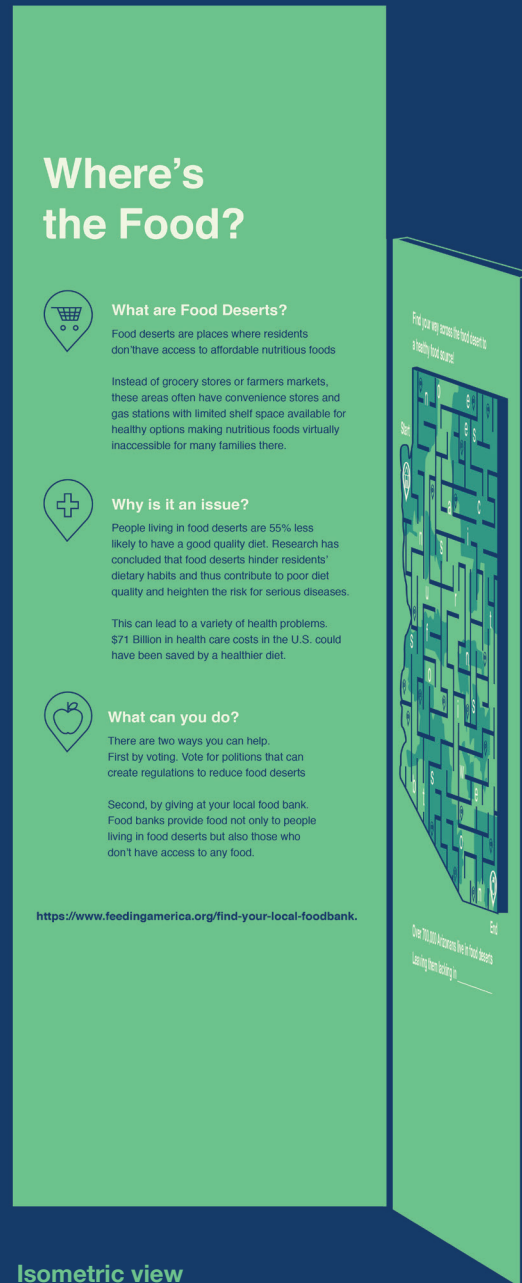
#EDF5E1

#5CDB95

#379683

#05386B

Arizona State University, Herberger Institute, Senior Poster Show. The original show was to be a physical exhibit displaying a variety of global social issues and showcasing the graphic design skills of our senior classes. After the Corona Virus hit the U.S., classes transitioned to online meetings and our physical exhibit was canceled. We transitioned from needing to create a physical display to showing the social issues digitally. For my display I wanted to create a physical representation of the food crisis in Arizona. It features prominent shades of green to emphasize the need for healthy food with the main draw being a large interactive Arizona desert food maze.



Top View

Isometric view

Where's the Food?



What are Food Deserts?

Food deserts are places where residents don't have access to affordable nutritious foods.

Instead of grocery stores or farmers markets, these areas often have convenience stores and gas stations with limited shelf space available for healthy options making nutritious foods virtually inaccessible for many families there.



Why is it an issue?

People living in food deserts are 55% less likely to have a good quality diet. Research has concluded that food deserts hinder residents' dietary habits and thus contribute to poor diet quality and heighten the risk for serious diseases.

This can lead to a variety of health problems. \$71 Billion in health care costs in the U.S. could have been saved by a healthier diet.



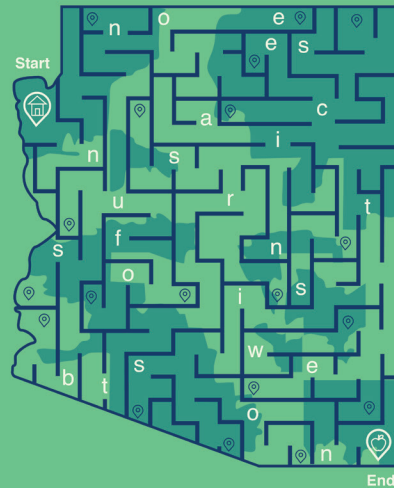
What can you do?

