

TABLE OF CONTENTS

Research	14
Implementation	22
Presentation	36
Exhibition	42
Posters	62
Sources & Colophon	94



WHY



This journey started with the selection of a social issue that we would then be tasked to design around. I wanted to choose something that was important to me personally, something I would be passionate about. I am a woman. I know many other women and I wanted to explain our reality and the unique violence our gender faces on a daily basis. It isn't pretty or fun to talk about. It is uncomfortable to look in the face, but to remain silent is to remain complicit.

To shedding light on the darkness, we will not be consumed.

According to the World Health Organization, **1 in 3 women**, globally, have experienced physical and/or sexual intimate partner violence, non partner sexual violence, or both at least once in their lifetime. This number does not even account for incidents of sexual harassment.

Most of these violent encounters are perpetrated by either current or former intimate partners.



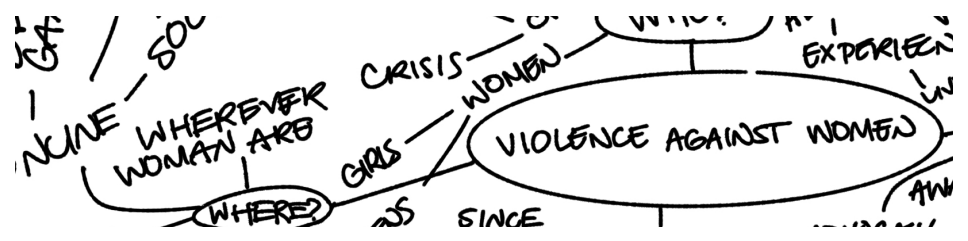


On average, **140 women** are killed every day throughout the world. That means that nearly every 10 minutes a woman is killed.

There is not a demographic of woman on this planet that is exempt from these statistics. Violence against women knows no boundaries.

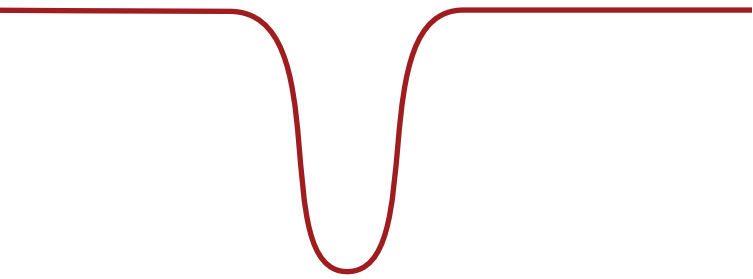


Once we decided on our social issues, one of the first steps was to use a very important design brainstorming technique that is called **mind-mapping**. The purpose is to just get ideas and related words down on paper so you can further hone in on the aspects that will lend itself to your designs.



IMPLEMENTATION

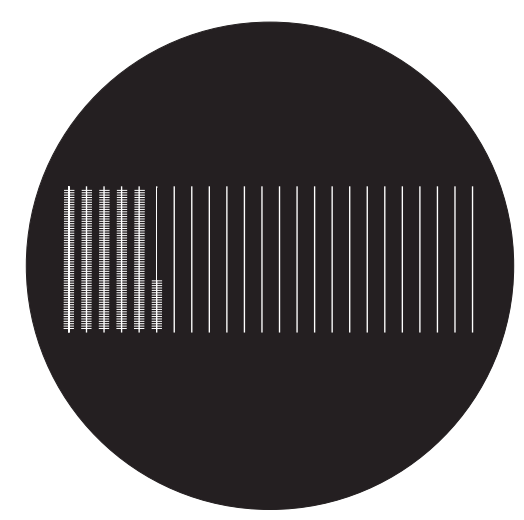
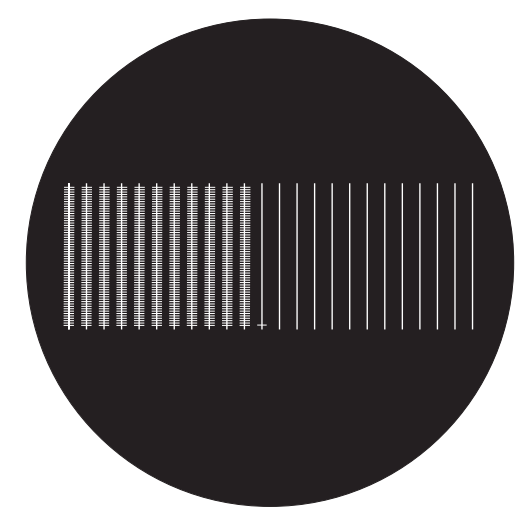


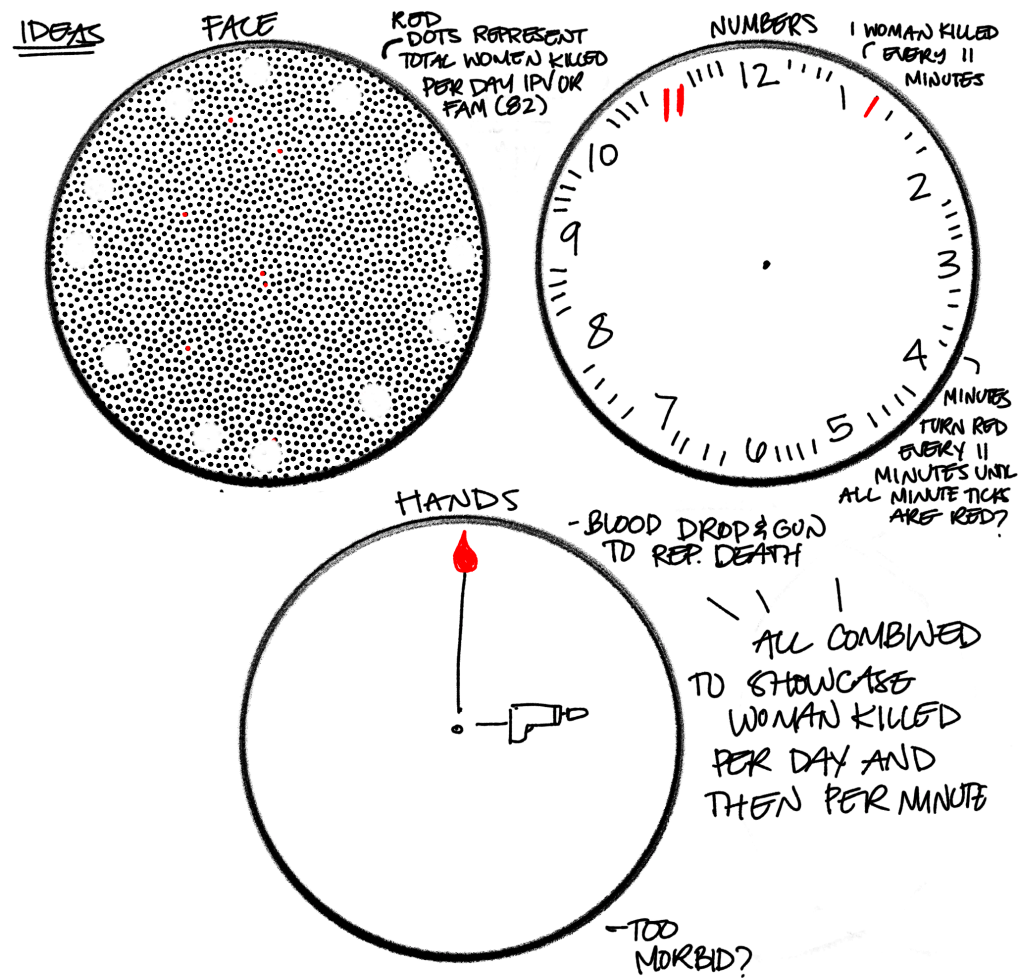


TICK TOCK

We have the research, we have the brainstorming, there was one last step before we could begin this process in earnest. We were tasked with a **warm-up design exercise**; to create two alternative ways of telling time and transfer those ideas into designs.

Since our primary project would be to design a clock that showcased our social issue, we first had to get in the mindset of how to tell time in a unique way.





SKETCHES

Next, we were tasked with **sketching** several potential ideas for our official social issue clocks. This step allowed us to get concrete ideas on paper and begin to start visualizing what our clocks could potentially look like.

My first idea sought to represent the total amount of women killed per day.

The second clock was meant to indicate how a woman is killed every 11 minutes.

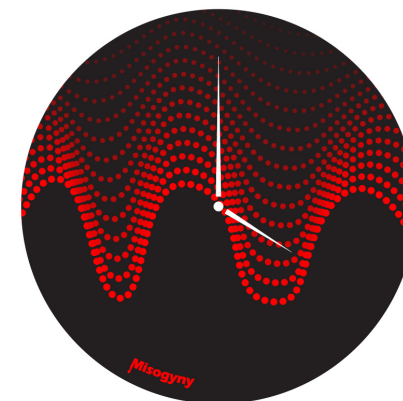
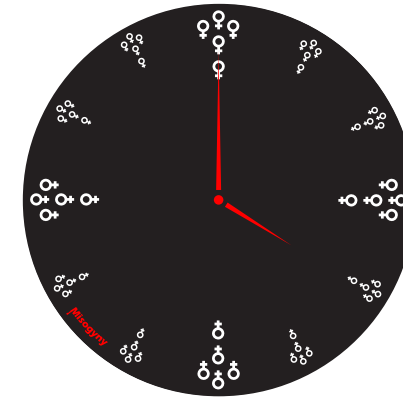
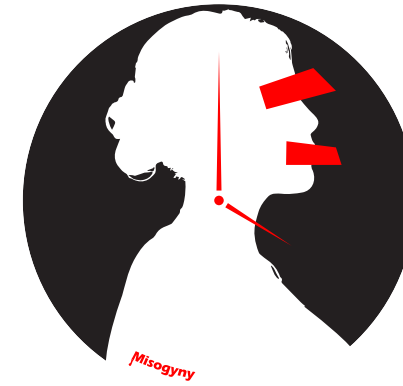
The final clock was more simplistic, focusing on one of the main causes of death; gun violence.

