



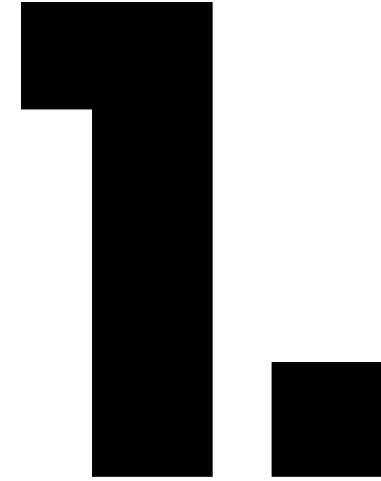
“If I had asked people what they wanted,
they would have said faster horses.”

—Henry Ford



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Project Objective

Design an identity program for an upcoming museum exhibit. Explore different strategies of problem-solving through research, conceptual ideation, design development practicing usage of the formal elements and basic principles of design for exploration or type, imagery, layout and composition, format and media. Connect the audience with an overall story.

Facets

Exhibit Design

Overview

Glam Rock was a movement in music, fashion and identity that was born in the United Kingdom in the 1970's. Performers were known for crafting theatrical personalities and wore sensational costumes complete with legendary hair and makeup. These personas they developed were particularly androgynous and the group became known for being sexually charged and exploring non-traditional gender roles. These artists rejected the direction rock was heading in after the 1960's and instead drew from influences such as hard rock, 1930's glamour, cabaret, mythology and science fiction to create a spectacle of their own and remind the world to let loose and have fun.

The artists of the glam rock era are faceted personalities both on and off stage. These people presented themselves to the world in such creatively outrageous fashions by developing intricate onstage personas. However, they took to a process to accomplish this. There was makeup, costumes, wigs and more used to transform into these iconic characters, but off stage, they were completely different iterations of themselves. They were humans. Humans that used their onstage creations to reject social norms, explore identity and remind the world that it was totally acceptable to let loose and play.

The exhibit uses sketched images of various features of a person that individually do not reveal any identifiable characteristics. This symbolizes the everyday person that the performers were prior to crafting their stage selves. With these elements are bold, gold jewelry and accessories and act as the glitz and glam that was brought into their character to mold their public persona. When put together, all these individual parts create the person that the world knows. One with a faceted nature.

Discovery

Glam Rock was a movement in music, fashion and identity that was born in the United Kingdom in the 1970's. Performers were known for crafting theatrical personalities and wore sensational costumes complete with legendary hair and makeup. These personas they developed were particularly androgynous and the group became known for being sexually charged and exploring non-traditional gender roles. These artists rejected the direction rock was heading in after the 1960's and instead drew from influences such as hard rock, 1930's glamour, cabaret, mythology and science fiction to create a spectacle of their own and remind the world to let loose and have fun.

Word List

splash	prevailing	style	pseudonym
color	earnest	true	androgynous
sparked	young	built	blend
different	posturing	noticed	legendary
cultural	musical	signature	pseudo-sexual
evolution	craft	electrifying	tension
thrilling	evolved	dandy	shaped
music	movement	transfixed	respected
spectacle	contrast	relentless	indisputable
identity	sparkle	ferocious	success
dressed up	escape	reveled	loved
spectacular	create	inevitable	dominate
costume	out-there	remarkable	harder
provocative	theatrical	legacy	partnership
sexual tension	thrilling	chameleon	craving
buzz	performance	prodigious	flourish
escalating	art	talent	flirted
glitter	flamboyance	persona	memorable
scene	genesis	created	trademark
boundaries	appropriated	caricature	soldiered
forceful	iconic	influence	strong
pushing	maturing	avant-garde	influence

Design Narrative

During my exploration, I kept defining the artists of the glam rock era as faceted since they had many aspects of personality both on and off stage, but there is also a geometric meaning to the word and that is the approach I took with my design. I wanted it to feel very angular and dimensional so I used triangles for their pointed corners in different sizes and directions. For a more layered look, I used lines in a burst like effect around the letters and dripping down from them. I think that it brings a shine like detail that reminds of glitter and lights of the stage. I used a sans serif typeface in all caps for strength as I think the artists showed huge strength in their characters by showcasing their trueselves on stage.

Focus Words

Character

the quality of being individual in an interesting or unusual way

Outrageous

highly unusual or unconventional;
extravagant; remarkable

Radical

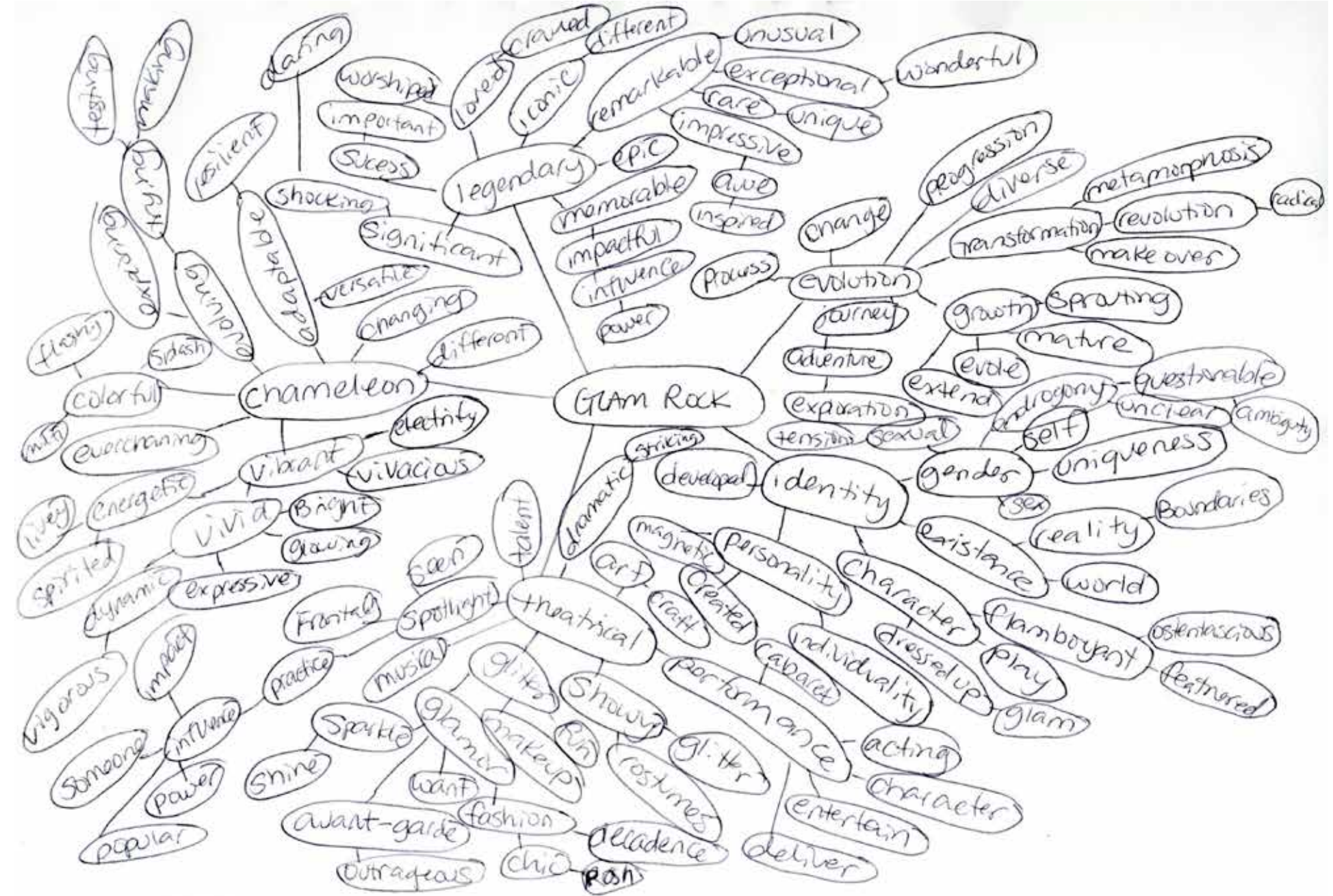
favoring drastic political, economic,
or social reforms

Play

engage in activity for enjoyment and recreation rather than a serious or practical purpose

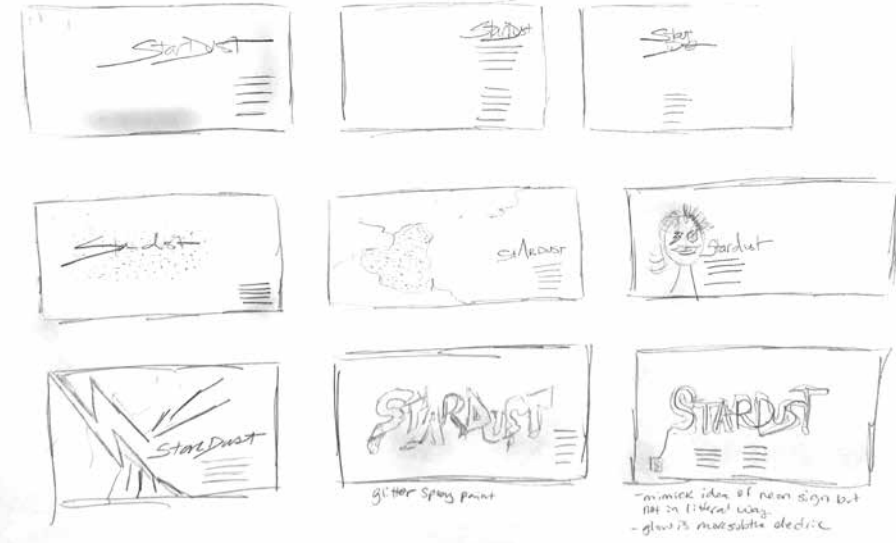
Electric

electrifying; thrilling; exciting; stirring



Sketches

While I had my concept formed early on, I was torn between calling it Stardust, and Facets, which ultimately became the title. I sketched options using both titles as the ideas and what I wanted to convey was the same.



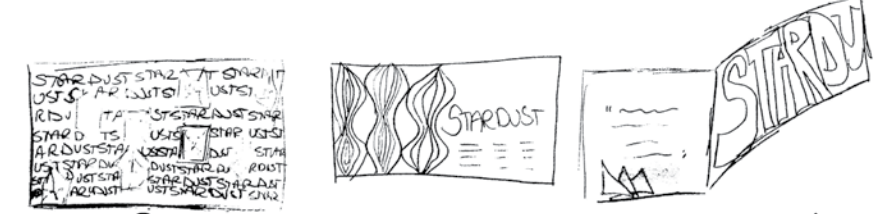
Characters
ELECTRIC
RADICAL
OUTRAGEOUS
PLAY

PRISM

Color Balance
Shadows B+12
R+15
G+17

Bright +30
Sat +11
Exposure -1.3

Radical Play

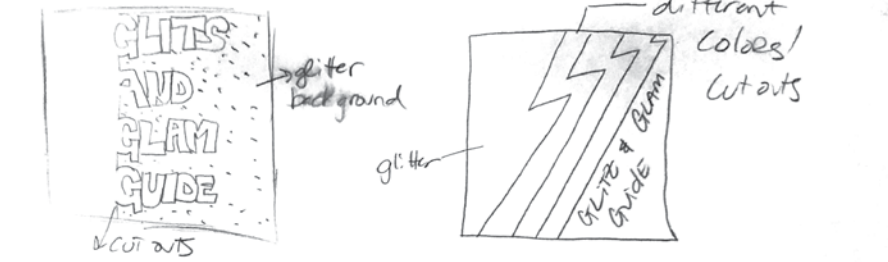
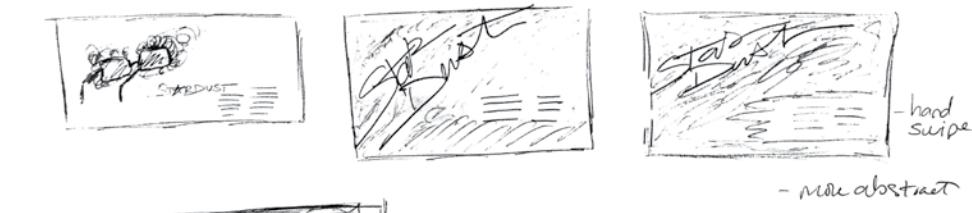


- gems?
- prisms?

