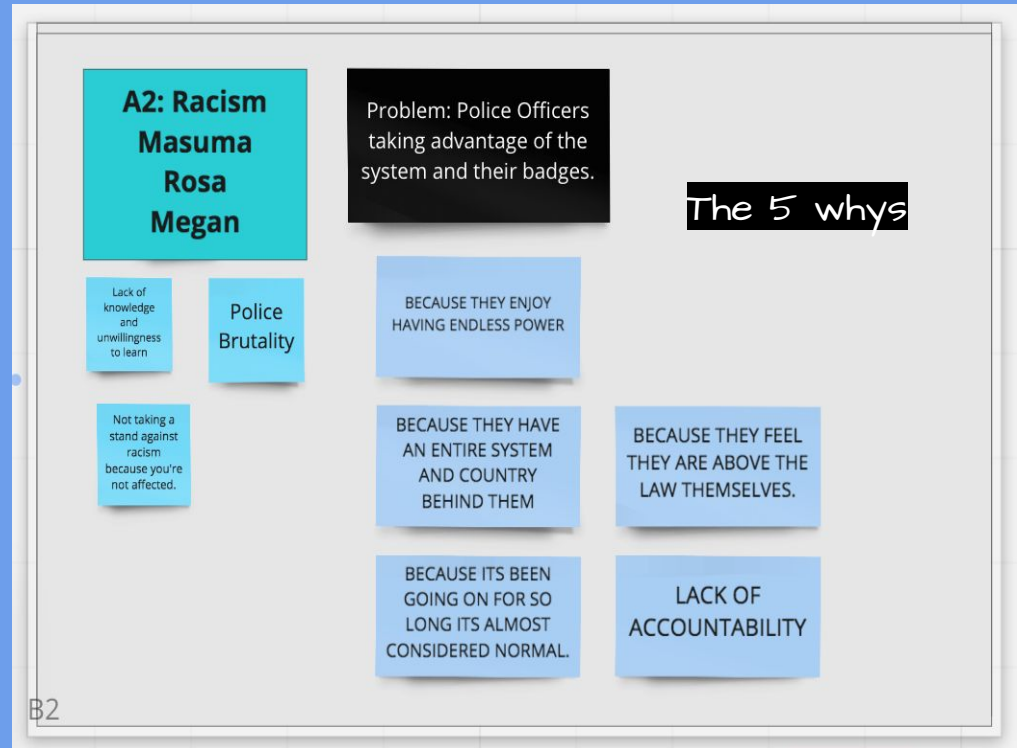


PROCESS BOOK

DESIGN STUDIO COMD 3701

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

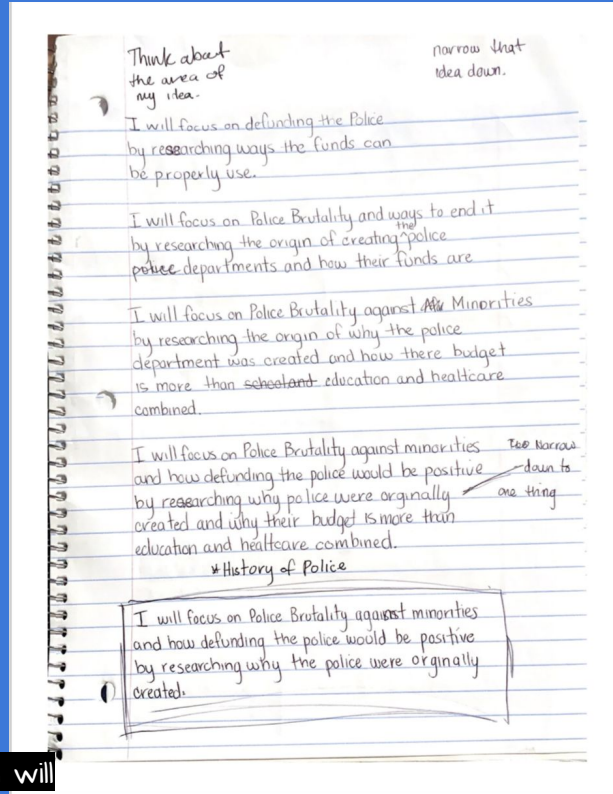
Here is where I started to think about what part of Police Brutality do I want to narrow down on. Which area did I want to tackle first.

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



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.

Policing in the US

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

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.

The watch system.