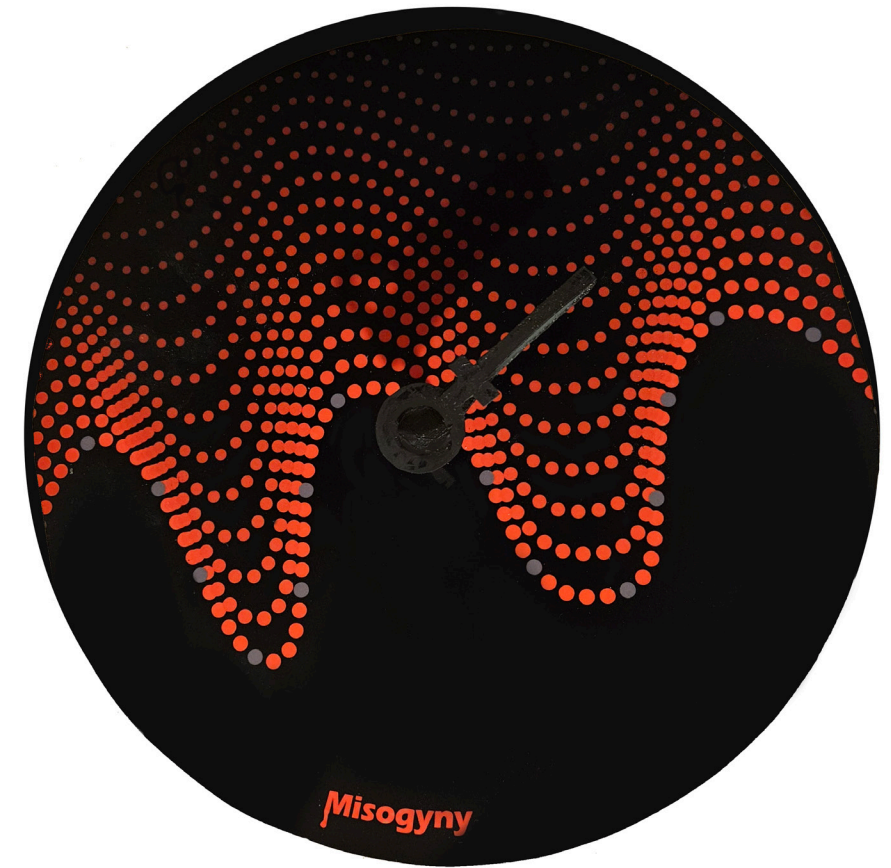
DIGITAL DRAFTS

Building on those initial sketches, the next step was to transfer those sketches into **rough digital drafts**. My designs changed quite a bit, but there are elements that did transfer from my beginning sketches to my first digital drafts.

In the end, I chose to continue along this process with the bottommost clock.

The red dots represent the roughly 140 women killed per day, the pattern imitating blood droplets.

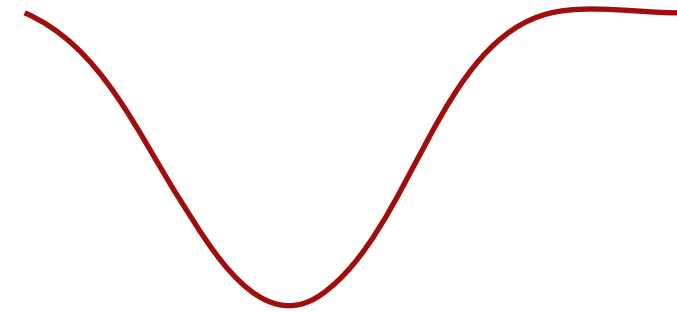




PHYSICAL PROTOTYPE

Creating a **physical prototype** was eye-opening. It taught me how some design elements might not come across in reality as they do on the screen. I tried various materials until I found one that allowed my bold colors to stand out.

I printed out the design on matte photo paper and made the hand out of painted poster board.





THE PROCESS

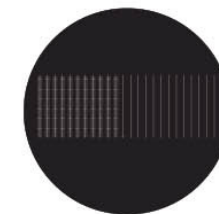
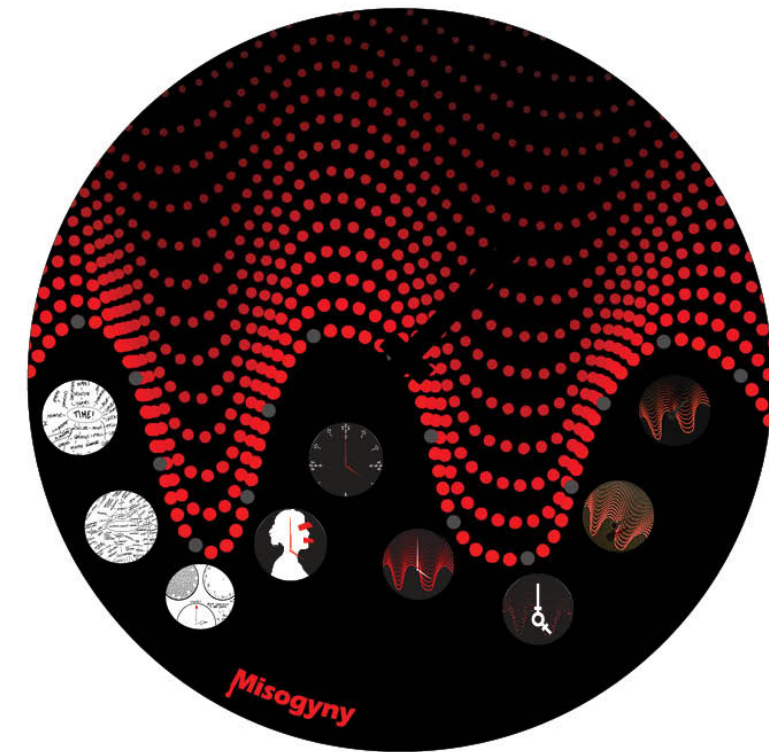
This project started with a rapid fire warm up, where we were tasked with creating a new way of telling time. We weren't meant to spend many hours on this, using this as a way to get the creative process jump-started and begin thinking in alternative ways to convey a message.

Next, we sketched out potential ideas that were focused on our chosen social issue.

After that, we took those sketches and created digital drafts, further refining our ideas.

Once we chose the strongest digital sketch, we continued to refine it, pushing the design of not only the clock face, but the clock hands as well.

Finally, we took those digital designs and created physical prototypes.





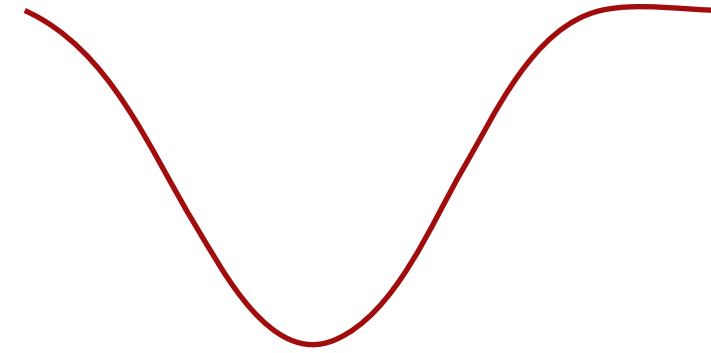
REFLECTION

When we started this project, I felt quite lost. I wasn't sure how I was supposed to take a social issue and design a clock around it.

However, by following the design process, starting with mind-mapping, ideas started generating and became clear to me.

I trusted myself and continued to push the designs and refine them until I found myself with a design I was proud of. I just had to start somewhere and ask questions about how I could **push the design** further and how I could use the form factor to my advantage.

The end result is a clock that I do believe showcases my social issue in a unique and impactful way.



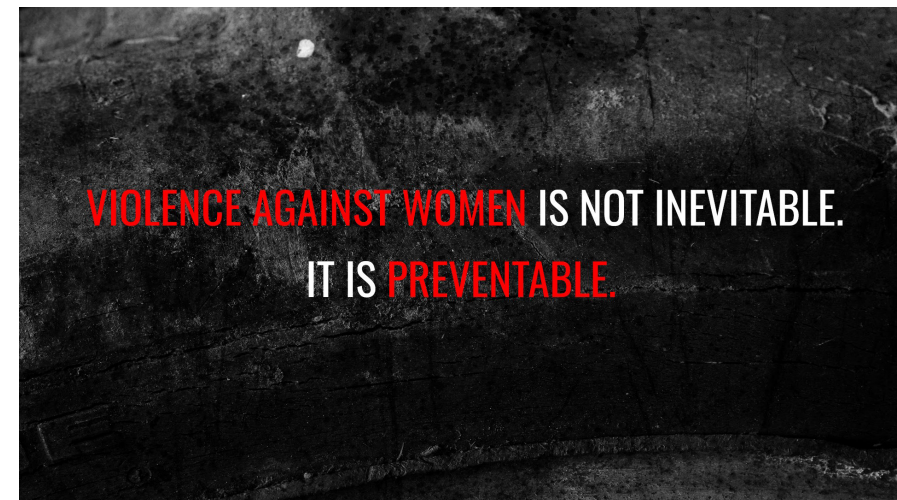


PRESENTATION



PRESENTATION

After creating our clocks, we had to put together **a presentation** about our social issue, providing statistics and suggestions about how we can begin to change this issue and find solution to start mending the topic. The presentation was supposed to represent our issue, not only in tone but also design. The design shouldn't distract, but rather strengthen the words we were presenting.



