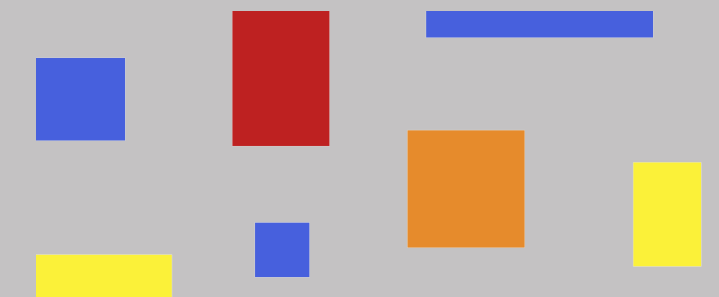
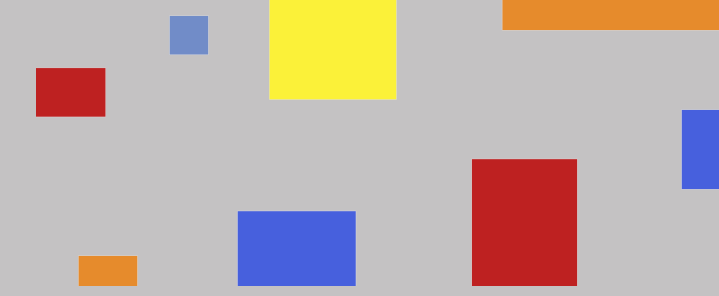
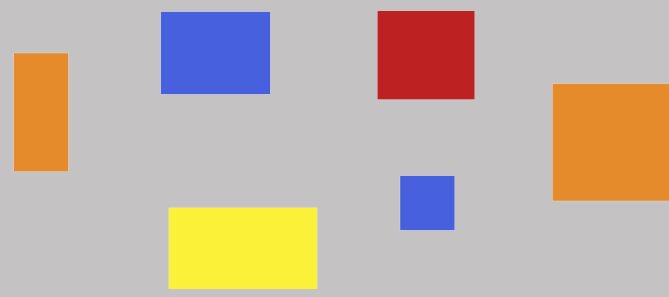

Museum Exhibition

Outlier



Project Overview

Objective

The goal for this project is to explore visualizing projects across multiple medias. This is accomplished by getting a better understanding of professional design methods such as problem-solving, through research, conceptual ideas, and design development. This emphasizes the usage of methods such as exploration of type, images, layout and composition, and media. The end result should be a creative, innovated and well executed solution to visual communications.

This project will result in a piece based of any desired topic that will appear in an exhibition at the SCAD Museum

Topic Research

Adoptees have a range of emotions when it comes to their adoption. Some people are ashamed of this secret where as others are happy and ready to embrace it. Some people try to motivate others to feel proud of their story and to think about how blessed they are for being chosen instead of abandoned. An adoptees adoptive family granted them all sorts of different and life changing opportunities. But there are questions such as “why was I given up? Why wasn’t I wanted? and was I not good enough?” that are always in the back of their head. Support of friends and family is key because without such support the weight of these questions can impact a person’s psychological state. When telling someone that they’re adopted the most common questions are, “If you could, would you want to meet your biological parents? or “do you know why you were given up?” These types of questions are ones that adoptees have already thought about. Some people feel comfortable to share their stories whether negative or positive but others chose not to think about it at all. Those who continue to share their stories are becoming the voice of those who are to afraid to think about or talk about it. They are bringing awareness about the feelings of adoptees and how everyone’s story is different.

Title/Subtitle

Outlier / From the Adoptee

Narrative Reasoning

Adoptees have their own experience with adoption. Adoptees are given this new life with great opportunities. They’re more than grateful but they sometimes feel like their bond with their family isn’t complete. Everyone has some type of bond with their family, but for adoptees they’re missing that connection because they were ‘abandoned’ by their family.

Word List

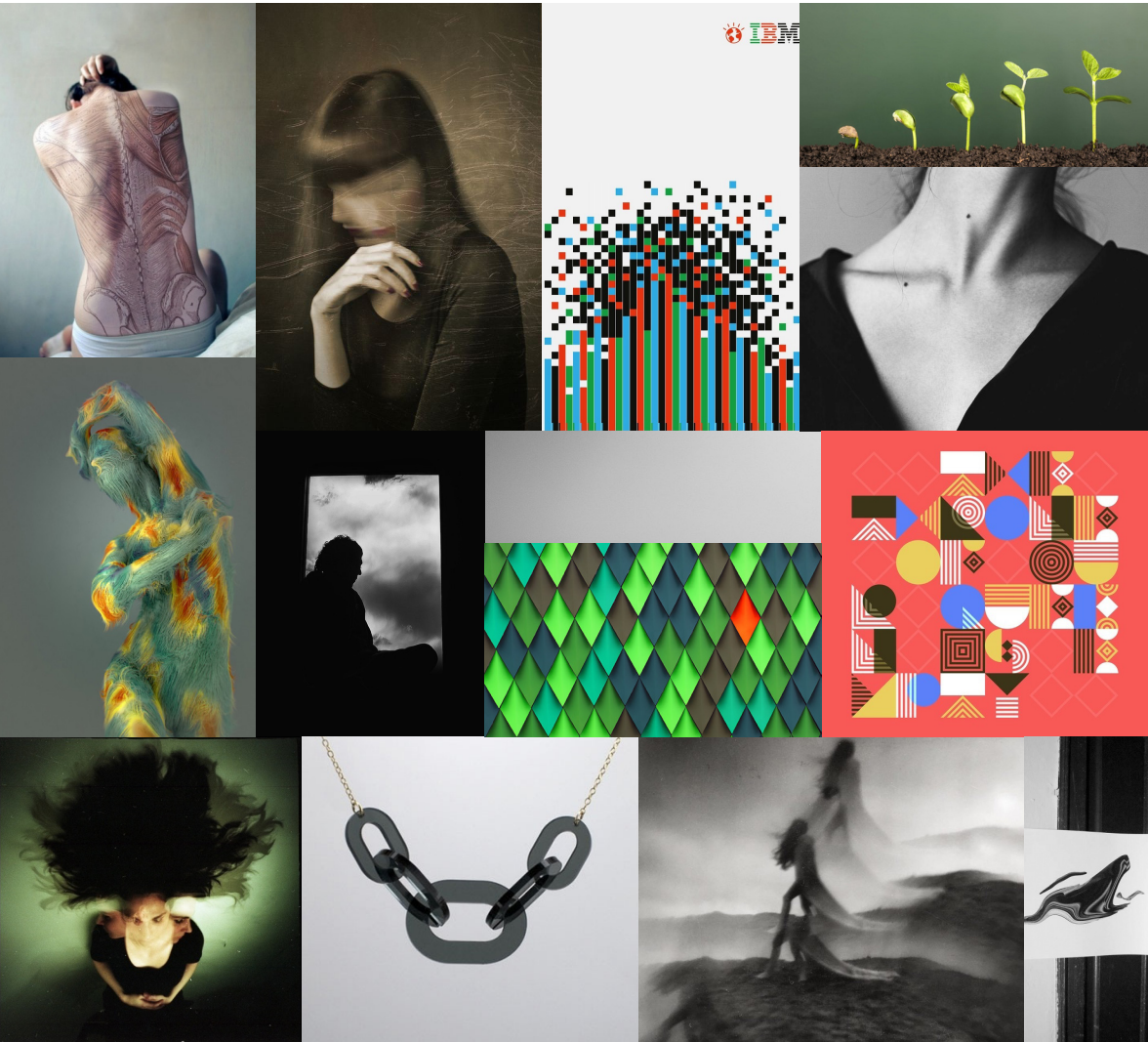
secret
ashamed
blessing
encourage
blessed lives
abandoned
chosen
given a chance
given up
wanted
good enough
supportive
china
impact
psychologically
unknown
rage
self-esteem
uncertainty
adopting
outcome
would you
meeting
why
dedicate
advocate

awareness
peace
millions of questions
culture
one-child policy
experiences
orphanage
grateful
opportunities
pain
young
orphans
sexism
since birth
struggled
identities
racism
heartbreaking
mysterious
searching
emotional
technology
DNA
history
characteristics

connections
distant
false hope
lack of discussion
heartache
know more
undesirable
confused
unseen
different
conflicted
illusion