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

Centralized Municipal Police Department

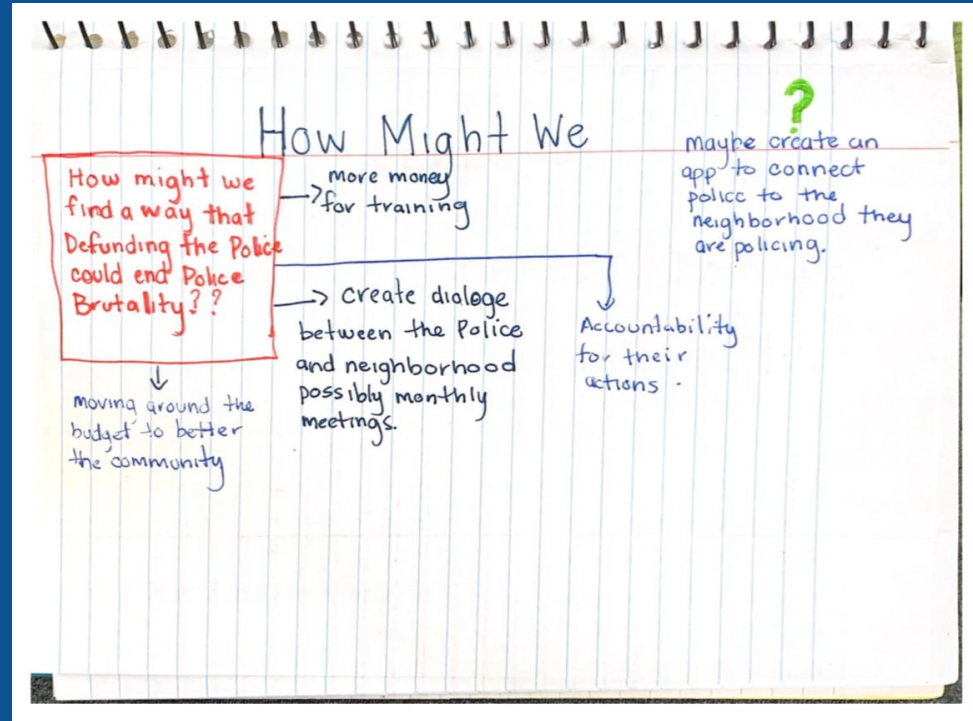
- Begin to form in the early 19th Century
 - Boston, 1838
 - New York City, 1845
 - Chicago, 1851
 - New Orleans, 1853
 - Cincinnati, 1853
 - Philadelphia, 1855
 - New Jersey, 1857
 - Baltimore, 1857
 - All major cities, By the 1800s

Jim Crow

Laws

WEEK 4: HOW MIGHT WE

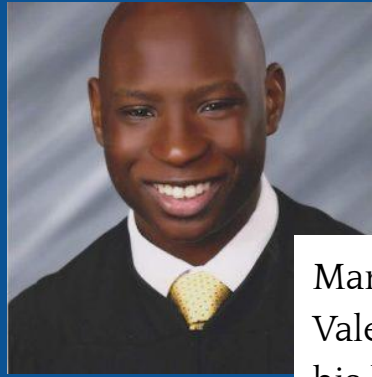
How might we find a way that Defunding the police could end Police Brutality?



WEEK 4: PERSONAS



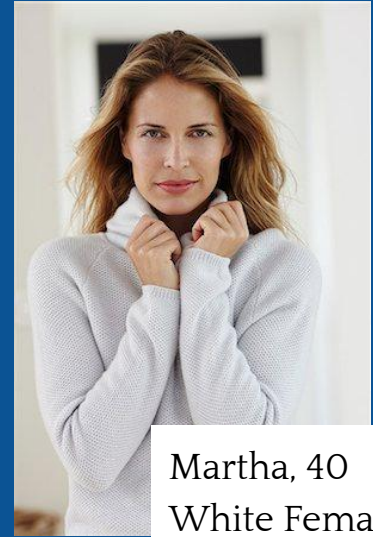
SHAWN, 21
White Male
Quarterback of
his college



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?

- THAT POLICE BRUTALITY IS AT AN ALL TIME HIGH
- THAT POLICE BUDGET IS IN THE BILLIONS

WHAT DO I WANT TO KNOW?

- HOW TO PUT AN END TO POLICE BRUTALITY?
- WAYS I CAN DO THAT

HOW WILL I FIND OUT?

- USING THE INTERNET FOR RESEARCH.

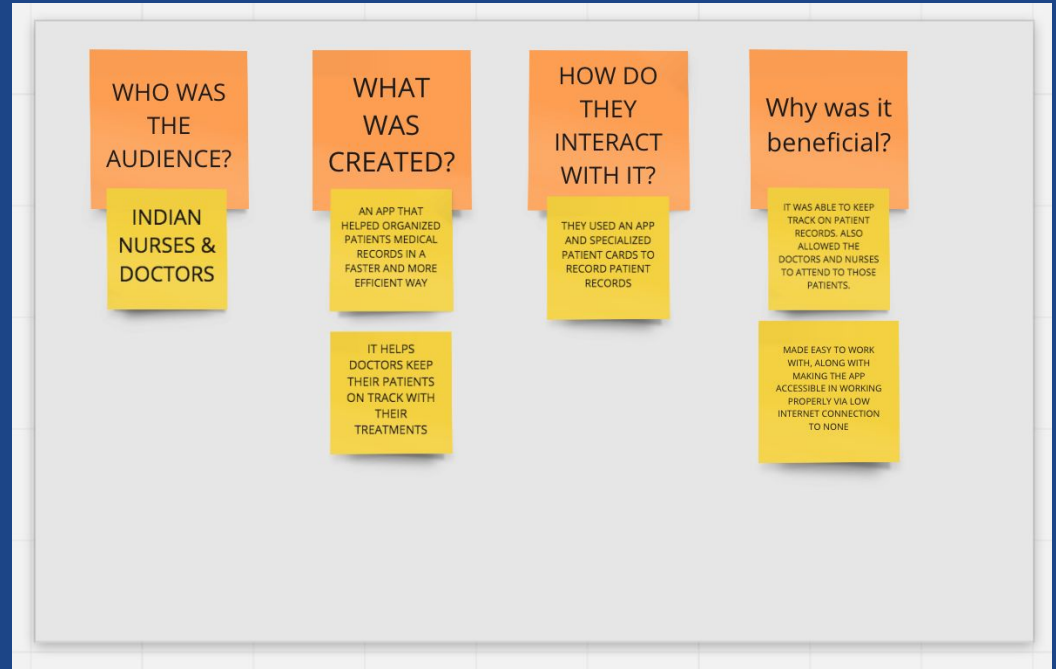
WHAT HAVE I LEARNED?