EDUCATION: Schools should teach boys and girls about consent, respect, and gender equality.

STRONG LEGAL FRAMEWORKS: Enact and enforce laws to protect women.

SUPPORT SYSTEMS: Need access to shelters, counseling and legal aid.

COMMUNITY ENGAGEMENT: Grassroots efforts can challenge harmful norms.

MEN AS ALLIES: Call out toxic behaviors and advocate for equality.

VIOLENCE MANIFESTS IN SEVERAL FORMS

Let's define some of these forms...

PHYSICAL ABUSE: Hitting, choking, and other acts intended to cause physical harm.

SEXUAL VIOLENCE: Rape, sexual assault and harassment.

EMOTIONAL ABUSE: Humiliation, threats and isolation.

ECONOMIC ABUSE: Controlling of financial resources or restricting access to employment.

CULTURAL NORMS: Harmful traditions and patriarchal values normalize abuse.

SYSTEMIC ISSUES: Weak legal framework and lack of enforcement.

ECONOMIC DEPENDENCE: Many women stay in abusive relationships due to financial reliance.

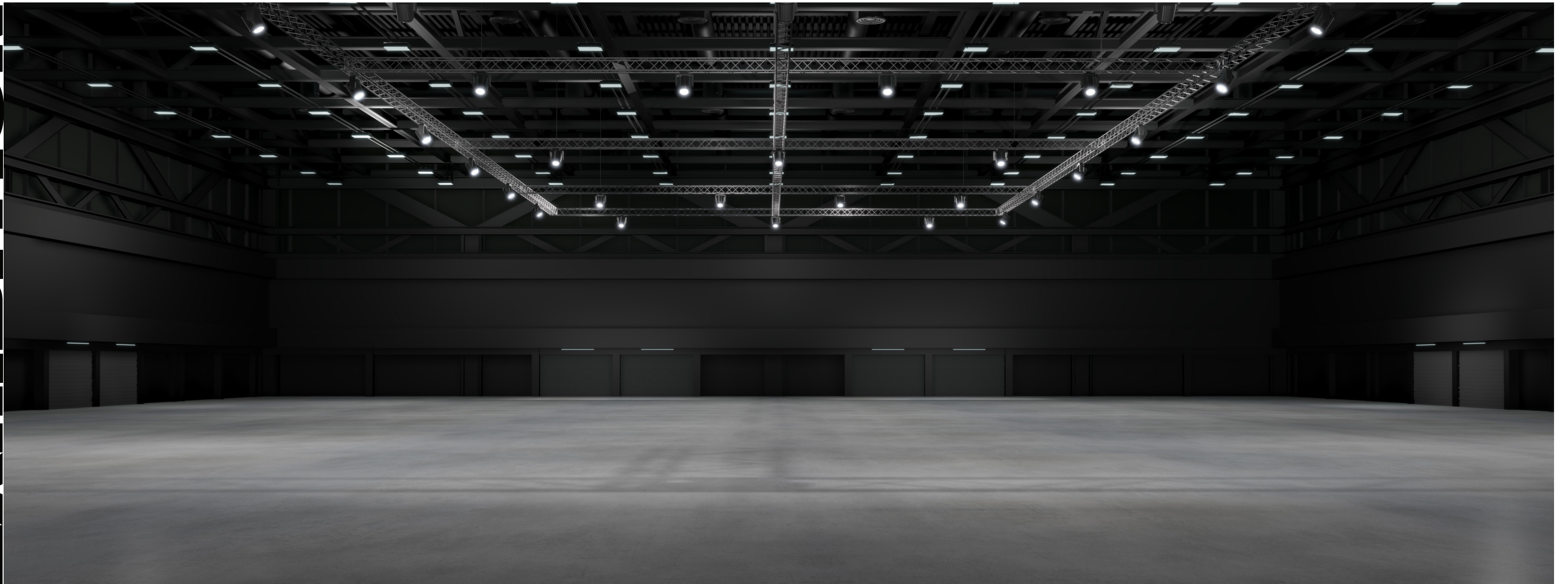
MEDIA AND REPRESENTATION: Perpetuation of stereotypes.

VIOLENCE AGAINST WOMEN

The open secret of epidemics.

ADDRESSING THESE CAUSES REQUIRES
CHALLENGING THE STATUS QUO

EXHIBITION





FACING THE ISSUE

For this next step, we were tasked with envisioning what **an exhibit** about our social issue would look like in a real world scenario.

We began with rough drafts and then started refining those into more and more distinguished exhibits until we had something that we could theoretically show.

We then rendered those visions to showcase what the exhibits would look like in a real space.



CONTENT BRIEF

The first stage of this project was to create a 1-2 page **content brief** that outlined the key points of our social issue, supporting themes, and ideas for potential interactive elements.



VIOLENCE AGAINST WOMEN

Main Message: Violence against women is a widespread and global issue that spares no demographic of women. It affects every culture, race, age, and sexual orientation of woman. The violence ranges from verbal and emotional abuse to murder. It is an issue that has far reaching effects that one might not even consider, but they should, as creating a safer space for women will create a safer space for all.

Supporting Themes:

Stigma: Many cases of violence against women go unreported and often get swept under the rug due to social stigma. If you see something, you should say something, even if it is just a minor altercation. It is an uncomfortable topic but silence is violence.

Education: Education about this topic should be taught at a very young age. The social attitudes that allow this violence to be propagated are engrained when people are young and impressionable. We must do our duty to undo and prevent those attitudes from prevailing.

Gun Violence: Many cases of violence against women are carried out via the use of a firearm. Strict and more thorough gun control laws could prevent many of these cases. Common sense gun control is an example of the type of legislation that could help put an end to this epidemic.



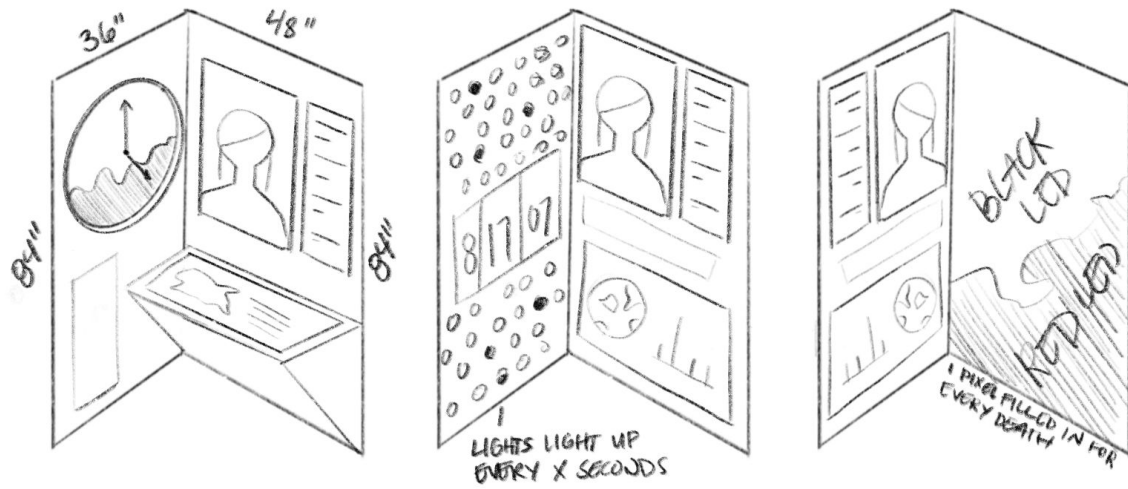
VIOLENCE AGAINST WOMEN

Proposed Interactive or Visual Strategies

A large clock could tick audibly and after a certain amount of seconds pass, the clock can slowly begin to "fill up" with red, each increment marking the death of a woman. It would be a striking visual and audible demonstration of how something so horrible happens constantly.

An interactive global map could be displayed and the viewers could tap on various regions to see the statistics regarding violence against women in those specific areas. This would highlight how widespread the issue of violence against women really is.