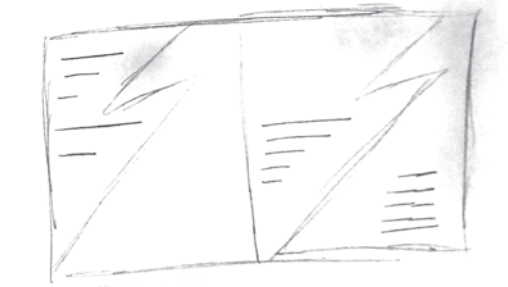


- prism
- get more color, less

- glitter in letterform
- Blow away glitter to reveal images of rockstars



- all angle diff color art style



Glitter Study



Logo Exploration

STAR DUST

STAR DUST

STAR DUST

STAR
DUST

STAR
DUST

Star Dust

STARDUST

STARDUST

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STARDUST



FACETS

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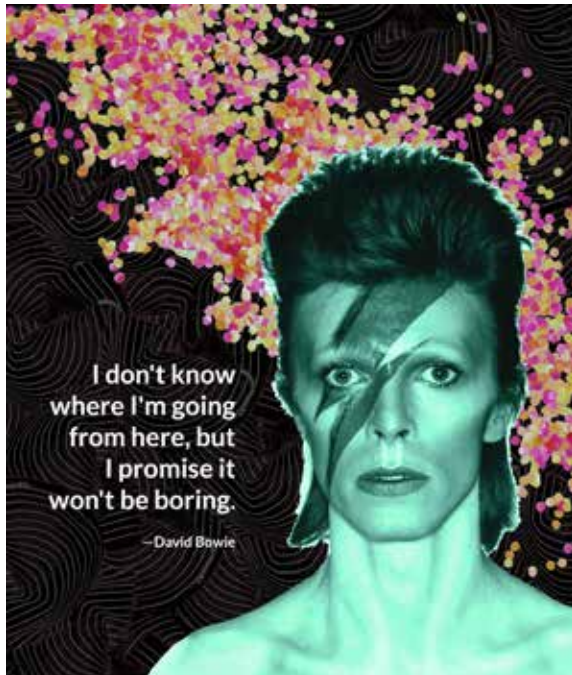
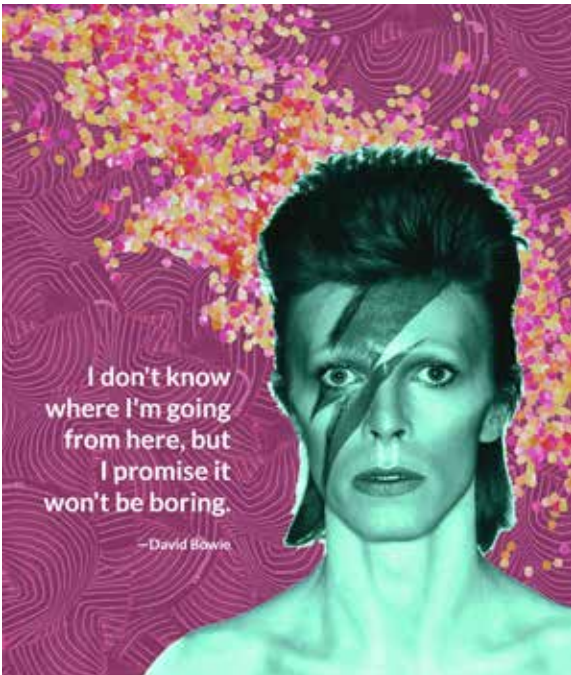
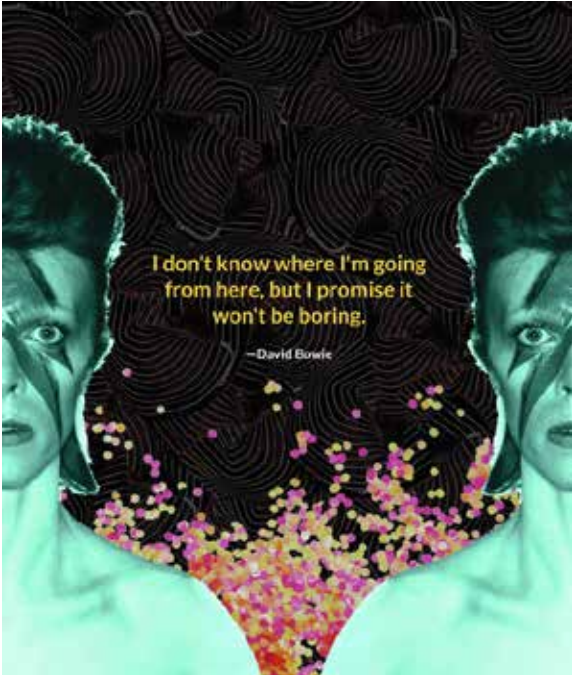
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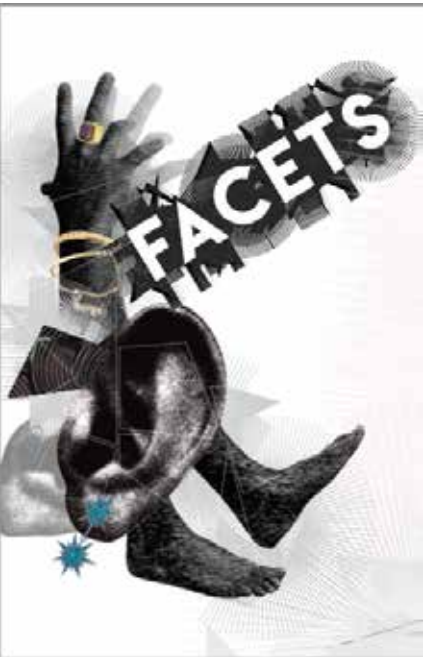
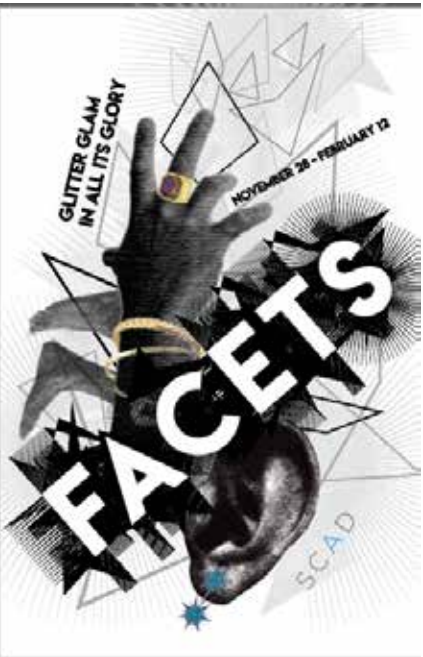
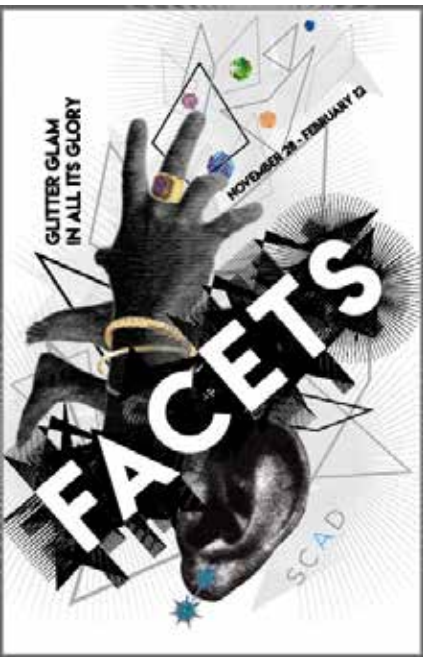
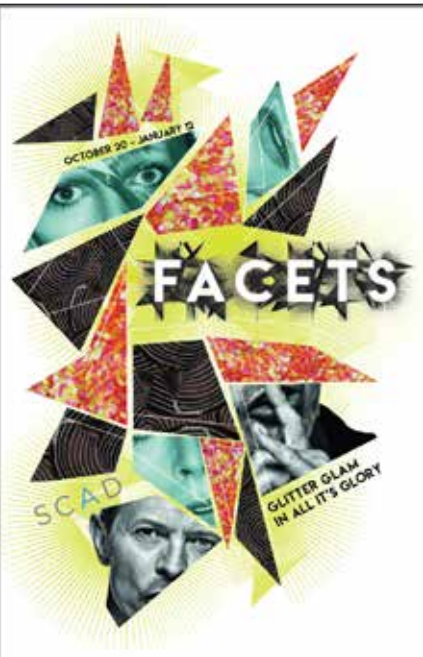
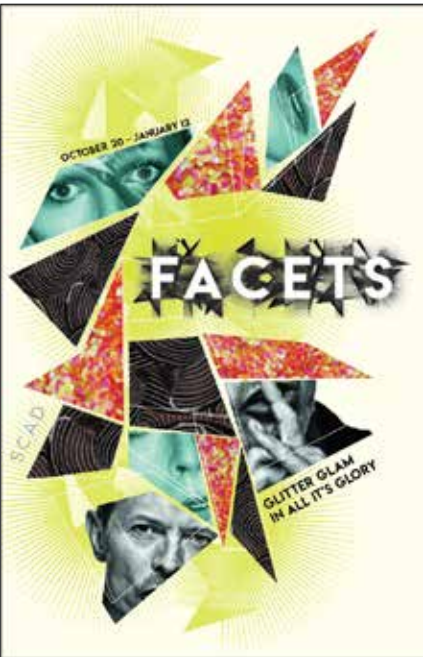
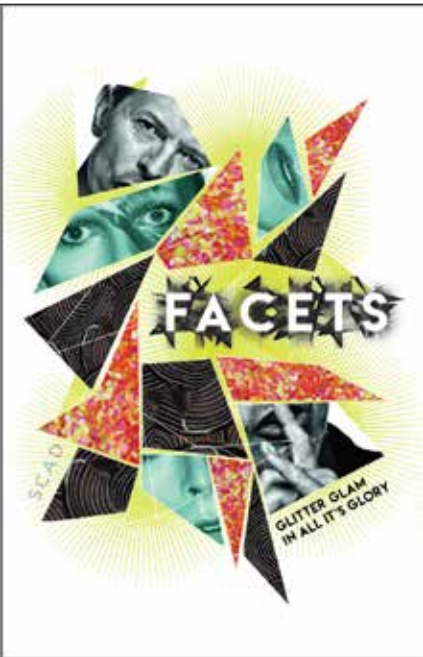
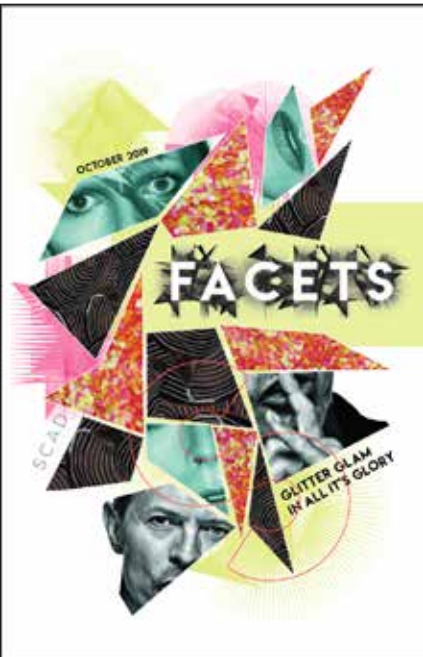
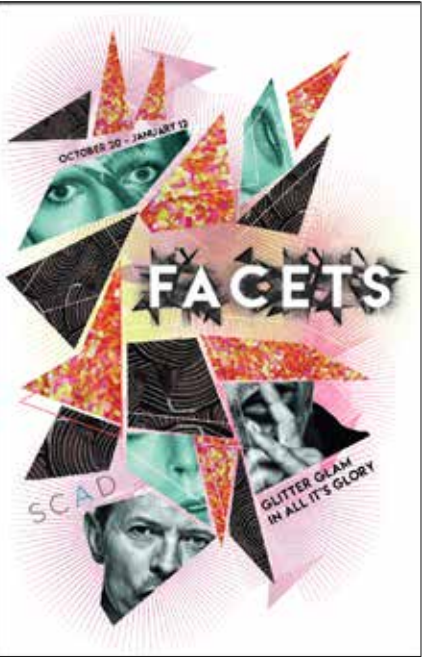
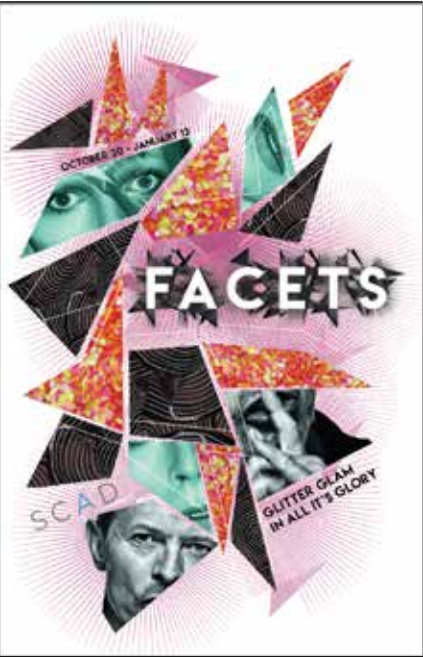
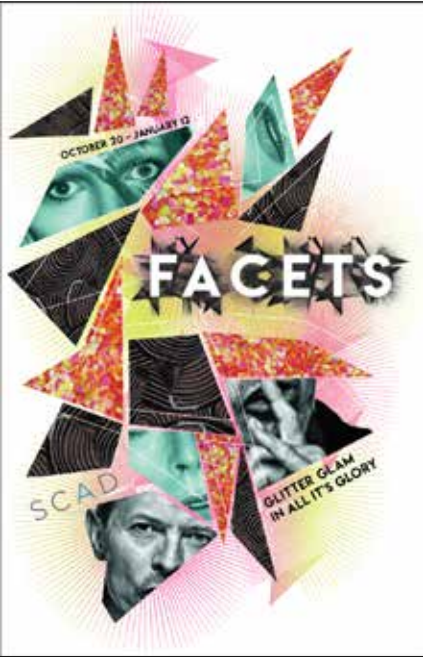
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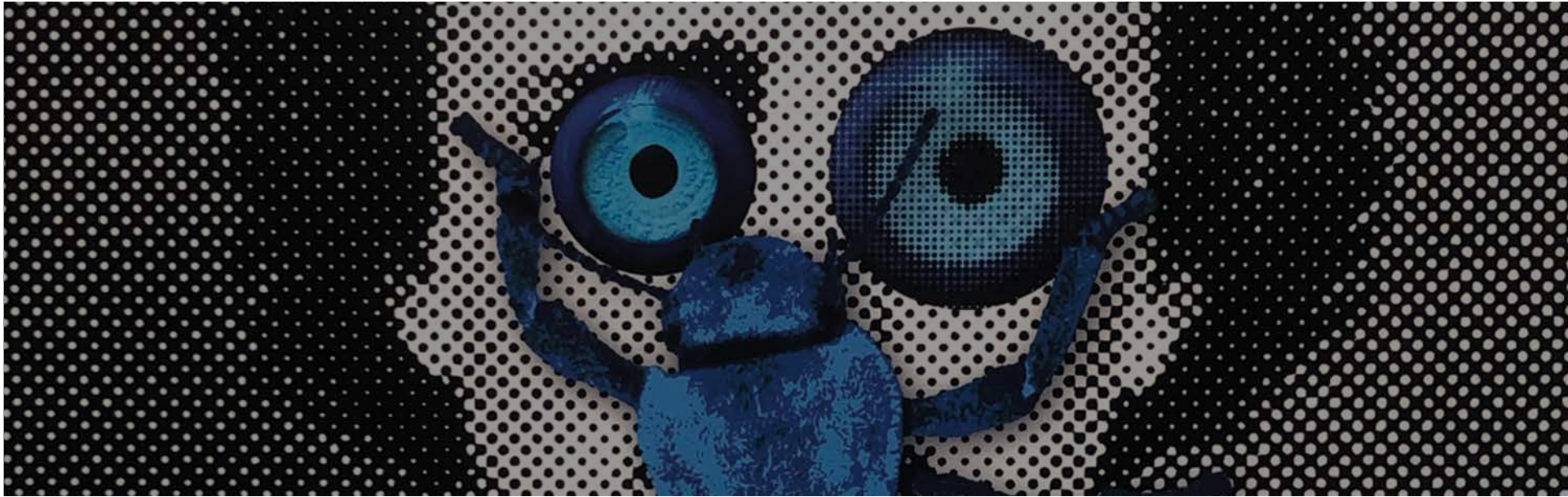
Environmental Exploration





Poster Exploration





2.

Project Objective

With the advent of digital publishing and it having become mainstream, the competition for attention in physical retail bookstores is huge. The challenge was to create a set of book jackets designed to sufficiently capture the attention of the shopper and hold their intrigue.

Edgar Allan Poe Collection

Book Jacket Series

Overview

Edgar Allan Poe was best known for his dark writing packed full of symbolism and nuance. The concept for the covers was pulled from these three tales, The Tell-Tale Heart, Manuscript Found in a Bottle and Some words with a Mummy. Each followed a different character who found themselves in unique situations that had them questioning their realities. Interestingly, regardless of the story, the narrator was never given a name, referred to simply as “the narrator,” which left it to the reader to complete their idea of his identity.

For this collection, the notion that the narrator is faceless was explored by substituting Poe himself for the role visually. By doing this, the design was able to personify his stories literally back onto the writer. The covers all referenced distinctive elements from their respective stories, but in similar manners to illustrate the unifying themes. Each story used a beetle to represent a key idea. For example, The Tell-Tale Heart showcased a death beetle to illustrate the passing of time and an eminent fatality. Similarly, eyes were consistently reference which led to glass eyes being present on the Some Words with a Mummy cover. These elements were purposely laid over the subject to illustrate entrapment in a scenario which would lead to him then questioning reality.

The Tell-Tale Heart

The Tell-Tale Heart is a short story that follows the narrator as he plots and executes the murder of an old man with a “vulture eye.” While the calculated nature of the murder are detailed by the narrator, the relationship between the two men as well as motive behind the act remains unclear. Although he has seemingly committed the perfect crime, the narrator guilt initiates his descent into madness as the story unfolds.

Manuscript Found in a Bottle

Estranged from both family and country, our narrator finds himself as a passenger aboard a cargo ship that sets sail for Batavia. A mere few days into the journey, the ship is capsized by a remarkable storm, and the narrator remains to be one of the only survivors. After a string of harrowing events, he finds himself on a galleon which provides little to no change in circumstances. As the narrator continues the passage for his life, he keeps a journal as the prospect of destruction looms near.

Some Words with a Mummy

The tale begins with the narrator receiving a letter of invitation from his friend, Doctor Ponnonner, to be present for the examination of a mummy that he has been granted access to. The examination takes place at the doctors house and commences upon the arrival of our narrator. After opening three sarcophagi, the men have found that body as well as the name of their mummy, Allamistakeo. Although he had not been embalmed in the way they were familiar with, the body was in perfect condition without any odor or incisions. By experimenting with electricity, the men awake Allamistakeo who is displeased with the abuse of his body. Upon patching up the damage they have done, the men share a handshake, cigars and wine with the mummy and begin conversation. The two sides share their views and stories and through this exchange, the men learn important lessons from the past that influence decisions soon to be made in their future.

The Tell-Tale Heart

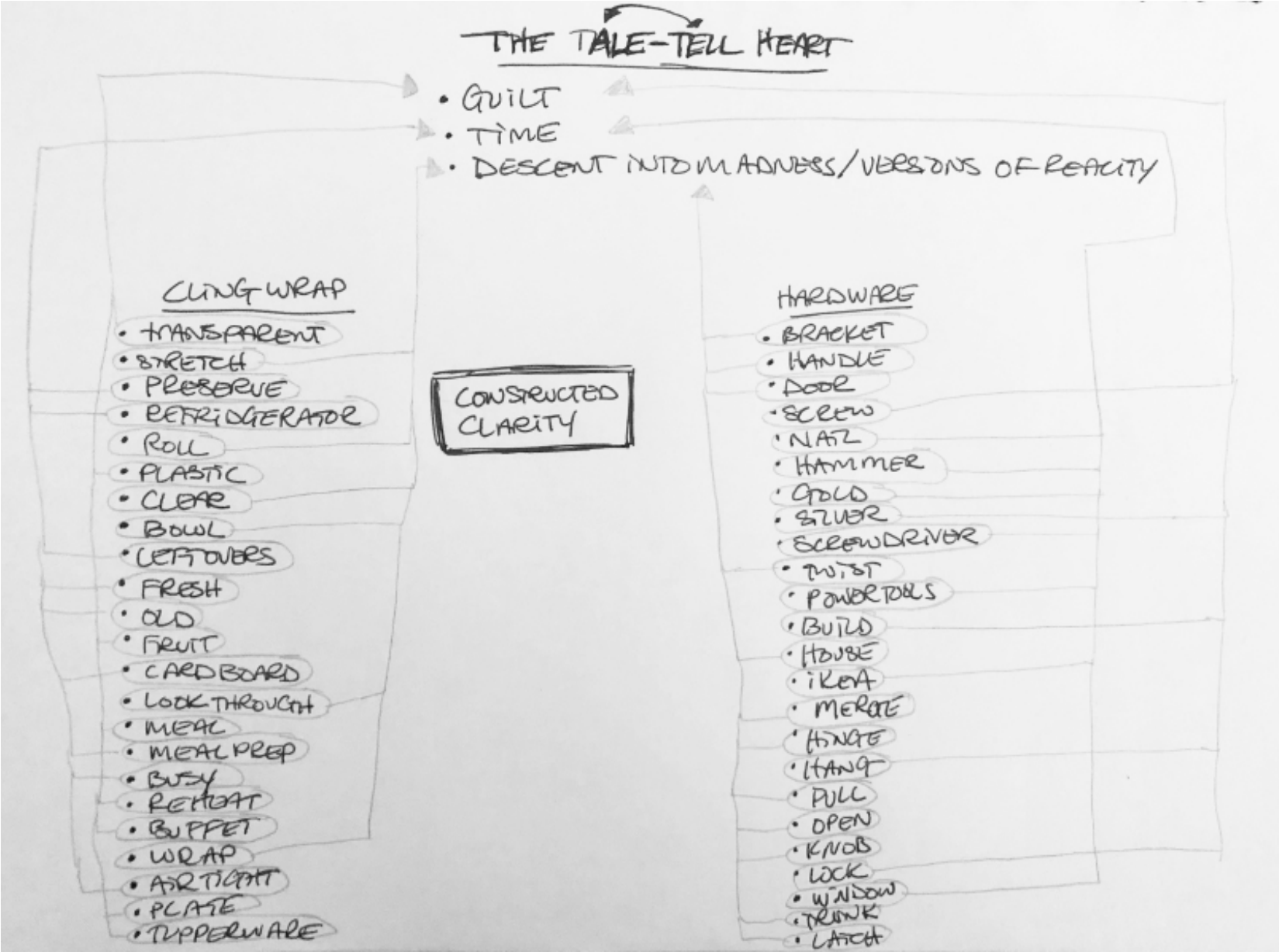
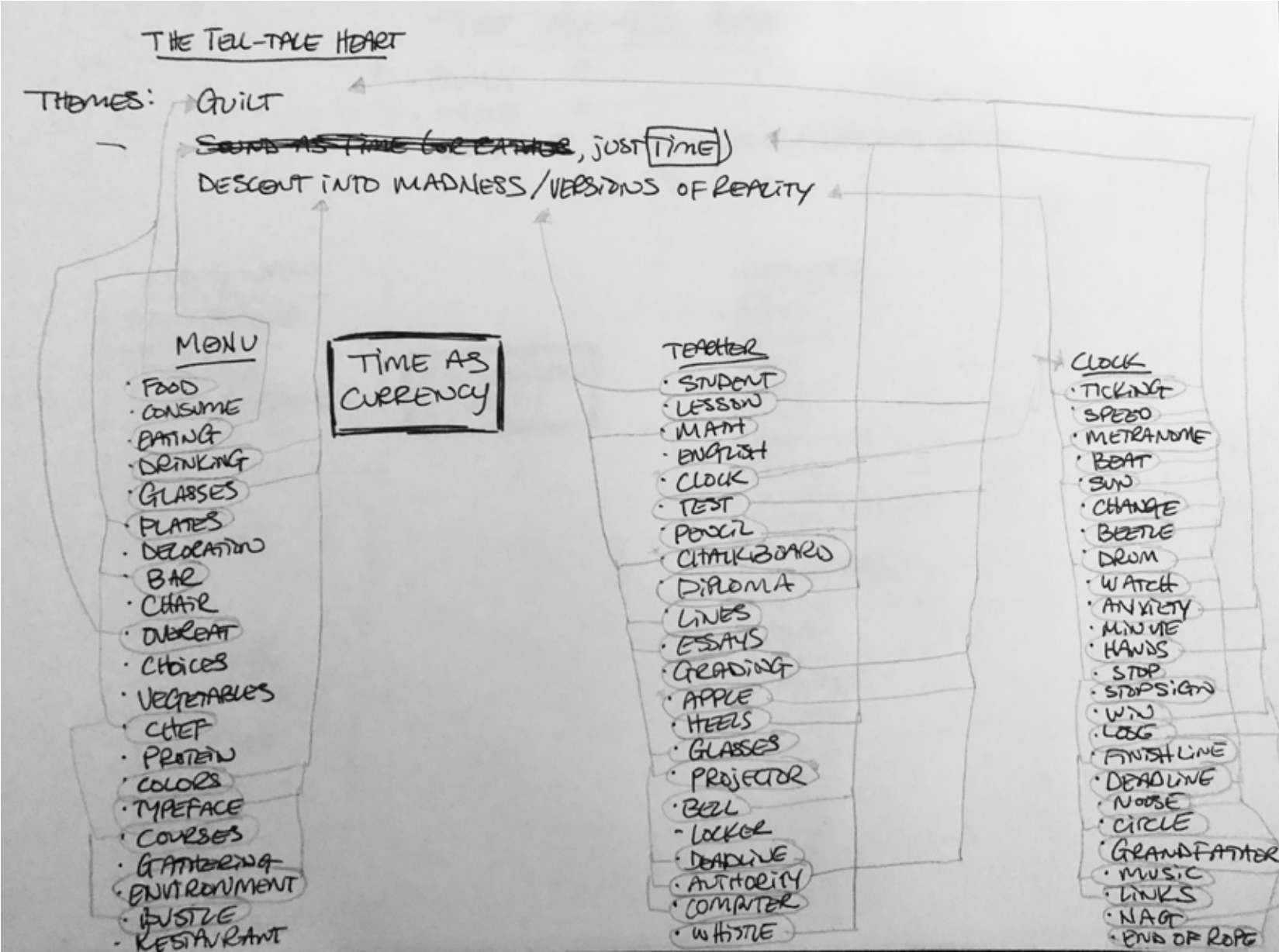
Although a short story, Poe has packed this tale full of symbolism and nuance. One theme that I particularly noted was time. The interesting part of that is that the time itself is very rarely noted or mentioned. It is presented in varying methods such as the time of day, the act of waiting, but mostly sound contributes to the motif of time. The narrator hears death beetles, a kind of bug the sounds like a clock ticking, a watch passing the minutes through the walls and most of all the old man’s heart supposedly beating through the floorboards once murdered. I think exploring the idea of sound as a currency of time is an interesting way to portray the book. The death beetle is an unlikely symbol that I would like to use. I also think that using the text to bring anxiety in is a curious idea. While reading, there is also a sense of tension and I would like to emulate that through stretching and molding text as if it were saran wrap.

