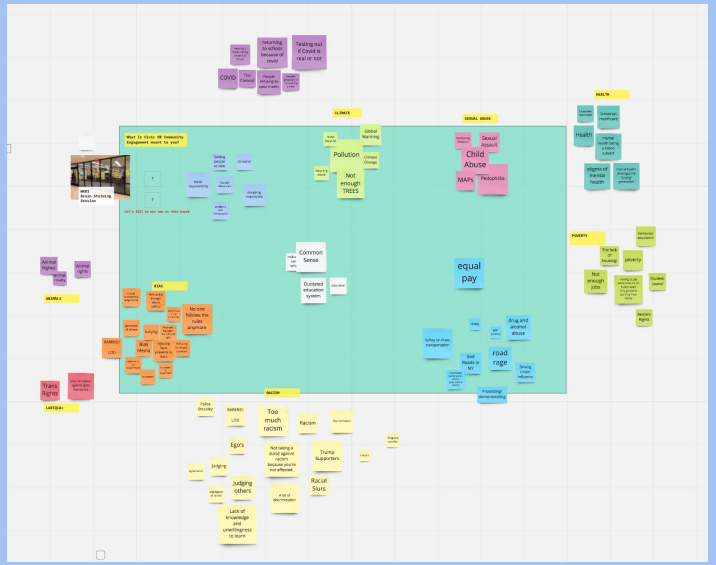
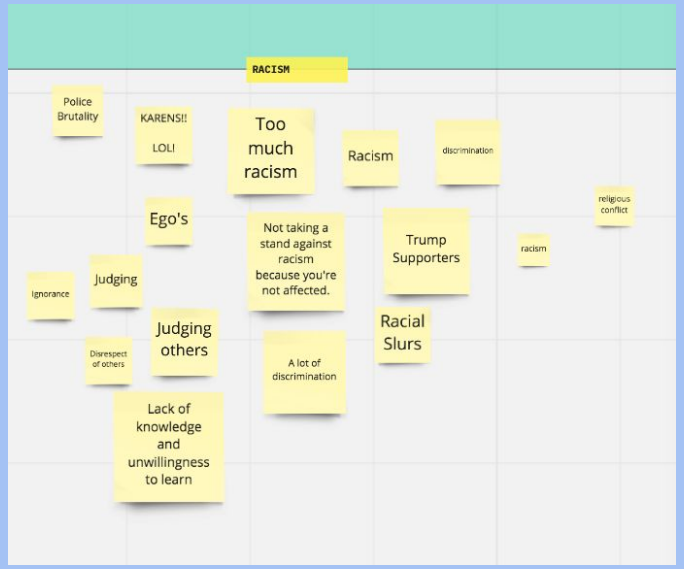
PROCESS BOOK

Design Studio COMD 3701

Week 1: Finding my Topic

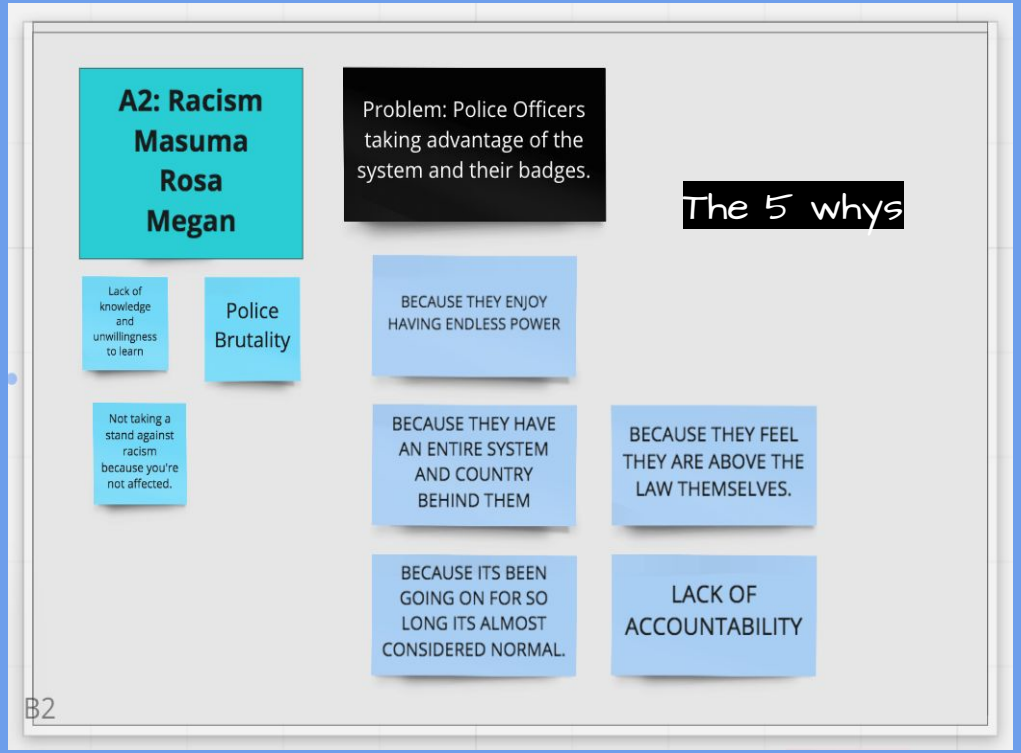




In the first week of class we were asked to come up with several different social topics going on today. The topic I kept thinking about was Racism.

Week 2: Process

We were then put into smaller groups to further discuss what kind of Racism we wanted to continue researching on. We decided on Police brutality because of how critical it is right now. We used the 5 whys to better understand the problem of Police brutality.



Week 2: Process: Project plan

Here is how i was trying to organize my classes and research for the project.

Week 3: Simplify the topic

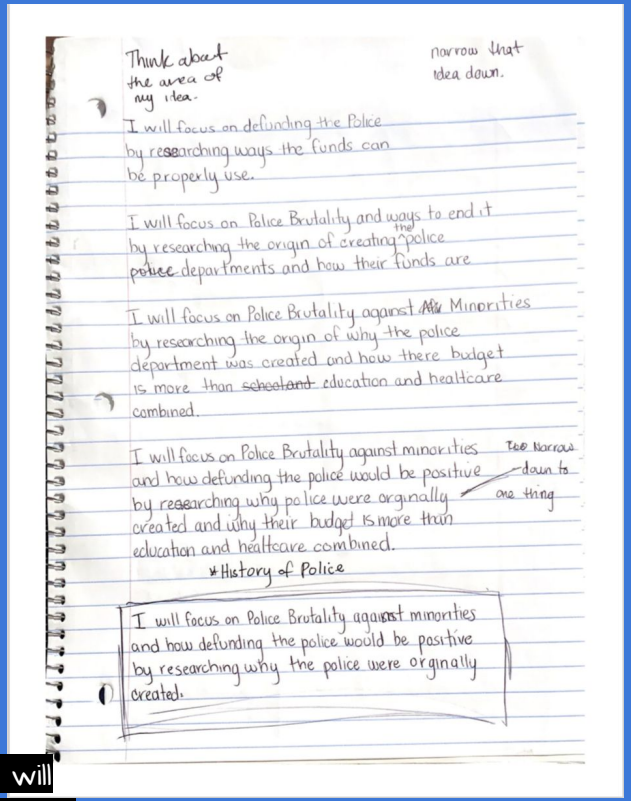
Here is where I started to think about what part of Police Brutality do I want to narrow down on. Which area did I want to tackle first.

Week 3: Process

I begin by writing down what I thought I knew I wanted to research. POLICE BRUTALITY.

Next was how can I come up with a concept to defund the police. I decided to start with why they were created in the first place. THE ORIGIN

Finally coming to the conclusion that i will focus on Police brutality against minorities and how defunding the police would be positive by researching why they were created in the first place



Think about the area of my idea.

Narrow that idea down.

I will focus on defunding the Police by researching ways the funds can be properly use.

I will focus on Police Brutality and ways to end it by researching the origin of creating the police ~~police~~ departments and how their funds are

I will focus on Police Brutality against ~~All~~ Minorities by researching the origin of why the police department was created and how there budget is more than ~~school and~~ education and healthcare combined.

I will focus on Police Brutality against minorities and how defunding the police would be positive by researching why police were orginally created and why their budget is more than education and healthcare combined.

Too Narrow down to one thing

*History of Police

I will focus on Police Brutality against minorities and how defunding the police would be positive by researching why the police were orginally created.

Then focused on what part of police brutality was crucial right now. DEFUNDING THE POLICE.

I thought of also including how their budget was more than education and healthcare combined but my professor suggested that i should focus on one aspect.

