

# Whitney Badge



# Change Over Time

In the Fall of 2018, I was accepted into a 6-month program began travelling 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
- Webpages 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](http://wgi.whitneybadge.com)

Change Over Time

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BACK TRACK

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

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.

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

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<br>It's 11:49 pm GMT+1<br>Sir Graz, Austria. |

103118  
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/>            |                    |  |
| <b>Week 6</b>    |                    | It's 11:49 pm GMT+1<br>in Graz, Austria. |
| <b>January</b>   |                    | BRU                                      |

Change Over Time

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BACK TRACK

October SF

November NYC

December

January

Soda

BOSS

SYD

MOVE ON

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

BACK TRACK

## October

November

December

January

17

— 15 —

— 1 —



8

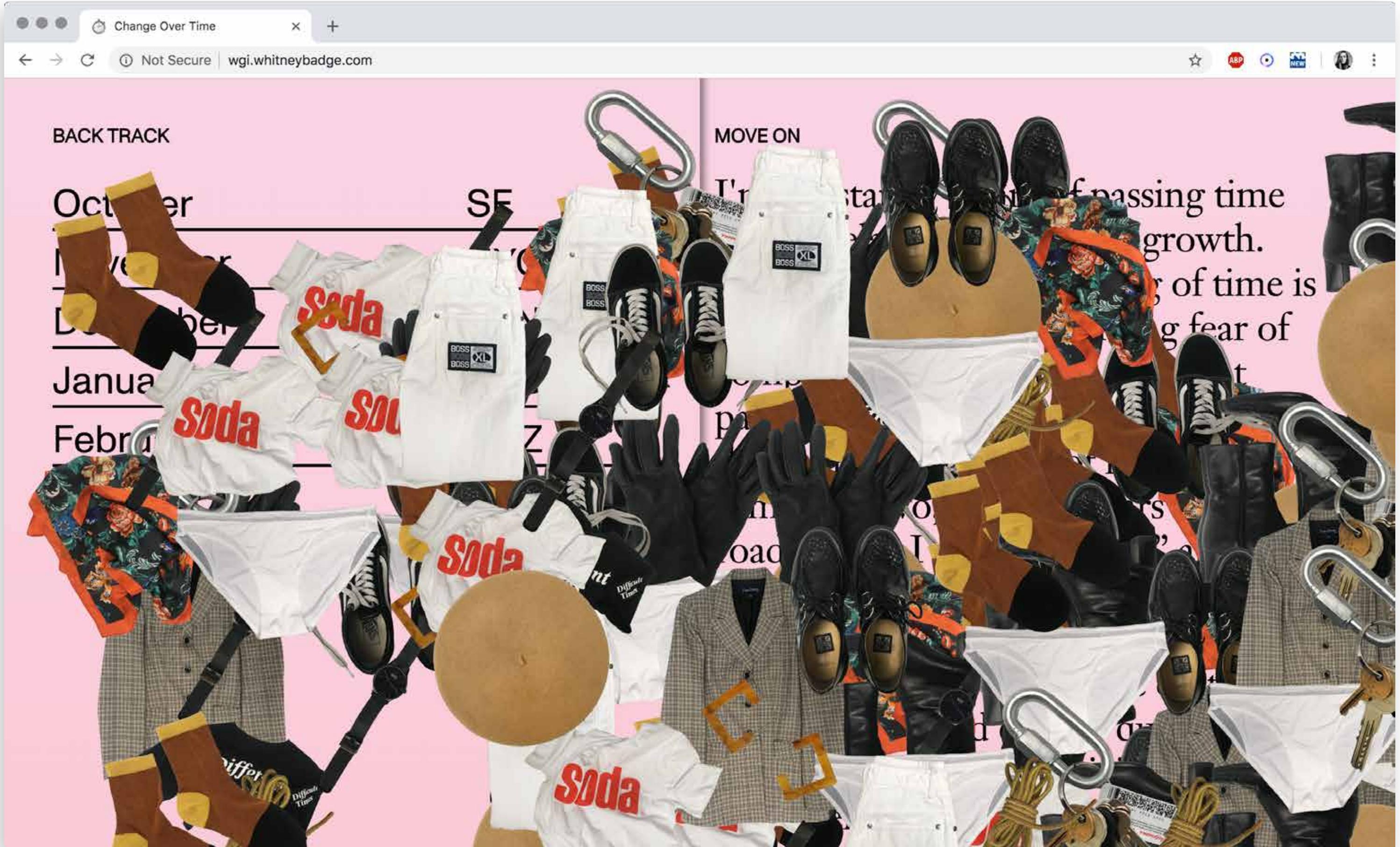
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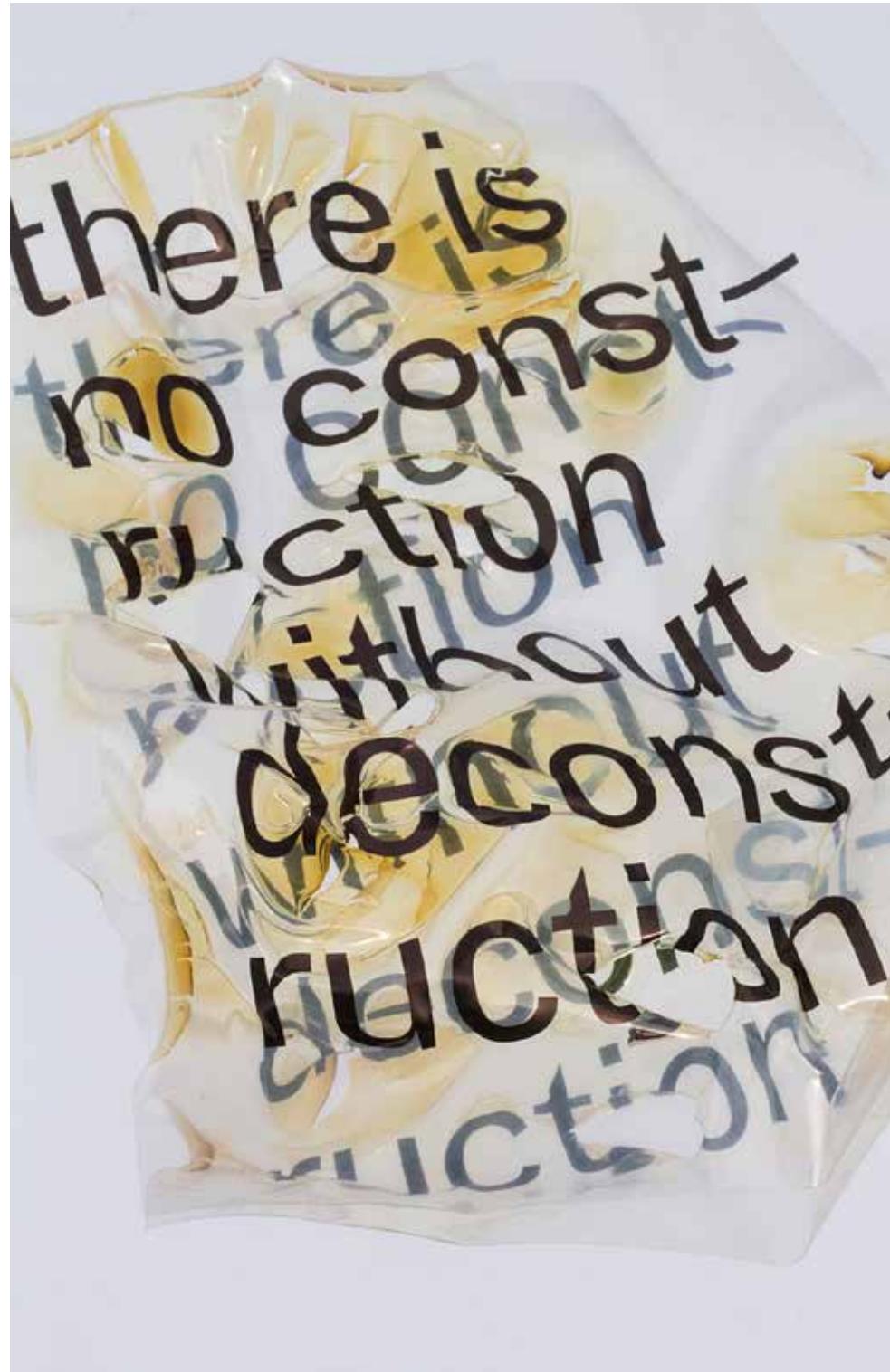




