

# Fundamentals of Design - *Sophia Guerra*

**Our mission** is to advocate for the conservation of butterflies by creating an educational system for children and their parents to learn more about the butterfly's significance to the ecosystem. By recognizing butterflies as powerful pollinators and vital indicators of ecosystem health, we aim to safeguard natural biodiversity and create outreach to families who want their children to have a better understanding of the environment and its interaction with it.

**The purpose** of the Flutter Foundation is to foster the creation of community gardens and establish butterfly sanctuaries. We want to empower communities to actively participate in preserving these delicate creatures and their habitats, fostering a deeper connection between people and nature while promoting a sustainable future for all.

## Our Values:

- Butterfly preservation
- Science-based conservation
- Community Outreach
- Education and Awareness
- Ethical treatment of nature

## Our goals

1. We aim to create an effective, hands-on experience for children and parents to learn more about the significance of butterflies to the ecosystem.
2. The Flutter Foundation aims to complete the previous goal by establishing community gardens with flowers and food that provide a healthy ecosystem for many animals but also provide a place for communities to flourish.
3. Safeguarding the natural biodiversity of the community is another goal of FF, doing this through ethical and science-based conservation.



# *Flutter Foundation*

# Some *Market* Research



<https://www.un.org/en/actnow>



<https://thesunpapers.com/2023/08/25/saving-the-monarchs/>



<https://thefandommenace.org/2021/05/07/10-sustainable-brand-ads-to-learn-from-for-sustainability-campaigns-2021/>



<https://sustainabilitymattersdaily.com/wp-content/uploads/2020/11/everlane.png>



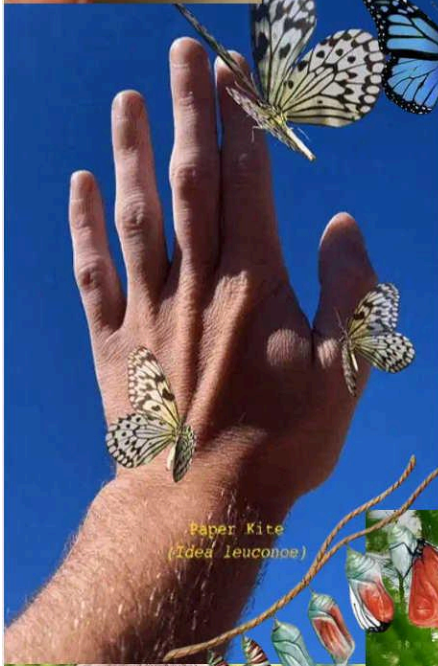
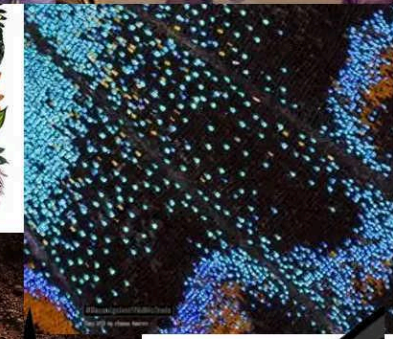
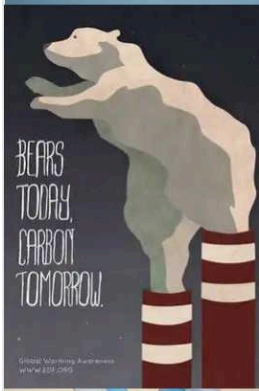
<https://welum.com/article/creative-environmentally-campaigns/>

