

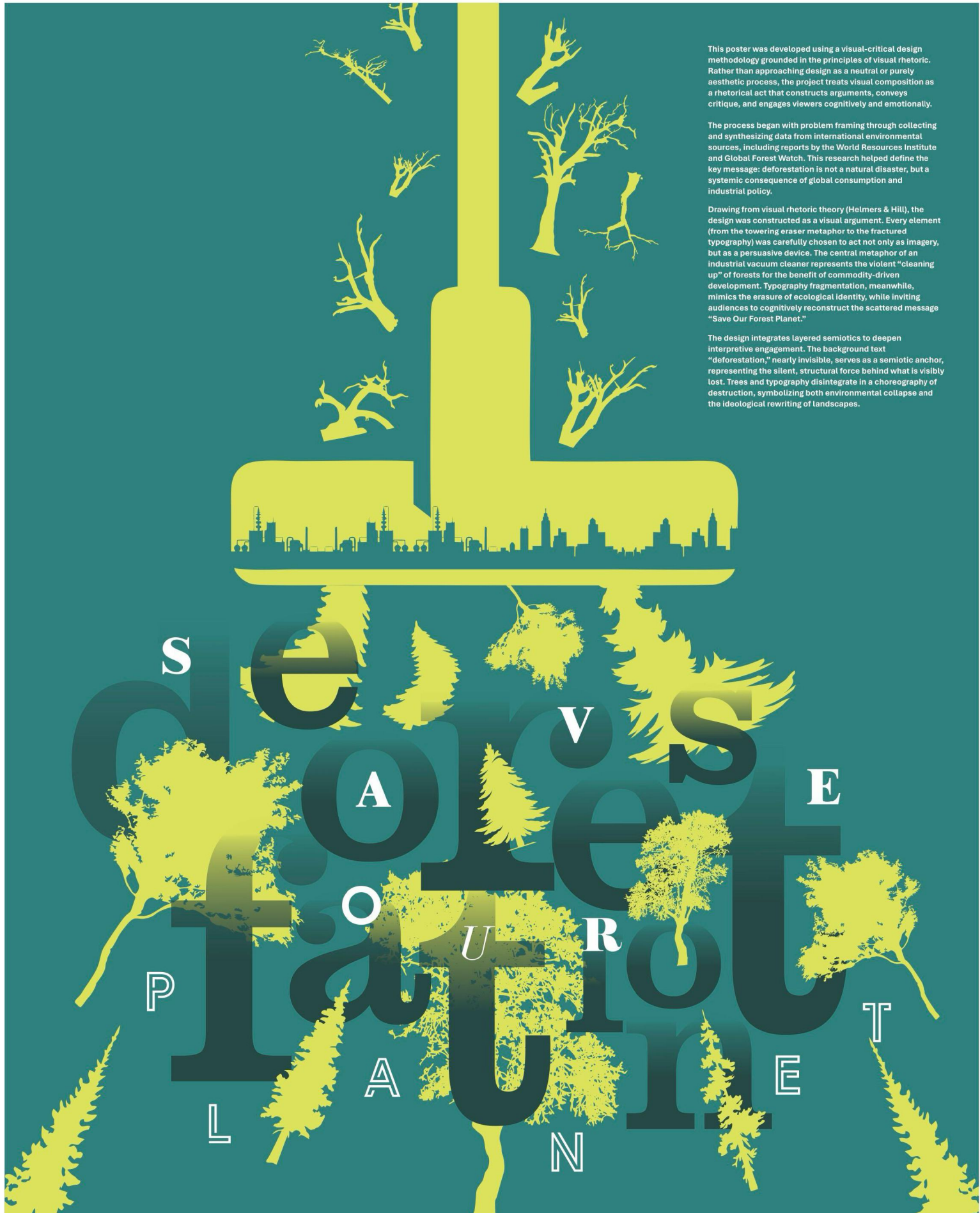
Erasing Forests, Rewriting Disaster

This poster was developed using a visual-critical design methodology grounded in the principles of visual rhetoric. Rather than approaching design as a neutral or purely aesthetic process, the project treats visual composition as a rhetorical act that constructs arguments, conveys critique, and engages viewers cognitively and emotionally.

The process began with problem framing through collecting and synthesizing data from international environmental sources, including reports by the World Resources Institute and Global Forest Watch. This research helped define the key message: deforestation is not a natural disaster, but a systemic consequence of global consumption and industrial policy.

Drawing from visual rhetoric theory (Helmets & Hill), the design was constructed as a visual argument. Every element (from the towering eraser metaphor to the fractured typography) was carefully chosen to act not only as imagery, but as a persuasive device. The central metaphor of an industrial vacuum cleaner represents the violent "cleaning up" of forests for the benefit of commodity-driven development. Typography fragmentation, meanwhile, mimics the erasure of ecological identity, while inviting audiences to cognitively reconstruct the scattered message "Save Our Forest Planet."

The design integrates layered semiotics to deepen interpretive engagement. The background text "deforestation," nearly invisible, serves as a semiotic anchor, representing the silent, structural force behind what is visibly lost. Trees and typography disintegrate in a choreography of destruction, symbolizing both environmental collapse and the ideological rewriting of landscapes.



Erasing Forests, Rewriting Disaster

Darfi Rizkavirwan, S.Sn., M.Ds.

This visual poster responds to the theme “Erasing Forests, Rewriting Disaster,” created in conjunction with the G20 agenda where global environmental issues are a key concern. The project aims to expose the ongoing deforestation driven by global demand for commodities such as soy, palm oil and timber. Using metaphorical visual storytelling, a giant eraser “vacuum cleaner” becomes a central symbol of industrial exploitation, wiping out forest ecosystems. Trees are uprooted, and fragments of letters scatter spelling out a broken cry: “Save Our Forest Planet.” Layered subtly in the background is the word “deforestation,” acting as the invisible force that anchors the visual and political message. It serves as the silent but persistent disaster, one that underlies every visible loss. The poster's design creates a stark visual contrast between industrial precision and ecological chaos. The erosion of forest forms and disintegrating typography evoke an irreversible urgency. Significantly, this work calls upon G20 leaders and the global community to recognize deforestation not as an isolated environmental issue but as a systemic disaster tied to global consumption and trade. By giving visual form to the act of erasure itself, the poster reframes environmental collapse as a shared political responsibility.

Sustainable Development Goal(s) Relevancy

Goal 13: Climate Action

References

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Short Biography

Darfi Rizkavirwan is a graphic designer whose journey began at STISI and continued with a master's degree in design from ITB. He has worked in design studios in Bandung, collaborated with brand consultants, and remains active as an independent design professional. Currently, he lectures in the Visual Communication Design program at UMN while also serving as a speaker and trainer for microentrepreneurs, as well as an expert at the Indonesia Design Development Center. His work extends beyond design practice into research on branding, advertising, social design, and environmental visuals.

He is now pursuing a doctoral degree and is actively involved with the AIDIA design association.



Title

Erasing Forests, Rewriting Disaster

Production Process Years

2022

Publication Year

2022

Publication Details

Affiliation with G20 Program in Indonesia

Location : Jakarta

Date : 14 – 24 Sept 2022 (Jakarta) & 16 – 17 Nov 2022 (Bali)

Organized by : Binus University

Audience : Professionals, students, and activists to global policymakers. It targets individuals who are aware of the environmental cost behind global trade practices, especially deforestation.

Publication Media

Digital and Art Print

Recognition

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Grants

-

Additional

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