



Skyglow Final Project

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Our Project & Target Audience

A brochure to be distributed to voting members of the public

- Spread awareness of current and potential future legislation regarding light pollution
- Inform readers of the negative effects of light pollution
- Urge readers to take action in their daily lives
- Convince readers of the importance of anti-light pollution legislation

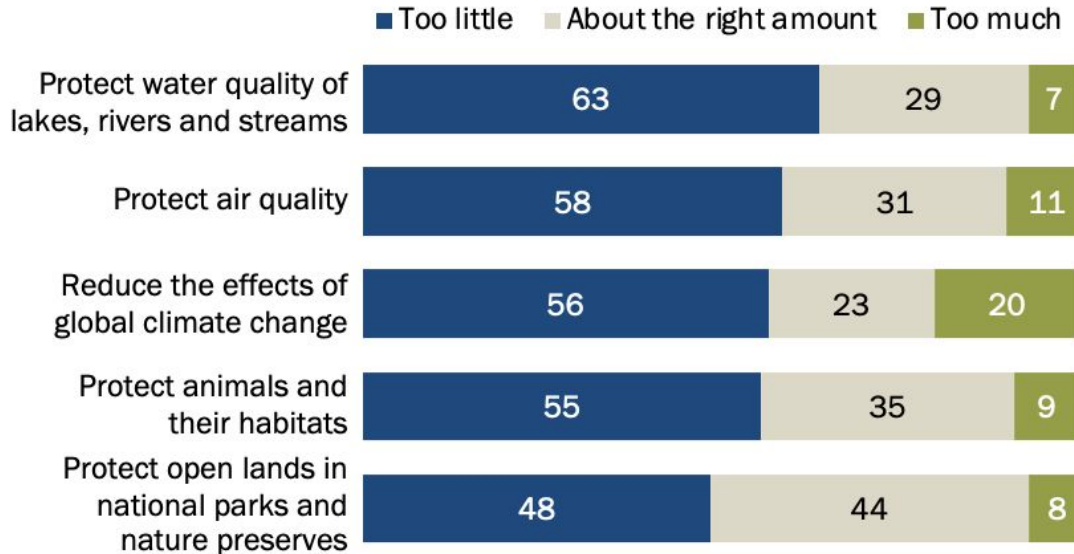
As a Local Government Official, our main goal is for our constituents to advocate and vote in favor of future anti-light pollution legislation!

Why A Brochure?

- Concise Information Delivery
- Visual Appeal
- Ease of Distribution
 - Can be printed en masse and distributed at local community centers
- Physical Medium
 - Accessible for people of all ages regardless of familiarity with technology

What do Americans Prioritize?

% of U.S. adults who say the federal government is doing ___ to ...