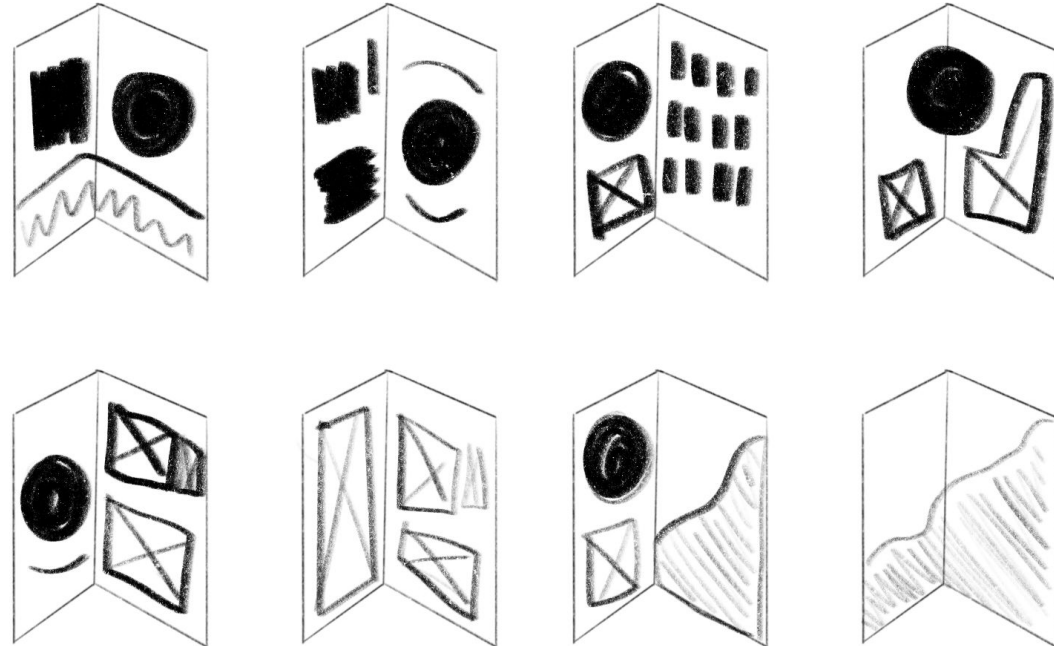
A large screen would cycle through portraits of women and their stories would be shown alongside them. Portraits of women in black and white would indicate that these women did not survive their violent encounter. Portraits of women in color would showcase the survivors of this epidemic and their stories and what they wish would change legally and in their culture.



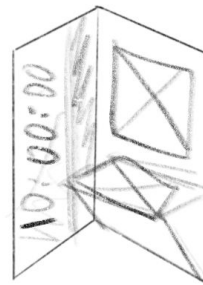
SCHEMATIC SKETCHES

Next in the process was taking those ideas outlines above and translating them into a visual medium. We were tasked with focusing on **layouts, hierarchy, and interactivity.**

I focused on what thematic motifs I could draw upon, color palettes, layouts, and how to elicit an emotional reaction from viewers that would get them invested enough to want to act.



- CLOCK MOTIFS
- RED/BLACK/WHITE
- AUDIBLE ELEMENT W/ CLOCKS?
- STARK CONTRAST TO ELICIT EMOTIONS



DIGITAL DRAFTS

Following the process of thumb-nailing and creating schematic sketches was taking those sketches and turning them into **digital prototypes**.

This step allowed us to see how our designs would translate in a digital setting and would potentially look to viewers of the exhibit. We were able to test sizes, typefaces, color schemes, and imagery.



VIOLENCE AGAINST WOMEN

HOW MANY WOMEN HAVE BEEN **KILLED** TODAY?

IT COULD BE YOUR

- MOTHER
- SISTER
- NIECE
- GRANDMA
- GIRLFRIEND
- AUNT
- BEST FRIEND
- TEACHER
- COWORKER
- DOCTOR
- FRIEND

1 in 3 women have been subjected to physical and/or sexual violence.

Globally, one woman is killed every 10 minutes, resulting in 140 deaths per day.

- Regions in the world where women experience violence.
- Regions in the world where they don't.

1 in 3 women have been subjected to physical and/or sexual violence.

Share your story using our hashtag. End the stigma.

#WOMENDESERVEBETTER

EVERY. SECOND. COUNTS.

INSERT PHOTOS AND CAPTIONS OF PEOPLE SHARING THEIR STORIES IN REAL TIME.

FINAL DRAFT

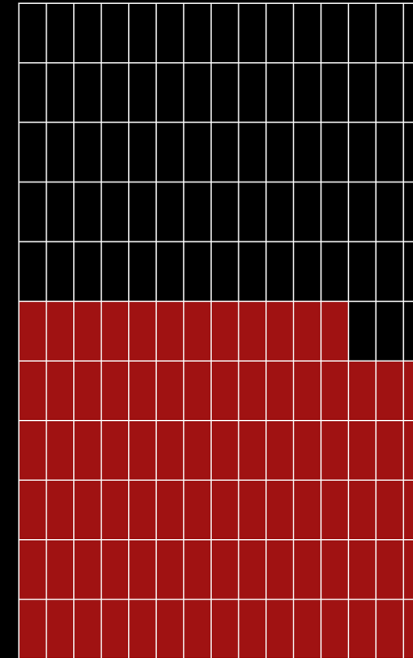
After several iterations and refinements, we submitted our **final drafts** for our exhibit. We exported them as panels and also created a video render to showcase what they would look like in a physical space if you were viewing them in person.

IT'S NOT A SECRET. IT'S A CRIME.

From domestic abuse and sexual assault to systemic discrimination and femicide, women around the world face threats to their safety and autonomy simply because of their gender. This exhibit aims to shine a light on just how close to home violence against women can strike if we choose to remain silent on the topic. Face reality and realize that we each have the ability to end this epidemic.

Across the globe, **140 women are killed** daily.

How many women have been **killed** today?



IT COULD BE YOUR
**MOTHER
SISTER
DAUGHTER
WIFE
COUSIN
NIECE
GRANDMA
GIRLFRIEND**



Scan the QR code for resources for survivors.

Take a photo of the code to have it ready to send to those in your life who might need it. It's time to talk about it.

■ REGIONS IN THE WORLD WHERE WOMEN EXPERIENCE VIOLENCE.
□ REGIONS IN THE WORLD WHERE WOMEN DON'T.

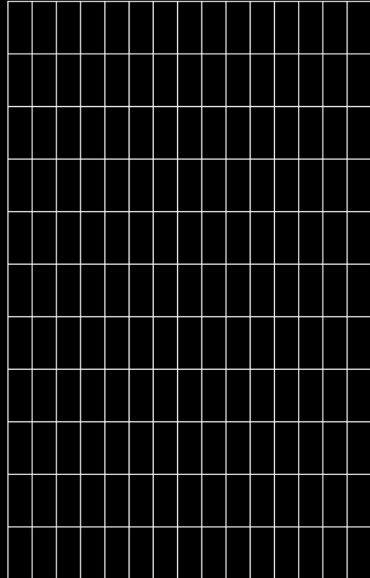


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Across the globe, 140 women are killed daily.

How many women have been killed today?

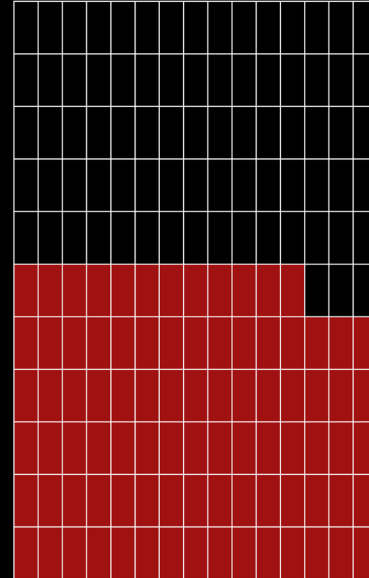


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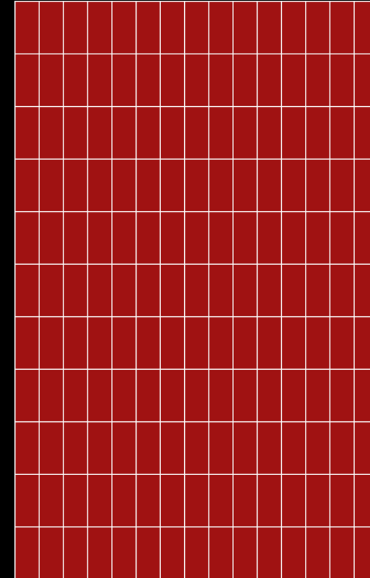


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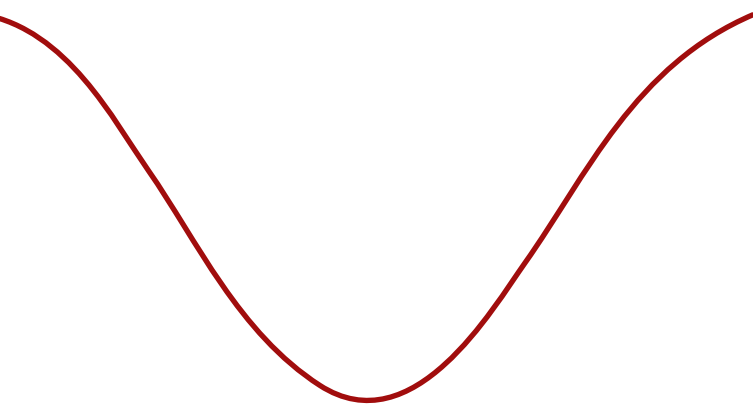
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Across the globe, 140 women are killed daily.

How many women have been killed today?



The light-board starts off completely blacked out at the start of the day. Slowly, as the day progresses, panels begin to **light up** indicating that a woman has been killed somewhere in the world. These will continue until the end of the day, where the light-board is finally lit up completely.



The second interactive portion of the exhibit is a **mirror** that the viewers stands in front of. As they stand in front of the mirror, they're forced to confront the fact that any one of the women listed to the right of the mirror could be victims, that the close proximity of these women to the viewer's life does not grant them immunity.

