

Carbon Market is a data visualisation project that examines the extent of graphic communication design in addressing climate change issues, specifically carbon literacy in food purchasing environments, in order to influence customer behaviours that contribute to the global environmental crisis.

In resistance to the conventional framing of climate change as an exclusively environmental issue, Carbon Market reframes the topic as a social condition by situating scientific data within the everyday context of supermarkets. The project consists of three visual assets: promotional coupons, classification labels, and advertising flyers. The coupons satirise consumer-facing sustainability messaging by mimicking supermarket promotional tactics, highlighting both the individual carbon cost of food items and the larger supply systems that lack accountability and limit informed choices. The classification labels mimic existing supermarket semiotics while exposing customers to the environmental implications of items, reframing customer spendings as direct contributions to climate change. Lastly, the flyers exaggerate dominant supermarket visual logics through highly saturated colours and extremely condensed compositions designed to capture the audience's attention at every possible moment. Every product is scaled according to its carbon emissions, reflecting a visual hierarchy established upon scientific measurement.

By reconfiguring carbon emissions into commercial values, Carbon Market critiques how consumer capitalism within food practices normalises high-impact consumption while dismissing the environmental consequences embedded in food choices. More importantly, it demonstrates how consumer desirability is a designed condition, constantly constructed and reinforced through the visual forms that structure the shopping experience within everyday practice.