

Queen Conch and Marine Conservation Through Signage

Heather Kalaf

New York University, New York City, NY, USA

The project aims to enhance public awareness and protective measures for the Queen Conch, leveraging research in design, policy, and humanistic approaches. The main goal is to develop effective educational strategies that can be implemented in public spaces. Additionally, the project experiments with different visual media formats to acknowledge the changing attention spans in an age of social media in addition to the resources (or lack thereof) put into sign conservation. By placing signs with different variations in fonts, placements, layouts, media, and languages in nature centers and public beaches in South Florida, data was collected on which signs are most effective in engaging the public and conveying conservation messages. The research paper will analyze which sign variations and elements proved most effective. The outcome of this project includes research-backed educational signs installed at strategic coastal locations supported by iNaturalist data. This is an experimental project, as it explores the intersection of design, policy, and humanistic approaches. With the Queen Conch as a case study, this project serves as a foundational model for any marine species or conservational message.