

# VICTORIA GERSON

1332-1571

Graphic Design

Thesis Portfolio

Jarrod Elrod

# Artist Statement

With an awareness of the power of design, and the power of my own voice and privilege, I believe in my ability and responsibility to have a socially conscious design practice. I am motivated to move beyond simply making work that is visually and aesthetically pleasing as the sole purpose, but rather to work on systems that solve a problem, contribute to a better quality of life, and ultimately create greater social change.

My research topics and interests focus on areas of social good, justice, diversity, representation, and leadership in design. These themes are represented in many of the projects and works you will see throughout this portfolio. Each project begins with identifying a problem or lack of in a community, and using design thinking and research to work through creative solutions to these issues.

OTHER



## Issue 1

# Other

*Other* is an ongoing project where each publication focuses on one of the many different aspects that make up an individual's "Identity".

I have always been very interested in how my American and Brazilian cultures intersect and influence my identity. Issue one focuses on culture, in hopes to inspire and celebrate diversity. I wanted to create a platform in which people who share the common experience of trying to understand their mixed cultures can have a space to share their experiences, feelings, and thoughts on their identities. Particularly those who identify with being in the middle of cultures, who may feel like they don't identify with one or the other and find themselves in a unique middle space where one may feel "inbetween." I interviewed three amazing young women in the design field.

Photography by:

Victoria Gerson, Emily Tran, Liz Herold, and An Vuong

Issue 1

# OTHER

*Ethnicity & Nationality*

**Identities take many different forms. When we sit and speak about them we can begin to understand the ways in which they shape our lives.**

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The inspiration for this book came from a speculative question. Imagine an event in history and what may have happened if it had a different outcome. One I have asked myself throughout the years relates to my ethnicity and nationality. What if my mother didn't marry an American? What if she stayed in her home country of Brazil and married a Brazilian? What if I wasn't half white or from two different cultures and places? And what if I'm not the only one who wonders these kinds of things?

I realized that even within my own graphic design community, there were many of my peers who share a common situation. That being, identifying with our families culture, but also with American culture. Being between many places, cultures, and identities, can feel like we don't belong to one or the other, and we find ourselves in a unique middle place. Holding on to our culture, while growing up and living in the U.S. can make it a difficult and sometimes confusing process to understand how these cultures intersect and influence our identities, along with the way others may perceive our identities.

After seeing the 2016 AIGA design census, I was shocked to learn that while 73% of those surveyed identified as white, 9 were Hispanic, 8 were Asian, and three percent were black. Although this survey most definitely does not represent the hundreds of thousands of designers in our country, the survey was based off of nearly 10,000 people. This means that although this may not be the case everywhere, it is the case in many states and locations. I was even more shocked the second time I looked at the census when I discovered that you could apply filters based on factors such as ethnicity, gender, and location. When I filtered for Latino, my own ethnicity, the numbers in every category lowered. When I filtered for women, the same occurred.

For all of the above reasons, I decided to make a magazine dedicated to my badass lady designers. In this issue, I talk with three of my amazing and inspiring lady designer friends about their experiences, feelings, and thoughts on their ethnicity, nationality, and identities. I hope to give a platform to an underrepresented and minority voice in order to inspire conversation and celebrate the diversity and culture that we feel immense pride for.



Photo by Liz Herold  
Photo by Liz Herold

Family Trad

Family Trad



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...nd she's like oh your grandparents  
... I'm like no, they were back in  
...d the war.

Meet

# Emily Tran

**Emily is a photographer and designer born in the Tampa, FL to two Vietnamese parents. We talked to her to find out about her Vietnamese culture and the spunky personality behind the green hair.**

**Tell me about your parents, where are they from? And where were you born?**

My mom is from South Vietnam, she came to California as a foreign exchange student in her senior year of high school. When her time in the program was up she couldn't go back home due to war in Vietnam. So, they told her they could buy her a one-way ticket to somewhere in the US. She had a brother in Toronto and they said the closest place they could send her was Pennsylvania. She stayed with a host family there for a year and went to community college, until her brother was able to sponsor her to Canada. So she went to Toronto, went to a retreat in Montreal for young Vietnamese adults, and that's where she met my dad. My dad is from north Vietnam. He came to Canada for college with his older brother.

I have three older brothers, and the oldest two were born in Montreal. My dad got a job opportunity in Tampa, Florida and moved the family down there. Then they had my third brother and eleven years later, had me. I've only been to Montreal once, and still have family in Toronto and Vancouver.

**Do you feel like your parents have kept their culture?**

Definitely, for sure. They've always had a very close-knit community of Vietnamese friends. In Tampa there's a large Vietnamese Catholic church community, so they meet them mostly through church. We always celebrate the culture, we speak the language every day, my mom cooks a lot of Vietnamese food. They are both fluent in English and Vietnamese. Every year we have the Lunar New Year and we celebrate it by going to community event with friends and eating.

**What does being first generation mean to you?**

It's hard to relate to other Americans when people talk about having generations and generations of their family being in the US. They'll say things like "Remember when your parents did these things in history?" and I'm like no... they didn't do those things. Like yesterday my professor was talking about when people used to sit out on the front porch to talk because they didn't have TV and air conditioning, and she's like oh your grandparents probably did that. And I'm like no, they were back in Vietnam trying to avoid the war.



Photo by An Vuong

How do you feel people perceive your cultural identity?  
Does that influence your experience of your identity?

I guess I always feel like I've been a minority because I was born predominantly white without even knowing it. My parents enrolled me in a catholic private school where it's just white people all around. I never really got a chance to hang out with other Asians. I had some Asian friends, but they were all the organizations or clubs. I have two Asian friends, but it was difficult because most of the meetings and things were on Saturdays. I feel like I hang out with them and they're so different. It's difficult sometimes.

Another big thing is that there's a lot of yellow fever. Last year I got a fever. I just wonder why they feel weird about that type.

Do you feel like you identify more than the other?

I'm technically half American, but I was born in America and definitely feel like I'm more American. I feel like I'm a traditional Vietnamese girl, in the sense that I would go to pharmacy school and have long beautiful black hair and date a nice Vietnamese boy. Definitely feel in between. Maybe more American at times. American culture is very different.

If you would've been born in Vietnam, how do you think your life would've played out?

It's a hard question because growing up in America you're so privileged, private school and extra-curricular activities and I feel like it's really hard for me to see the perspective the other way around. I probably would've not grown up so privileged and well off. I would've had to work to help support my family and I don't want to say not be expected to pursue higher education because my mom did that and worked really hard to get in to the exchange program that she did. Would I have that same motivation? I don't know. I don't know a lot about what modern life is like in Vietnam right now and what career opportunities are there. I would definitely not be a graphic designer because that's just not a feasible or profitable career, not like it really is here either.

Obviously, I would have more of the Vietnamese culture, but I don't feel like I'm lacking. At moments when I do feel I'm lacking it would be because I'm not as fluent as my parents would hope me to be. I'm probably the most fluent out of my siblings. I was never taught it formally. I know basic readings and writing, can't hold a conversation. My parents never really enforced it with them. As always attending more dinner parties with my parents more Vietnamese people than I did. But I also feel like I should be part of that culture.

Before, people would say you're weird because your food is strange to us and we don't know what it is. Now it's the hot new thing.

As a person at an intersection of cultures, have you ever felt othered?

I never felt othered by that. I guess I felt othered in high school and middle school when I would do well in class and the model minority myth that like Asians do better than others, and I do feel like I was othered, objectified, and used by others because I was also small, cute, dainty, and Asian. I don't know how much being Vietnamese had to do with that or it could just be because I was small for my age. These two girls would call me package and pick me up and carry me to another person and deliver me. Definitely the stereotype of being like quite introverted, submissive, Asian girl is very prevalent and I do identify with that but it's not mutually exclusive with being Asian.

When you were younger, did you ever feel ashamed or were you ever made to feel ashamed of your culture?

There's always that thing in middle school where you bring in that ethnic food and people question it and they're like why is that? It looks weird, and it smells weird, and that's a strange experience. I always felt afraid to introduce people to parts of my culture like food, for example, and now it kind of annoys me that people are really into Vietnamese food now, it's like trendy. Before, people would say like oh your culture is weird because your food is strange to us and we don't know what it is. And now it's the hot new thing. It makes me so mad, I went to California Pizza Kitchen and on the menu was a kung pao bowl, why were they trying to incorporate this in to their menu? Same thing with broward dining, they advertised that they were having pho, it was udon noodles, carrots, broth and celery. I appreciate their efforts to try to diversify a freshman student culinary palette, but I was like this is so wrong.

Do you find yourself having to educate people?

I try my best to, I feel like sometimes I can get a little defensive about it and I know people are only trying to learn but sometimes it's frustrating. I don't feel like I have to educate you about this, I don't have the time or the energy to continuously educate people in this. And I'm always afraid when people are trying the food for the first time, I'm afraid that they won't like it, or they'll think it's weird - a lingering fear from middle school.

What would you tell your younger self now?

Don't try to be something you're not. I had a k-pop phase and anime phase and was really obsessed with Korean and Japanese culture and I remember my dad and I were in the car one day and he was like you know Japan was a part of WW2 and they did bad things, and I was like that was in the past. I think I would tell my younger self to embrace your identity and not feel ashamed or trying to hide it from other people just because you're scared. Don't be, when I was younger I also felt like I was not desirable, in terms of like if I had a crush on a boy I figured they would never like me back because I felt like I was lesser than the other girls in my class because they were white and I was Asian. I would tell my younger self, don't worry about it because there's a whole world of people who fetishize you - those people are assholes anyway.

How do you feel people perceive your cultural identities?  
Does that influence your own experience of your identity?

I guess I always felt like I was the only Asian in a predominantly white school since I went to a predominantly catholic private school. I got a chance to be involved with organizations on campus at the meetings and events. They are pre-meetings and they are pre-meetings. A lot of white people are so involved with

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Do you feel like you are more than the culture?

I'm technically half and definitely feel like I'm not wanting to be half. I would go to places like a nice Vietnamese restaurant. American culture is very different

If you would've lived your life would you be different?

It's a hard question to ask in school.

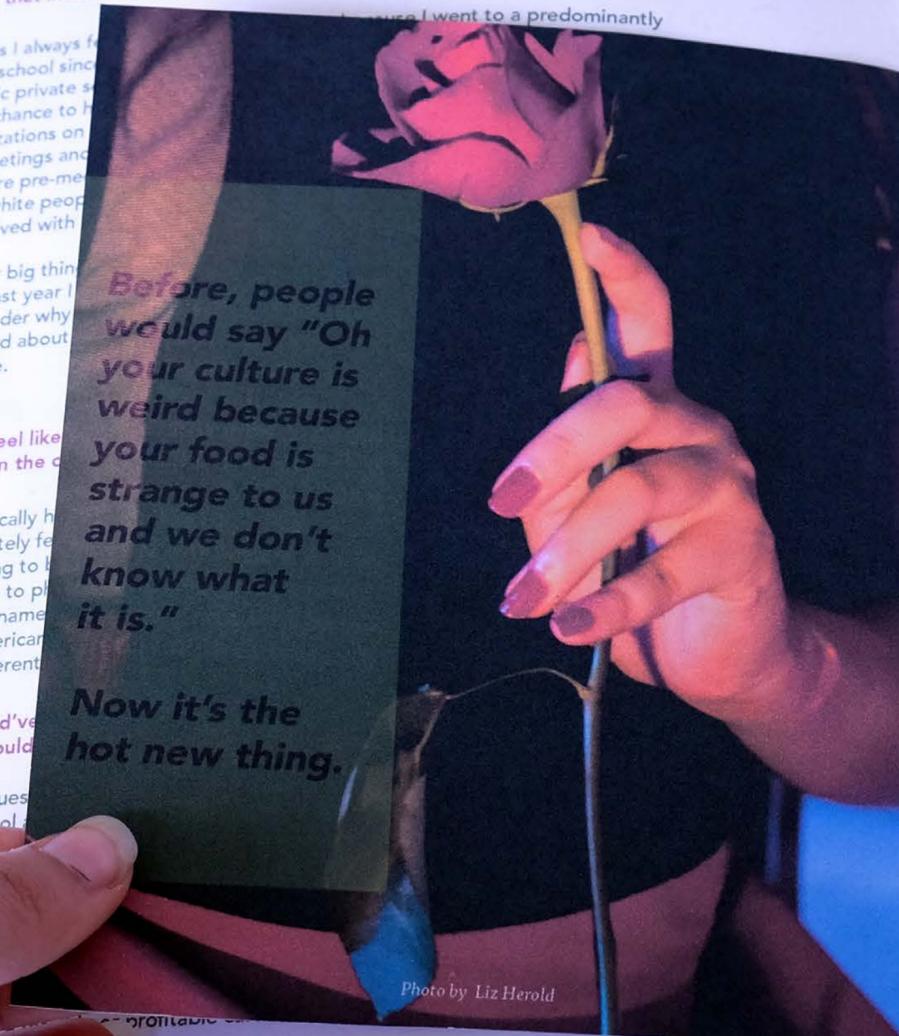


Photo by Liz Herold

of the Vietnamese culture, but I don't feel like I'm lacking it when I do feel I'm lacking it would be because I'm not my parents would hope me to be. I'm probably the most fluent out I was never taught it formally. I know basic readings and writing, conversation. My parents never really enforced it with them. As a result I was always attending more dinner parties with my parents to interact with more Vietnamese people than I did. But I also feel like I'm more willing to be part of that culture.

As a person at an intersection of cultures, have you ever felt othered?

I never felt othered by that, I guess I felt othered in high school and middle school when I would do well in class and the model minority myth that like Asians do better than others, and I do feel like I was othered, objectified, and used by others because I was also small, cute, dainty, and Asian. I don't know how much being Vietnamese had to do with that or it could just be because I was small for my age. These two girls would call me package and pick me up and carry me to another person and deliver me. Definitely the stereotype of being like quite introverted, submissive, Asian girl is very prevalent and I do identify with that but it's not mutually exclusive with being Asian.

