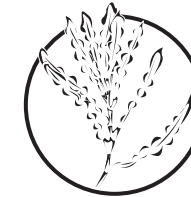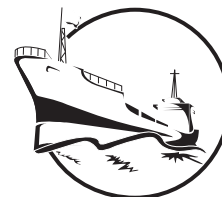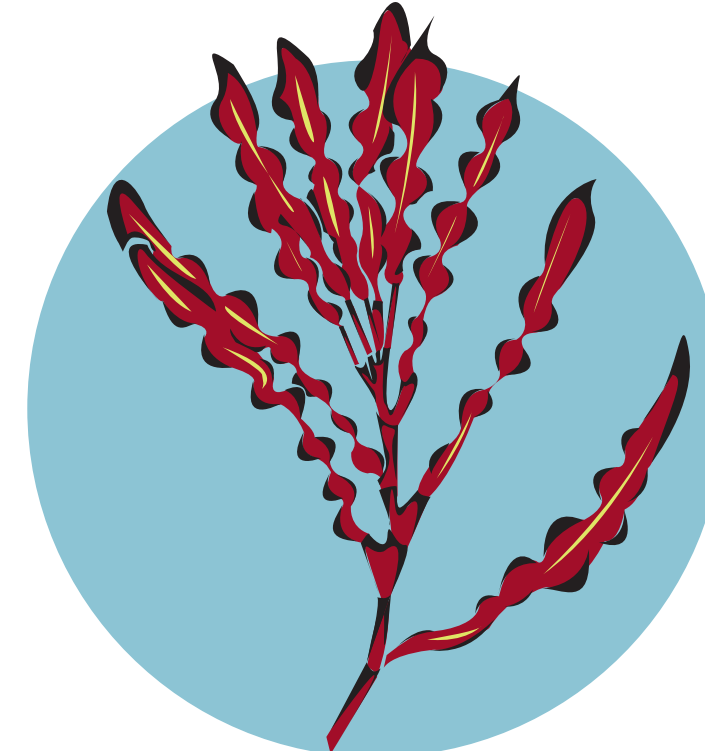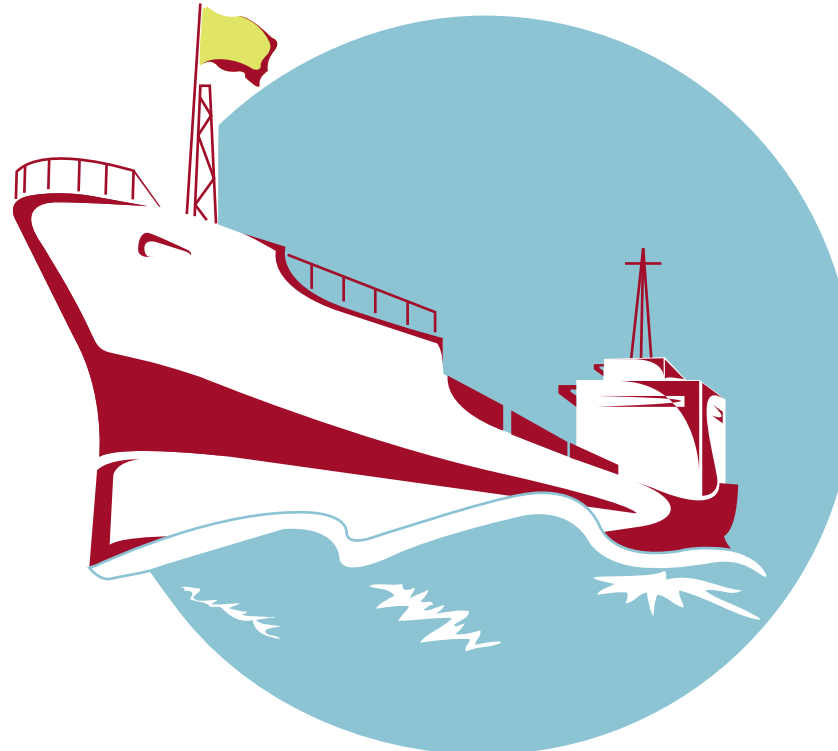**SCOTT CARLSON**
Project 3: The Graphic Signal
Design Rationale: I used "implied line" to design three icons to resemple the top invaders of the Great Lakes. I used a basic icon symbol, the circle, but had the subject breaking through as if to be invading the space outside of the boundries. I also used perspective to show that they are moving forward and out, at a fast rate. I wanted to give the forward most part of the mass to be larger to give a sense of speed and force.

Theme: Invasive Species of the Great Lakes
Theme Description: Animal, Plants, and Humans all are invasive species, with little or no thought to the damage they make, these species destroy the native life through over-populating, aggressive growth and pollution.

Topic Title: Invasive Animals
Topic Description: Although fish is represented here, this includes all non-native species, zebra mussels, sea lamprey, etc. They feed on the native species, killing them off and depleting their food sources.

Topic Title: Invasive Human
Topic Description: Although shipping is invasive, along with dredging for shipping lanes, pollution, construction, and illegal dumping are all considered to be part of this. This category includes all things humans do that destroys the native life in the Great Lakes.

Topic Title: Invasive Plants
Topic Description: As with the Invasive Animals, the Curly-Leaf Pondweed is depicted, but this encompasses all non-native plant species. The Pondweed grows quickly and excessively to choke out air and light, killing local plant, animals, and their food sources.

PMS: DS 237-7 U   PMS: DS 96-1 U   PMS: DS 309-3 U

Color Palette Rationale: I chose these colors for specific reasons. The blue is to give the overall sense of water. All my subjects use the water for life. Red was used to give the subjects the sense of invasive and dangerous to the eco-system. The bright green was used for a punch of color on each subject, which will also be used for attention grabbers on the future info-graph. The colors were muted to add a sense of seriousness.