IT COULD BE YOUR



**MOTHER
SISTER
DAUGHTER
WIFE
COUSIN
NIECE
GRANDMA
GIRLFRIEND**

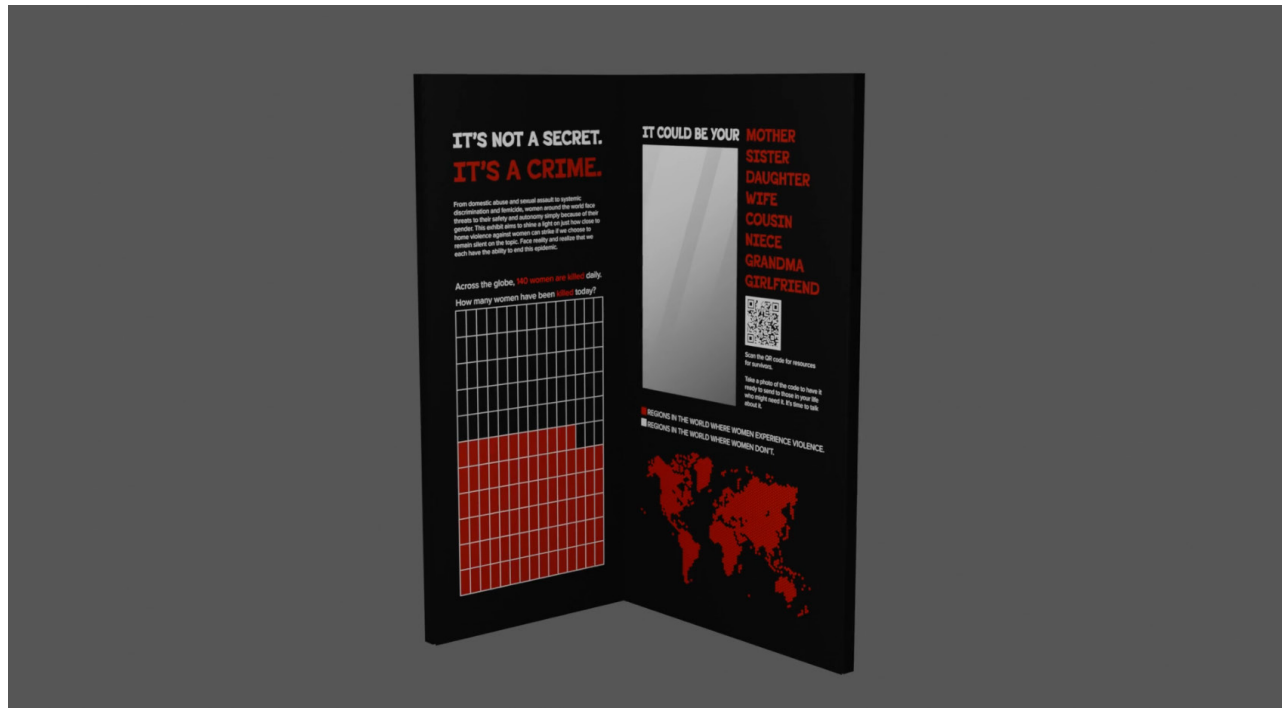


Scan the QR code for resources for survivors.

Take a photo of the code to have it ready to send to those in your life who might need it. It's time to talk about it.

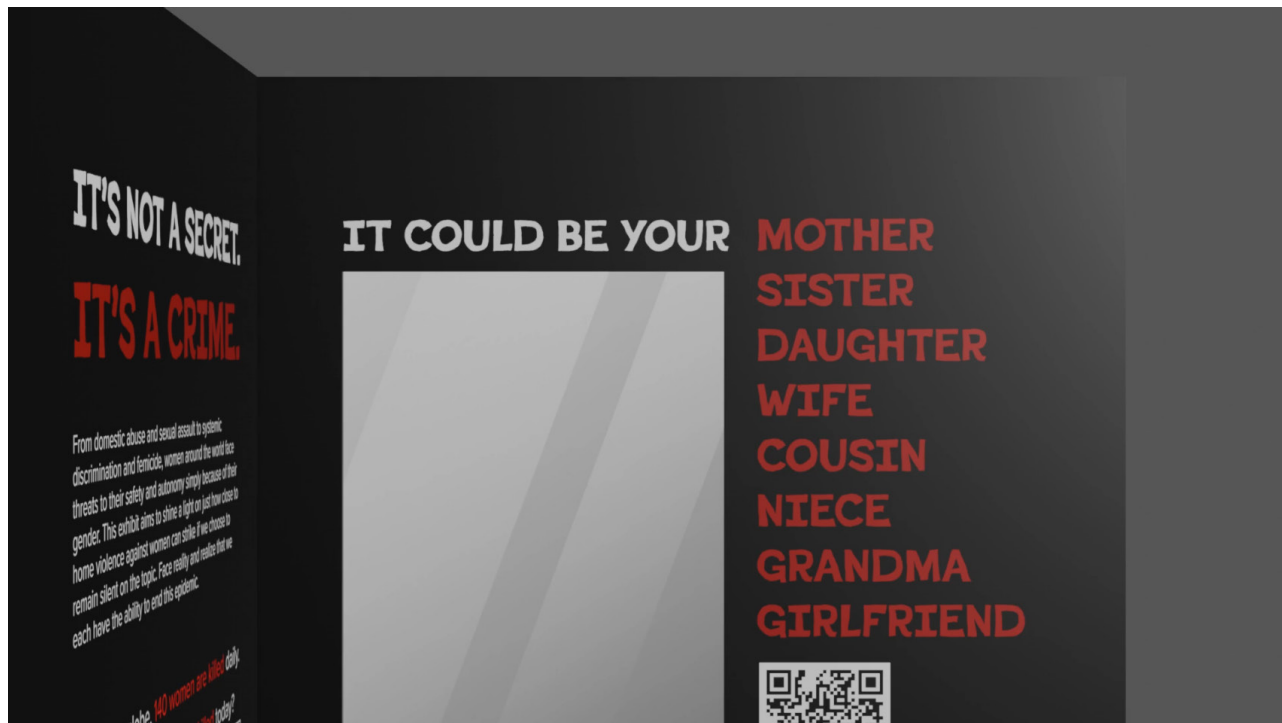
- REGIONS IN THE WORLD WHERE WOMEN EXPERIENCE VIOLENCE.
- REGIONS IN THE WORLD WHERE WOMEN DON'T.





The final portion of the project was to import our panels into Blender and create a **3D render** of them to preview what our exhibits could look like in a physical space.

This step was necessary as we are an online class of designers and were unable to set up a physical exhibit.





POSTERS

CLOCK POSTER DESIGN



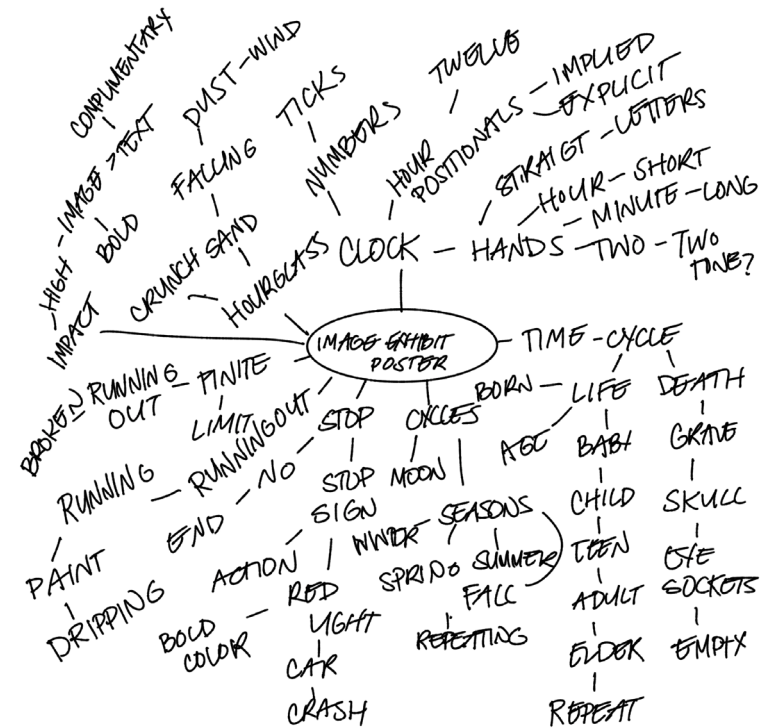
We had two projects that revolved around **designing posters**. The first was a poster to showcase and advertise our social issue clocks that we had designed prior. These posters were then voted on by the class and one was selected to be the blueprint for the design language that would be used throughout the exhibit showcase.

