

VISUAL COMMUNICATION STUDIO II

PUFD 2231-P2

PROJECT II

**MESSAGE + OBJECT**  
**EMPATHY & ADVOCACY**  
for family members of suicide victims

SPRING 2018

RACHEL KIM

# CHOICE-ON-THE-GO: mission statement

Our mission is to help friends and family members of suicide victims, specifically the immediate family members carry on with their lives. To many, life stops--they struggle to get out of bed, converse with others, carry out everyday tasks.

**We strive to promote a healthy, continuing lifestyle.**

Suicide is difficult and not ideal, but it is not healthy to mourn continuously over a loved one and fall into depression.

It is acceptable to grieve, but life must go on.

A bag's purpose is to hold belongings together while outside.

It keeps belongings and "life" together in a contained space.

Our product is adaptable and convertible. It allows the user to arrange the fit, color, and functionality of the bag to align with their outing event and his/her mood of the day. The different choices and options--the personalization aspect, extends as a metaphor, placing the individuality and uniqueness of the bag to one. The design of the bag is 'tailored for the user.'

# research

## COLORBLOCKING:

BODY-SLIMMING APPEARANCE

-> MONDRIAN STYLE:

GEOMETRIC + COLORFUL  
SHAPES

(NEO-PLASTICISM)

-> MOD STYLE:

BOLD, SOLID-COLORED

SEPARATES IN DIFFERENT HUES

## ZIPPER CLOSURE :

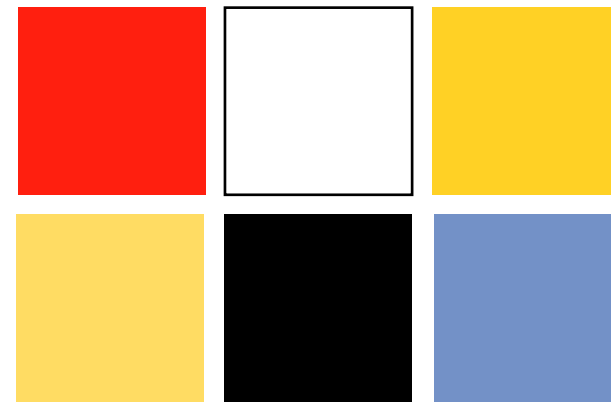
-> COIL VS METAL:

