

Whitney Badge



Change Over Time

In the Fall of 2018, I was accepted into a 6-month program, traveling to 6 countries and working for 6 different agencies, one month at a time. As a way to synthesize my experience, I collected data from my daily experiences and explored ways to display it in real time.

Data Collected

- Hours slept
- Miles walked
- Web pages visited
- Cups of coffee
- Modes of transportation

In addition to this daily log, I wrote a reflection at the end of each month as a summary of my experiences. Finally, I photographed everything I packed in my suitcase and generated a screensaver that “unpacks” onto the screen if the mouse remains inactive.

Web Experience
wgi.whitneybadge.com

BACK TRACK

October	SF
November	NYC
December	LDN
January	BRU
February	GRZ
March	SYD

It's 11:49 pm GMT+1
in Graz, Austria.

MOVE ON

I'm constantly aware of passing time and its relation to personal growth. However, my understanding of time is often clouded by the looming fear of complacency. The more time that passes where I'm not pushing forward, the greater I'm at risk of falling behind. I imagine two, five, ten years down the road, where I could be "if..." and where I could be "if not...". When I applied to the World's Greatest Internship, I didn't think anything would come of it. I never thought I'd end up quitting my job after four months, giving up my apartment, and agreeing to this journey.

Change Over Time x +

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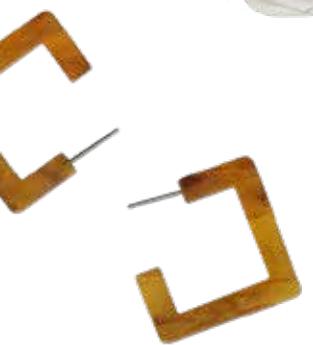
BACK TRACK

October	SF
November	NYC
Week 1	
Week 2	
Week 3	
Week 4	
Week 5	
December	LDN
January	BRU
February	GRZ
March	SYD It's 11:49 pm GMT+1 Sir Graz, Austria.

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MOVE ON

November. We started at Collins and wasted no time diving in. To be honest, this experience is what I've been craving for months, maybe even years. We (by we, I mean Maddy and I, the other WGI intern) always say, "give us an occasion, and we will rise to it." I saw this month as an opportunity to learn as much as possible, and give as much as I possibly could in return. I loved every second. The endless iterations, the harsh critique, the piles upon piles of references. Through it all, I came out a lot tougher and sharper than before.

Change Over Time		
BACK TRACK	Cups of coffee	1
	Modes of transport	3 (Walk, Tube, Bus)
_122818	Hours slept	10 hours
	Miles walked	5.4 mi (8.7 km)
	Web pages visited	172
	Cups of coffee	1
	Modes of transport	2 (Walk, Bus)
_122918	Hours slept	10 hours
	Miles walked	4.5 mi (7.2 km)
	Web pages visited	58
	Cups of coffee	2
	Modes of transport	3 (Walk, Bus, Tube)
_123018	Hours slept	5 hours
	Miles walked	1.9 mi (5.1 km)
	Web pages visited	343
	Cups of coffee	2
	Modes of transport	3 (Walk, Tube, Bus)
<hr/>		
Week 6		It's 11:49 pm GMT+1 in Graz, Austria.
January		BRU



Change/Time

Digital Data

Ongoing

1/5

Change Over Time

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BACK TRACK

October SF

November NYC

December

January

Soda

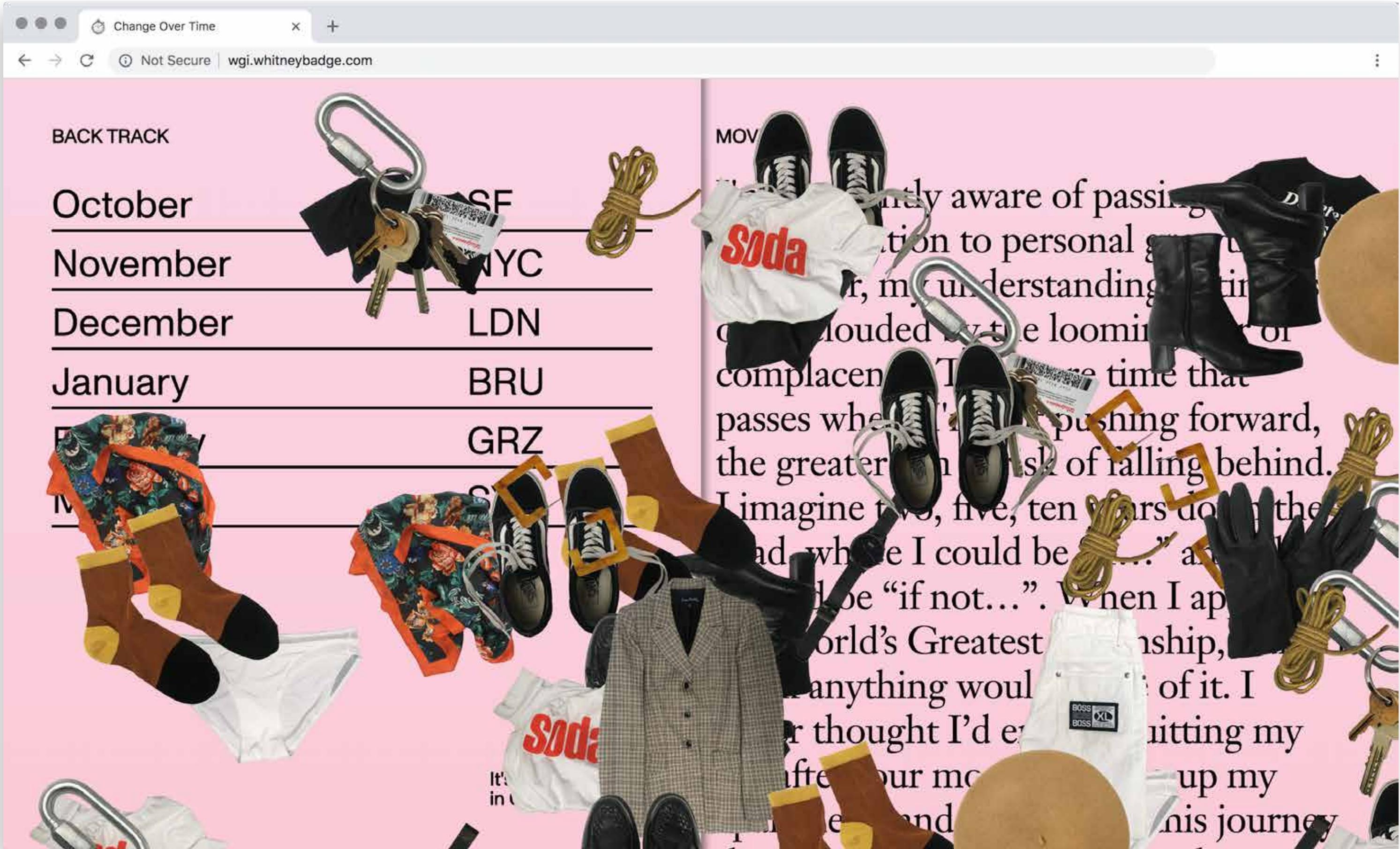
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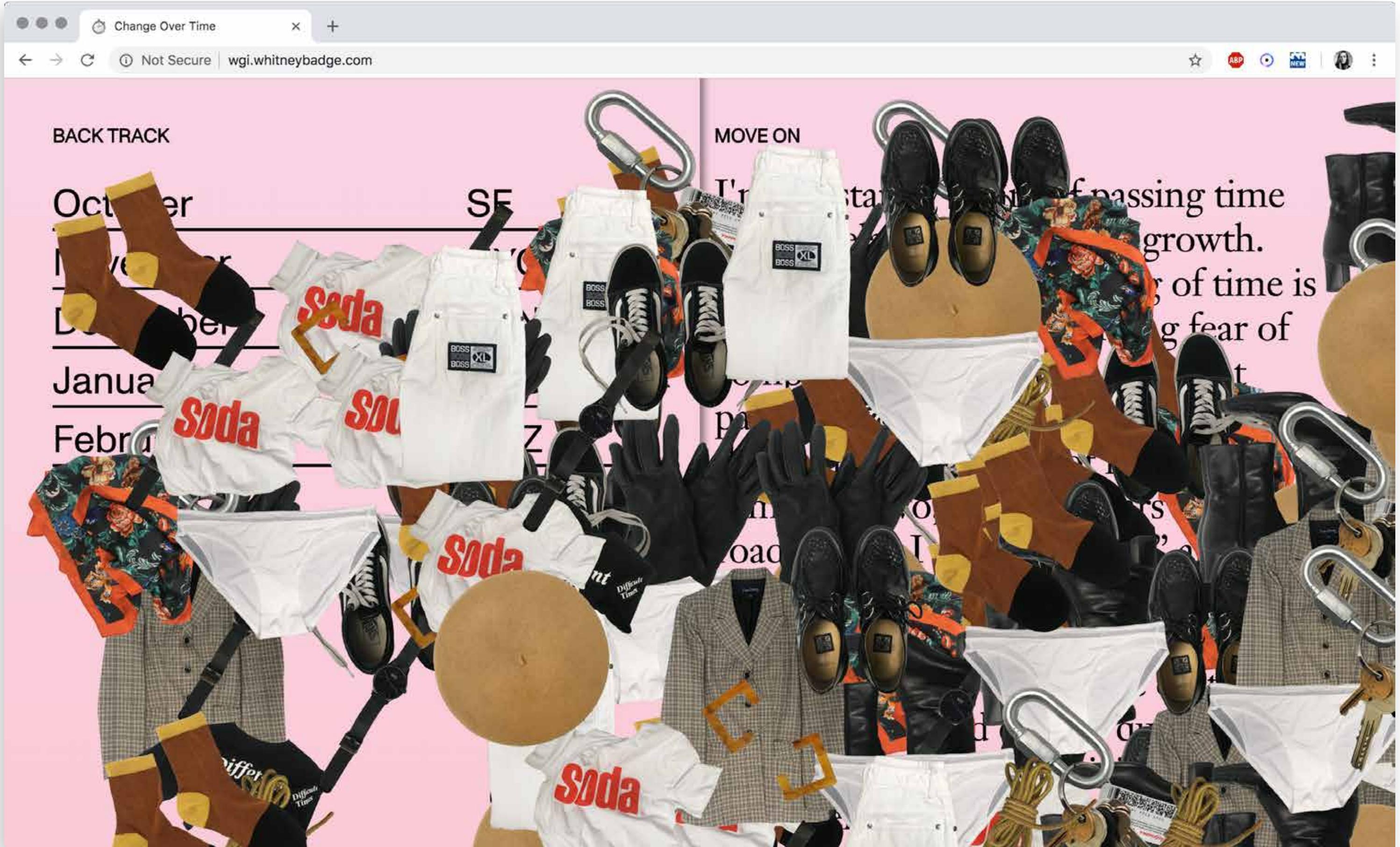
SYD