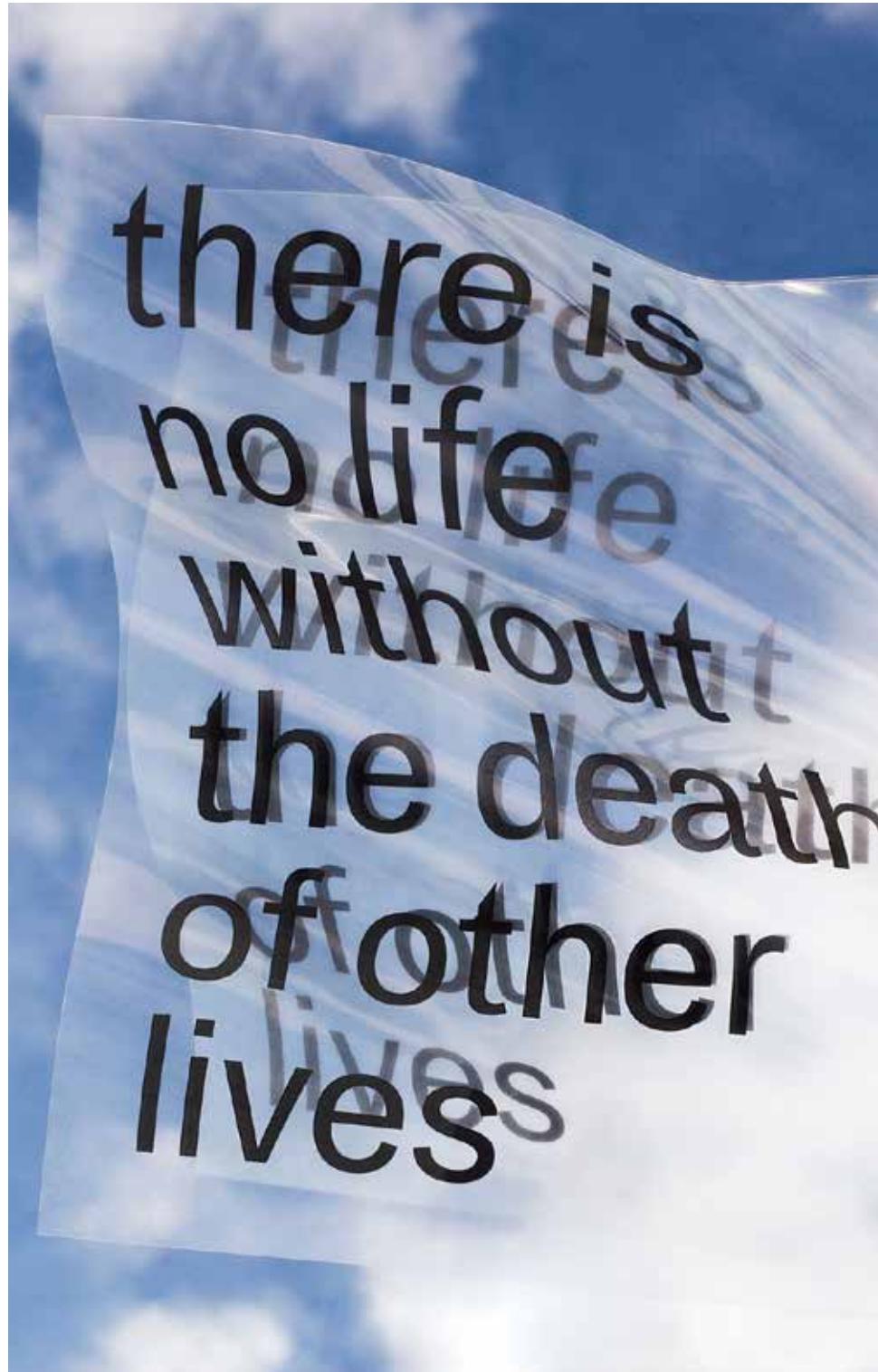
# The Law of Entropy

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."

