

# Sustainable Systems DESIGN PROJECT

Eco Promotional Tote Bag

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# “No Means No”

## Sexual Harassment

The name of my project is “No means No,” which I think is a very secure phrase for defending sexual harassment. Sexual harassment is a severe problem in this society, no matter the gender, and sometimes it is about something else, like race or ethnicity. However, since it is a broad issue to consider, I decided to focus on female victims, which has been a pervasive problem for women throughout history. It is also strongly related to the “Me Too” movement, which is a movement against sexual harassment and sexual assault that initially started by a woman saying “Me Too” on social media. As connected to many different cases, sexual harassment is a systemic issue in current society, which means it is a wicked problem that is difficult to explain and inherently impossible to solve.



I am going to create an eco promotional tote bag that people can comfortably carry in their daily life. The short tagline for this concept is “If it’s not clear, it’s not consent.” It means if someone does not welcome sexual behavior, it is violence. Eventually, the concept of “No means No” project is to spread awareness on society that every woman has the right to refuse any sexual advance from any person and the right to feel safe no matter where they are.



# Research/Sketch

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For the materials, I was considering either leftover canvas/muslin or earth-friendly/sustainable materials such as cotton, jute, and non-woven polypropylene.

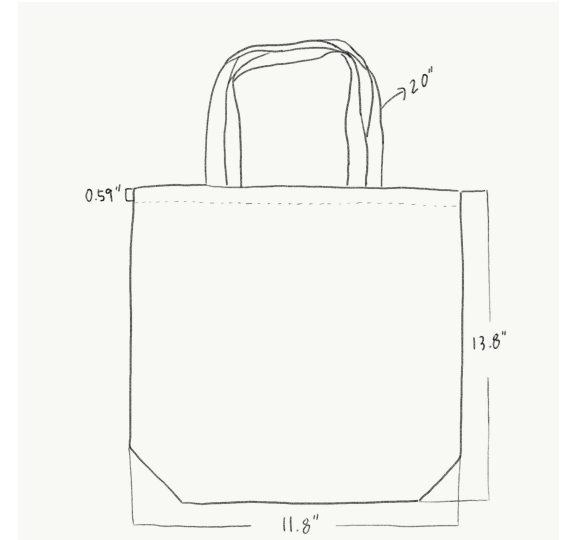
Since I have many leftover muslins at home, I decided to make the tote bag out of muslin. Organic muslin is vegan, versatile, affordable, and sustainable. It is very light to use, and it is usually inexpensive.



Due to unexpected circumstances, I don't have a sewing machine at home. Therefore, I am not able to make an actual product. However, I would present digitally with visual drawings instead.



I chose most basic and simple shape of tote bag and I would not put any colors on because I want it to look more eco-friendly.



Final design with detailed measurements.

# Illustration Image

The bag will contain a message about sexual harassment by putting an illustration image on the surface.



Original Version



Final Version

# Method



In the process of making an actual physical product, I will use a fabric transfer paper to embed illustration on the front side of the bag.

This is what I did before for another class, but it's showing basically how the transfer paper works.



Print out the image on the transfer paper and iron on fabric with putting the paper on top of the fabric.

## FINAL PROTOTYPE (2 Different Types)

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1.



2.



# CONCLUSION

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- Since I narrow down the topic to women victims only , male harassers would mostly be impacted by this project.
- I want this to be affected generally in different social settings, especially in the workplace, home, or school.
- Sexual harassment can include things such as inappropriate comments or jokes, demands for sexual activity or unwanted touching, pinching, or grabbing. Small things can lead to bigger things if any unwelcome sexual acts done forcibly, or victims cannot speak up.
- I believe that little changes can make a big difference: carrying a single tote bag in daily life can keep plastic bags out of landfills.
- This product itself will not only give awareness to people about sexual harassment but also be sustainable.