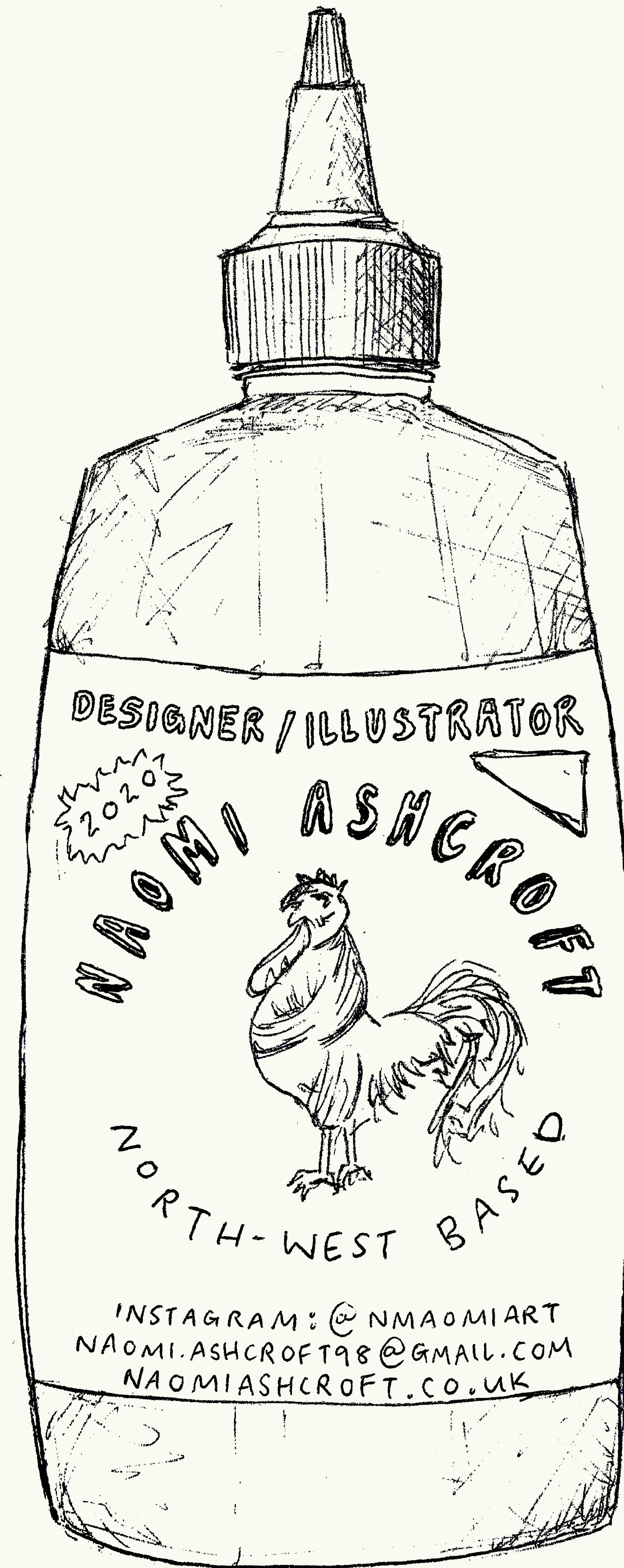
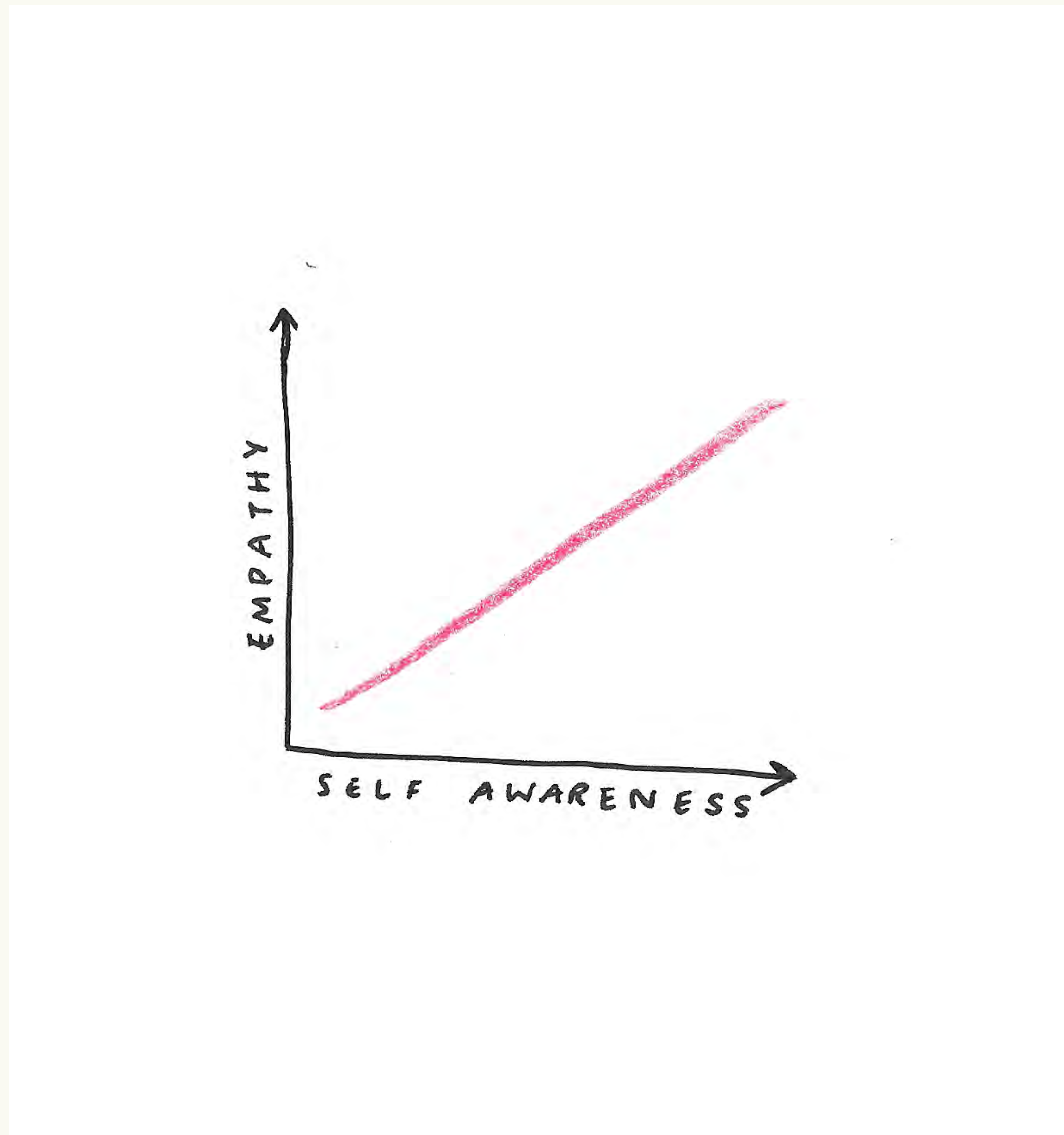