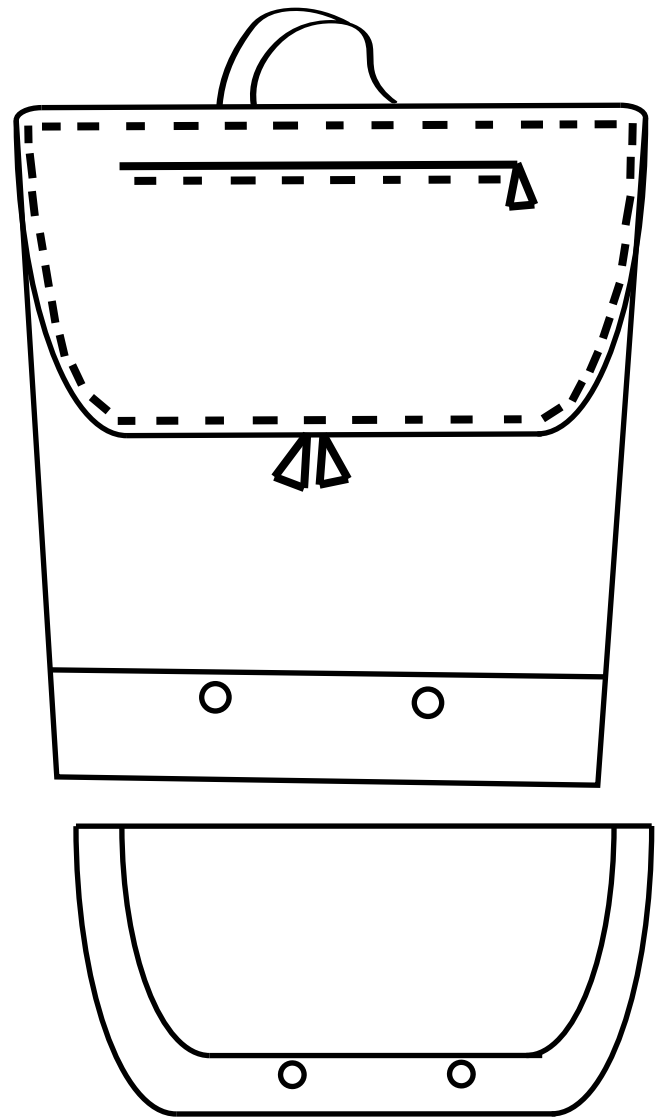
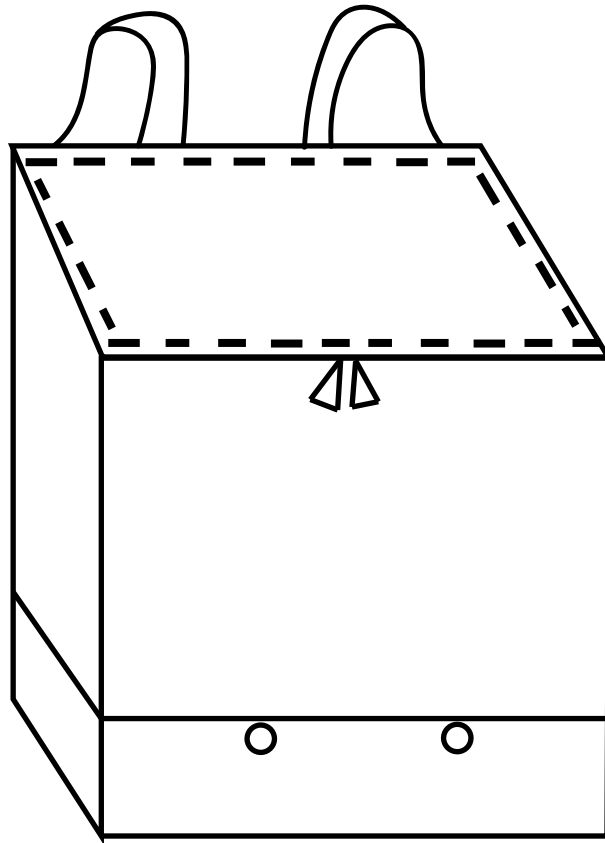
