



The purpose of this t-shirt design is to communicate best practices for improving water quality of streams in the Cobb County area. The quote alone encourages residents to act as role models for others by choosing to do what is right. With a target audience of roughly 6 – 60 years of age, I created an eye-catching illustration that is effective for all age groups. The design is fun and colorful while still professionally executed and easily readable. Use of a handwritten, marker font relates well to the younger demographic, but is not too “scribbled” that it cannot be clearly read from afar. The high contrast between font color and imagery also assists with the readability.

The background illustration is a mixture of organic and refined visuals. Use of a painterly stream, reflective sunset, and grassy knoll creates a peaceful feeling that evokes warmth and happiness. It exemplifies just how beautiful nature can be when unharmed. Along with the quote, the imagery presents the audience with what they can have if they make responsible choices and work hard to protect the environment. On the front of the shirt, a blue one-color logo matching the back design is used on the left breast to create unity between both sides.

Volunteers of all ages will want to wear this bright, fun shirt. Additionally, this unique t-shirt will spark up conversations with others about the Cobb County Watershed Stewardship, therefore, getting more people involved in helping their community.