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## Issue 2

# Other

In the second issue of *Other*, I continue to explore the many aspects that make up our identities, focusing on gender, sexuality, and how we present ourselves in everyday life. I sought out individuals who consider themselves a part of the LGBTQ community. Specifically, I found that those who identify with bisexuality, pansexuality, and gender fluidity embody the message of *Other*. As these are identities that many times are considered to be in the middle of many spaces. In the middle of gay and straight, man and woman, visible and invisible, accepted or rejected. I interviewed three amazing young women about their gender, sexuality, and how it plays in to their identities and experiences.

Photography by:

Victoria Gerson, Anne Marie Tamburro, Ainsley Chung, Alizé Santana, and Kirin

Issue 2

# OTHER

*Gender & Sexuality*

Have you  
ever felt in-  
between?

Welcome to  
**Other**  
Issue 2: Gender & Sexuality

**Editors Letter**  
pg. 4

**Johmaris Ramos**  
pg. 5-14

**Dalal Semprun**  
pg. 15-22

**Béla Cunningham**  
pg. 23-30

**If you have ever felt like you  
don't have a space to call  
your own, like you're on the  
outside of many spaces.  
Look around, you will find  
others there, and you will  
share that space.**

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We are often forced into a liminality, the line between integration and rejection of both societies and specific communities expectations. While this can feel very alienating, social media has helped to relieve some of that loneliness. Today, millions of individuals use Instagram, Twitter, Tumblr, and many other platforms to connect with others who can relate to their situation.

I talked with three amazing young women about their gender, sexuality, how it plays in to their identities and experiences, and how they use or don't use social media to express themselves, and why. I hope to give a platform to an underrepresented voice in order to inspire conversation and celebrate the diversity and culture in our personal sexuality and gender preferences.

Meet

# Johmaris Ramos

Johmaris is a Puerto Rican and Peruvian fine artist studying at SVA in New York. Born in the Bronx and raised in Miami, these environments have impacted her identity, and she's going to tell us a little bit more about those experiences.

**Tell me a little bit about where you're from, your sexual preference, and how you identify.**

My name is Johmaris, I was born and raised in Miami but I was born in the Bronx. I moved to Kendall, FL, when I was younger and now I'm back in New York attending the School of Visual Arts studying Fine Arts, and I'm a Libra. My preferred pronouns are she/her/hers. I identify as pansexual, I've known since I was 11. I prefer to present more feminine, but at times present more masculine.

**How has your upbringing played a role in your identity?**

Growing up Hispanic I definitely pushed it away, I did not want to admit that I was pansexual at all. Also growing up catholic in a Hispanic household, it was not openly talked about or openly accepted at all. So it was really hard to accept myself until I moved to New York and was completely away from my culture. So, I got really infused in the queer culture here.

**Can you talk a little bit about when you were 11, did you know what pansexual was?**

Back then I didn't know what a pansexual was, I knew I just liked people. I liked gay men, I liked girls that were masculine. I definitely knew I liked girls, but I also knew I liked boys. So, I didn't know what I was and I didn't want to say I was a lesbian, I didn't know what bisexual was either. Now that I'm informed I can identify that I'm definitely pansexual.

**How does the way in which you identify put expectations on you in terms of your sexuality?**

I feel like sometimes being a female and being any sort of gay, lesbian, or bisexual, it feels like it's not taken as seriously as gay men are taken as seriously. In my gender class we were talking about how when you're a lesbian or a female in the gay culture you kind of have to find your spot or define the role you're trying to play. For example, if you're more masculine you have to identify with that super hard just because you're in the gay culture and sometimes when you're more feminine it's not even talked about at all because people don't notice it, because you're straight passing.

Can you tell me a little bit about what it was like to realize you identify as something other than heterosexual?  
Can you tell me a little bit about what it was like to realize you identify as something other than heterosexual?  
I remember when I first liked a girl, I was at church and we were listening to

lessons about how you can't like the same sex. I literally remember looking at my mom and being like "oh fuck I'm sinning right now." I actually remember lessons said that day. I thought I was a bad person. But, I feel like after I got more comfortable with my sexuality I realized religion isn't everything and I became happier with liking whoever I wanted to. I definitely was sad just because the religion was so huge in my life back then because my mom is just because very religious.

How have pressures from society changed the way you present or the way you live your life?  
How has it changed?  
I feel like sometimes I still think about the way I dress. Even though I'm very in to makeup, I definitely feel a little more masculine when it comes to the way I like to look. I feel like when it comes to hanging out with my family which is to make it additional and not gay at all. I can't dress like a "dyke" as people would say, and I have to dress more feminine or wear a dress when I go to family events. Even when I go to interviews I feel like I have to dress a certain way to be "presentable." But, in New York it's such a chill and accepted in order to be "presentable." But even in Miami, I feel like I have to change the way I dress because it's not as accepted. I feel like the day queer culture is so involved with loving your body, your image, being naked, and I feel like it's very open in our community. You can wear stuff that you can't wear when you're in a very hetero environment.  
When I was younger I was more feminine just because I lived with my mom and I was kind of forced to be because she would buy stuff for me and tell me when I have to wear this, it was my only option. It was cute at the time and I liked it, but to me I feel like I was also kind of brainwashed in to thinking I have to wear these type of clothes just because I'm a female. My mom would hate when I would wear button down shirts and stuff like that and would only want me to wear my hair down. I definitely feel like I was forced to be more feminine growing up thinking that being gay was a sin, I was trying to be more hetero in a way. I tried to like guys more and dress more for the part because it was just easier.  
just eas

**I get actual messages of people saying, "Thank you for posting this, you inspired me." It inspires me to be more open about who I am and what I do, and it feels good just because you feel like you have a voice for people who don't.**

How have those same pressures positively impacted you?  
How has it impacted you?  
I guess in a way the pressure from society made me want to ignore it, just say fuck you guys, and be a contrarian. If you guys want me to look feminine then I'm gonna look "butch" and masculine. Even though I am feminine, I just wanted to be who I wanted to be. In the end I didn't care, especially moving so far away from where I feel like I was forced to be feminine, I just had myself in New York. The clothes that I started with when I came to New York compared to the clothes that I started with when I came to New York definitely see the influence of how now, is so completely different. You could see the influence of my parents in my clothes when I first came here.

Have you ever felt discriminated against and how do you handle that?

The one time that was probably the most intense discrimination I have felt was when I was with some of my gay and Latina friends- two transgender females, a non-binary Latino, and two Latina females that are queer. We were just walking around Bushwick and we got discriminated against hardcore. Got called garbage and got garbage actually thrown at us for being openly gay, as they were calling us, we were just obnoxious to them I guess. As transgender non-passing females they just attacked us and that was probably one of the worst feelings. Because I'm such a passing pansexual female, I've never felt the pressure of how it is to be part of the LGBTQ community that is discriminated against and that night was really intense.

Obviously, there was a lot going on there, all of you were Latinx, can you talk a little bit more about that?

I feel like being gay and also being Hispanic, those don't go together, just because in that community it's something you don't talk about, or if you do it's made fun of or looked down upon. Growing up in a very Hispanic household you don't talk about it and if you see it you turn it off, you turn your head if you see a gay couple. So, for me you had to hide it in a way, which is actually what I did until I got to high school and met some really awesome people who were very openly gay and showed me it was okay to be that way too.

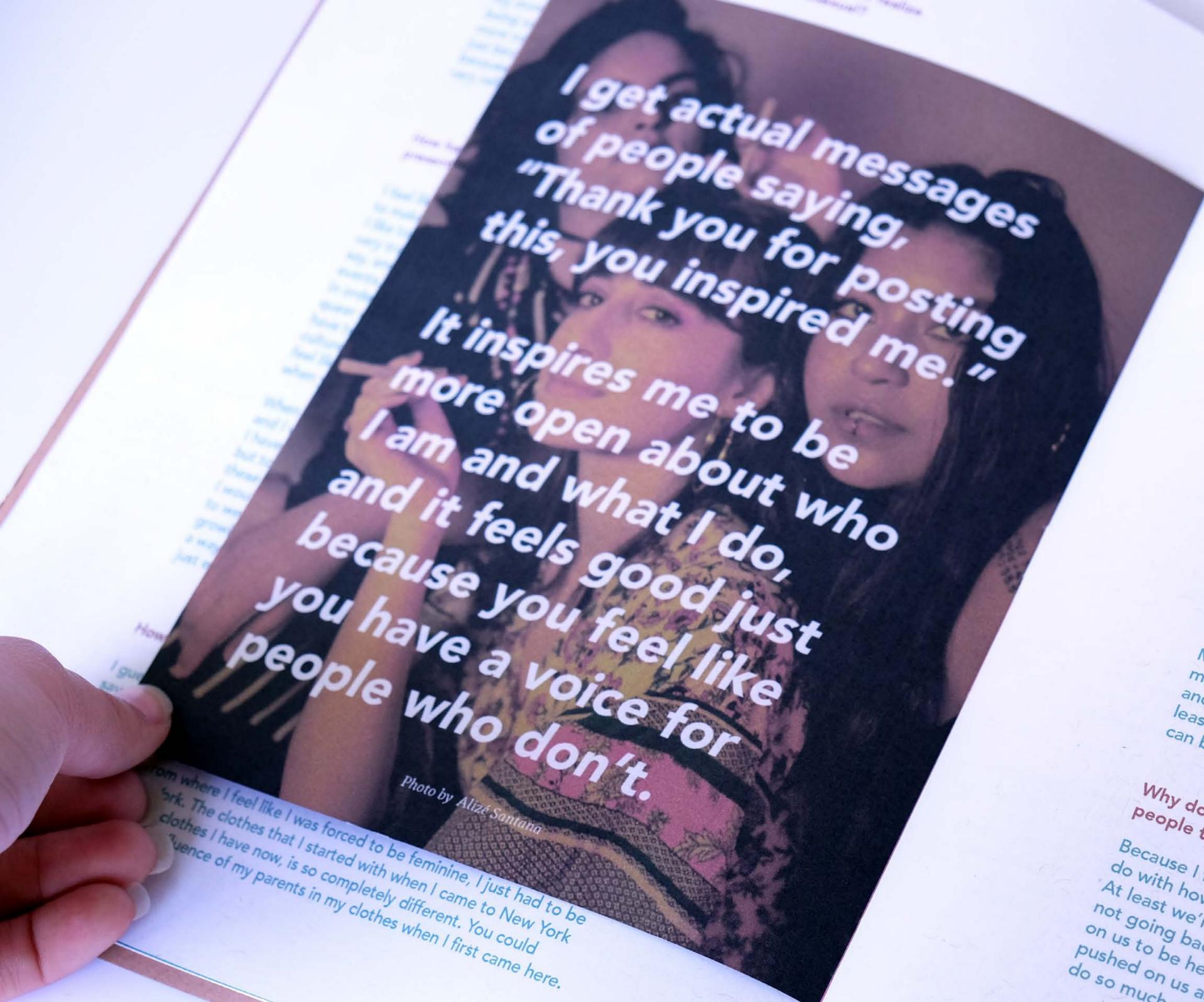
Do you think societal pressures made you hide, not realize, or suppress your identity?

I did hide it for so long because it wasn't only my family, it was also living in Miami which is completely Hispanic community and you don't really find that many LGBTQ teens, at least in the city that I lived in. I just completely hid it and actually denied it to myself for a long time because I knew I liked guys at least and felt like at least I'm not completely broken. At least I like men and can be with them, so it was easier.

Why do you think society puts so much pressure on people to follow a heteronormative lifestyle?

Because I feel like society is very influenced by religion. Religion has a lot to do with how society is today, including the way we feel like people should be. At least we're living in a century where things are finally turning around and not going backwards. I feel like back then it was definitely a lot more pushed on us to be hetero and nowadays it's not as huge as it was. I feel like it's not pushed on us as much it's more just looked down on, and I feel like that has to do so much with religion and the fact that its seen as a sin.

There's definitely other reasons but I think this is just my point of view because I grew up in a church and religion was the biggest part of it for me. I feel like I am learning some of the other big reasons in my gender class, like reproduction being a big factor, it's not a taboo and a very traditional way of being. They just want you to be with a male and female, so you can keep reproducing and that's just the right thing to do. I feel like the word gay is tied to so many bad things like AIDS, they think gay people are pedophiles, it's just looked at as a fetish and a mind or mental disorder.



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Photo by Aliza Santana

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There's definitely other reasons but I think this is just my point of view because I grew up in the church and religion was the biggest part of it for me. I feel like I am learning some of the other big reasons in my gender class, like reproduction being a big factor, it's not a taboo and a very traditional of being. They just want you to be with a male and female, so reproducing and that's just the right thing to do. I feel like to so many bad things like AIDS, they think gay people looked at as a fetish and a mind or mental

# The Radical Act

The challenge for this assignment was to create a project based on something that is often overlooked. I wanted to focus on the act of hand holding, as it may seem like such a small action, but it can be a radical act for many people from marginalized communities. The person on the left remains the same, while the person on the right changes. This is to talk about peoples changing perceptions and judgements depending on who's hand they are holding. With this project, I am hoping to confront these biases by first normalizing the act of hand holding, then shocking the viewer with the qoute's/facts below. No one should have to feel ashamed, scared, or in danger, while holding hands.

Photography by:  
Victoria Gerson

**CHANGE  
YOUR  
PERCEPTION**

**CHANGE  
YOUR  
EXPERIENCE**

MANY SAME SEX COUPLES REPORT AVOIDING  
HAND HOLDING, OR TAKING A DIFFERENT ROUTE  
THROUGH TOWN TO ASSURE THAT THEY WILL  
NOT BE DISCRIMINATED AGAINST.