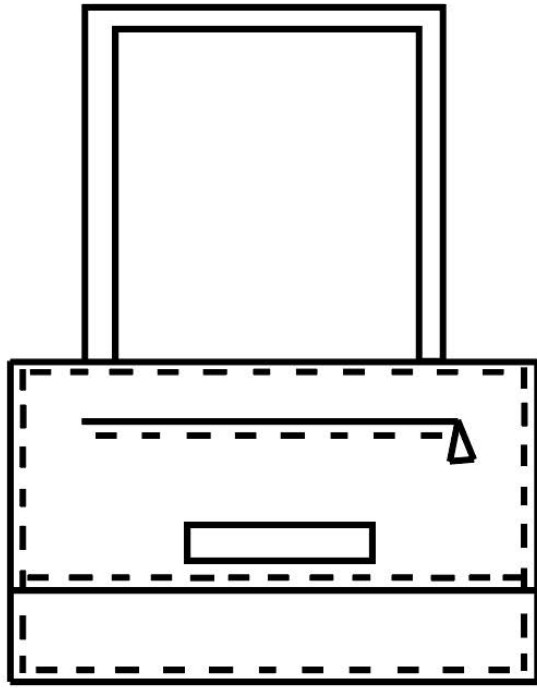
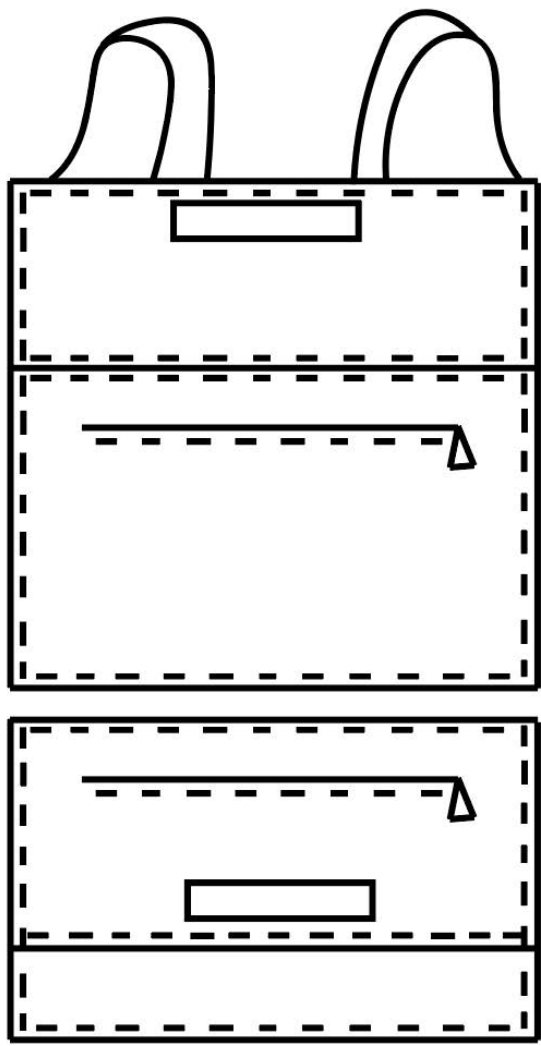
COIL = LIGHTWEIGHT