Moodboard



Word List

attachment
bond
undesirable

identity
acceptance
mystery

Concept

People have a misconception about how being adopted is such a great thing. While it does open opportunities and a new life, there is the underlying feeling of guilt and shame. Being an adoptee, there comes with a lot of different emotions. Adoptees are sometimes torn between their birth place and their current living place. They feel alone because their family cannot fully understand how it feel to be placed in a new environment when you may look different. Adoptees feel like conflicted if they should be true to their origin or how they were brought up. As an adoptee myself, I always knew I was different. Being a Chinese girl in a primarily white school and family, I always felt like I never belonged. But as I got older, I came to feel guilty about how I was straying away from my roots and that left me feeling like a part of me wasn't full. With this exhibition, I hope it will show and educate those who may feel the same thing, even if they aren't adopted.

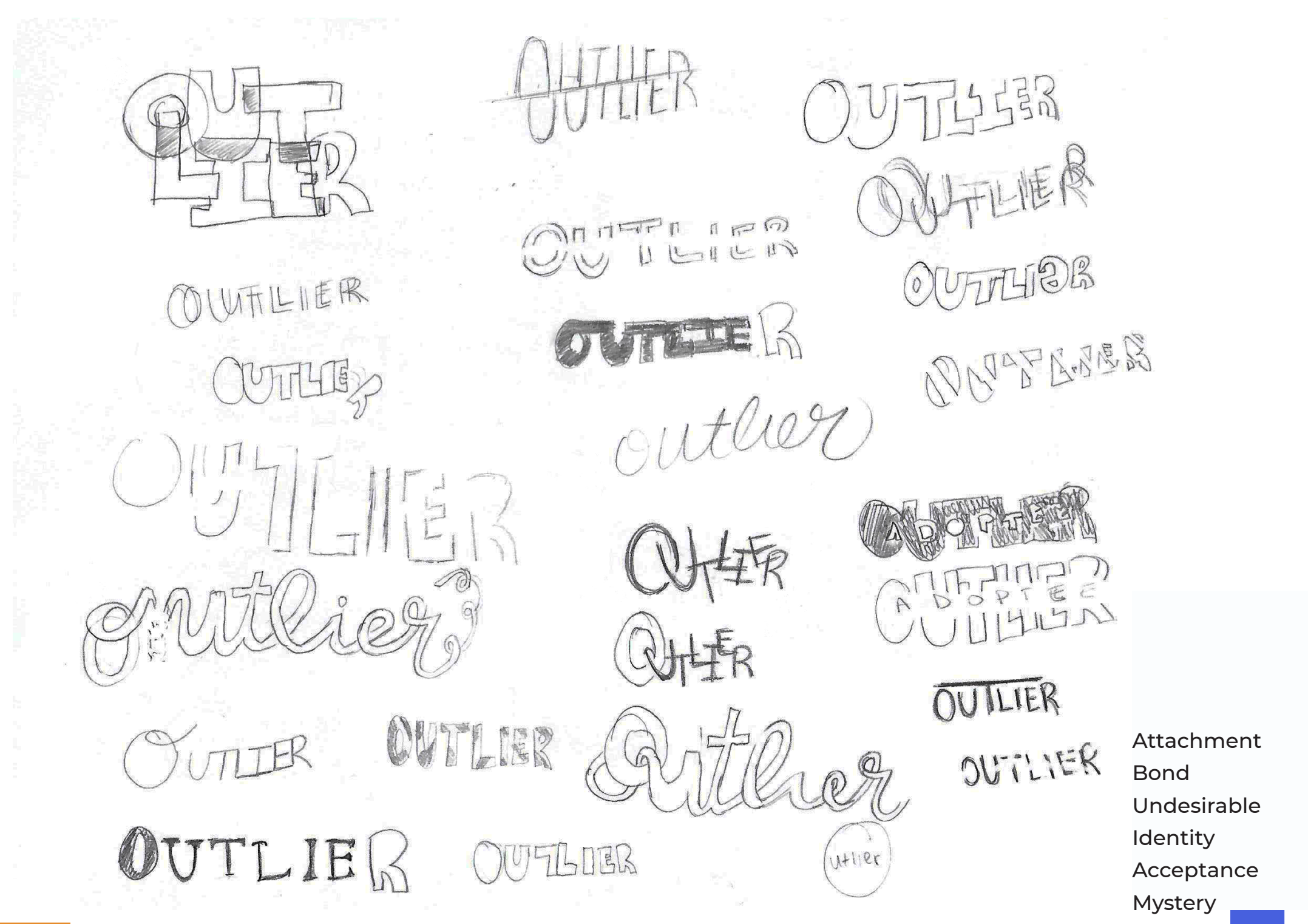
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 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+