**THE  
RADICAL  
ACT**

VISIT [THE RADICALACT.COM](http://THE RADICALACT.COM) TO LEARN MORE

**CHANGE  
YOUR  
PERCEPTION**

**CHANGE  
YOUR  
EXPERIENCE**

MANY INTERRACIAL COUPLES REPORT PREFERRING  
TO STAY AT HOME WHERE THEY CAN BE ASSURED  
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**THE  
RADICAL  
ACT**

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HAND HOLDING, OR TAKING A DIFFERENT ROUTE  
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TO STAY AT HOME WHERE THEY CAN BE ASSURED  
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# TEDxUF

Sample of work created for TEDxUF's event in April 2017 which focused on the years theme: Transparent, I used this concept and applied it across various platforms. Including Facebook events, banners, flyer's, t-shirts, name badges, programs, and signage.

TEDxUF aims to bring together innovators, activists, educators, and community members alike in order to create a space to network and share the plethora of ideas worth spreading.

# tra nspar ent

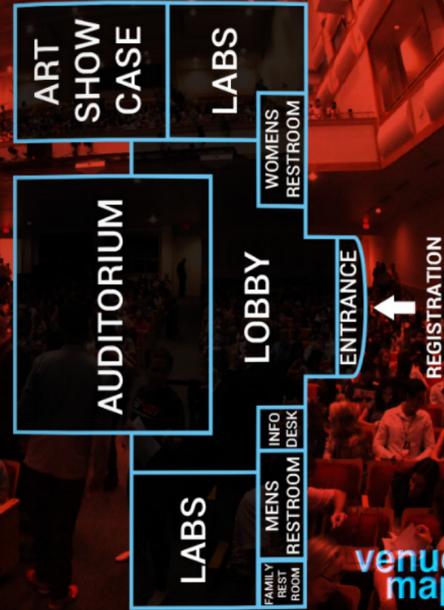
**TEDxUF**  
x = independently organized TED event

20  
17

## tra nspar ent

We all seek transparency in understanding the pieces of our lives. Whether with our bosses and coworkers or with our family and friends, transparency is often prized above all else as a virtue in relationships, even an essential ingredient for success. We search for transparent and clear relationships between ourselves and the world around us in order to find meaning in our lives as well-adjusted people. It is transparency that allows you to shine a light on your life and to see it clearly for what it is, yet it is also transparency that fools the eye into looking past what you expected to see so clearly.

At TEDxUF 2017, nine speakers will explore the idea of transparency, sharing experiences and new perspectives from a wide range of disciplines and backgrounds. This year we invite you to join us in seeking transparency, in shining a light on the most important questions we currently face.



## pro gram

1:30 PM

SESSION ONE: SEEN

CASEY PARKER  
IRYNA KANISHCHEVA  
ANDREA WARD  
RYAN DUFFY  
DIANA MORENO  
CLAY CALVERT

3:00 PM

NETWORKING BREAK

4:30 PM

SESSION TWO: UNSEEN

S-CONNECTIONS  
ANDREA DUTTON  
JOSEPH TYNDALL  
POETS/SPOKEN WORD  
GUIDO MUELLER  
LB HANNAHS  
GATOR ADA

Meet your host:  
**SEAN TREISER**

Sean Treiser has had the pleasure of being a part of TEDxUF for the past six years, working on the speaker team and now hosting as a recent alumni of the University of Florida. His favorite part of being involved is seeing that beautiful moment when the audience transitions from seeking knowledge to excitedly passing it along and engaging in the conversation.

**CASEY PARKER**  
*Empowering the Community in the Fight Against Mosquito-Borne Illnesses*

Casey Parker is a graduate student at UF pursuing a Ph.D. in Entomology and Nematology as well as a Master of Public Health. She received her MS in Entomology and Nematology in 2016 where she worked on a new mosquito trap. Her current research involves understanding more about the distribution of the Zika vectors in Florida and their ability to transmit viruses. After obtaining her Ph.D. and MPH, Casey hopes to pursue a career in research where she can become a leader in the field of medical and veterinary entomology.

**IRYNA KANISHCHEVA**  
*Connecting Communities Through Public Art*

Iryna Kanishcheva is a well-known figure in the street art world. She was born and raised in Ukraine where she received two master's degrees in Business Management and Pharmaceutical Technologies. Upon moving to the USA, she changed direction, founding and curating the first urban art project in North Florida, 352walls, for which she was awarded the 2015 Public Art Award. She has also established a guide to the street art scene in Gainesville, GNV Urban Art. Iryna is also the Co-Founder and Co-Curator of ArtUnitedUs (Kiev, Ukraine), a project well-known for such significant artworks as the tallest mural in Europe.





**I AM A:**  
**communicator**  
*Passionate about storytelling, social engagement, and building meaningful relationships*

**TALKS TO LOOK FORWARD TO:**  
**Clay Calvert:** *Catching Cops on Camera*  
**Ryan Duffy:** *Giving Gratitude to Those in Need*  
**Iryna Kanischeva:** *Engaging Cities with Public Art*

**ART TO LOOK FORWARD TO:**  
**Arceia Mulholland,** *Human Connection Station*  
**Quicksall,** *The Wired*  
**Project**

**TO LOOK FORWARD TO:**  
**ville Scene**  
**erate**

**I AM AN:**  
**activist**  
*Passionate about social justice, the environment, and creating positive change*

**TALKS TO LOOK FORWARD TO:**  
**Andrea Dutton:** *Rethinking Sea Level Rise*  
**LB Hannahs:** *Finding Authenticity in Discomfort*  
**Diana Moreno:** *Navigating Our Identities in Higher Education*

**ART TO LOOK FORWARD TO:**  
**Erwin Laiho,** *Whose Cup of Tea is This Anyway?*  
**Jennifer Adler,** *Windows into the Aquifer*

**LABS TO LOOK FORWARD TO:**  
**Solar Gators**  
**Float Center GNV**

**I AM AN:**  
**innovator**  
*Passionate about science, technology, and solving everyday problems*

**TALKS TO LOOK FORWARD TO:**  
**Guido Mueller:** *Listening for Black Holes in a Quiet Universe*  
**Casey Parker:** *Fighting Mosquito-Borne Illnesses*  
**Joseph Tyndall:** *Connected Care: A Remedy for the E.R.*

**ART TO LOOK FORWARD TO:**  
**Theia Ruby Sofrae,** *The Puzzle of We: A Balance Between Us*  
**Megan Kean,** *A Reaction to the Futility of Awareness*

**LABS TO LOOK FORWARD TO:**  
**UF Small Satellite Design Club**  
**vScape**



**TEDxUF**



# HORTICULTURE

“GARDEN CULTURE”

ART

SCIENCE

TECHNOLOGY

BUSINESS

Of growing plants that're used by people

FOOD

MEDICINE

AESTHETICS

HORTICULTURE

Is a branch of

AGRICULTURE

whats the difference?

VS

The study and cultivation of plants and not animals

The cultivation of crops, animals, and livestock

Plants grown by horticulturists are not necessarily used for food, but for aesthetic and medicinal use as well

The main concern is about human consumption

Can refer to a small garden or large field of plants grown for the purpose of study or a backyard garden

Grown in large fields with the express purpose of being sold commercially



TOP 10 STATES IN TOTAL HORTICULTURAL SALES (2014)

California	\$2.9 Bil
Florida	\$1.8 Bil
Oregon	\$932 Mil
Michigan	\$645 Mil
Texas	\$594 Mil
North Carolina	\$571 Mil
Ohio	\$392 Mil
Arizona	\$389 Mil
Washington	\$366 Mil
New Jersey	\$356 Mil



2% OF THE POPULATION IS FARM AND RANCH FAMILIES



97% OF U.S FARMS ARE INDIVIDUAL OR FAMILY-OWNED FARMS



70% OF WORLDS WATER IS USED FOR AGRICULTURE



38% OF WORLDS LAND IS USED FOR AGRICULTURE

## Part 1

# Horticulture

### **Community research, reflection, and design outcomes**

The following project is based on research I conducted on environmental & horticultural enthusiasts in the Gainesville area, with a focus on the Horticulture major at the University of Florida. Gainesville has a big farming, gardening, and nature loving community. I would like to talk to several different groups in order to get a more holistic view of what their needs are and how new design solutions can help solve some of the problems they face.

**Concept map**  
**Interview Q&A's**  
**Field observations**  
**Persona**  
**Poster**  
**Poster details**  
**Self reflection**



# Interview Q&A's

***\*I interviewed Courtney Miller, a 21 year old Horticulture major at the University of Florida. She is the Secretary for the University of Florida's Campus Kitchens, and a Garden Assistant for the Field and Fork Pantry on campus.***

**What is horticulture/agriculture to you? What are the differences/similarities between the two?**

To me, horticulture falls within the sphere of agriculture. Agriculture involves the whole production of growing crops and/ or raising livestock, while horticulture cares about the art aspect of production and includes not only crops, but all types of plants and ornamentals.

**What would you call yourself or identify with?**

I typically use both terms interchangeably, but I would say that I am more of a horticulturist. I generally tell people I'm studying agriculture though, in case they don't know what horticulture is.

**How did you get into the field?**

So actually my family owns a large produce company in south Florida. And although I was never involved with the farms operations, it inspired me to want to learn more about agriculture. My grandpa is a very hard working farmer and I value his dedication and hard work to the company.

**What experience do you have in the Agriculture field?**

I have experience working in a horticulture lab at UF that studies nutrient content in potatoes. I have also worked for a very small farming operation in Buffalo, NY growing a variety of vegetables and herbs. And my most recent experience has involved me researching techniques for an integrated pest management (IPM) plan for a UF farm.

**What would you say are your daily/weekly tasks in this field?**

Typical daily tasks while working on a farm include irrigating, weeding, hoeing, fertilizing, planting, and monitoring

**Out of those, what do you find to be the most important and/or interesting?**

I think that one of the most important is definitely weeding. While of course plants need water to develop and survive, taking appropriate measures to eliminate weed species is crucial for the growth of crops. By letting weeds mature in a field, there is a greater chance that they will reproduce and send new weed seeds across the field.

**Do you think shadowing you as a way for me to understand what you do better?**

Yes, in agriculture, shadowing or learning from experience is definitely the best way for someone to get educated on the topic. It's much easier to go outside and show someone what farming is all about as oppose to explaining it to them.

**What would you say is a common misconception about what you do?**

People think that growing food is easy, but it certainly is not. There is a whole science behind crop production, it's not simply about planting a seed and giving it adequate water and sunlight. There are many elements that affect crop growth and those change when you grow different plants. Agriculture involves very complicated integrated systems.

**If you could educate people on a common stereotype/misconception or just something they generally don't/wouldn't know, what would it be/what would you say?**

I would educate people on the words "organic" and "natural." Just because a food item says that it is natural on the front, does not mean that it is organic or even healthy. And just because a food is labeled organic, it does not mean that it is superior to the same food that is not organically produced. I think that people try to look for these words that they think are good for them without actually knowing what they mean or stand for.

**What do you grow?**

In the past, I have grown a variety of vegetable crops such as tomatoes, peppers, green beans, squash, lettuce, and radish. I have also grown flowers like zinnias, sunflowers, and nasturtium.

**What are your plans for the future?**

As of right now, I do not know where I will be after graduation, but I hope to either get my Master's or get an industry job working for a large farming company, like Driscoll's or Monsanto.

**Do you farm organic/natural? How do you feel about pesticides/GMO's?**

I would like to say that I farm sustainably, which is kind of in between organic and conventional farming. I try to use methods that are environmentally friendly while also trying to improve the quality of my crops. I think that pesticides are possibly needed in some agricultural productions, but for the most part they should be used to a bare minimum since they are caustic chemicals. I also believe in the power and science of GMOs

**What places do you think are important to farmers or to you as a farmer?**

I think farmers markets are an important feature for farmers and the community. They allow farmers to become engaged with citizens and vice versa. Community members can find the best, most fresh produce that is worth the price. And farmers can get input from people on what they like best about the produce or what they would like to see different in the future.

**Are there ways the town supports or hinders your ability to farm?**

In Gainesville, I can't really think of any ways that the town hinders the ability to farm. In terms of support though, I would say that there are people in the community who want to help out and volunteer with simple farming tasks like weeding or hoeing.

**What issues are you passionate about?**

I'm passionate about growing healthy and bountiful food for the community. I believe that fresh foods should be locally sourced and not sold by the truckloads at large supermarkets. I am also a strong advocate for fighting food insecurity in communities that rank high in poverty.

**What do you wish more people knew or cared about?**

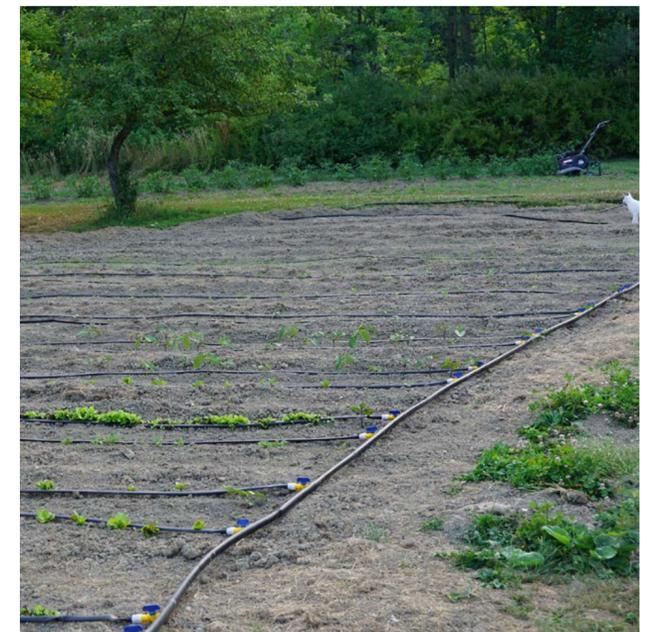
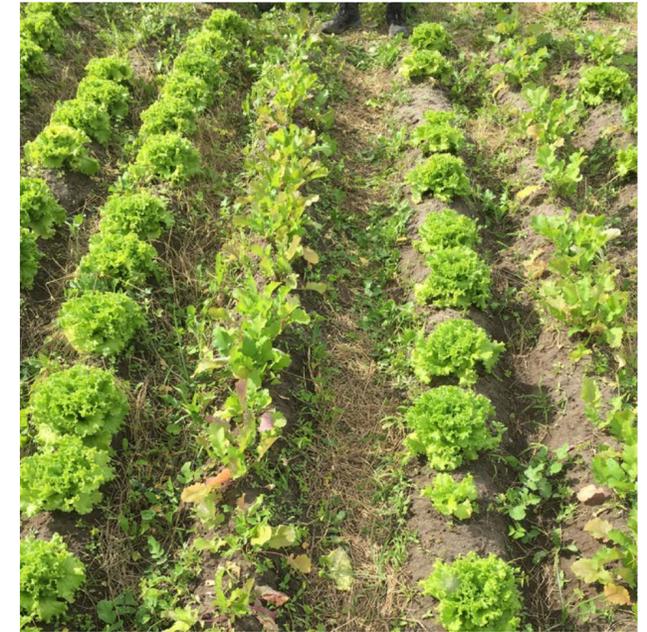
I really do wish that people knew more about the actual facts of GMOs and not just the misconceptions that are seen on social media. There are plenty of years of research to show that they are not harmful.