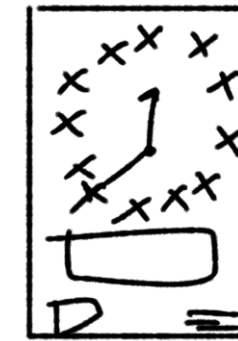
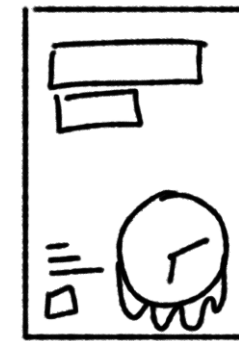
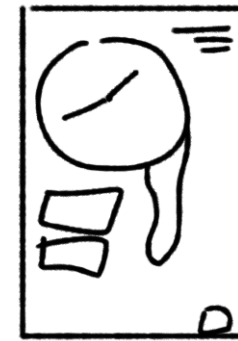
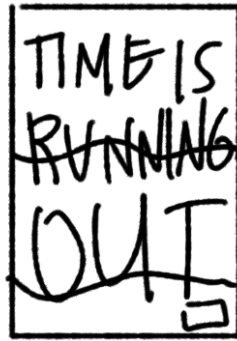
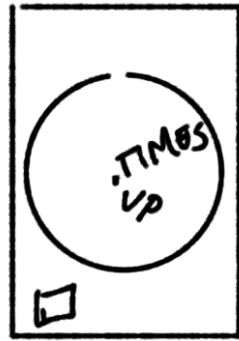
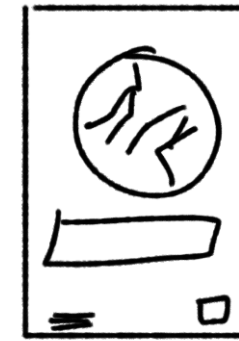
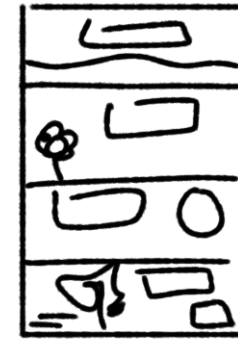
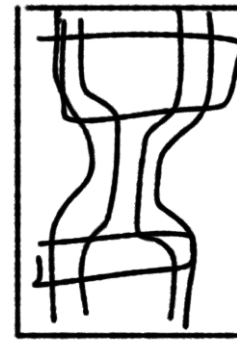
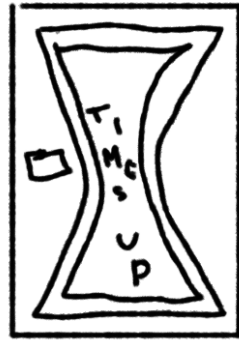


THE BEGINNING

Like many of the projects before this, the **first step** was to mind map out anything that related to the task at hand, which was designing several versions of typographic and image based posters to represent our clock exhibit.

Next, we interpreted those terms and translated them into potential thumbnails.

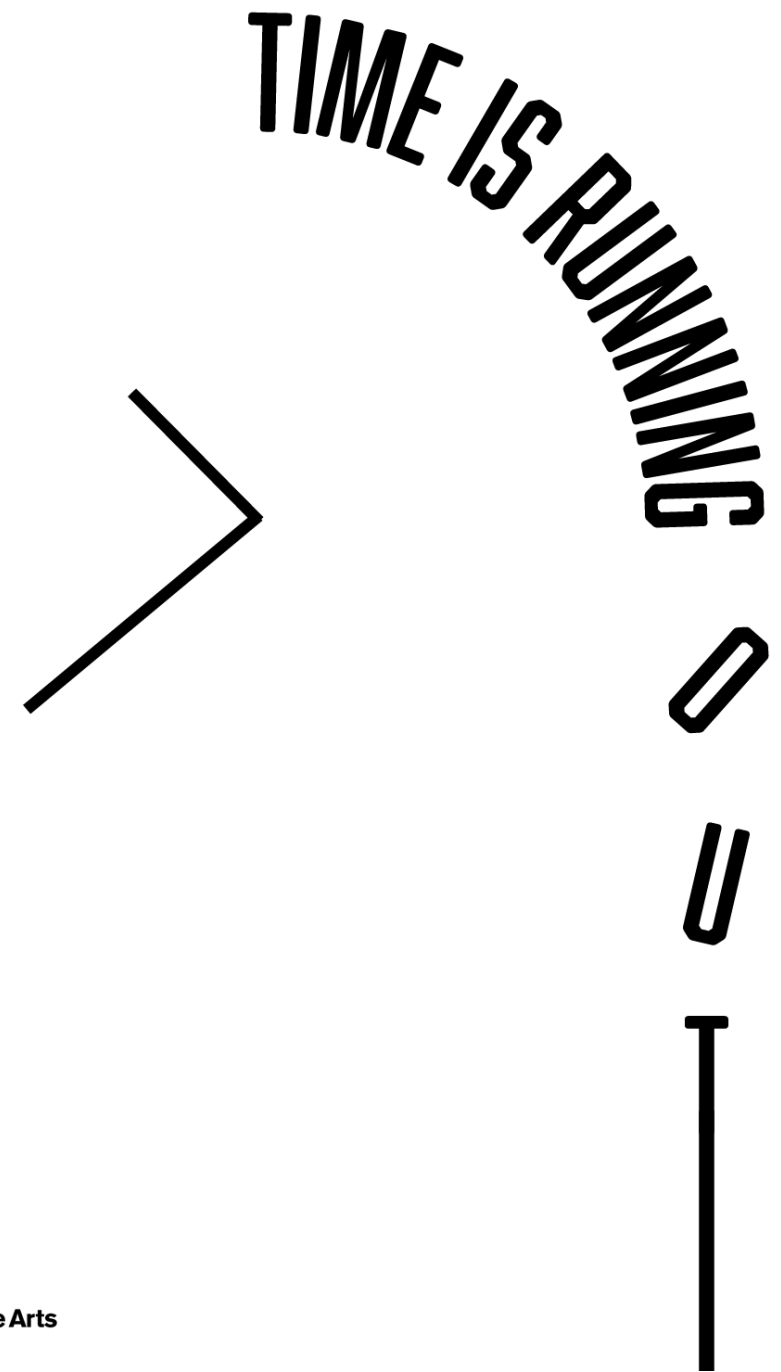




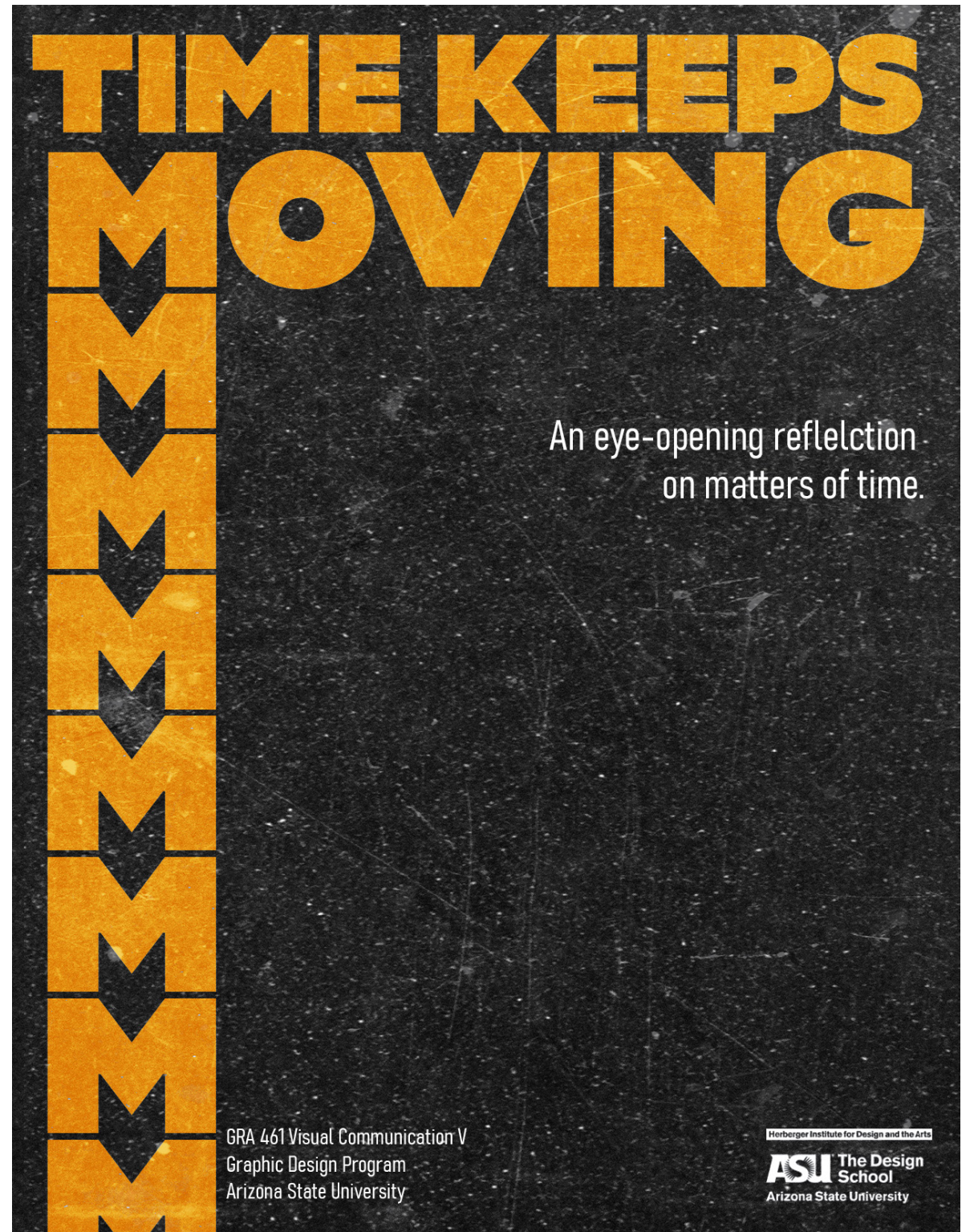
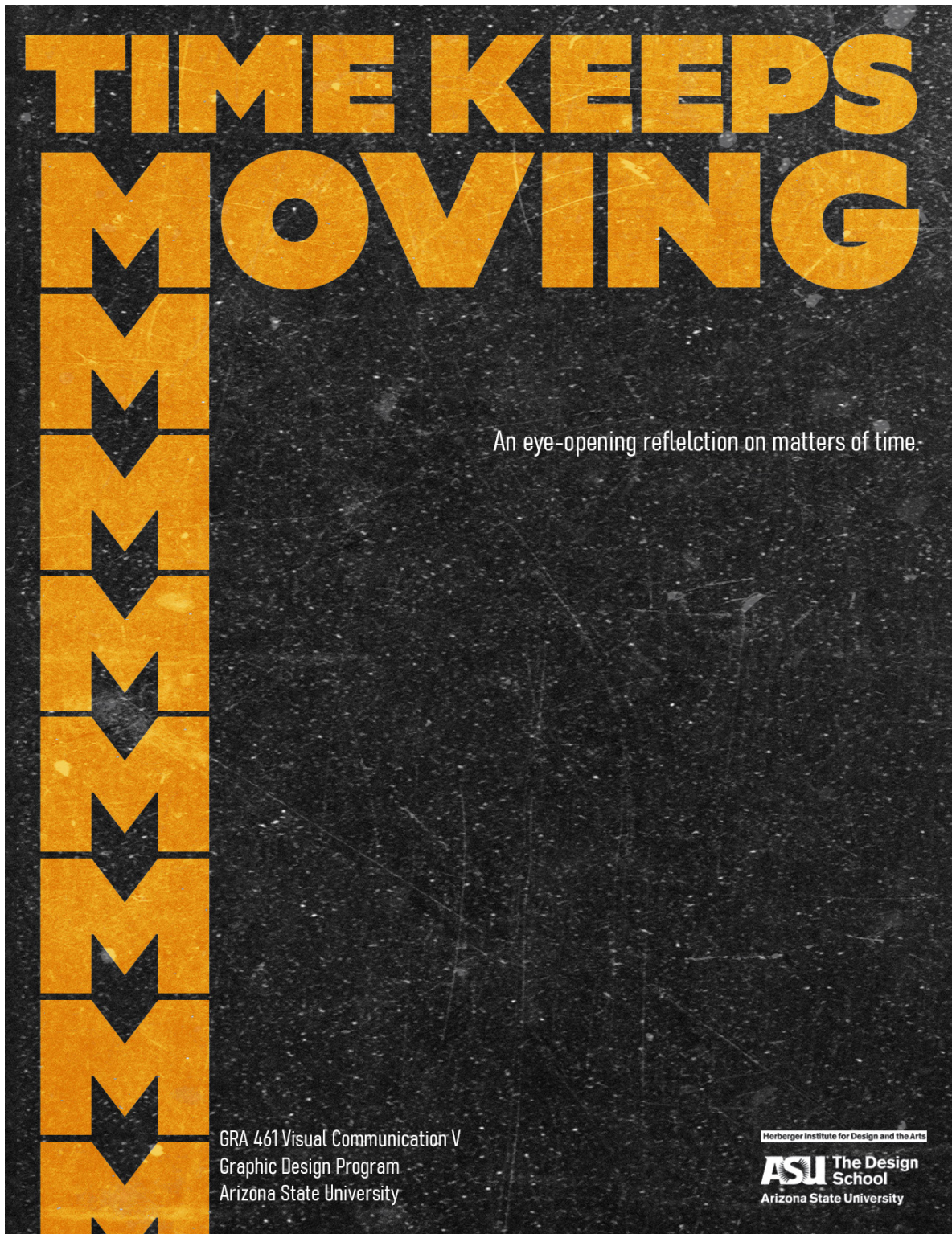