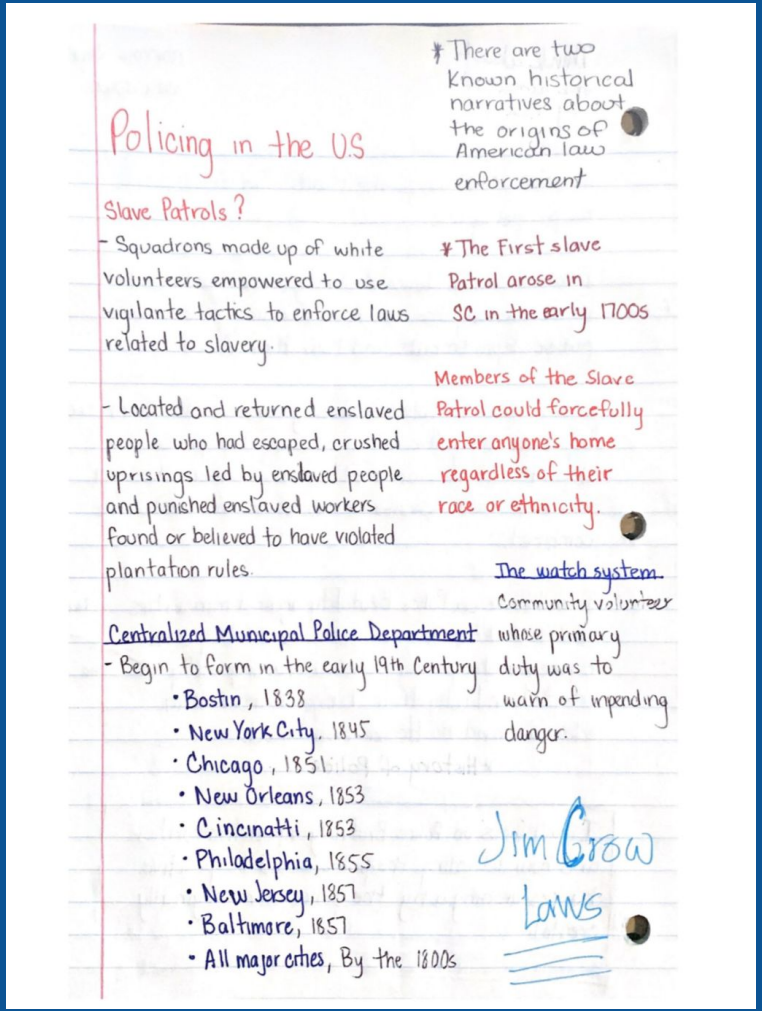
Week 3: Defining an Audience

I wanted the demographic to be all families of different classes but especially white and non people of color. Police brutality can affect any family of color no matter what class but it's also important they say informed

WEEK 4: CONTINUE NARROWING

WEEK 4: ESTABLISHING INSIGHTS

This is where i start to research more about when policing began and why it was start.



* There are two known historical narratives about the origins of American law enforcement

Policing in the U.S

Slave Patrols ?

- Squadrons made up of white volunteers empowered to use vigilante tactics to enforce laws related to slavery.

* The First slave Patrol arose in SC in the early 1700s

- Located and returned enslaved people who had escaped, crushed uprisings led by enslaved people and punished enslaved workers found or believed to have violated plantation rules.

Members of the Slave Patrol could forcefully enter anyone's home regardless of their race or ethnicity.

Centralized Municipal Police Department

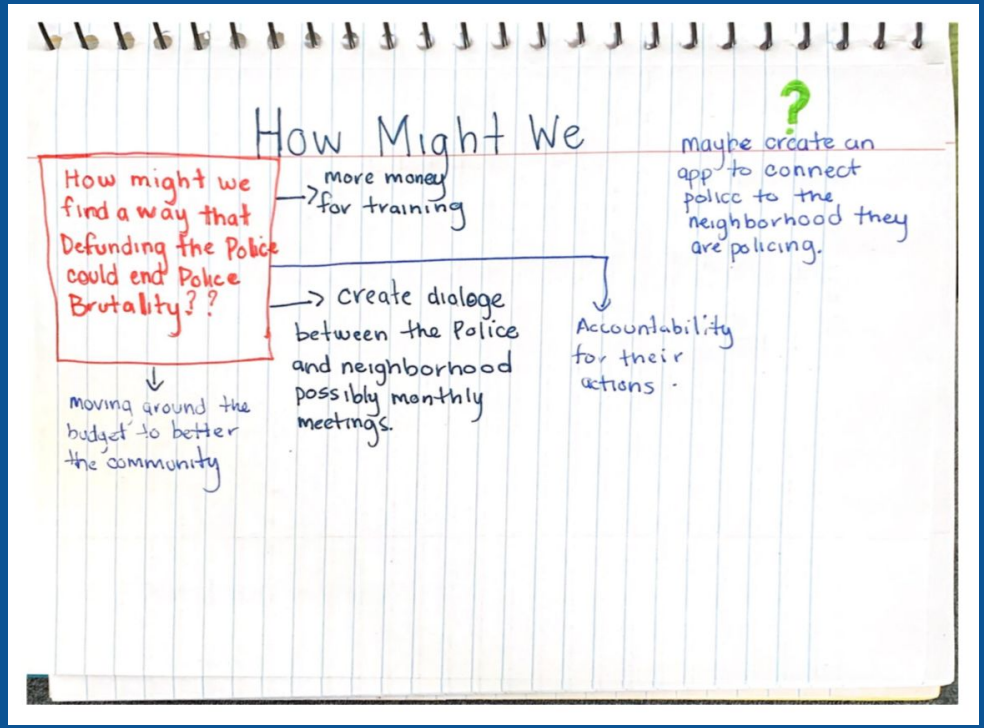
- Begin to form in the early 19th Century
  - Boston, 1838
  - New York City, 1845
  - Chicago, 1851
  - New Orleans, 1853
  - Cincinatti, 1853
  - Philadelphia, 1855
  - New Jersey, 1857
  - Baltimore, 1857
  - All major cities, By the 1800s

The watch system. Community volunteer whose primary duty was to warn of impending danger.

Jim Crow laws

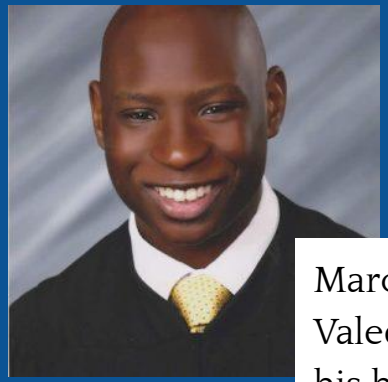
WEEK 4: HOW MIGHT WE

How might we find a way that Defunding the police could end Police Brutality?



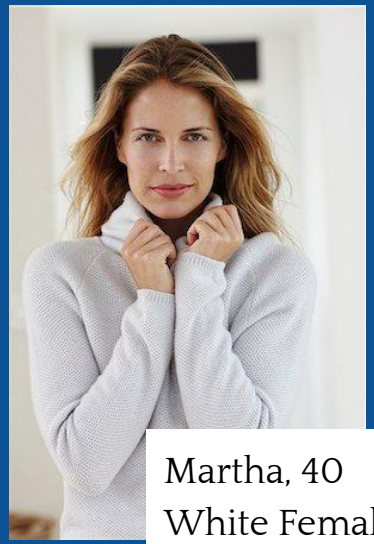
WEEK 4: PERSONAS

SHAWN, 21
White Male
Quarterback of his college



Marcus, 17
Valedictorian of his highschool.

Leo, 35
Asian Male
Business owner for 8 years



Martha, 40
White Female
Stay at home mom.

WEEK 5: CONCEPT

I began having problems with developing what I wanted my concept to be. I decided to keep researching and hope the answer would come to me