## Field observations

Through my initial interviews and shadowing my interviewee I observed the amount of work it really takes to be in the field. First and foremost, it is very physically demanding and there is a lot of labor that goes in to farming and gardening. Of course we may know this, but I felt that perhaps the amount is underestimated.

I also noticed that the opportunities in the field are underestimated by many as well. Although it may seem that they are just “farmers” or just “gardeners” there are actually an endless number of opportunities and job titles in the field of horticulture. It also seems to be unclear to many the differences between agriculture and horticulture. Because of this, many see it as the same discipline.

There are many misconceptions in the field in regards to topics such as organic, natural, and sustainable. Many consumers are uneducated to what these terms really mean. Many people in the field dedicate themselves to the cause of educating people on such topics. It seems that individuals choose these such topics to focus on, and in turn become really passionate about the cause. This then informs and guides the work that they do.



# Persona

I based my persona off of my interviewee. I felt she was an appropriate representation of the Horticulture community in Gainesville, where much of the community is made up of students who are entering the field.



## SARAH P.

COMMUNITY ORIENTED HORTICULTURIST

AGE 22

LOCATION WARRENTON, VA

STATUS SINGLE

“PEOPLE THINK THAT GROWING FOOD IS EASY, BUT ITS NOT SIMPLY ABOUT PLANTING A SEED AND GIVING IT ADEQUATE WATER AND SUNLIGHT.”

“PEOPLE THINK THAT GROWING FOOD IS EASY, BUT ITS NOT SIMPLY ABOUT PLANTING A SEED AND GIVING IT ADEQUATE WATER AND SUNLIGHT.”

Sarah is a 3rd year college student studying horticulture in the school of agriculture in her hometown of warrenton, Virginia where mountains cover the north and farm fields cover the south. Shes inspired by her families business and dedication to their produce company. She wants to educate people as much as she can about sustainable methods and environmentally friendly practices. shes passionate about the issue of food insecurity in poor communities and believes fresh foods should be locally sourced and not sold by truckloads at large supermarkets.

### MOTIVATIONS

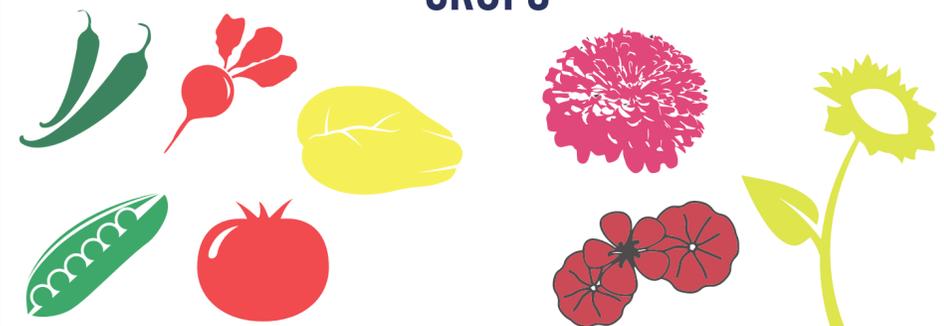
- Family owns a produce company and farming operation
- Grandpa is a hardworking and dedicated farmer
- Her families company and the dying of family farms inspired her to pursue agriculture and continue in the family



### GOALS

- Use environmentally friendly methods while also trying to improve quality of crops
- Fight food insecurity in communities that rank high in poverty
- Educate people on what “organic” and “natural” actually mean
- Increase awareness, with research, on GMOs and the common misconceptions that accompany them

### CROPS

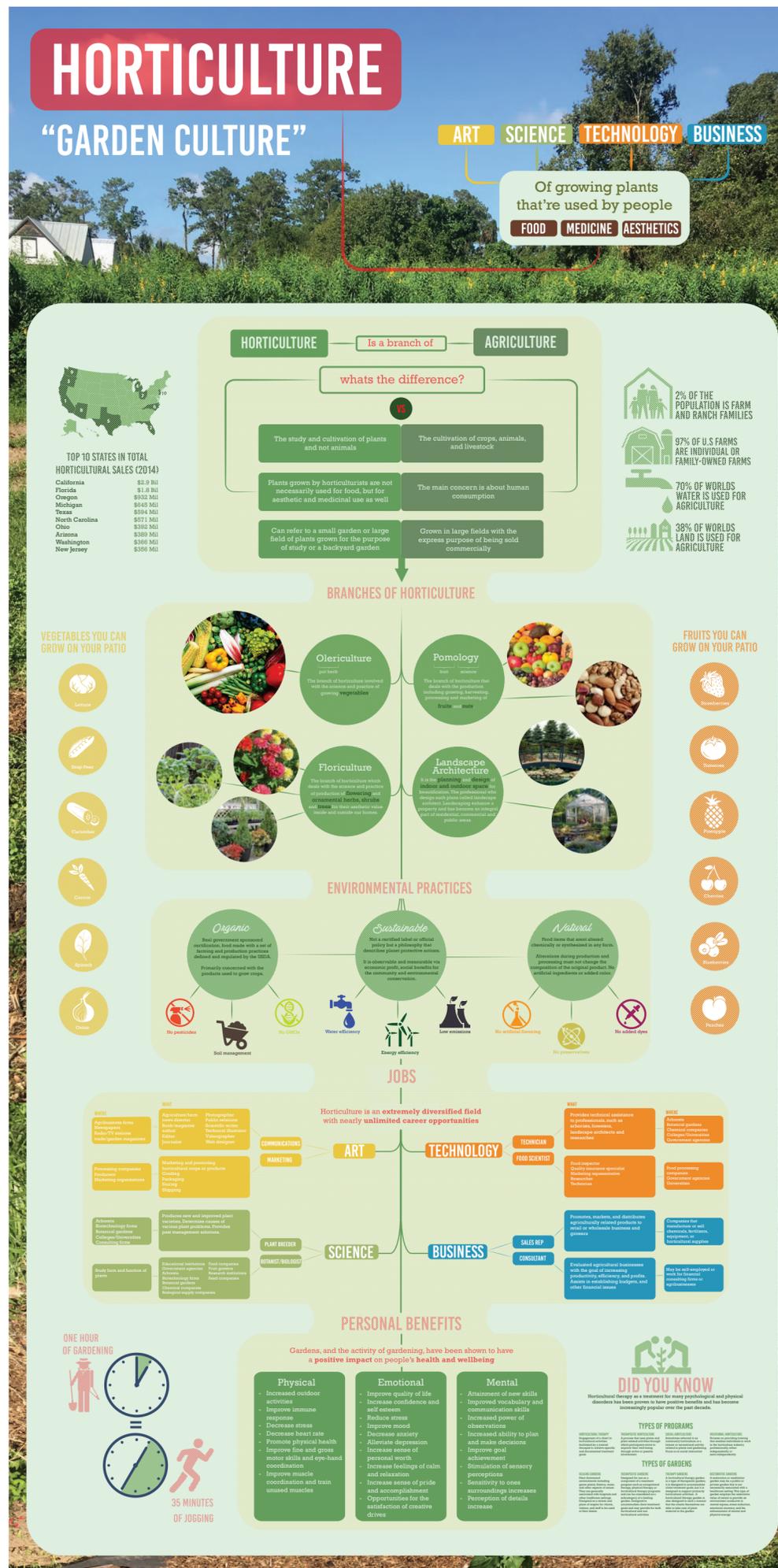


VEGETABLES

FLOWERS

# Poster

I conducted research on the horticulture community in Gainesville and articulated my findings in an infographic. Focusing on small scale farming and gardening, my goal for this piece was to communicate my research to audiences who may not have any knowledge on the subject. Printed as a 30x60 inch poster.



North Carolina \$571 Mil  
 Ohio \$392 Mil  
 Arizona \$389 Mil  
 Washington \$366 Mil  
 New Jersey \$356 Mil

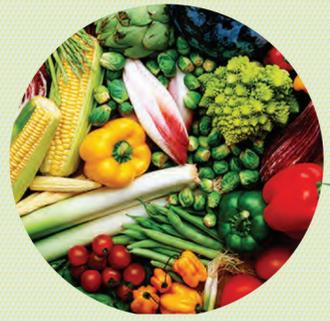
Can refer to a small garden or large field of plants grown for the purpose of study or a backyard garden

Grown in large fields with the express purpose of being sold commercially

38% OF WORLD'S LAND IS USED FOR AGRICULTURE

## BRANCHES OF HORTICULTURE

### VEGETABLES YOU CAN GROW ON YOUR PATIO



### Olericulture

pot herb  
 The branch of horticulture involved with the science and practice of growing vegetables.



### Floriculture

The branch of horticulture which deals with the science and practice of production of flowering and ornamental herbs, shrubs and trees for their aesthetic value inside and outside our homes.



### Pomology

fruit science  
 The branch of horticulture that deals with the production including growing, harvesting, processing and marketing of fruits and nuts



### Landscape Architecture

It is the planning and design of indoor and outdoor space for beautification. The professional who design such plans called landscape architect. Landscaping enhance a property and has become an integral part of residential, commercial and public areas.



### FRUITS YOU CAN GROW ON YOUR PATIO



## ENVIRONMENTAL PRACTICES

### Organic

Real government sponsored certification, food made with a set of farming and production practices defined and regulated by the USDA.

Primarily concerned with the products used to grow crops.



### Sustainable

Not a certified label or official policy but a philosophy that describes planet protective actions.

It is observable and measurable via economic profit, social benefits for the community and environmental conservation.



### Natural

Food items that are not altered chemically or synthesized in any form.

Alterations during production and processing must not change the composition of the original product. No artificial ingredients or added color.



## JOBS

Horticulture is an extremely diversified field with nearly unlimited career opportunities

**WHERE**  
 Agribusiness firms  
 Newspapers  
 Radio/TV stations  
 trade/garden magazines

**WHAT**  
 Agriculture/farm news director  
 Book/magazine author  
 Editor  
 Journalist

Photographer  
 Public relations  
 Scientific writer  
 Technical illustrator  
 Videographer  
 Web designer

**COMMUNICATIONS**

**MARKETING**  
 Marketing and promoting horticultural crops or products  
 Grading  
 Packaging  
 Storing  
 Shipping

**ART**

**TECHNOLOGY**

**TECHNICIAN**  
 Provides technical assistance to professionals, such as arborists, foresters, landscape architects and researchers

**FOOD SCIENTIST**  
 Food inspector  
 Quality insurance specialist  
 Marketing representative  
 Researcher  
 Technician

**WHERE**  
 Arboreta  
 Botanical gardens  
 Chemical companies  
 Colleges/Universities  
 Government agencies

**WHERE**  
 Food processing companies  
 Government agencies  
 Universities

Poster details

## Self reflection of part 1

As I reflect on the process of Part 1, I think about the steps taken to conduct research. Looking back, I see that the research was extremely critical in accumulating enough information to synthesize in to the final poster in Part 1. Each step of the process informed the next. For example, the concept map aided in creating questions for the interviewee. The interview questions and answers helped inform the persona. Shadowing and observing resulted in photos that were used in the poster and overall helped generate a better understanding of the community as a whole.

Many times as designers, we are given projects and assignments with no background knowledge on what or whom we are designing for. The process in Part 1 showed me first hand how important research and the ability to back up the visual of a design with actual information and experience can be to the end result of a project. This information adds another level to the design solution, in the form of credibility and awareness. When I think about and see the end result of the poster, I know that without all the research that occurred before hand I would not have come to the same solution and visuals.

Although there were many successful aspects of Part 1, when I reflect back on what I don't feel worked I think back to the frustrations that arose as I was creating the persona. Because personas are a consolidation of several users based on behavior patterns and commonalities, I feel more interviews and personal accounts would have been necessary to create a more realized persona. More time would have been needed to collect more real user information.

After reflecting on what I feel was successful, as well as the not so successful parts, I must think about the aspects that I would like to improve upon in the future. Previous to this, I had not been introduced to the world of design centered research data. Now that I have, I realize how much there is to learn in this area and I would like to improve my research skills as I have become more aware of the many methods of design that can be used to better understand and empathize with people. I feel this is a very important addition to my process as a designer because it creates more meaningful and well thought out products and design solutions.



## Part 2

# My Friends Farmers Market

Based on my research from Part 1 on the horticultural community I designed the branding for a local farmers market created as a way to fight food insecurity, bring food to the community, and teach the public how to grow their own plants and foods. I designed a “toolkit” for customers of the farmers market that provides the tools and products a customer would need to be able to grow edible and/or ornamental plants at home.