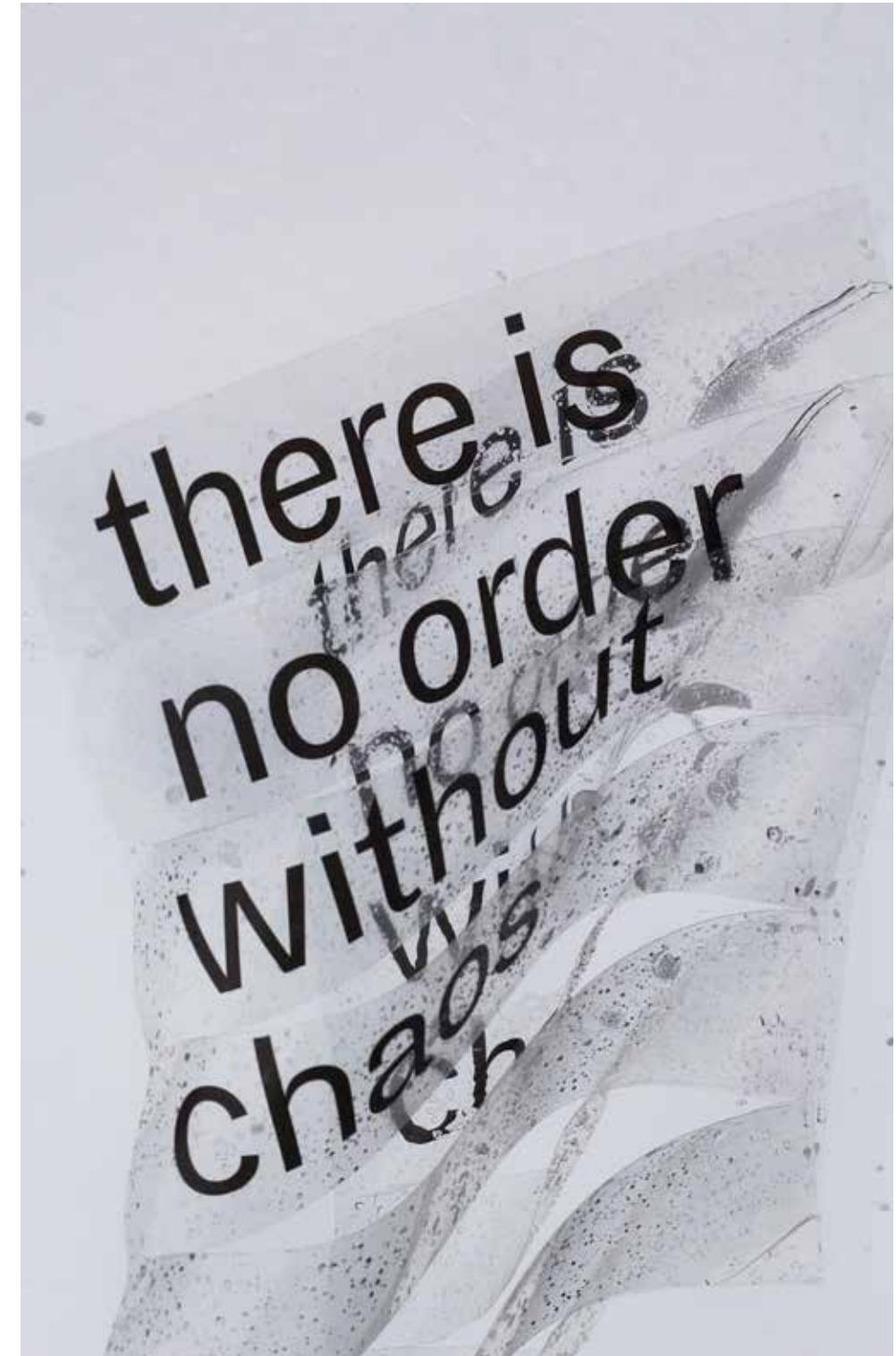
The text was segmented into three parts, printed them on plastic sheets, and manipulated them based on their content. Each piece was photographed against a mirror, allowing the weather conditions to dictate the ultimate visual treatment.