MOVE ON

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Thinking, Talking, Making

Creating desire, creating work that people fall in love with, starts here. With one thought, and another thought, and then another one. With deep thought. We must embrace thinking deeply—not only of graphic design and visual culture—but of anything that can influence and inform our practice.

Thoughts lead to more thoughts. Ideas lead to more ideas. But the only thing that can bridge the gap between a thought and an idea is a conversation. Truth is we think better when we're exposed to different points of views and perspectives, when our thinking is challenged, and the best way to do this is by simply talking with one another. Deep thought doesn't just start with how we think, it starts with how we talk. How we think out loud together.

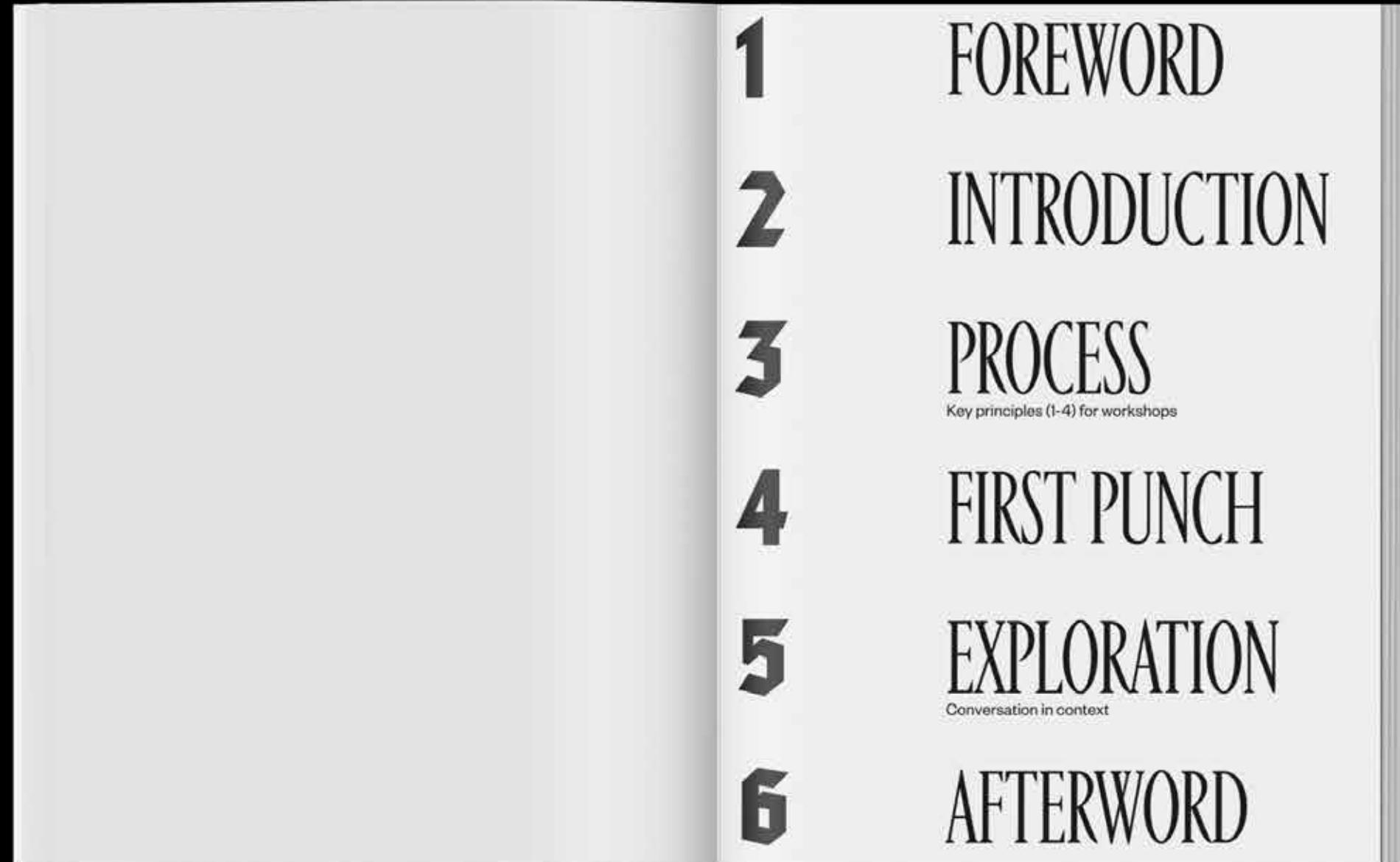
On the 7th of December 2018, Made Thought held their first ever TO THINK Workshop: ‘On Impact and Creative Opportunity’. Seeing to

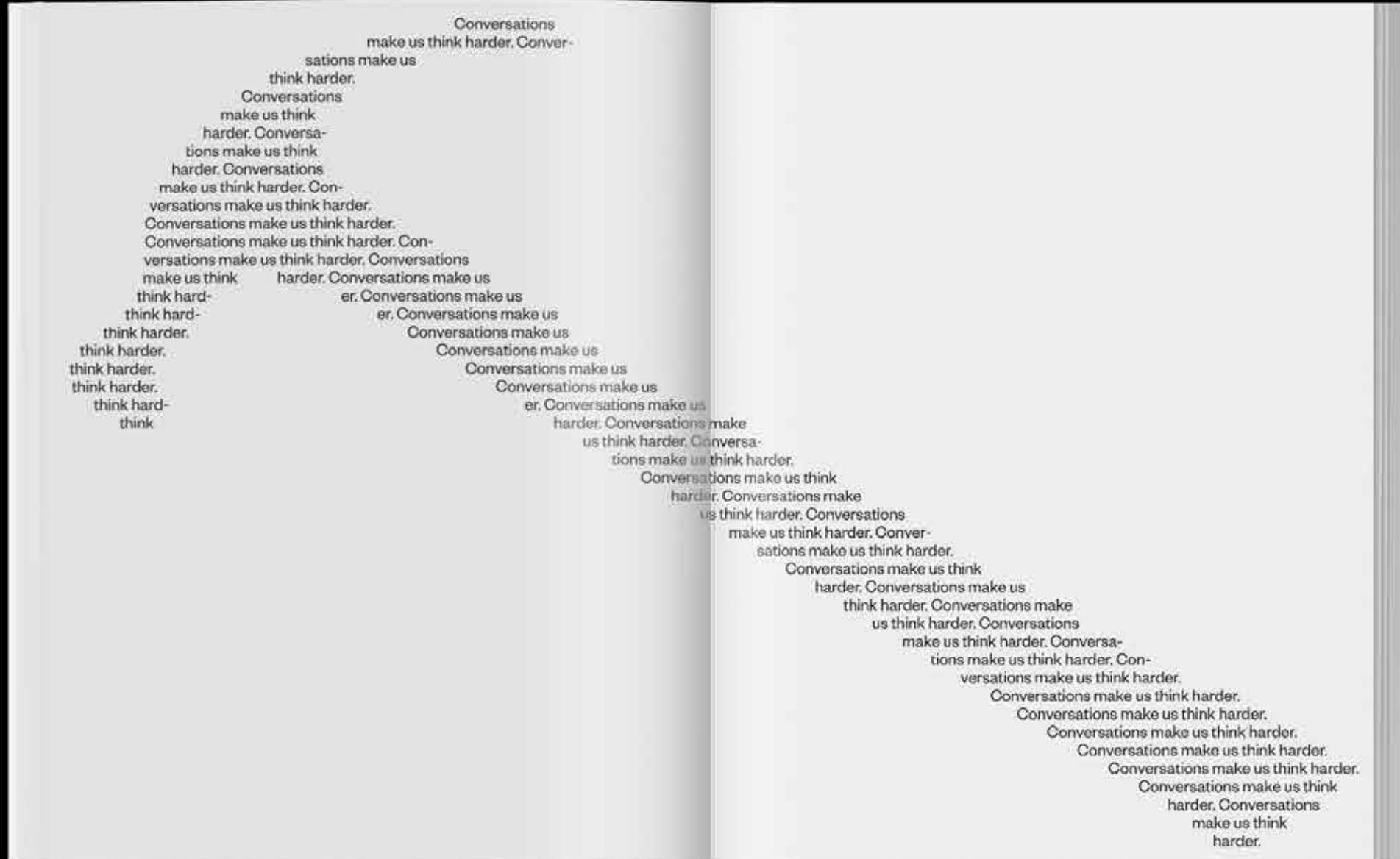
explore and understand how they can together create a thinking culture in which we evolve with the world, it brought together a small group of the team at Made Thought together to talk over lunch.