**Matrix**

**Writeup of design**

**Outcome**

**Sketches**

**In process design work**

**Final design outcome**

# Matrix

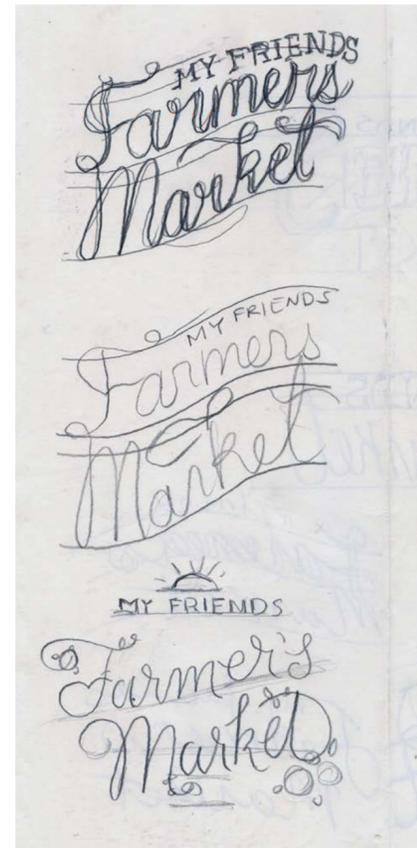
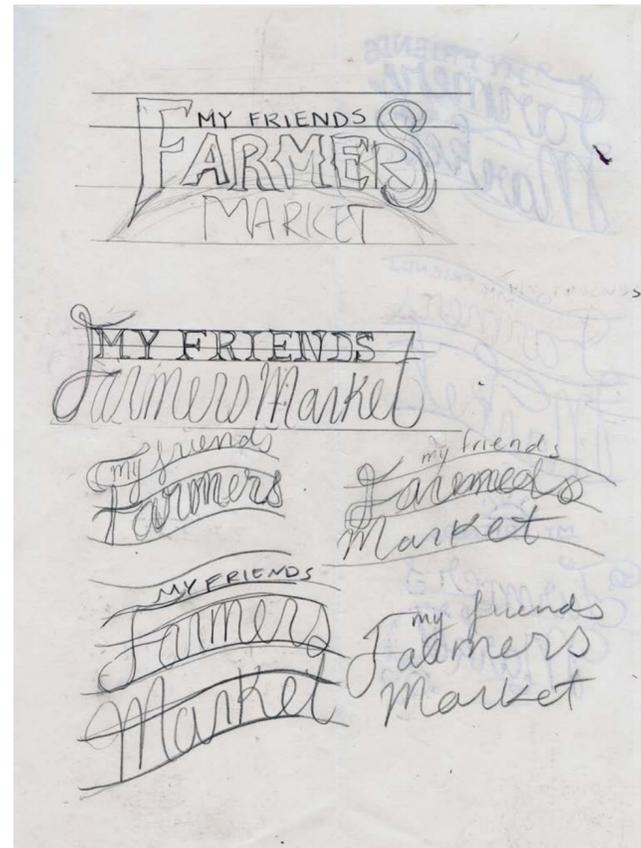
	FINDING	OPPORTUNITY	STRATEGY	SOLUTION
A	People are not aware/underestimate the physical, mental and therapeutic benefits of gardening and farming.	Educate/inform people about all the pros and benefits of farming and gardening .	Create an event where people can come out and learn simple gardening techniques that they can do at home, while simultaneously learning about all the benefits	Create a poster to advertise the event, and create a takeaway informational piece.
B	People think organic, natural, and sustainable are all the same thing and do not know the differences.	Educate people about the differences between organic, natural, and sustainable.	Create an interactive activity that teaches people the differences between the different practices.	Design an interactive activity.
C	There is a misconception that there are no jobs in the field, or that the only job is “farmer”.	Educate people on the unlimited opportunities in the extremely diverse field of horticulture.	Make an event like a job fair to expose people to all the industries, companies, and job opportunities out there for horticulturists.	Create a poster to advertise the job fair/event. (Advertising campaign).
D	A small percentage of people grow their own food anymore. It is a skill that no one learns except for people in the field.	Teach people the techniques and knowledge necessary for growing your own food.	Make a tool kit that includes everything you would need to properly grow something in your home.	Create packaging for the tool kit.
E	There is a lot of food insecurity in neighborhoods with high poverty rates/low income places	Establish ways to fight food insecurity	Create campaigns to raise awareness and get food donations to distribute to neighborhoods with high food insecurity	Create a campaign to raise awareness and encourage donations
F	People are completely unaware of what they should be eating in a day or the negative consequences of unhealthy eating as well as the corruption of the food industry	Teach proper nutrition and bring awareness to the corruption in the food industry	Create a movie night where there are food documentaries shown and healthy foods given	Create infographics that show what you should eat in a day, nutrition facts about certain foods- healthy and unhealthy and event promotional materials
G	In the near future were going to need to produce twice the amount of food that we currently do in order to meet human consumption needs	Bring awareness to the issue	Create infographics to explain the implications of the issue	Design infographics
H	There is a lot of food waste and not enough efforts to control it	Teaching harvest storage, preserve more- waste less	Create a campaign that informs people on how to preserve more and waste less- conduct workshops	Campaign materials and workshop/teaching materials. brand a class?
I	People try to buy fruits and vegetables that look the best when looks dont determine the quality of the fruit which contributes to waste	Break down the misconception	Use art and design to change perceptions	Design a campaign to change perceptions
J	Post harvesting problems- have to keep produce in best shape so it has the best shelf life (use refrigerated trucks)	Sourcing your food locally	Create a farmers market or local store	Branding of a local co-op/farmers

## Design outcome

One of my first findings was that a large percentage of people do not know or learn the knowledge and skills necessary to grow their own food anymore, we leave it up to “farmers”. There is an opportunity in this finding to teach people how to grow their own food. If people are aware that it is easy and possible in their own home they will be more likely to get in to the practice of growing their own food or garden at home. The strategy is to create a kit that would include everything necessary to grow your own food at home. This would include things like instructions, seeds, a hand spade, pots, watering can.

Another one of my findings concerns post harvesting problems and all the issues that come along with shipping our food across long distances. The solution to this would be to have more locally grown and sourced food by creating a farmers market, local store, or CSA (community supported agriculture). The design solution is to come up with the branding for whatever that market or store would be. In order to create a more complex design solution, I will combine these two findings and solutions together.

# Sketches



MY FRIENDS  
Farmers  
Market

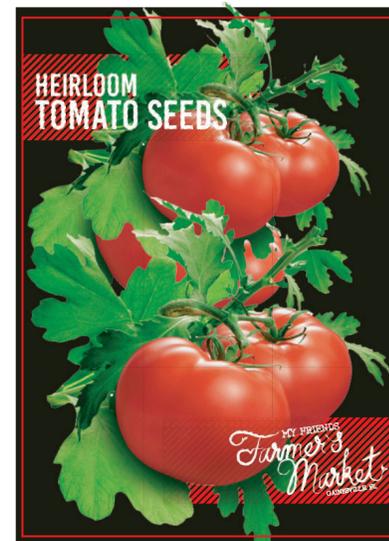
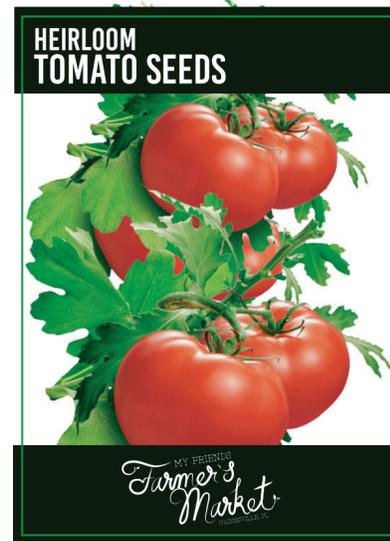
MY FRIENDS  
Farmer's  
Market

MY FRIENDS  
Farmer's  
Market

MY FRIENDS  
Farmer's  
Market

MY FRIENDS  
Farmers  
Market

Heirloom  
tomato



Final design

ORGANIC  
ALL PURPOSE PLANT FOOD  
FEED EVERY 7-14 DAYS

MY FRIENDS  
*Farmers Market*

NET WT 10.24OZ

MY FRIENDS  
*Heirloom tomato*  
SEEDS

GAINESVILLE, FL

MY FRIENDS  
*Florida peach*  
SEEDS

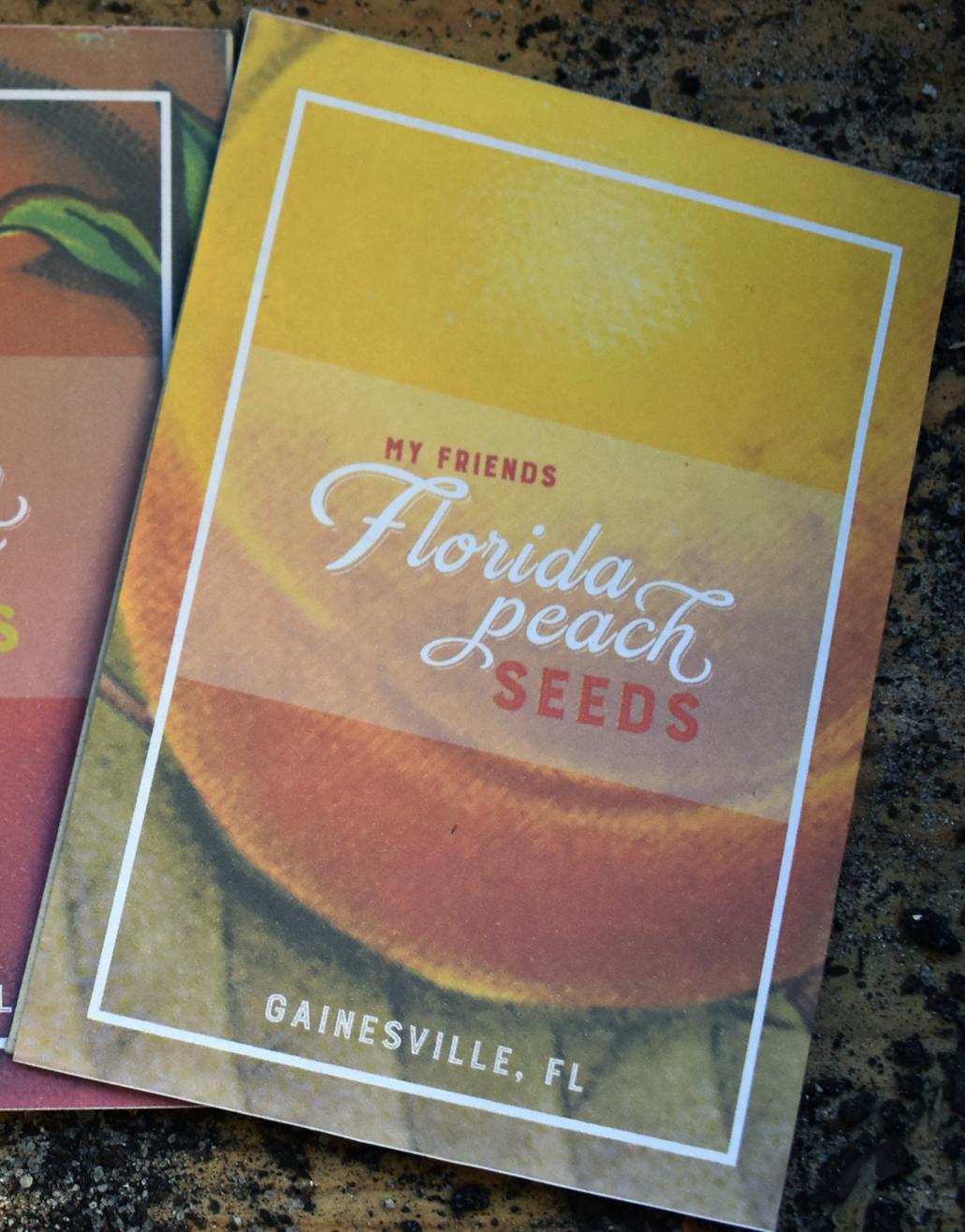
GAINESVILLE, FL

MY FRIENDS  
*Wildflower mix*

**PLANT ME**

*Postcard*

[Address area with a red border and horizontal lines]