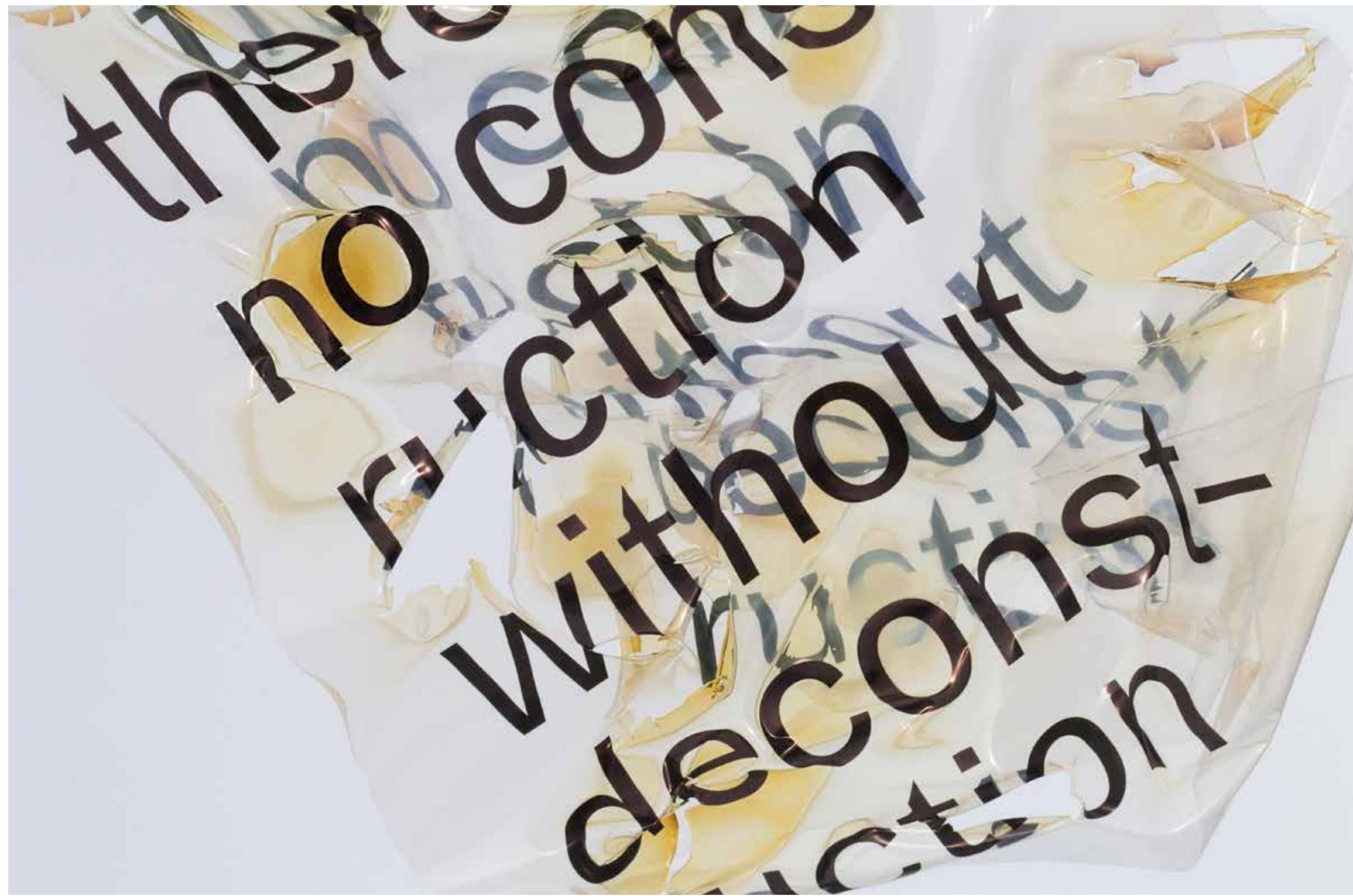
Full Triptych



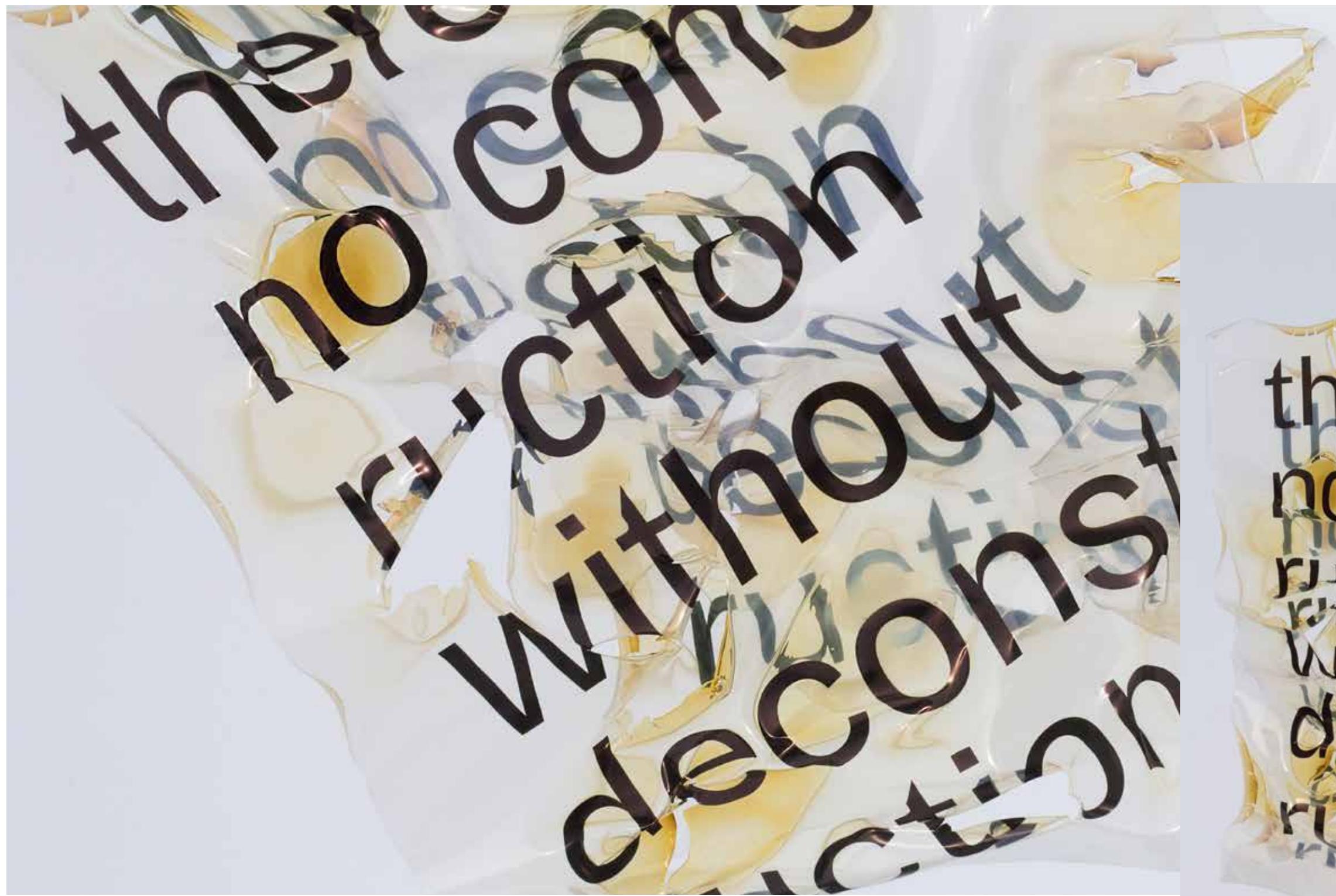
Poster Series



November 2018



Process

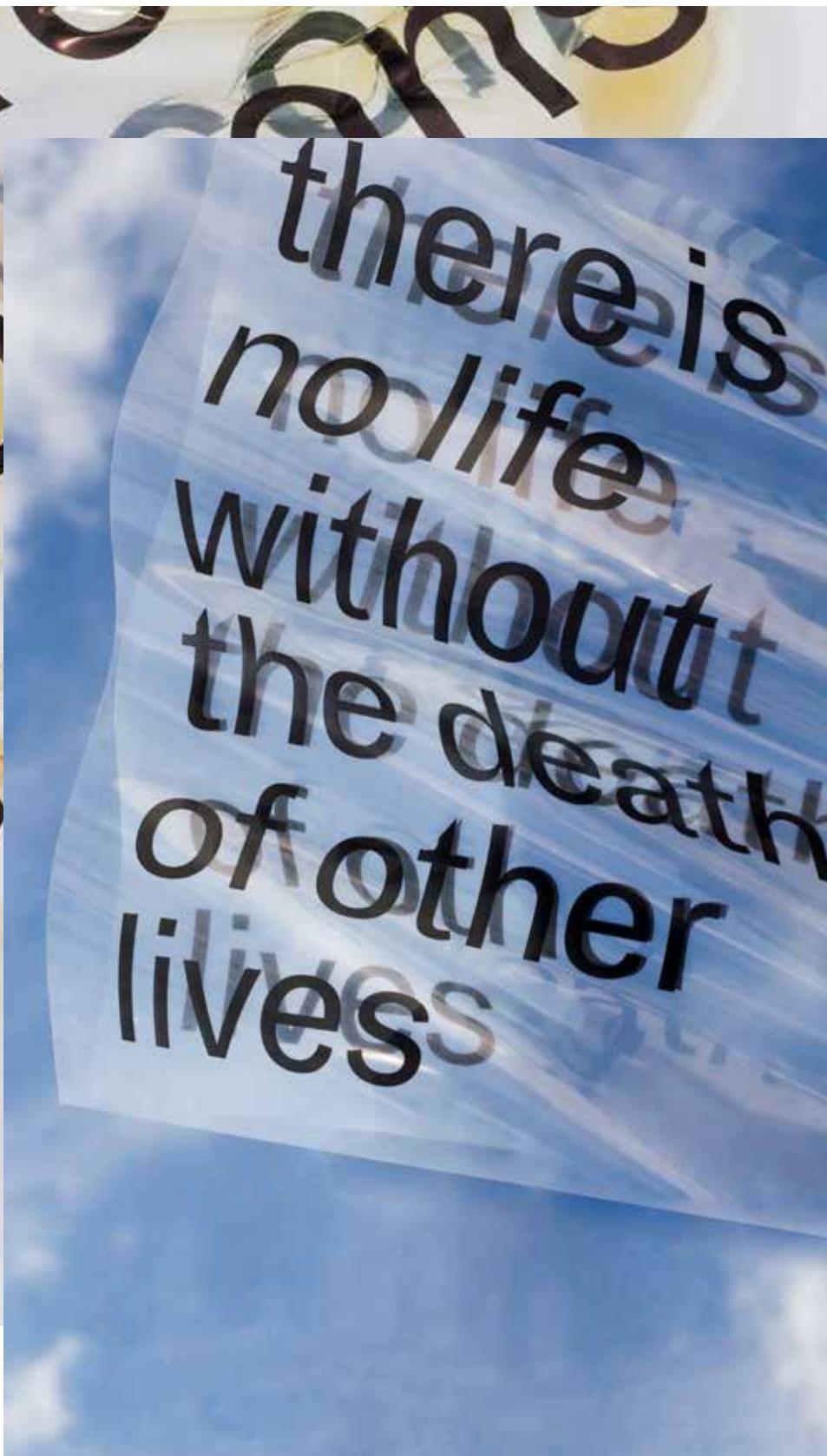


Process





Process



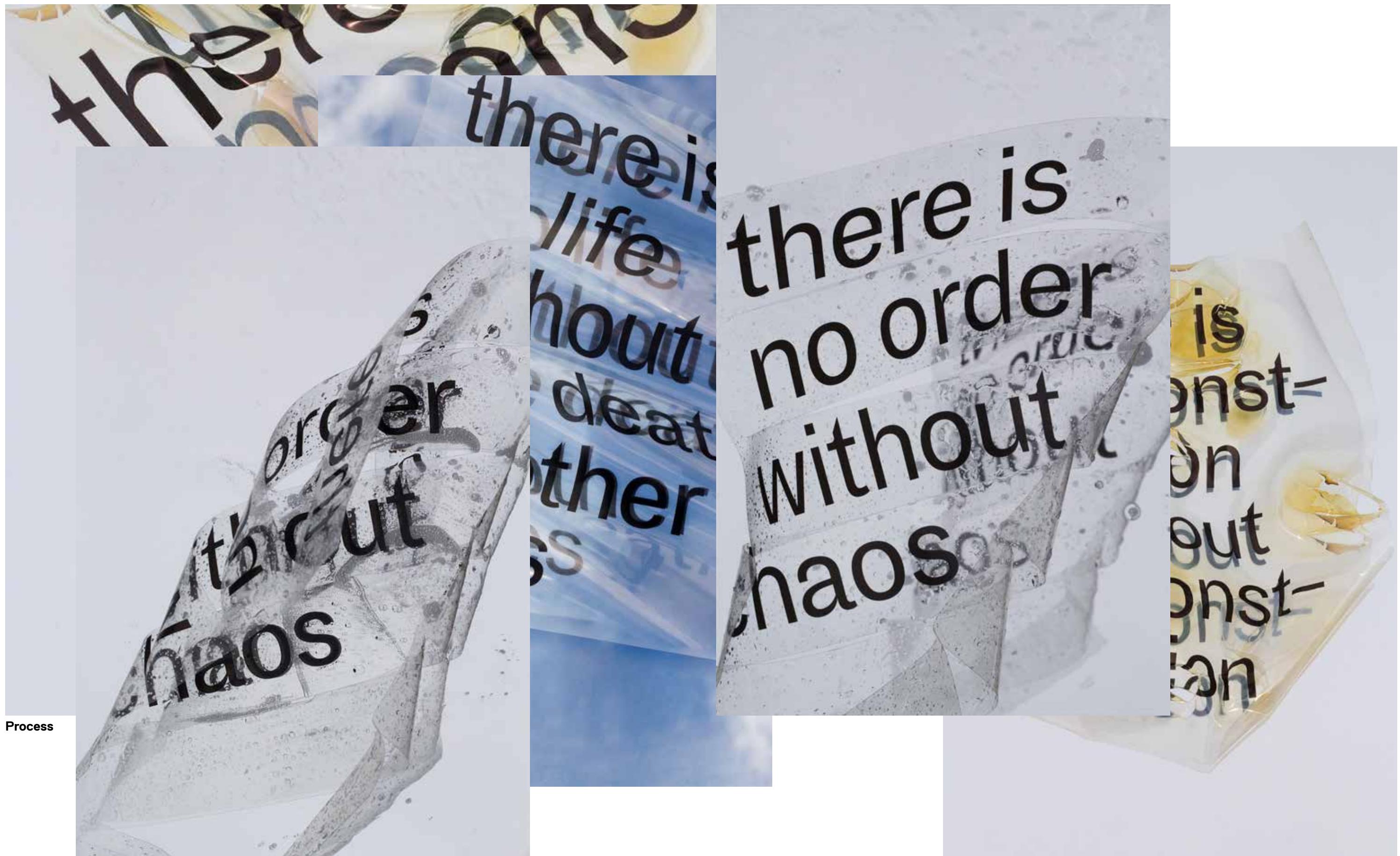
Poster Series



