

NOCOLOR

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The theme of this project is "equality", and the name of my project is "Nocolor", it is an aid organization for people who are suffering from racial discrimination. The world is full of too many racial discrimination, and the number of victims is expanding day by day. Therefore, the idea of the project is to provide a warm home for the victims, and to reduce racist hatred through the media.



The Pact Character Analysis



personas

Name: Ann
Age: 33
Occupation: Bank manager
Discrimination stress index: moderate

Name: Jake
Age: 27
Occupation: student
Discrimination stress index: high

Name: Bella
Age: 25
Occupation: waitress
Discrimination stress index: high

Secondary Research

Chart 1: Percent of Black Americans Saying They Have Ever Been Personally Discriminated Against In Each Situation Because They Are Black



NPR/Robert Wood Johnson Foundation/Harvard T.H. Chan School of Public Health, *Discrimination in America: Experiences and Views of African Americans*, January 26 – April 9, 2017. S5/Q13, S6/Q15, Q17, Q19, Q21, S7/Q23, S8/Q25. Each question asked of half-sample. Total N=802 African-American U.S. adults.

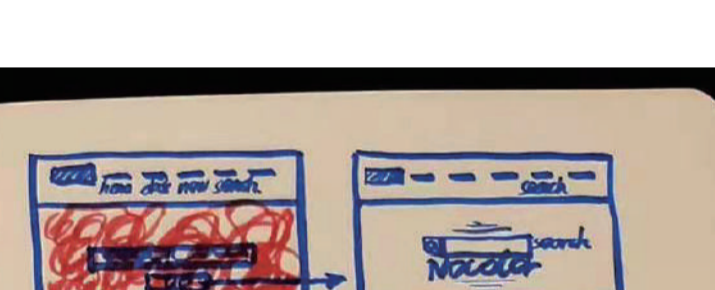
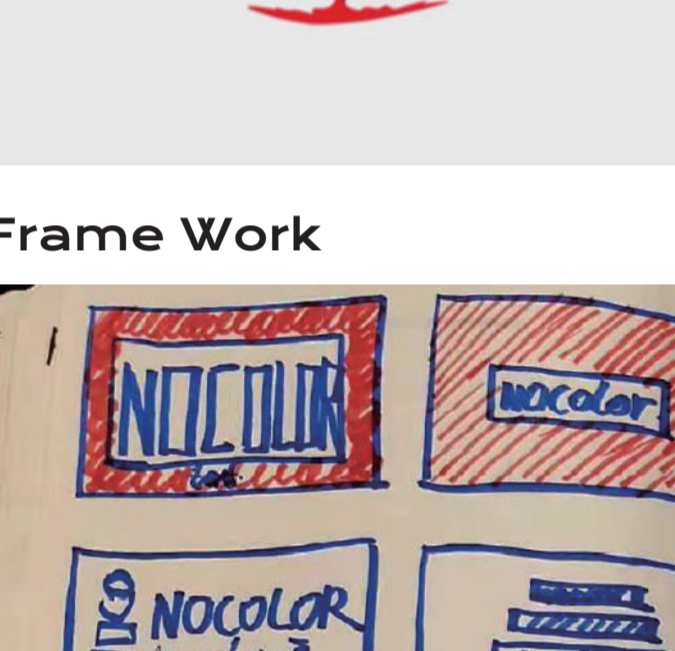
GRAY PANDA

A foundation which devotes to eliminate stereotypes and combat discrimination.

Pandas are black and white. GRAY PANDA means we shouldn't judge people with stereotype like the world is consisted of only good and bad or black and white.

Purpose
What is your first impression when you think of panda? It must be China, Asia, conservation animal. I want to eliminate the stereotype that panda equals Asian by GRAY PANDA, then extent to eliminate other stereotypes. For example: racial, gender, and religion.