This book is a record of this discussion we had internally, but is also a guide-book of best practice for workshops at Made Thought in the future.

FOREWORD

Just think. Think loud. Think out loud. Louder than a balloon popping. Louder than the sirens blaring. Louder than a plane taking off. Think loud. Think out loud. Kick the dust up. Send up the smoke signals. Skip the shallow water, and start at the deep end. Think of the loudest thing you can think of and then think louder than that. Just thinking—what if, why not, how come—is not enough if no one can hear it. The world is loud, so think louder. Make us stop and listen. Make us hear it.





"There is so much noise out there, so it's even more important that brands have a greater purpose and strong values. That they own a legacy or are surrounded by a myth."

"A lot of companies succeed on fake authenticity... the biggest challenge is actual authenticity, and it's the only sustainable way any brand can grow."

"The market is constantly changing—mostly due to technological advances, worldwide trends and tendencies. Brands should only follow this fluctuation of the market to a certain extent, where they can still stay true to themselves and not lose their identity to the market trends."

"Brand identity is not enough... this is just one piece of the puzzle. We now have to consider so much more. What is the deeper meaning and message behind this brand? This is where our creative challenge lies."

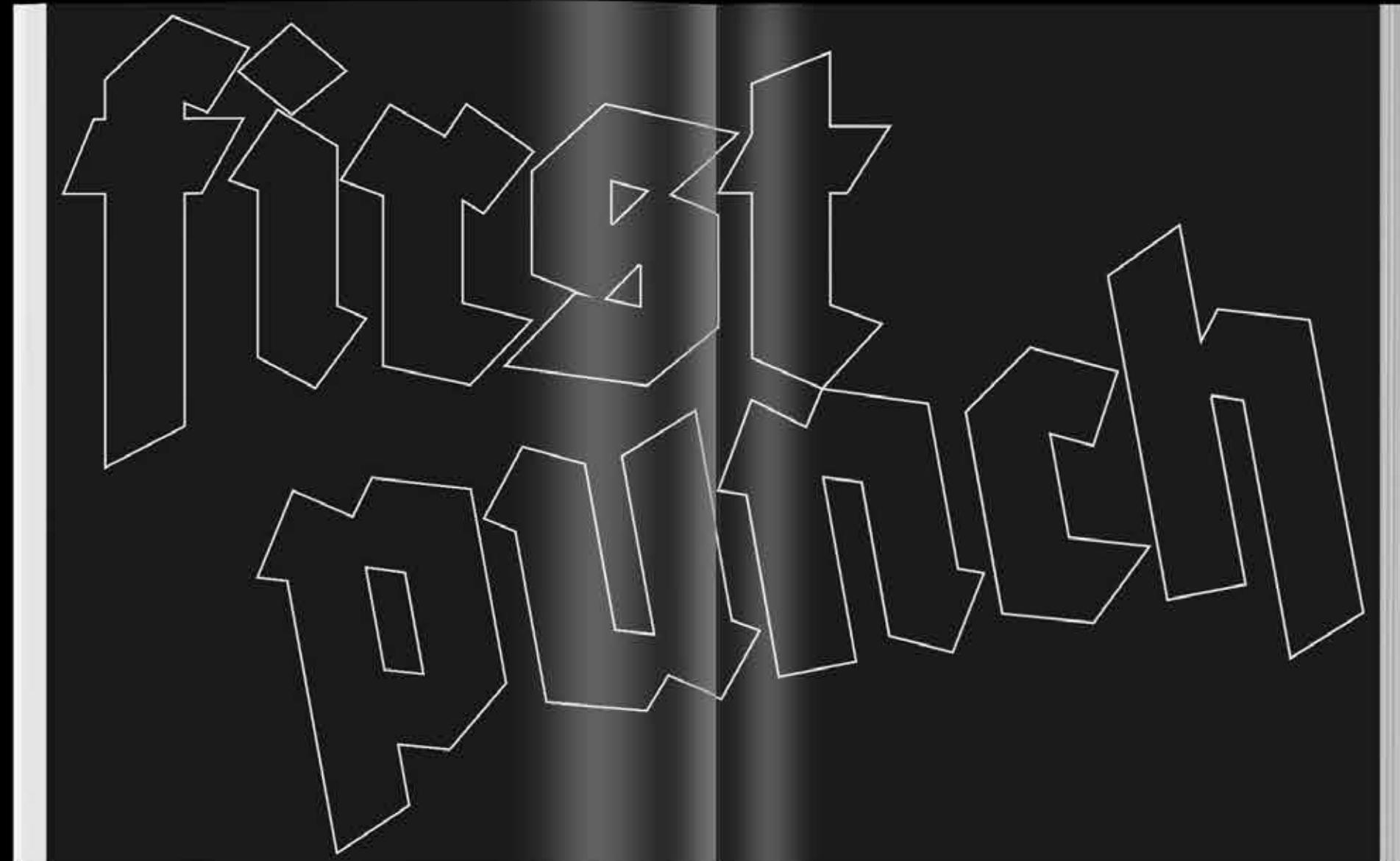
"Online plays a huge part in how the consumer shops, but they are craving a physical experience that "connects" them to the / brand and product in a nontransactional way. The idea of a store soon may not even be about sales but instead about experience and community."

The global shift towards online shopping, working, dating, and general being, continues. For design and commerce this means that yesterday's physical ad-space is today's commodified attention span. As practitioners, we are faced with the task of fashioning new communication tools, appropriate for this digital arena.

But it's okay, the design process has always been partially material—functional, aesthetic and partially immaterial—conceptual, commercial. Its end product is not the determined result of a specific set of tools, but the manifestation of whatever problems, ideas, constraints, values and subjectivities were present

"Business should have as strong a force on society, as religion and politics. If it's actually done ethically, it can create change."

during the project. The full spectrum of these material and immaterial values, is complicit in making an idea tangible and appropriate for its given audience, meaning that the practical skills, tools, programmes or media which designers use only amount to 50% of the job. In theory, the other 50% should work the same way once a new tool is in hand."



There should always
be a '*first punch*'
attraction moment
that is delivered
to catch people's
attention and to
drive them through

to the next layer,
where a deeper
level of information
is unveiled.

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"I don't know who we are, how will one know who we are?"

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"[Every time] a
new opportunity
comes through the
door, we need
to ask, what
values do they stand
for? What's
the opportunity
for us to live up
to our own
values?"

What's the
What are

"First of all, we should be faithful to the good of the brand before we even start thinking how to communicate that."

It's good to acknowledge and consider them, but at the same time be true to your DNA.

2

"We can't focus on data and consumer profiling."

"Power has shifted in many ways."

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"We know that we're watched. We know that the internet is a bespoke thing for everyone. The way you use and collect information is recorded and turns into data, and that data is then used to get the internet that suits what you need. There's not many places you can go and feel like you're having a private experience."

Also: for each brand there's probably not just one restricted and static group of consumers, but a few different profiles that constantly fluctuate and evolve. Brands should be aware of this movement."



*Product comes from culture. Brands are a product of culture.

"We live in a time where strong audiences are thing. If we see brands, we will successfully influence consumer perception. We intend to be

"...where a
tree is every-
thing, out to deliver.
I only deliver
what the end con-
sumer perceives us in the way
we are perceived."

First, we need to understand who we are as a brand and what we stand for. Secondly, we can start a movement, connecting with the like-minded who will then serve us in the right way speaking about the brand in a way that aligns with

consumer, in particular millennial consumer to their digital shopping habits, abundance of choice, the power of global information... In majority of instances with key brands, consumer being exposed at the centre. This and should start the way work with intent, and at role the consumer plays in