NAOMI ASHCROFT







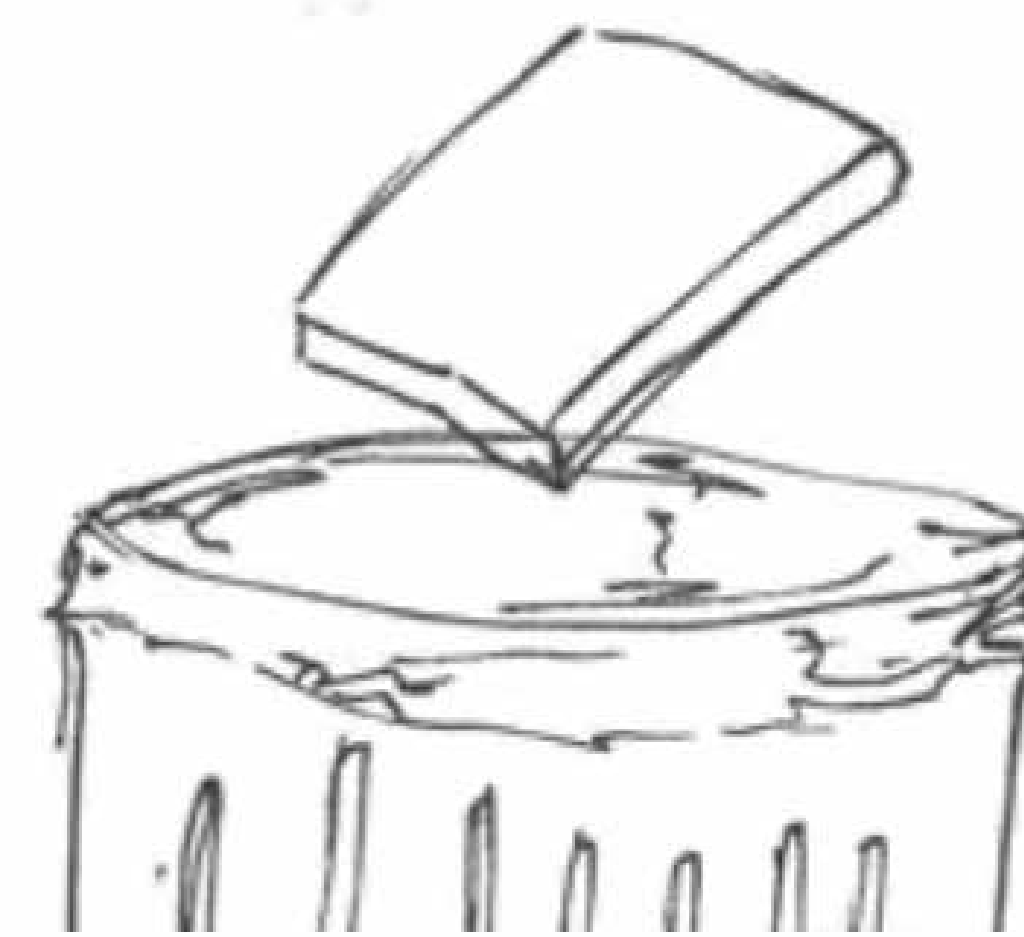
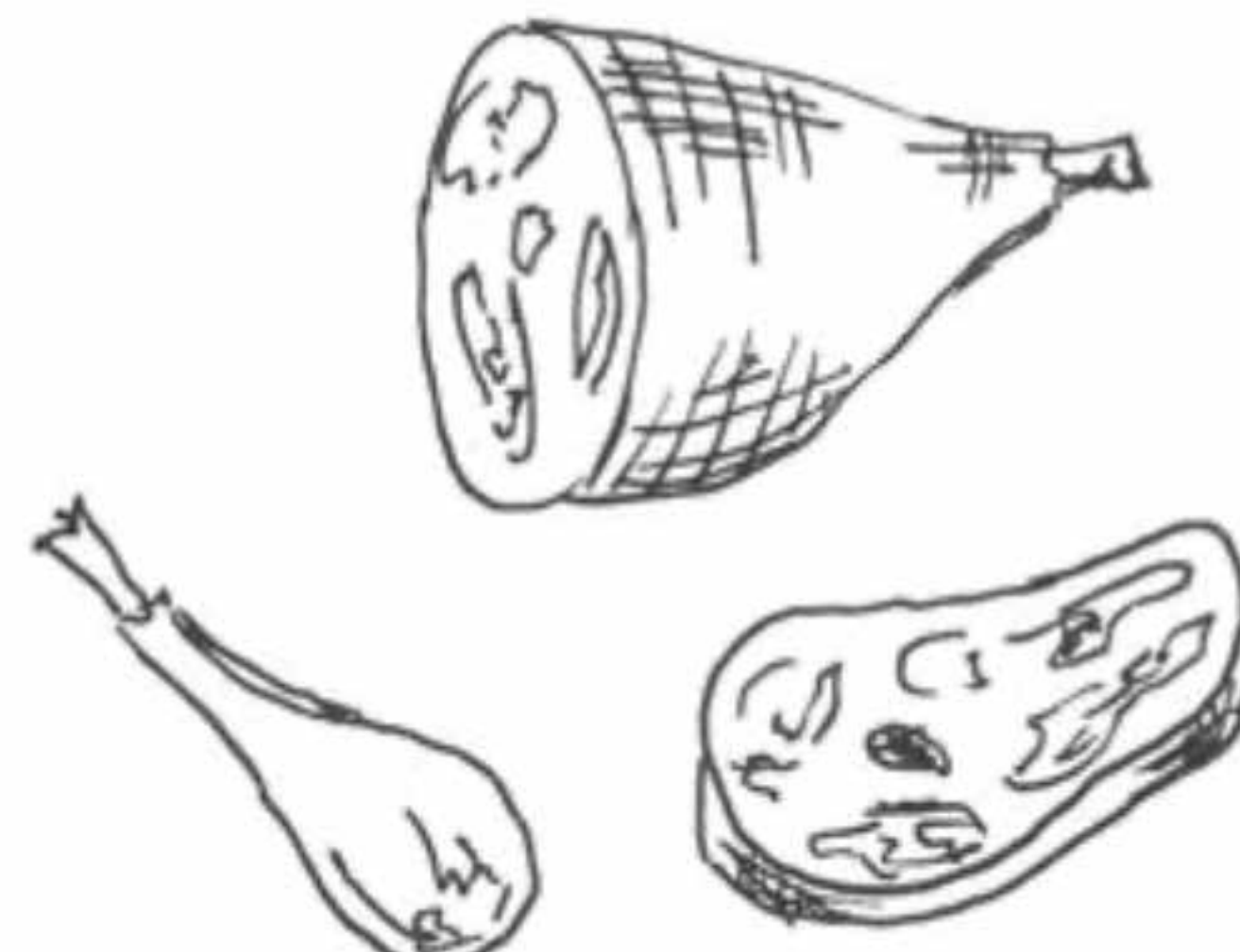