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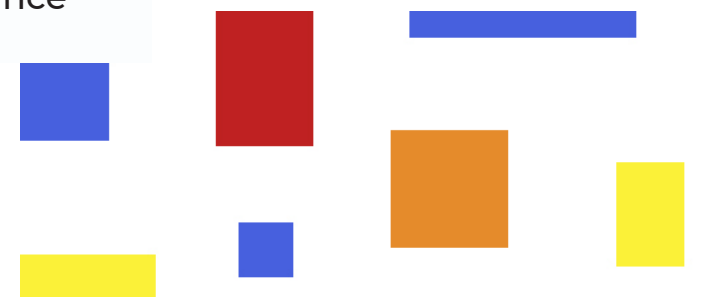
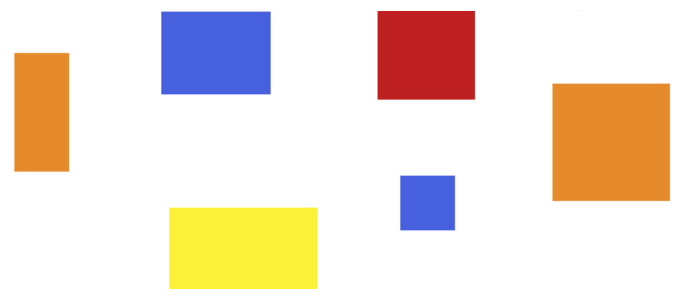
Courgette
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Libre Baskerville
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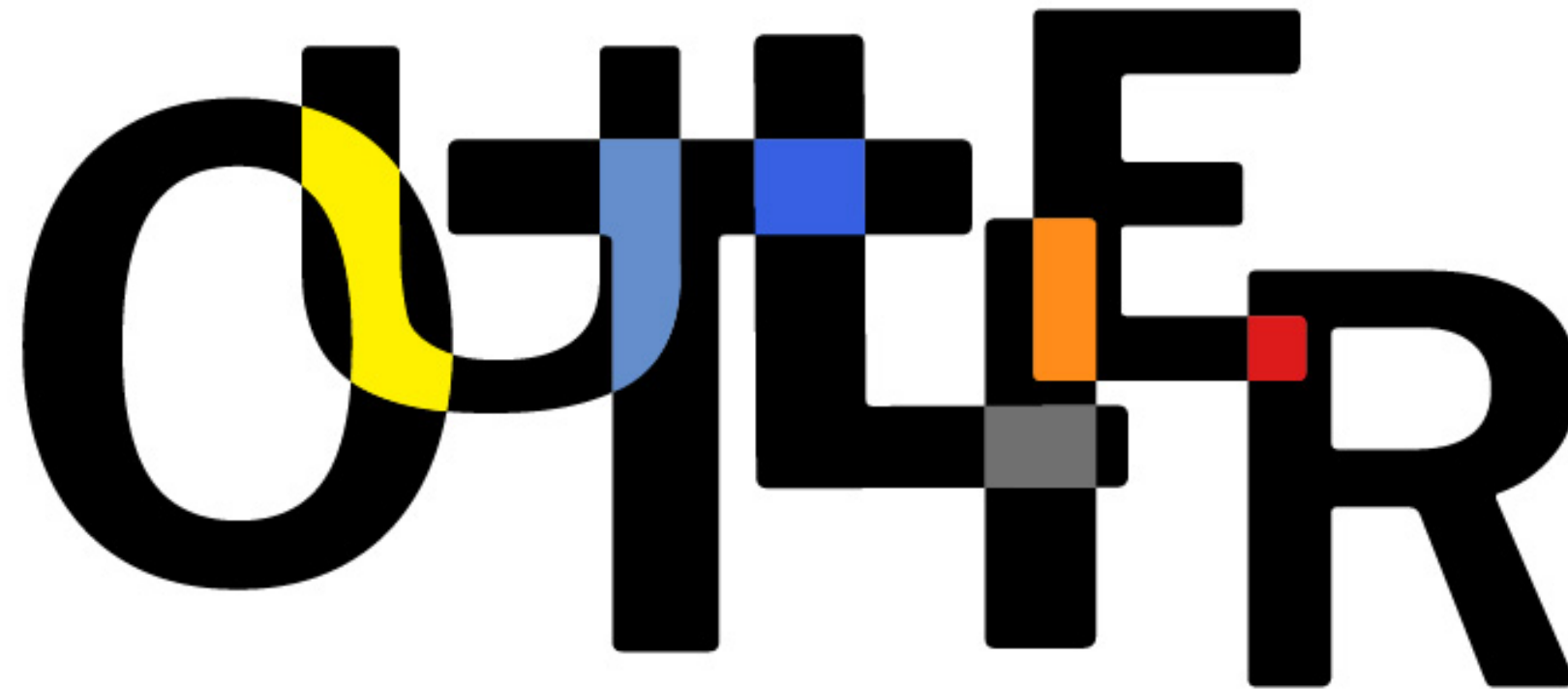
Identity Program



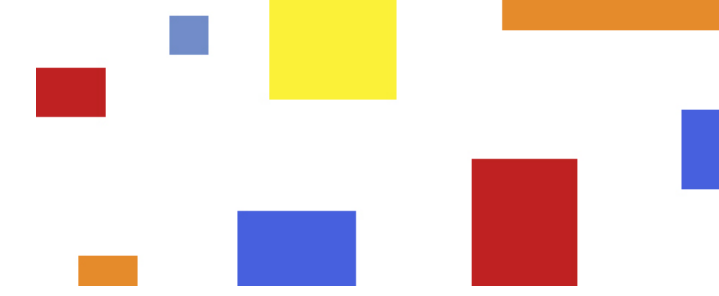
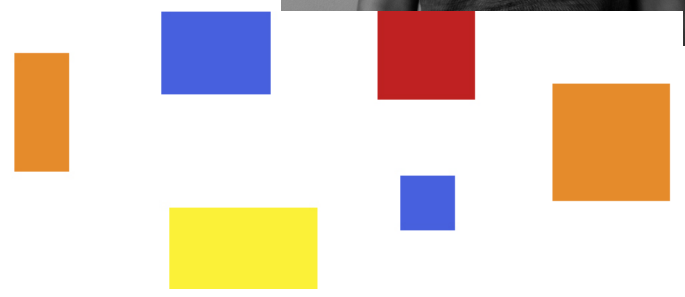
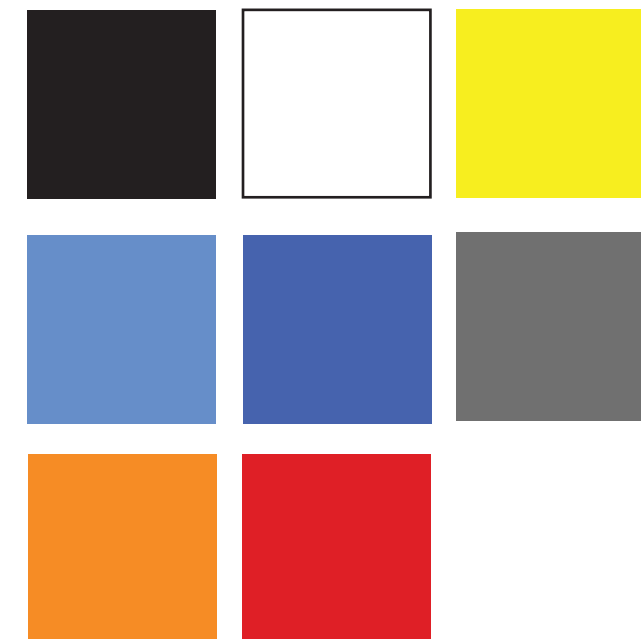
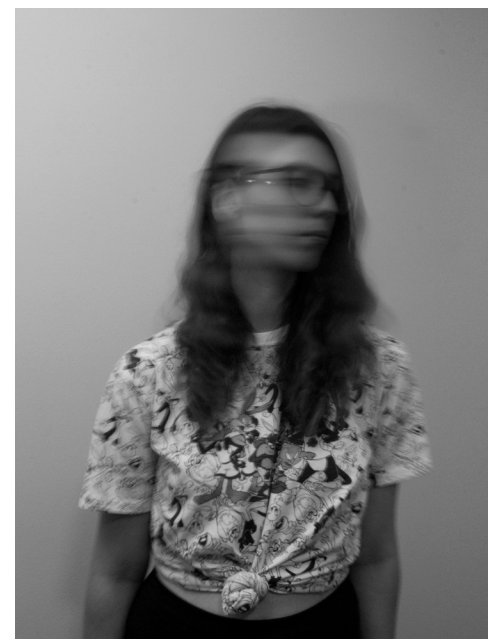
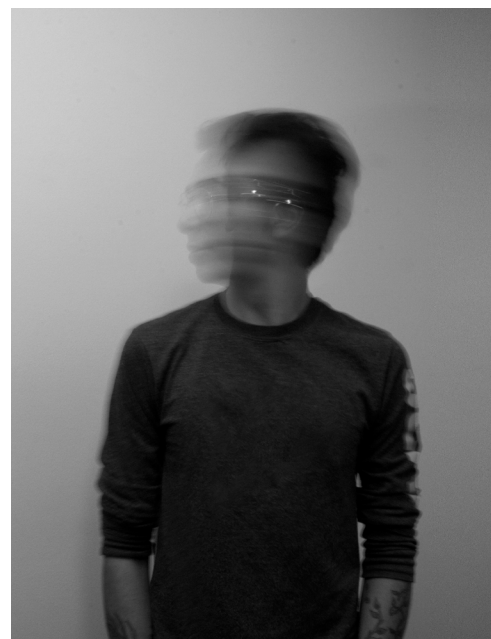
Attachment
Bond
Undesirable
Identity
Acceptance
Mystery