DIGITAL DRAFTS

Following the thumb-nailing stage, we were to take select thumbnails and translate them into **digital drafts**. From there, several iterations were gone through until final designs were selected.







TIME IS RUNNING OUT

An examination on matters of time.

GRA 461 Visual Communication V
Graphic Design Program
Arizona State University



Herberger Institute for Design and the Arts
ASU The Design School
Arizona State University

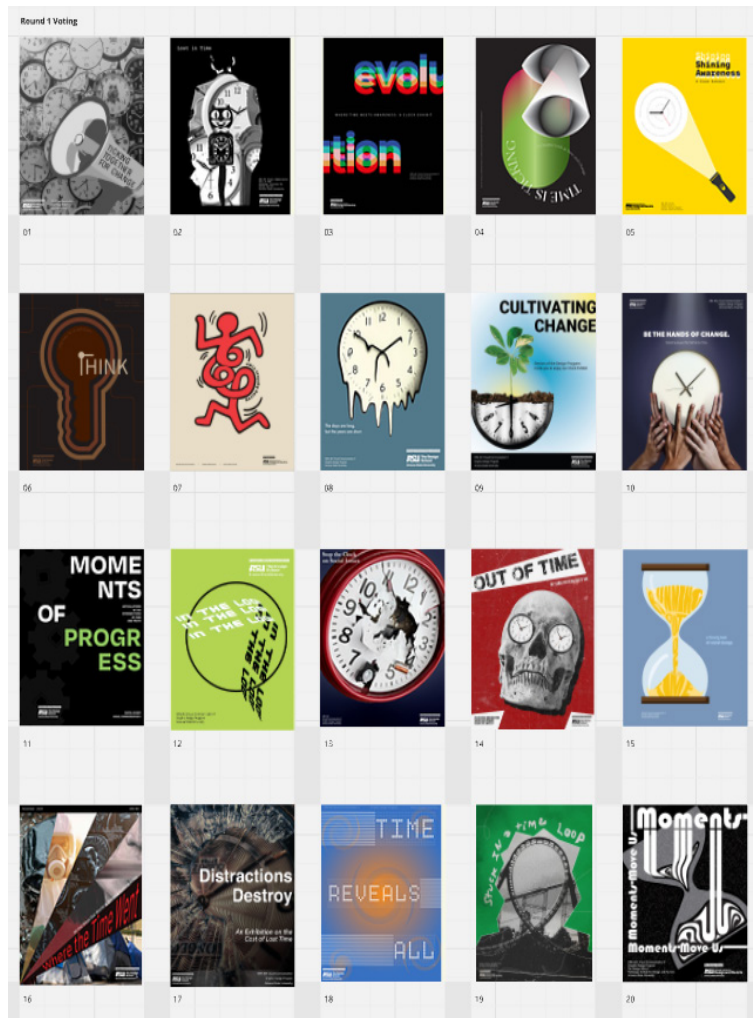
OUT OF TIME

AN EXAMINATION ON MATTERS OF TIME.



GRA 461 VISUAL COMMUNICATION V
GRAPHIC DESIGN PROGRAM
ARIZONA STATE UNIVERSITY

Herberger Institute for Design and the Arts
ASU The Design School
Arizona State University

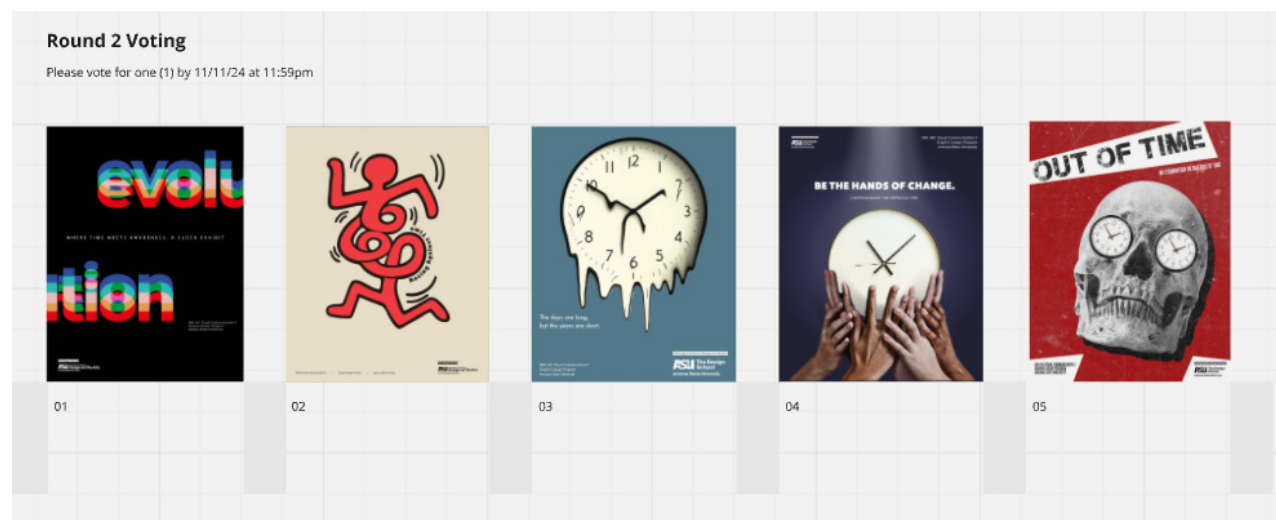




VOTING

After we had our final posters selected, it was time for the class to collectively **vote** on which poster they wanted to represent the class exhibit.

There were two rounds of voting and eventually a winner was chosen.

I was very honored to have won the vote and been chosen by my peers to represent them with my design.

