

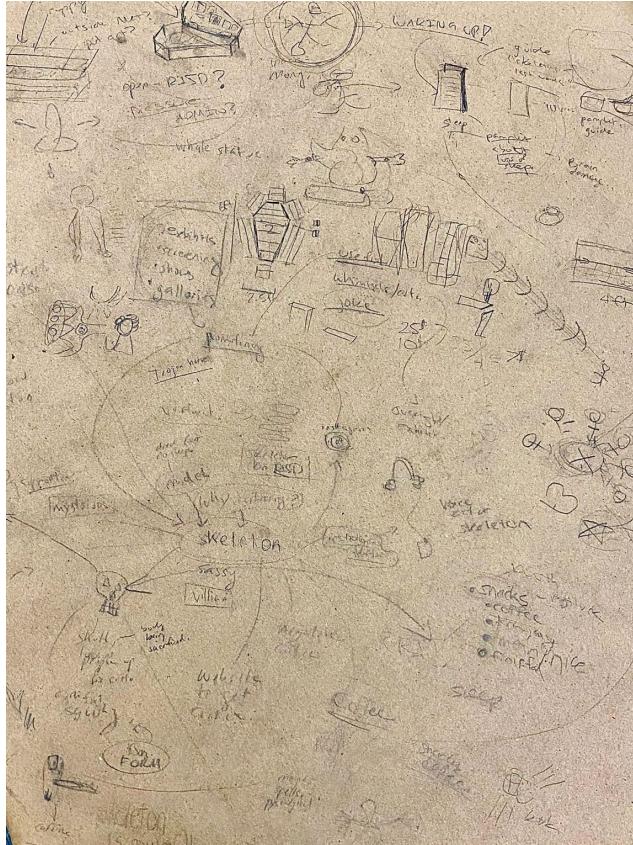
WS 2023: DM 1796-01

THE UNKNOWN: HULDA

Angela, Jina, William, Adam

FOCAL POINT

- Trying to create a mascot that can be useful and whimsical to support the RISD community.
 - Focused on consolidating RISD students voices to converse with Admin and improve RISD community.
 - Create a tool for people to connect and understand RISD better and improve and converse with admin
 - Hulda will be a skeletal system with different supportive solutions that seek to help with various concerns for students: financial, educational, lack of communication, etc.

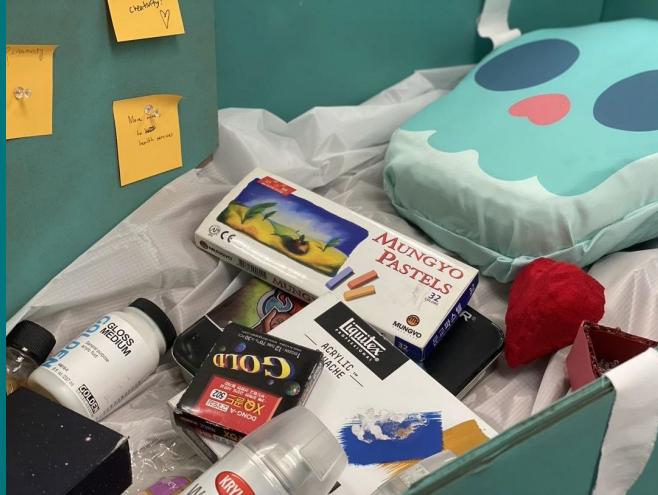


Creating the Casket

- Modeled with CAD software for concept planning
- Originally planned to use wood, but budget concerns came in
- The decision to use cardboard came in as a budget choice, along with turquoise spray paint
- Double layered cardboard to ensure sturdiness
- The lid was cut with a heart design and painted using our two layer process
- Our solution to stick the pieces together was to use spray adhesives to double layer, and construct the casket using hot glue
- We decided that the empty casket looked too crude, so we created a cushion using plastic sheets to surround the inside of the coffin
- The lid would contain notes and a sign to explain the event
- A bluetooth speaker would be placed behind the casket to mimic Hulda's voice

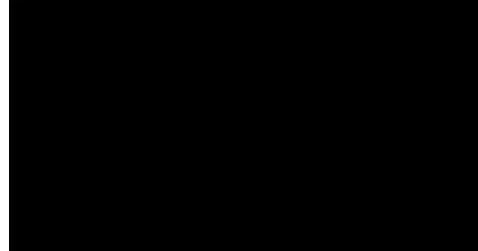
Creating the Plushies

- Used leftover foam from other projects as a base and filling
- Designs were based off measurements from the foam base and printed on cloth
- Due to issues with the sizing in our final print, we cut the cloth into separate pieces and hot glued the folds together to create a pillow.
- The heart was created shaving down foam and painting it