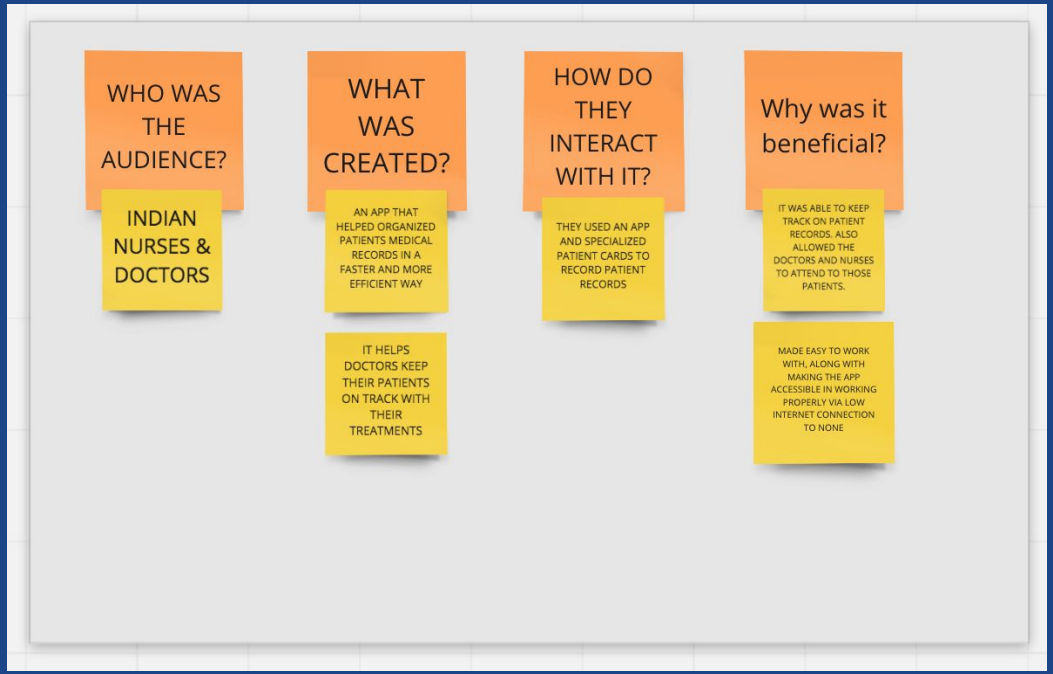
WEEK 5: KWHL TABLES

WHAT I KNOW?	WHAT DO I WANT TO KNOW?	HOW WILL I FIND OUT?	WHAT HAVE I LEARNED?
• THAT POLICE BRUTALITY IS AT AN ALL TIME HIGH • THAT POLICE BUDGET IS IN THE BILLIONS	• HOW TO PUT AN END TO POLICE BRUTALITY? • WAYS I CAN DO THAT	• USING THE INTERNET FOR RESEARCH.	• THAT PEOPLE DO NOT TRUST THE POLICE

WEEK 6: JOURNAL MAPPING

We had to watch a video in class and than discuss the following questions.

Who was the audience?
What was created?
How do they interact with it?
What was



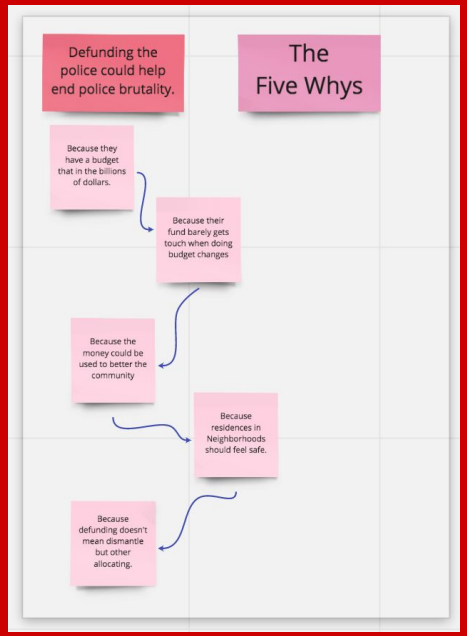
Week 7: Confusion

This week is where I really hit a dead end. With all the research I did; I still didn't have a good understand of my topic. I had to reconsider what I wanted to do and look at my topic in a new light.

WEEK 7: RE-EVALUATE MY IDEA

I revisited some of the exercises we did in class to see if I could finally come up with a concept for DeFunding the Police

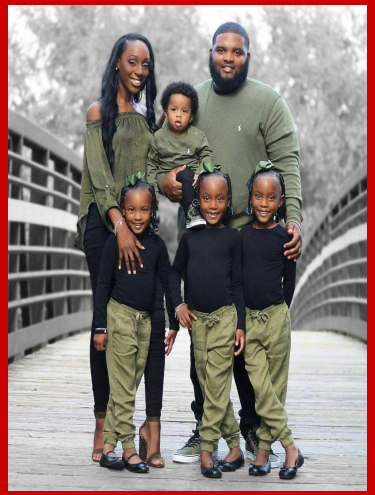
THE FIVE WHYS



In doing so I was able to really narrow down what I wanted to do and also who my new audience could be

I wanted my new audience to be individuals and families that could experience police brutalities because of the color of their skin

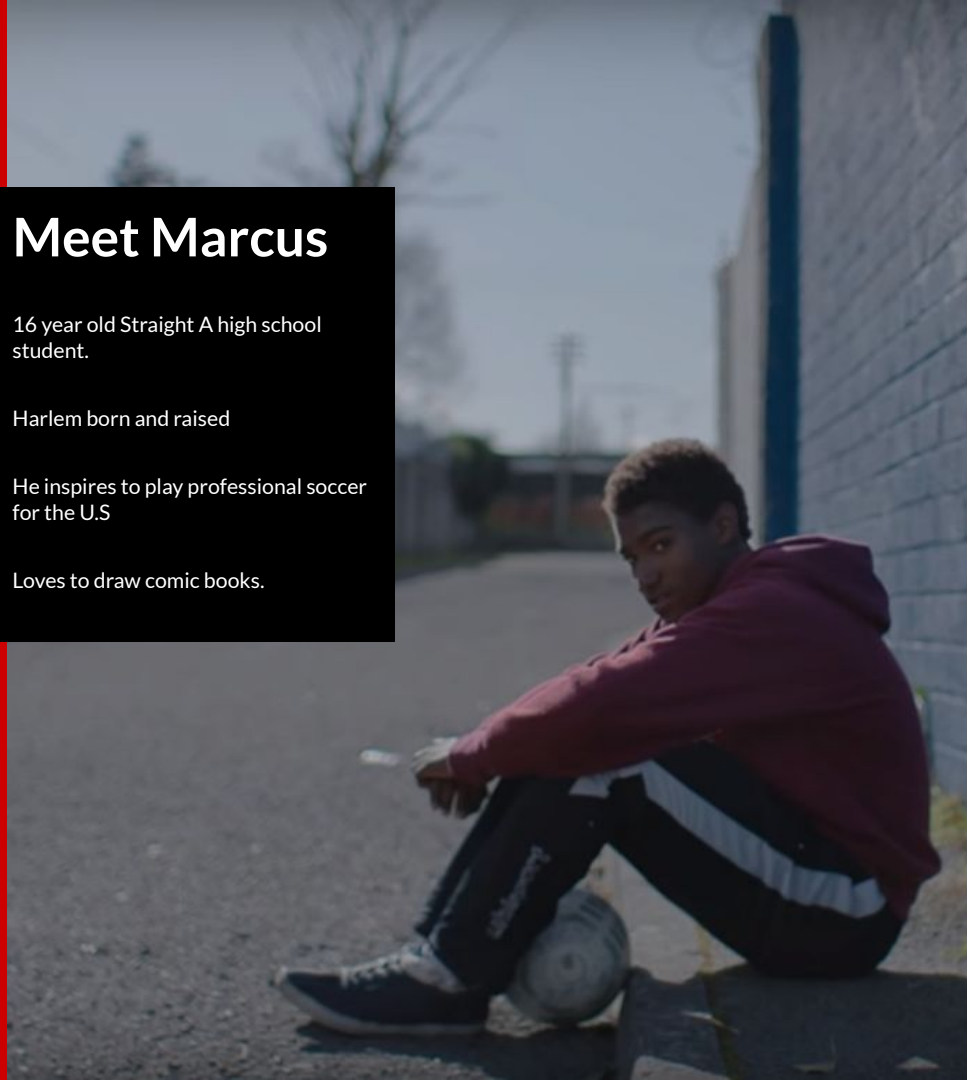
NEW AUDIENCE



Week 7: Re-evaluate my idea/Creating personas

I was able to create new personas to better understand what my concept was going to be

PERSONA # 1



Meet Marcus

16 year old Straight A high school student.

Harlem born and raised

He inspires to play professional soccer for the U.S

Loves to draw comic books.

