



A **FOOD DEMOCRACY** Initiative

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PROJECT OVERVIEW

'Pick Me' is an initiative that aims to encourage individuals to increase their local knowledge of the produce available in their areas.

METHOD OF COMMUNICATION

A pair of colour wheels that document the availability of seasonal produce in Sydney and New South Wales.

TARGET AUDIENCE

- 1) Individuals that are interested in the quality of their food and their local economy.
- 2) Communities in Sydney.

SHORT-TERM GOALS

To encourage local communities to purchase local produce from farmers' in their area.

LONG-TERM GOALS

- 1) To ensure the longevity of produce farmers and that they are supported by their communities.
- 2) To strengthen communities and sustain their local economy.
- 3) To reduce food wastage.

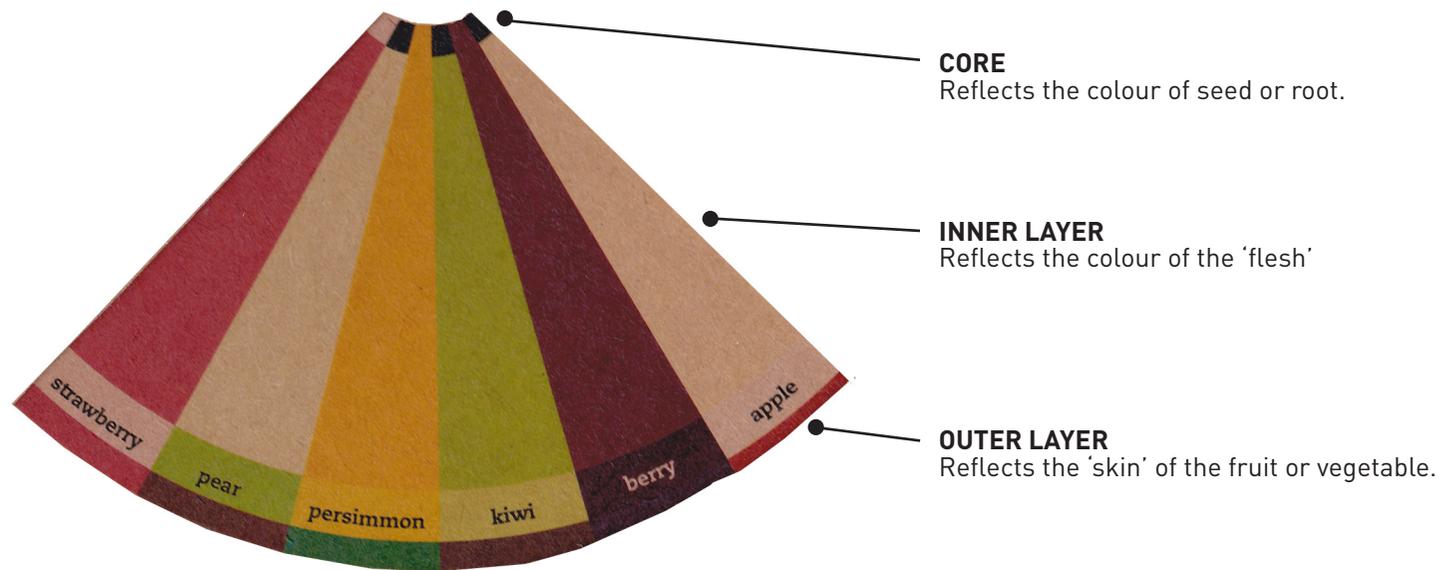
METHOD OF COMMUNICATION: COLOUR WHEELS



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Each portion of the colour wheel attempted to reflect 3 layers found in fruits and vegetables in season. This technique aims to mirror the vibrant atmosphere of fruits and vegetables evident at a farmers' market which varies according to the seasons.

COLOUR ANATOMY: FRUIT & VEGETABLE SLICE



METHOD OF COMMUNICATION: COLOUR WHEELS

AUTUMN

SPRING



WINTER

SUMMER



METHOD OF USE: FOR THE HOME