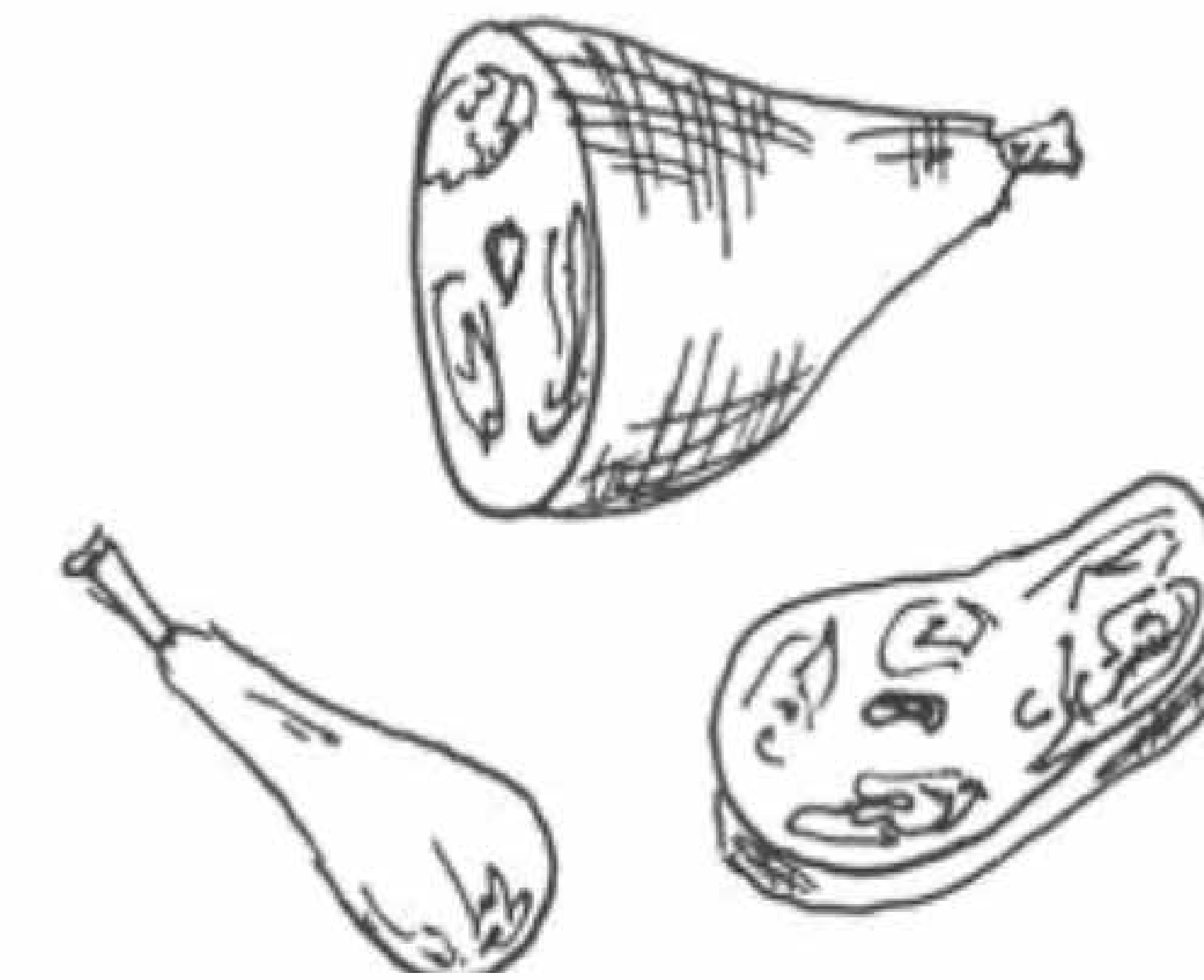
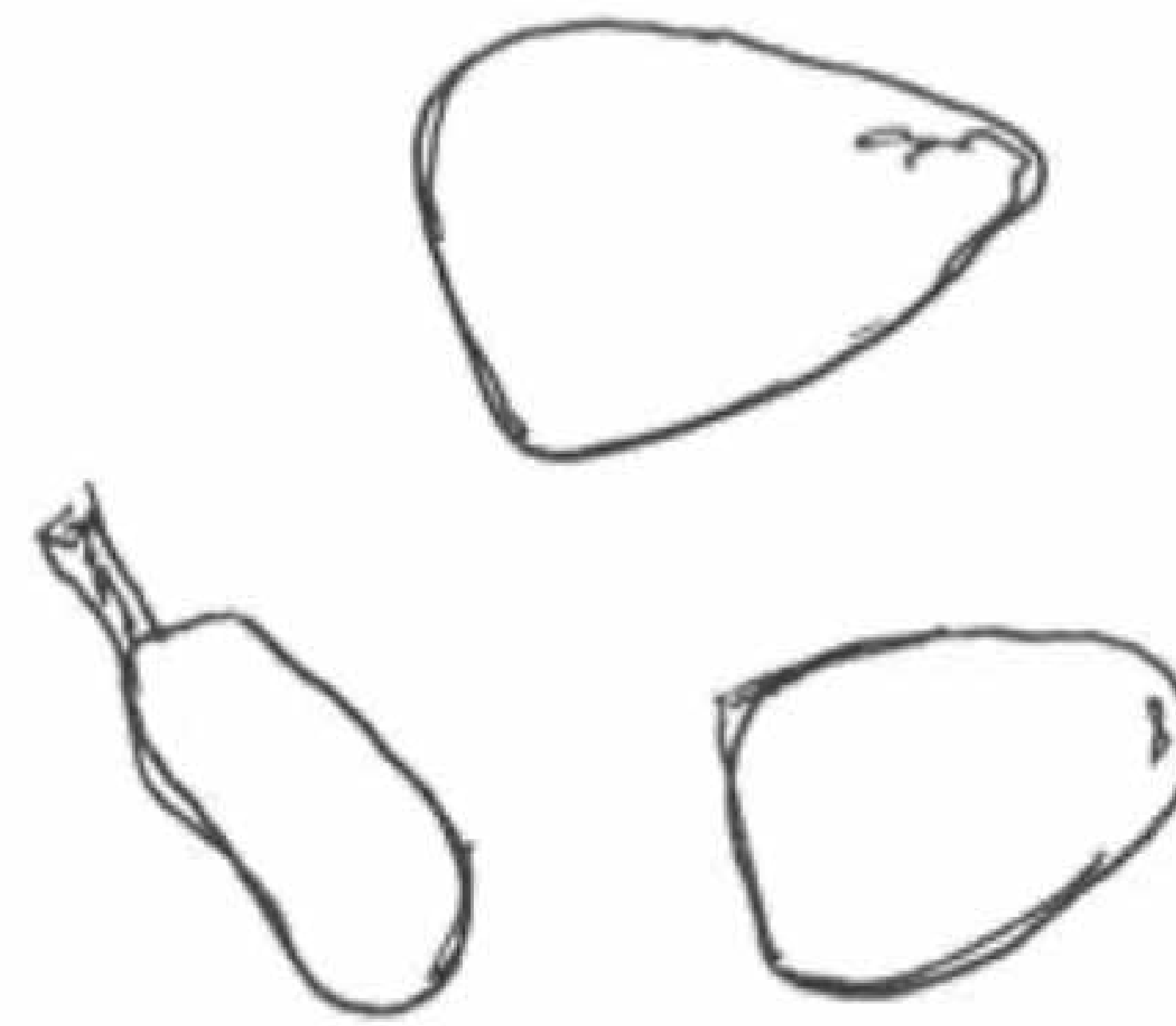