WEEK 7: PERSONAS

PERSONA # 2

Meet Ashley

Elementary school teacher

Harlem born and raised

Love working with kids

WEEK 7: PERSONAS

PERSONA # 3

Meet Jamal

Small business owner

Harlem born and raised

Loving Husband and father to three children

PERSONA # 4

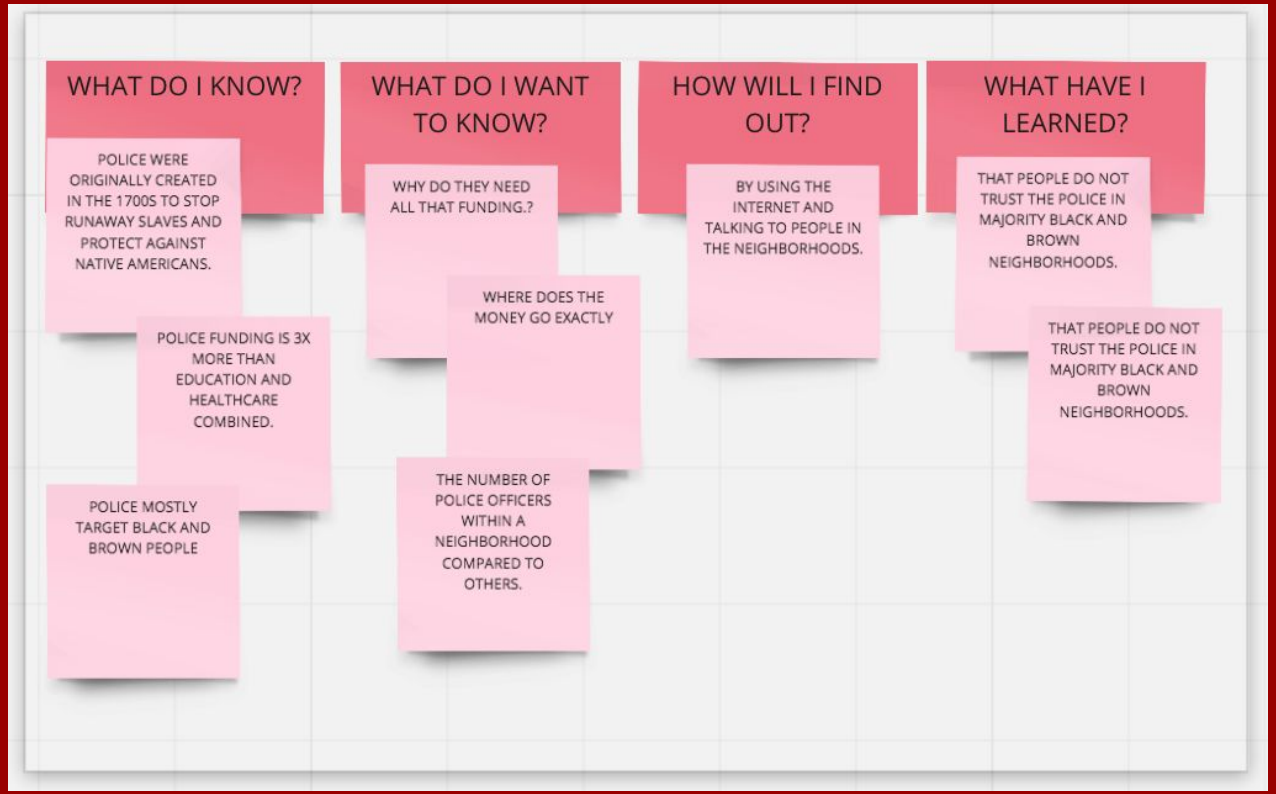
Meet Candice.

40 year old, Mom of two

Born and Raised in Harlem. Now raises her two children.

Registered nurse who loves to dance and cook for her family

Week 7: KWHL Table



Creating my new KWHL table I was able to really narrow down my topic and come up with a actualy concept

Week 7: Concept

Strategy Statement

I want to create a way to connect police officers and the neighborhoods they are policing by creating impact communities groups in the areas that are affected by police brutality. That allows each other to discuss ways such as how allocating police funding can better the community.

concept

Allocating some of police funding to create a section where its the same group of police officers patrolling the neighborhood

Having a group of actual residents and Police official over see how the community is responding

Allowing the same officers to continually familiarize themselves with the community would begin developing a relationship with the residents in the neighborhood

Week 7: Concept

Monthly meeting on any issues that residences and police could be having in the neighborhood

Neighborhood engagements that connect officers and residence.

Would could potentially lead to an online presence.

App

Where residence could connect with the officers in the neighborhood.

Staying informed on any changes the group and police officials may have.

Website

Taking it across the country for other states to begin the change.

Week 8: Creative Brief

background

Police brutality or excessive use of force by law enforcement can be legally defined as a civil rights violation, where law enforcement officers exercise undue or excessive force against a subject. It’s a ongoing issue in the United States that has yet to take action.

Objective

Bridge the gap between Police and the neighborhood they are policing by creating Community groups to hold conversations with Police officials. Also having the same officers patrol neighborhood

Week 8: Creative Brief

Audience

- ➔ Men & Women
- ➔ Spanish, Native American, and African American descent
- ➔ Ages 18-60

- ➔ Families that suffer from Police Brutality
- ➔ All incomes
- ➔ High school -College Level

Call to Action

LET MAKE A DIFFERENCE

Week 8: Creative Brief

Goals

My goals is to put an end to Police brutality by creating the conversation between residence and Police.

Deliverables

First by creating community groups that will be the voice of the neighborhoods. Which would lead to an app and website that could connect all people in the UNITED STATES.

Week 8: Presentation

Being able to present my idea after so much confusion was such a relief overwhelming amount of happiness

https://docs.google.com/presentation/d/1y-K8K_t4eCJj3gKoXgUQRa09tpceZnFcuPris5P8S4I/edit?usp=sharing

Week 9: Mission Statement

Our mission is to bring communities and police officials together to combat police brutality by creating residence committees that have official relations with the officers patrolling the neighborhood. By having monthly meetings We want to create safe and productive conversations on how to patrol and protect urban neighborhoods.

Week 10: Visuals

I begin to brainstorm on a name for my organization and what I want the visuals to be.I also changed my concept around a little to better understand how I want this message to broadcasted.

Week 10: New Concept

(New) Strategy Statement

We want to create neighborhood community groups to connect police officers and the neighborhoods they are protecting by creating a campaign to bring awareness to The Unity Project aim to end police brutality.

(NEW) CONCEPT

Allocating 1% of police funding to create neighborhood community groups that have direct relations with the police officals protecting the area.

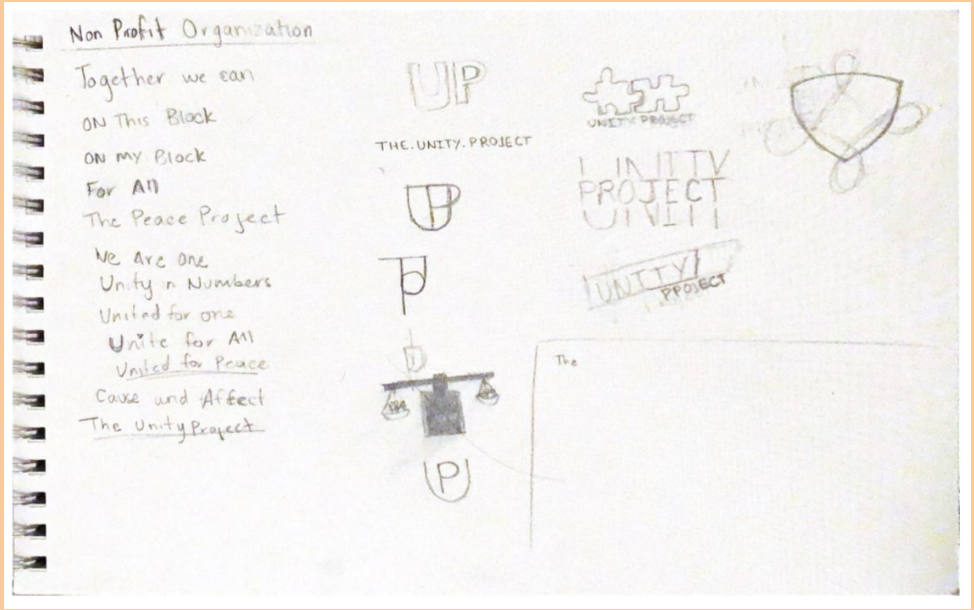
Creating a campaign to bring awareness to The Unity Projects plan to end police brutality.

Creating a website to allow individuals to become apart of that change

Week 10: Mission Statement (Revised)

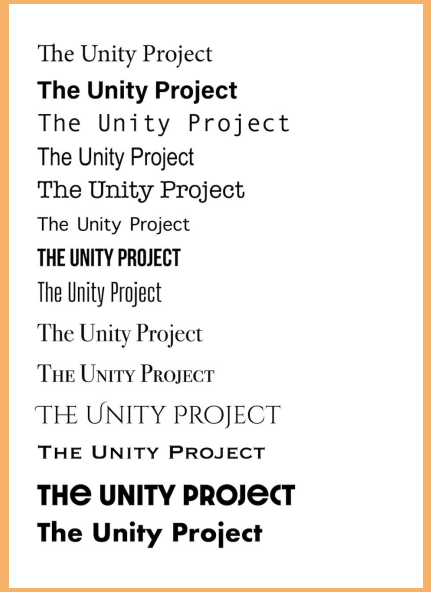
The Unity Project’s mission is to bring communities and police officials together to combat police brutality by allocating funds to create neighborhood community groups. By having weekly meetings with the officers patrolling the neighborhood we want to create safe and productive conversations on how to patrol and protect all neighborhoods.