- THAT PEOPLE DO NOT TRUST THE POLICE

WEEK 6: JOURNAL MAPPING

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

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

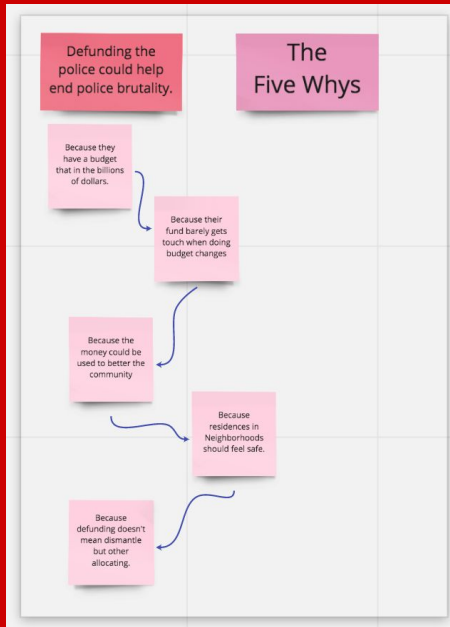


WEEK 7: CONFUSION

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

THE FIVE WHYS

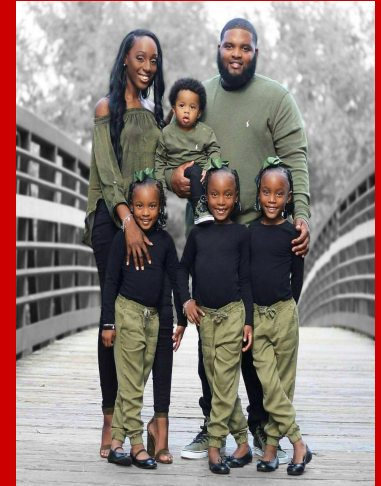


In doing so I was able to really narrow down what I wanted to do and also who my new audience could be

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

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

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

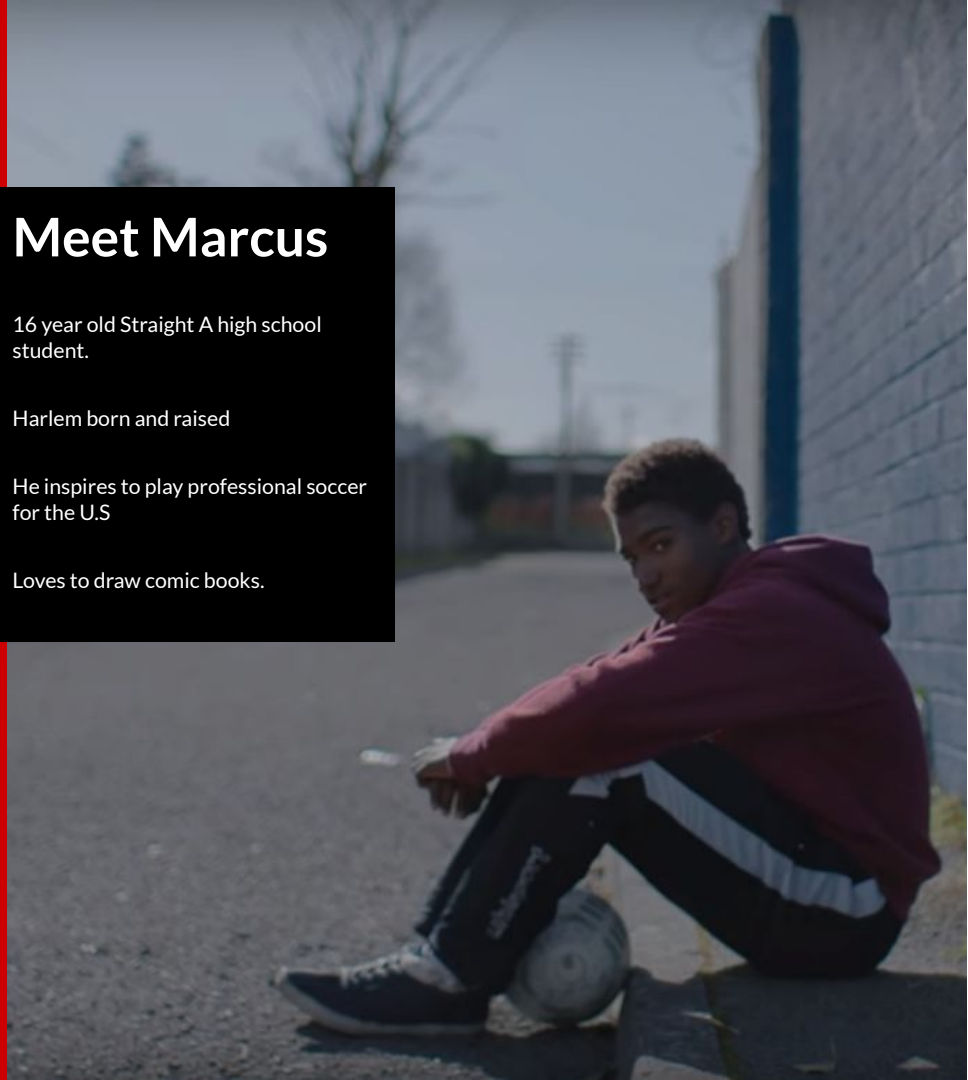
Meet Marcus

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.