Manuscript Found in a Bottle

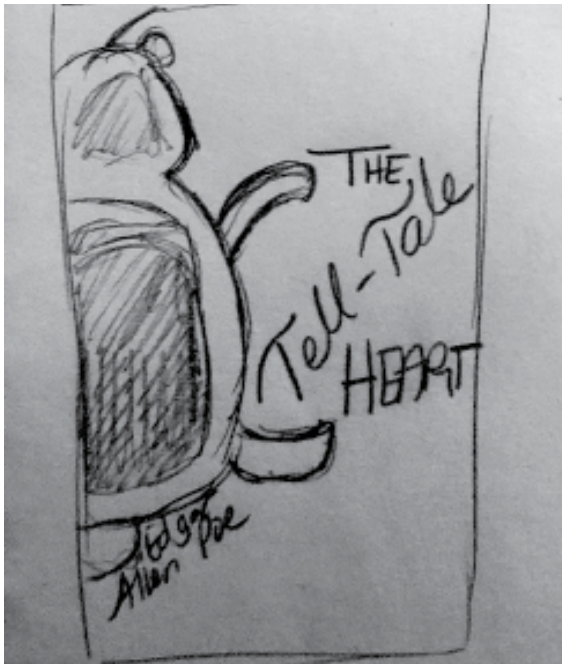
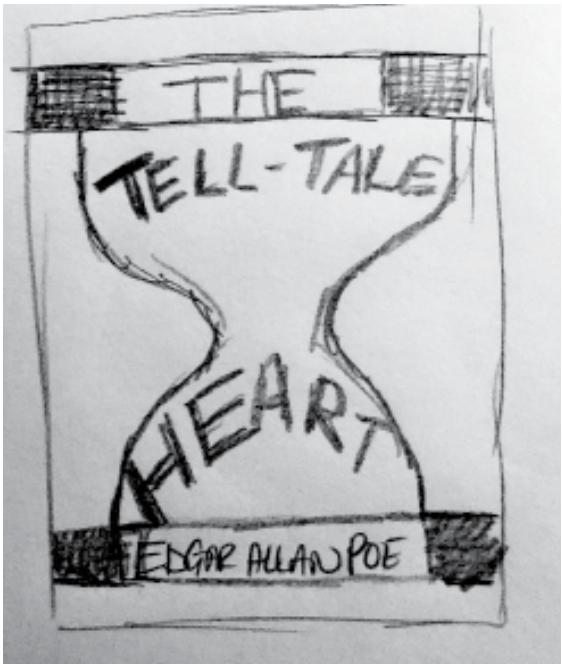
Manuscript Found in a Bottle is a story that has strong themes of fear, discovery and questioned reality. The narrator faces impossible weather situations while possibly being surrounded by zombie crew members and continues on his quest into what proves to be the most terrifying exploit—the unknown. It seems unclear whether Poe meant this to be a cautionary tale on the hero of discovery, or that danger can prove to be worthwhile if it takes you to places you’ve never been, regardless of the outcome. I’d like to play with the idea of ghost ships and the earth “swallowing them up whole.” There are theories that the earth is hollow and that the north and south poles are entrance points to the inner part of the earth which habitable and spacious. Using that concept as a symbol of the unknown is also a good platform to play with type. I see reverse copy and mirroring of words as well as imagery.

Some Words with a Mummy

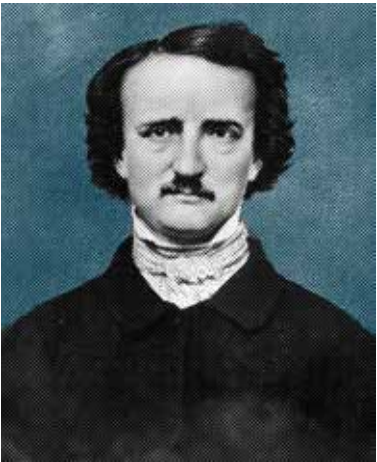
This tale is a unique take on time-travel in a way. Poe’s narrator, once again unnamed, is able to converse with a mummy that hails from ancient Egypt and has been awoken in the nineteenth century. While the gentlemen around him boast of their scientific advancements, the mummy’s view is that there is not much progress in innovation since his era of civilization. The moral is that the mummy offers is that culture and humanity are far more valuable and important than scientific advancements and that those areas are not meant to determine whether a society is more evolved than the other. I love that Poe personifies the mummy in his story, and I would like to do that for my cover. I plan on using an old dress form as a symbol for the mummy and replacing aspects of it to be more human. For example, the gentlemen sit down with the mummy and share cigars and wine. I think it would be funny to have a cigar floating as if it were in the mouth of this inanimate object. I will use a cut-and-paste collage style and incorporate some Egyptian style, perhaps through text, into the design.

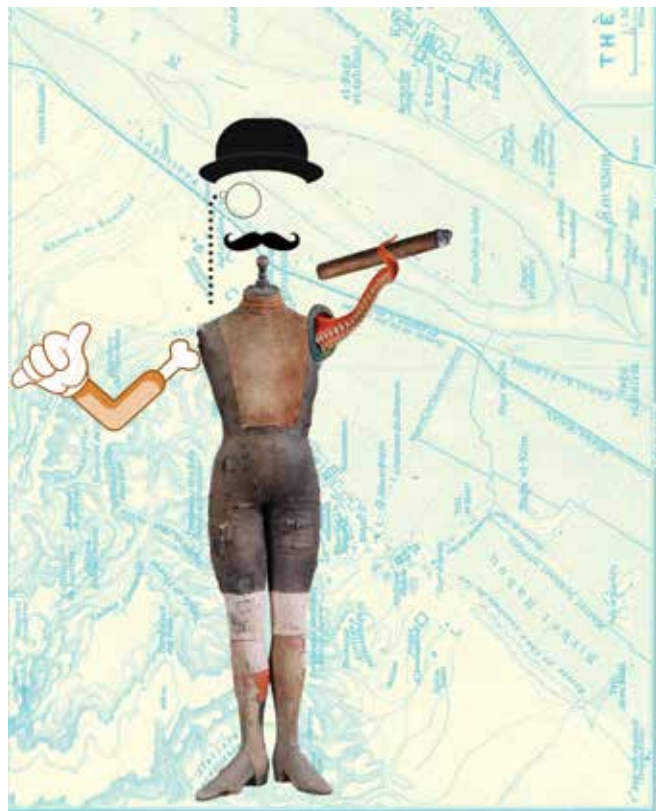
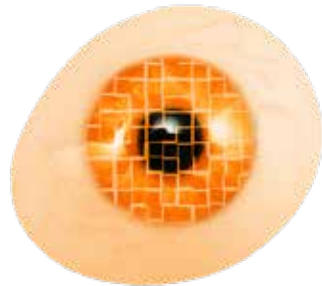


Sketching

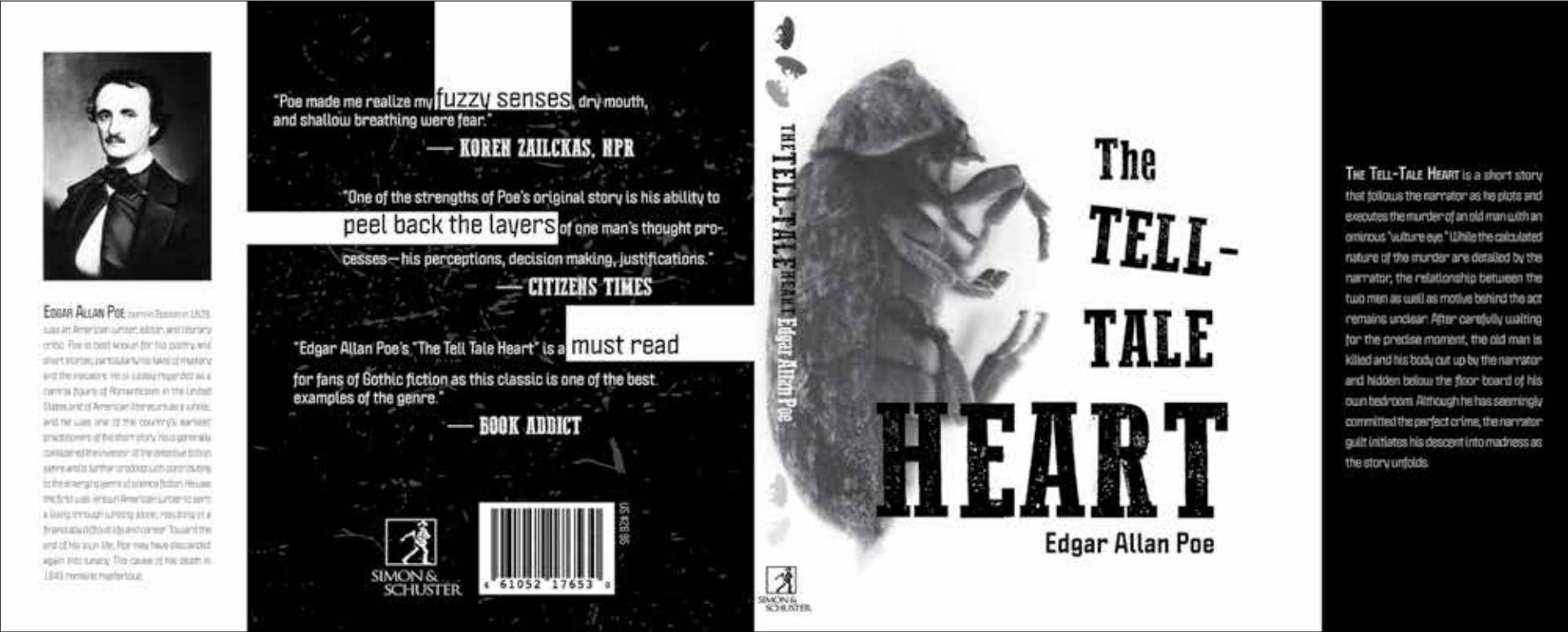
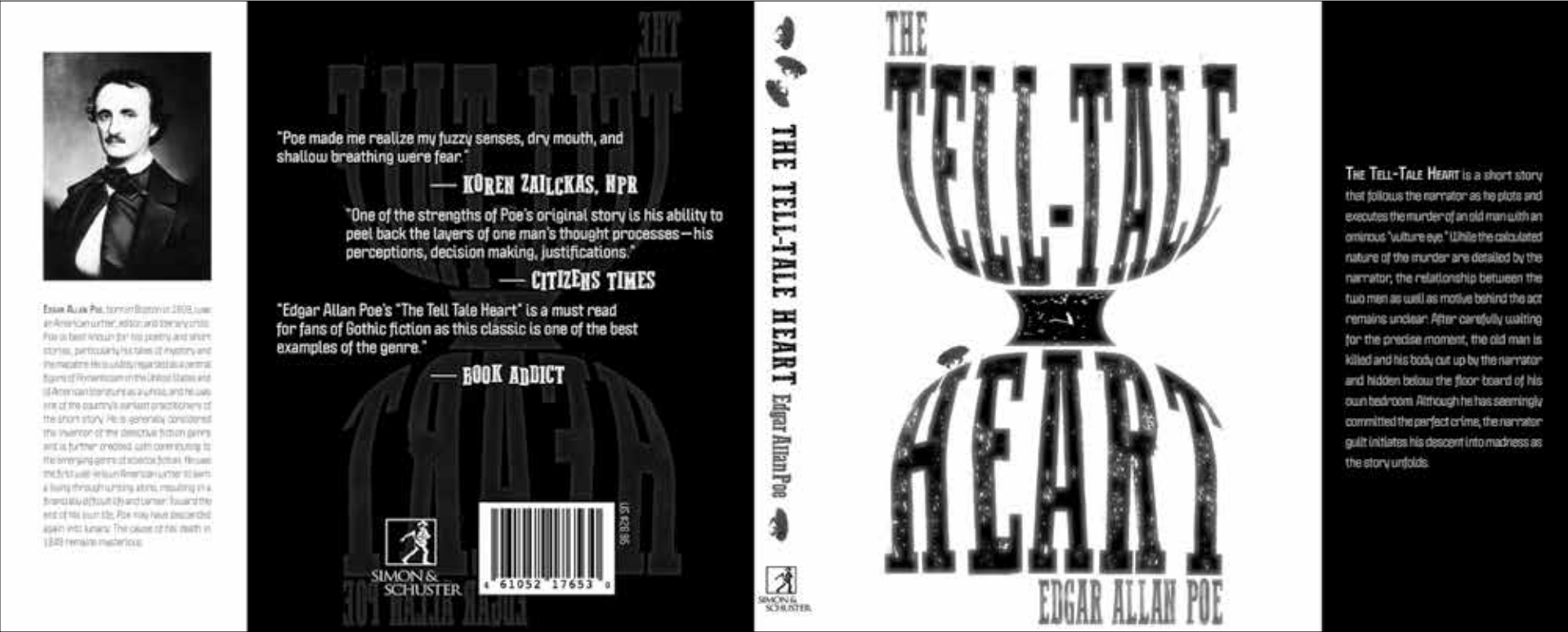


Asset Exploration





Book Jacket Exploration





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— KOREN ZAILCKAS, NPR

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— CITIZENS TIMES

"Edgar Allan Poe's 'The Tell Tale Heart' is a must read for fans of Gothic fiction as this classic is one of the best examples of the genre."

— BOOK ADDICT



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\$9.93 US



SIMON & SCHUSTER



The TELL-TALE HEART is a short story that follows the narrator as he plots and executes the murder of an old man with an ominous "vulture eye." While the calculated nature of the murder are detailed by the narrator, the relationship between the two men as well as motive behind the act remains unclear. After carefully waiting for the precise moment, the old man is killed and his body cut up by the narrator and hidden below the floor board of his own bedroom. Although he has seemingly committed the perfect crime, the narrator's guilt initiates his descent into madness as the story unfolds.



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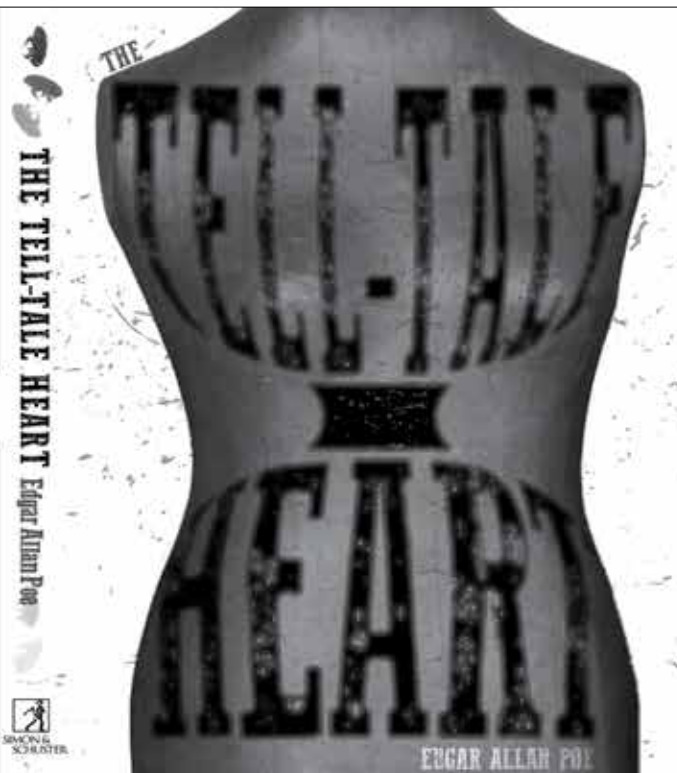


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Edgar Allan Poe



THE TELL-TALE HEART is a short story that follows the narrator as he plots and executes the murder of an old man with an ominous "vulture eye." While the calculated nature of the murder are detailed by the narrator, the relationship between the two men as well as motive behind the act remains unclear. After carefully waiting for the precise moment, the old man is killed and his body cut up by the narrator and hidden below the floor board of his own bedroom. Although he has seemingly committed the perfect crime, the narrator's guilt initiates his descent into madness as the story unfolds.