Creating Hulda's voice

- Using Cal's voice acting as a base for the voice
- Premiere and Audition were used to add bass, reverb, and other audio effects to create an otherworldly feeling to Hulda's voice
- Adjustments were made to keep it from sounding too campy or cheesy but retaining the fun aspect



Marketing and Social Media

- An instagram account and linktree were created under Hulda
- By mass following RISD accounts and students, we were able to create “free” marketing for our event
- A sticker for the event was created
- To create better exposure, we made the stickers a sign first and foremost, then used the qr codes as flavor



huldarisd 2



6 Posts

66 Followers

691 Following

Hulda

NONOFFICIAL/STUDENT RUN

MASCOT UNVEILING PARTY with snacks and drinks

@ MET C, FEB 8, 5-7PM

ART SUPPLY DONATION AND FREE PICKUP more

linktr.ee/huldascoffin

Edit profile

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UPDATES



NOTICE



New



FEBRUARY 8TH (5PM-7PM) AT MET LOUNGE

FREE SWEETS SNACKS AND DRINKS

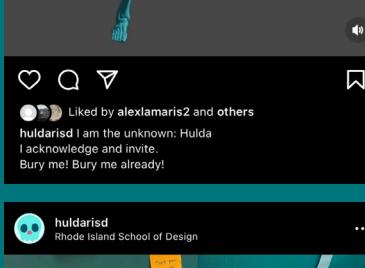
MASCOT UNVEILING PARTY

ALSO OPENING ART
SUPPLY DONATION
& TRADE!
MET: (FEB 6-8)



Hello RISD!

huldarisd

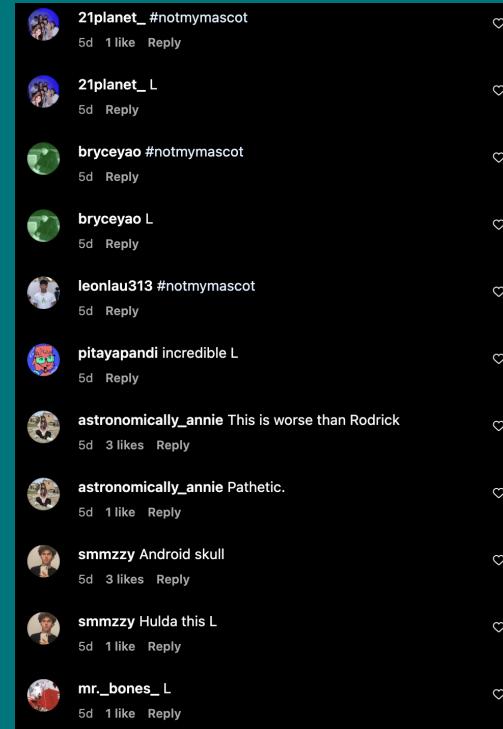
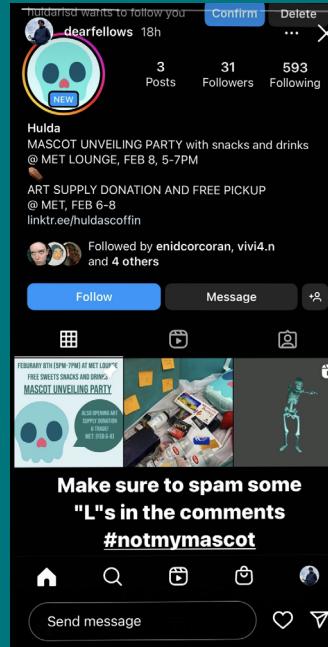
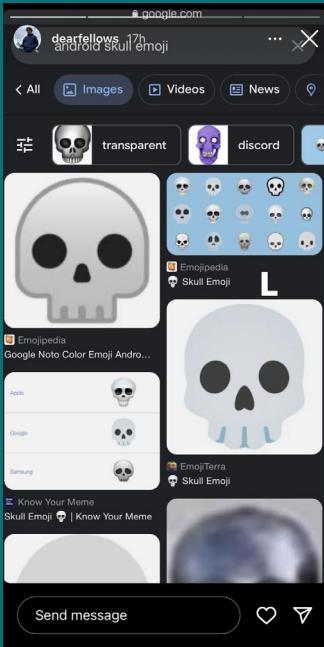