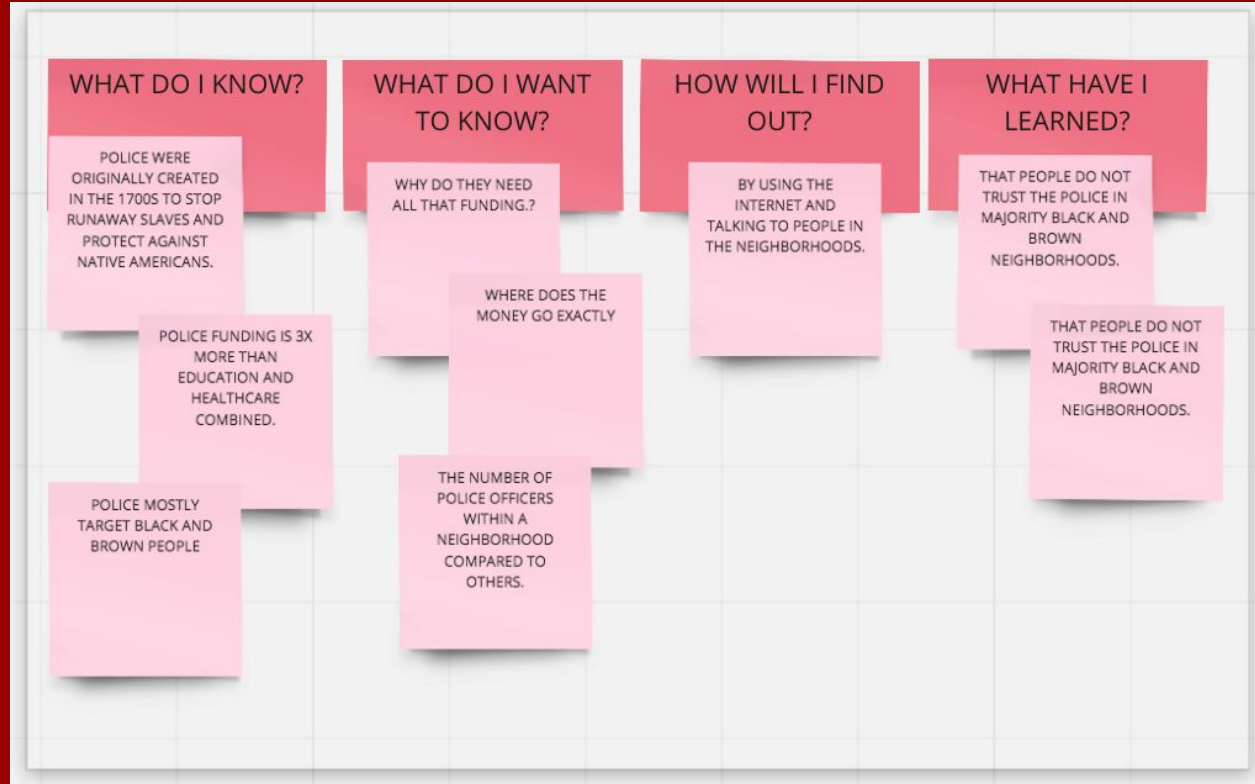
40 year old, Mom of two

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 goal 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 be 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 officials protecting the area.

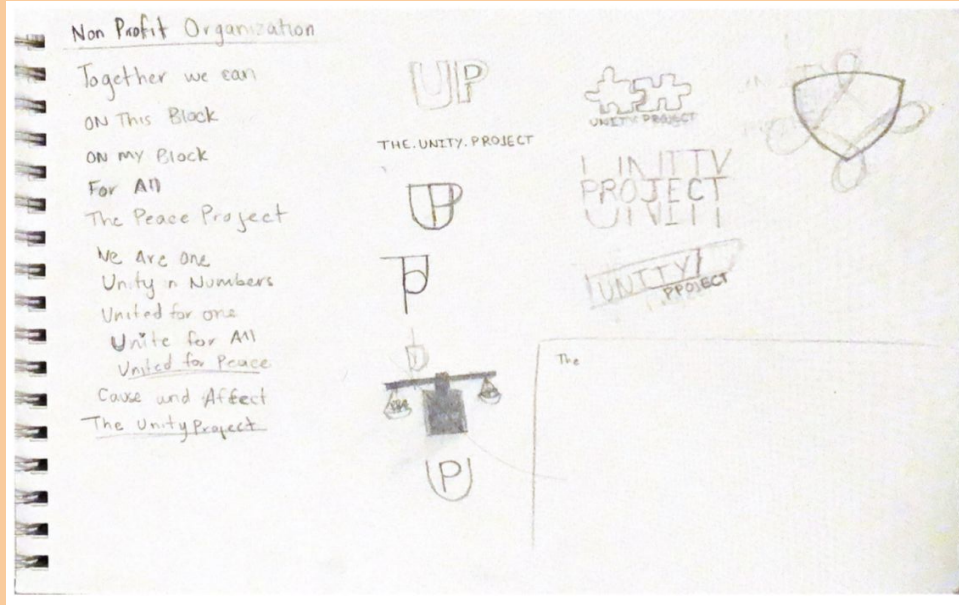
Creating a campaign to bring awareness to The Unity Projects plan to end police brutality.

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

The Unity Project
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THE.UNITY.PROJECT

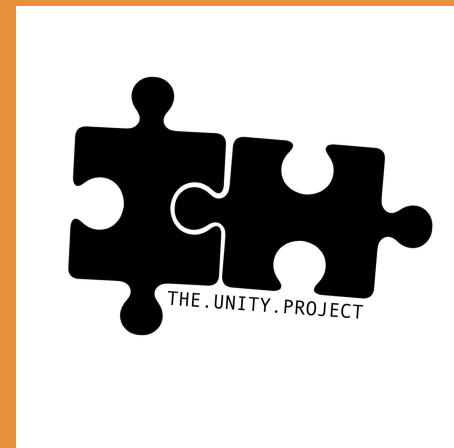
THE . UNITY . PROJECT

THE.UNITY.PROJECT

THE.UNITY.PROJECT

Began investigating
different font
ideas for the logo.