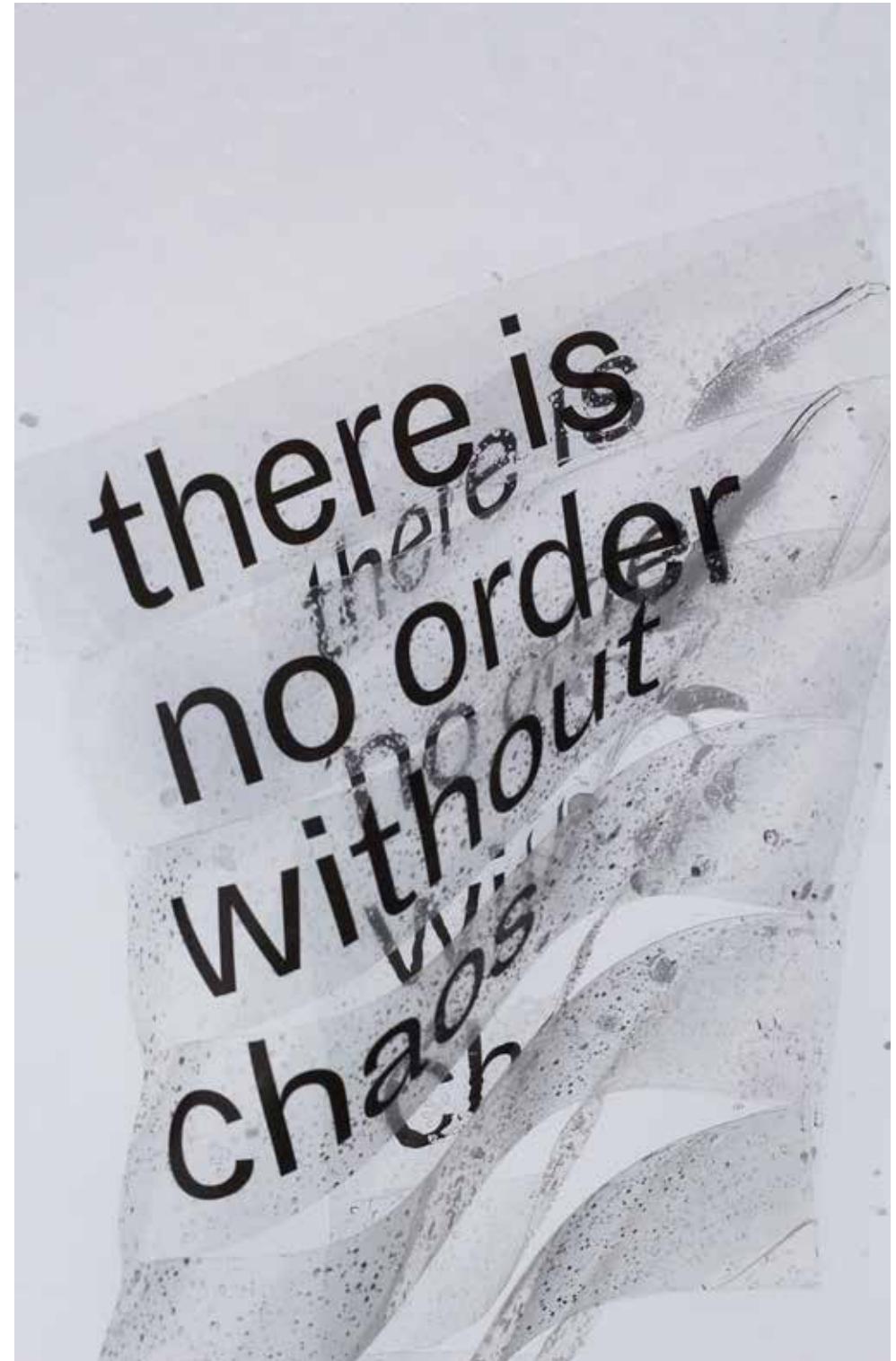
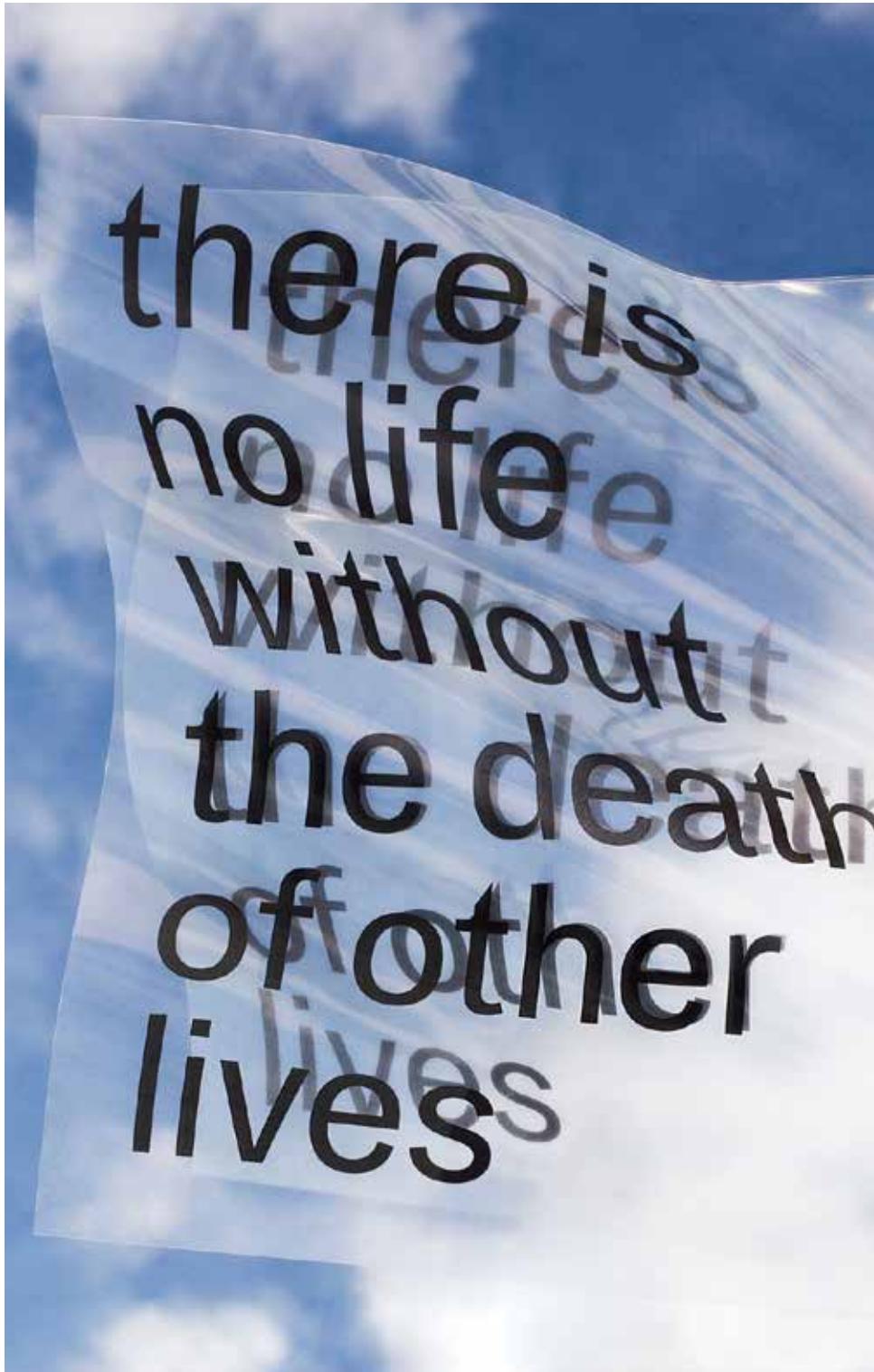
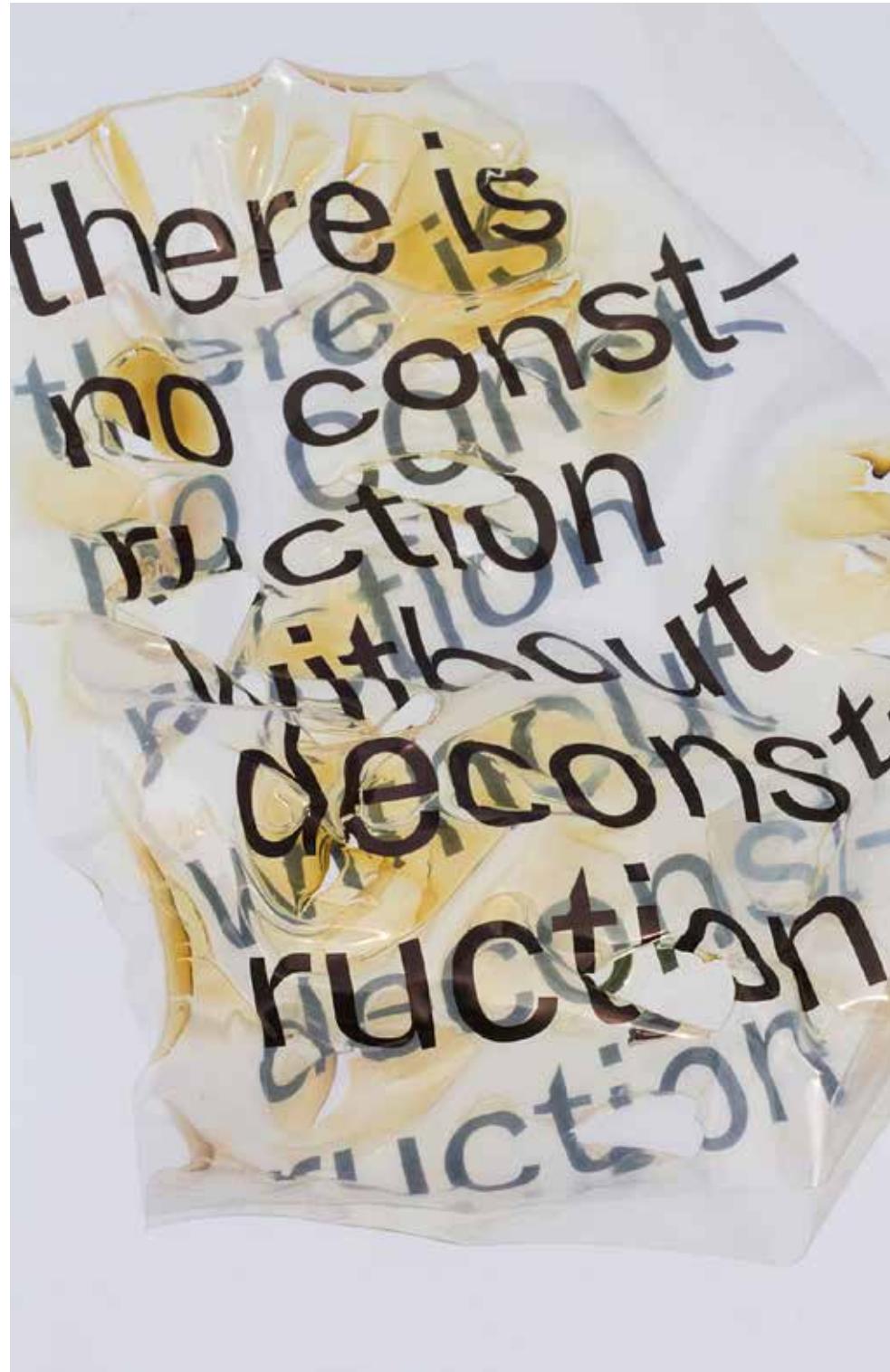
akes foresight and taking on behalf of the company. You can make the vision to present something new—that is pushing business in an ethical direction—and risk a smaller return as a business. Then, you're leveraging the power of your business to make real change."