EDGAR ALLAN POE, born in Boston, MASS., was an American writer, editor, and literary critic. Poe is best known for his poetry and short stories, particularly his tales of mystery and the macabre. He is usually regarded as a central figure of Romanticism in the United States and of American literature as a whole, and he was one of the country's earliest practitioners of the short story. Poe generally considered the inventor of the detective fiction genre and is further credited with contributing to the emerging genre of science fiction. He was the first well-known American writer to earn a living through writing alone, resulting in a financially difficult life and career. Toward the end of his short life, Poe may have descended again into insanity. The cause of his death in 1849 remains mysterious.

"Poe made me realize my **fuzzy senses**, dry mouth, and shallow breathing were fear."
— KOREN ZAILCKAS, NPR

"One of the strengths of Poe's original story is his ability to **peel back the layers** of one man's thought processes—his perceptions, decision making, justifications."
— CITIZENS TIMES

"Edgar Allan Poe's 'The Tell-Tale Heart' is a **must read** for fans of Gothic fiction as this classic is one of the best examples of the genre."
— BOOK ADDICT



61052 17653 0



SOME WORDS WITH A MUMMY Edgar Allan Poe



SOME WORDS WITH A MUMMY is a short story that follows the narrator as he plots and executes the murder of an old man with an unusual "turbid eye." While the calculated nature of the murder is detailed by the narrator, the relationship between the two men as well as motive behind the act remains unclear. After carefully waiting for the perfect moment, the old man is killed and his body cut up by the narrator and hidden below the floor board of his own bedroom. Although he has seemingly committed the perfect crime, the narrator's guilt visited his dream into madness as the story unfolds.



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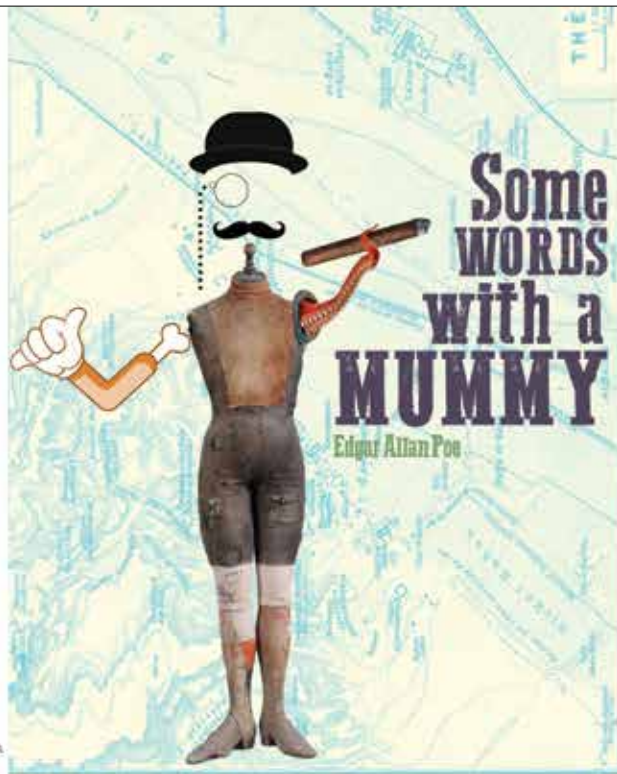
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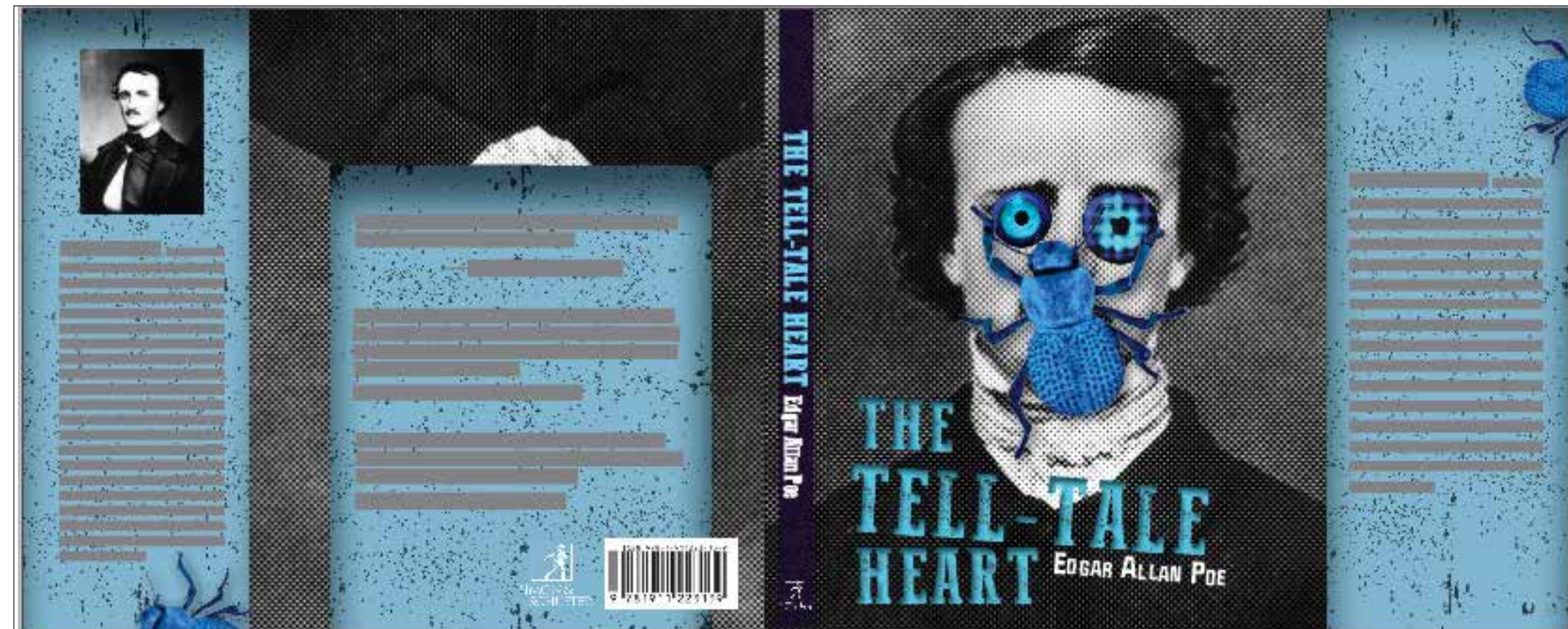
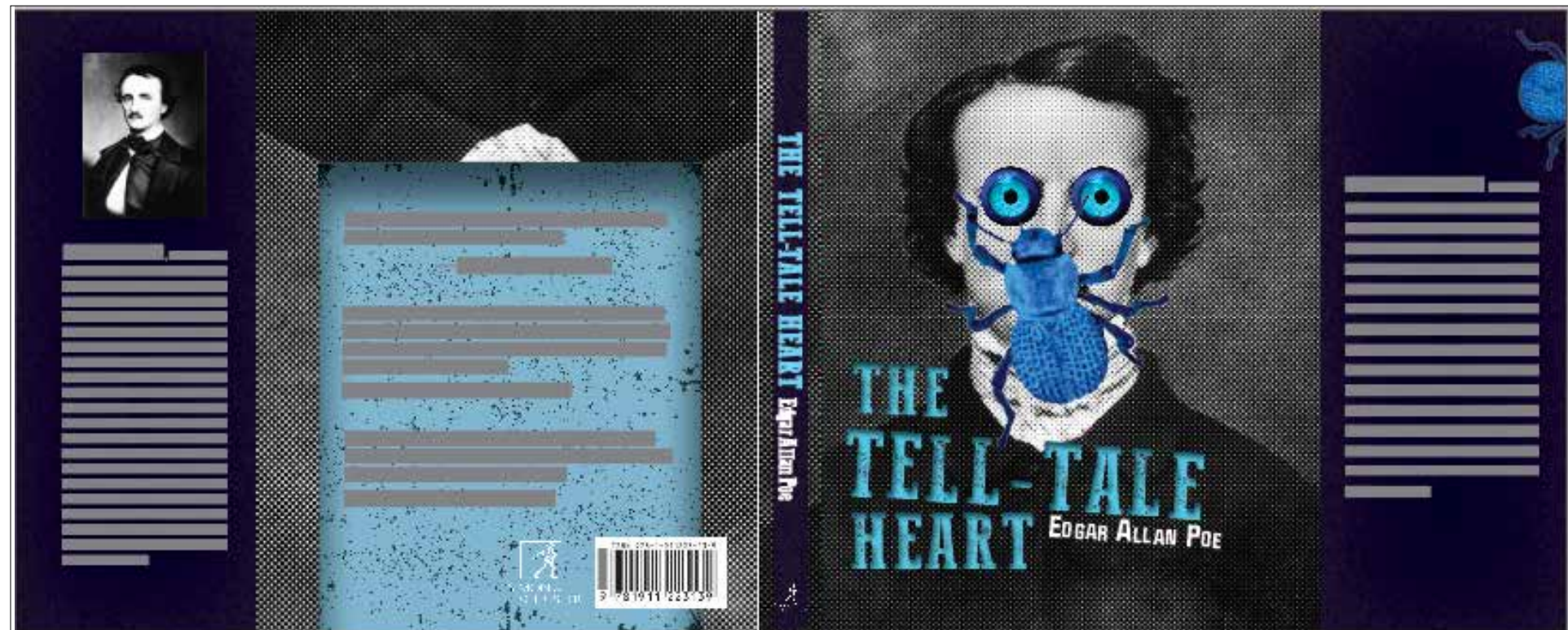
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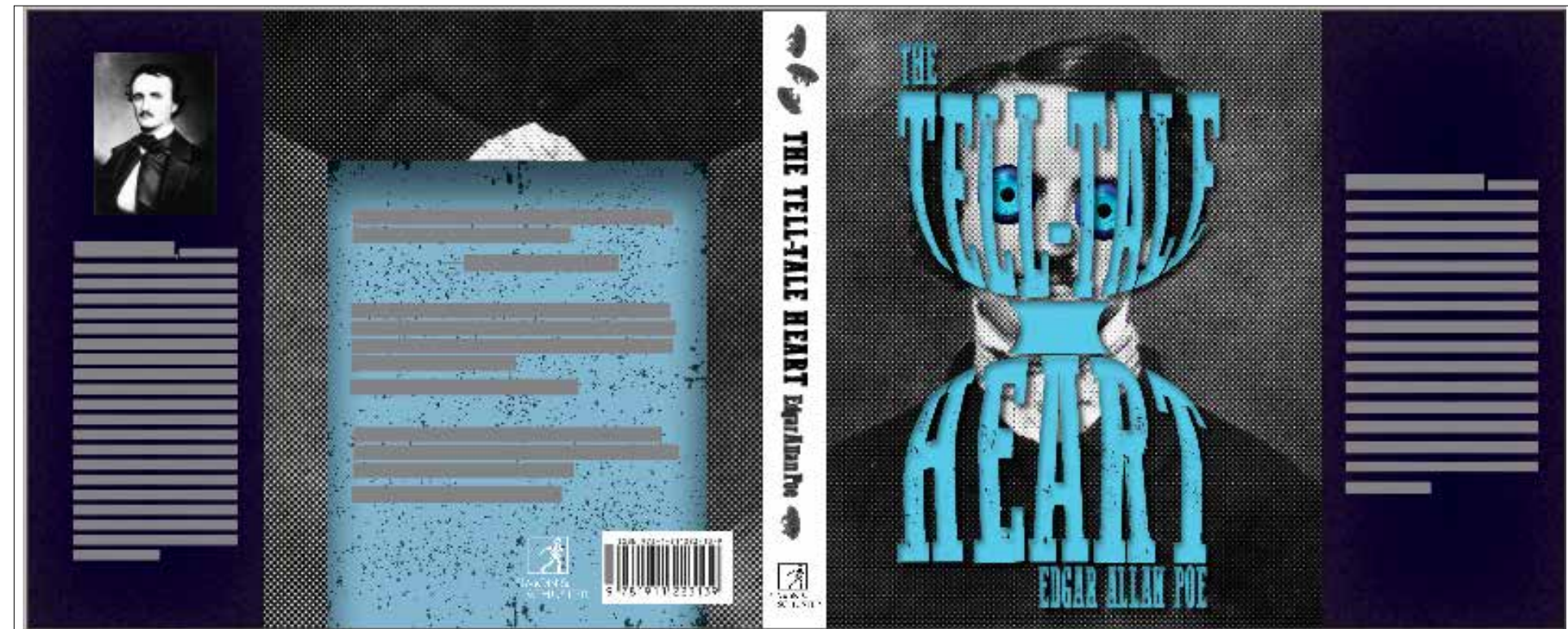
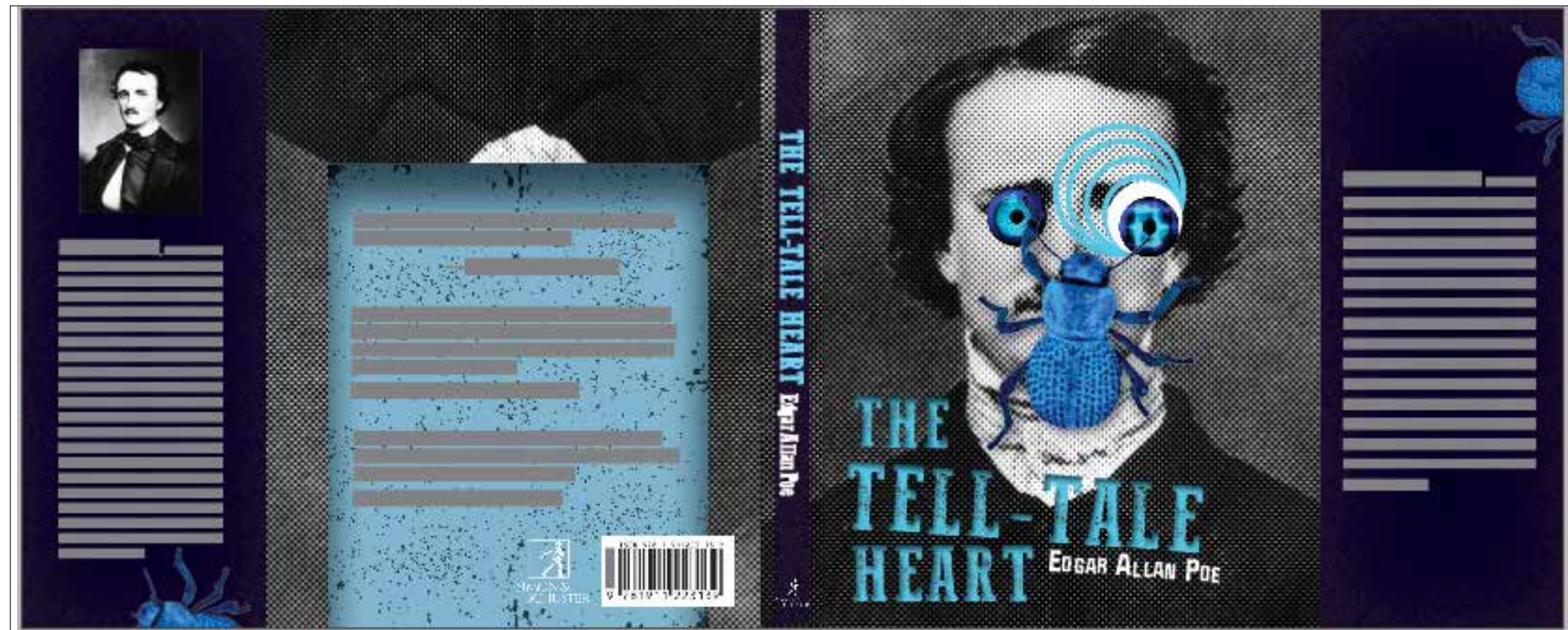


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KNOT

THE

3.

Project Objective

Redesign all aspects of a commercial magazine. Consider the context and take into account how that could be reimaged or built upon.

The Knot

Magazine Redesign

Overview

The wedding industry is one that is full of clichés, restricts and a general list of rules to follow for those planning their nuptials. Despite the increase in support for the act of self-expression for these incredibly personal events, there is very little commercial material in print to support this surge in culture. This redesign was inspired by that notion, and encourages the reader to embrace their own, unique ideas and craft an experience that suit them and not what they believe they should be planning.

Las Vegas is traditionally a non-traditional place to hold a wedding ceremony. The featured article allows the readers to explore different couples that decided to take the stress and hassle out of planning and embrace a city that reassures couples to be themselves and not worry about wearing white or bringing something blue. Each couple brings a new perspective to the reader.

The new design takes a fresh, clean approach. By using a modern sans serif typeface for the masthead, it breaks away from the mold of scripts and serifs most often seen in this place and offers a more welcoming cover space for a variety of styles. Eliminating the coverlines gives a more luxurious impression and projects a more poster like quality. Contemporary and more natural looking photography completes the new look and allows the reader to better see themselves in the magazine, rather than overly styled scenarios that can be difficult to connect with.