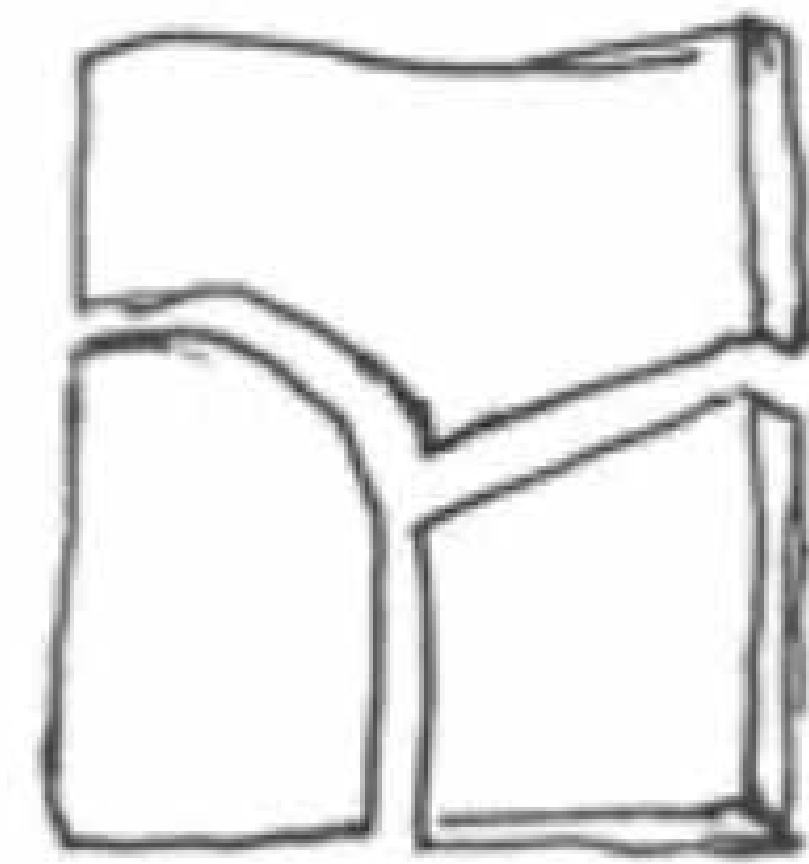
MAKE  
EMPATHY  
GREAT  
AGAIN