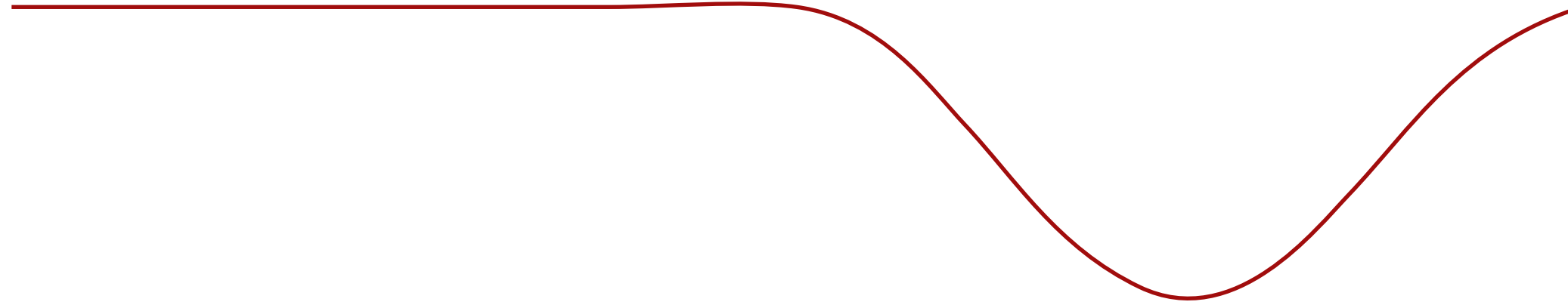



Sunny Manning AUTHOR | TEACHER
 Posted Nov 13, 2024 6pm
Announcing Our Poster Winner!

 Congratulations to Taylor Johnston for having the winning poster, #5! 🎉

SENIOR SHOWCASE POSTER DESIGN

The **second poster** we had to design was going to represent the Senior Exhibit Showcase. This was a poster that represented the concept of our collective social issues and would display all of our names and advertise the location and time of the Senior Showcase.

These posters were also voted on until one was chosen for the final selection that would represent the Design Class of 2025.





DOING IT ALL OVER

The process of designing this poster followed the same steps as the previous poster. **To begin**, we started by mind-mapping and creating thumbnails of potential designs.





DIGITAL DRAFTS

After thumb-nailing, we selected one to several options and began to turn them into **digital drafts**. At this point, we received feedback and went through several stages of refinements.

No detail was too small to revisit.

This was th time to experiment.



Kortney Banal
 Tatum McGrew
 Kaitlyn Rhett
 Camille Delaplane
 Anne Kinsey
 Ashlin Wilkes
 Karen Knutson
 Yiwei Song
 Lexi Schmeling
 Megan Stephens
 Heidi Burckhardt
 Riley Neumann
 Orwat Chowdhury
 Lauren Humble
 Amy Clubb
 Madeline Solis
 Emma Cowart
 Kora Winterleaf(rothfeldt)
 Samantha McComb
 Steve Linthicum
 Cassidy Lewis
 Andrey Ziegler
 Prestley Robinson
 Olivia Cooper
 Phoebe Tunnell
 Amanda Ostle
 Florence Bruemmer
 Dan Silva
 Kylee McClellan
 Anthony Cano
 Gay Triplett
 Tyler Malush
 Angel Huskins
 Ashley Ackerman
 Aidan Barnas
 Isabella Cranford
 Nicole White
 Julia Almiikeeva
 Peter Gruner
 Kaylee Hennigan
 Geoff Longo
 Tory Olmetti
 Benjamin Gonzalez
 Nolan Ilaya
 Brit Forner
 Tonee Newman
 Laken Testa
 Ivanna Gomez
 Andrea Beltran
 Rachel Hovey
 Camron Gash
 Alecia Tang
 Bailee Medal
 Katie Jacques
 Meghan Metta-Rogan
 Ryley Bohnstedt
 Belen Martin
 Taylor Johnston
 Cristina Morales
 Margaret Day
 Blake Roach
 Kaylee Grossman
 Fernando Rosas Cuevas
 Muminur Sadi
 Lindsey Longa
 William Mankin
 Audrey Kukielka
 Angelica Jaszewski
 Ashley Perez

An introspective look on issues dividing a nation.

OPEN FROM X MONTH TO X MONTH
 PLACEHOLDER ADDRESS
 PLACEHOLDER ADD



Kortney Banal
 Tatum McGrew
 Kaitlyn Rhett
 Camille Delaplane
 Anne Kinsey
 Ashlin Wilkes
 Karen Knutson
 Yiwei Song
 Lexi Schmeling
 Megan Stephens
 Heidi Burckhardt
 Riley Neumann
 Orwat Chowdhury
 Lauren Humble
 Amy Clubb
 Madeline Solis
 Emma Cowart
 Kora Winterleaf(rothfeldt)
 Samantha McComb
 Steve Linthicum
 Cassidy Lewis
 Andrey Ziegler
 Prestley Robinson
 Olivia Cooper
 Phoebe Tunnell
 Amanda Ostle
 Florence Bruemmer
 Dan Silva
 Kylee McClellan
 Anthony Cano
 Gay Triplett
 Tyler Malush
 Angel Huskins
 Ashley Ackerman
 Aidan Barnas
 Isabella Cranford
 Nicole White
 Julia Almiikeeva
 Peter Gruner
 Kaylee Hennigan
 Geoff Longo
 Tory Olmetti
 Benjamin Gonzalez
 Nolan Ilaya
 Brit Forner
 Tonee Newman
 Laken Testa
 Ivanna Gomez
 Andrea Beltran
 Rachel Hovey
 Camron Gash
 Alecia Tang
 Bailee Medal
 Katie Jacques
 Meghan Metta-Rogan
 Ryley Bohnstedt
 Belen Martin
 Taylor Johnston
 Cristina Morales
 Margaret Day
 Blake Roach
 Kaylee Grossman
 Fernando Rosas Cuevas
 Muminur Sadi
 Lindsey Longa
 William Mankin
 Audrey Kukielka
 Angelica Jaszewski
 Ashley Perez

An introspective look on issues dividing a nation.

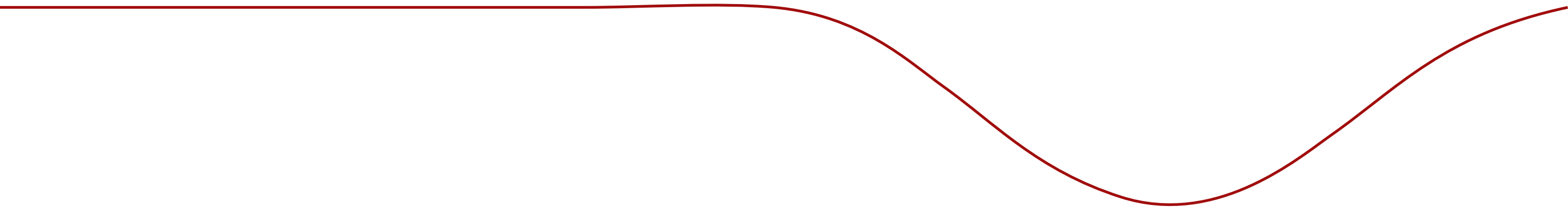
OPEN FROM X MONTH TO X MONTH
 PLACEHOLDER ADDRESS
 PLACEHOLDER ADD





The class once again **voted** on a poster to represent the class for an exhibit. “Unfolding” by Meghan Metta-Rogan was the chosen poster for the Senior Showcase Exhibit.



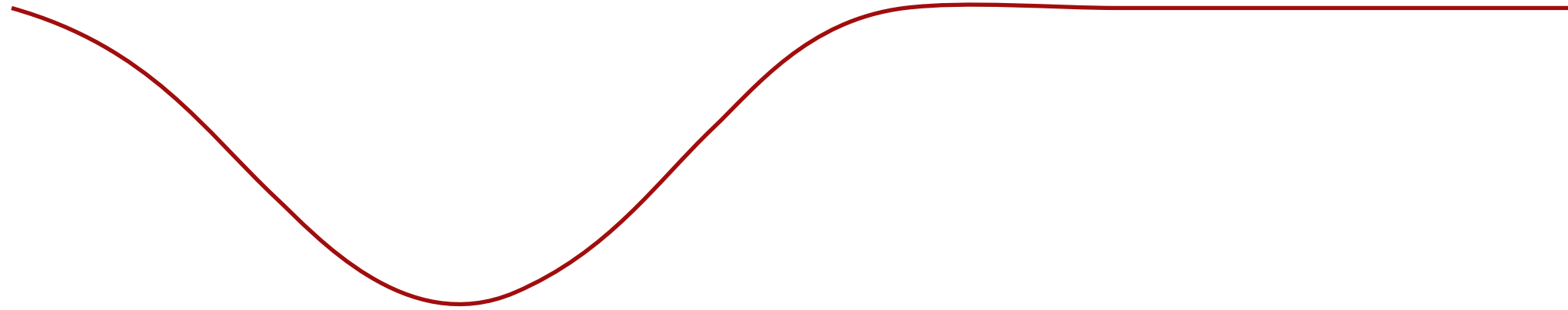


FINAL THOUGHTS

This booklet is a culmination of **hundreds of hours** of design work and dedication.. You can see the final designs and exhibits, but I can't show you the late nights, the frustration, the second-guessing I went through during this journey.

It was a challenge, one that changed the way I think about design and my approach to creative endeavors. I am forever grateful for the lessons I learned along the way.

I hope you learned something, too.



SOURCES AND COLOPHON





SOURCES

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COLOPHON



Book Design: Taylor Johnston

Imagery: Adobe Stock, Taylor Johnston

Typography: Proxima Nova, Cy Grotesk

Software: Adobe Photoshop, Adobe InDesign, Adobe Illustrator

Hardware: Microsoft Windows 10, Intel Core i9-9900K CPU, 32 GB RAM, NVIDIA GeForce RTX 2080 Ti