June 2023, Pew Research Poll on climate change laws

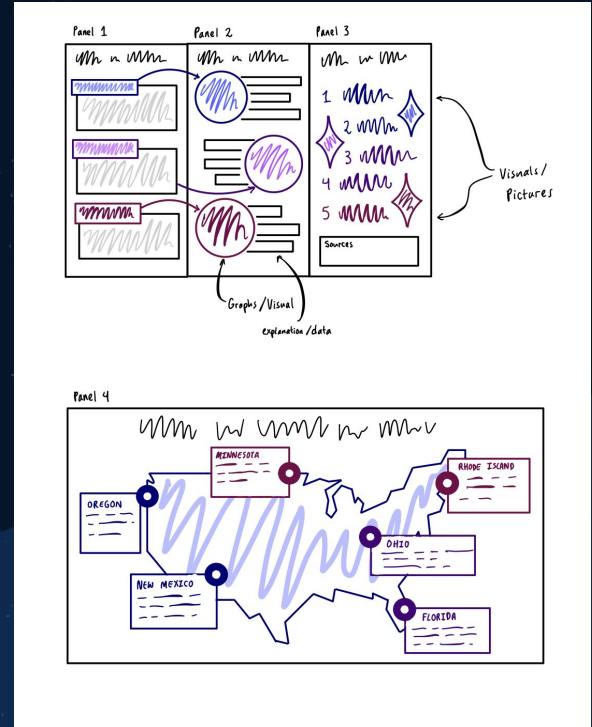
Brochure Summary

Cover and Three Panels

Overall Structure

- Cover
- Front Side
 - Panel 1
 - Panel 2
 - Panel 3
- Back Side
 - Infographic

Rough
mockup of
brochure
layout



Final Design

3 main panels and front cover

Infographic on the back

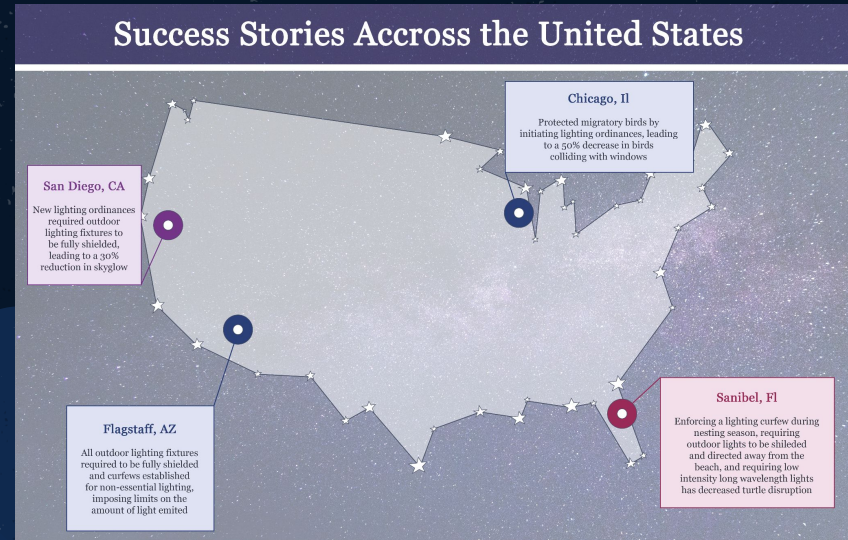
What are the laws?	Success Stories	How Can I Help?
Lighting Standards Reducing the usage of lighting fixtures that are likely to cause light pollution Directional Lighting Requires fixtures to be pointed away from the sky to prevent light spillage Fixture Shielding Requires certain fixtures to have shields, preventing light from escaping to the sky	 Flagstaff, AZ Intensity regulations led to 14% skyglow reduction Czech Republic Directional lighting led to 25% reduction San Diego Ordinance requiring shielding led to 30% reduction	1 Raise awareness of local light pollution laws 2 Create or join a local advocacy group
Curfew Restrictions Curfews Restrict usage of non-essential lighting, especially outdoor lighting, during nighttime hours Dimming Restrictions Require specific lighting fixtures (especially those deemed unnecessary) to be dimmed at night	 Madrid Streetlight dimming after 11 led to 15% reduction South Korea Lighting curfew after 11pm led to 25% reduction	3 Attend public local government meetings and voice support for light pollution legislation
Environmental Laws Wildlife Protection Laws created to reduce light pollution in areas where it can have dangerous effects on protected wildlife Dark Sky Areas Laws which designate dark sky preserves, protecting areas where the dark sky is visible	 Florida Curfews and embedded fixtures reduced turtle disorientations Chicago Lighting ordinances reduced bird-window collisions 50% Australia Lighting ordinances reduced coral spawning disruptions 30%	4 Propose lighting ordinances that have worked in other communities 5 Promote lighting solutions (e.g. installation of shielded, downturned lighting fixtures)

We Need Legislation on Light Pollution!

Wondering where all the stars have gone?

Can't sleep well at night?

Concerned for animals being disturbed in their natural habitats?