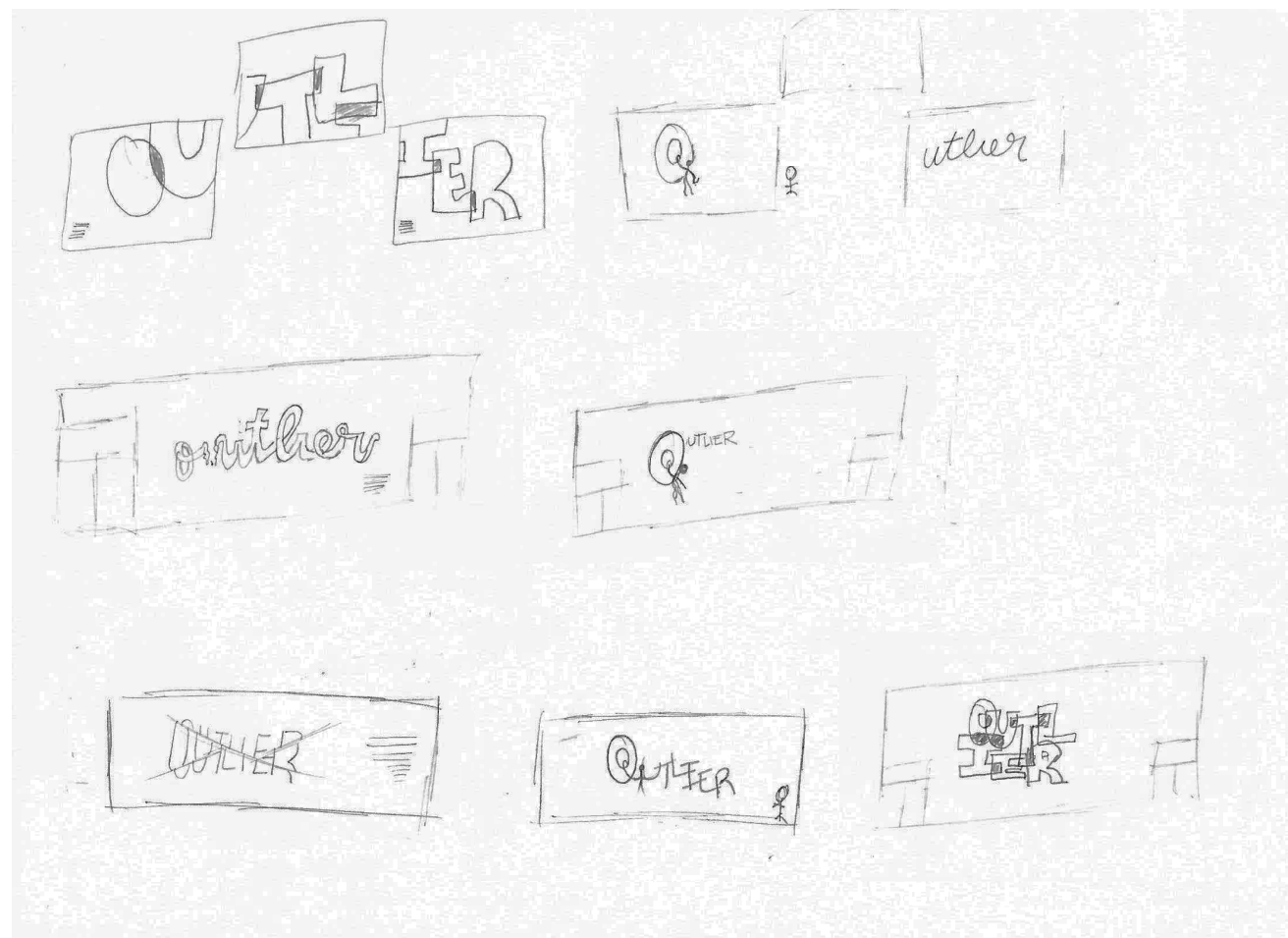
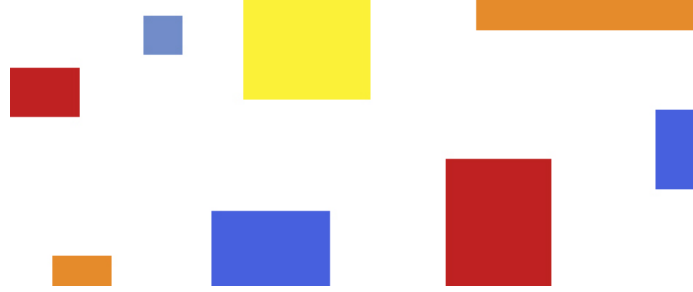


Final Identity Program



To have the words overlap, there was then space for those intersections to be taken out. The words being connected but then have pieces taken out represents that even though there a link there are and could be pieces are that missing. I chose a bold sans serif typeface because its an unexpected and informal representation of this topic. I chose these colors because they each have a certain feeling associated with the feeling of being adopted.





outlier



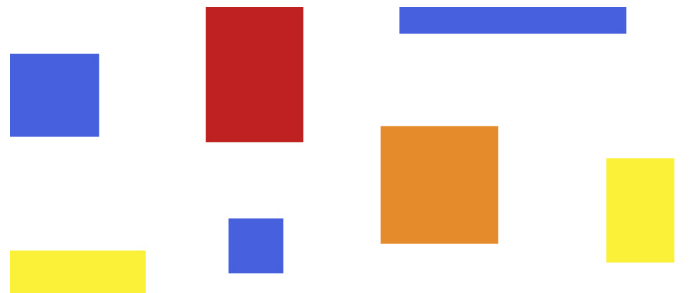
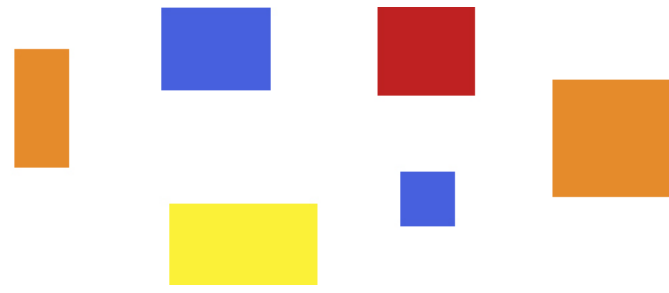
OUTLIER