November 2018



Process



Process

# 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.

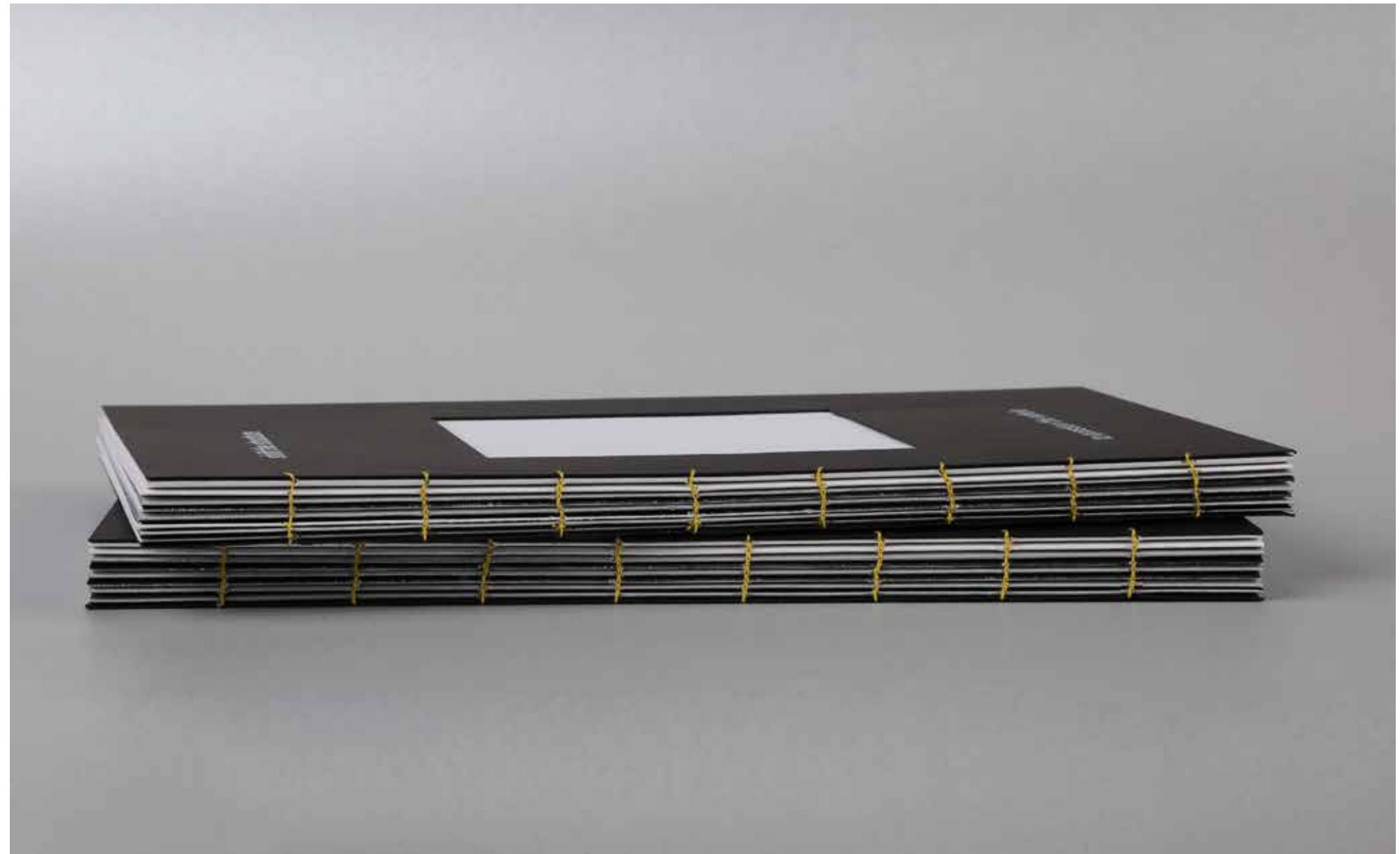
The critique that humans are not intelligible except through their immediate interrelations is a harsh truth to bear. These relations constitute a structure that remains constant in abstract culture. Nobody ever wants to admit they're wrong and everybody wants to have an opinion. Therefore, it's important 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](http://shift-question.whitneybadge.com)



