



Infographic from a Local Government Official

Sydney Prescott



Context

- From the perspective of a local official
 - State or local Department of Environmental Protection
- For general community members
 - Assuming no background knowledge or interest in the topic
 - Some sections target homeowners



Objectives

- Brief and approachable
- Memorable takeaways
- Connects readers to more resources
- Structured like a review paper



Product

- PDF format for accessibility and ease of distribution.
- Could be viewed online or in print – takeaways in large text
- Lots of images that are hopefully eye catching
- Relatively brief text

Do Your Part to Protect Dark Skies

Why Should I Care?

Wildlife Preservation

Excess artificial lights disrupt bird flight paths, plant growth, insects, and ecosystems as a whole.



Human Health

Blue light from LED lights can decrease melatonin production - making it more difficult to fall asleep.



Astronomical Viewing

Excess lighting makes the night sky appear plain and can hamper astronomical discoveries.



What's Being Done?

DarkSky

Dark Sky International and their Chapter in Pittsburgh raise awareness about light pollution, advocate to protect dark skies, and provide resources to minimize individual's light pollution.



Pittsburgh

Lighting fixtures managed by the City of Pittsburgh are set to be retrofitted to minimize the amount of light that gets into unwanted places, also improving energy efficiency.



Internationally

Increased demand for dark sky compliant lighting fixtures boosts the number of new lighting technologies available to consumers.

What Can I Do?

When lighting your home and property, consider these factors:

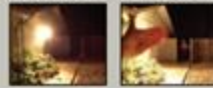
Choose a Warm Color of Light

Warm light < 3000 K	Cool, LED light ~ 7000 K
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Blue light from LEDs has the most severe impacts on human health and light pollution, so opt for warmer colors.

More Light isn't Always Better

Lights that are too bright illuminate the foreground, but obscure the background.



Light Efficiently

Use shields to direct light, this may allow you to use less energy with a lower wattage bulb.



For more information: Click bolded section headers or contact your local representative.

Photo: Dark Sky Sanctuary of Boundary Waters Canoe Area Wilderness in MN Photo Credit: Erik Fremstad

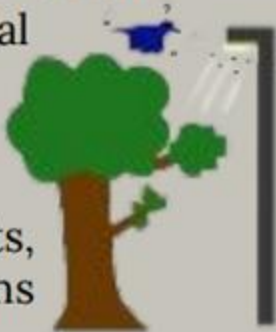
Motivation - Explaining why Light Pollution is Important

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Connecting to Current Developments and Other Resources

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Attainable Action Items for Everyday Homeowners

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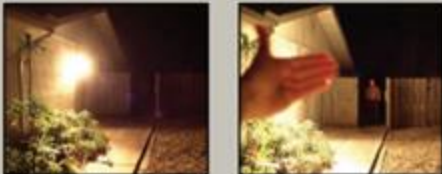
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Lots of wasted light



Shielded, Light only goes in desired direction



Additional Features

- Every section title is a clickable link
- “What is being done” is the only Pittsburgh-specific section.
- Background photo shows value of a dark night sky
 - Dark Sky Sanctuary of Boundary Waters Canoe Area Wilderness in MN

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Methodology

- Looking at other infographics
- Research to gather content and resources
- Consolidating and cutting information
- Assembling template
- Finding/ creating graphics
- Formatting and adding clickable links
- Adapting to Class Comments
 - Adding *click here* symbols, creating a higher contrast version (see above)



Lessons Learned

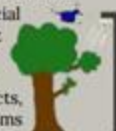
- Effective infographic design strategies
- Practice making graphics
- Effectively consolidating information
- Hearing others' approaches to the project

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Thank You For Your Attention!

I'm happy to take questions or comments.

Resources

<https://www.bloomberg.com/news/articles/2021-12-14/pittsburgh-changes-lightbulbs-for-stars-in-a-dark-sky>

<https://darksky.org/what-we-do/>

<https://www.bloomberg.com/news/articles/2021-12-14/pittsburgh-changes-lightbulbs>

<https://aзаstronomy.org/tools-for-policy-makers/>

<https://lightingdesignstudio.co.uk/colour-temperature/>

<https://doi.org/10.1016/j.jenvman.2011.06.029>

<https://www.nps.gov/articles/000/idkt-light-pollution.htm>

<https://smartcitiesconnect.org/pittsburgh-will-become-first-dark-sky-city-in-eastern-us/>