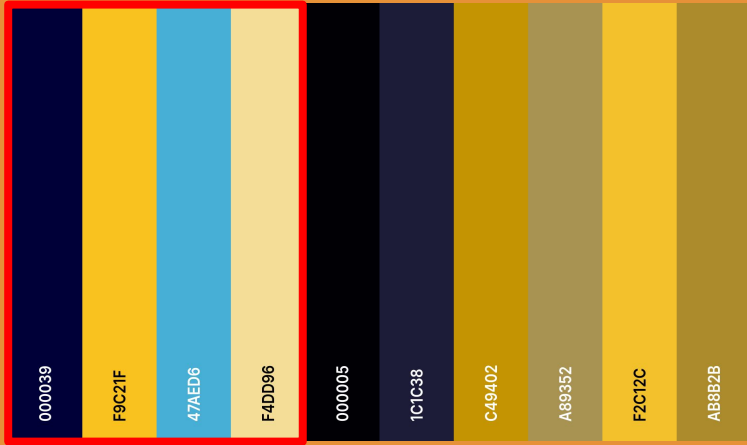
WEEK 12: VISUALS & MORE



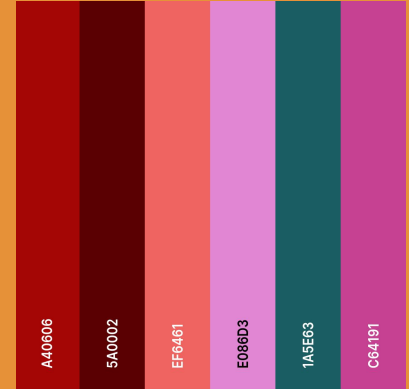
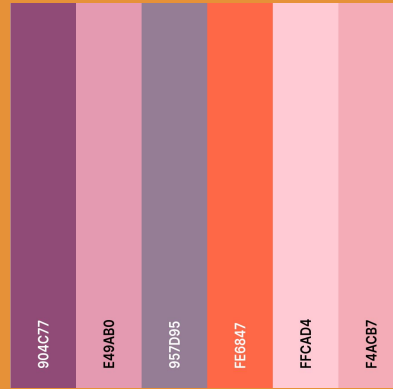
I begin creating my most appealing logos digitally

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

WEEK 12: VISUALS & MORE

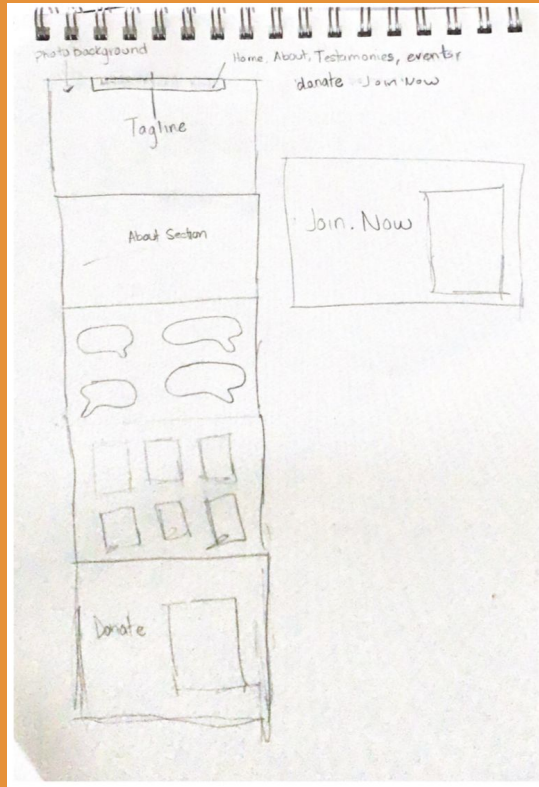


These 4 colors
are the colors in
the NYPD Logo



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.

- The Future is here. Together we can.
- The fight against police Brutality ends Now.
- No JUSTICE. NO UNITY
- Silence = Violence.
- We are one
- Lets Unite for all.

WEEK 13: NARROWING DOWN THE VISUALS & MORE

The finalized logo for The Unity Project



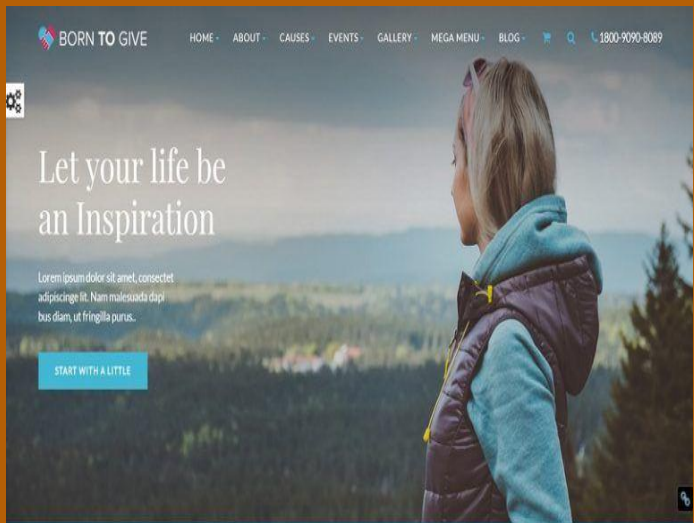
THE
UNITY
PROJECT

The logo consists of the word 'THE' in black, bold, sans-serif font at the top. Below it, the word 'UNITY' is written in white, bold, sans-serif font inside a light blue rectangular bar. At the bottom, the word 'PROJECT' is written in black, bold, sans-serif font. The entire logo is tilted at an angle.

