

VISUAL COMMUNICATION STUDIO II

PUFD 2231-P2

PROJECT I

**DESIGN+SPACE:
EMPATHY & ADVOCACY**
for family members of suicide victims

SPRING 2018

RACHEL KIM

research

PERSONAL EXPERIENCE :

EXTENDED FAMILY MEMBERS CONTINUOUSLY BLAME THEMSELVES AND THEIR SUPPOSED LACK OF EMOTIONAL INTELLIGENCE DUE TO A CLOSE VICTIM. THEY CANNOT MOVE ON FROM THE INCIDENT.

*INTERVIEW WITH AUNT:
HOW DO YOU FEEL ABOUT THE INCIDENT?
-IT IS TRAGIC. SHE WAS MENTALLY ILL. SHE WAS NOT IN THE RIGHT MIND. I WISH I TRUSTED MY INSTINCT TO GET HER THE HELP SHE NEEDED. I KNEW SHE WAS DEPRESSED, STRUGGLING, LOSING WEIGHT, AND LACKED EMOTIONS. I SHOULD NOT TAKEN ANY THE SIGNS LIGHTLY. I TRUSTED HER WORDS, DESPITE MY BAD GUT FEELING. SHE WAS SO DEFENSIVE ABOUT GETTING THE HELP SHE NEEDED.,-



VISIT TO NYU BOBST LIBRARY
BARS PLACED UP TO PREVENT SUICIDE ATTEMPTS

TERI'S INTERVIEW WITH SARAH

Q: What DID you feel? A: I remember thinking one day...shouldn't I be enjoying this more? I was hanging out with friends and everyone was laughing and having a great time, but I caught myself laughing because that's what everyone else was doing. But I wasn't finding anything funny. Now I know this happens to people, but then I started to recognize other symptoms. I was numb to everything. I found it hard to bring myself out of bed, I wasn't hungry I couldn't bring myself to enjoy things I normally did. At first I had no clue what was going on, I felt confused. I thought maybe it's just me going through a phase, but the feelings never left. It honestly felt like I was sinking in a pit of sand that was 1000 pounds heavy, but I couldn't get myself out, and I didn't want to. People say, "Well just change how you think about things, let the little things go," or my favorite, "It's not that bad. Think about how much pain other people are in." Well, when your that depressed you can't. You can't see other people's pain because yours is so great. People who don't suffer from depression need to understand that you have to measure your own pain with your own measuring stick. Everyone is different.

docs.google.com/document/d/1fVajJySPHjaD0E3gND4kfX7iDn6VB3UhtbOWhmV-aIE/edit?usp=sharing

documentary:
Depression: The Misunderstood Epidemic
→ depression is not situational, not just environmental

medicine allows/helps people to feel more emotionally stable (not depressed) and live a completely different life - (more routine lifestyle - getting out of bed, shopping, talking, etc.)
→ depression can affect relationships
→ people may blame everyone/everything
→ other people may avoid you (see you like a "virus")
→ push away people for solitude

"my world returned to color."

→ the medicine can be as severe as the illness"
↳ the fear that a medication will stop working and if there will be another one to replace it.
↳ the medicine will treat one thing, but it will create/induce side effects for another, meaning you have to take other medicine to treat that too (it's a cycle).

- "I don't take medication because I don't want to be a prescription addict."
↳ doctors do not "know" which medicine is right, so they seem to prescribe anything.
How can we trust the doctor?

• people don't understand depression, especially with children.
↳ ex). when the mother confides in the school about her child's depression, they assume that the mother is somehow failing as a mother

"In what situation would you rather wish you were dead?"
- being tortured. This is torture.

her daughter went up & closed the door, then the mother called suicide hotline and asked "this is what my daughter is doing, what do I do? I am scared to death."
→ they replied, "go to her door and you say, 'It's your life and if you wish to destroy it, you have that right, but you are not going to do it under my roof. You have to get dressed and go elsewhere to do this.'"
→ then the daughter eventually came down and said "well, I can get through one more day."

clinical
• depression... you're sick (it's like you're going to rehabilitation for a broken leg, but there's also an attached stigma.