Logo Exploration

The Knot

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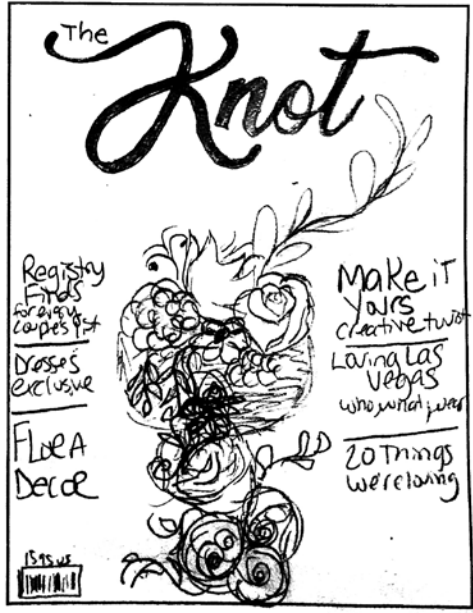
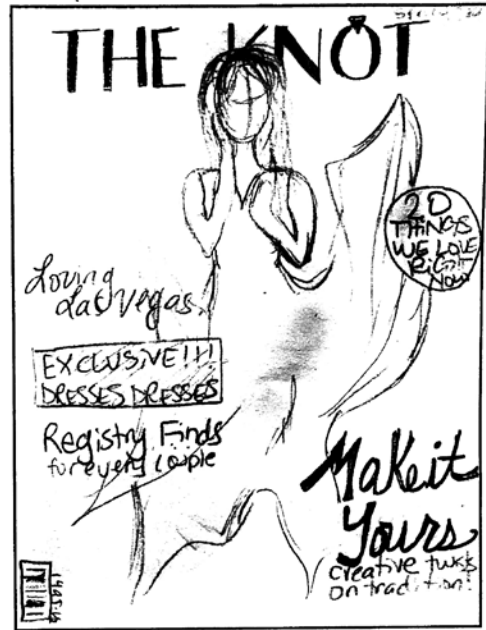
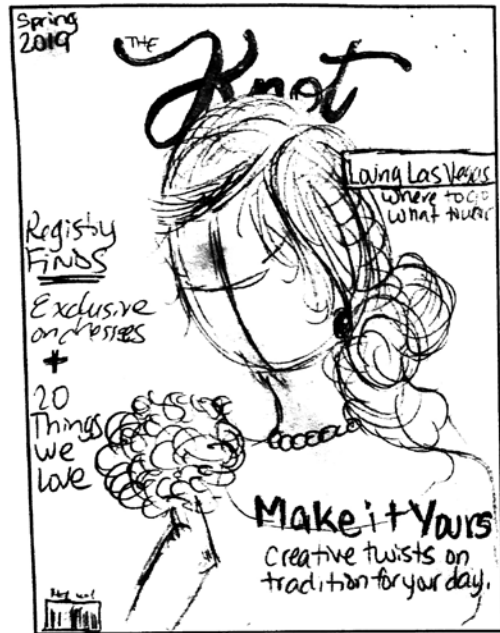
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Cover Sketches



Cover Type Study

Issue N°3

Issue N°3

Issue N°3

Issue N°3

Issue N°3

Issue N°3

Issue N°3

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Issue N°3

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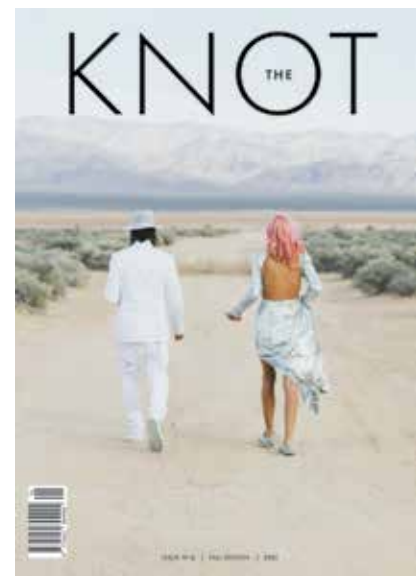
Issue N°3

Issue N°3

Cover Exploration







Spread Exploration



EMERALD OPULENCE



Wedding photography began shortly after photography was born in the early 1800s. Queen Victoria and Prince Albert got stuck for their last First wedding photograph but also the first "recreation." At that time, wedding photography was reserved for royalty and the wealthy due to the tremendous cost. It was not documentary photography as we know it now, but a single photograph. This severely limited any storytelling elements about the wedding day. Due to the bulk of cameras, most wedding photography of the 18th and early 20th century was relegated to the studio using traditional poses. Modern wedding photography became commonplace after World War II with the commercialization of smaller SLR and rangefinder type cameras. Today we are seeing a further modernization of the genre: editorial wedding photography.

Story by **CLARE ELIZA**
 Photographs by **MARCELLA CISTOLA**

is something, involving much more activity in the classroom in order to make the learning process more effective. It is not a matter of doing more, but of doing it differently. The teacher has to be more involved in the classroom, to be more active, to be more present, to be more engaged, to be more involved in the learning process. The teacher has to be more involved in the learning process, to be more active, to be more present, to be more engaged, to be more involved in the learning process. The teacher has to be more involved in the learning process, to be more active, to be more present, to be more engaged, to be more involved in the learning process.

Two bodies, immersed in a
 homogeneous medium, will
 float in the liquid in equi-
 librium if the weight of the
 displaced liquid is equal to
 the weight of the bodies.



A woman in a white dress stands in front of a dark doorway, looking back over her shoulder. The image is part of a fashion advertisement.

government's government-office strategy was to support the health donors, and to encourage international cooperation to help countries that are unable to finance and sustain the program on their own. The program's strategy was to support the health donors and to encourage international cooperation.

At the same time, some of the existing dogma that the local markets are not a step on the way to the free market has been dispelled. If the free market is to be achieved, there is no doubt that the local markets are a necessary intermediate step. The evidence is clear that the local markets are a necessary intermediate step to the free market.

Old World
NEW FASHIONED



Old World
NEW FASHIONED



Old World
NEW FASHIONED



Old World
NEW FASHIONED



Old World
NEW FASHIONED



Old World
NEW FASHIONED



Old World
NEW FASHIONED



Old World
NEW FASHIONED



OLD WORLD
NEW FASHIONED

[illegible]

We find this correspondence of leaves in the two
 Lemnaceae: the first of callithallus and leaves
 of *Utricularia*, tapered like a goose's beak,
 the second round made up of a single lance leaf or
 that holds small callithallus and vesicles.



Acute-toxic waste generated during cleanup of the site continues to be treated by the principal contractor. The principal contractor has also been active through completion of ongoing monitoring of burial vaults at the site location of a research hospital that will be placed underground within a comprehensive waste management system for the site of a new gas plant. Ongoing effectiveness of the monitoring operations will be discussed further later.



The were inspired by Tamaris's simplicity as an indispensable model of style, but also as an authentically modern model of a strong and independent woman. We have adopted her painting style and her palette where she expertly combined natural colors with intense accents and decorative red.

© 2005 Blackwell Publishing Ltd *Journal of Internal Medicine* 258: 103–110

LAS VEGAS

THE ANTI-TRADITION CAPITAL OF THE WORLD

Weddings are as synonymous with Las Vegas as gambling, neon, and slightly woozy memories. The desert city stands as the mecca for unique ceremonies and we've found three couples who took the town by storm with their own approaches.

Story by Alycia Hamee

[illegible][illegible][illegible]

SOFT & EDGY

Assume and Janner just wanted something easy for their wedding day that focused on just the two of them, with no pressure other than getting some great shot photos along the way.

Assume and Janner of *The Mindy Project* tie the knot in the most iconic spot in the world: Las Vegas. "We wanted an old-fashioned Vegas feel without over-the-top flash," says Assume. "We really like this photo of the two of us in the desert. It's a really nice contrast between the old and the new. It's a really nice contrast between the old and the new. It's a really nice contrast between the old and the new." The couple's wedding was a celebration of their love, with a focus on the two of them and the beautiful desert landscape. The wedding was a celebration of their love, with a focus on the two of them and the beautiful desert landscape.




THE WEDDING WAS A CELEBRATION OF THEIR LOVE, WITH A FOCUS ON THE TWO OF THEM AND THE BEAUTIFUL DESERT LANDSCAPE. THE WEDDING WAS A CELEBRATION OF THEIR LOVE, WITH A FOCUS ON THE TWO OF THEM AND THE BEAUTIFUL DESERT LANDSCAPE.

[illegible][illegible]



4.

Glovebox *Car Organization App*

Project Objective

Identify a general point of dissatisfaction in day-to-day life that can be improved with a new app. Conduct detailed research on this topic to develop a concept for an application that resolves the issue in a simple, effective, user-friendly manner.

Overview

Through research, it was identified that vehicle owners often struggle to keep track of all the many details surrounding their cars. There is a plethora of paper work and maintenance reports that no one wants a part of.

Glovebox solved this dilemma. It is an gives the users the ability to consolidate all information about their vehicles together in one clear spot to simplify their lives and clean up mental clutter.

From insurance information, maintenance history, past accidents, and more, Glovebox provides a secure location to upload their information. connections to nearby local mechanics, and a step-by-step walkthrough for how to properly deal with an accident.

Concept Cards

YOUR CAR

An all around vehicle specs app that aids in keeping your vehicle in great condition as well as having information about your car ready at a moments notice.

Features
Find my car
Need tune up
Registration and insurance on hand
Info about your lease
Can take photos in a crash

Benefits
Notify users of car needs
Helps in the event of a crash
Organized info on your car

Resources Needed
Car owner
Car specs
Location
Local car related businesses




Easy Air

An app geared towards making airport travel less stressful and more convenient with airport information, live updates on flights, and estimated waiting times.

Features
Find my parking
View departure board
Waiting times
Airport map
Plane updates
What's nearby (bathrooms, restaurants, stores)

Benefits
Less stressful air travel
Organized information
Quick and convenient updates

Resources Needed
Travelers
Airport
Airport information




The Gulfstream Guide

An app for Gulfstream pilots that works as a replacement for the pilot's manual. This will make it easier for pilots to look up issues incase of an emergency.

Features
Voice activated
Quick Search
Categorized sections

Benefits
Organized info
Quick and efficient


Resources Needed
Pilot
Manual information
Plane information



Competitors

CAR ASSISTANT

FREE



PROS


- Contemporary design
- Regularly updated
- Easy to add information
- Can pdf reports

CONS

- Data looks cluttered
- Only for iOS
- Can only track maintenance
- Can't add photos

AUTO CARE 1

\$4.99



PROS


- Cost of ownership report
- Add documents via Dropbox
- Multiple languages
- Updated regularly
- Can pdf reports

CONS

- Dated design
- Data looks overwhelming
- Only for iOS
- Can't share profiles
- Unreliable syncing

CAR MINDER PLUS

\$2.99



PROS

- Manages multiple cars
- Graphs fuel economy
- Timeline of services
- Seems to be easy to use

CONS

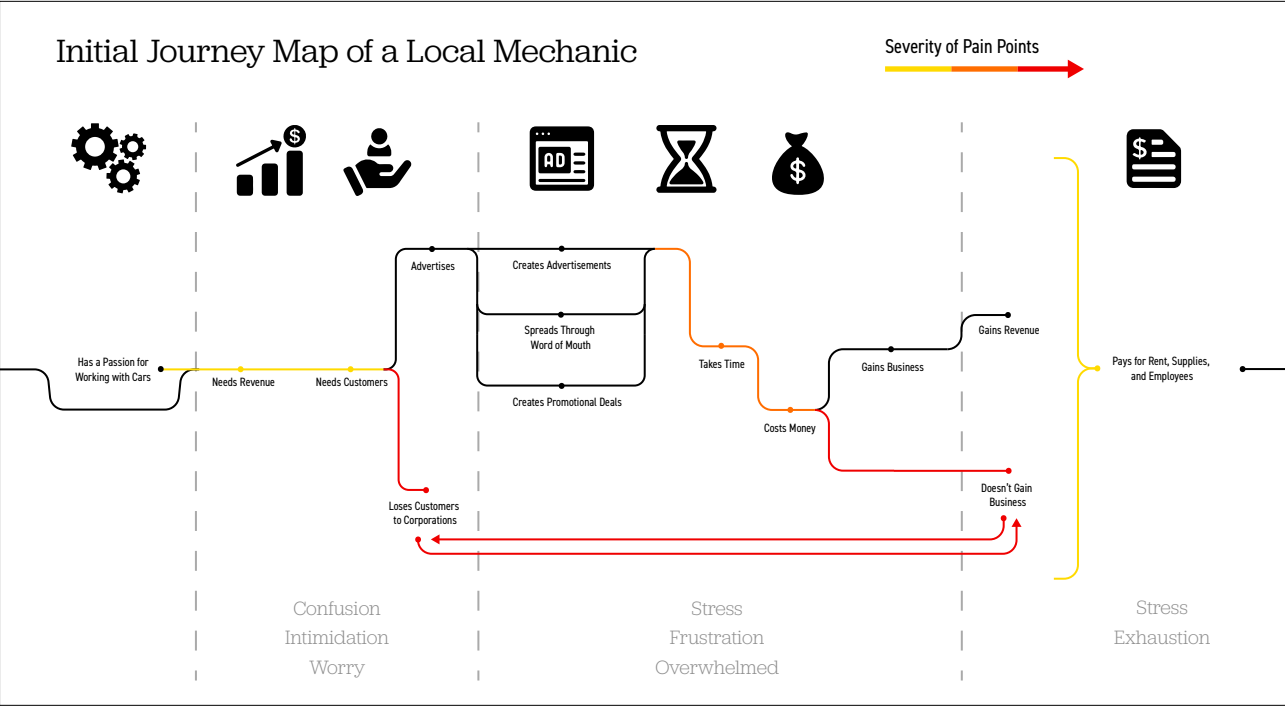
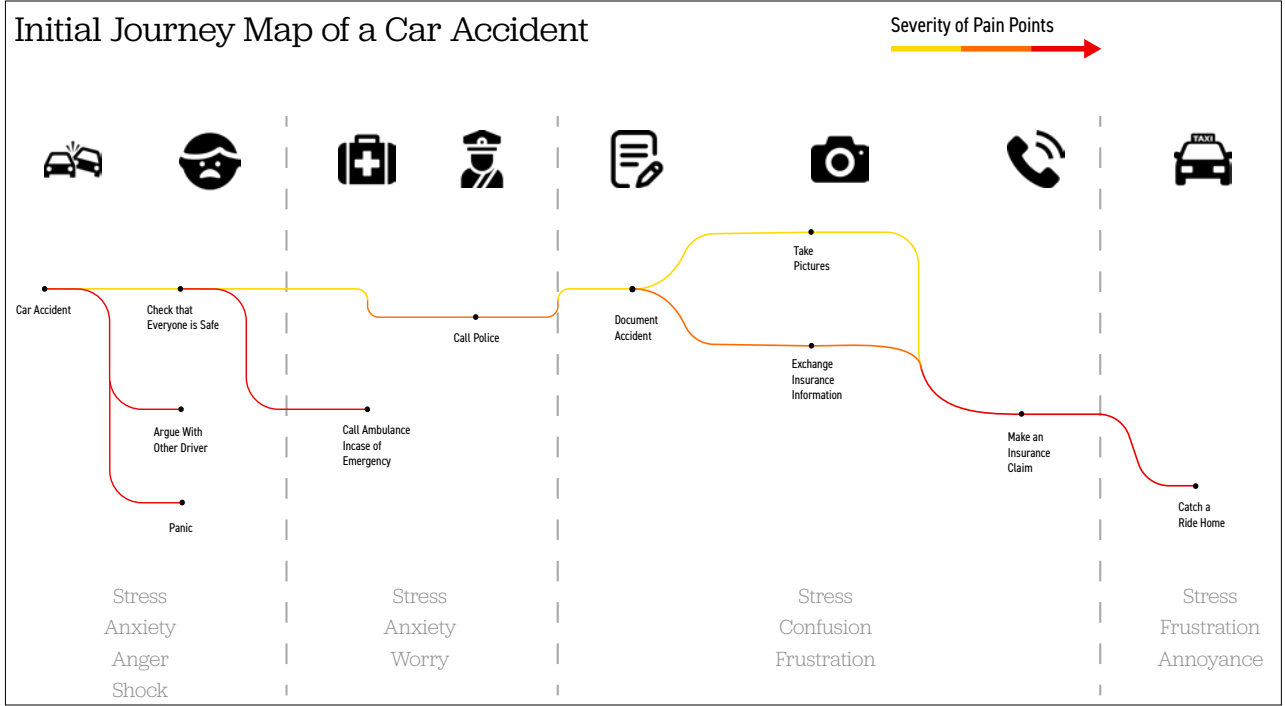
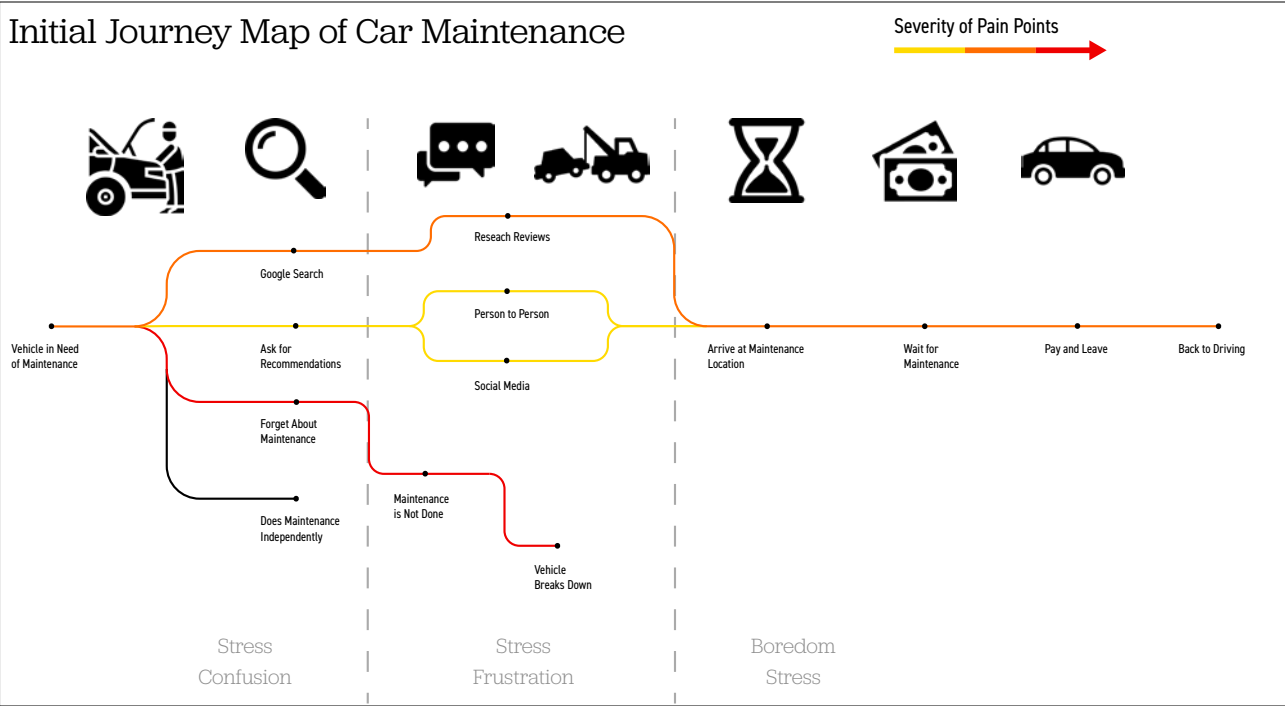
- Dated design
- Only for iOS
- Many reviews of lost data
- Only tracks maintenance
- Got rid of accident features
- Can't store photos