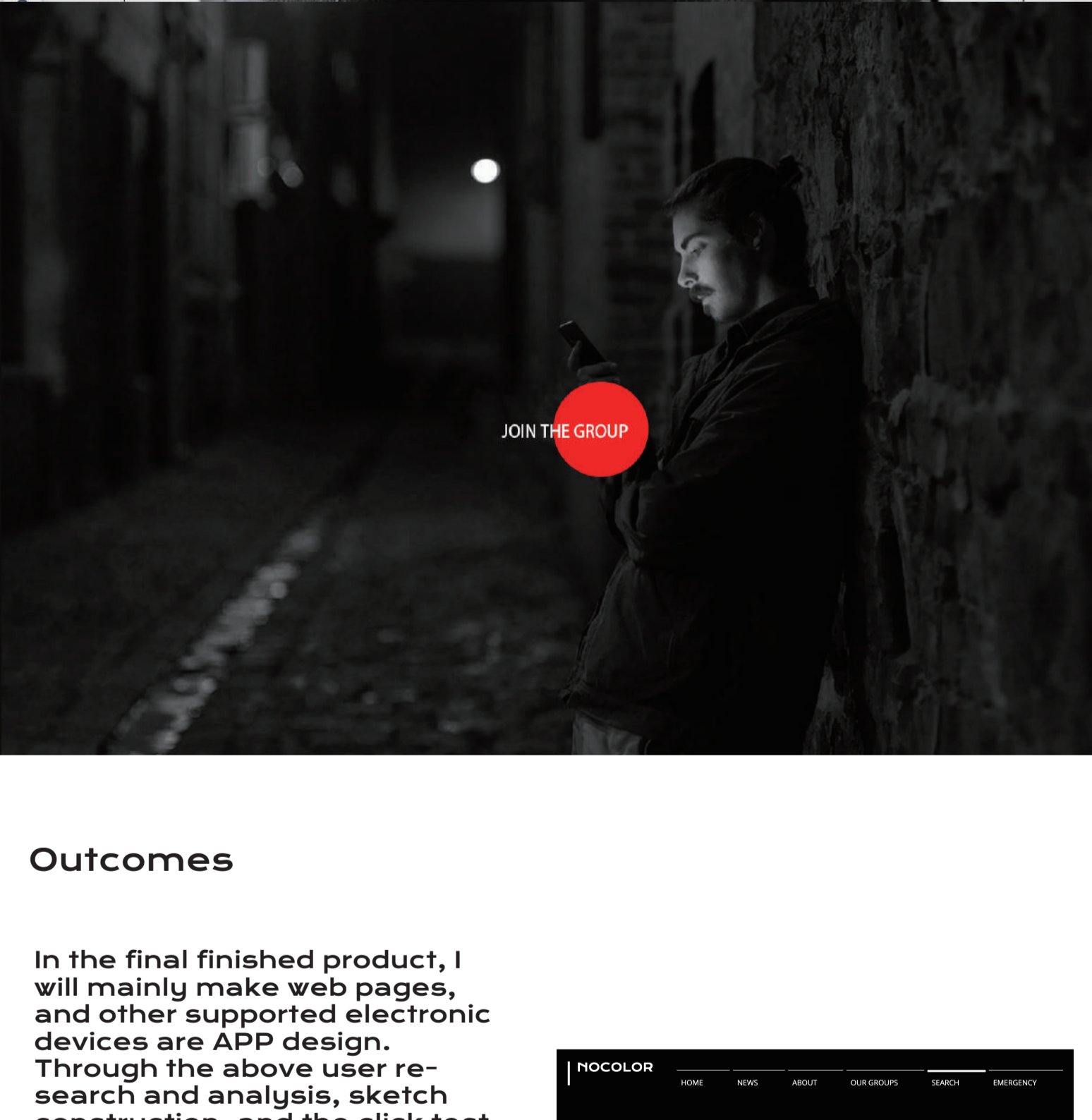
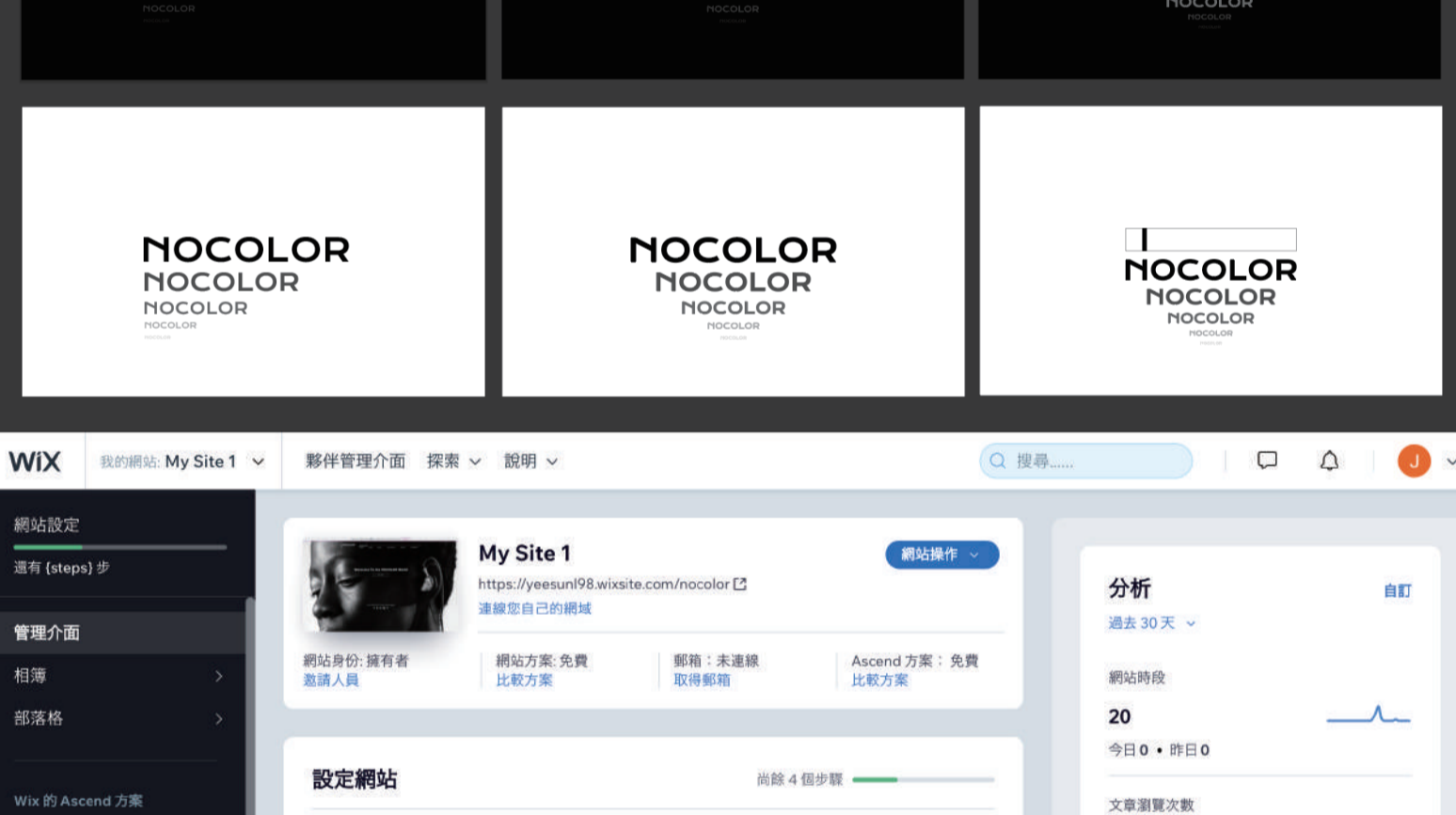
Stereotypes usually involve discrimination. This design also symbolize the oppressed by panda's position of conserved animals. GRAY PANDA will devote to eliminate discrimination and bully. Creating a peace, equal world.