Thinking, Talking, Making

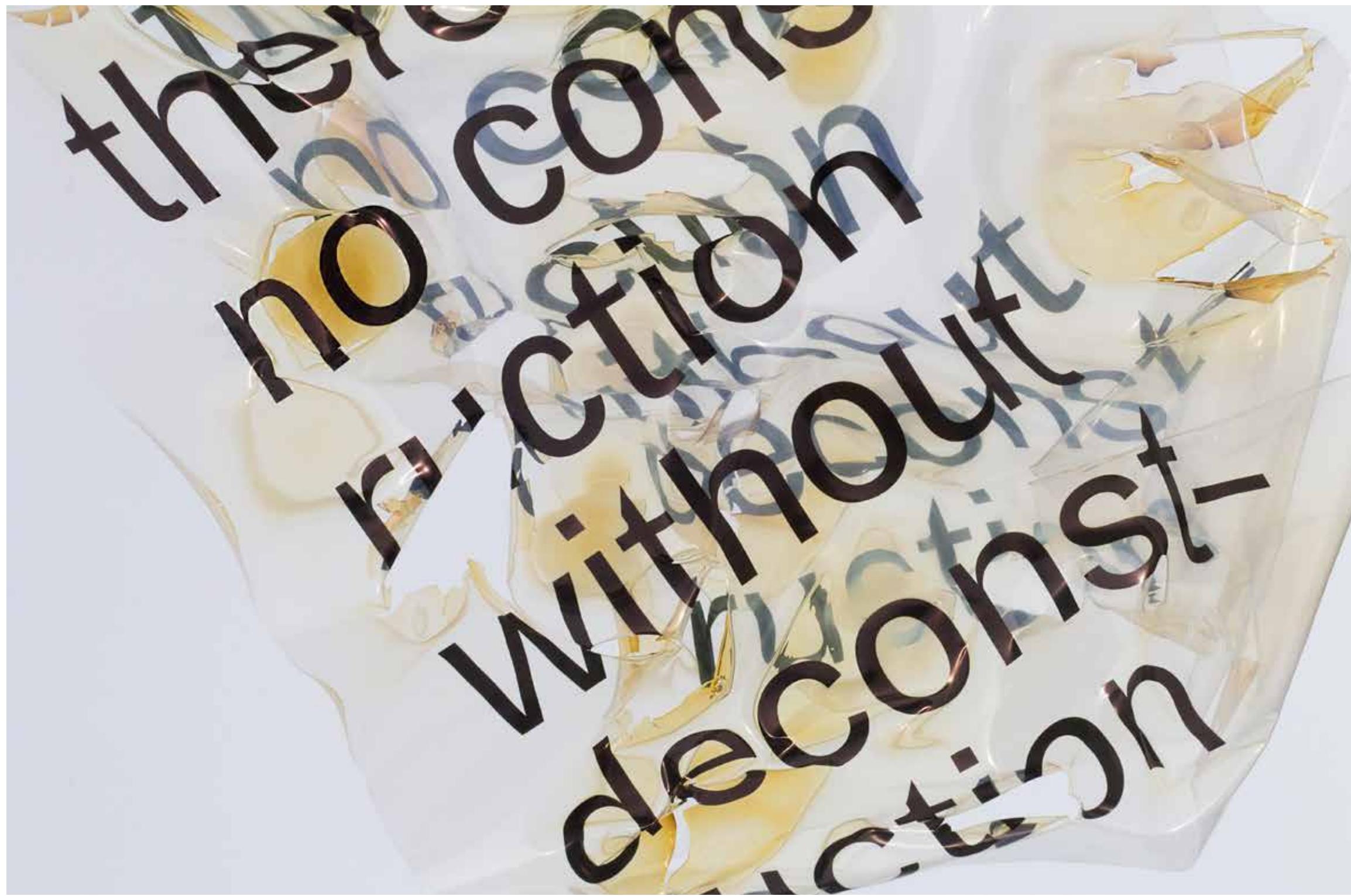
The Law of Entropy

This three-part poster series explores the law of entropy through the manipulation of materiality, transparency, and reflection. The words used in these works are from Klaus Nürnberger's book, *Martin Luther's Message for Us Today*. The full text reads, "there is no construction without deconstruction, no life without the death of other lives, no order without chaos."

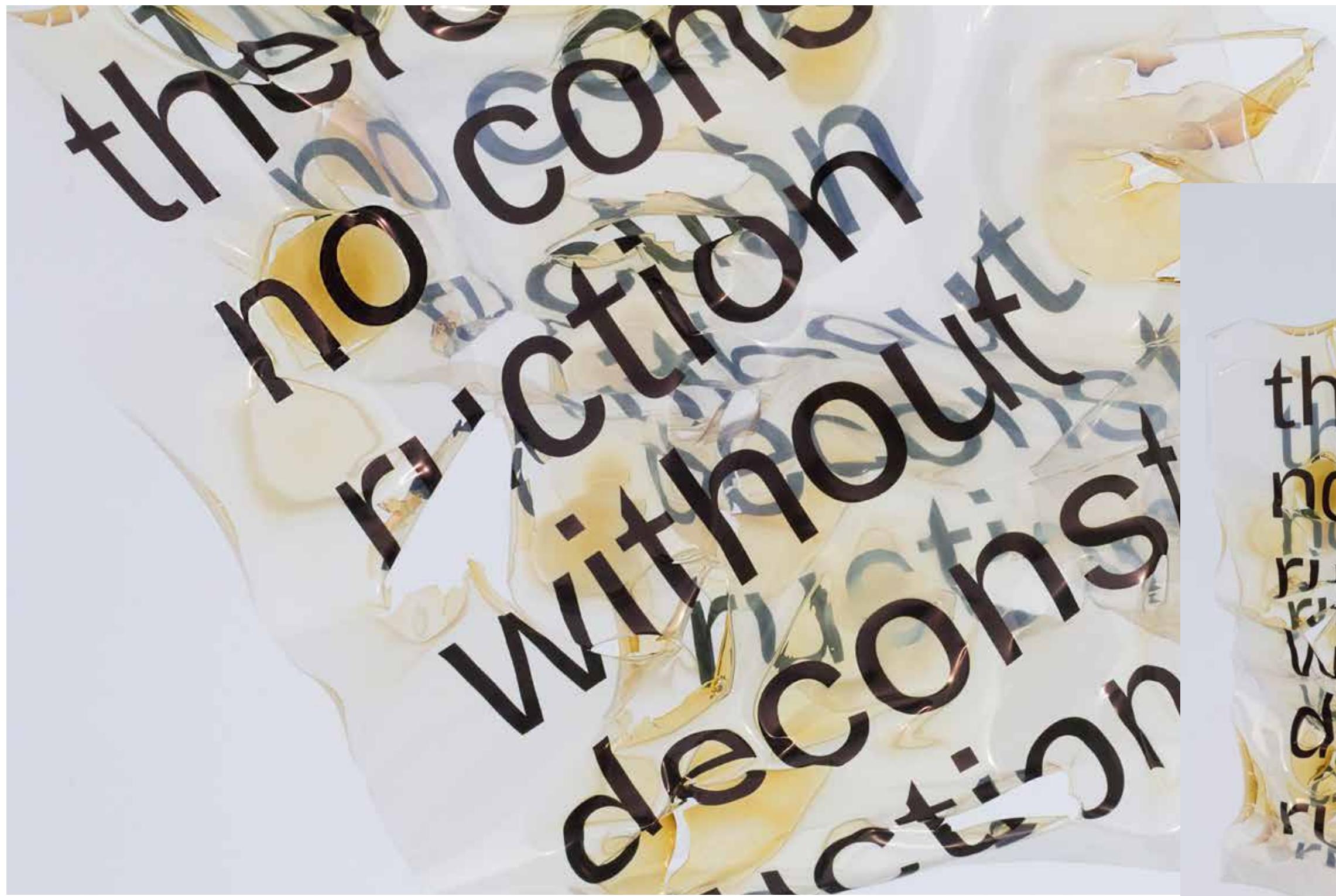
The text was segmented into three parts, printed them on plastic sheets, and manipulated them based on their content. Each piece was photographed against a mirror, allowing the weather conditions to dictate the ultimate visual treatment.