METAL = DURABLE

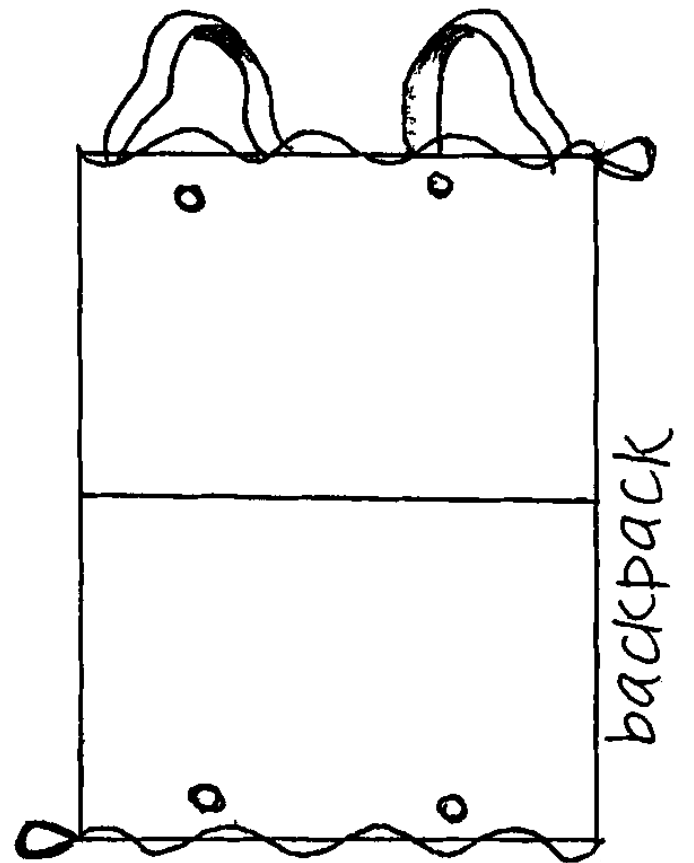
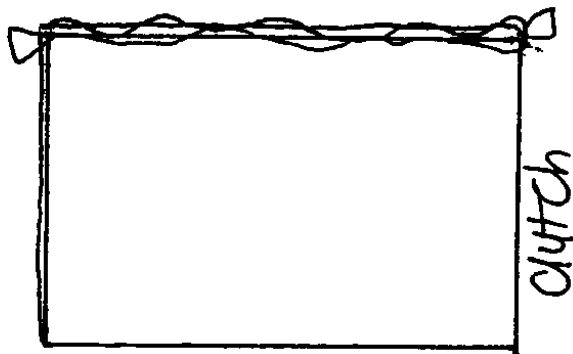
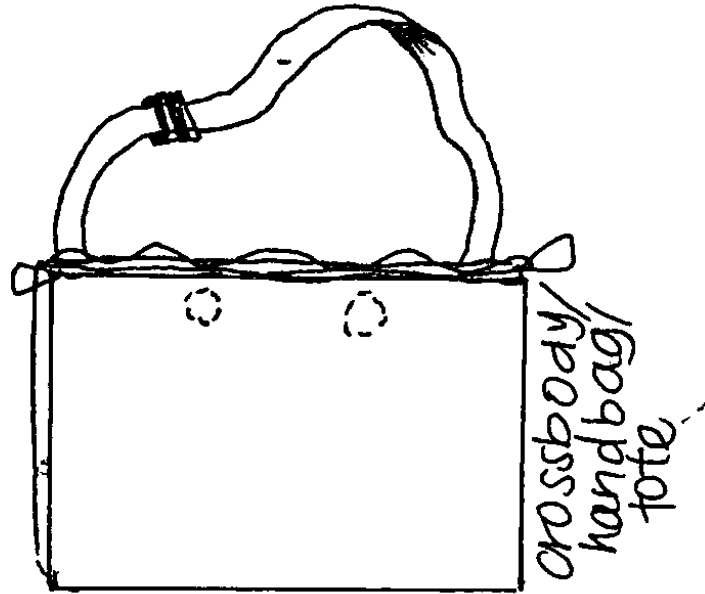