There are two ways you can help. First by voting. Vote for politicians that can create regulations to reduce food deserts.

Second, by giving at your local food bank. Food banks provide food not only to people living in food deserts but also those who don't have access to any food.

<https://www.feedingamerica.org/find-your-local-foodbank>.

Find your way across the food desert to a healthy food source!



Over 700,000 Arizonans live in food deserts leaving them lacking in _____

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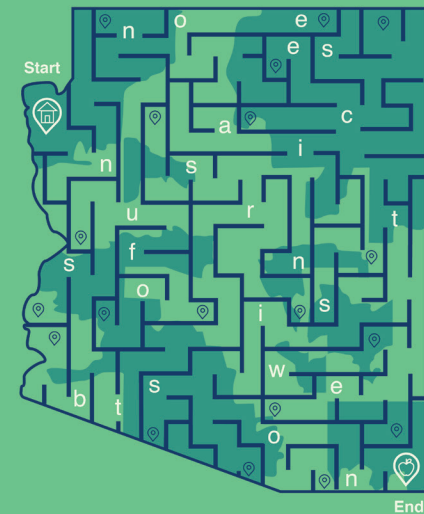
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Flat View

Isometric view

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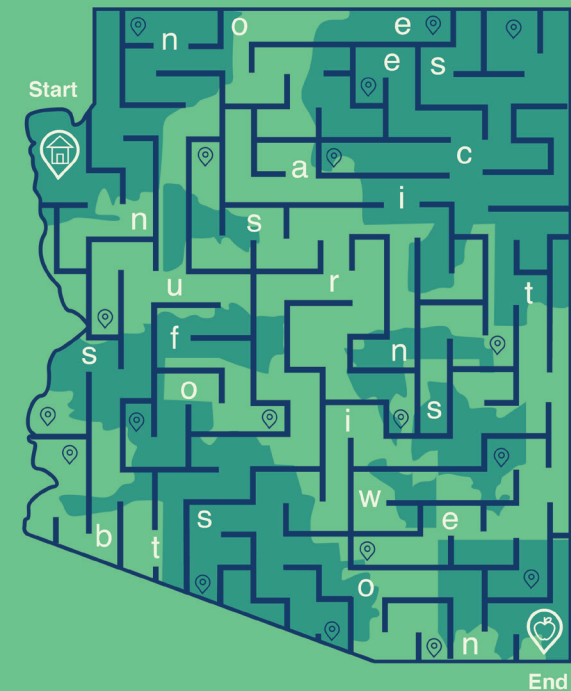
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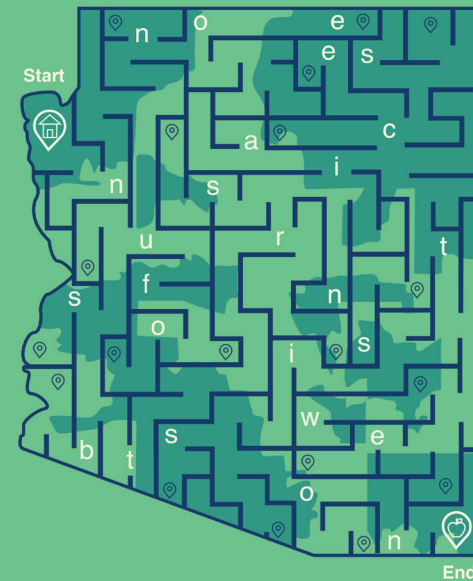
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48"

36"

Find your way across the food desert to a healthy food source!