Full Triptych



Process



Process

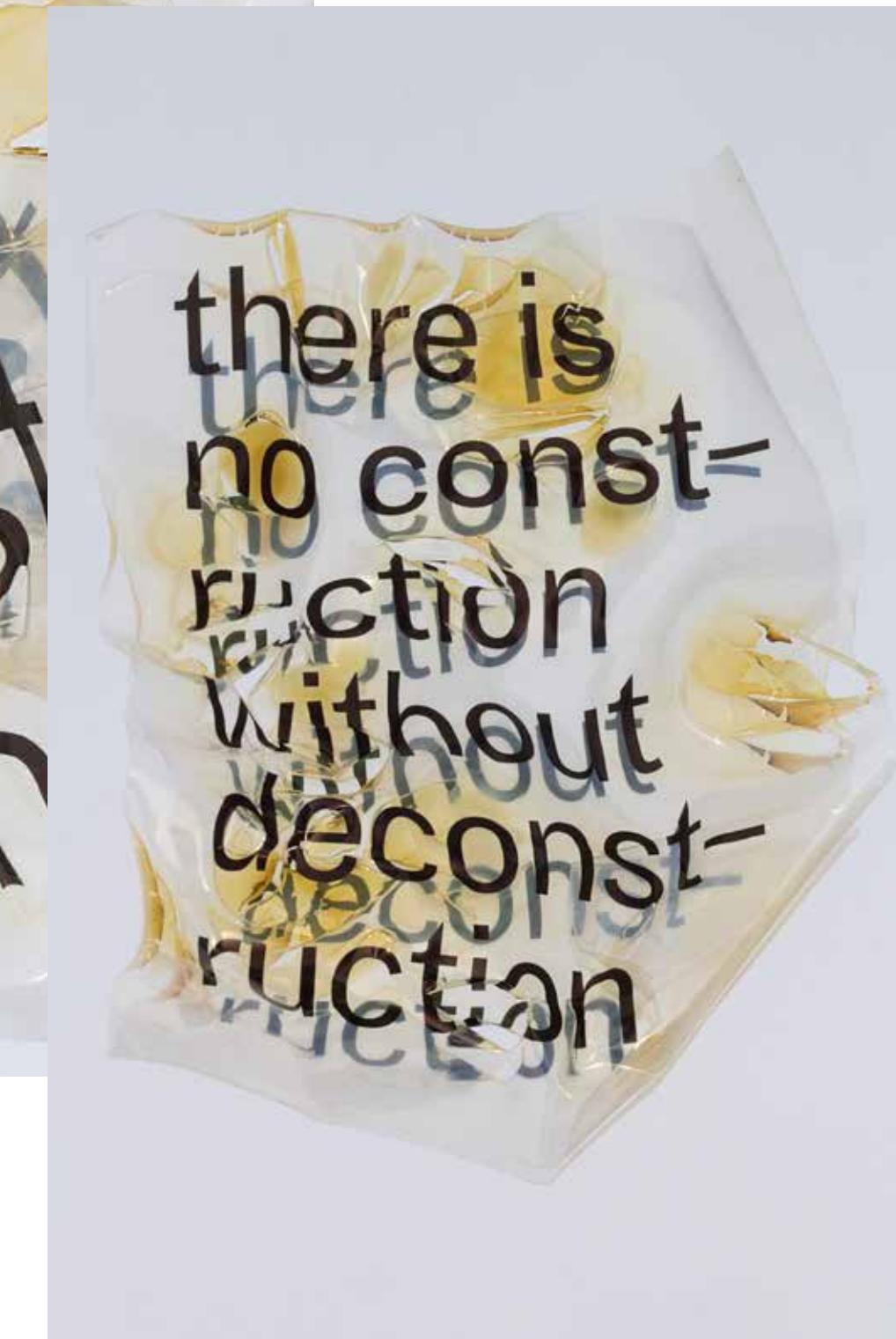




Process



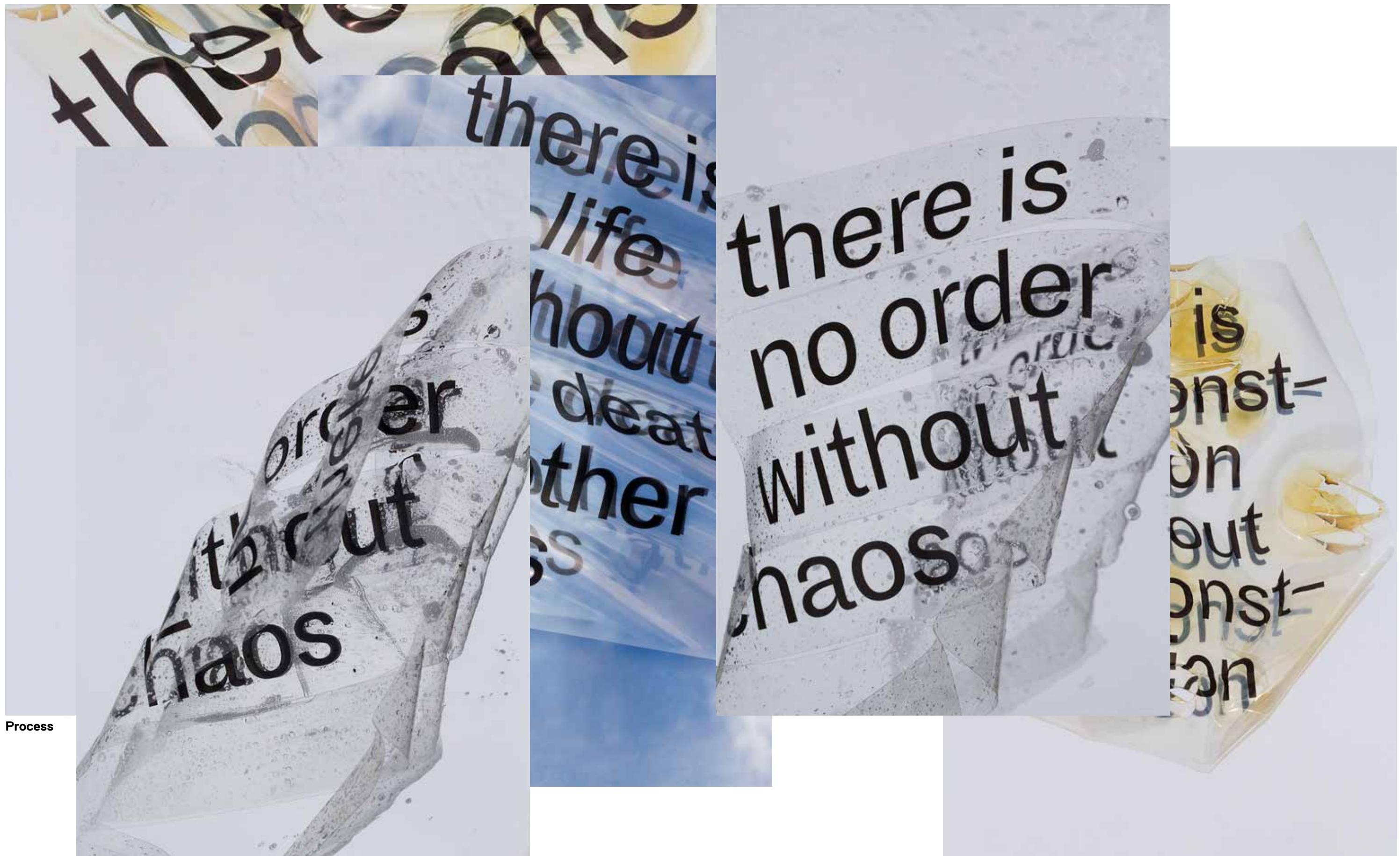
Poster Series



November 2018



Process



Process

White Bit

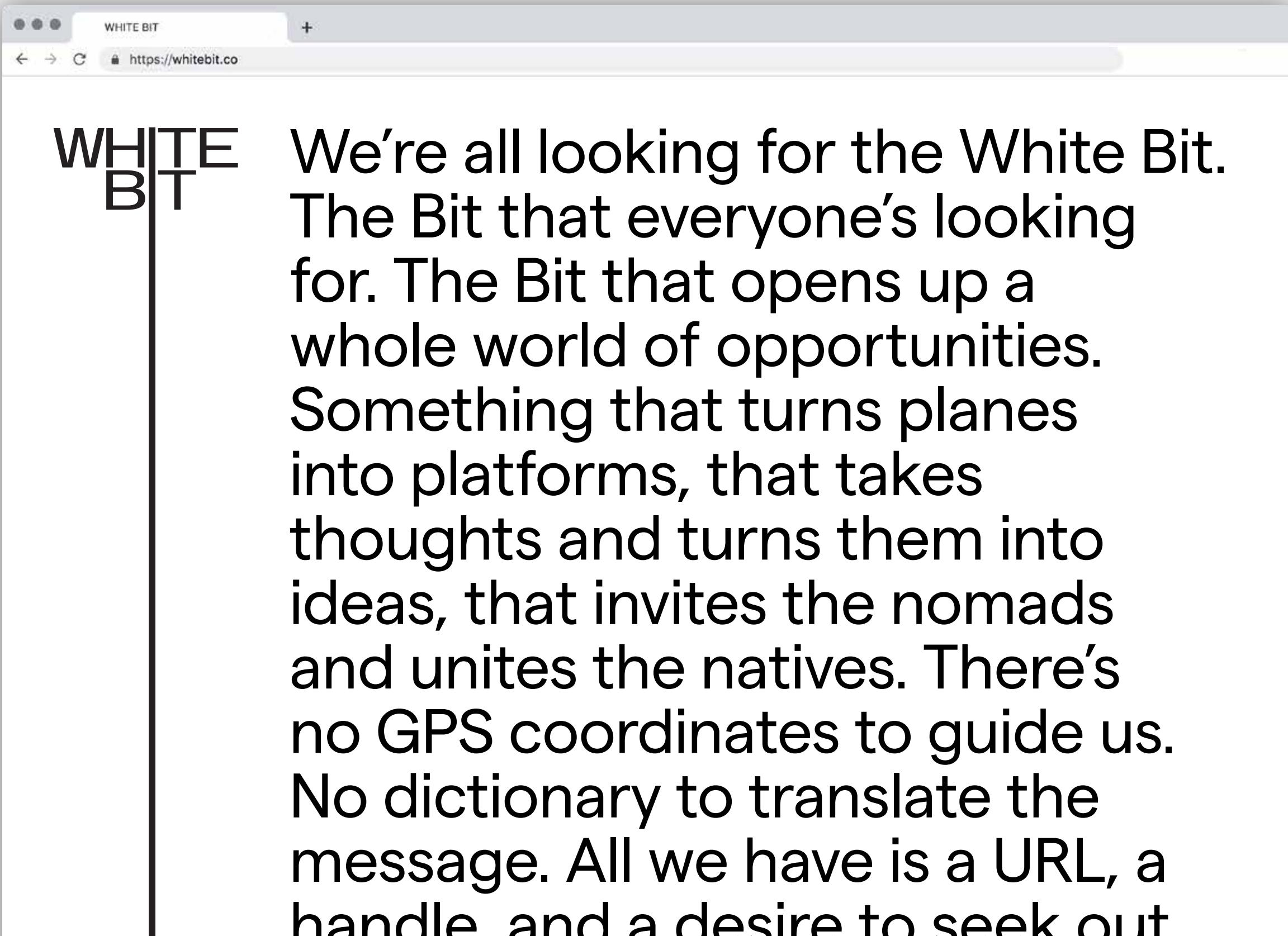
White Bit is a collective of digital specialists, providing thoughtful technology + creative solutions across all online platforms. Part strategists, part creative technologists, they strategize, develop and create human-centered products that are scalable and ensure growth.