• the most effective treatment is verbal therapy + medication.

→ san diego suicide prevention walk to help raise awareness w/ suicide + remove stigma about mental illnesses.

EMPATHY (N) :
FEELING THAT YOU UNDERSTAND OR SHARE ANOTHER PERSON'S EXPERIENCES OR EMOTIONS

ADVOCACY (N) :
ACT OR PROCESS OF SUPPORTING A CAUSE OR PROPOSAL

research

designer/ company bio + mission statement

YOU ARE WORTH IT.

Suicide is often seen as a taboo subject.

Suicide is more than just an illness involving just the victim. The perception of suicide needs to be changed. We need to raise awareness on the impact and coping methods of and with suicide, respectively. I want to remind people that suicide is never a reason to blame. It is not anyone's fault. However, there are ways that we, as humans, can help reason

Having personally dealt with this subject, I understand that it is hard. In fact, it still lingers and hurts. But, it is important to not let this one incident stop me from carrying on with my life and moving forward. I am creating with the purpose to motivate the family members of suicide victims to carry on with their life.



poster concepts

INCORPORATION OF SLOGAN AND PLAY WITH FONT SIZE AND COLOR

FINAL POSTER DESIGN

THE IMAGE DEPICTS A PERSON HIDING AWAY FROM REALITY IN A BOX. THE LIGHT RESEMBLES THE CHANCE AND POSSIBLE HOPE THAT AWAITS OUT OF THE BOX.

YOU ARE WORTH IT.
"LIFE IS BETTER OFF WITHOUT ME."

44,965 SUICIDAL DEATHS
EACH YEAR.
DO NOT BE A STATISTIC.
BE A SURVIVOR.
REMEMBER,
YOUR LIFE HAS **WORTH**
AND **MEANING.**

CRISIS HOTLINE:
+1800-555-5555

DO YOU THINK YOUR LOVED ONE IS
SUICIDAL? DON'T TAKE IT LIGHTLY.
SCAN FOR MORE INFORMATION



LINK TO QR CODE: docs.google.com/document/d/1fVajJySPHjaD0E3gND4kfX7iDn6VB3UhtbOWhmV-alE/edit?usp=sharing

The New School Health Services: +12122291671
you are worth it.

I'M NOT LEAVING YOU.

IT IS NOT YOUR FAULT.
LIFE MUST GO ON.

SUICIDE IS NOT BECAUSE OF YOU.
IT IS AN ILLNESS.



poster drafts

THE BLACK &
WHITE POSTERS
CORRELATE TO
ONE ANOTHER AS
A CAMPAIGN.

LIFE IS BETTER OFF WITHOUT ME.

44,965 AMERICAN DEATHS
BY SUICIDE EACH YEAR.
DO NOT BE A STATISTIC.

YOU ARE NOT ALONE.
YOU ARE WORTH IT.

HELP IS ALWAYS AVAILABLE.

TNS HEALTH SERVICES:
+12122291671

THE YELLOW RESEMBLES
THE POSITIVITY AND BENEFITS.
THE BLUE RESEMBLES
THE NEGATIVITY AND HARMS.



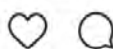
social media: instagram



Rachel Kim
CA//NY
PARSONS
docs.google.com/document/d/1fVajJySPHjaD0E3gND4kfX7iDn6VB3UhtbOWhmV-alE/edit?usp

rayychelkim
Parsons School of Design

rayychelkim I am doing a project about empathy and causes in my visual communications course. I would love it if you would just let me know what you think about this poster? I know you can't scan the QR code from here but the link in my bio will direct you to the same site.
-what's the first thing you noticed?
-what does this make you feel?
-any reaction or feeling is appreciated 😊😊
joyleeee Hmm I notice the little hole and how the person is looking through it??



34 likes

5 DAYS AGO

Add a comment...