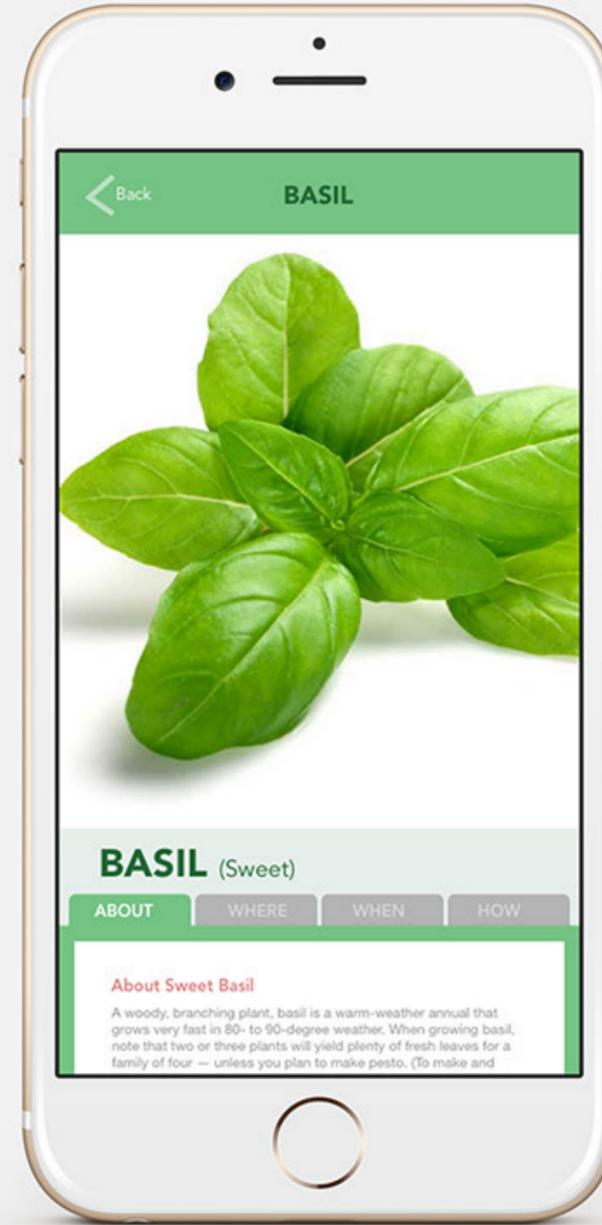
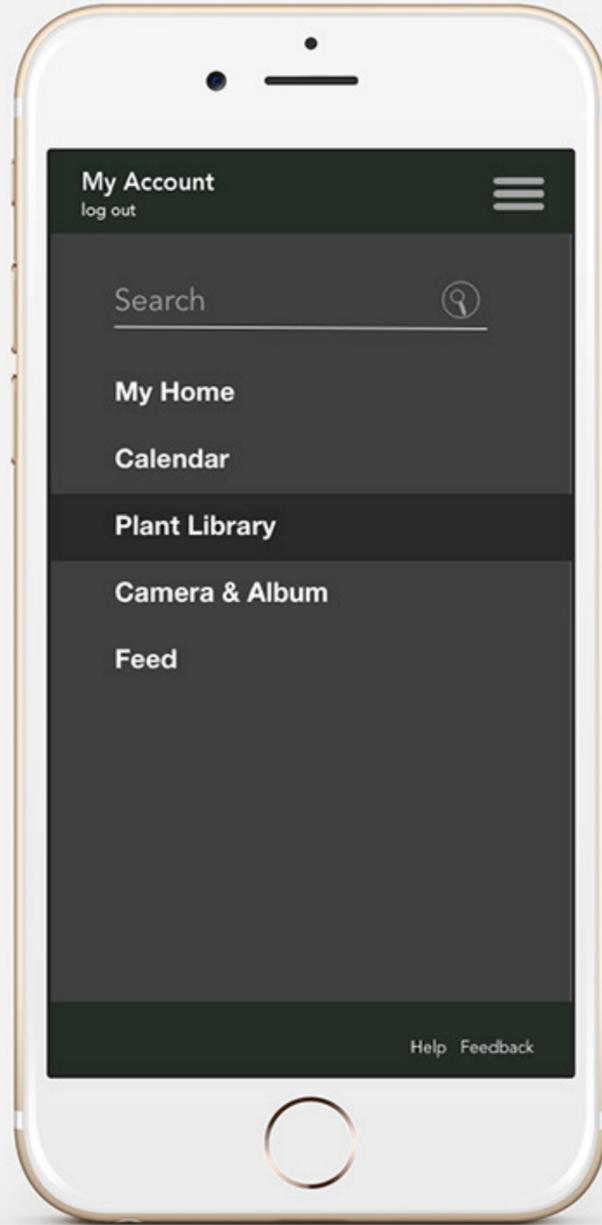
## Self reflection of part 2

Similar to Part 1, there was also a set of methods in Part 2 that had to occur before coming to the final design outcome. The main method used was the matrix, where I listed findings from within my community that were identified as problems. For each finding, I had to identify an opportunity to fix the problem, the strategy that would be used to do so and finally the overall design solution.

Many artists and designers are faced with the desire to stick with their first idea. Although I will not rule out that it can be, we all know the first idea isn't always the best one. What I found successful about this exercise is the fact that I had to list as many findings and solutions as I could. I then could not ignore that some of the solutions I came up with were better than others. I also then had to face the question of which finding and solution would make the most sense to my community and be the most intentional. The matrix was very successful in forcing me to think through each idea and then guiding me to the right solution. I was even able to merge two findings and solutions together to create an even better outcome for my project and community.

I am extremely happy with my design solution where I created a local farmers market and then designed a "toolkit" for customers of the farmers market that provides everything you would need to be able to grow edible and/or ornamental plants at home. Through this idea I was tackling several problems I identified within the community, and even creating something that would live on past the actual products.

An aspect of the outcome that I would like to improve upon is moving the design solution from a locally based solution to one that reaches a larger number of people. Although this project is focused on the local horticulture community of Gainesville, I believe these same ideas can be applied to a much more broad area as many of the problems are not just local but even national.



## Part 3

# My Friends Gardening App

Based on my design solution from Part 2, the next step was to think of a digital solution. My Friends Gardening App is an app produced by My Friends Farmers Market. The app includes several features including a camera, photo, album, community feed, calendar, and plant library. All of these features work together to provide a personal and customizable experience that helps track the users progress, as well as make information, instructions, tutorials, and advice easily accessible.

**Matrix**

**Design outcome**

**Narrative & storyboard**

**Persona**

**Behavior map**

**Initial sketches**

**Paper prototypes, sketches & annotations**

**Digital prototypes & annotations**

**Final design**

# Matrix

SOLUTION	DIGITAL	BENEFITS	FUNCTION
Create a poster to advertise the event, and create a takeaway informational piece.	Create a website to promote events as well as link to resources of where in the community individuals can attend different types of gardening (social)	Creates a one stop location to find several options around the community that offer social gardening as well as easily accessible event info - fosters more participation	Functions as a website with easily accessible information, as well as a calendar with easily understandable and visible community events
Design an interactive activity.	Create an educational app game that teaches the difference between organic, natural, and sustainable	Educational and fun way for people to learn the differences in an interactive manner	Would work as a trivia and interactive game app
Create a poster to advertise the job fair/event. (Advertising campaign).	Create a website that works as a search engine for all the jobs in the field	Puts a mass of information and job listings in one place and makes it easy to refine and find specific results	Functions as a search engine
Create packaging for the tool kit.	Create an app that guides you in choosing the optimum time to grow fruits and vegetables in your area by utilizing location based data & information. App includes a garden planner by way of a virtual reality garden. a progress tracker to keep up with what you have planted by uploading pictures. has step by step instructions with text & visuals on how to plant and maintain specific plants.	Makes it extremely easy to take your gardening plans in to action by guiding you with a virtual garden planner, progress tracker, and instructions. It is a one stop shop for all the resources that is in your hands.	Functions as an organizational & planning app where virtual reality blends with physical and digital to create an easy and seamless way to learn how to begin & maintain your own garden.
Create a campaign to raise awareness and encourage donations	Create a website to help fundraise and collect donations for these communities	Creates a place to help increase the amount of money collected for these causes and place for food insecurity advocates to spread their message	Functions as a donation website
Create infographics that show what you should eat in a day, nutrition facts about certain foods- healthy and unhealthy and event promotional materials	Create infographics that show what you should eat in a day, nutrition facts about certain foods- healthy and unhealthy and event promotional materials	Create a website/app combo where you can learn about nutrition and what you should eat (on website) then go on app and keep track of your daily food intake	Website works as guide and recipe resources, that then works in combination and connection with app. app functions as a logger and tracker
Design infographics	Design infographics	Create a website that serves as an online campaign	Functions as a sharable social media campaign
Campaign materials and workshop/teaching materials. brand a class?	Campaign materials and workshop/teaching materials. brand a class?	Create an app that has virtual classes/workshops that teach about food waste and storage and preservation techniques	Functions as a subscription based app, where you sign up for different workshops and classes that you attend virtually
Design a campaign to change perceptions	Design a campaign to change perceptions	Create a website that serves as a campaign for educating people on the misconception	Sharable social media campaign
Branding of a local co-op/farmers market	Branding of a local co-op/farmers market	Create website to house the local co op brand with an accompanying mobile app	Serves as home website for the market/co-op that houses all their info and online shopping

## Design outcome

Through My Friends research, they discovered several problems within the community that they wanted to solve through an interactive app. The matrix once again helped me to weed out and identify the best digital solution. From there, I began to form the idea for a phone application, thinking about what its use was, what would be included, how all these things connected, and how this would help the users lives.

The issue they are most concerned with is that a large percentage of people don't know or learn the knowledge and skills necessary to grow their own food. They attempt to solve this by providing a service that makes more people aware, that makes it is easy and possible to learn and grow food in their own home.

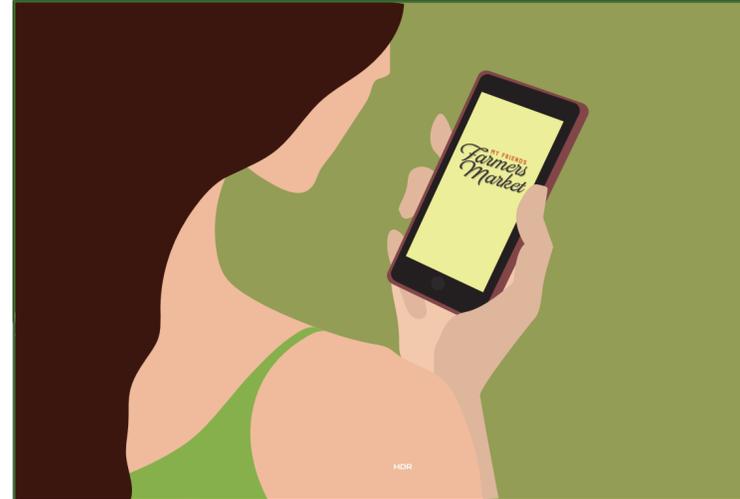
My Friends have decided to create an app to attempt to begin to tackle these problems further. This app intends to aid gardeners and/or food enthusiasts of any skill level to track their progress in the garden as well as make information, instructions, tutorials, and advice easily accessible.

My Friends Gardening App is an app produced by My Friends Farmers Market. The app includes several features including a camera, photo, album, community feed, calendar, and plant library. All of these features work together to provide a personal and customizable experience that helps track the users progress. This app can be used for tracking progress in your garden, learning how and when to plant ornamental and edible plants, and connecting with others in the community.

## Narrative & Storyboard



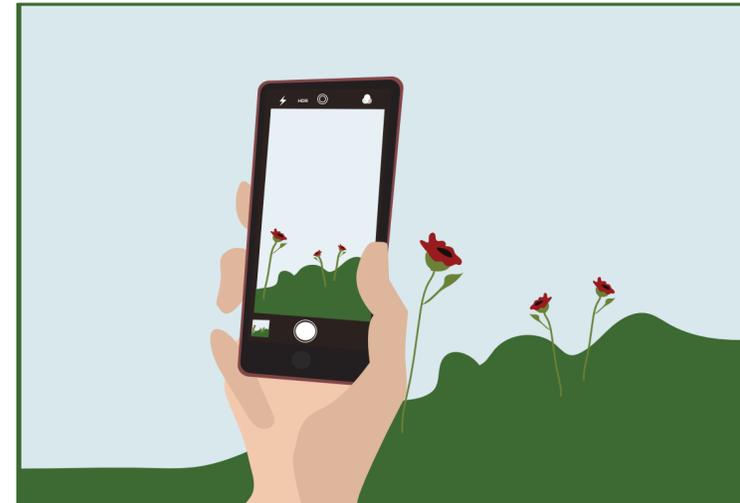
USER HAS A QUESTION



USER OPENS "MY FRIENDS GARDENING APP"



USER FOLLOWS ALONG WITH APP INSTRUCTIONS IN REAL TIME



USER SNAPS A PHOTO

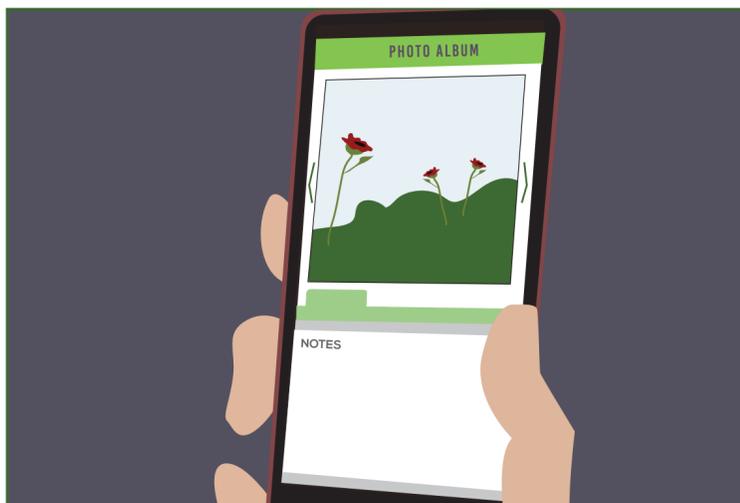
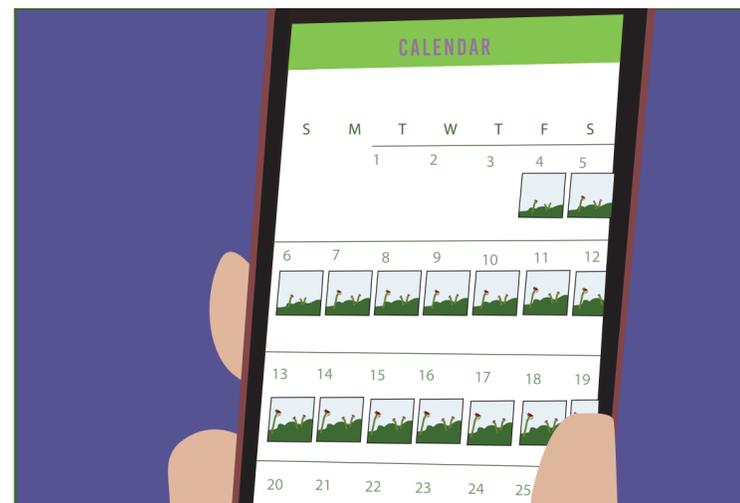


PHOTO ALONG WITH DATA IS UPLOADED



USER TRACKS PROGRESS WITH PHOTOS

Sarah is a 22-year-old college student who is passionate about her major, horticulture. She goes to school 3 days a week and works another 3 days in a greenhouse. She desires to grow her own plants aside from her schoolwork and her job. Its hard for her to keep up with all 3 as she gets confused in trying to remember what is planted and growing in each place. This causes her to get frustrated and doesn't end up spending time on her personal farming/gardening at home. She has tried different methods like making lists of what is planted where, taking photos to keep track, and making an schedule/calendar. She has also experimented with several apps to help accomplish the same goals, but because these are all separate, Sarah loses track of them quickly and eventually gives up on updating and tracking. This makes her discouraged because she can't keep up with the independent projects she desires to complete.