Values
Human-Centered
Service Design
Quantitative Data

Personality
Empathetic
Efficient
Analytical

WHITE
BIT

WHITE
BIT



WHITE
BIT

About us
Let's talk

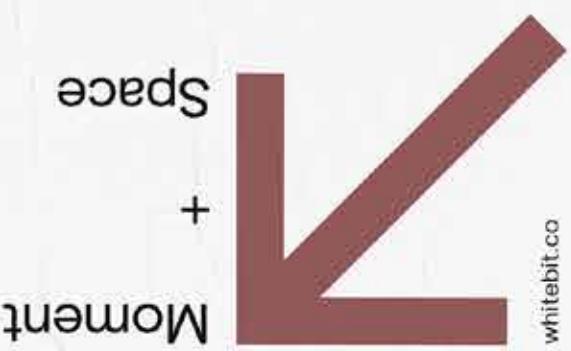
No dictionary to translate the message. All we have is a URL, a handle, and a desire to seek out the silver lining and surrender ourselves to it. While everyone's focused on the negative space, we'd much rather seek out the White Bit, the clear skies, the open road, the space to think about things differently. Let me know when you find it, will you? Even better—let's find it together.

info@whitebit.co









Start with a blank space.

WHITE

Platform

WHITE BIT

whitebit.co
Time + Place

iEQ

WHITE BIT

Find the white bit

Space + Moment

Find the white bit— now invert it.

DE

Shift to Question

Social structuralism is the idea that people operate within pre-established systems. It takes a conscious effort to remove oneself from their immediate realm of understanding to see the greater context. Our perspectives are shaped by what we've been taught, whether through personal experiences or repeated patterns of behavior. These norms remain intact unless a shift in context forces those norms to be acknowledged.

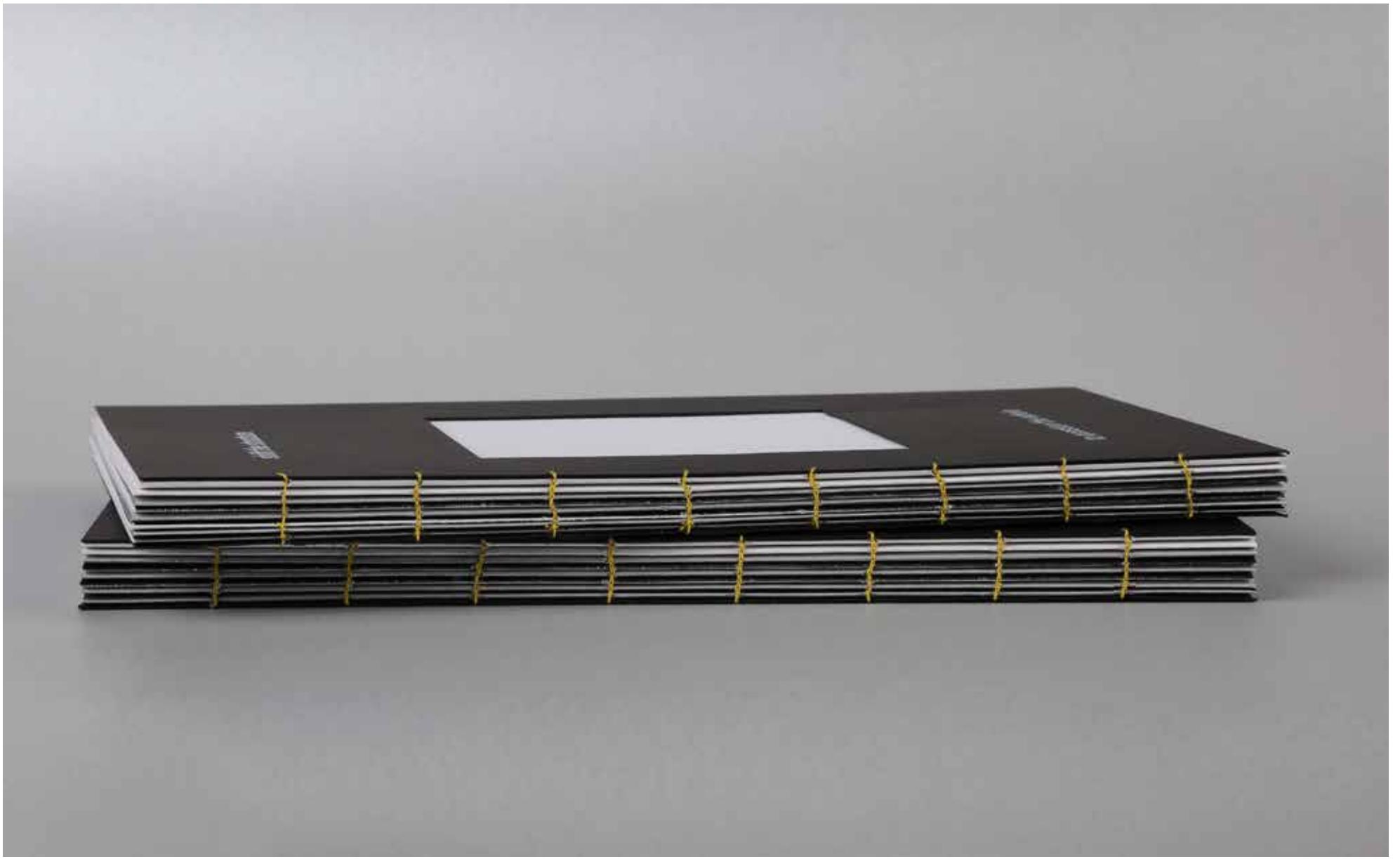
The critique that humans are not intelligible except through their immediate interrelations is a harsh truth to bear. These relations constitute a structure that remains constant in abstract culture. Nobody ever wants to admit they're wrong and everybody wants to have an opinion. Therefore, it's important to understand how our responses are direct reflections of our personal ideals and to acknowledge how they can hinder our ability to see things as they are.

Through a two-part experience, Shift to Question features a web-based interactive and research journal that reveals an analysis of social structures by juxtaposing them with current issues. People can gain a greater understanding of how social structures are formed within their context by analyzing how people assign, convey, and process meaning.

Web Experience
shift-question.whitneybadge.com



Research Journal juxtaposing formal reflections with current issues.