THE
UNITY
PROJECT

This is an identical copy of the logo described above, positioned to the right of the first one.

WEEK 13: INSPIRATION



Let your life be an Inspiration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada dapibus diam, ut fringilla purus.

START WITH A LITTLE

VIEW OUR CAUSES

Donate now

BECOME A VOLUNTEER

Join us now

VIEW OUR EVENTS

Get involved

Causes that need your urgent attention

Vestibulum quam nisi, pretium a nibh sit amet, consectetur hendrerit mi. Amene imperdiet lacus sit amet elit porta, et malesuada erat bibendum. Cras sed nunc massa. Quisque tempor dolor sit amet tellus malesuada, malesuada lacus eros dignissim. Aenean in tae diam id lacus fringilla maximus. Mauris auctor efficitur nisi, non blandit urna fermentum nec.

01

Dedicated to Little Learners

Teachers for Speech provides children with special needs high-quality, individualized instruction with individualized materials and resources to enhance and improve communication and self-confidence.

Our Purpose

Teachers for Speech was formed to create a world where all children have an equal opportunity to succeed. Our purpose is to provide the tools and resources that children need to be successful in school and in life. We are committed to providing the best possible educational experience for all children, regardless of their abilities or disabilities.

Take Action

There are several ways you can get involved with Teachers for Speech. Below are a few of the most popular ways:

- Volunteer Your Time**: Join us on an upcoming trip. This is one of the most rewarding ways to give back, and you'll get to see firsthand the impact of our work. Contact us to learn more about our next volunteer opportunity.
- Spread the Word**: We're looking for Teachers for Speech ambassadors to promote our mission. We're always looking for ways to bring awareness to children in need around the world.

Connect with us on Instagram

TEACHERS FOR SPEECH

103 Blue Ave.
New York, NY 10001

Website by [Mauve & Co](#)

TEACH FOR SPEECH
Blog
FORUM PDF
CONTACT

Instagram
Facebook
Twitter

Smiling for Speech Newsletter

Sign up for our newsletter to receive updates on our work and how you can help.

MADE BY NF
DESIGN — PHOTOGRAPHY — WEBSITE

Dreams Have No Boundaries

Giving Bangladeshi children the educational tools they need to succeed.

46 Registered Students

4 Teaching Volunteers

10 Donated Computers

Dreams Have No Boundaries opens the doors to a better education for students in Bangladesh. We work closely with our students through after-school courses and career preparation workshops, and equip them with the skills they need to have a successful future.

OUR STORY

Programs

Lessons
We teach our students various subjects, including Math, Science, and English.

Mentors
We have one-on-one tutoring for any students who need the extra help.

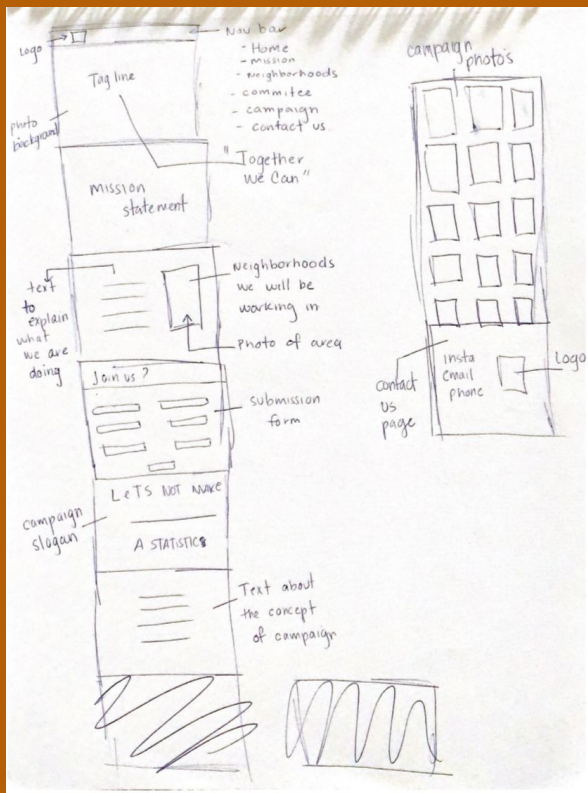
Careers
We host Microsoft Office and career preparation workshops.

LEARN MORE

02

WEEK 13: NARROWING DOWN THE VISUALS & MORE

Finalizing the website design & the campaign idea & color options



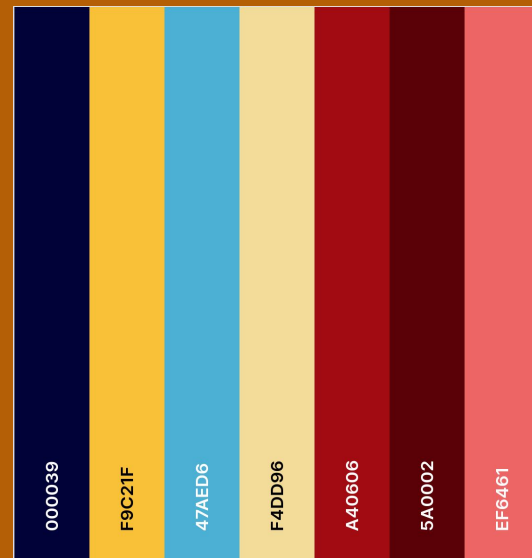
Campaign Idea

Let's Not Make
A Statistic

What I need

- Images of individuals between the age of 7-25.
- ~~All~~ Races that deal with police brutality
- ~~Stage~~ Black & White Photo for Color?
- 6 boys male
- 6 Female