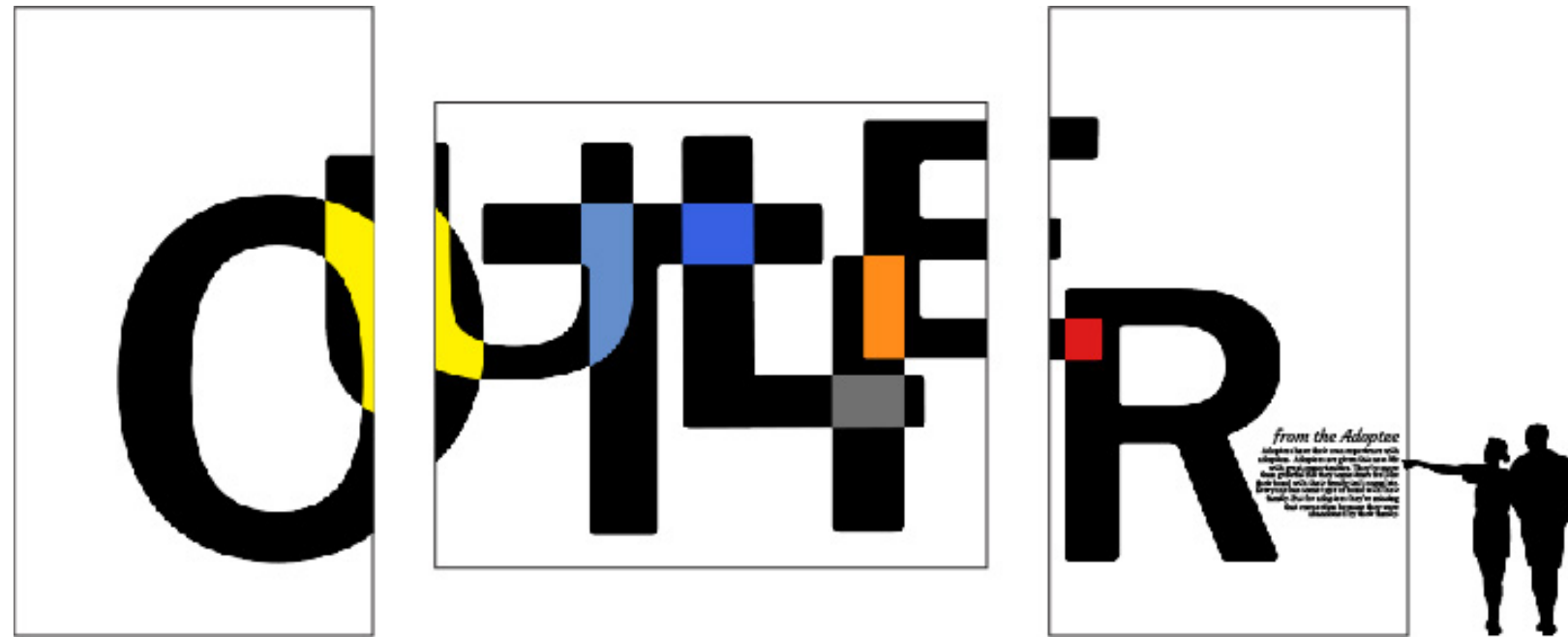
OUTLIER



OUTLIER



Final Environmental Graphics



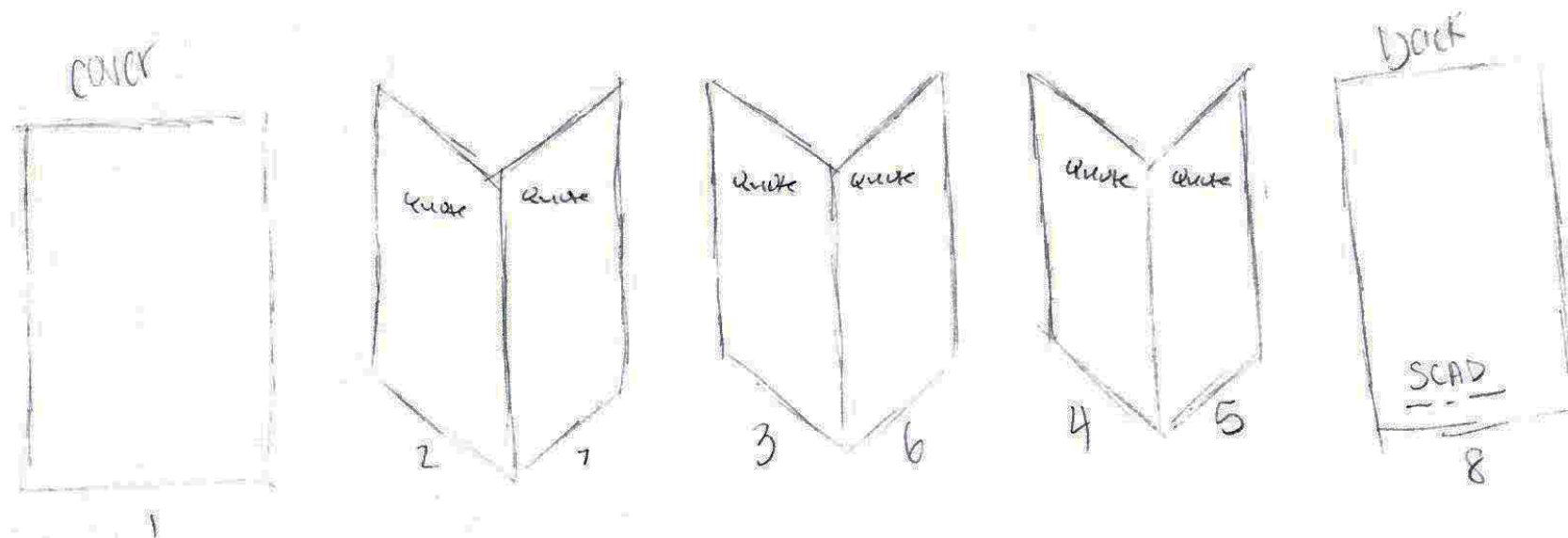
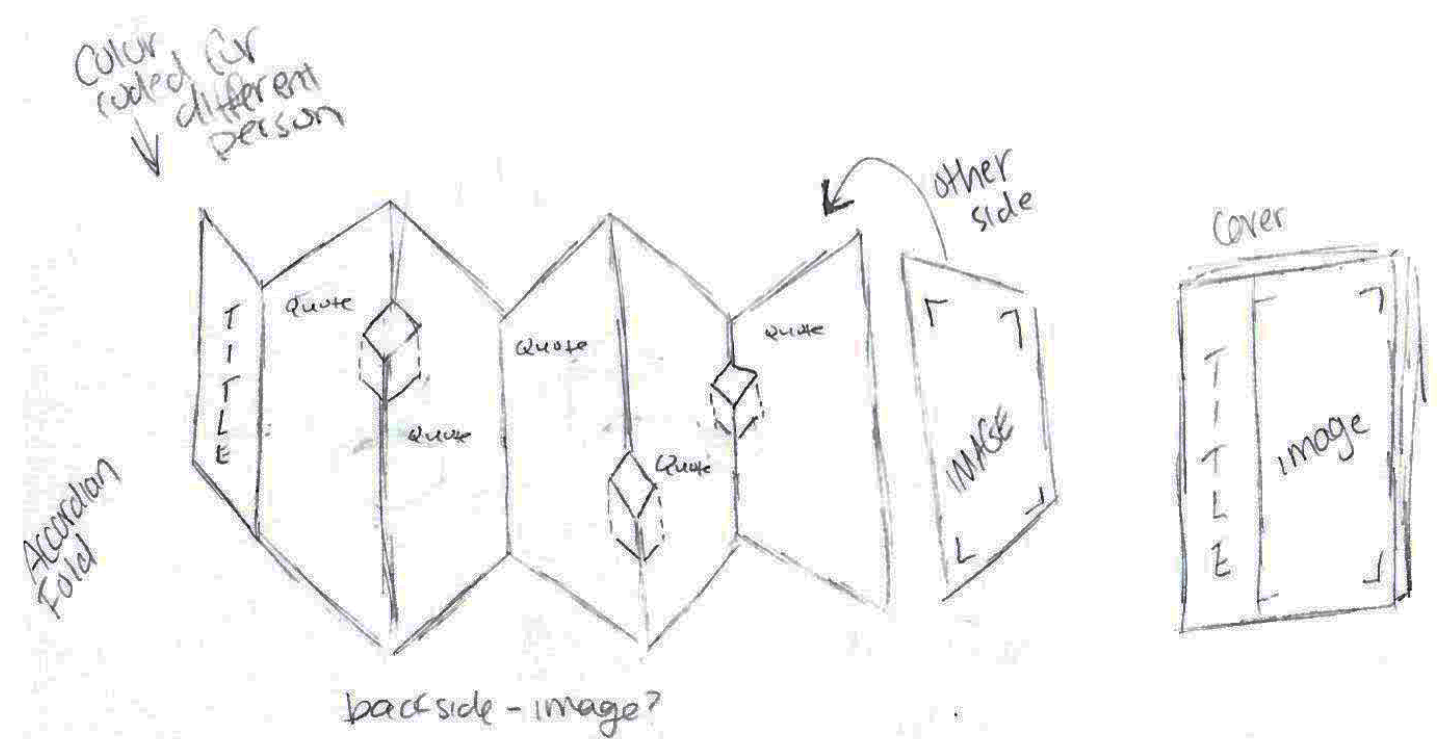
Having this design on three walls furthers the idea of a missing link. To have the words overlap, there was then space for those intersections to be taken out. The words being connected but then have pieces taken out represents that even though there a link there are and could be pieces are that missing. I chose a bold sans serif typeface because its an unexpected and informal representation of this topic. I chose these colors because they each have a certain feeling associated with the feeling of being adopted.

from the Adoptee

Adoptees have their own experience with adoption. Adoptees are given this new life with great opportunities. They're more than grateful but they sometimes feel like their bond with their family isn't complete. Everyone has some type of bond with their family. But for adoptees they're missing that connection because they were abandoned by their family.