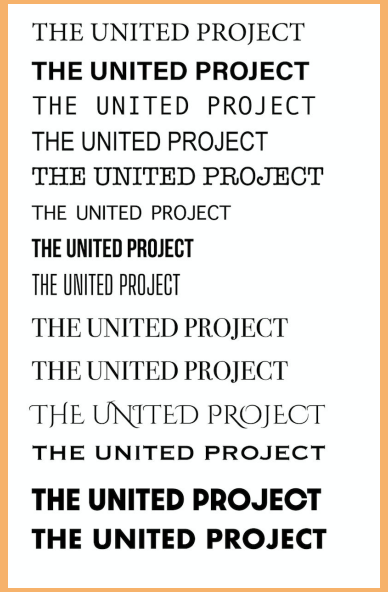
Week 10: Names & Logo Ideas



I start investigating different names and what I wanted for my non-profit organization to stand for. The one that stuck with me the most was The Unity Project.

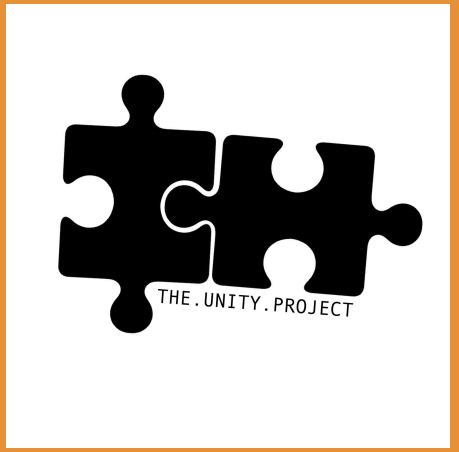
Week 11: Narrowing down idea





Began investigating different font ideas for the logo.

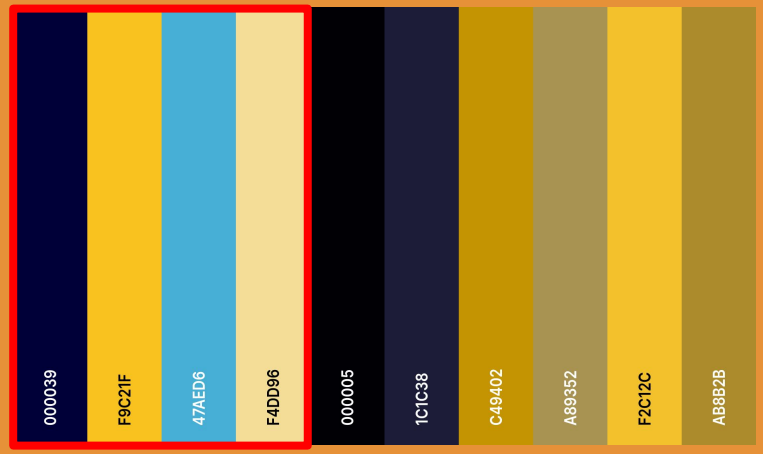
Week 12: Visuals & More



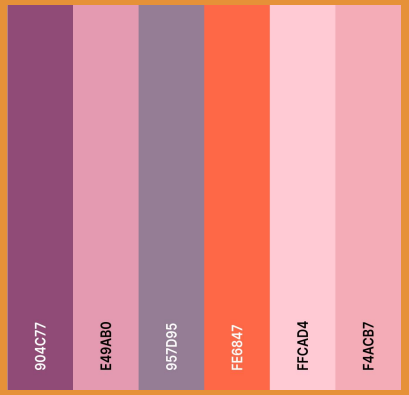
I begin creating my most appealing logos digitally

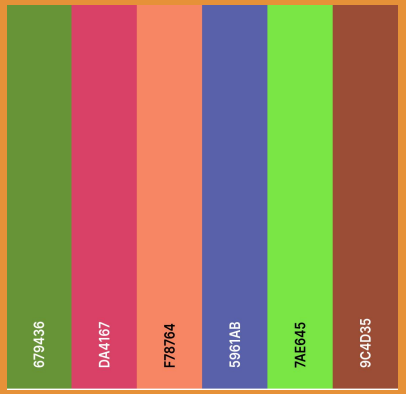
This way I can narrow down which one suits the message more.

Week 12: Visuals & More



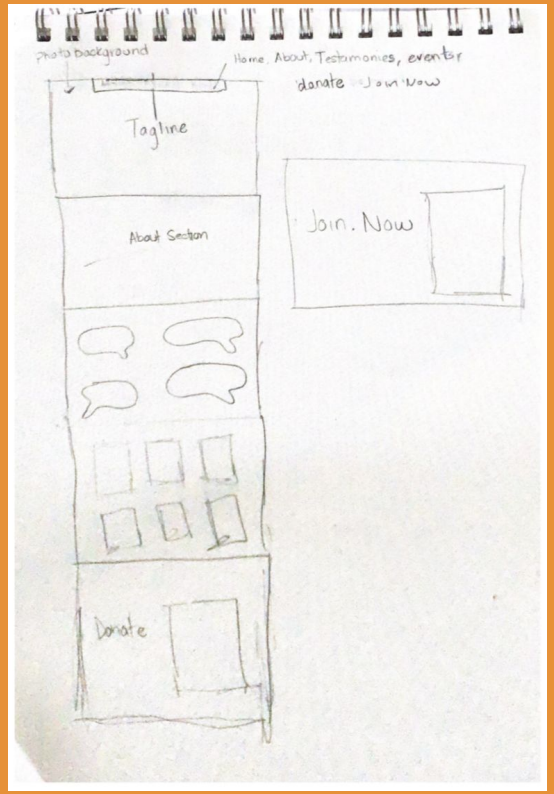
These 4 colors are the colors in the NYPD Logo



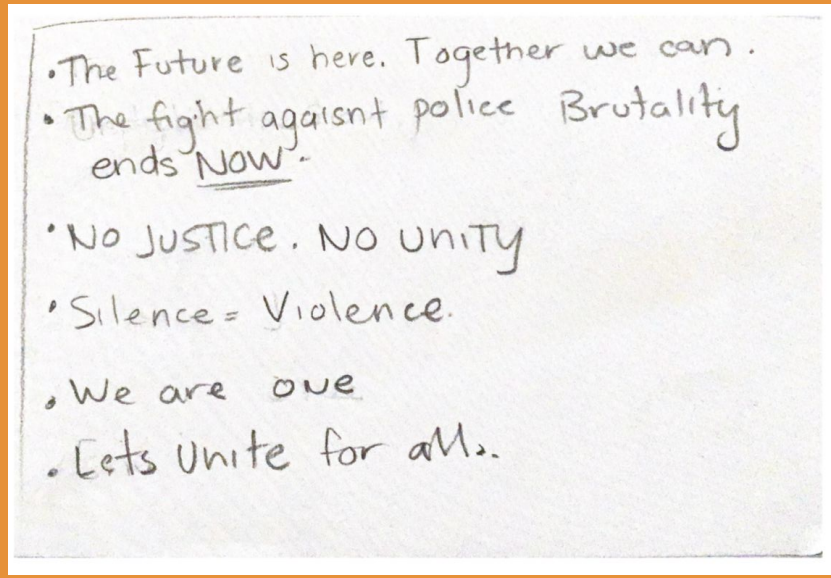


For the campaign and website I wanted to find colors that not only complemented the colors in the NYPD logo but also give a sense of peace

Week 12: Visuals & More



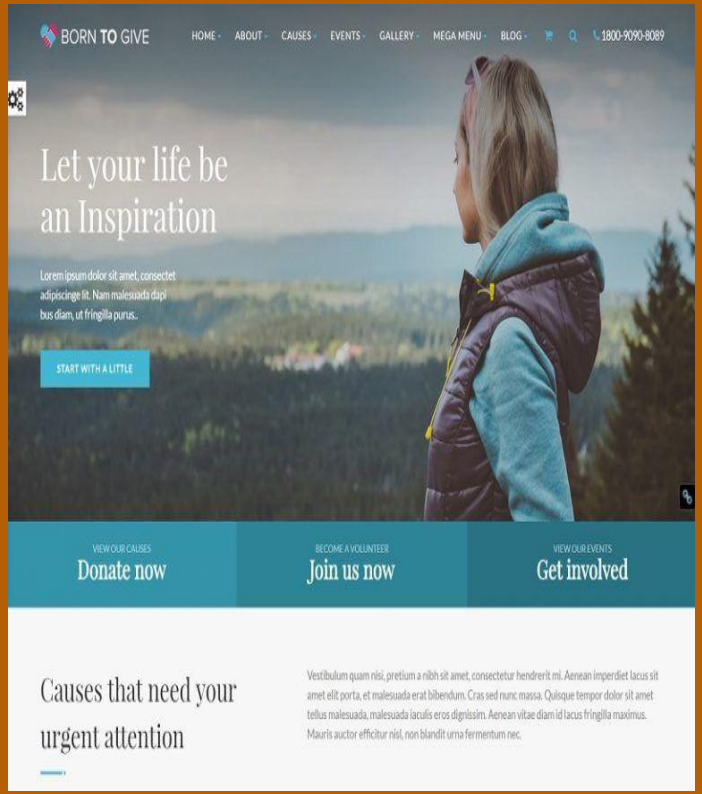
Different Tag lines for the campaign and the websites first page.