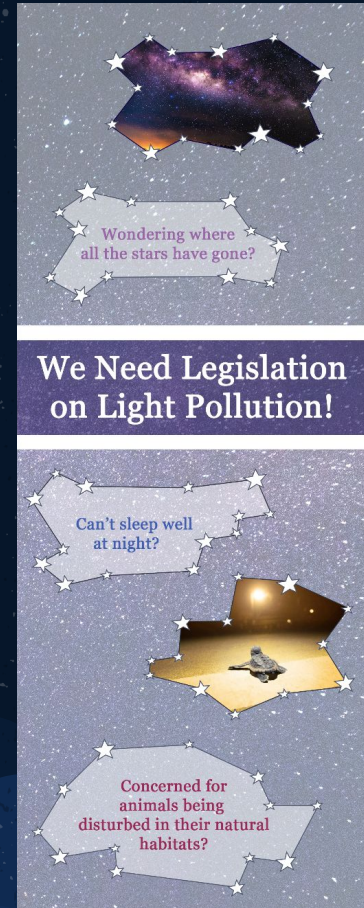
Front cover

Goal: Catch a reader's attention using photos & direct questions

Photos evoke sympathy for wildlife affected by light pollution as well as remind readers of a clear dark sky which is being lost to light pollution.

Questions aimed directly at the readers encourage them to pick up our pamphlet as a solution is offered to many issues which they may care about, such as a animal well-being and their sleep schedules

Bold title provides a call to action, and gives readers hope that there is a solution they can be a part of



Panel 1: Introducing Types of Anti-Light Pollution Legislation

- Goal: Inform readers about common types of laws that have been enacted to reduce light pollution in major cities
- Provide brief examples of the goals and reasonings behind each type of legislation
- Each type of light pollution legislation is given an associated color
 - Example legislation on the back side infographic uses these colors to help the reader identify what types of anti-light pollution legislation they are

What are the laws?

Lighting Standards

Reducing the usage of lighting fixtures that are likely to cause light pollution

Directional lighting

Requires fixtures to be pointed away from the sky to prevent light spillage

Fixture Shielding

Requires certain fixtures to have shields, preventing light from escaping to the sky

Curfew Restrictions

Curfews

Restrict usage of non-essential lighting, especially outdoor lighting, during nighttime hours

Dimming Restrictions

Require specific lighting fixtures (especially those deemed unnecessary) to be dimmed at night

Environmental Laws

Wildlife Protection

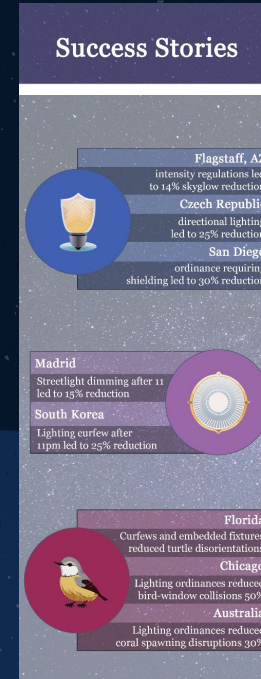
Laws created to reduce light pollution in areas where it can have dangerous effects on protected wildlife

Dark Sky Areas

Laws which designate dark sky preserves, protecting areas where the dark sky is visible

Panel 2: How Effective Have These Laws Been Elsewhere?

- Goal: Give the reader data which provides evidence of the success of these laws when implemented properly
- Example data corresponds to one of the types of legislation described in the first panel



Panel 3: Why Do We Need This Legislation?

- Goal 1: Convince the reader of the necessity of this type of legislation by giving examples of the many negative effects of light pollution
- Goal 2: Provide the reader with ways to advocate for light pollution legislation in their district and community

How Can I Help?

1

Raise awareness of local light pollution laws

2

Create or join a local advocacy group

3

Attend public local government meetings and voice support for light pollution legislation

4

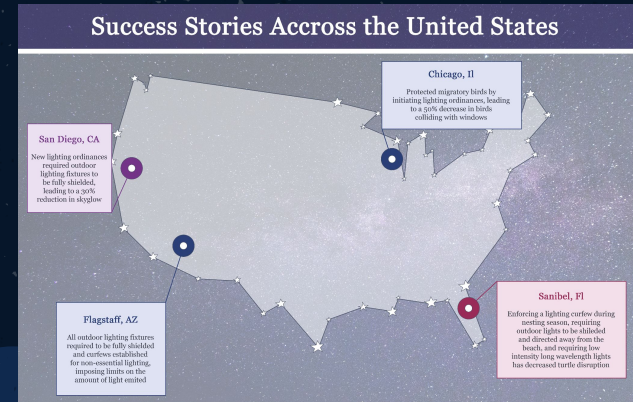
Propose lighting ordinances that have worked in other communities