Over 700,000 Arizonans live in food deserts
Leaving them lacking in _____

40"

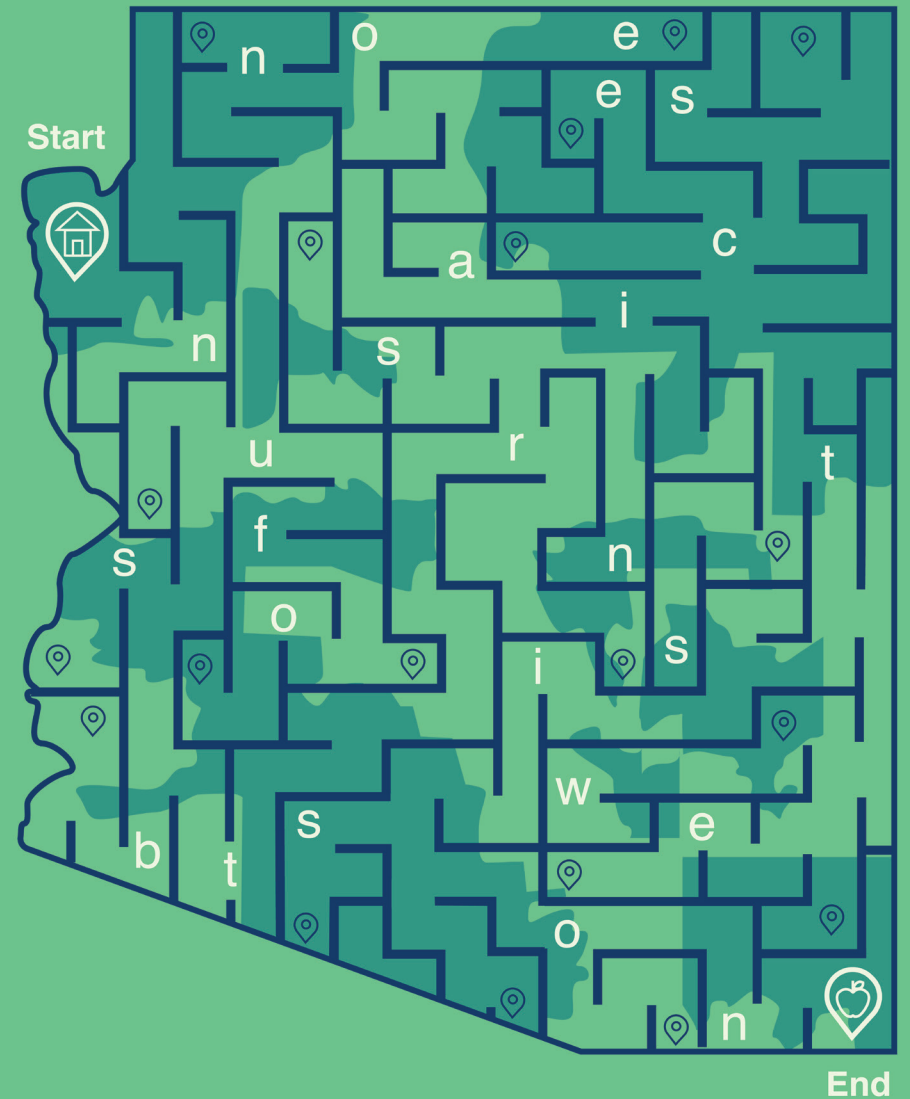
78"

Takeaway

14

Originally this was to be a maze that people would insert a custom shopping cart token I created and use a magnet to navigate the maze. Once completed, the participant would retrieve the token and add a chain to the end to create a memorable keychain keepsake. Unfortunately due to the outbreak of the Corona Virus and the cancelation of our show, I had to rework my interactive piece. I knew I wanted to keep the maze, so instead of making the takeaway a physical keychain, I decided to redesign the maze's reward to a verbal takeaway. Once completed, the letters crossed getting to the end reveal the answer to the question at the bottom. My goal was to leave the participant with a feeling of empathy to the plight faced by many Arizonans.

Find your way across the food desert to a healthy food source!



Over 700,000 Arizonans live in food deserts leaving them lacking in _____

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