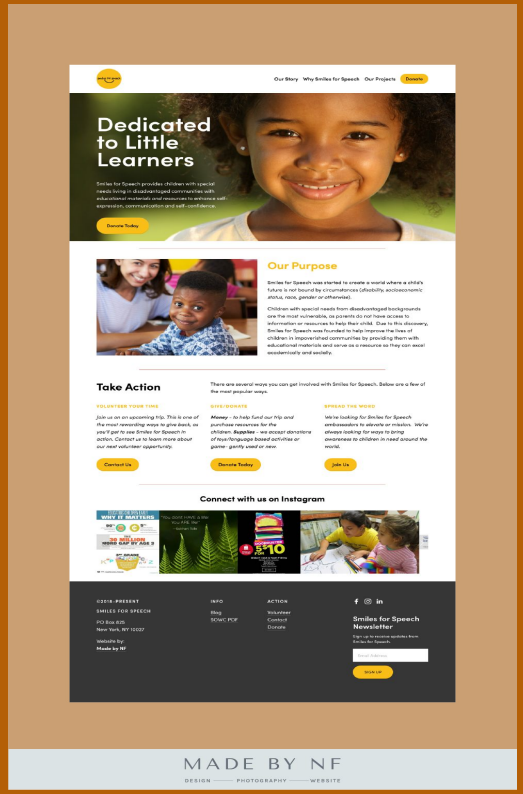


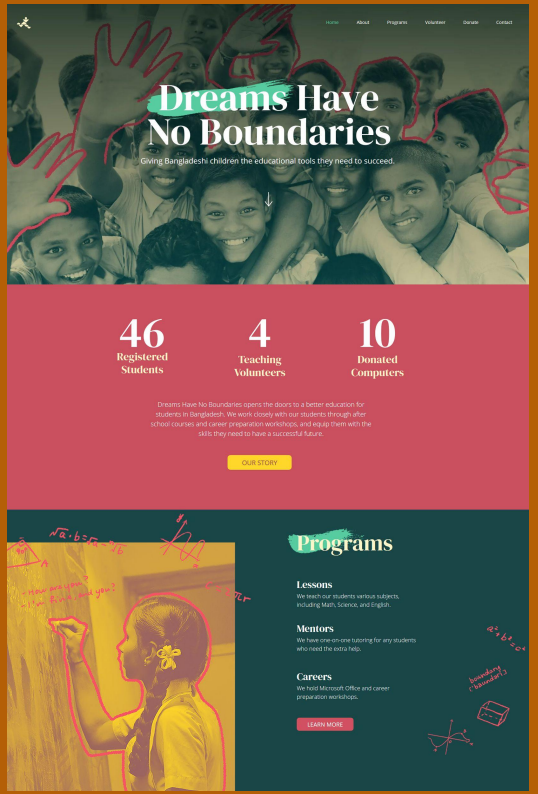
Week 13: Narrowing down the visuals & more

The finalized logo for The Unity Project

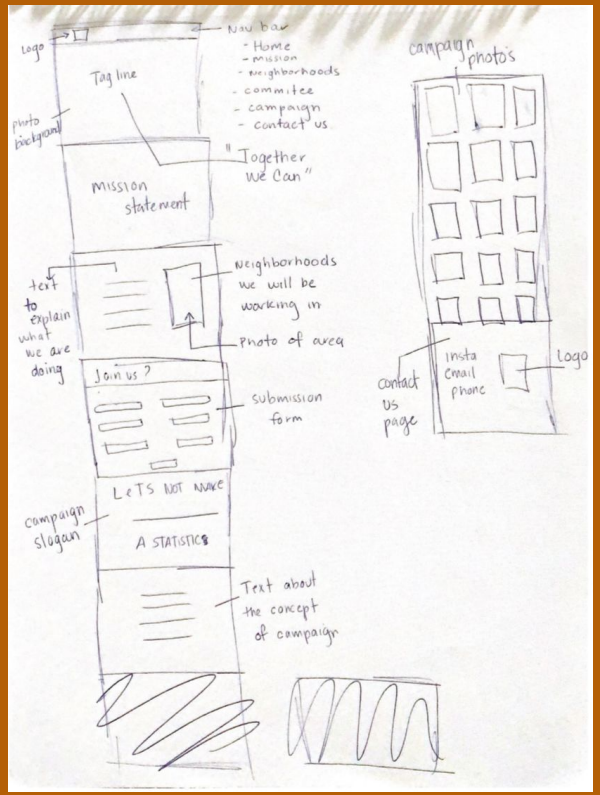
WEEK 13: INSPIRATION



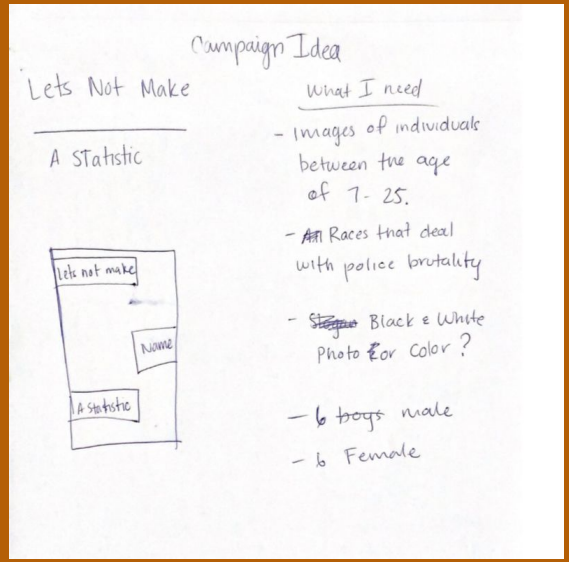




Week 13: Narrowing down the visuals & More



Finalizing the website design & the campaign idea & color options



WEEK 14: DELIVERABLES

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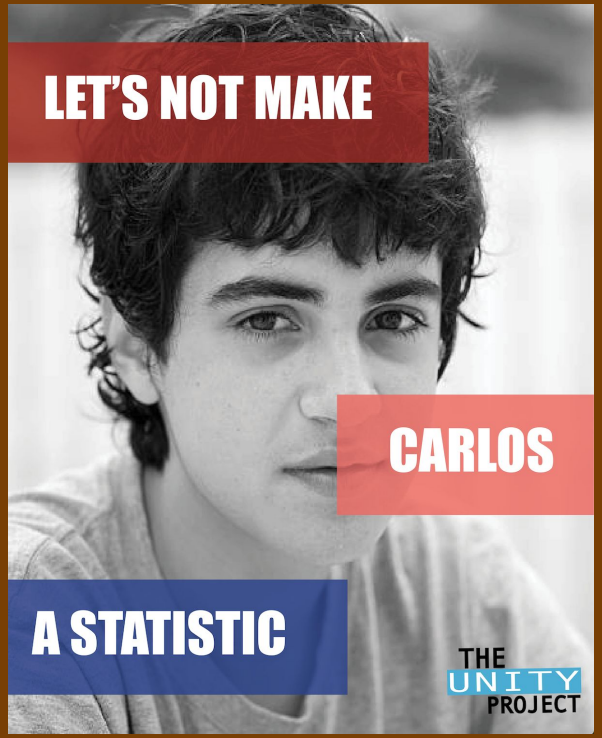

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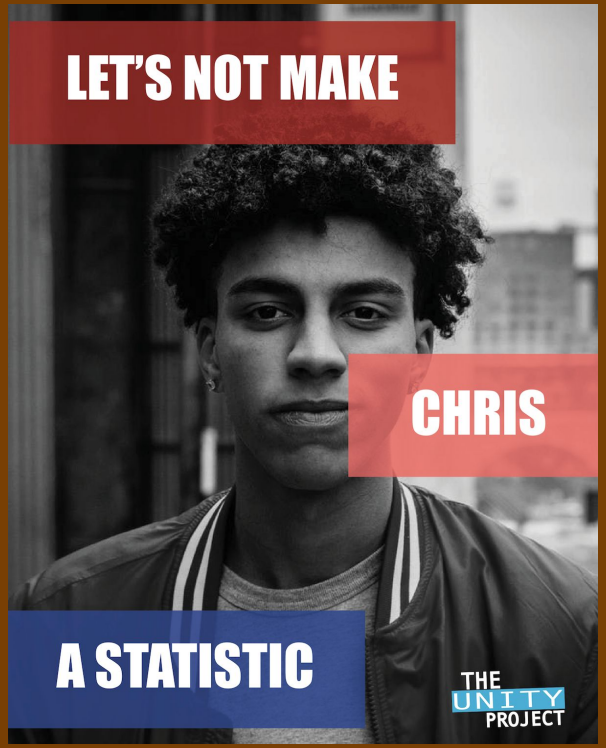