5

Promote lighting solutions (e.g. installation of shielded, downturned lighting fixtures)

Panel 4 (Back Side): Legislation Across The US

- Goal: Provide examples of specific light pollution laws that have been passed across the United States, laid over a map with each law pointing to the location of the city where it has been enacted
- Specific laws chosen to represent successful initiatives that have been set forth by these communities
- Different types of laws are categorized using the types of legislation identified in the first panel
 - Readers can see examples of the different types of laws enumerated earlier in the brochure



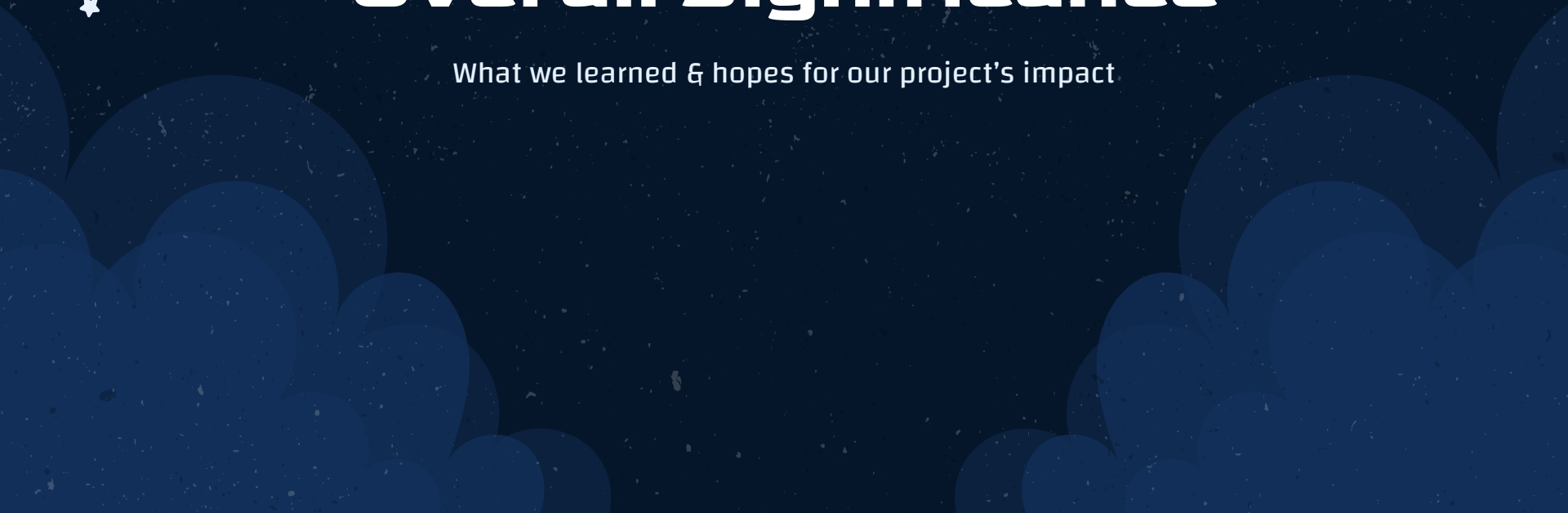
Getting the Word Out

- Since our goal is to convince constituents (voting adults) to advocate and vote for anti-light pollution initiatives, we want to be able to distribute our brochures directly to the public
- Examples:
 - Libraries
 - Local Parks
 - Community Centers
 - Public Bulletins



Overall Significance

What we learned & hopes for our project's impact



Overall significance & personal insights

- I don't personally see these laws or the issue of light pollution discussed very often
- Hope to make it a more prevalent and widespread cause
- I am more conscious of my impact on the issue, and equipped to educate others