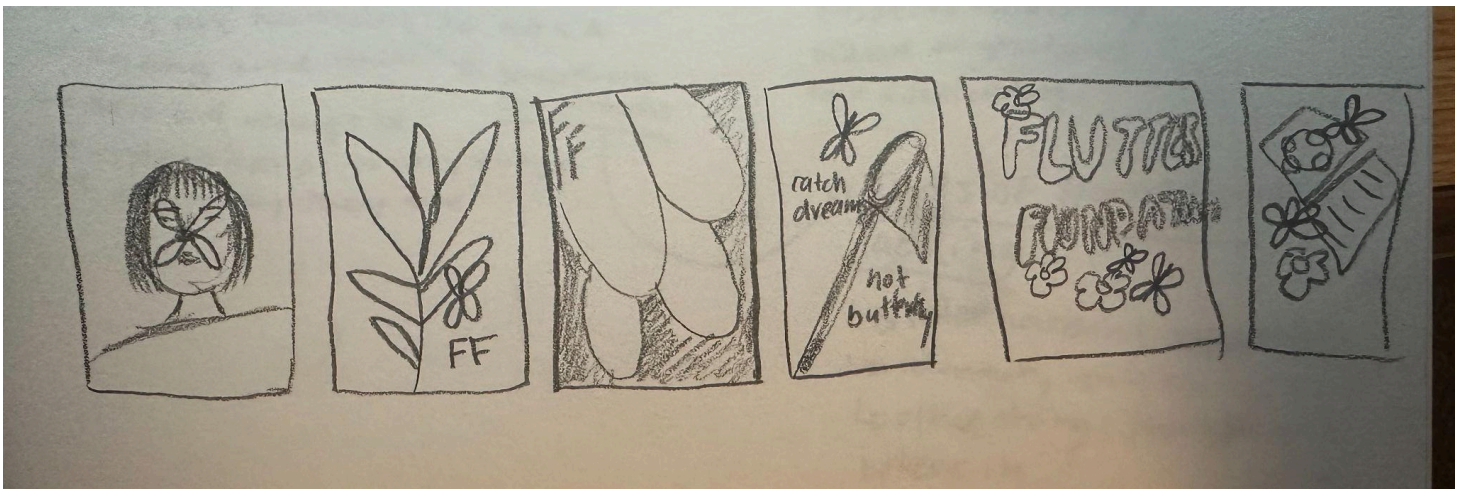
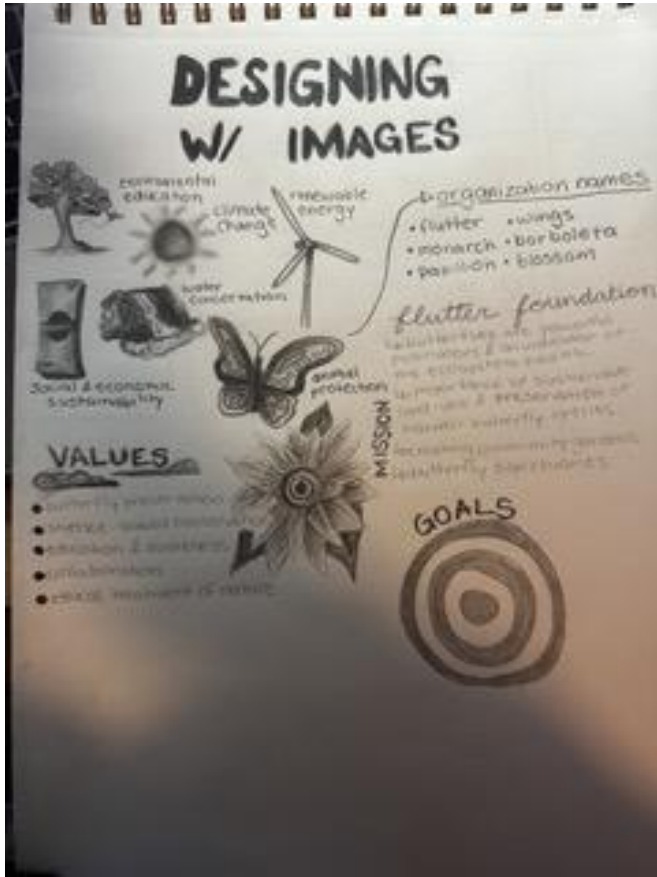


<https://create.vista.com/templates/energy-conservation-concept-with-plants-growing-in-socket/id-5d960967abc8ea6d1c402f3d/>

# Campaign Strategy and Execution







**Hashtags**

#FlutterFoundation #CommunityEngagement #Catchdreamsnotbutterflies #Butterflycycle #FF #Butterfly #Butterflies #Children #Sustainability #Community #SaveTheButterflies #ButterflyConservation #ButterflySanctuary #ButterflyAwareness #ConservationEducation

Final Project Sources:

1st Girl - Me holding a duckling (ORIGINAL PICTURE)



2nd Girl - Me wearing a ballerina outfit (OG PIC)



3rd Girl - Me Staring into a mirror (OG pic)



Butterfly picture (source:

<https://www.rawpixel.com/image/2287108/premium-illustration-psd-butterfly-animal-art>)



I edited the bottom butterfly on procreate by drawing over some parts.