Stickers



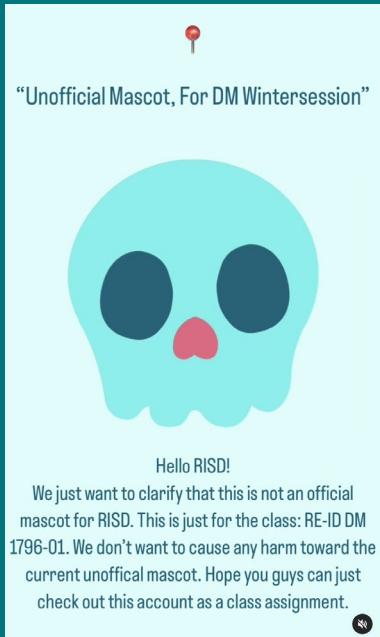
Social Media Obstacles

- Due to misunderstandings about Hulda and the event, we received almost immediate backlash from students in the RISD community



Social Media Obstacles

- As a response, we had to clarify that our mascot was not official from RISD
- We also recorded an audio response from Hulda responding to the backlash



Hulda
NONOFFICIAL/STUDENT RUN
MASCOT UNVEILING PARTY with snacks and drinks

Casket Unveiling

Date: February 6-8 2023

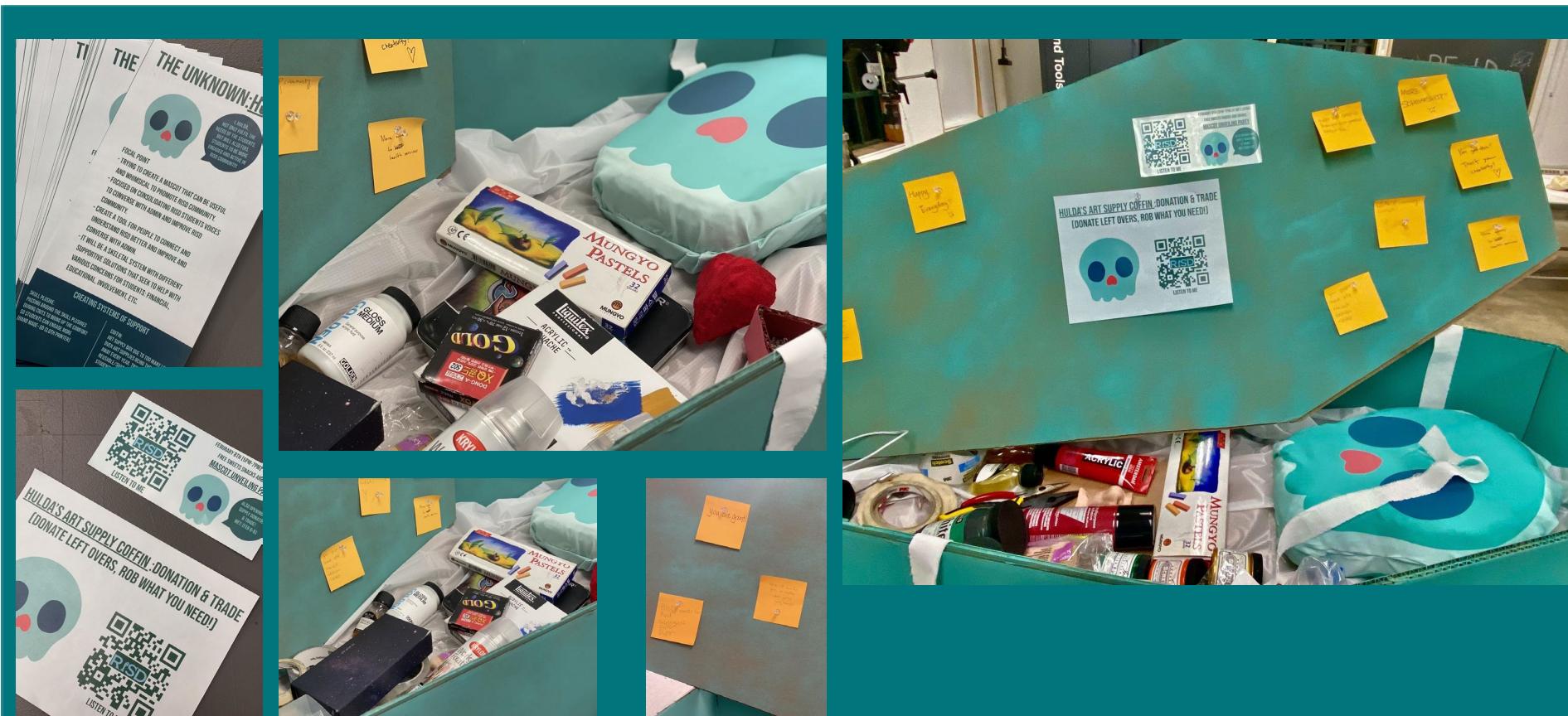
Location: In front of laundry services at the Met entrance

