Amy Slatem

Design IV

Rationale for 5 days of popcorn activism

My poster campaign is anti-microwave popcorn.

After doing some research on the dangers of microwaves, I found that there was more grounded evidence against microwave popcorn and about the potential health risks in each bag.

My intention is to draw attention to the dangers, inconveniences and the scientific findings about this convenient snack to make people aware of what they are paying for and consuming.

I am a popcorn addict, and while my posters are anti-microwave popcorn (including brands like Act II and TNT), I totally endorse and encourage munching on air-popped or stove-pot-popped popcorn for an alternative low calorie and healthy all day snack :D