MAKE EMPATHY GREAT AGAIN

This zine was part of a collection titled 'All About You', based on what artists think is an important philosophy in creative practice. This zine elaborates on the theme 'empathy'. To most designers, empathy is an important quality to hold.

Empathy helps to look from different perspectives and design for audiences further from your own experience. 'Genuine aesthetic connection rests on the empathy between the artist and viewer' - Joseph Bravo

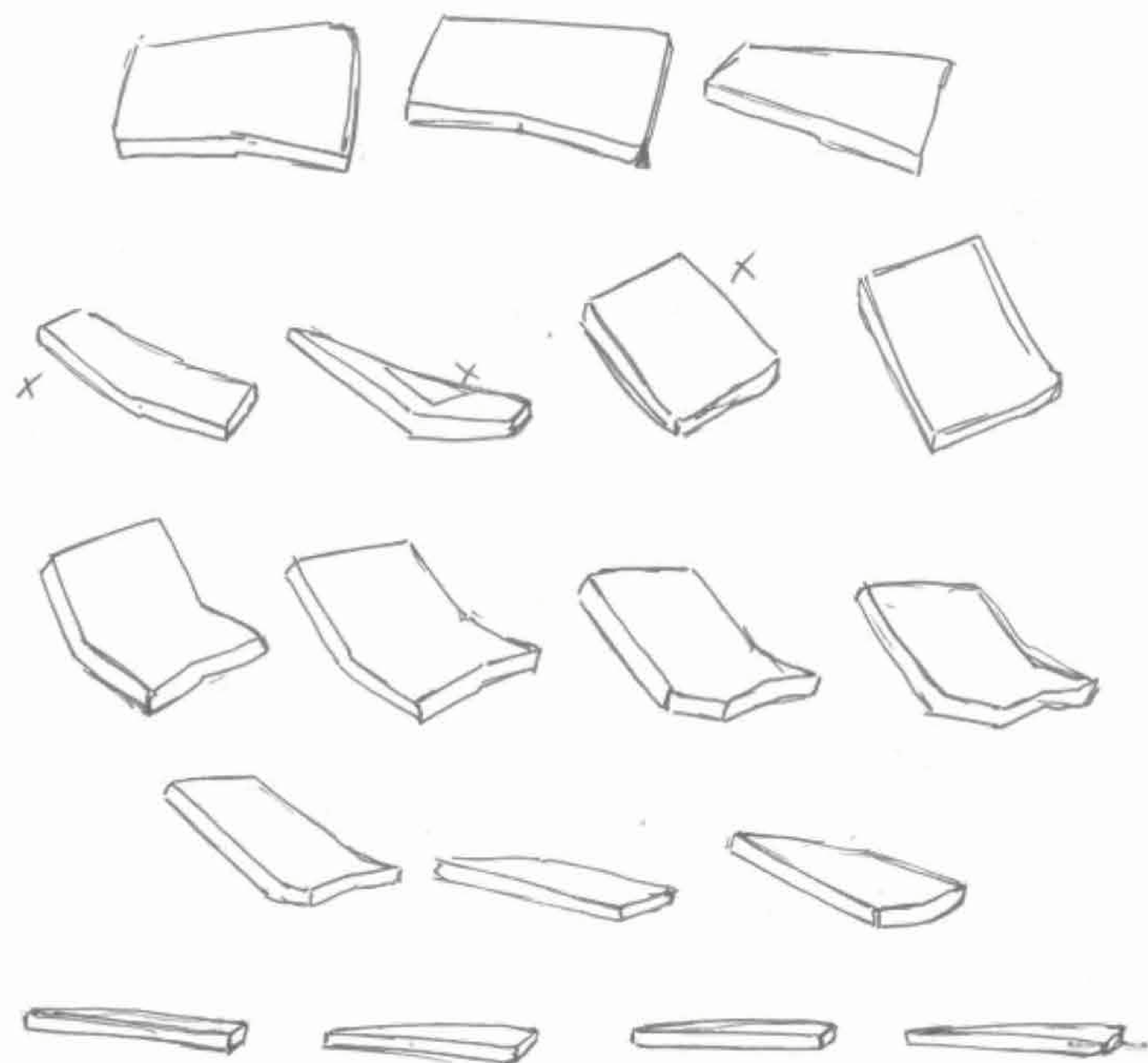
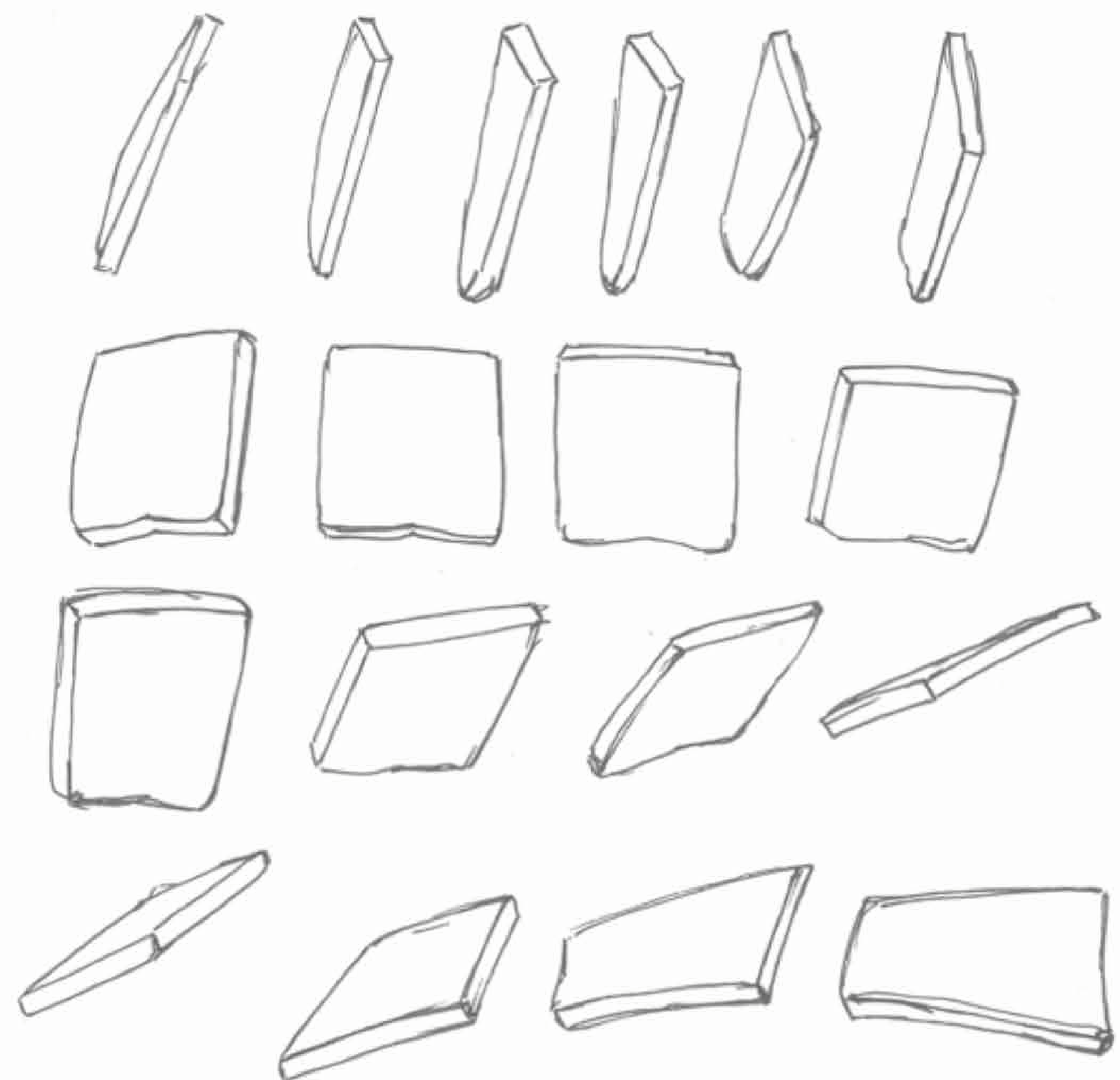