Donation and art trade, with an audio recording from Hulda

Target Audience: RISD Students



Unveiling



Unveiling



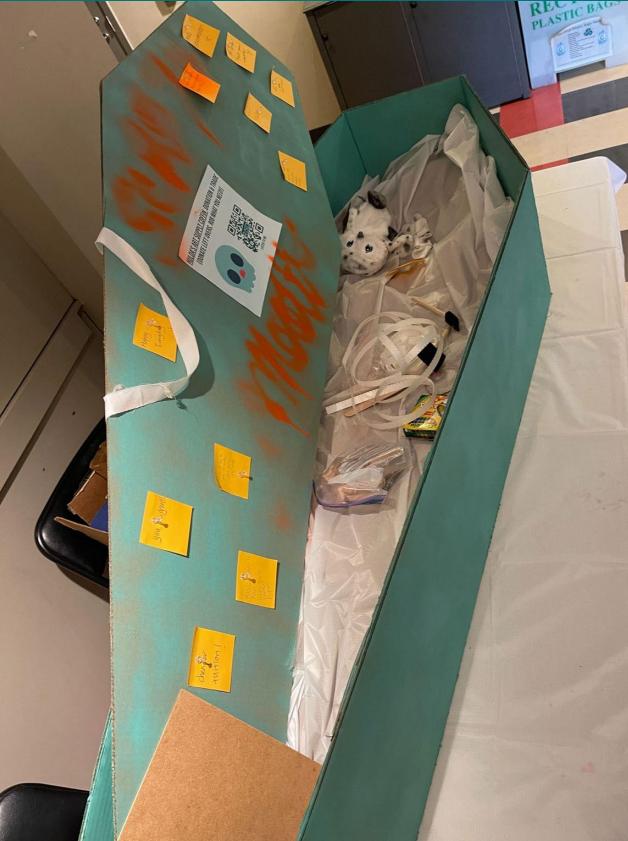
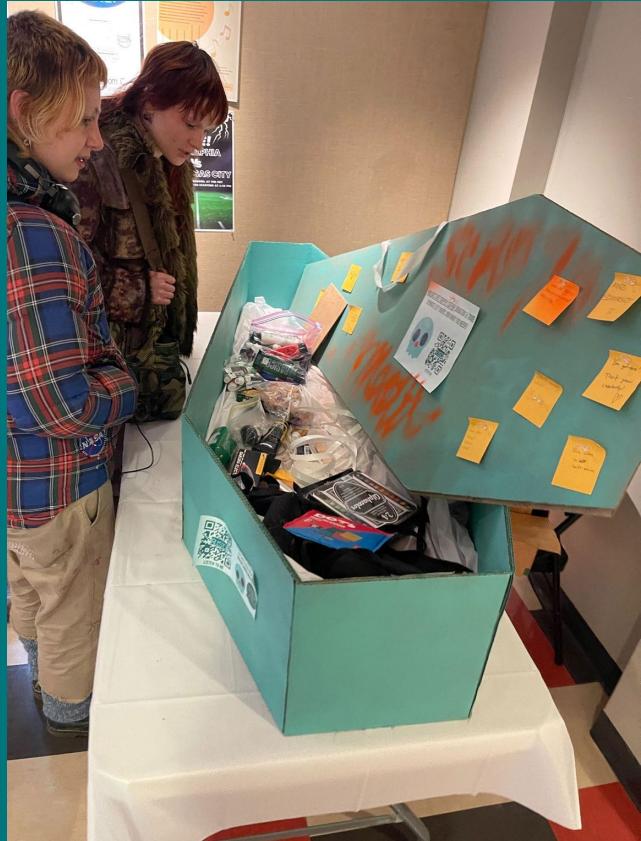
Unveiling



Unveiling



Current situation



Mascot Unveiling Event

Mascot Unveiling

Date: February 8th 2023, Wednesday at 2pm-5pm

Location: Second Floor of the met Homer Lounge

Food: Donuts, Chips, Salsa, Soda

Target Audience: RISD Students