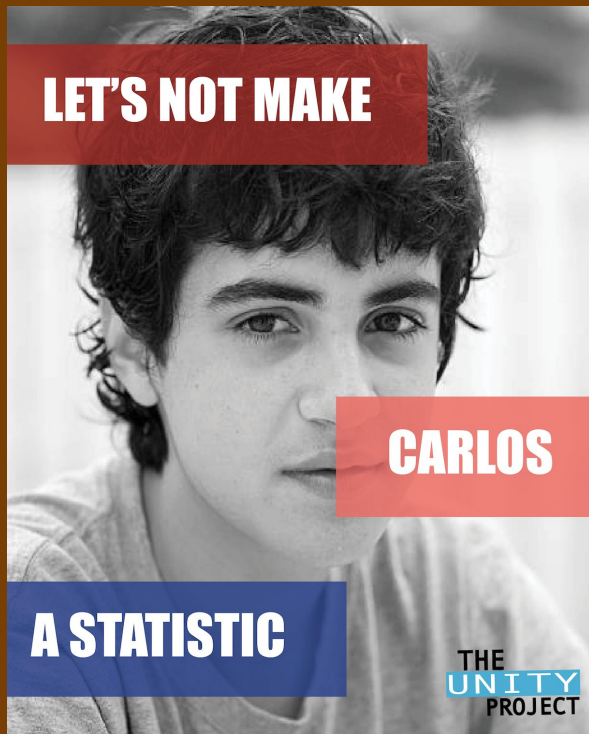
A small hand-drawn diagram of a page layout. It shows a rectangular box divided into three horizontal sections. The top section is labeled "Let's not make", the middle section is labeled "None", and the bottom section is labeled "A statistic".



WEEK 14: DELIVERABLES



WEEK 14: DELIVERABLES



LET'S NOT MAKE

CARLOS

A STATISTIC

THE
UNITY
PROJECT

A black and white portrait of a young man with dark, curly hair, looking slightly to the right. The image is overlaid with three semi-transparent colored boxes: a red box at the top left with the text 'LET'S NOT MAKE', a red box in the middle right with the name 'CARLOS', and a blue box at the bottom left with the text 'A STATISTIC'. The logo for 'THE UNITY PROJECT' is in the bottom right corner.



LET'S NOT MAKE

MARY

A STATISTIC

THE
UNITY
PROJECT

A black and white portrait of a young woman with braided hair, wearing a dark lace top, leaning against a brick wall with her arms crossed. The image is overlaid with three semi-transparent colored boxes: a red box at the top left with the text 'LET'S NOT MAKE', a red box in the middle right with the name 'MARY', and a blue box at the bottom left with the text 'A STATISTIC'. The logo for 'THE UNITY PROJECT' is in the bottom right corner.



LET'S NOT MAKE

AALIYAH

A STATISTIC

THE
UNITY
PROJECT

A black and white portrait of a young woman with curly hair and glasses, wearing a white top. The image is overlaid with three semi-transparent colored boxes: a red box at the top left with the text 'LET'S NOT MAKE', a red box in the middle right with the name 'AALIYAH', and a blue box at the bottom left with the text 'A STATISTIC'. The logo for 'THE UNITY PROJECT' is in the bottom right corner.