Narrative Literature



Type Study

Outlier

From the Adoptee

As an adopted child, I encourage other adoptees to remember what blessed lives we have. We weren't abandoned; we were chosen. We were given a chance. I'm not saying it's not hard or that it's easy for people to understand. But it really isn't for the world to understand; it's for the people who are involved.

HEADER: LIBRE FRANKLIN BLACK - REGULAR (38)
SUBHEAD: LIBRE FRANKLIN MEDIUM - REGULAR (19)
BODY TEXT: LIBRE BASKERVILLE (9)

Outlier

From the Adoptee

As an adopted child, I encourage other adoptees to remember what blessed lives we have. We weren't abandoned; we were chosen. We were given a chance. I'm not saying it's not hard or that it's easy for people to understand. But it really isn't for the world to understand; it's for the people who are involved.

HEADER: LATO - BOLD (38)
SUBHEAD: KARLA - REGULAR (19)
BODY TEXT: JAVANESE TEXT - REGULAR (11)

Outlier

From the Adoptee

As an adopted child, I encourage other adoptees to remember what blessed lives we have. We weren't abandoned; we were chosen. We were given a chance. I'm not saying it's not hard or that it's easy for people to understand. But it really isn't for the world to understand; it's for the people who are involved.

HEADER: LIBRE FRANKLIN BLACK - REGULAR (38)
SUBHEAD: LIBRE FRANKLIN MEDIUM - REGULAR (19)
BODY TEXT: LIBRE BASKERVILLE (9)

Outlier

FROM THE ADOPTEE

As an adopted child, I encourage other adoptees to remember what blessed lives we have. We weren't abandoned; we were chosen. We were given a chance. I'm not saying it's not hard or that it's easy for people to understand. But it really isn't for the world to understand; it's for the people who are involved.

HEADER: TW CEN MT CONDENSED - REGULAR (46)
SUBHEAD: DOMUS TITLING - SEMIBOLD (19)
BODY TEXT: LORA - REGULAR (11s)

Outlier

From the Adoptee

As an adopted child, I encourage other adoptees to remember what blessed lives we have. We weren't abandoned; we were chosen. We were given a chance. I'm not saying it's not hard or that it's easy for people to understand. But it really isn't for the world to understand; it's for the people who are involved.

HEADER: OVERPASS - BOLD (38)
SUBHEAD: OVERPASS SEMIBOLD - ITALIC (19)
BODY TEXT: SUPERCLARENDON (9)

Outlier

From the Adoptee

As an adopted child, I encourage other adoptees to remember what blessed lives we have. We weren't abandoned; we were chosen. We were given a chance. I'm not saying it's not hard or that it's easy for people to understand. But it really isn't for the world to understand; it's for the people who are involved.

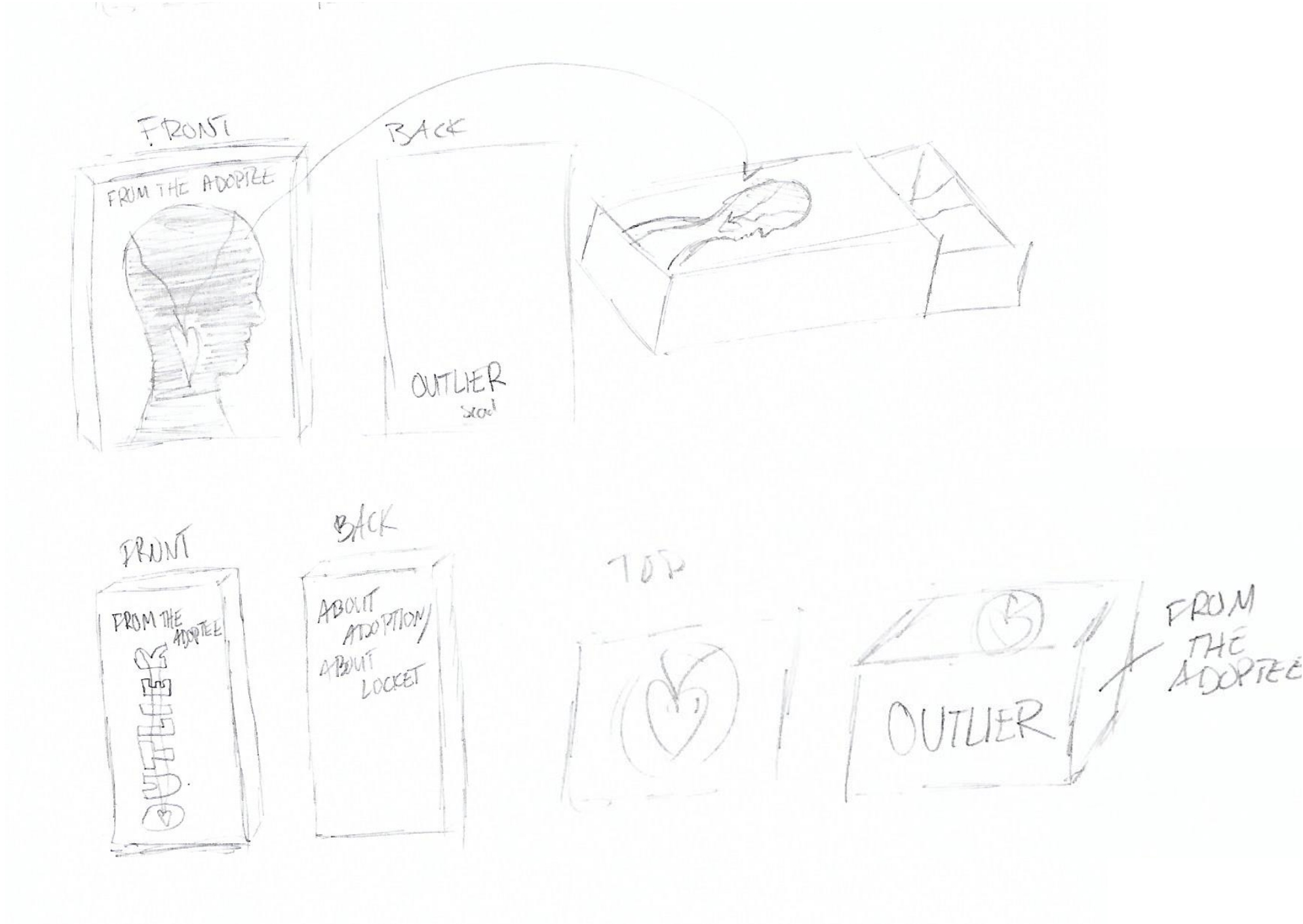
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BODY TEXT: CRIMSON TEXT - REGULAR (12)