Problem overview

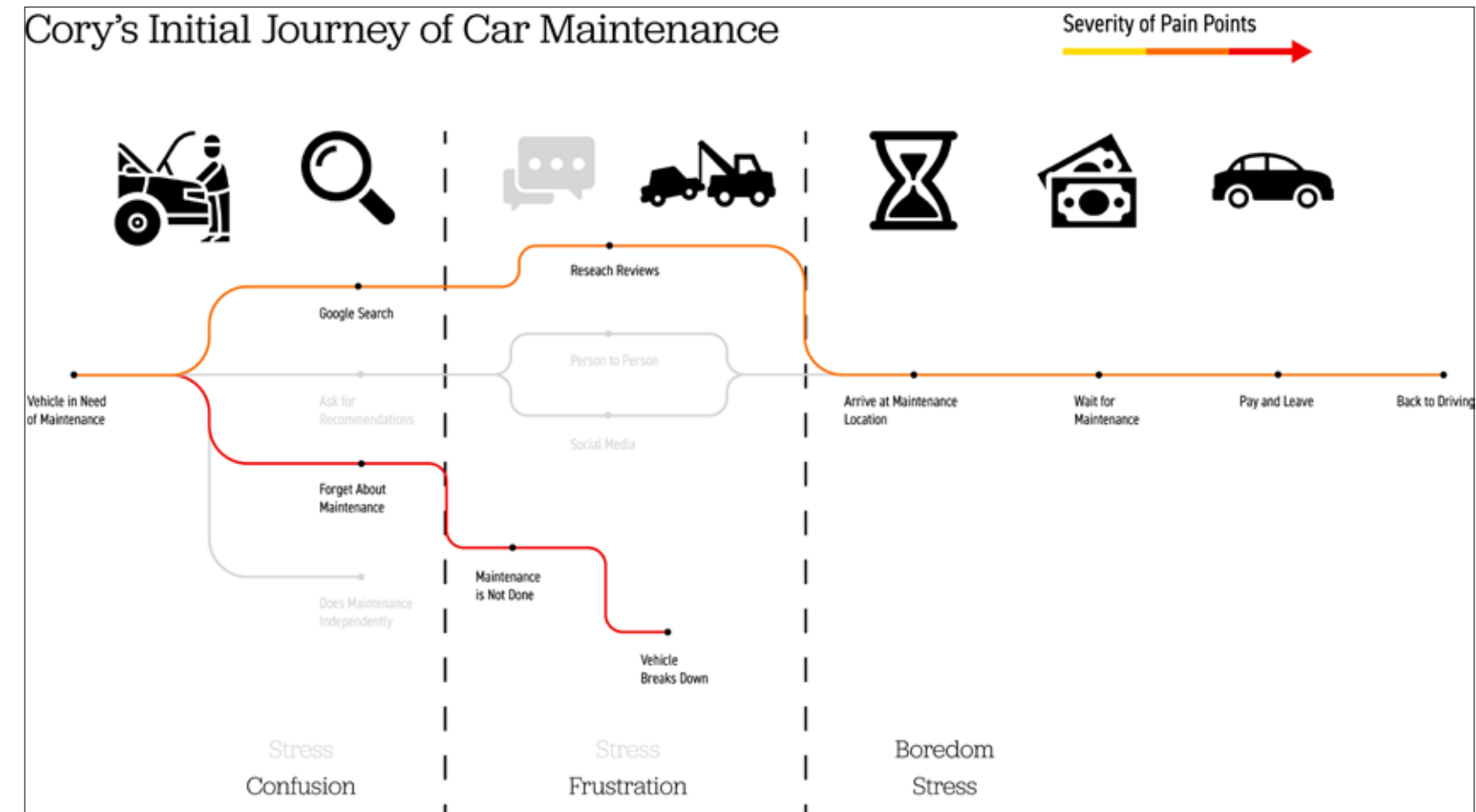
Common Car User Pain Points



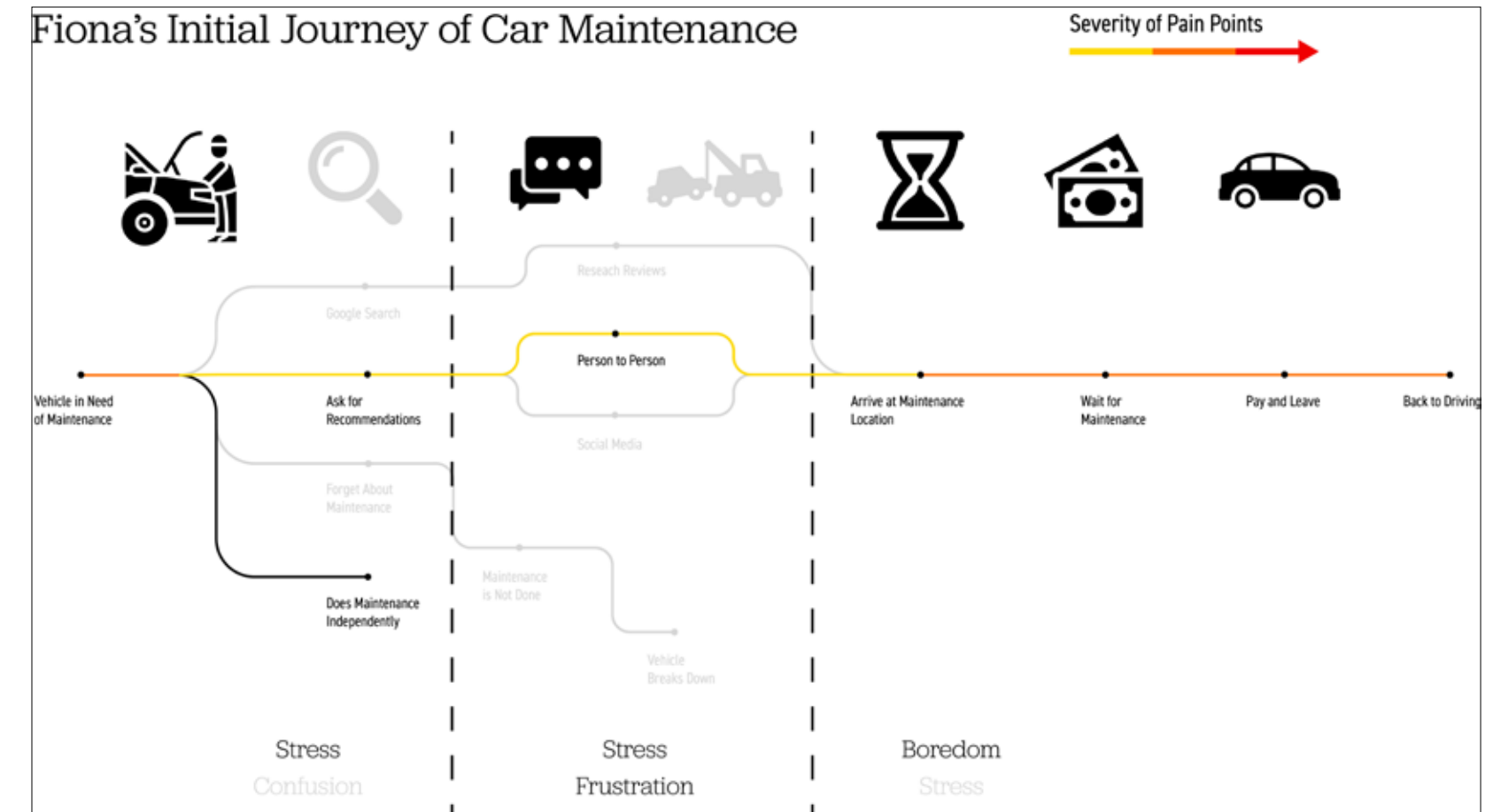
Initial Journey Maps



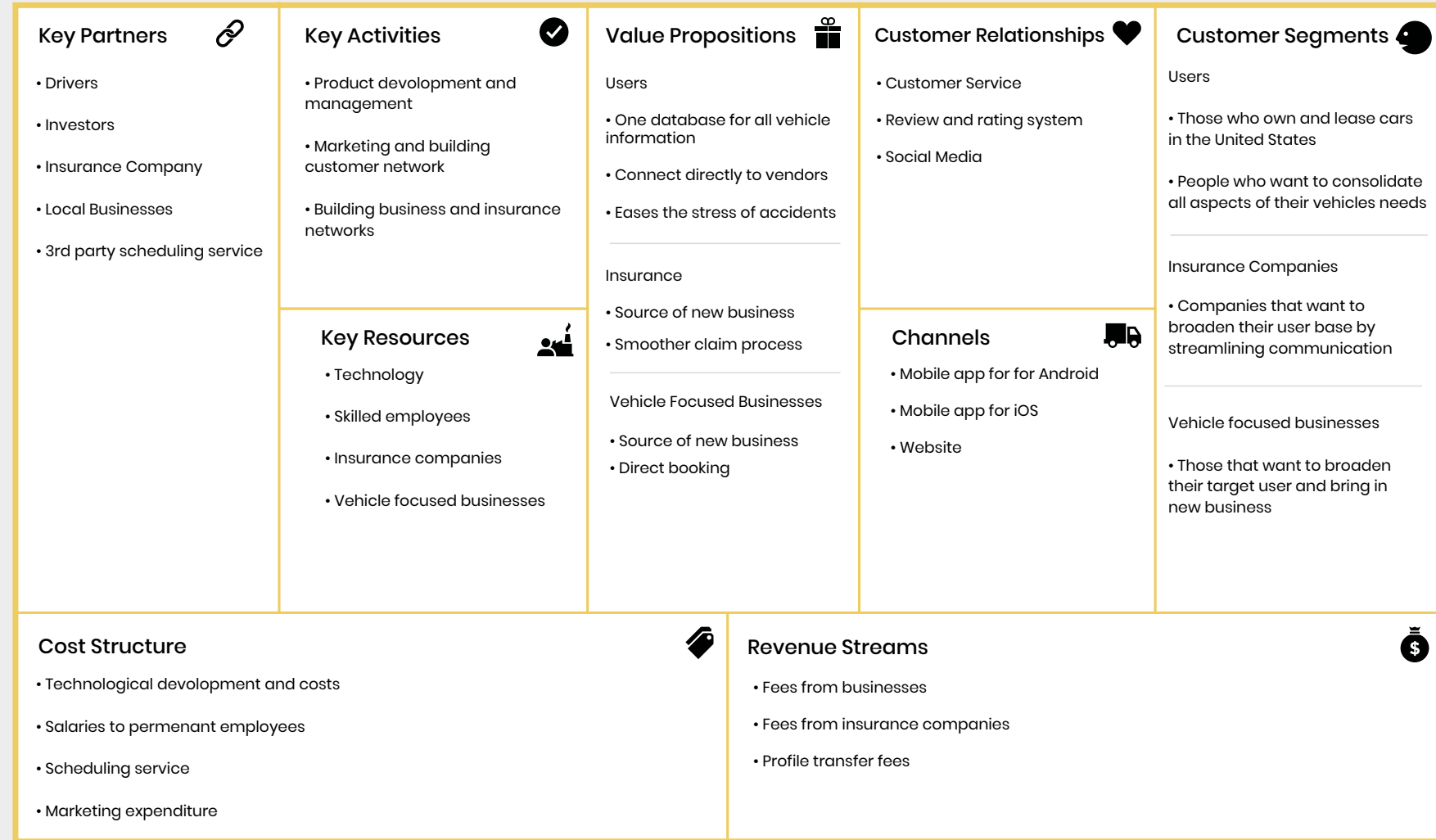
Cory's Initial Journey of Car Maintenance



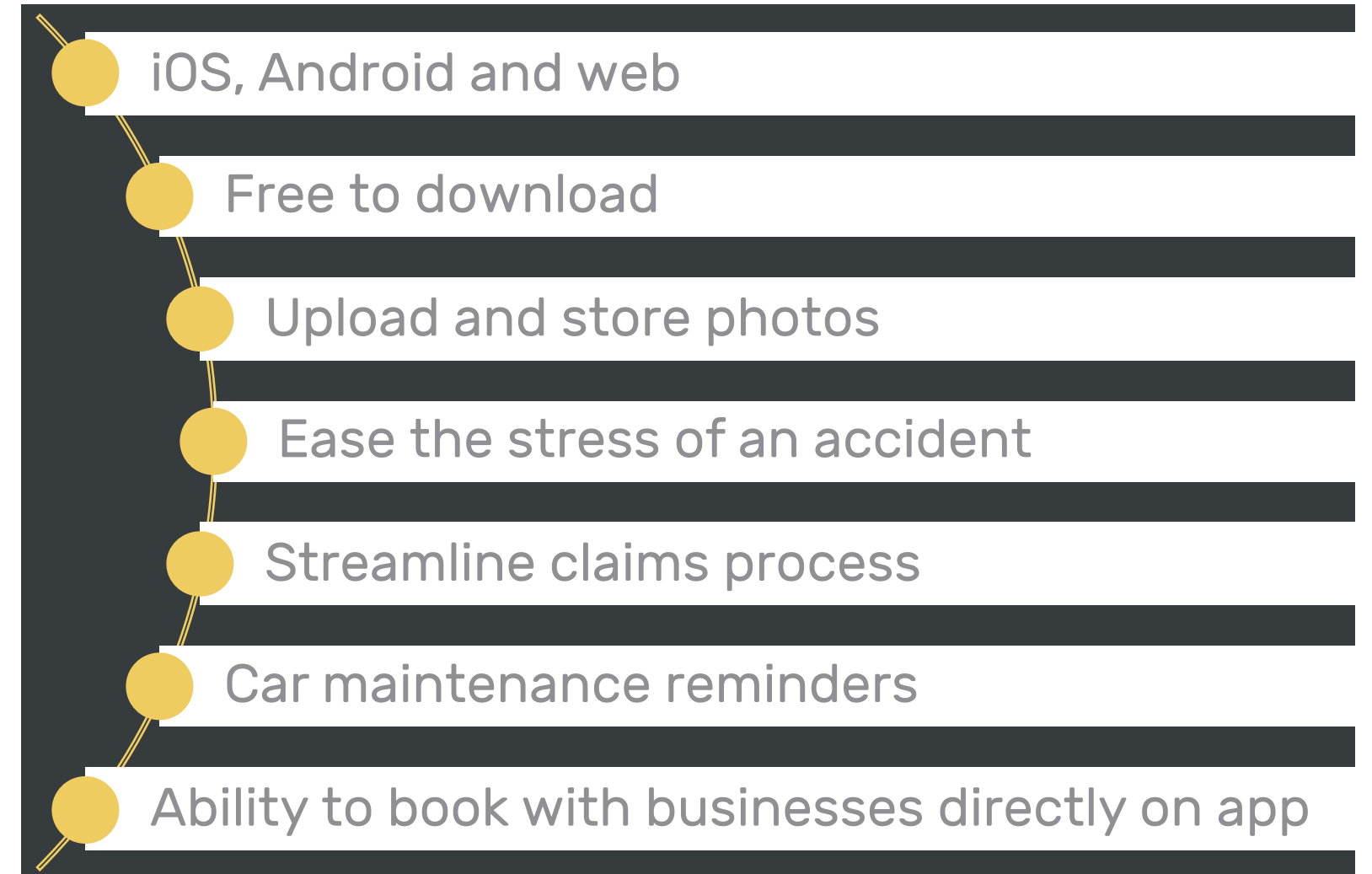
Fiona's Initial Journey of Car Maintenance



Business Model Canvas



Strategy



USERS	Own and lease cars in the US who want to consolidate their vehicle information.	<ul style="list-style-type: none">○ One database○ Connect to vendors○ Ease stress	<ul style="list-style-type: none">○ First two cars are free, \$3 each after○ Profile transfers
INSURANCE COMPANIES		<ul style="list-style-type: none">○ Ease claim process○ Source of new business	<ul style="list-style-type: none">○ Annual fee
VEHICLE FOCUSED BUSINESSES		<ul style="list-style-type: none">○ Direct booking○ Source of new business	<ul style="list-style-type: none">○ Annual fee