## GLOBAL FOOD WASTE

This brief focussed on the theme of 'bread' and it's importance throughout history. The foods historic and cultural ties made for an abundance of research. The project led into the

environmental costs of surplus bread. The following work is part of a thirty second animation telling the journey of surplus food.







## EARTH AFTER LIFE

'Earth After Life' is a project that evolved from a brief called 'Ego to Eco', whereby designers had to visually communicate their relationship with nature. This outcome was inspired by Alan Weisman's book 'A World Without Us' and the photography of David McMillan who has spent 20 years documenting the decay of the abandoned city of Chernobyl. This project developed, and

began to reimagine what the city of Sheffield would look like if all humans suddenly disappeared in result of climate change. These buildings were chosen due to their architectural importance and their history. Residents who have lived in Sheffield for years would recognise these structures, but they are not necessarily listed on the tourist guides.





## ANTINATALISM

This project explored the theme of antinatalism. This is the choice to not have children due to the ongoing climate catastrophe. During an Instagram live in 2020 from Alexandria Ocasio-Cortez, AOC addressed this topic and said “It is basically a scientific consensus that the lives of our children are going to be very difficult,

and it does lead young people to have a legitimate question: is it OK to still have children?”. This was the first time a mainstream public figure had addressed this concern. AOC’s portrait has been placed alongside an informative article written for The Guardian.



## Children in this Climate?

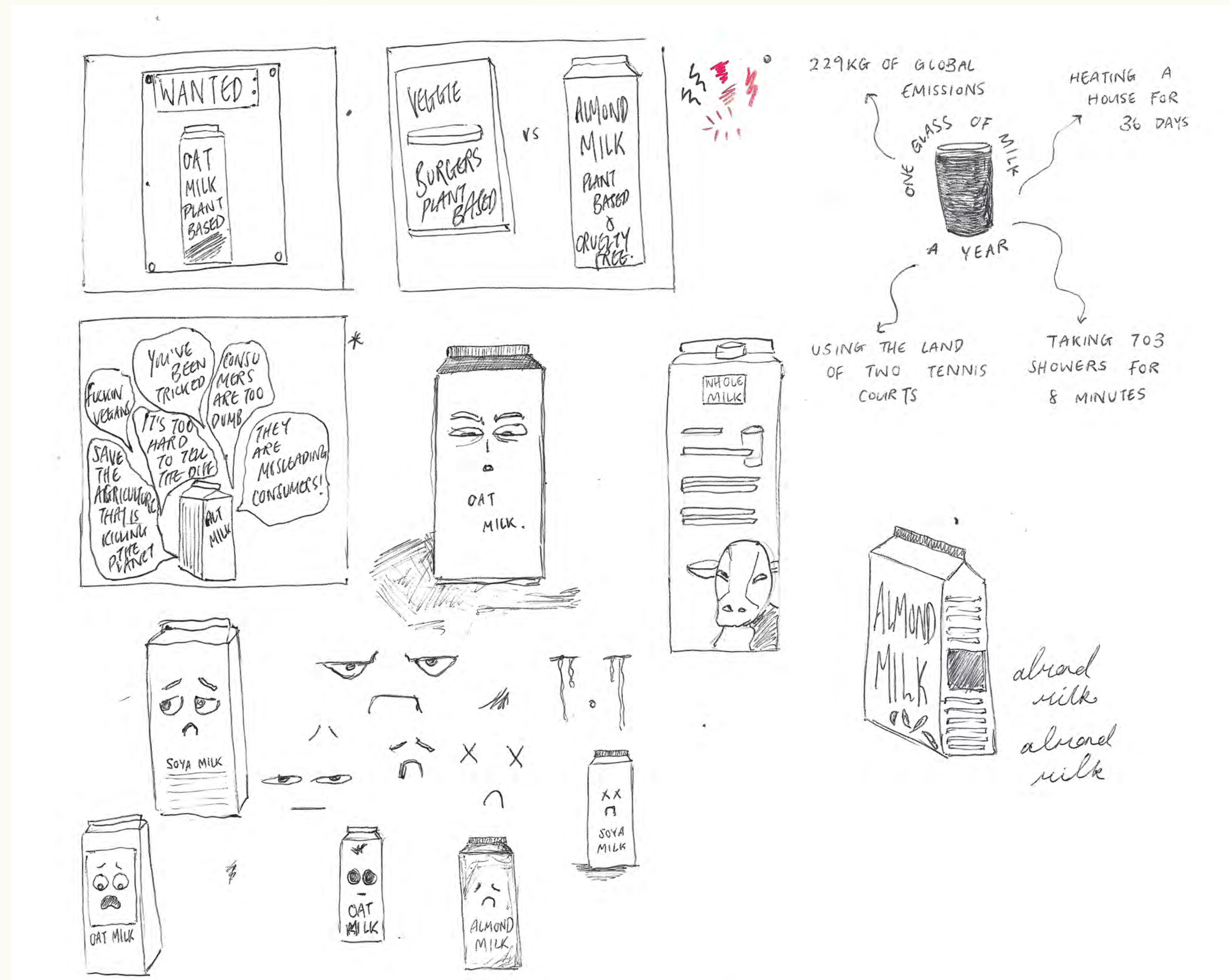
IS ALEXANDRIA OCASIO-CORTEZ RIGHT TO ASK IF THE CLIMATE MEANS WE SHOULD HAVE FEWER CHILDREN?