Comments

Hmm I notice the little hole and how the person is looking through it?? Like light = hope, that there's a way out and you can overcome it; it makes me feel empathetic like any other suicidal prevention posters, I don't think it stood out from other ones I've seen! Hope that helped IMY

5d Reply

I think the white lettering for the be a survivor makes it pop and gives it more significant! Maybe make the font a bit bigger to show that is the message you are getting across

5d Reply

rayychelkim thank you so much for your responses and replies 💕💕 it means a lot and truly helps a lot! Thank you!

5d Reply

I like how you added a qr code

5d Reply



Replied to your story
I think the order of the wording is kinda confusing

Replied to your story
I like the image of the first one but wish there was more correlation with the words!

Hello!! In response to your insta post. First thing I noticed was the kid under a hole? Like it kinda made it seem like it was about disaster relief or helping kids in third world countries. I do like the messaging in the ad and the context of it all. I think the one you put in your stories work a bit better (I voted for the second one). I liked the second one more cause it put two ppl together so it kinda showed how like you're not alone in this and made it a bit more hopeful :)

So the poster makes me feel like people who are losing the will to live havent completely lost all hope. They just sometimes need consistent reminders that they belong here and that they are worth it. I think the poster is pretty powerful considering how desperate the boys eye is, frantically searching for that one light that will help him want to continue living

The first thing I noticed was the child looking out through a hole in what appears to be a box. The image provided a new perspective into the mind of someone with suicidal thoughts. It made me realize that those with suicidal thoughts often feel trapped, alone, even helpless. I wanted to be able to lift the box so that the child could be freed. It made me realize how important raising awareness and learning about suicide prevention is so that many more boxes can be lifted.

Omg Rachel the first one is more touching I think because it states that 44,955 suicidal deaths and when people read that they don't realize that many people suicide in general and think it's really a serious issue but yeah it's very sad but I think that little paragraph is very captivating!

Hope that helps ahaha



Replied to your story

First one is better layout of info

Union Square & NYU Bobst Library



PEOPLE WOULD GLANCE OVER OCCASIONALLY WHILE WALKING BUT THEY WOULD NOT LOOK MORE THAN JUST A FEW SECONDS. STUDENTS AT NYU WOULD LOOK AT THE POSTER WHILE WAITING FOR THE ELEVATOR.

bibliography

-POSTER IMAGE : @RATUSHNY

- Lindsay. 2014. "Accepting that Life Goes on After Death." *Our Side of Suicide*. Our Side of Suicide. July 4. <http://www.oursideofsuicide.com/2014/07/03/life-goes-on-after-death/>.
- Gosling, Emily. 2016. "The Links Between Creativity and Depression." *Eye on Design*. AIGA. September 12. <https://eyeondesign.aiga.org/the-links-between-creativity-and-depression/>.
- "Helping a Friend or Family Member with Depression or Bipolar Disorder." 2018. *DBSA: Depression and Bipolar Support Alliance*. DBSA. Accessed February 27. http://www.dbsalliance.org/site/PageServer?pagename=education_brochures_helping_friend_family.
- CMHS: UT Counseling and Mental Health Center. 2018. "Helping a Student Who Has Lost a Friend or Family Member to Suicide." *Be That One - Coping with Losing a Friend or Family Member to Suicide*. University of Texas at Austin. Accessed February 27. <https://cmhc.utexas.edu/bethatone/studentscopingsuicide.html>.
- Nelson, Daniel. 2015. "Serious Advertisements | #1240 – From up North." *From Up North*. From Up North. July 7. <https://fromupnorth.com/serious-advertisements-1240-e91728c5beb0>.
- Nordqvist, Christian. 2018. "What are Suicidal Thoughts?" Edited by Timothy J. Legg. *Medical News Today*. MediLexicon International. February 13. <https://www.medicalnewstoday.com/kc/suicidal-thoughts-ideation-193026>.
- Pruchno, Rachel. 2014. "When a Family Member Commits Suicide." *Psychology Today*. Sussex Publishers. August 20. <https://www.psychologytoday.com/blog/all-in-the-family/201408/when-family-member-commits-suicide>.
- Robert, Teri. 2009. "Teen Depression - An Interview." *HealthCentral*. Healthcentral. September 8. <https://www.healthcentral.com/article/teen-depression-an-interview>.