Sarah finds an app that seems to combine all of these tasks in to one place. The app includes a progress tracker and photo album, a plant library and instructions, a calendar/schedule, notifications, and a community feed. Sarah sets the notifications to pop up at the time that she gets home from work and school everyday. This way, she is reminded as soon as she is free of what needs to be done to which plant. On a good day, where she is motivated to work on her personal garden, she opens the notification, goes to the garden and completes the task. If it is a plant she is less familiar with, she'll follow along with the plant library/instructions tool to make sure she is doing everything correctly. She then uses the photo and progress tracking tool to take a photo of that plant and make a note of what was done at that day and time. She goes over to the calendar and scheduling tool to make sure her photo and notes showed up in the correct day on the schedule, and double check if any of her other plants need attention. Once all her tasks in the garden for that day are complete, she goes to the community feed tool to check her photo from that day, as well as casually scrolling through other peoples posts.

On a bad day, where she is not feeling very motivated to keep up with her garden and plants, she will check her notifications and complete tasks if absolutely necessary. She might scroll through the community feed as well.

# Persona

The goal of the new persona was to make one that was the opposite character of the persona from Part 1. In contrast to a student who is learning the ways of the field, this persona is based around more experienced farmers who have been in the business for a substantial amount of time.



# GARRET G

FAMILY OWNED BUSINESS FARMER

AGE 57

LOCATION CHICAGO, IL

STATUS MARRIED/4 KIDS

**“GROWING UP ON A FAMILY FARM, I KNOW FIRSTHAND THE CHALLENGES OF RUNNING A SMALL BUSINESS... CHALLENGES THAT ONLY SEEM TO BE GROWING FOR TODAY’S ENTREPRENEURS.”**

Garret is a 57 year old farmer in Chicago, Illinois where he owns and manages his families 50 year old business. On their family farm, the main crop is corn, the most important crop in Illinois. He tries to keep up with the most advanced farming machinery and technology.

Garret has been farming his whole life learning everything he knows from his father. He’s inspired by the families business and dedication to the legacy. He wants to keep the business alive and connect with other family farms to grow community. He’s passionate about advancing community agriculture and sustainable businesses.

## GOALS

- Advance community agriculture and sustainable businesses in his area.
- Keep the family business alive and thriving.
- Connect with other family farms to increase sense of community and work together to gain from one another.
- Have the most up to date machinery and technology.

## MOTIVATIONS

- Continuing his fathers business.
- Providing for his wife and 4 children.
- Dying of family farms motivates him to fight for his and connect with other family farms.
- Staying relevant and up to date on technology

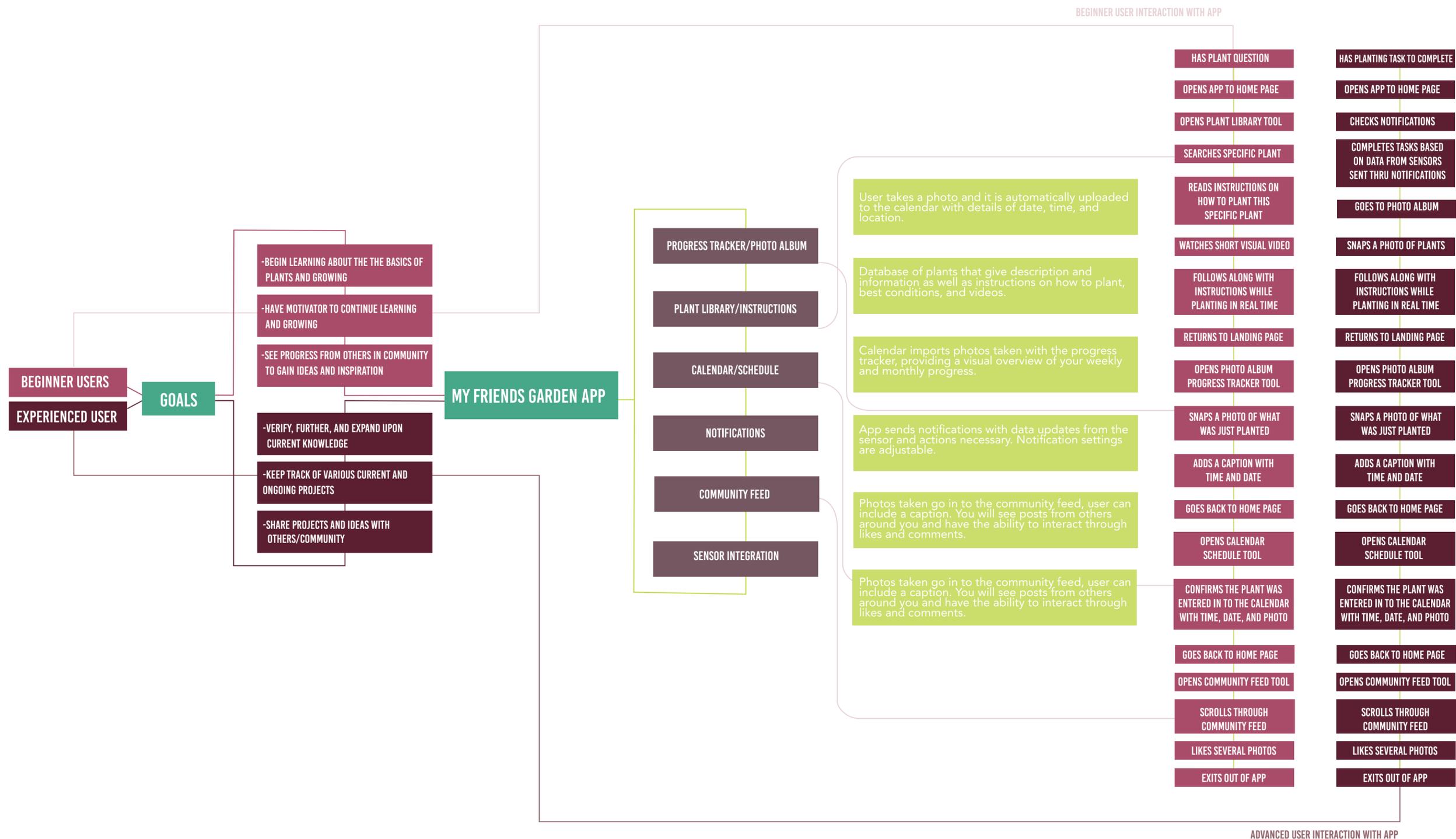
## TECH



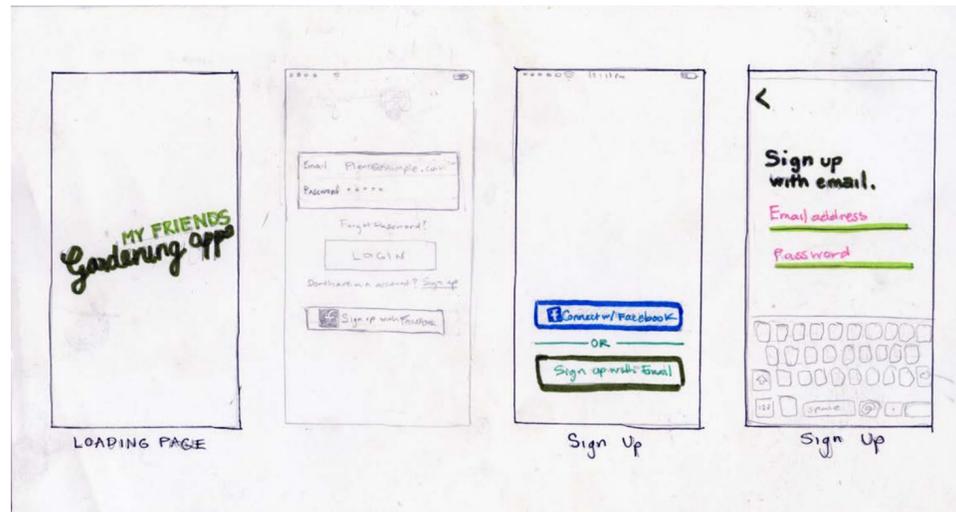
## CROPS



# Behavior Map



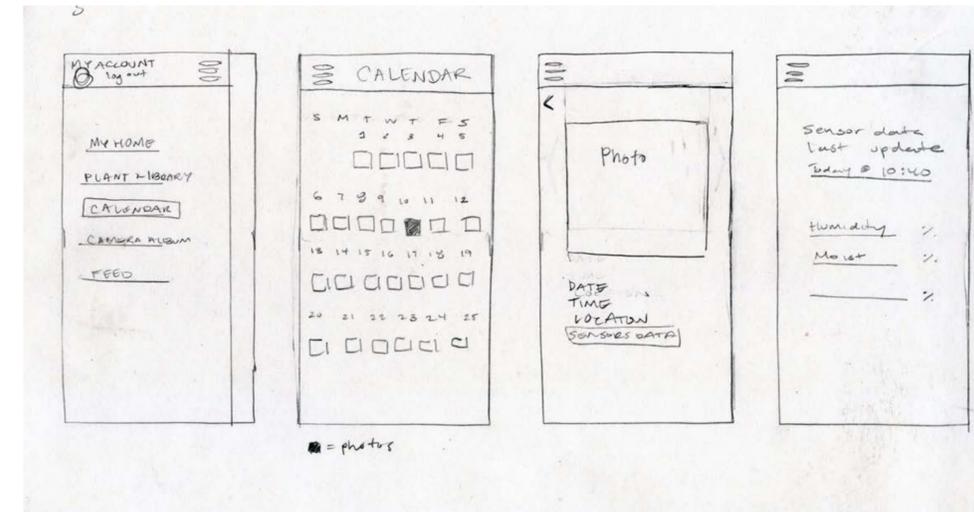
# Paper prototypes, ketches & annotations



The Splash Screen- the first screen users see when they boot the app.

To create an account, you will be asked to connect through Facebook or Email

In this prototype, the user signs up through email and enters their information.

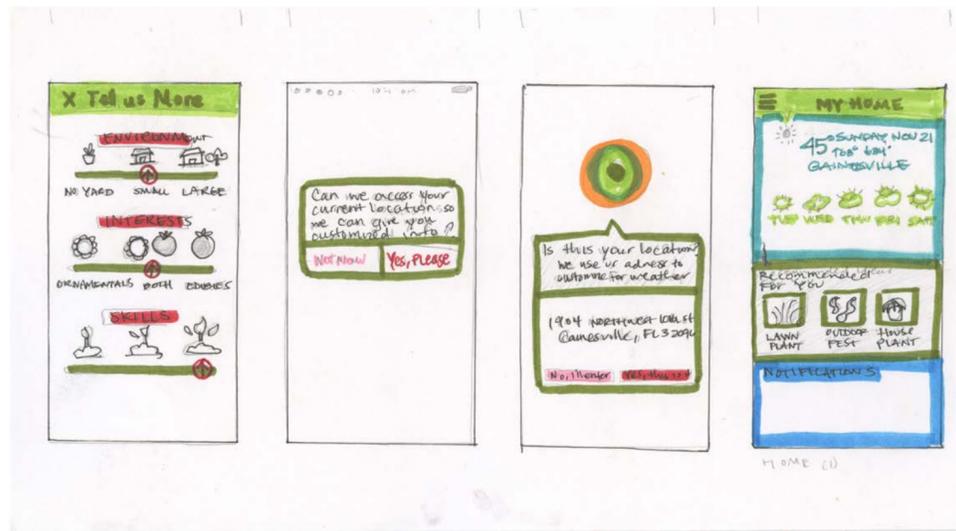


User selects Calendar from the Menu options.

Calendar displays photos the user has taken.

User can click on a photo from any day on the calendar to open it up and see more info.

Calendar connects to Plant Library.

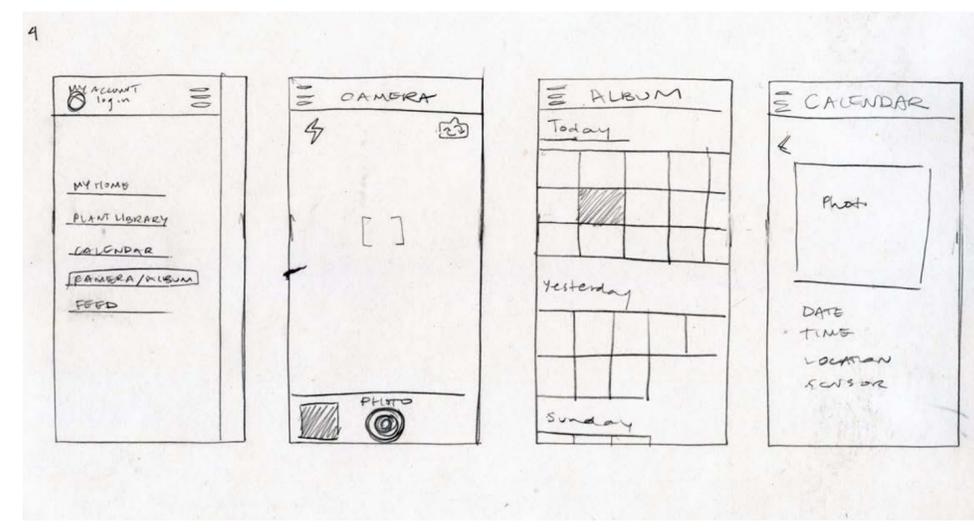


Once the user is logged in, the app asks questions to personalize account.

The app asks for permission to collect location data.

The user confirms address, or corrects if location services are wrong.

Once the account is personalized, user is brought to the home page.

