

VISUAL COMMUNICATION STUDIO II

PUFD 2231-P2

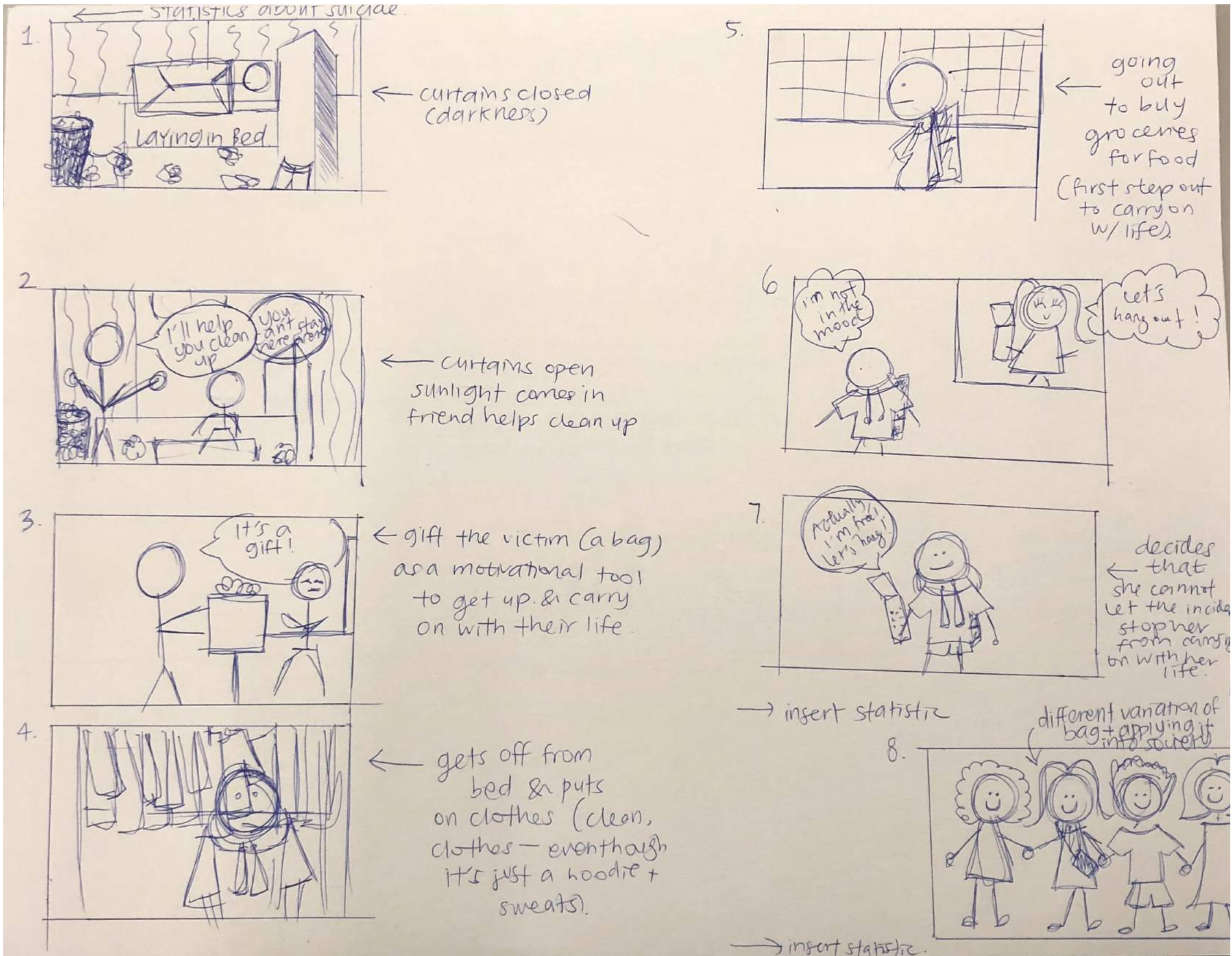
PROJECT III

MOTION+SOUND+SPACE:
EMPATHY & ADVOCACY
for family members of suicide victims

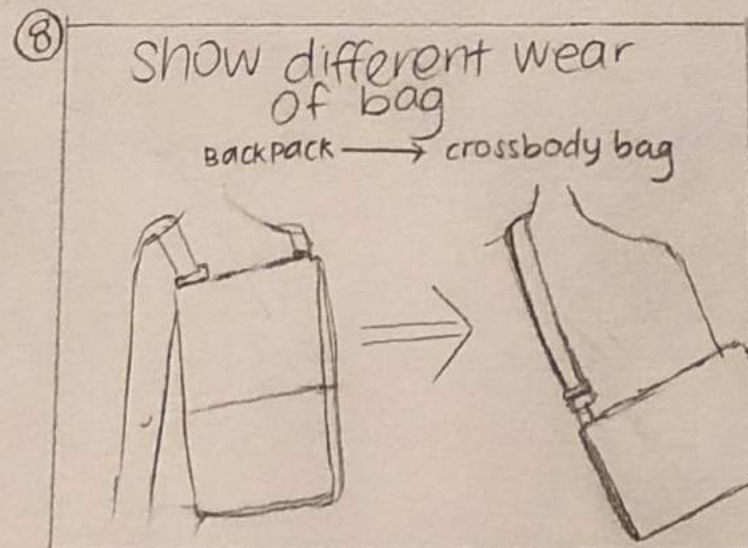
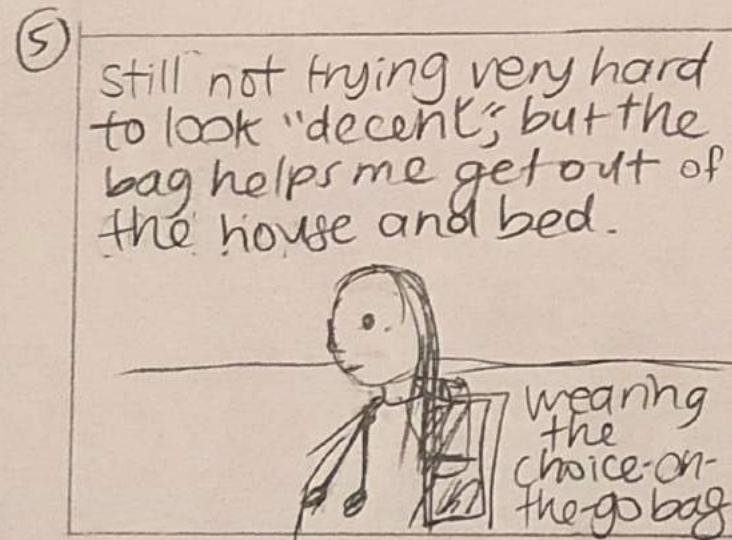
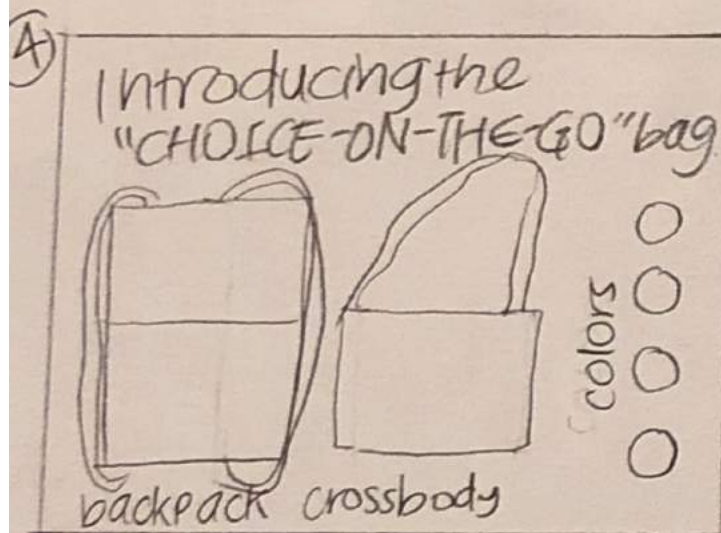
SPRING 2018

RACHEL KIM

DRAFT STORYBOARD



FINAL STORYBOARD



video/animation



SO, WHAT IS THE
CHOICE-ON-THE-GO
BAG?

https://youtu.be/_rRi29Awo2M

Throughout this project, I have focused on the effects of experiencing suicide within a family. This film exemplifies the impact that suicide can have on victims and its third parties.

I am empathetic towards the family members of suicide victims.

My cause is directed towards people, who struggle to get out of bed, converse with other people, and carry on with their everyday life

Often, many people will start to blame themselves for not being more supportive and there for their suicidal family members, often causing them to fall into depression. While suicide is a difficult and tragic situation, it is not healthy to continuously mourn over the death of a loved one and stop life. It is acceptable to grieve, but life must go on.

I support this cause because I, myself, have experienced this tragedy and have seen my family members continuously punish themselves for not doing more to prevent the tragic incident. It hurts me to see them compromise their value as a human being. I understand the possible blame, but it is not their faults. It is no one's fault.

Design answers and solves questions and problems, respectively.

The design of the "Choice-on-the-Go" bag serves a purpose of motivating the family members of suicide victims to carry on with their lives. The function of a bag is to carry one's belongings while going out. The "Choice-on-the-Go" bag is customizable and multi-functional. It can be worn as a crossbody bag, clutch, or backpack. Using grommets, rings, and snap buttons, the bag can be altered to match the user's personal preference. The bag also has different colors to allow the user to wear a more neutral-colored bag or a bolder, more colorful bag. The customizable aspect evokes a 'tailored for the user' aspect to remind the user that they are important, hence the "one-of-a-kind"

In this project, I have learned to push myself through concept development: topic selection, purpose, customer, aesthetic choices, material choices, branding, marketing, etc. While I normally design based off aesthetics, I have learned to be both more meticulous and to think from afar.