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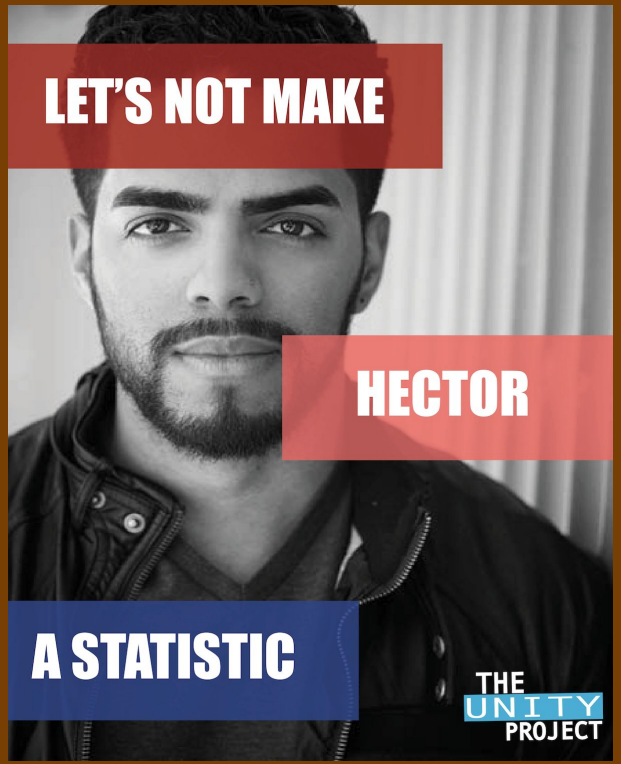
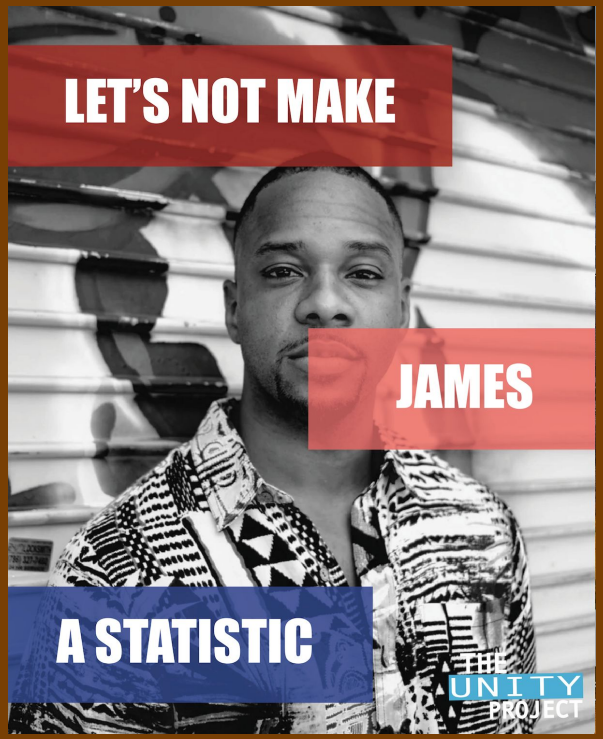
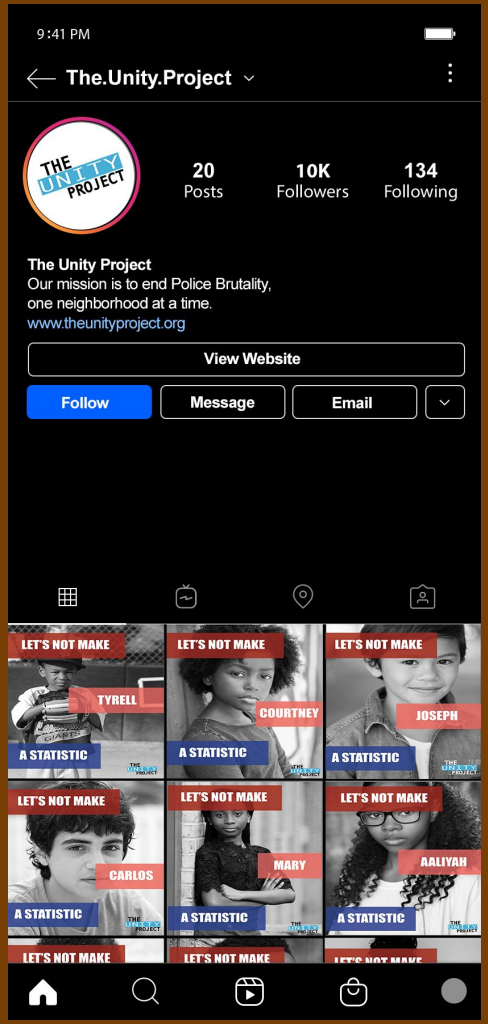




Week 14: Deliverables

The Unity Project's Instagram Profile



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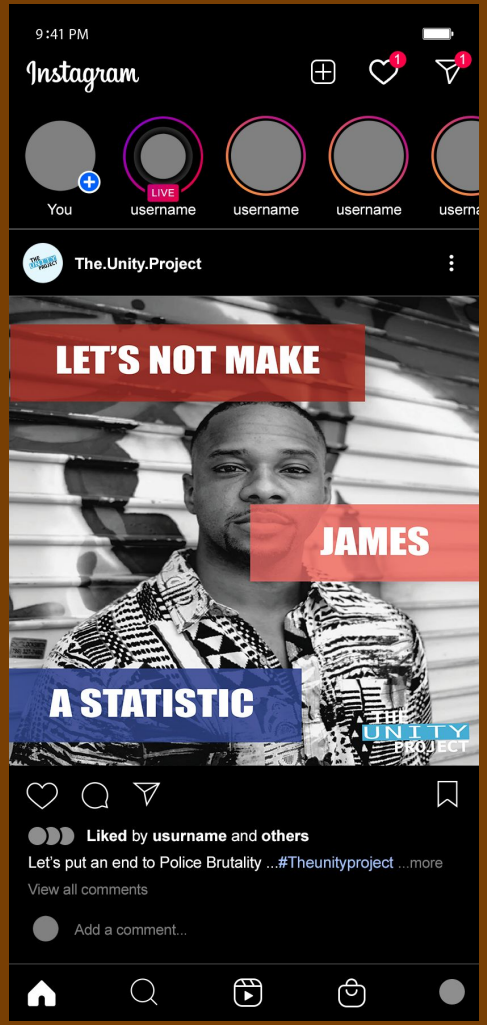

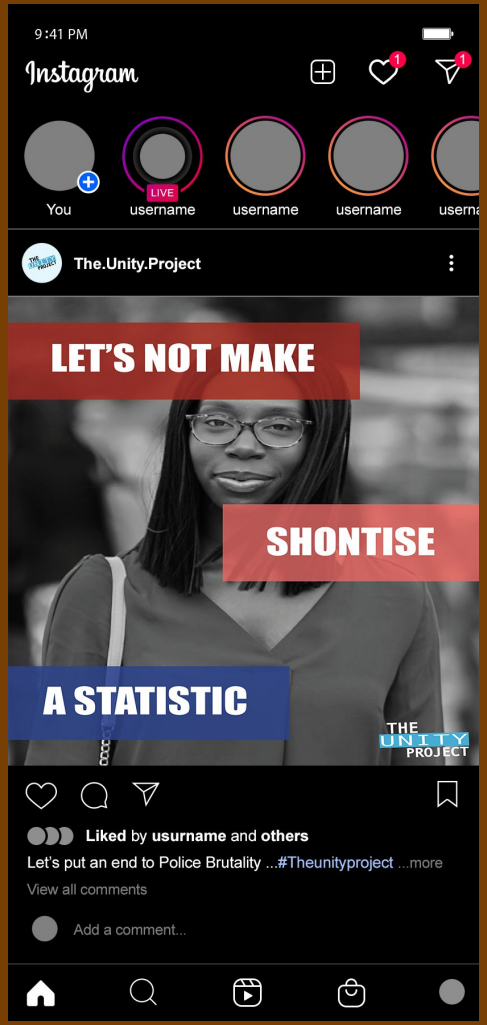

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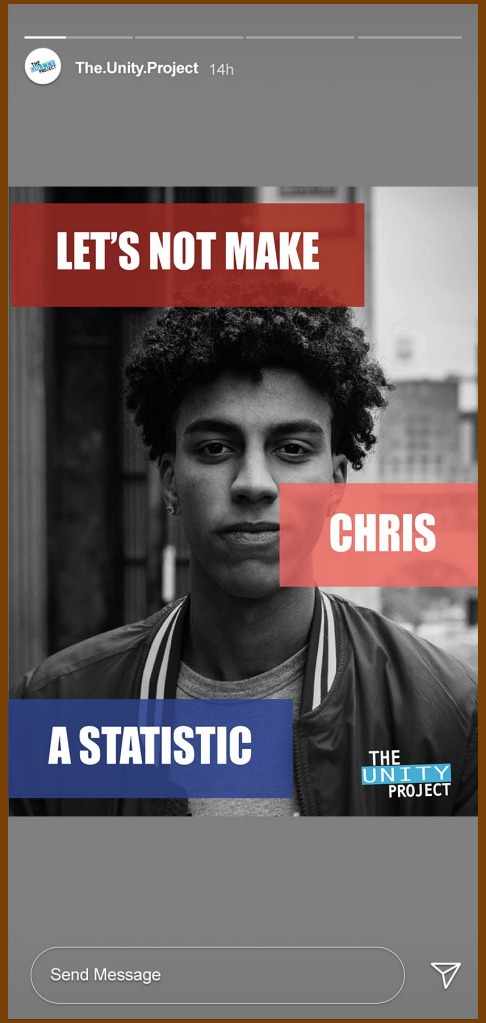