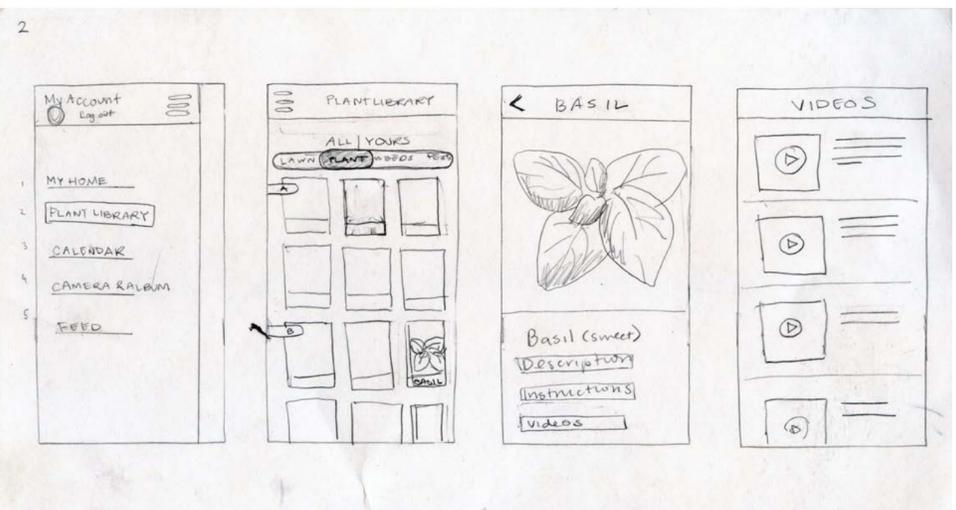


User selects Camera/ Photo Album from the Menu options.

User chooses to add a new photo, Camera opens.

When the user snaps a photo, it is automatically displayed in the Photo Album.

Photos taken in the app appear in the Calendar.

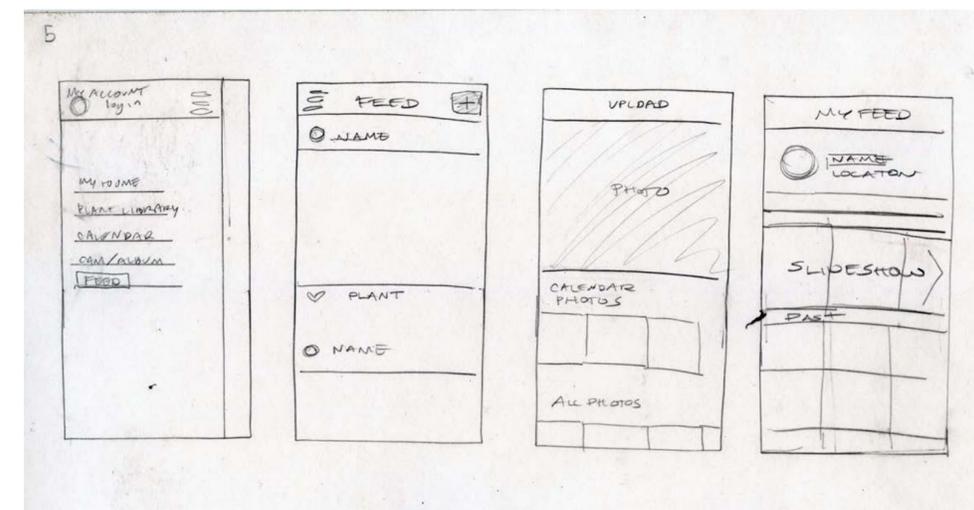


User selects Plant Library from the Menu options.

Plant Library contains a database of Plants, separated by your library of plants and the general library.

When the user clicks on a plant in the library, it takes you to a screen with information on that plant.

User can click on the information, advice, and links.



User selects Feed from the Menu options.

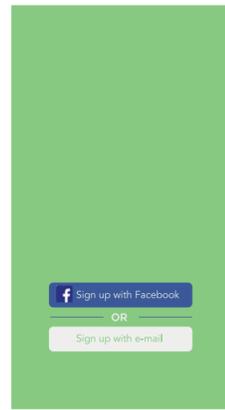
User can scroll through the Feed to see posts made by others in their local community.

User can choose to upload photos to the feed.

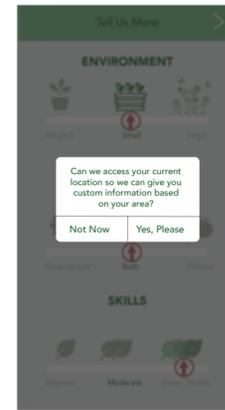
Photos are featured on the users personal feed.

# Digital prototypes & annotations

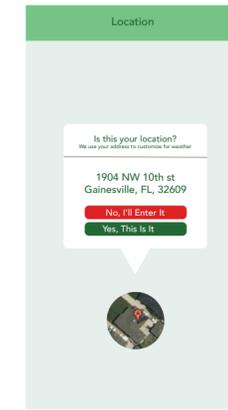
App asks questions to personalize account



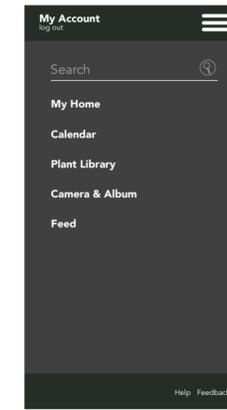
Sign up through email or Facebook



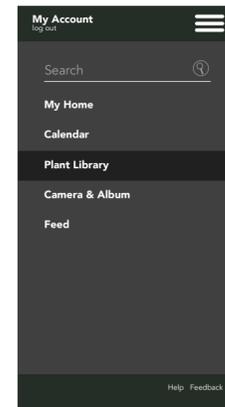
App asks for location to provide more accurate Data



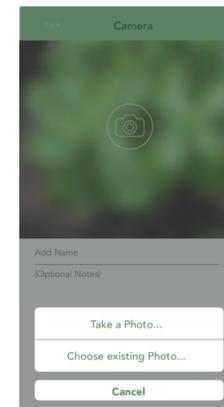
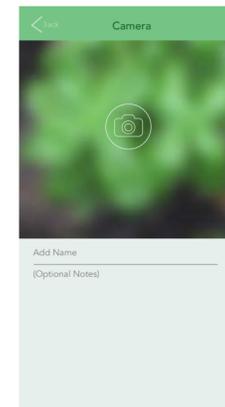
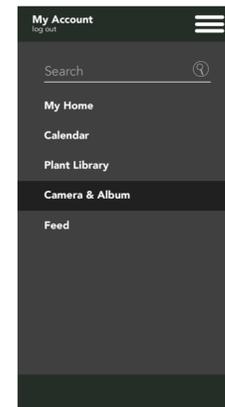
Menu screen



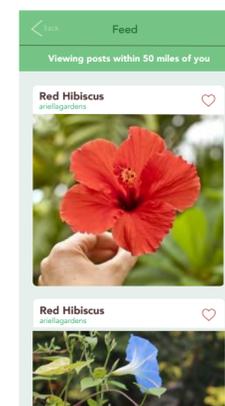
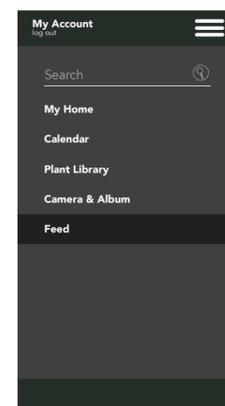
User clicks on Plant library from the menu options and views information on chosen plant

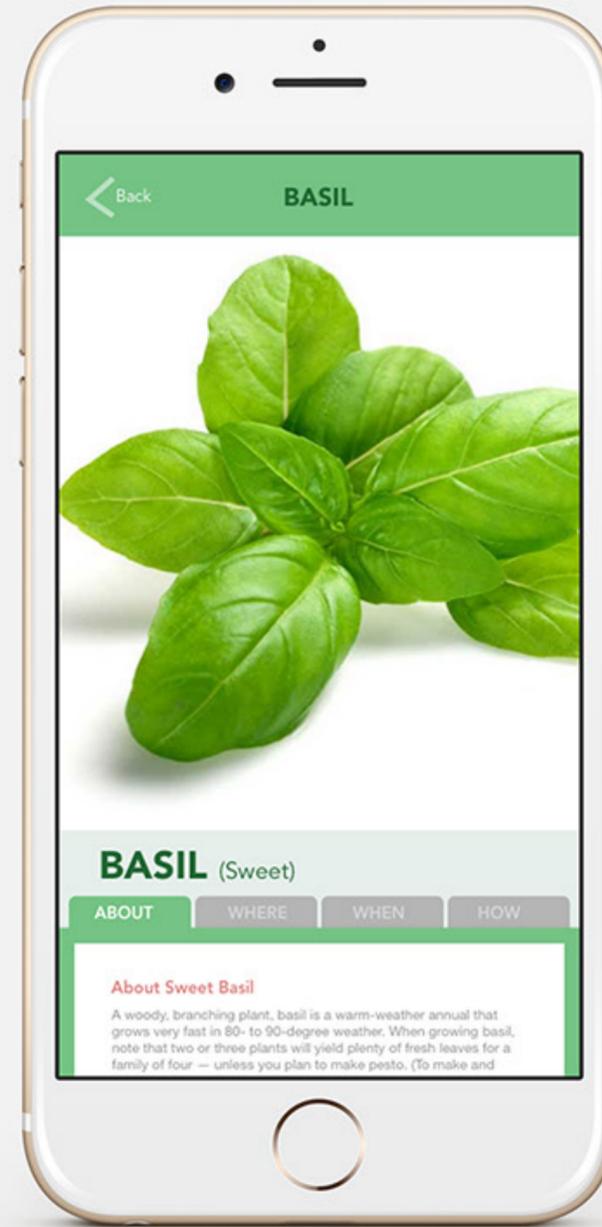
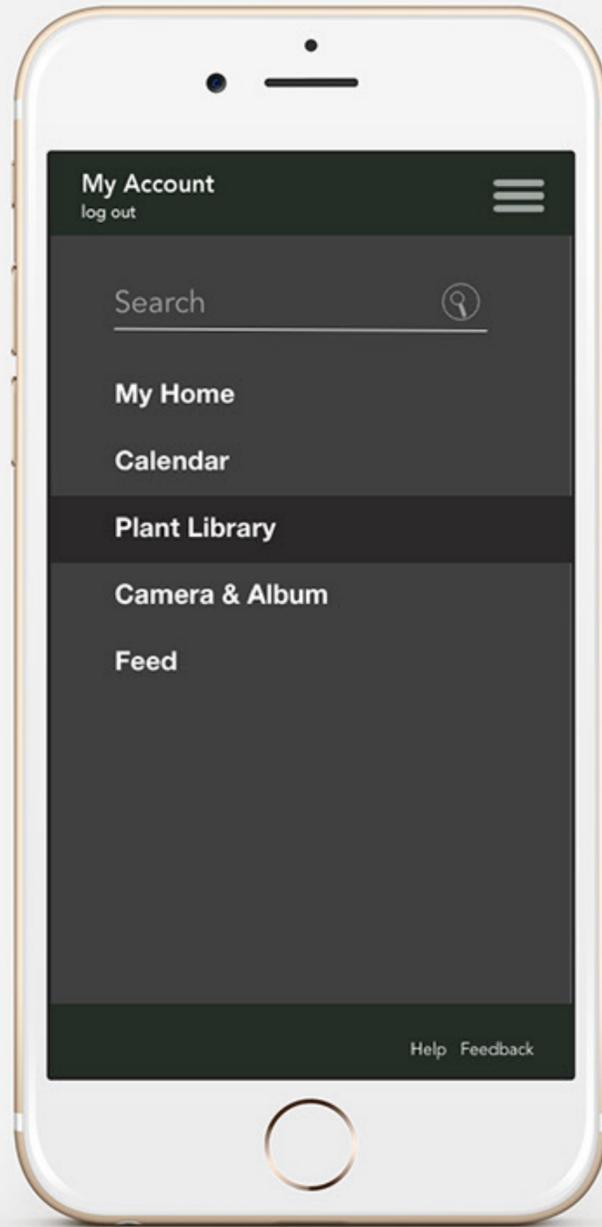


User clicks on camera from the menu options, takes a new photo and adds additional notes or captions



User clicks on feed from the menu options, other user photos appear, user can interact with other users





## Self reflection of part 3

Now that I had my design solution and physical product, the next step was to think of a digital solution to the same finding. The matrix once again helped me to weed out and identify the best digital solution. From there, I began to form the idea for a phone application, thinking about what its use was, what would be included, how all these things connected, and how this would help the users lives.

What I feel was successful in putting all these questions in to perspective was the creation of a narrative scenario. The narrative scenario attempts to create a very detailed account of what the users experience is really like. This was helpful in creating an empathetic view of the users experience. I was able to visualize a reality in which a user would really need this application, for what exact reasons they would need it, and in what ways they were likely to use it. This narrative provided a real person and idea that could fuel the information I needed to inform the behavior map and storyboard. The behavior map was imperative in moving towards designing the screens for the app, as it provided the steps and touch points that I would need to actually begin designing.

Through the user testing of my paper prototypes I saw for the first time how the user would actually interact with the app. Rather than assuming how others would interact with it, or just basing it off of my own interaction. I discovered areas that were confusing to the user and noted the suggestions they gave.

Some of the suggestions included thinking through the Community Feed feature in terms of who will be on the feed and how the user will connect with others on the feed. Is it their Facebook friends? Is it people in their general area or location? This made me think through these options and decide what makes the most sense for this particular application.

Another suggestion referred to the Plant Library feature and how the Library is organized. The user suggested I narrow it down in to sections. For example, having an “all library” and a “personal library”. The personal library shows the plants the user has photographed. planted or bookmarked, and the all library shows the whole database of plants.

The paper prototypes guided me in planning out the actions of the app in a logical succession before actually beginning to design them in the computer.

I would like to improve upon my user testing skills and take more feedback in to consideration. At this point in the process, I began to really consider and understand how critical design thinking, methods, and research are to the full realization of a project.

Once again, the methods and processes that occurred before the actual design were essential to the final design solution. Since creating a whole system for a user is very complex, I could not have just jumped in to it. If I had, it could have been a beautiful design, but it would be without substance and intention. The processes in Part 3 taught me about the user experience and all the things that must be considered when designing a service for real life users.