WEEK 14: DELIVERABLES

LET'S NOT MAKE

CHRIS

A STATISTIC

THE
UNITY
PROJECT

LET'S NOT MAKE

MARIA

A STATISTIC

THE
UNITY
PROJECT

LET'S NOT MAKE

TIANA

A STATISTIC

THE
UNITY
PROJECT

WEEK 14: DELIVERABLES

LET'S NOT MAKE

SHONTISE

A STATISTIC

THE
UNITY
PROJECT

LET'S NOT MAKE

HECTOR

A STATISTIC

THE
UNITY
PROJECT

LET'S NOT MAKE

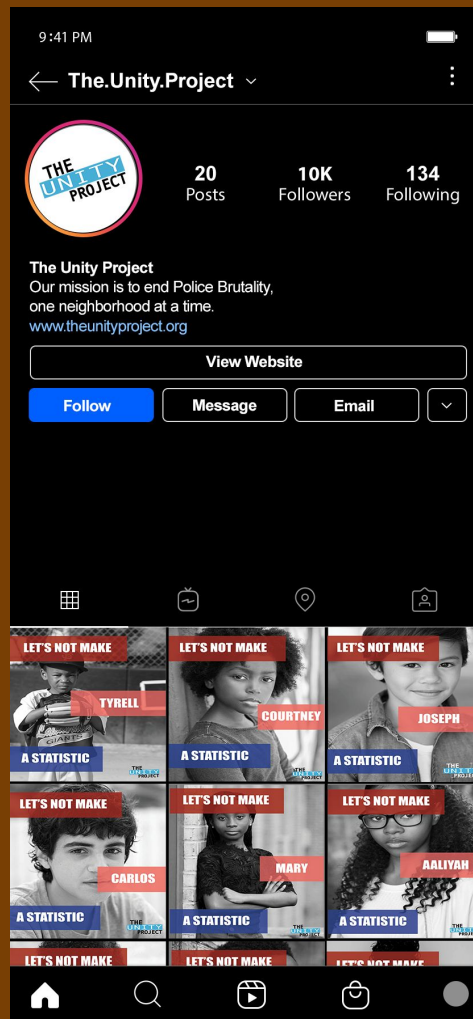
JAMES

A STATISTIC

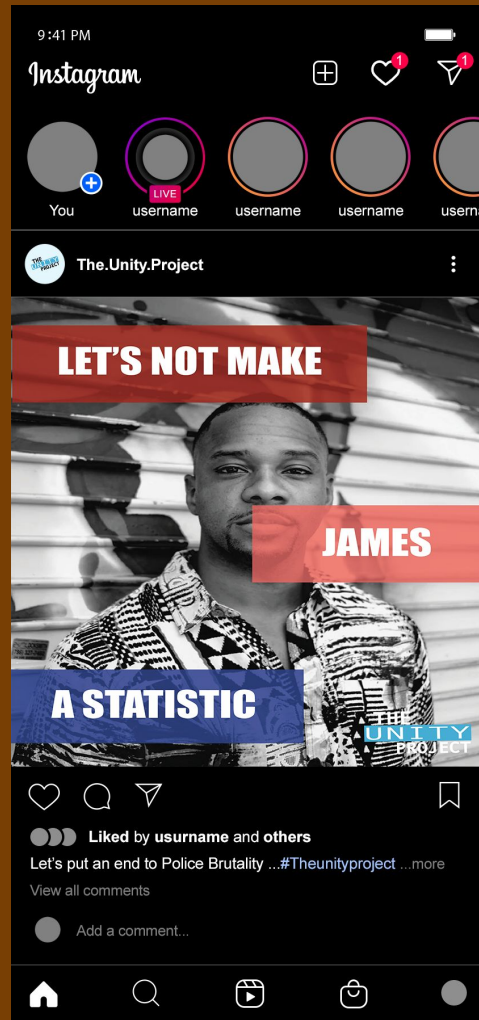
THE
UNITY
PROJECT

WEEK 14: DELIVERABLES

The Unity Project's Instagram Profile



WEEK 14: DELIVERABLES



WEEK 14: DELIVERABLES

The.Unity.Project 14h

LET'S NOT MAKE

CHRIS

A STATISTIC

THE UNITY PROJECT

Send Message

The.Unity.Project 14h

LET'S NOT MAKE

TIANA

A STATISTIC

THE UNITY PROJECT

Send Message

The.Unity.Project 14h

LET'S NOT MAKE

HECTOR

A STATISTIC

THE UNITY PROJECT

Send Message

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 COMMITTEES. WE WANT TO BUILD THE RELATIONSHIPS AND START THE CONVERSATION TO FINALLY PUT AN END TO POLICE BRUTALITY IN AMERICA.

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



JOIN YOUR NEIGHBORHOOD COMMITTEE TODAY.

Contact Information

| | |
|------------------------------------|------------------------------------|
| First Name: <input type="text"/> | Last Name: <input type="text"/> |
| Neighborhood: <input type="text"/> | Postal Code: <input type="text"/> |
| Email: <input type="text"/> | Phone Number: <input type="text"/> |

SUBMIT

LET'S NOT MAKE

A STATISTIC

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.



CONTACT US

@The.unity.project
Theunityproject@gmail.com
1800-899-9000

THE
UNITY
PROJECT

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 COMMITTEES. WE WANT TO BUILD THE RELATIONSHIPS AND START THE CONVERSATION TO FINALLY PUT AN END TO POLICE BRUTALITY IN AMERICA.

WEEK 14: DELIVERABLES

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WE HAVE PARTNERED WITH THE 8 PRECINCTS 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

Phone Number

SUBMIT

WEEK 14: DELIVERABLES

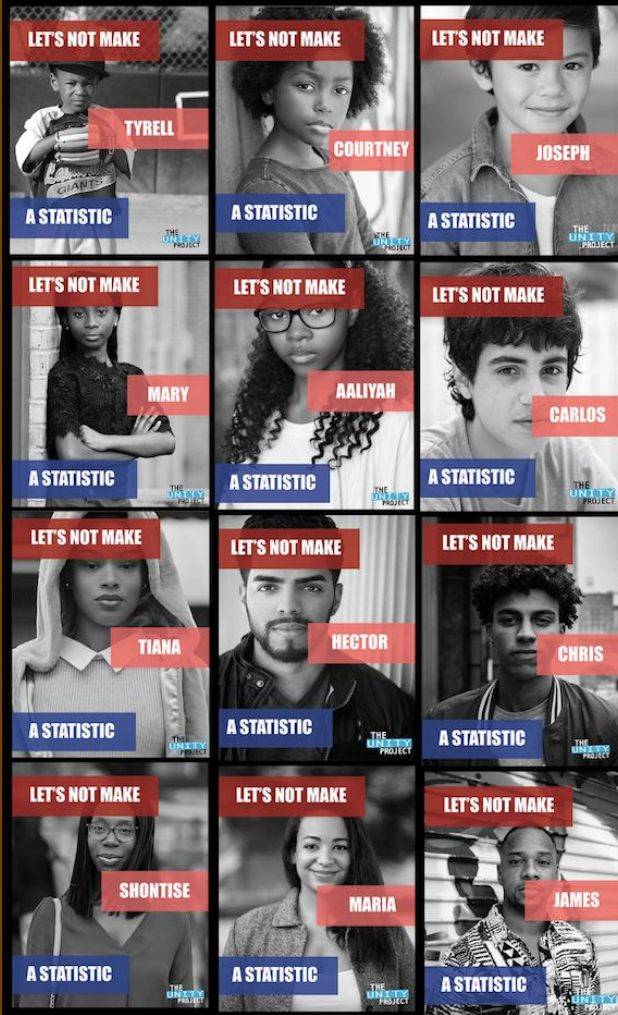
LET'S NOT MAKE



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WEEK 14: DELIVERABLES



CONTACT US

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 1800-899-9000

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