**Research Journal juxtaposing formal reflections with current issues.**

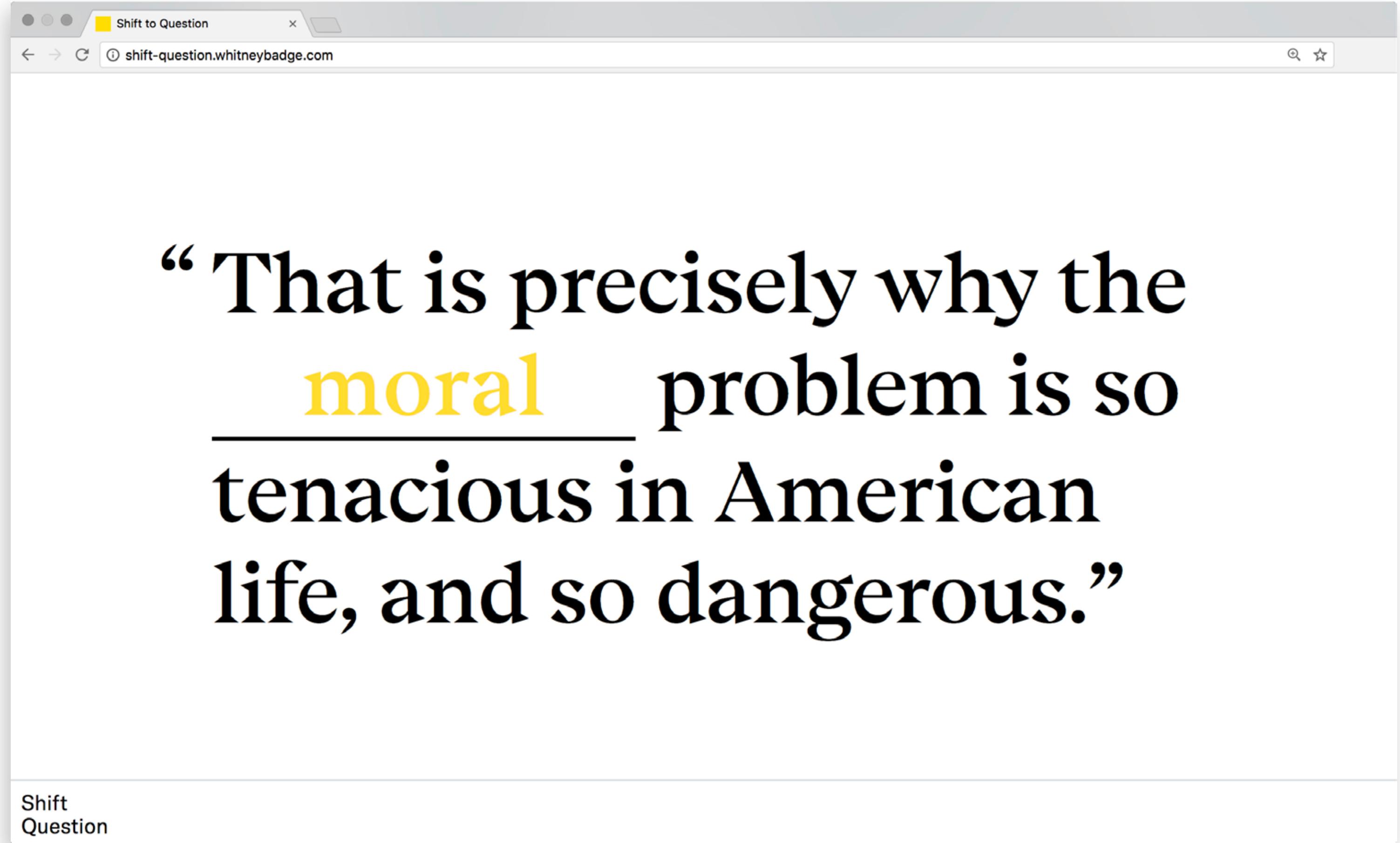


**Exposed coptic-bound stitch in yellow thread represents transparency and self-reflection.**



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 and more polarized, with voices emerging as 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

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.

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.

CNN

**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

**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.

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 America's eccentric leaders?  
America is more polarized than ever. Voices emerge from the margins, including those who have been left behind.

Twitter User [@YeaTheAm](https://twitter.com/YeaTheAm) "RT @famousquot Eccentricity has always abounded when and where strength has abounded. " RT @Yeariq: I niggas have a moral code. <https://t.co/0DgkXWzJ>

Twitter User [@Yeariq](https://twitter.com/Yeariq) "RT @RedNationRising: Years ago, school shootings were unheard of. What changed? The liberal influence on society and education. It requires..."

Twitter User [@docmorry](https://twitter.com/docmorry) "RT @RedNationRising: Years ago, school shootings were unheard of. What changed? The liberal influence on society and education. It requires..."

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

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](https://twitter.com/marty_fler) "RT @YeahTeriq: Hood niggas have a moral code. <https://t.co/KFH4tNK>

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

Twitter User [@margapayola](https://twitter.com/margapayola) "RT @YeahTeriq: Hood niggas have a moral code. <https://t.co/KFH4tNK>

The New York Times  
Mueller president says Haspel says agency to undertake at the request of

"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](https://twitter.com/teethgrindr0000)

Columnist: The Moral 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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USA Today  
Who are leaders?  
America is more polarized than ever. Voices emerge from the margins, including those of eccentric Twitter users.

Twitter User https://Twitter User

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

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

Twitter User Cjgodiva

"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 influence on society and education requires..."

Twitter User docmcd

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

"RT @YeahTeriq: Hoodlums have a moral code. https://t.co/KFH4tNK" Twitter User JasSimmonsTV

