

Trading Card Activity

NNOCCI's mission is to change the national conversation around climate change to be productive, creative and solutions focused. By telling a unified 'core story' of climate and ocean change through the tools of framing, NNOCCI's network of skilled ISE staff and Science Fellows will change the public discourse on climate change. We'll communicate a well-framed story of climate and ocean change through numerous means --from face to face interpretation, to tweets and theater. The more contexts and settings in which we infuse the NNOCCI message, the more people we will be able to reach. Giving out 'trading cards' is one way that ISE's can help visitors take what they have learned home with them to share with their family and friends.

Trading Card: A card with images or information relating to a specific subject, intended to be traded

Purpose: The goal of this activity is to give you an opportunity to practice putting together frame elements for communicating a core story of climate and ocean in a graphic format with limited word space, similar to interpretive contexts you are likely experience in your home institutions.

Directions: Using materials provided, each set of institutional partners will mock up a well-framed "trading card" that explains how climate and/or ocean change impacts an animal (or ecosystem), why these effects are important to humans, and what people can do to address the problem. Try not to make the card too 'wordy' and consider how the principles of framing can be applied visuals, and graphics for interpretation.

- Pick an exhibit or interpretive space in your institution to inspire the card content. For example, you might create a card about the effects of 'extreme weather' on 'plovers' inspired by the 'shorebird' exhibit at your institution.
- Each trading card should include a **Value**, an **Explanatory Metaphor**, an **Explanatory Chain** detailing the impact of climate change on the animal depicted and how this relates to humans, a **Solution**, and any other frame elements of your choosing. Refer to the handout, "The 'job' of 11 Frame Elements" in crafting your card.
- Focus your energy on applying the tools of framing to the animal/exhibit selected. This exercise is designed to increase your fluency in putting together all the frame elements within word and graphic limits. (Do not spend time on small details that can be filled in later.)
- Use separate pieces of paper for the front and the back of the card you make. (The 'mock ups' don't have to be "life size." You can make them larger to make designing graphics and text easier)
- You have 45 minutes to complete this activity. Aim to have a "rough draft" of your card outlined with the frame elements listed above. When time is up, the draft cards will be placed on a tables/desks around the room, and everyone will be invited to a "gallery walk" to view the cards.

Front



GRAY WHALE

We must protect the oceans from warming

Why?

- Reduce risks to *gray whale's ocean home*
- Preserve the *underwater ecosystem*
- Caring for *gray whales* helps us too!

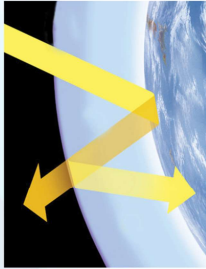
A warming ocean disrupts the food chain that gray whales and people depend upon.



Back


CLIMATE CHANGE: GRAY WHALES AND US

Fossil Fuels = Heat Trapping Effect



Burning fossil fuels, such as oil, coal and gas, for energy adds more and more carbon dioxide to the atmosphere where it acts like a heat trapping blanket. The ocean absorbs this extra heat.

Warmer Ocean = Disrupted Food Chain




Krill hatch and grow best in cold water. Ocean warming can prevent krill growth, reducing the food available for whales, fish and people!

What We Can Do

Reduce our reliance on fossil fuels to safeguard the oceans for future generations of people and gray whales.

- Share this card and tell others about what you learned today
- Learn more about getting involved in community level initiatives
- Go to this link/download this app to find out more:

www.regionalclimatesolutions.org



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