no asian stereotypes **no any stereotypes** **no any discrimination**

Logo design
I used many people who curl their body to consitute GRAY PANDA logo. They mean the weak in the world.

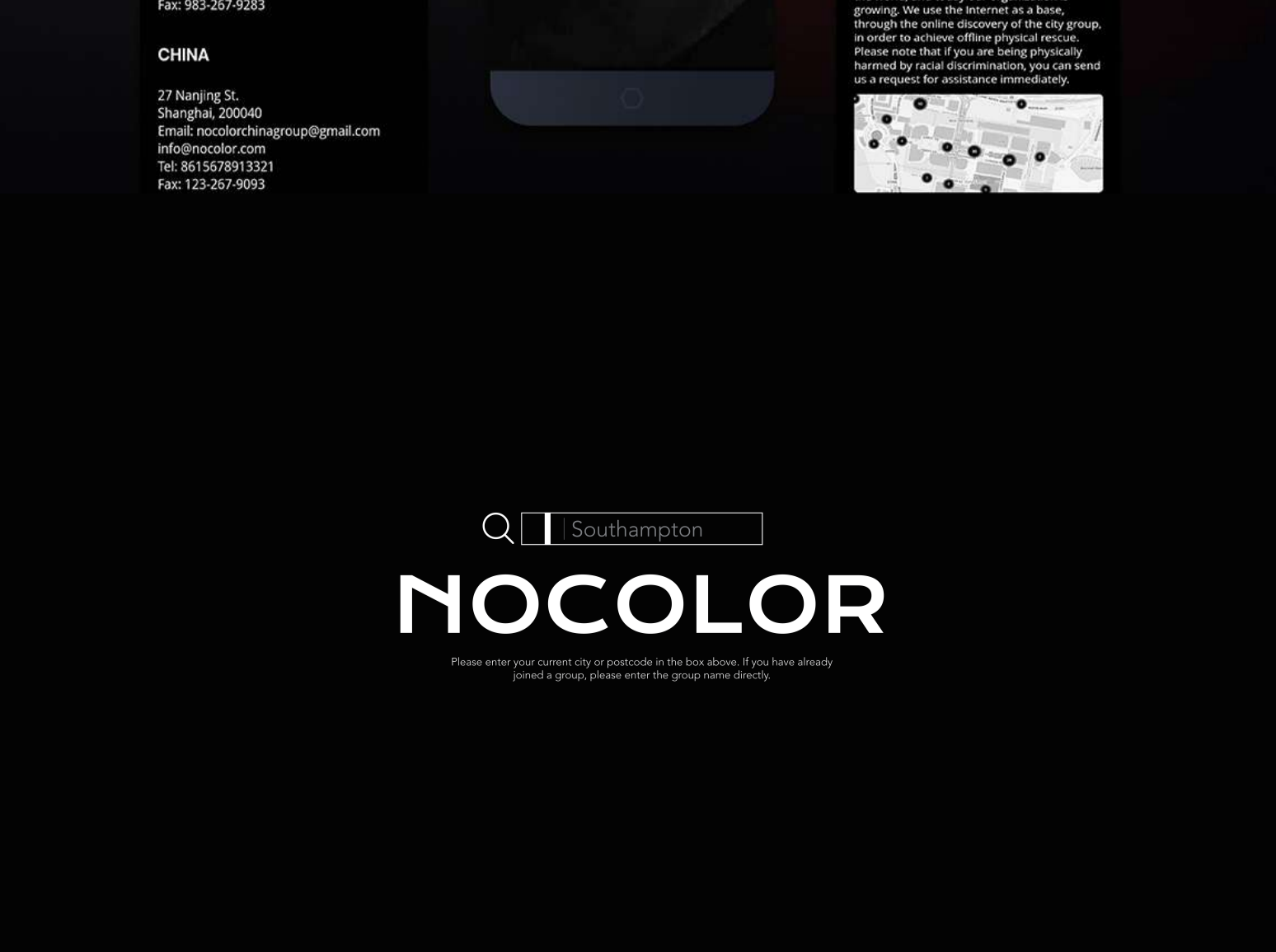
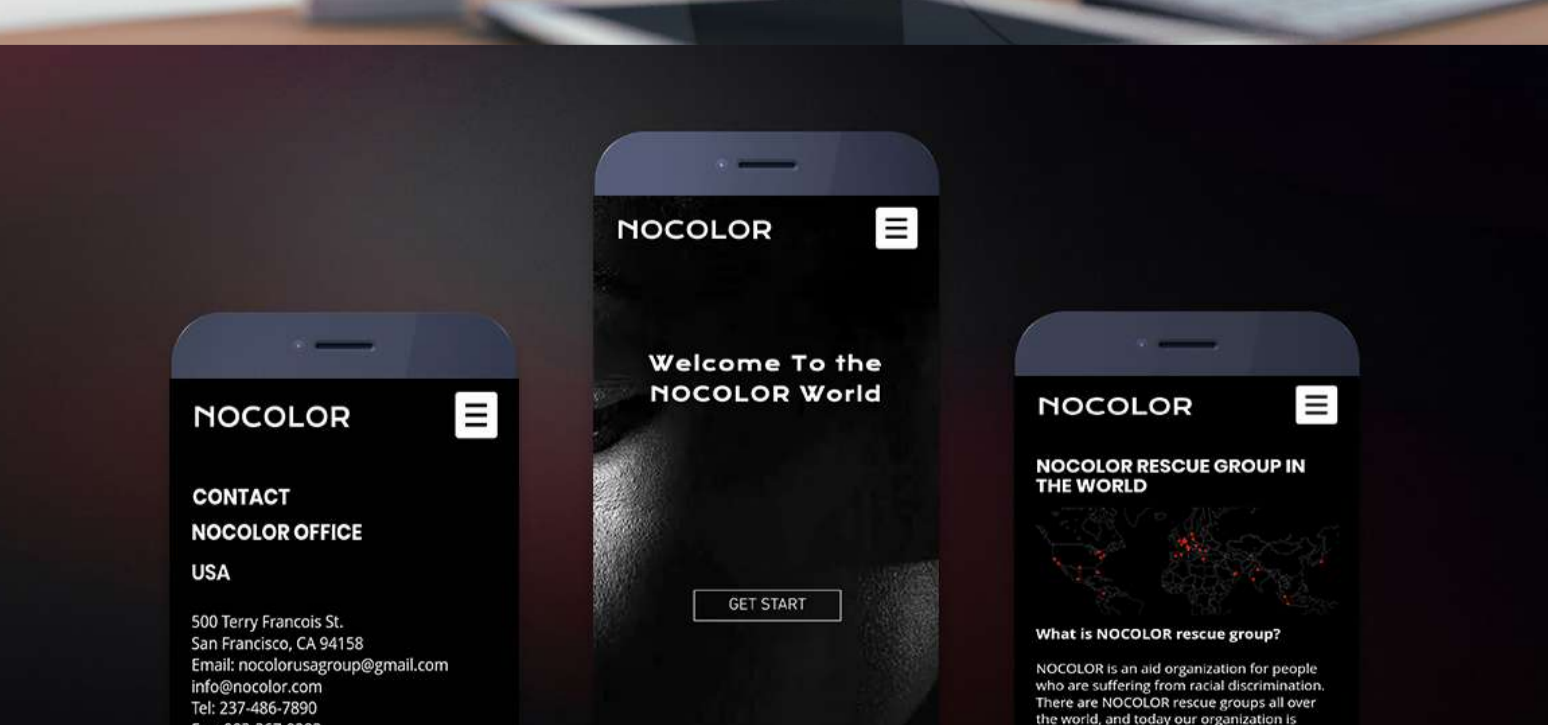
Frame Work



Outcomes

In the final finished product, I will mainly make web pages, and other supported electronic devices are APP design. Through the above user research and analysis, sketch construction, and the click test effect, the high-fidelity webpage design project can be completed.

The link to the final web test is: <https://yeesun198.wix-site.com/nocolor>



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Please enter your current city or postcode in the box above. If you have already joined a group, please enter the group name directly.