Final Narrative Literature

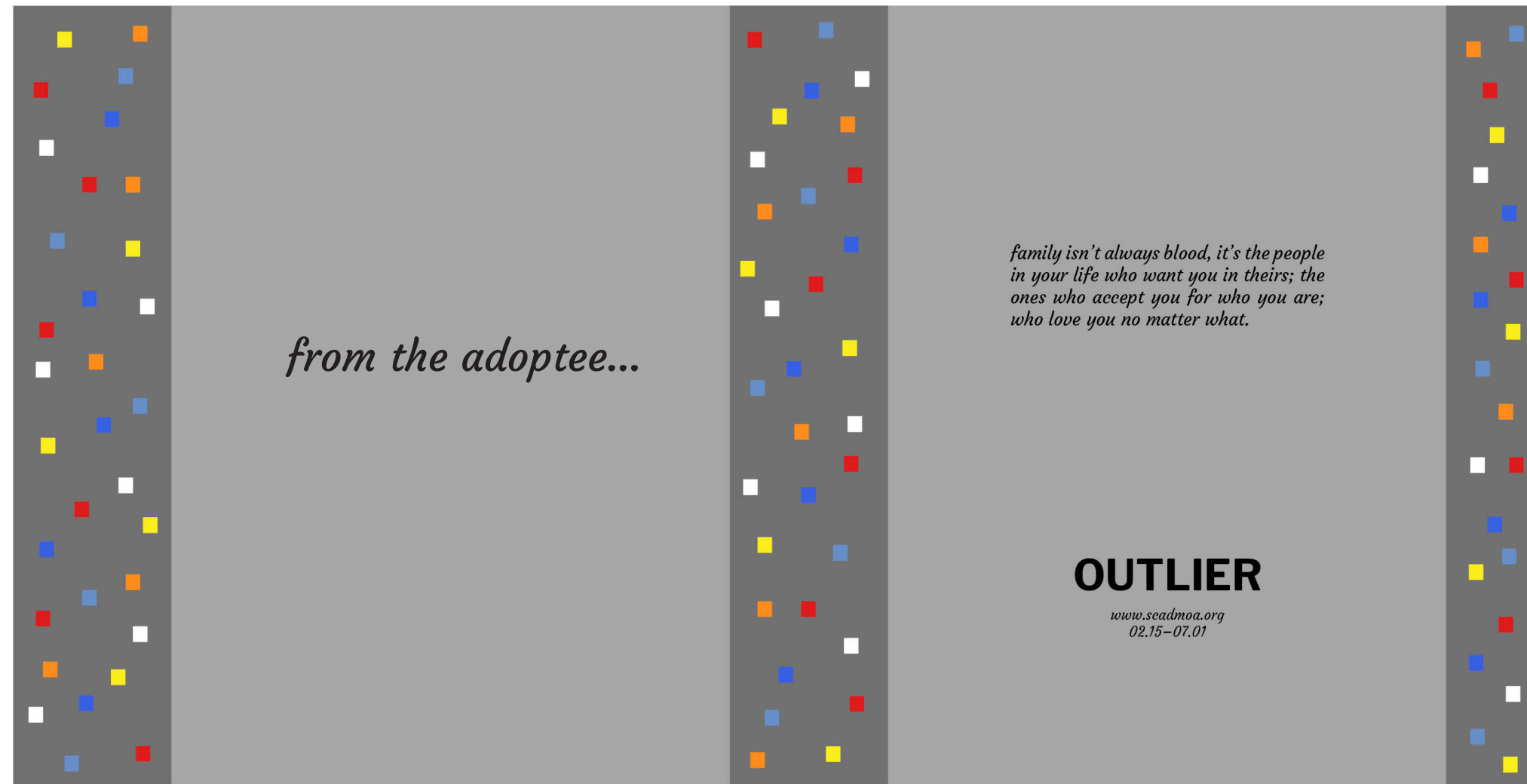


For the narrative literature I wanted to include quotes from adoptees from their perspective. By having these quotes it gives the viewer an idea of how the adoptee feels instead of making assumptions by what they see. Each quote is contained in a color from the logo type. Each color represents a certain emotion and these quotes correspond with the color. Having the colored boxes cut out where the paper is folded is to show the missing piece when looking at the entire booklet.

Package Design

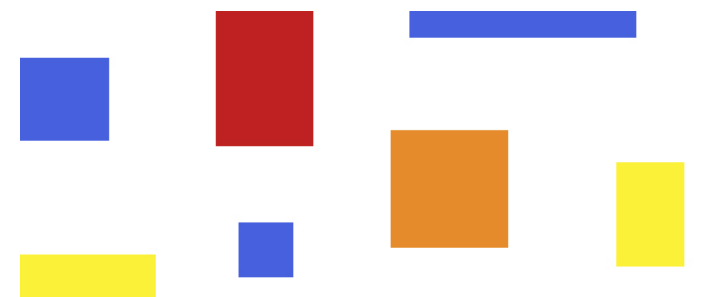
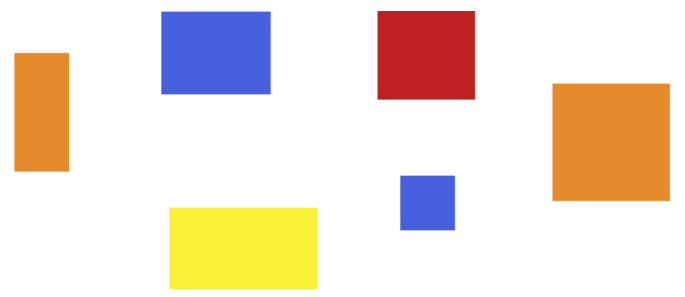
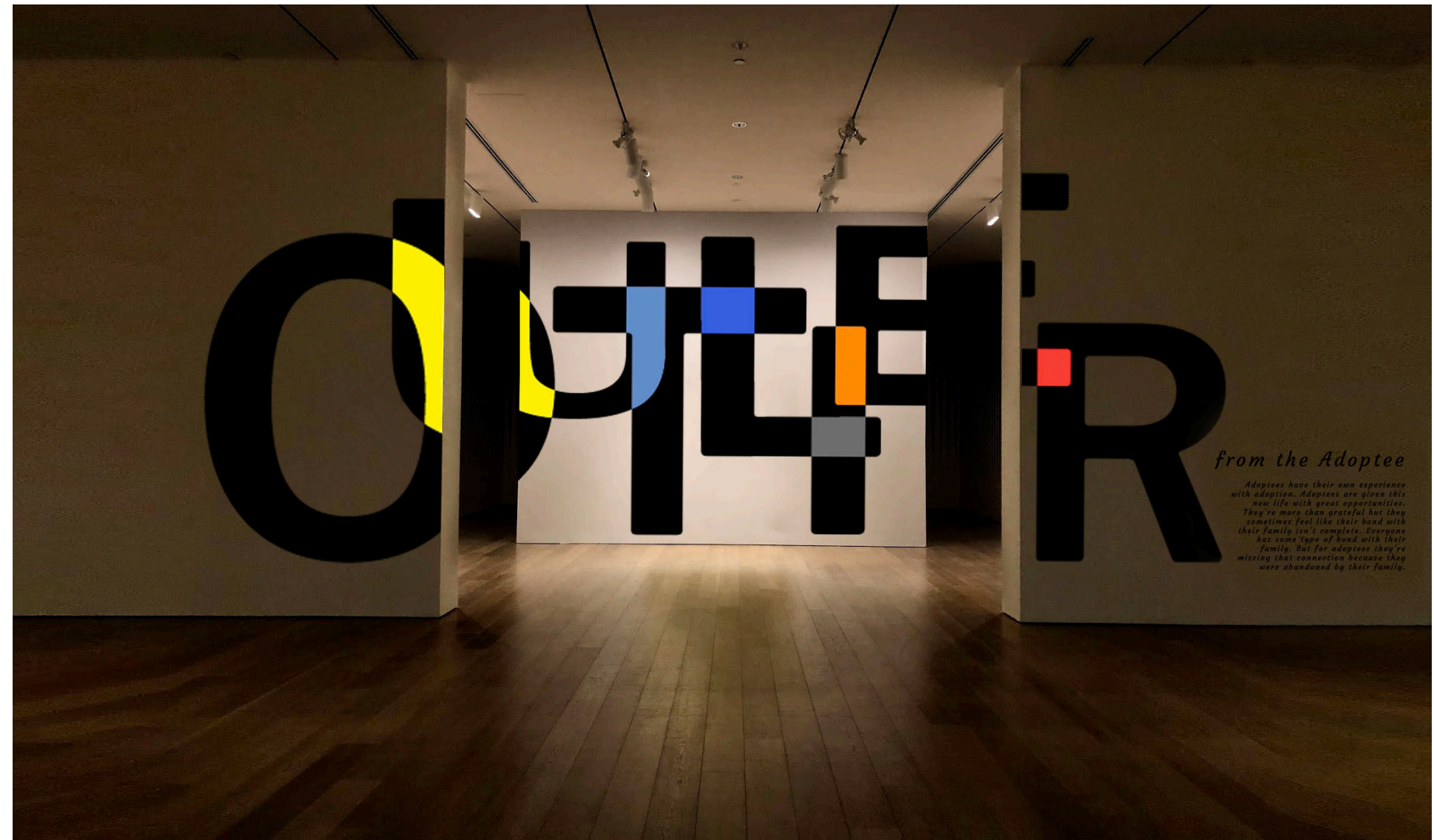