By Matthew Taylor  
Illustration by Naomi Ashcroft

If you accept the premise that having fewer children will tackle climate change, there is also the thorny question of exactly who should be having fewer kids: an American is responsible for 40 times the emissions produced by a Bangladeshi, but often those who advocate population reduction focus on women in the developing world. Ocasio-Cortez is not encouraging people stop having children. And as the leading advocate of the Green New Deal plan – which aims to radically transform the US economy by 2030 – she is one of the few politicians to be working on a plan that might just offer a way to avoid the worst impacts of this crisis.

However, critics insist we should focus instead on overconsumption, and that putting the onus on individuals to address climate change obscures the systematic nature of the crisis. Crucially, they say, it lets the real culprits – fossil fuel corporations and successive global governments’ inaction – off the hook. But perhaps she is raising a more profound issue. Faced with a future of social and political breakdown, flooding, deadly heatwaves and food shortages – and a world full of politicians in various states of denial – why shouldn’t young people question whether bringing children in the world is a good idea?

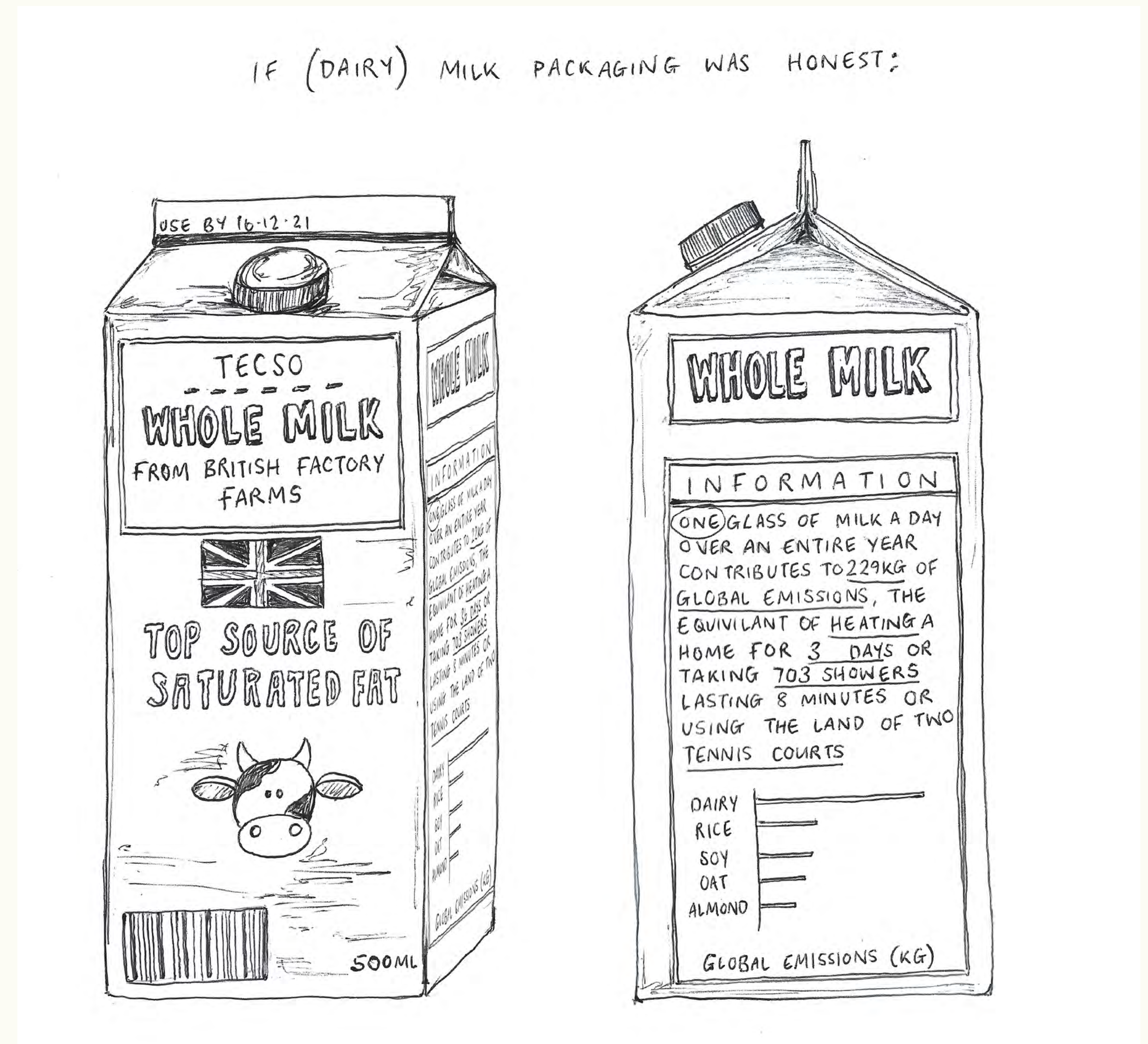




## IF DAIRY WAS HONEST

This piece is designed as a satirical spin on British dairy packaging, titled 'If (Dairy) Milk was Honest'. Following the ruling of Amendment 171 which will make it illegal for plant based food to be compared to dairy products in the future, this self directed brief was in response to this quote by Oatly 'one way forward is to make it mandatory for dairy companies to state the climate impact on their cartons so