Key Activities



Key Resources





ADJECTIVES

organized, approachable, protective, confident, helpful, knowledgeable

TYPE STYLES

This is a Heading

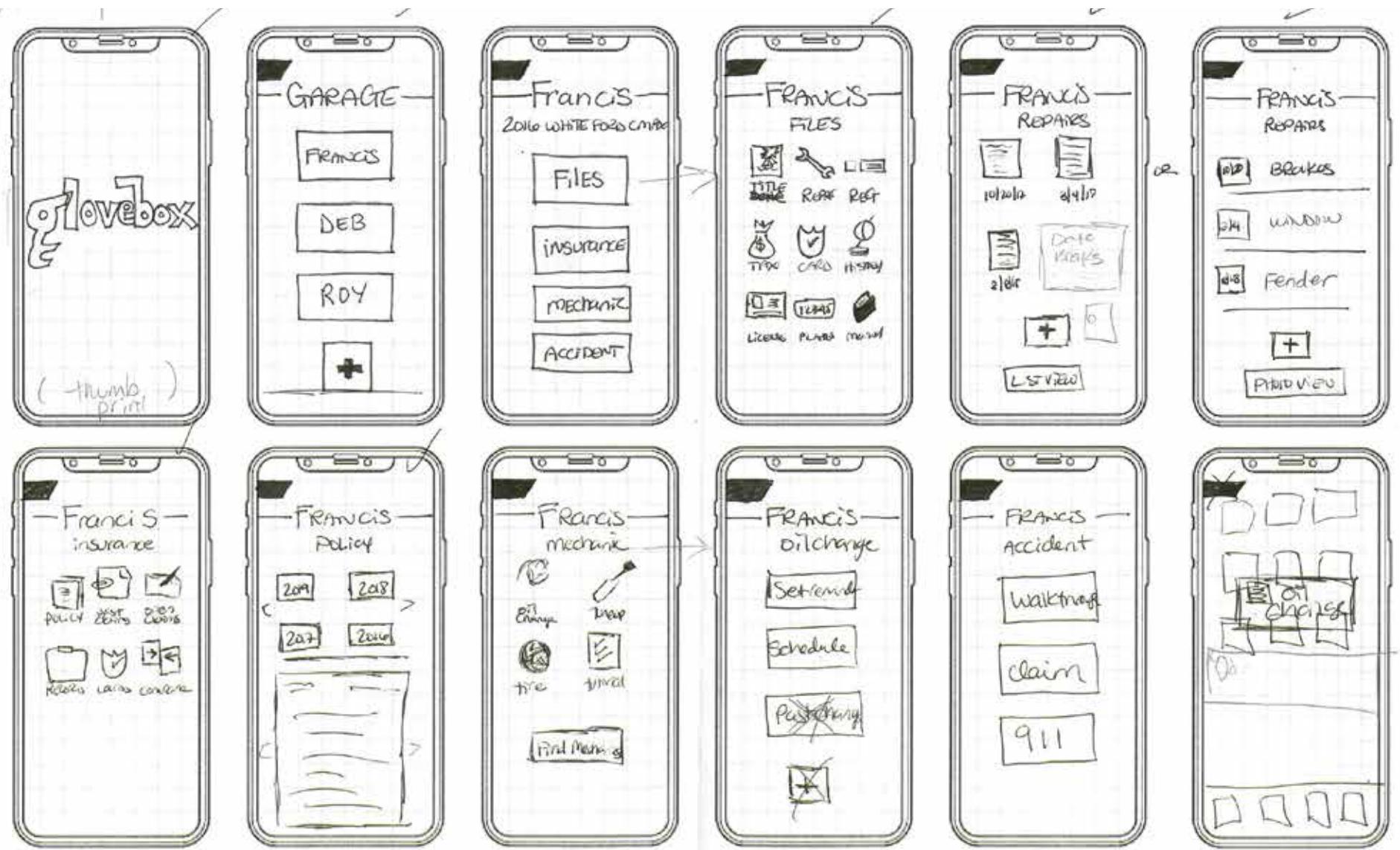
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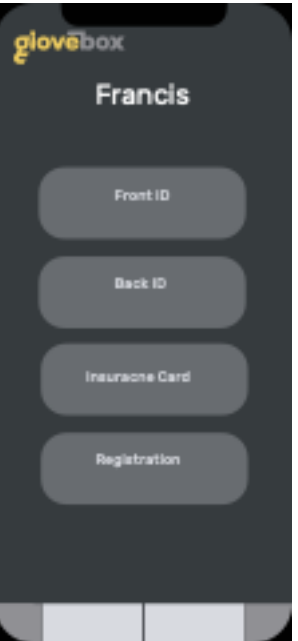
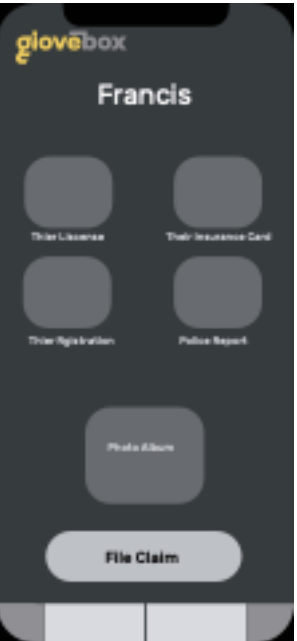
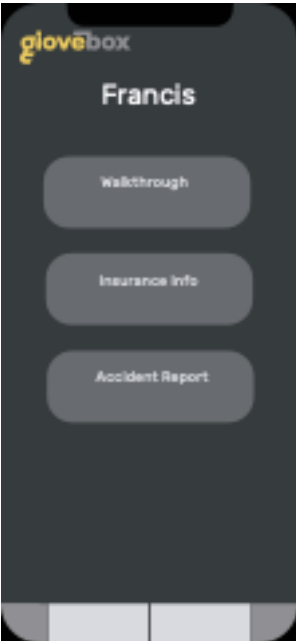
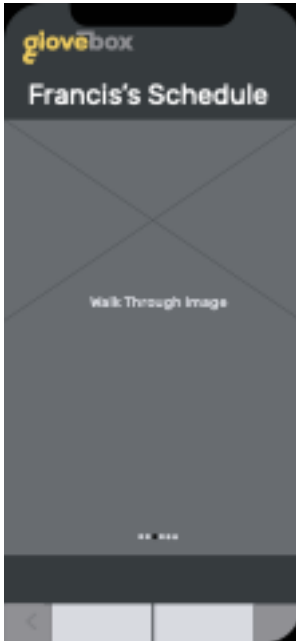
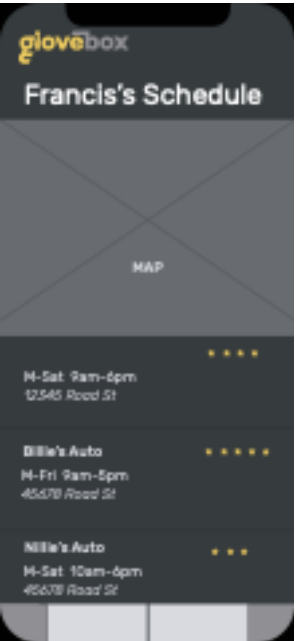
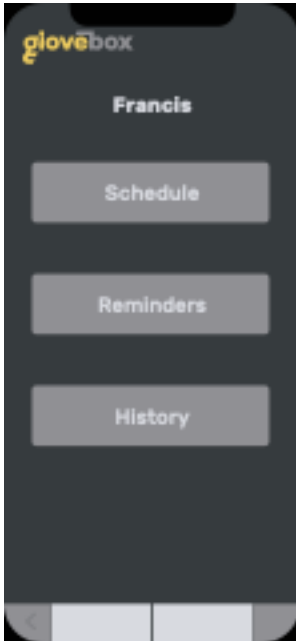
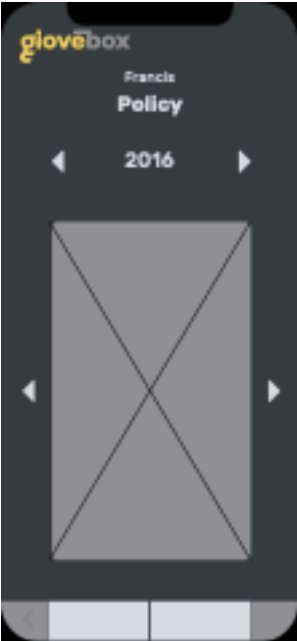
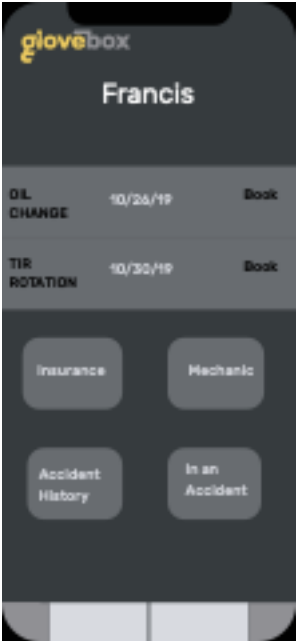
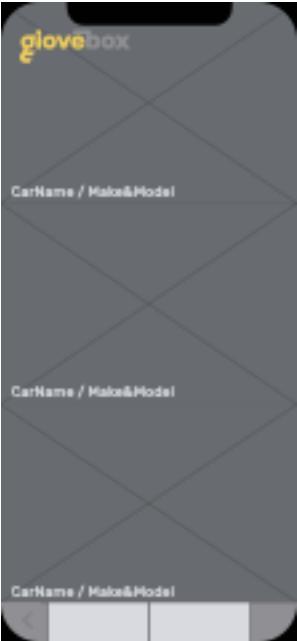
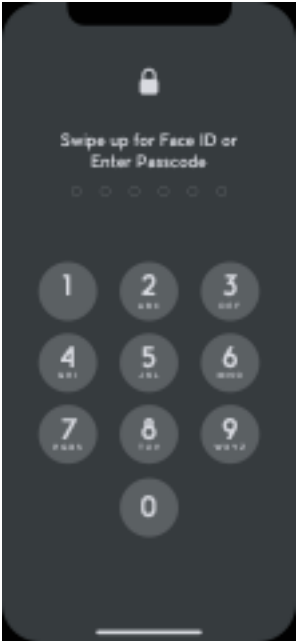
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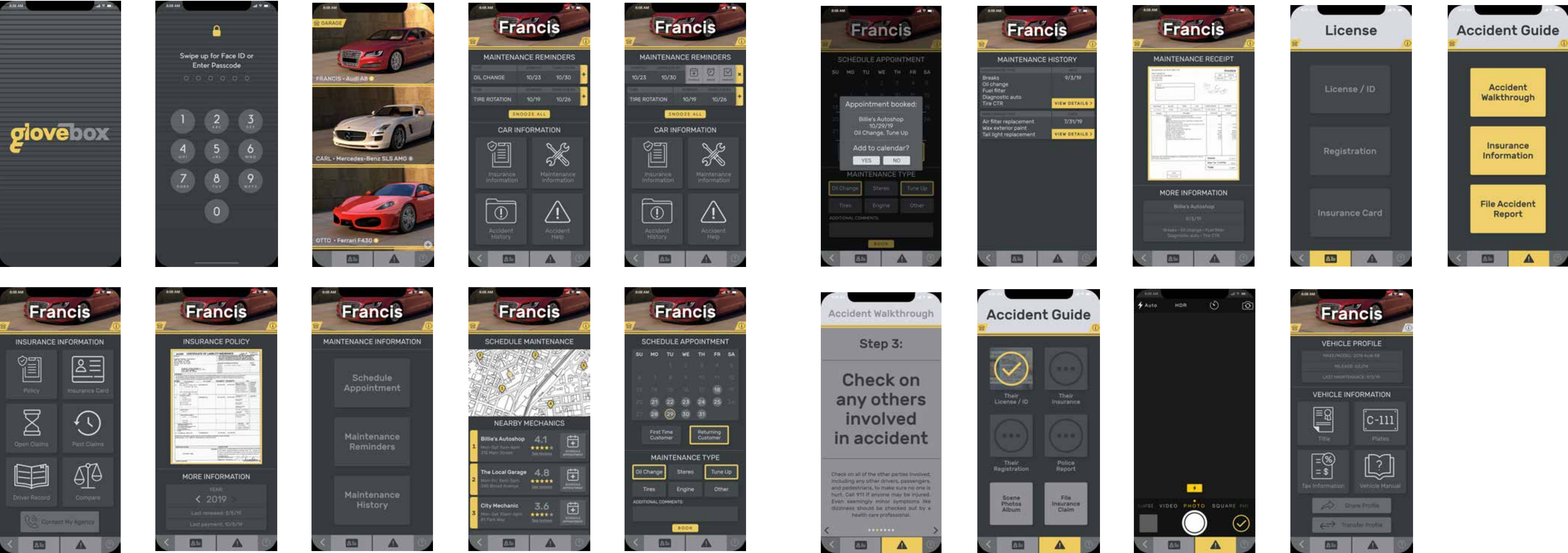
Rubik Medium

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Pier Sans









5.

South Georgia State Fair

Rebrand and app design

Overview

Founded in 1926, the Exchange Club of Savannah is an organization founded on the principle of service to their community. By the Exchange Club's internal efforts and hosting of public events, the club raises money for the community, specifically the prevention of child abuse. One of their largest fundraising events is the South Georgia State Fair, previously known as the Coastal Empire Fair.

Attendance for the South Georgia State Fair has declined. This is due to safety concerns at the previous fairgrounds as well as less interest from young people. By co-creating with the Exchange club of Savannah, this project seeks to redesign the South Georgia Fair's branding and experiences. This includes creating an experience that attracts both young people and families to enjoy the food, rides, games, and agriculture on display at the new fairground location.

The major topics that this project address are the lack of diversity of events at offered at the fair as well and introducing technology to streamline the user experience. This becomes increasingly more important as the new location is significantly larger and accommodates a plethora of new activities and aspects to navigate.

Project Objective

Plan and host co-creation sessions as while working with a diverse group of thinkers to create and prototype innovative branded service experiences. Address the designer's role in shaping the public narrative on social issues, and examine contemporary cultural, political and societal issues around the world that have an impact on our lives.

THE
CLASS

GOAL

SOCIAL
SCENARIO

VISION
STATEMENT

Our Design for Social Issues team, co-creating with the Exchange club of Savannah, seeks to redesign the South Georgia Fair’s branding and experiences. This includes creating an experience that attracts both young people and families to enjoy the food, rides, games, and agriculture on display at the new fairground location.

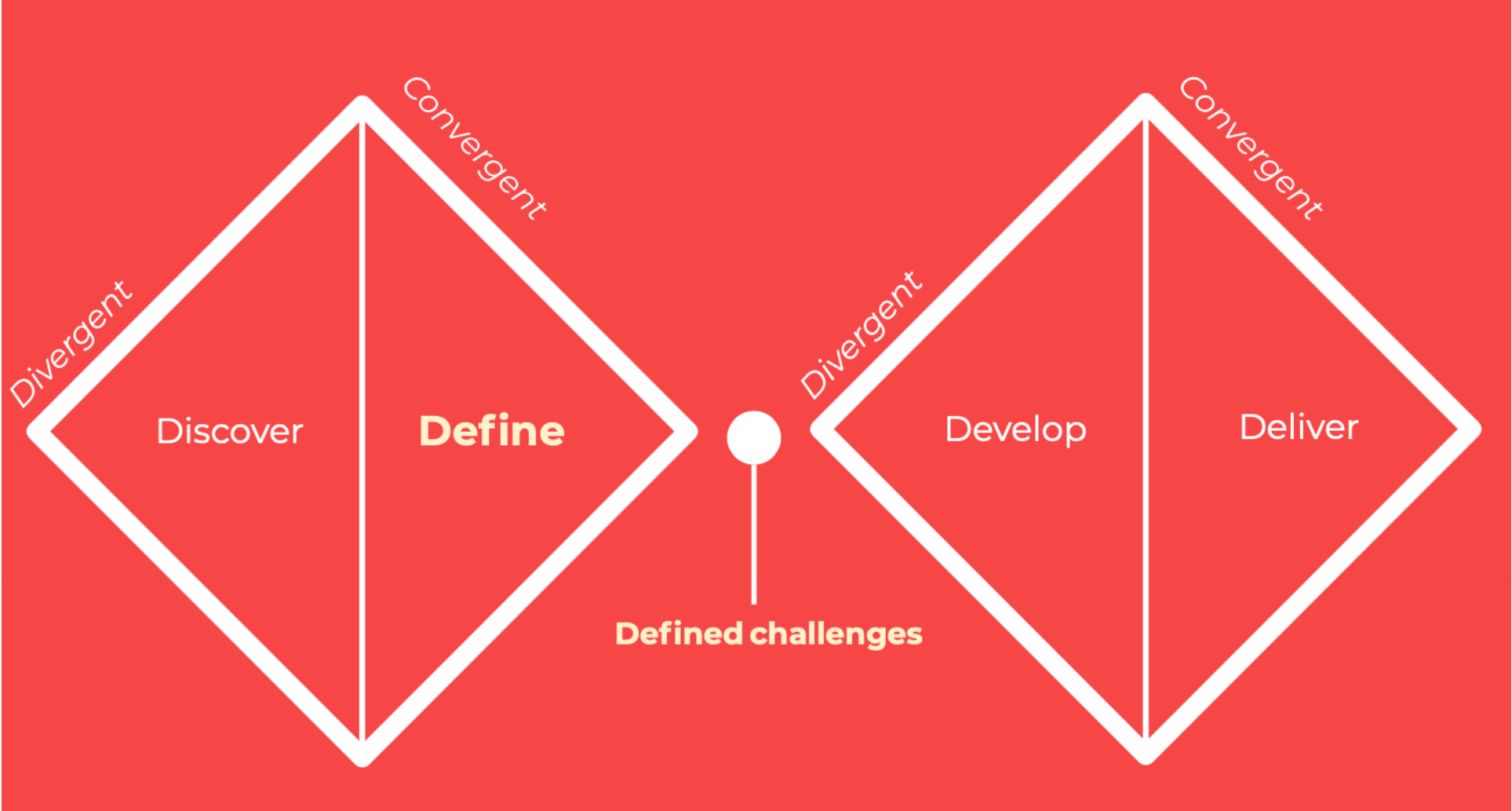
This project seeks to create an entertaining and safe experience to increase fair attendance and rebrand its family-friendly image.

Attendance for the South Georgia State Fair has declined. This is due to safety concerns at the previous fairgrounds as well as less interest from young people.

Our team will create an experience that draws fair goers to the new grounds, increasing both attendance and the money raised for community causes. We are specifically looking to draw families and young people to cement the tradition of attending the South Georgia State Fair in the next generation. Safety, family fun, and food are key components in this vision.