Final Package Design

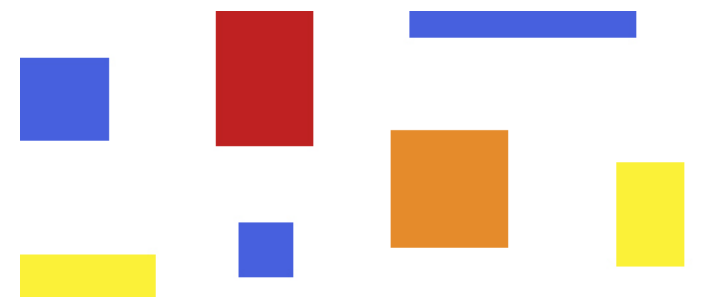
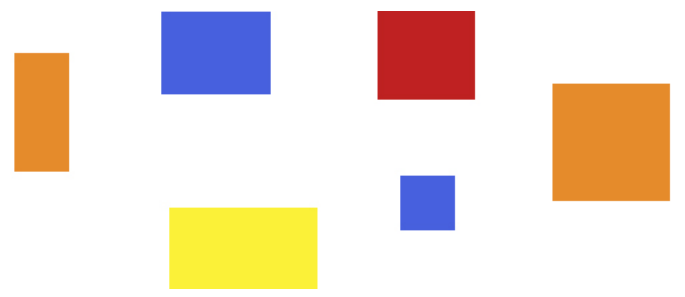
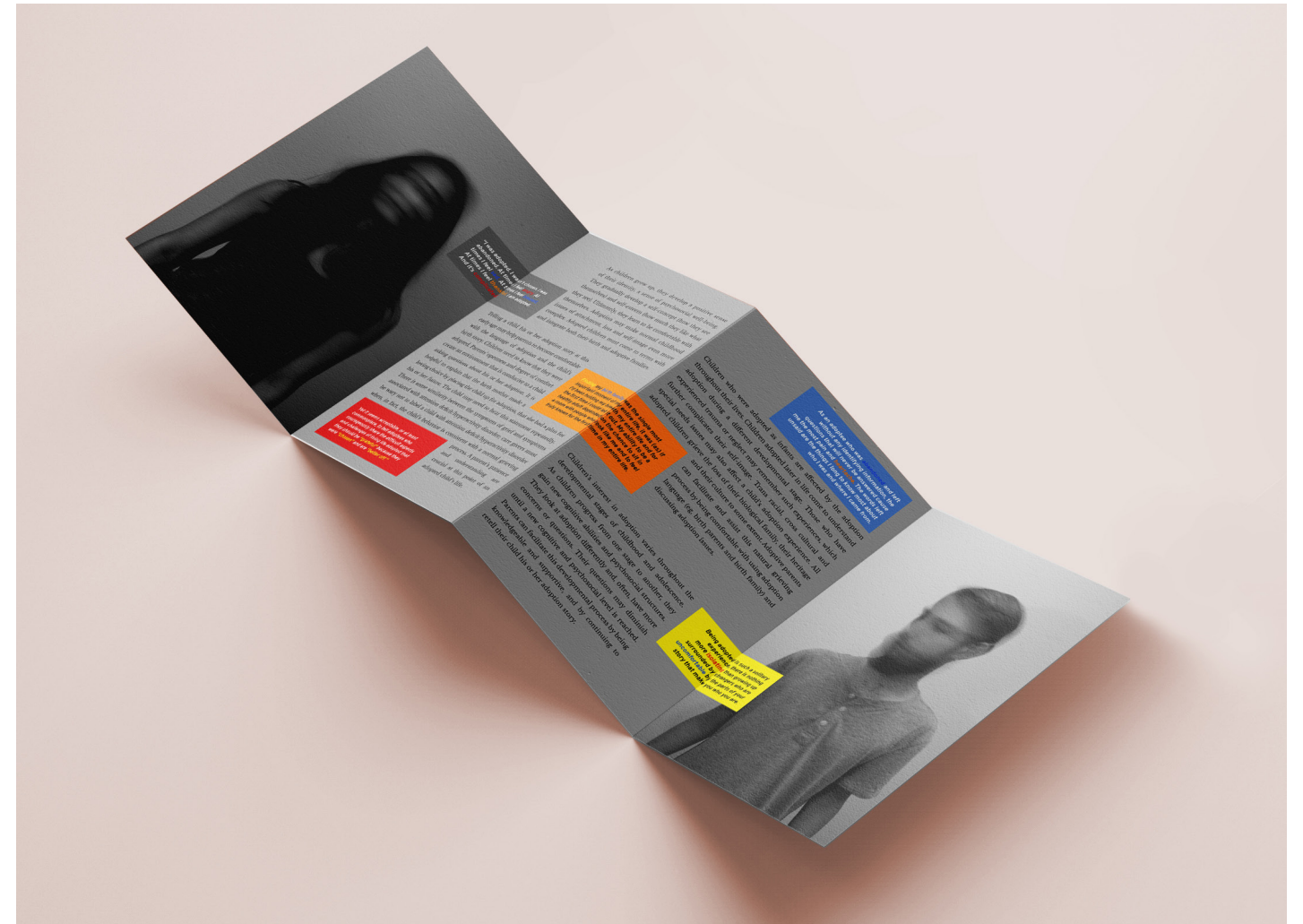


For the packaging I wanted to have a locket inside. This locket is meant to represent the love given from parent to child. Usually in locket's you're able to include photos. But in this one you cannot. This is meant to show the missing figures in an adoptees life. But with the idea of trying to feel whole, the wearer can fill the locket with an image to keep close to them at all times. For the actual box I wanted to include the colors from the logo type. The quote on back is meant to remind everyone that family isn't blood but it's the people who want you in their life.

Final Deliverables



Final Deliverables



Final Deliverables