that customers can make their own comparisons'. This news story was published at a time where several documentaries were released, critiquing the animal agriculture industry and the role it plays in the green house effect. This piece of legislation is an attempt to slow down the success and environmentally conscious diets and sustainable brands, in favour of big agricultural companies.







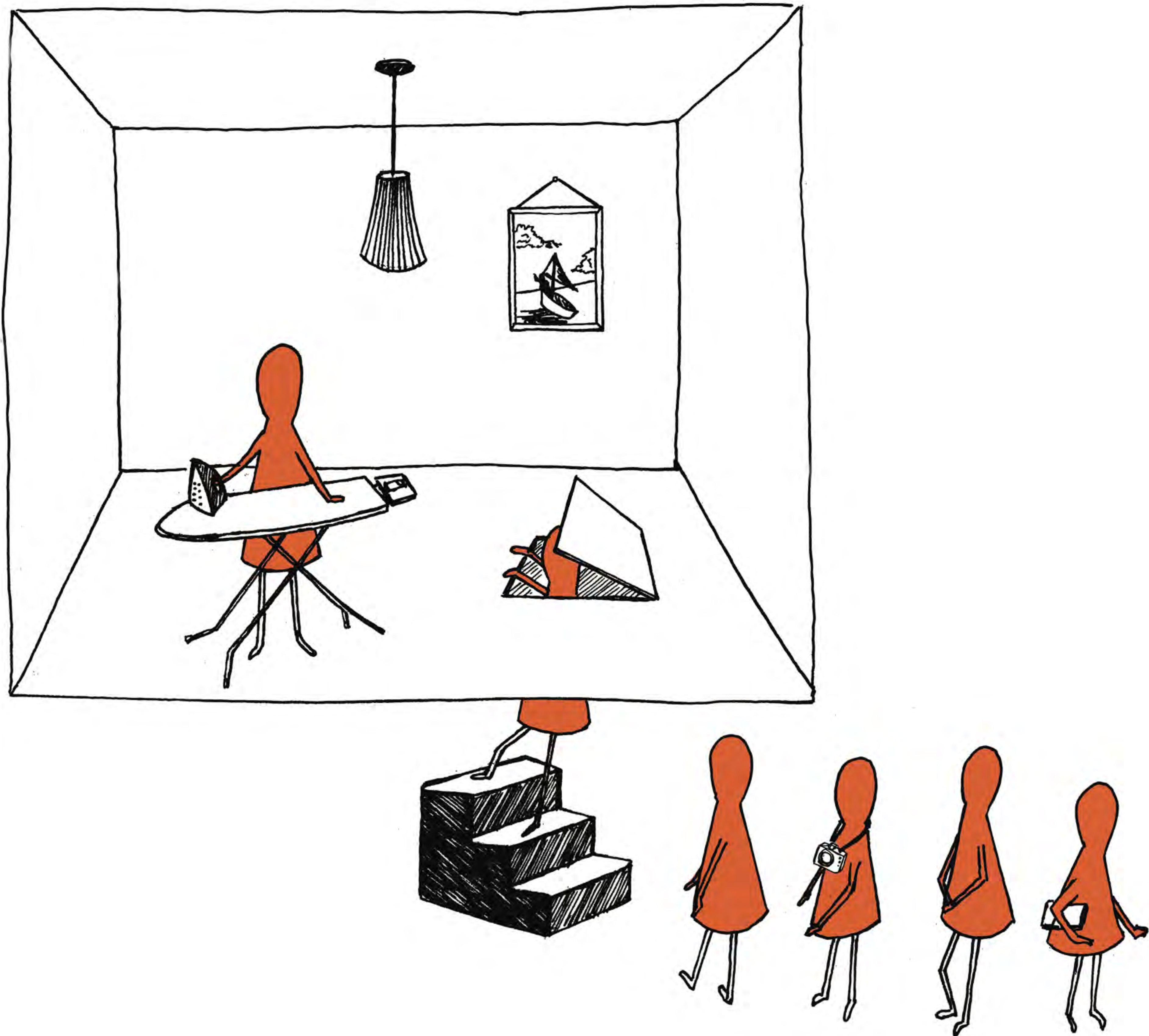
# WOBBLY DUCK COLLECTIVE

Five talented creative teamed up to form a hypothetical collective which aimed to build on Sheffield's existing character and charm and contribute to creating and branding events that will make people want to stay/visit.

The decision that impacted the direction of this project the most, was the name. The group decided on 'Wobbly Duck'. This name was influenced by the

northern term of endearment 'duck'. The decision some visual research on the character of a duck, and she found a lot of inspiration from tattoo designs and the plant milk brand Minor Figures. The idea of six-character designs with defining features (e.g. clothes and skateboard) but with the head of a duck was put forward. This became the main visual for the group identity.





VOYEURISM

This brief involved designing three editorial illustrations for an article by Paul Laidler called ‘A World’s Stage’ which examines the 1998 film ‘The Truman Show’. The final illustrations landed on a theme of ‘voyeurism’. The subject is performing a menial task, but unbeknownst to them, others are waiting their turn to watch him through

the crack in a floorboard. The following illustration shows a close up of the voyeur, and the final illustration adds another layer to the deceit as the whole scene is being watched by viewers on the TV.