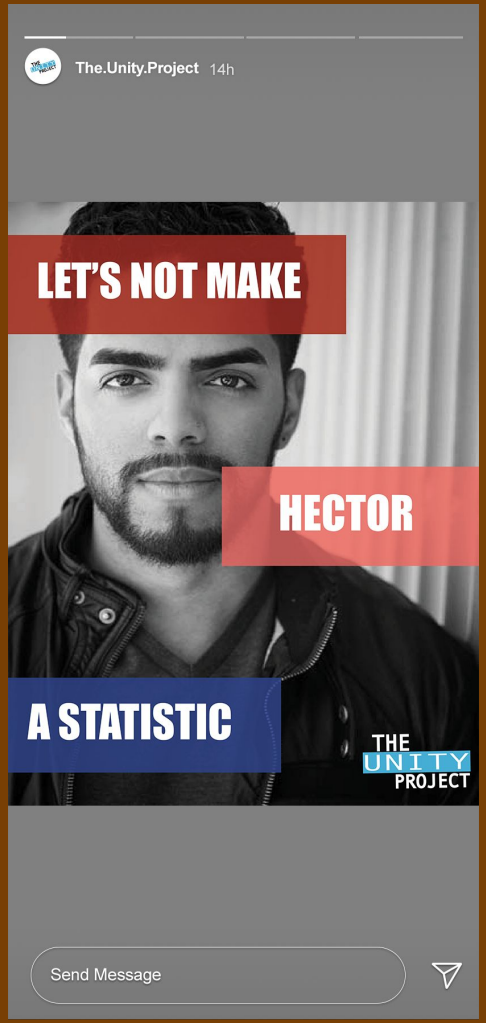

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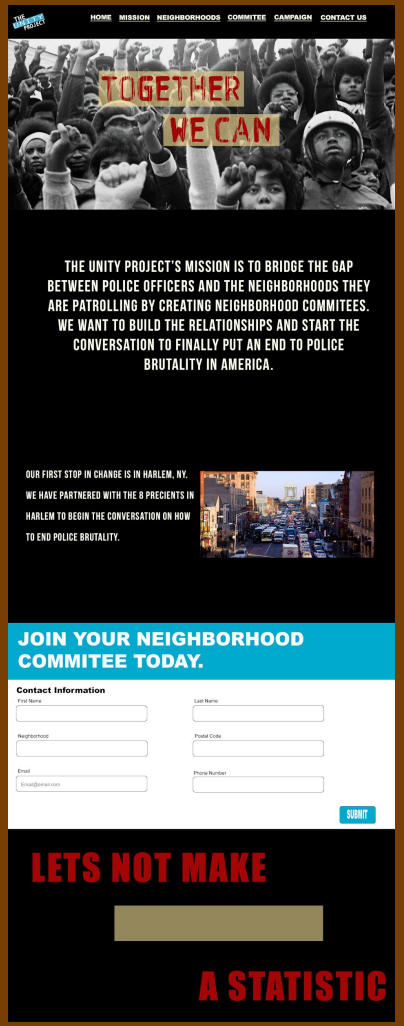
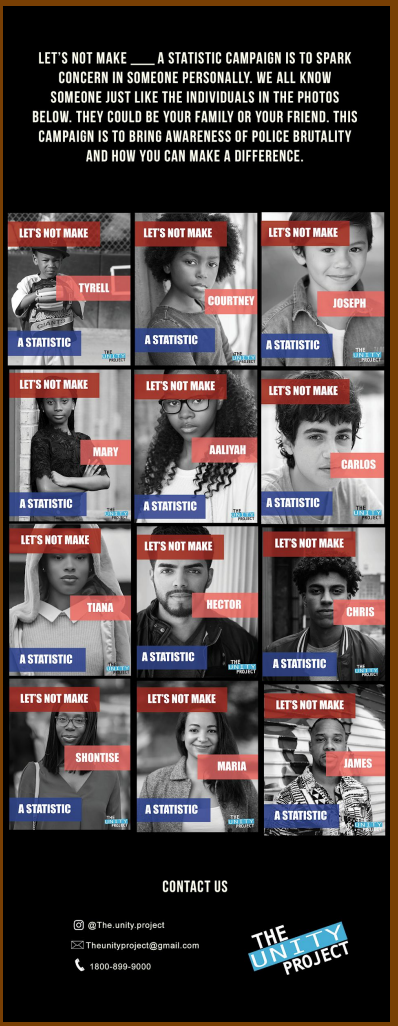




WEEK 14: DELIVERABLES

THE UNITY PROJECT'S MISSION IS TO BRIDGE THE GAP BETWEEN POLICE OFFICERS AND THE NEIGHBORHOODS THEY ARE PATROLLING BY CREATING NEIGHBORHOOD COMMITEES. WE WANT TO BUILD THE RELATIONSHIPS AND START THE CONVERSATION TO FINALLY PUT AN END TO POLICE BRUTALITY IN AMERICA.

WEEK 14: DELIVERABLES

OUR FIRST STOP IN CHANGE IS IN HARLEM, NY.
WE HAVE PARTNERED WITH THE 8 PRECIENTS IN HARLEM TO BEGIN THE CONVERSATION ON HOW TO END POLICE BRUTALITY.

JOIN YOUR NEIGHBORHOOD COMMITEE TODAY.

Contact Information

First Name

Last Name

Neighborhood

Postal Code

Email

Email@email.com

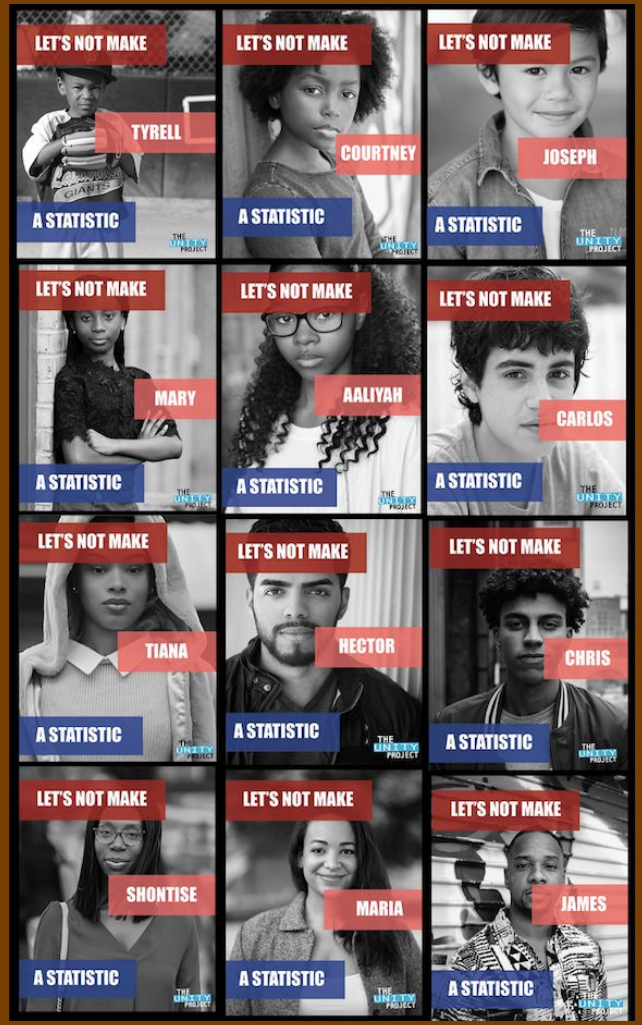
Phone Number

SUBMIT

WEEK 14: DELIVERABLES

LET'S NOT MAKE ___ A STATISTIC CAMPAIGN IS TO SPARK CONCERN IN SOMEONE PERSONALLY. WE ALL KNOW SOMEONE JUST LIKE THE INDIVIDUALS IN THE PHOTOS BELOW. THEY COULD BE YOUR FAMILY OR YOUR FRIEND. THIS CAMPAIGN IS TO BRING AWARENESS OF POLICE BRUTALITY AND HOW YOU CAN MAKE A DIFFERENCE.

WEEK 14: DELIVERABLES



CONTACT US

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