PLAN	March 31	Introduction to project
	April 2	Project Planning
	April 4	Vision/Scope
DISCOVER	April 7	Dry Run
	April 9	Co-creation session 1
	April 11	Documentation and Dissemination
	April 14	Data Analysis and Mapping
DEFINE	April 16	Dry Run
	April 21	Co-creation session 2
	April 23	Documentation and Dissemination
	April 28	Affinitiation, Concept Development
DEVELOP	April 30	Dry Run
	May 5	Co-creation session 3
	May 7	Documentation and Dissemination
	May 12	Data Documentation, Outcomes
DELIVER	May 14	Initial Prototyping
	May 19	Prototyping Update
	May 21	Prototyping Update
	May 26	Dry Run
	May 28	Co-creation session 4

Double Diamond Process



Focal Jobs

	FOCAL JOB	NEEDS	CONSTRAINTS
EXCHANGE CLUB	Face of fair, making sure event runs smoothly	Fair goer attendance, money, carnival company, vendor participation, sponsors	Carnival company, scheduling, new location learning curve
POLICE	Ensure safety and order	Attendee cooperation, funding	Misbehavior and violence, distractions
CARNIVAL WORKERS	Opporate rides	Equipment, training	Location, equipment malfunction
FOOD VENDORS	Sell consessions	People to buy their product, location to set up	Attendance, weather, product availability, competition
TICKET BOOTH	Take payment, distribute tickets	Equipment, training, technology	Crowds, technology failures, man/woman power
PARKING ATTENDENTS	Assist with parking	Equipment, training,	Traffic, space, weather, volunteers not showing up
SECURITY CHECK POINT	Maintain safety standards	Equipment, training, attendee cooperation	Crowds, weapons
FAMILIES	Attend fair, go on rides, see entertainment, buy concessions	Activities for adults and children, safety	Safety, crowds, money, age of children
YOUNG ADULTS	Attend fair, go on rides, see entertainment. buy	A fun event, support good causes	Money, transportation

<div><h3>Strengths</h3><ul style="list-style-type: none">Fun for the whole familyNostalgiaContributes to communityFoodUnique entertainment</div>	<div><h3>Weaknesses</h3><ul style="list-style-type: none">Ability to reach diverse communitiesCan be expensiveCrowds, especially in security linesRide and food diversityMonotony</div>
<div><h3>Opportunities</h3><ul style="list-style-type: none">More community involvementFirst impressionBeer gardenSocial Media</div>	<div><h3>Threats</h3><ul style="list-style-type: none">Internet connectionBalance new image and old traditionsCOVID-19Weather</div>

Turning Problems Into Opportunities

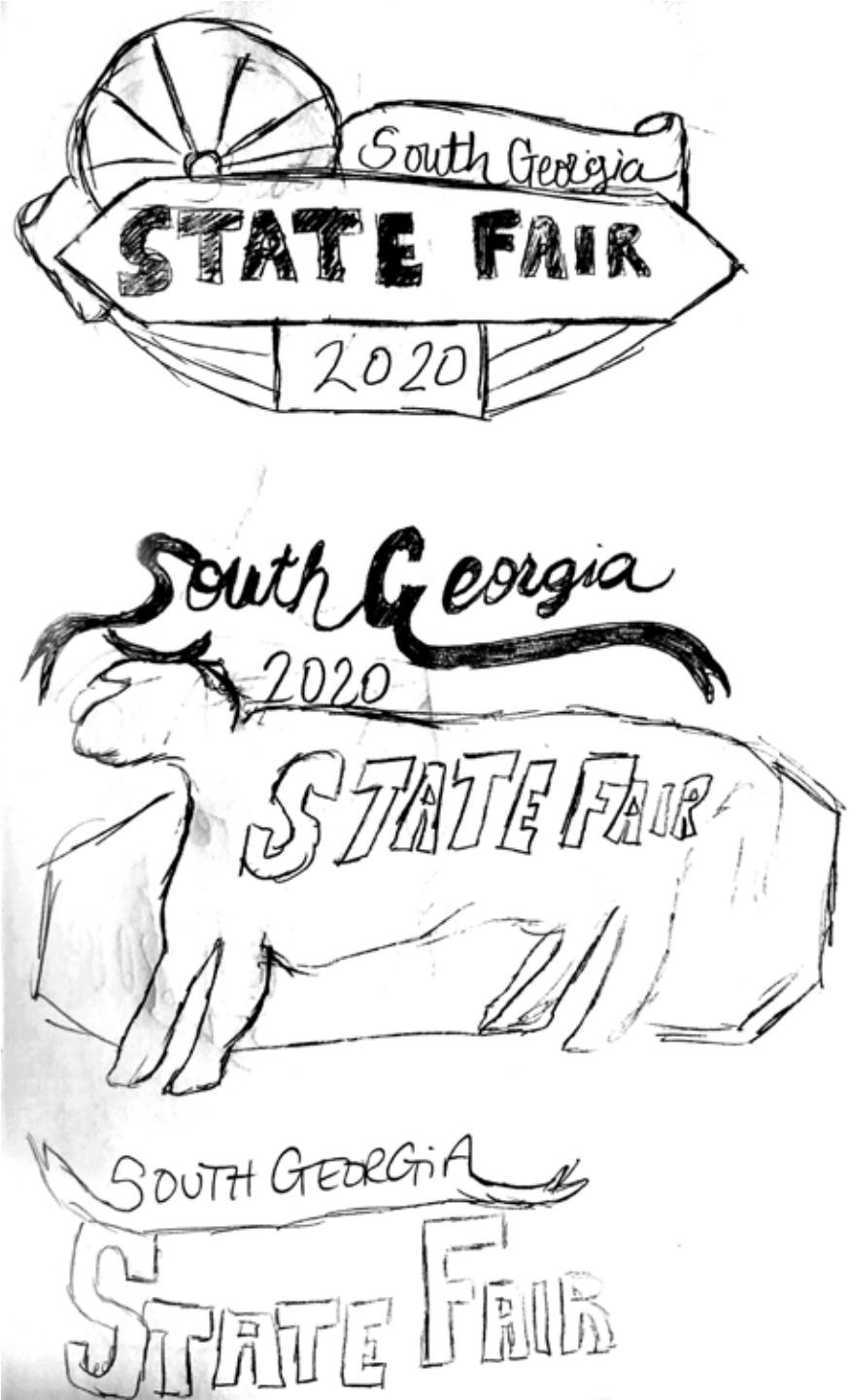
How might we increase the Georgia State Fair attendance?

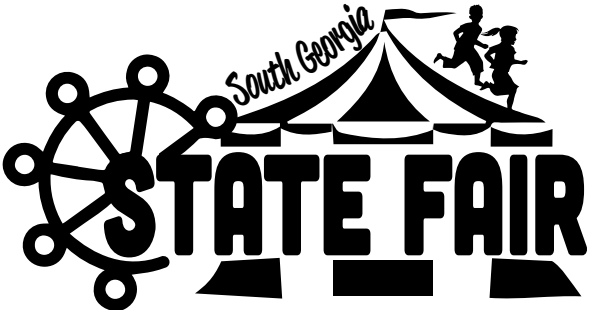
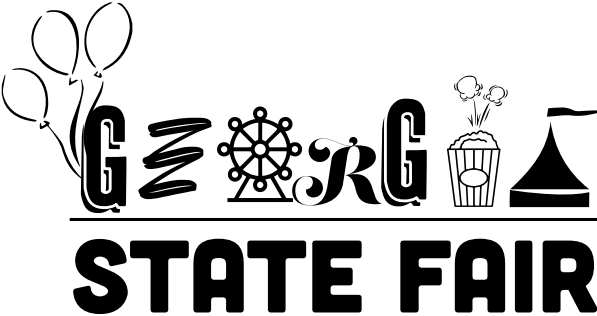
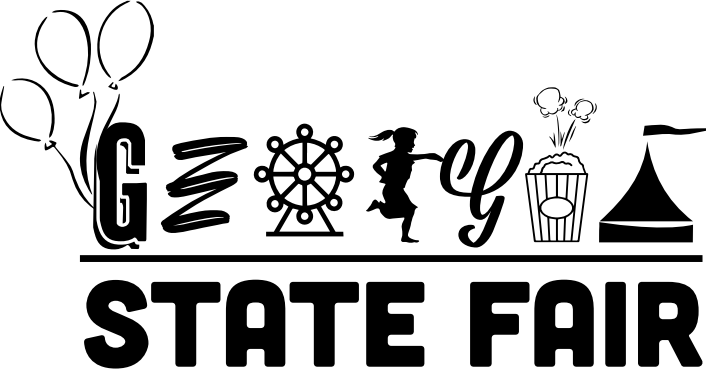
How might we make the fair appeal to a wider, more diverse audience?

How might we showcase the Exchange Club's community involvement?

FOCUS WORDS

Food
Family
Fun









Develop - Affinitization



Features

- ▶ Purchase tickets
- ▶ Deal finder
- ▶ Map/Wayfinding
- ▶ Photo uploads
- ▶ Event schedules
- ▶ Marketing notifications
- ▶ Deal notifications

Benefits

- ▶ Cuts down on lines
- ▶ Easy access to information
- ▶ Creates a more seamless experience

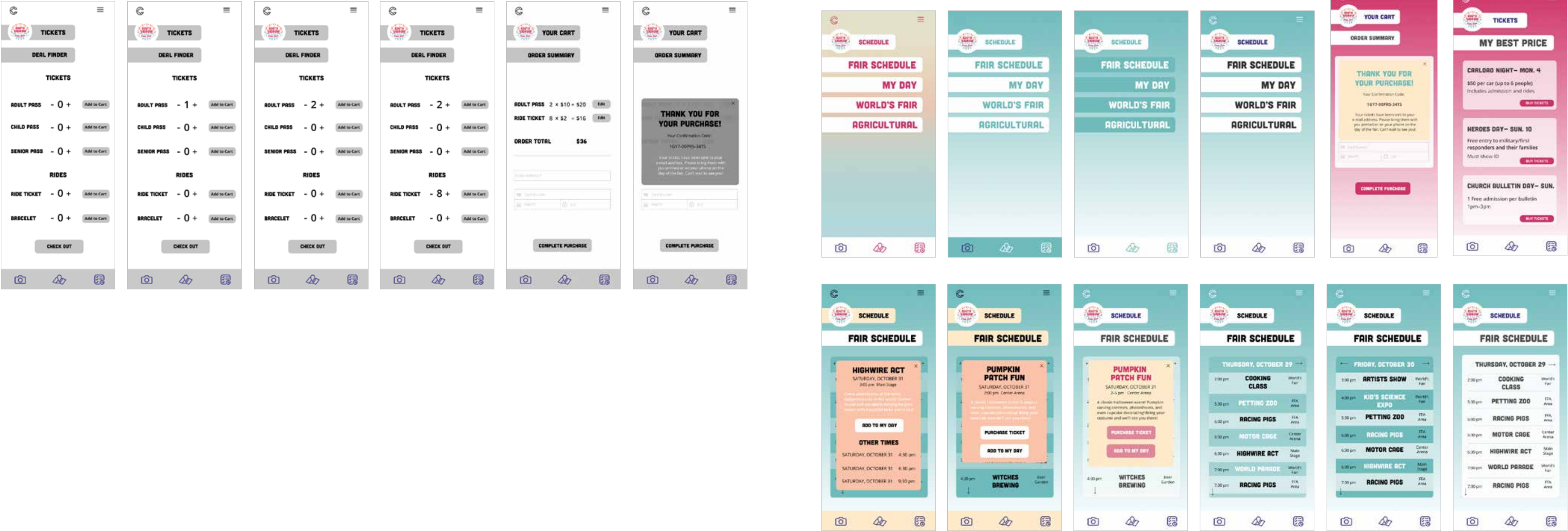
Value Proposition

- ▶ Creates a plan ahead of time so attendees can fully enjoy their experience
- ▶ Saves time and streamlines ticket purchasing process and fair entrance
- ▶ Built in free marketing through photo app
- ▶ Gives a round-year connection to fair goers and the community

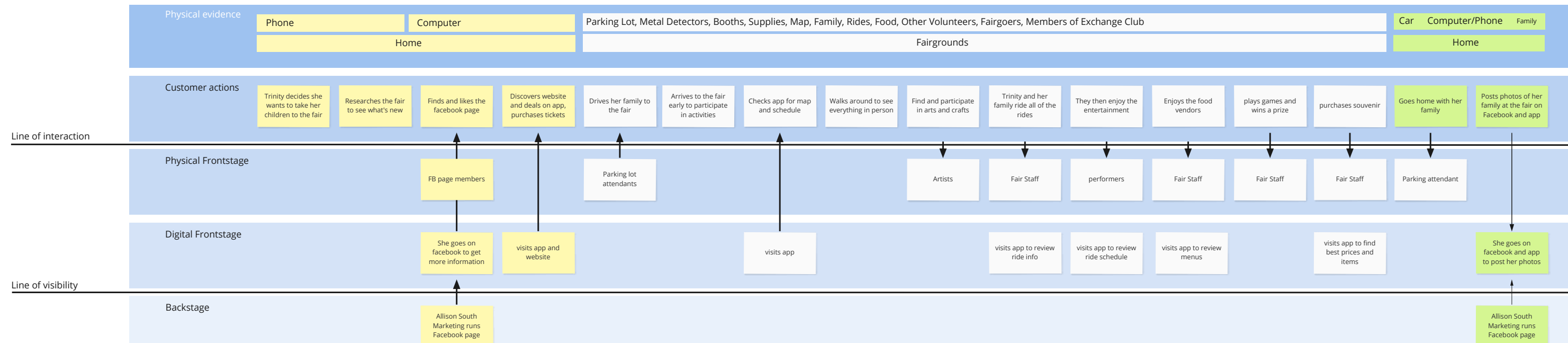
MidFi Screens



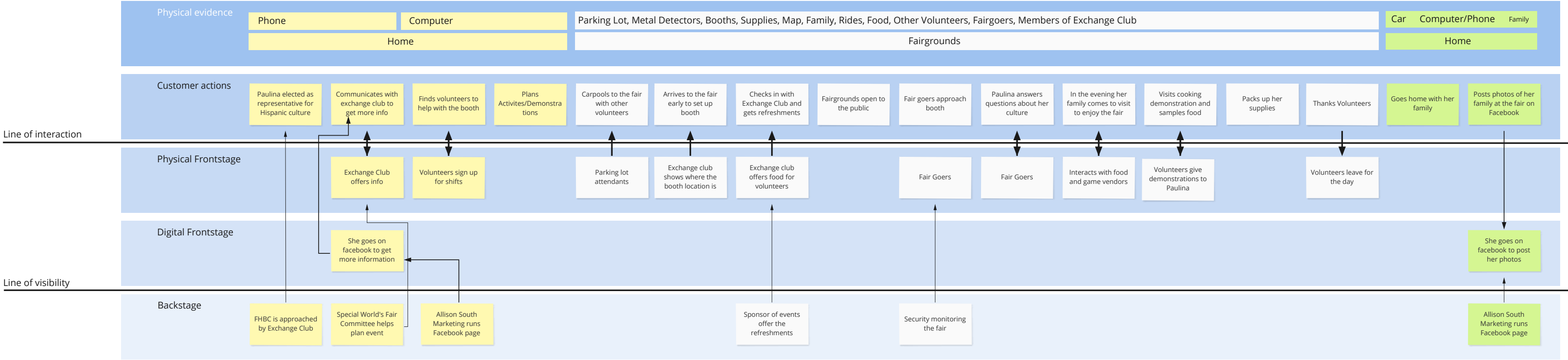
Color Studies



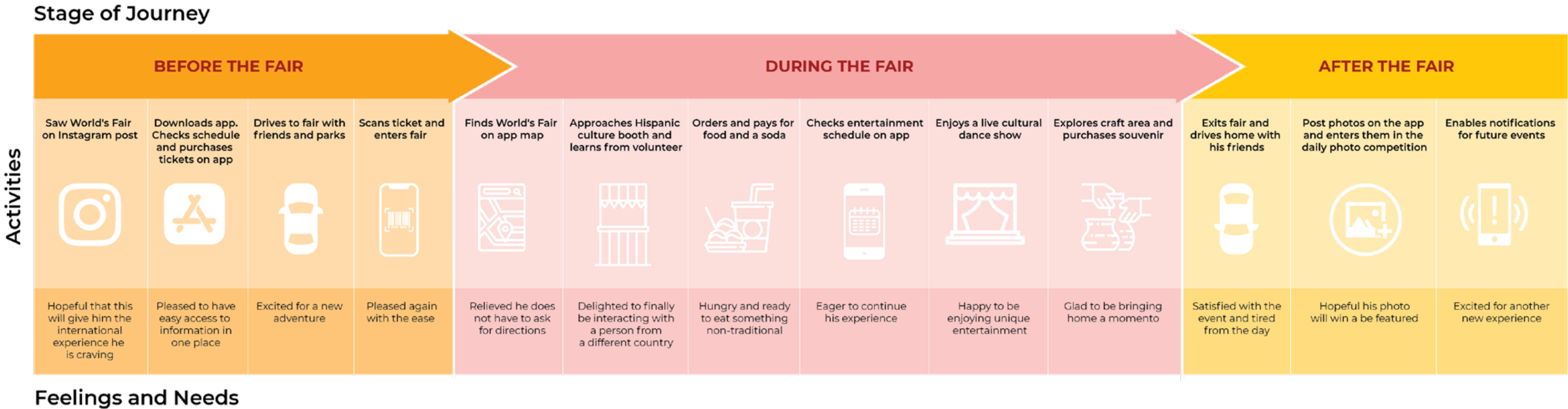
Calvin



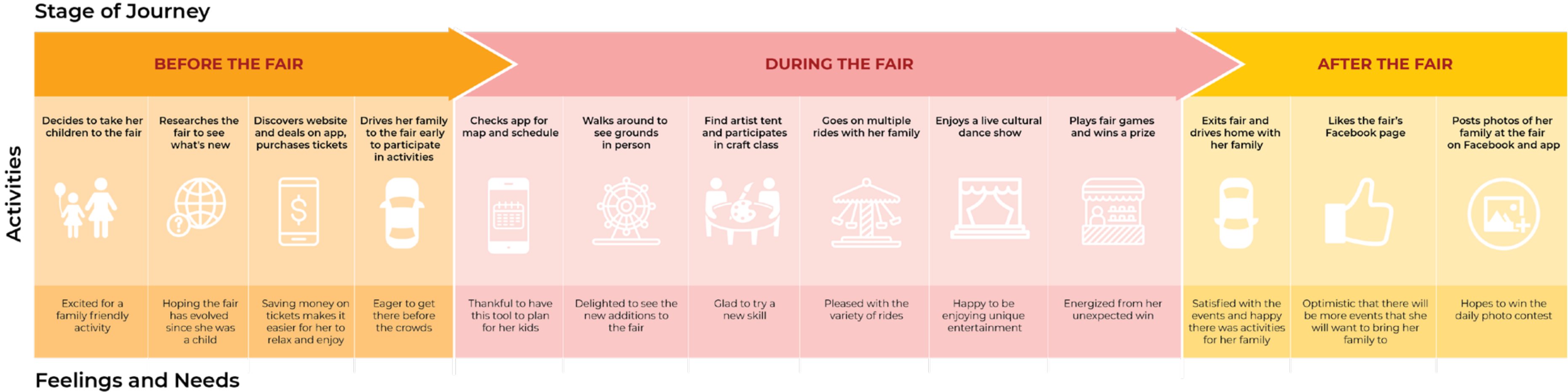
Paulina



Calvin



Trinity



Paulina