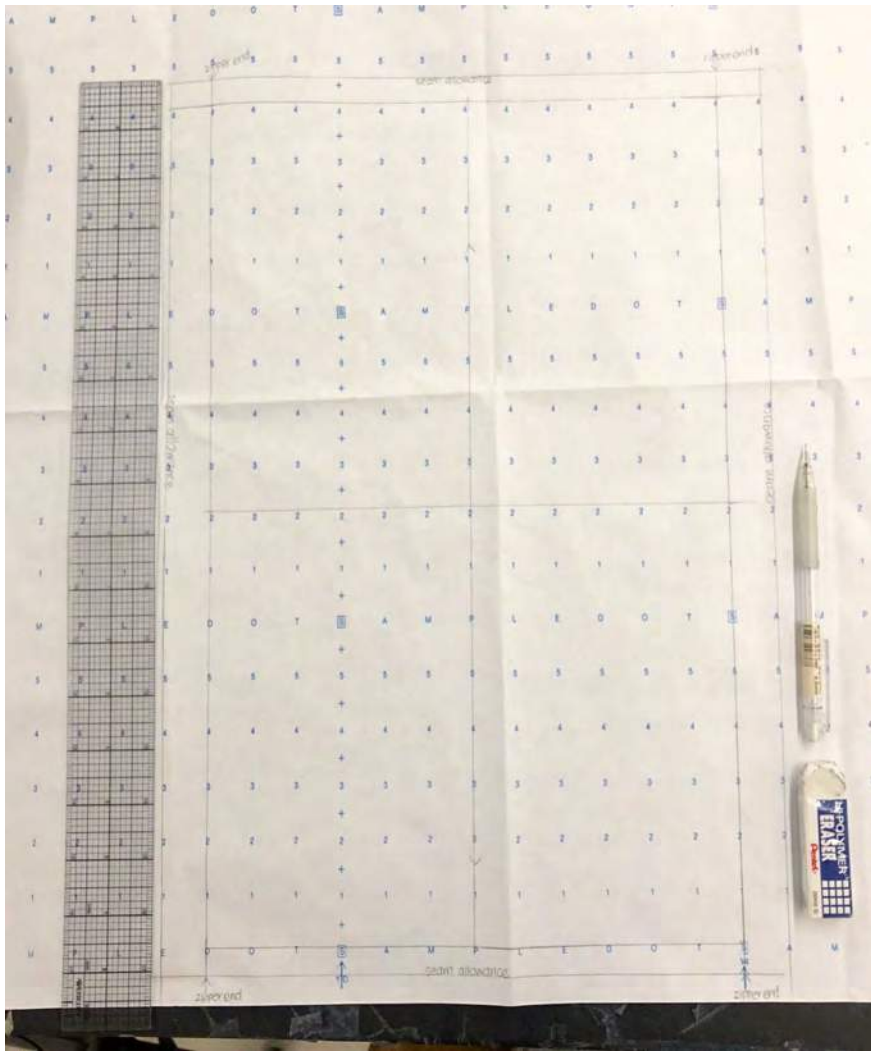
FUNCTIONS + USES OF A