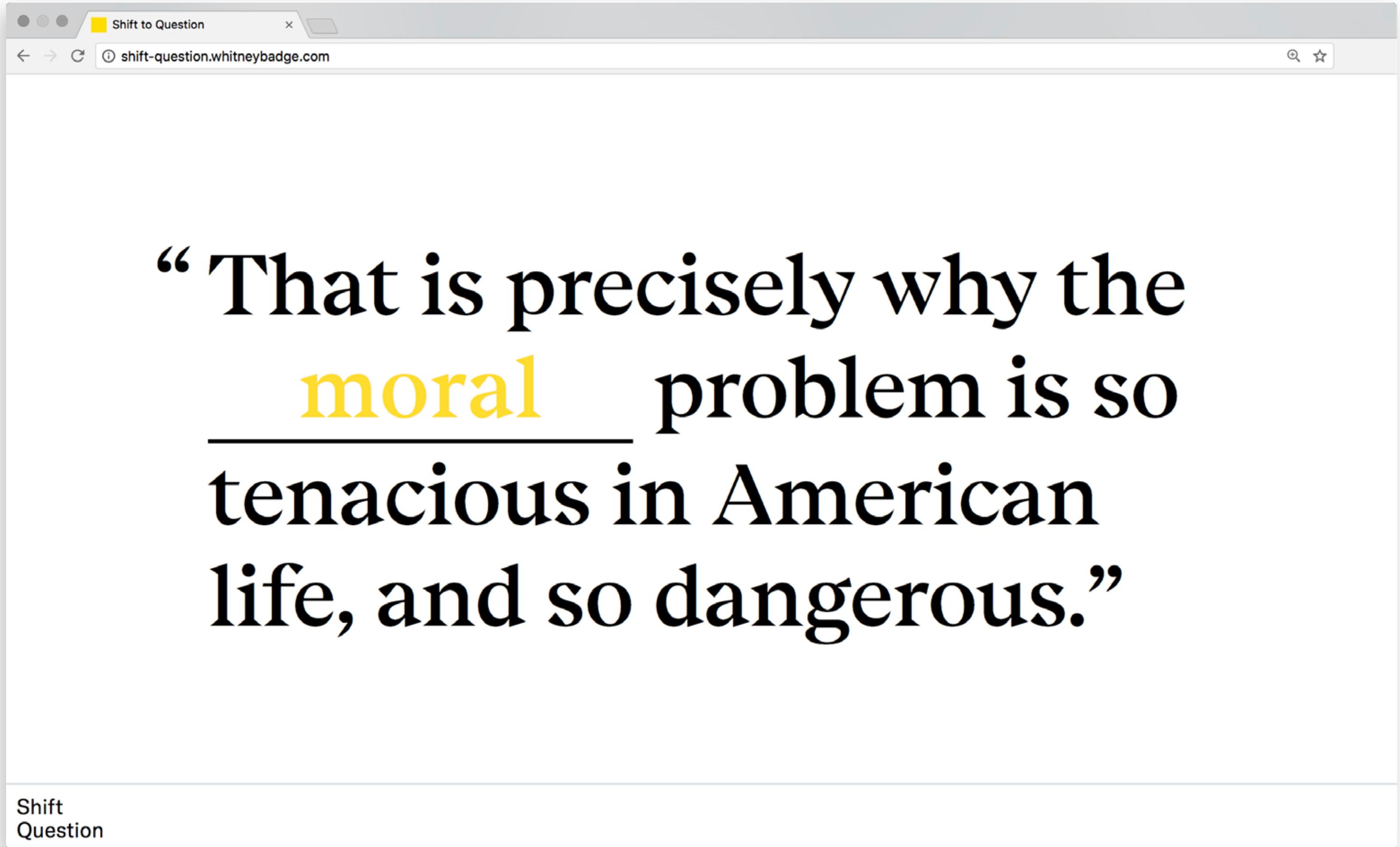


Exposed coptic-bound stitch in yellow thread represents transparency and self-reflection.



Excerpts of James Baldwin's *Nobody Knows My Name*. Pull quotes and highlighted text are used to illuminate themes that directly relate to social structuralism.

Articles of current issues that directly reflect topics addressed James Baldwin's writing. Post-It notes with internet commentary are placed on top of the articles, suggesting a larger conversation at hand.



Shift to Question

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USA Today

Who are America's leaders?

America is more divided than ever, more polarized, with voices emerging as leaders, including the president.

CNN

"Personally, 'I' enjoy 'quotes' that add the incorrect 'emphasis.'"

ow faces Comey's assault

y, anointing himself as moral conscience, called on the cognize that Donald Trump's up to an immoral, malignant hat insults core democratic

USA Today

Gina Haspel: Moral compass trumps president

CIA director nominee Gina Haspel says she wouldn't allow the agency to undertake "immoral" activities, even at the request of President Donald Trump.

The New York Times

Microsoft Tries a New Role: Moral Leader

Top executives of the company, which was once tech's biggest villain, are outspoken advocates for protecting user privacy and establishing ethical guidelines for new technology like artificial intelligence.

Fox News

The US attack on Syria is completely legal and utterly moral. Here's what Trump's critics need to know

President Trump's action to attack Syria was exceptionally well-grounded legally. Self-evident moral authority supports using any reasonable means to protect innocents from the moral outrage of chemical weapons.

CNN

"Your 'quotes' say a 'lot' about the intended 'effect' of your reply."

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Senator to Haspel: Where was your moral compass?

When CIA nominee Gina Haspel says "we should hold ourselves to stricter moral standards" in regard to not implementing "coercive interrogations," Sen. Martin Heinrich (D-NM) asks Haspel where her moral compass was when she supervised one of the CIA's black si...

The New York Times

Op-Ed Columnist: The Moral Rot That Threatens America

There is only one core task for everyone in Trump's United States: Keeping the Republic, despite him.

Shift to Question

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USA Today Who are leaders? America is more polarized than ever. voices emerging from the eccentric Twitter User https:// Twitter User

"RT @famousquot Eccentricity has always abounded when and where strength has been absent. " RT @YeahTeriq: I niggas have a moral code. https:// Twitter User

"RT @tolstoyreader: Ppl in my mentions are suggesting I am shaming Hopkins. A) Katie's faces speaks for itself. B) I compared another women..." Twitter User JaNi_213

For columnists: The real Rot That Threatens America

Innocents from the most chemical weapons.

"RT @garyibe007: I Telling YOU... I be Impeccable... Adorable Charming, Flawless, Polis, Modest.. of Moral Character....." Twitter User

"RT @RedNationRising: Years ago, school shootings were unheard of. What changed? The liberal influence on society and education. It requires..." Twitter User docmorry

"RT @Scrooge: We were lied to. Who cares? The liberal influence on society and education. It requires..." Twitter User Cjgodiva

RT @warroom: We had guns before we had school shootings. What changed? Decline of religion, moral relativism, situation ethics, DAY UP..." Twitter User marty_fler

CNN Senator Iannews: "We must serve to be remembered. It's the minimum moral compensation we could provide to figures as prestigious as they are...." Twitter User margapayola

The New York Times Michael Bloomberg: "RT @DisavowTrump20: Florida high school student Emma Gonzalez has shown more moral courage than the GOP and the NRA put together. RETWEET..." Twitter User teethgrindr0000

Columnist: The real Rot That Threatens America

is only one core task for everyone in the United States: Keeping the Republic, despite him.

Shift Question

Shift to Question

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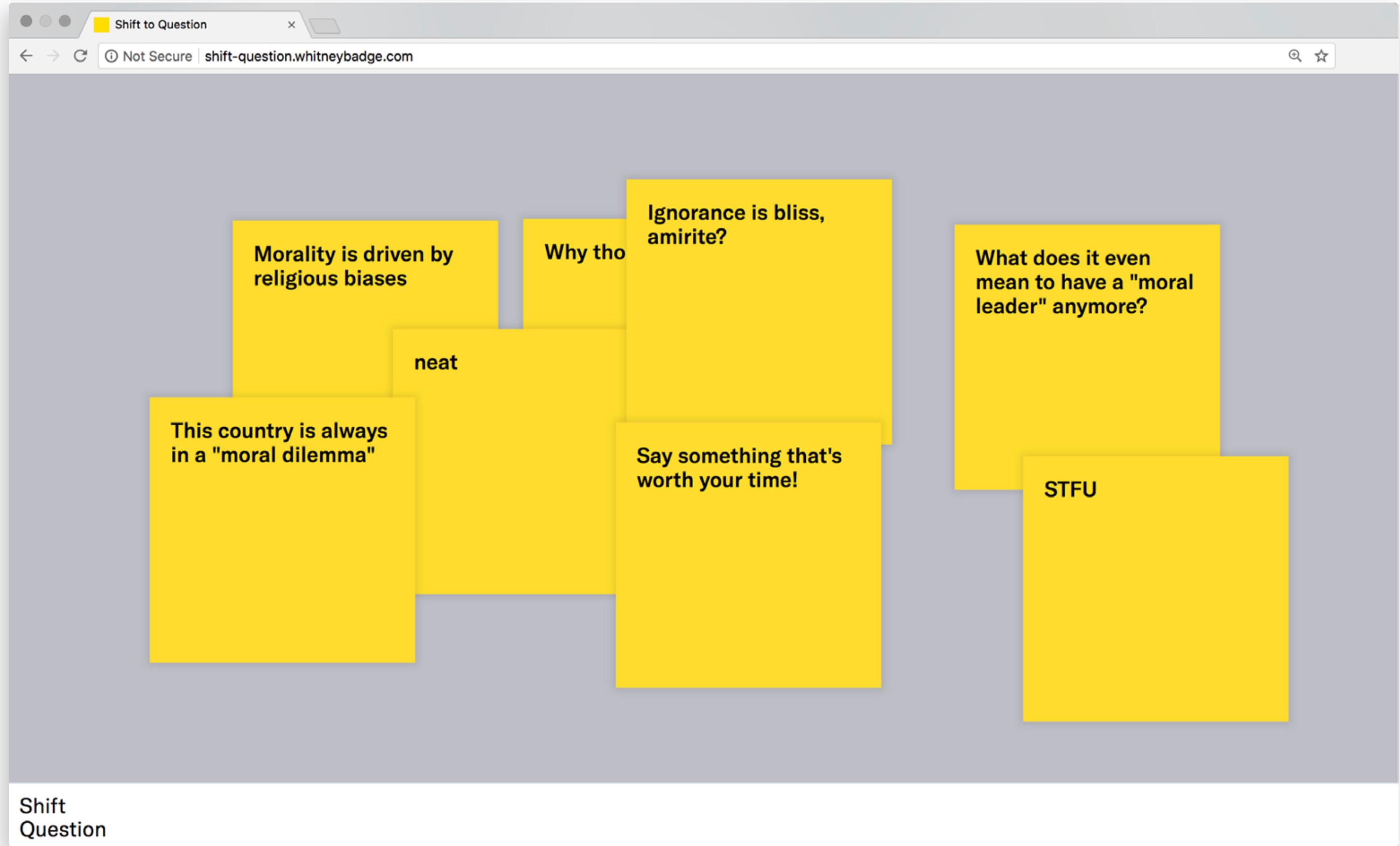
The New York Times Michael Bloomberg says he wants to undertake the request of Sen. Martin Haspel where her when she supervised si...

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Columnist: The Moral Rot That Threatens America

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Shift Question



Thank You