BAG





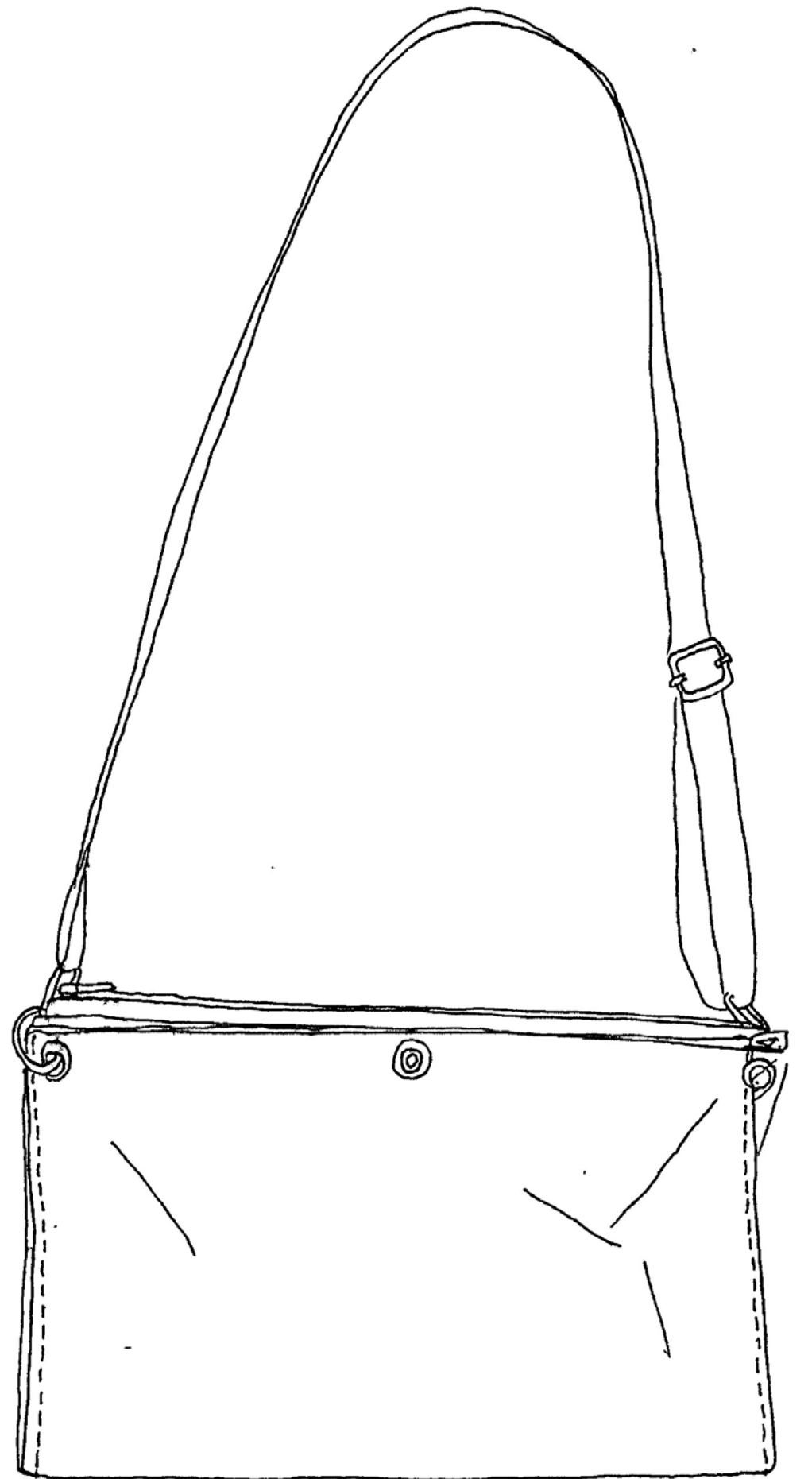
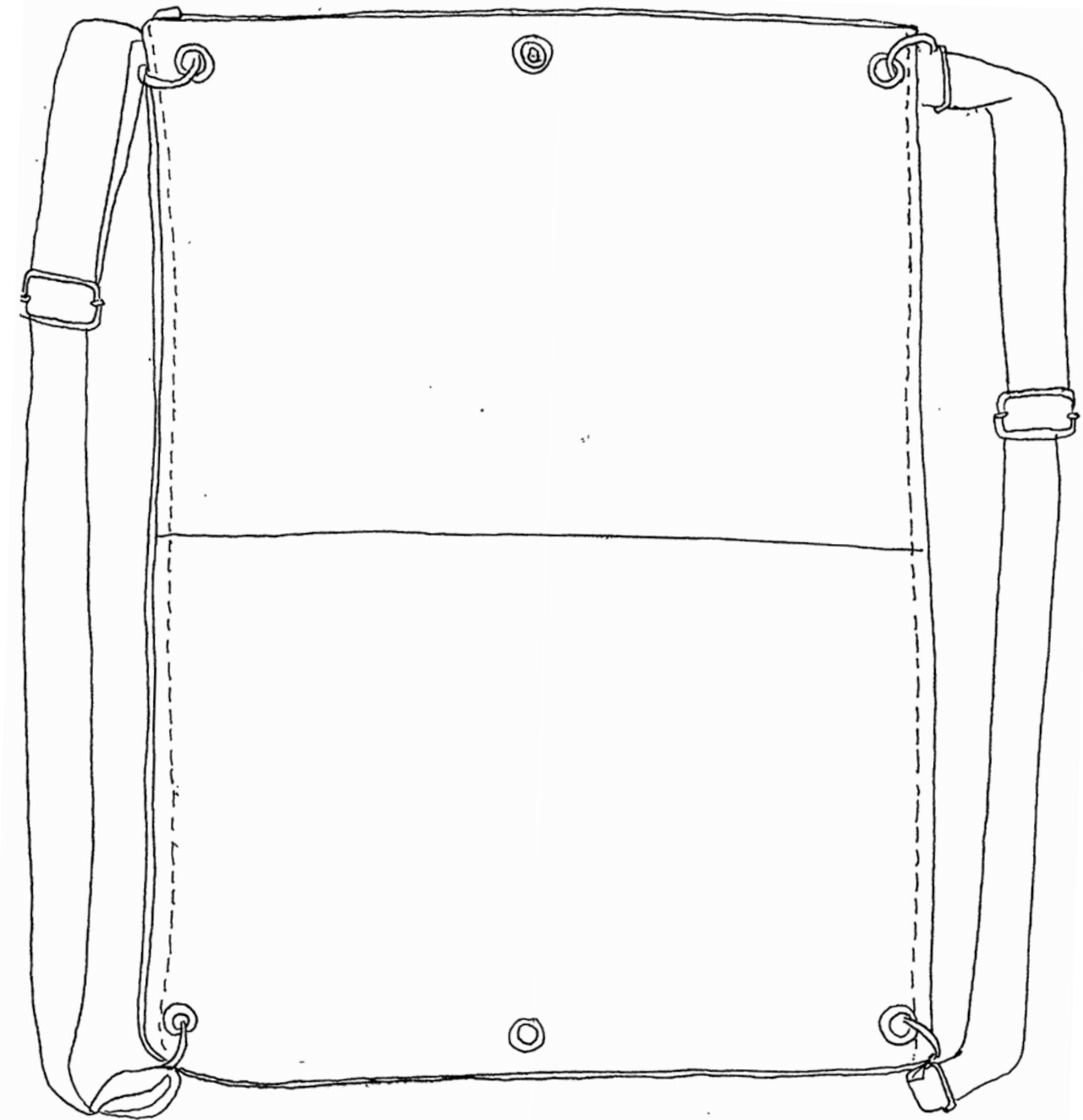
# product iteration samples





PATTERN MAKING  
SEWING COMPONENTS  
ATTACHING LINING  
ADDING DETAILS

**documentation  
+ process**



**final product  
sketch**



final  
prototype

**CHOICE-ON-THE-GO**



# variations of final prototype



DETACHABLE, ADJUSTABLE STRAPS

**OPTIONS : BACKPACK, CLUTCH, CROSSBODY**



POWER, STRENGTH

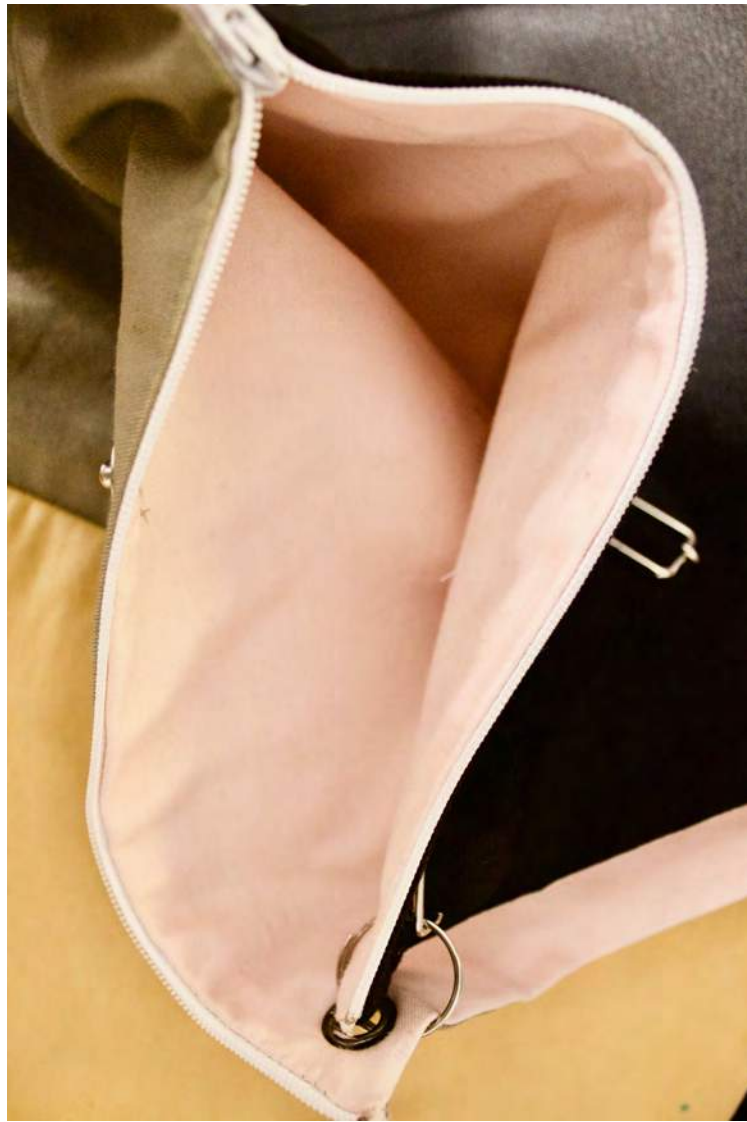
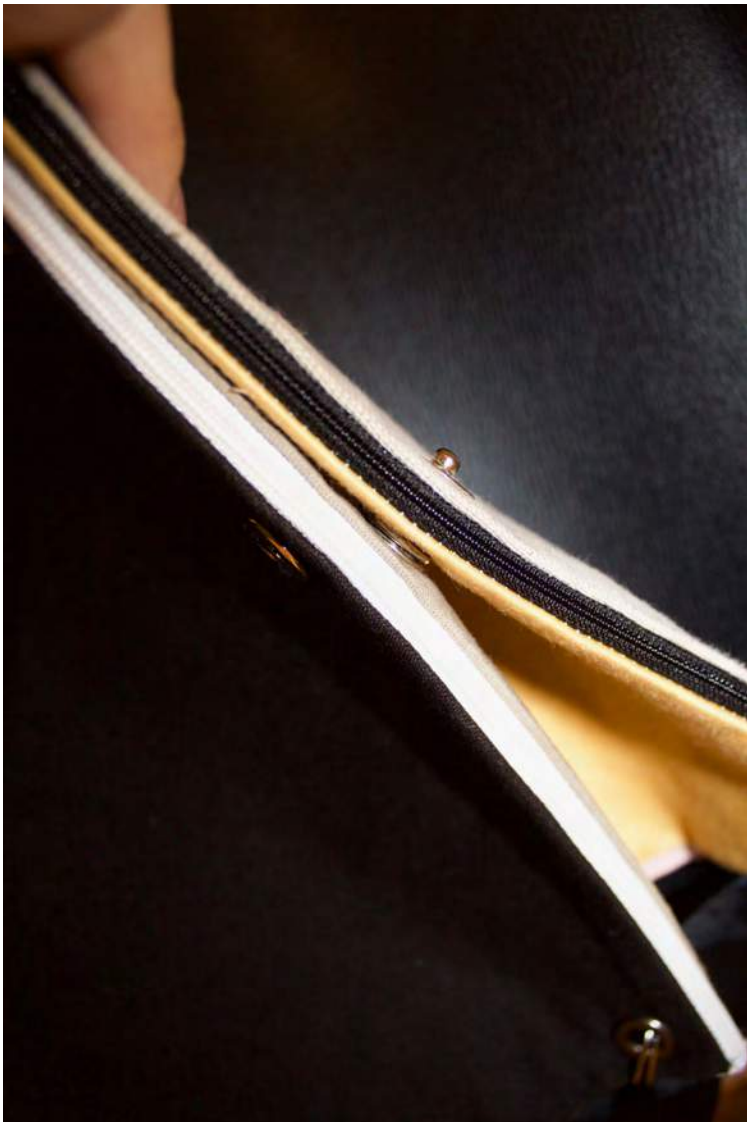
SAFETY, CLEANLINESS

HAPPINESS, JOY

HARMONY, GROWTH







SNAP-ON BUTTON CLOSURE | GUNMETAL GROMMETS  
SILVER RINGS | STRAP HOOKS

**close-up  
shots**

# design statement

This project pushed me to design with a purpose--design for a cause and a group that we feel empathetic for. It was difficult to come up with a product directed towards such a specific crowd.

I thought of what items are carried when going out, despite the gender or age. A bag's purpose is to hold your belongings while outside. It keeps your belongings and 'life' together in a confined space.

I am happy with the outcome of the bag and project. I learned a lot about construction with zipper closure and lining. One thing I would have changed would be more experimentation with closure before closing the bag. I wish I tried implementing magnetic closures between attaching the self patterns to the lining before I closed the bag, so that the closure could have been more discreet.