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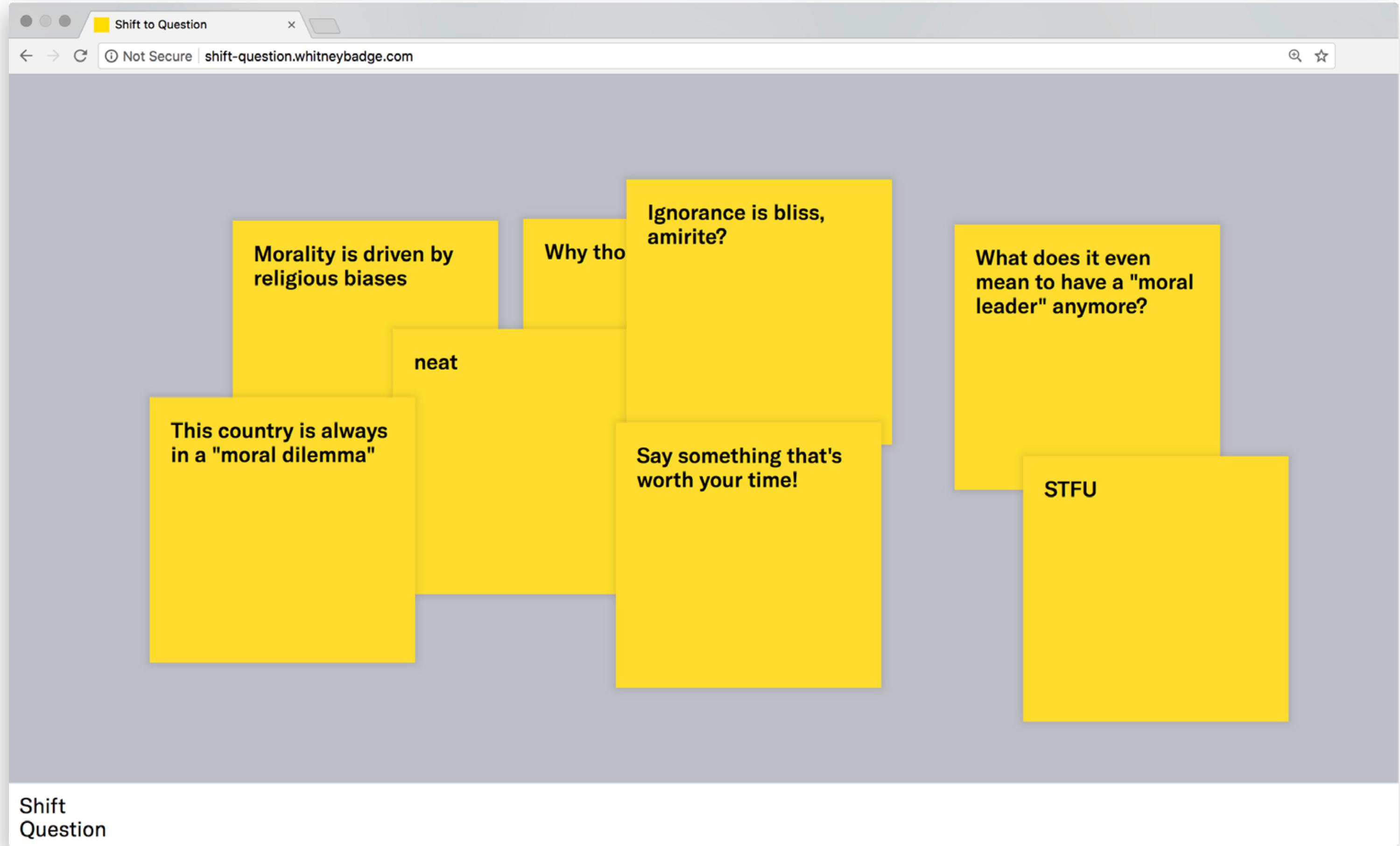
"RT @DisavowTrump20: Florida high school student Emma Gonzalez has shown more moral courage than the GOP and the NRA put together. RETWEET..."

Twitter User teethgrindr0000

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## Shift Question



# The Wing

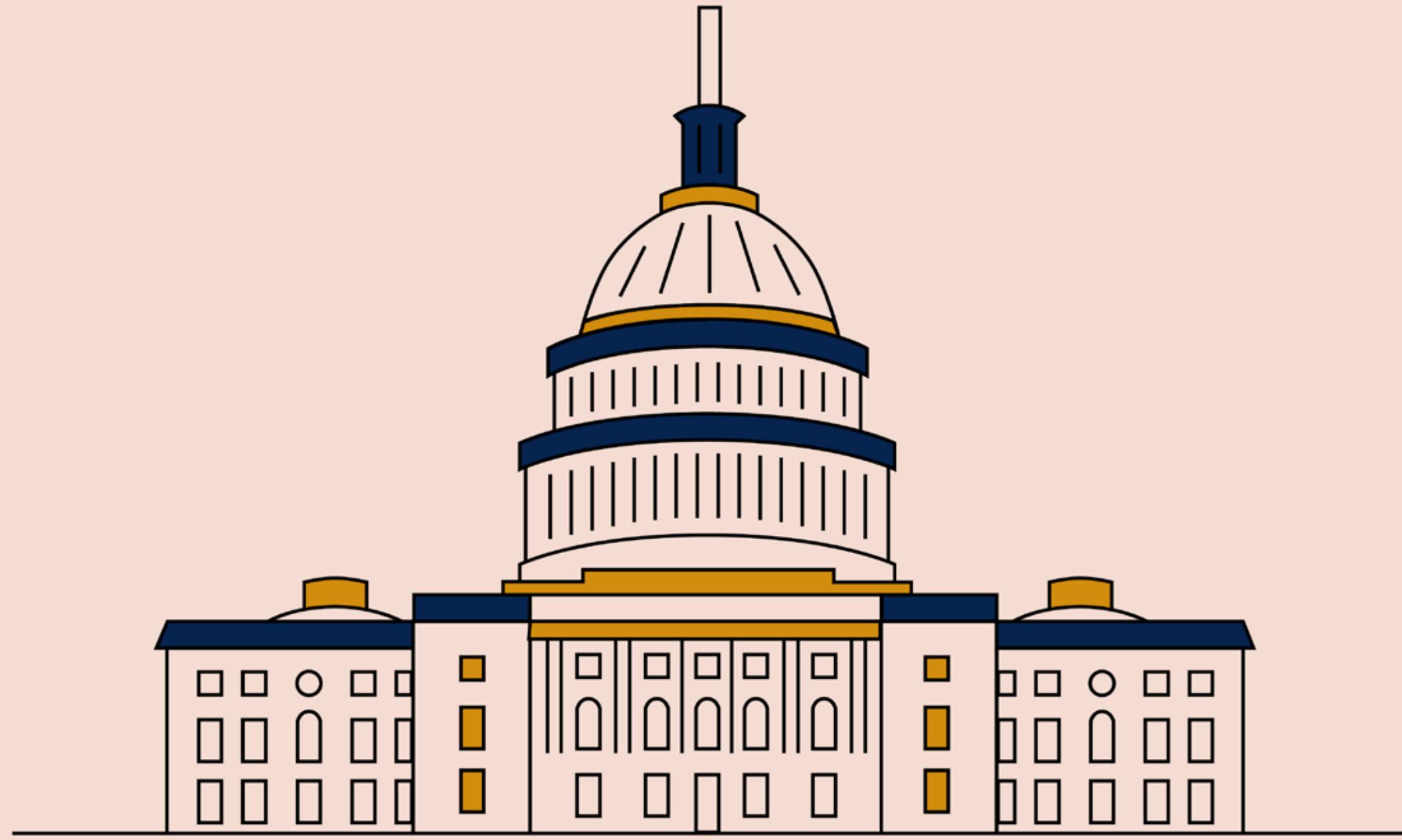
The Wing is an all-womens community and co-working space that was founded in New York City in 2016. During the Fall of 2017, I held an internship that consisted of product design on both the digital and physical scale. Beginning with building out their library of iconography, the work extended to various user touchpoints such as on-location signage, digital promotional material, and brand partnership collateral.

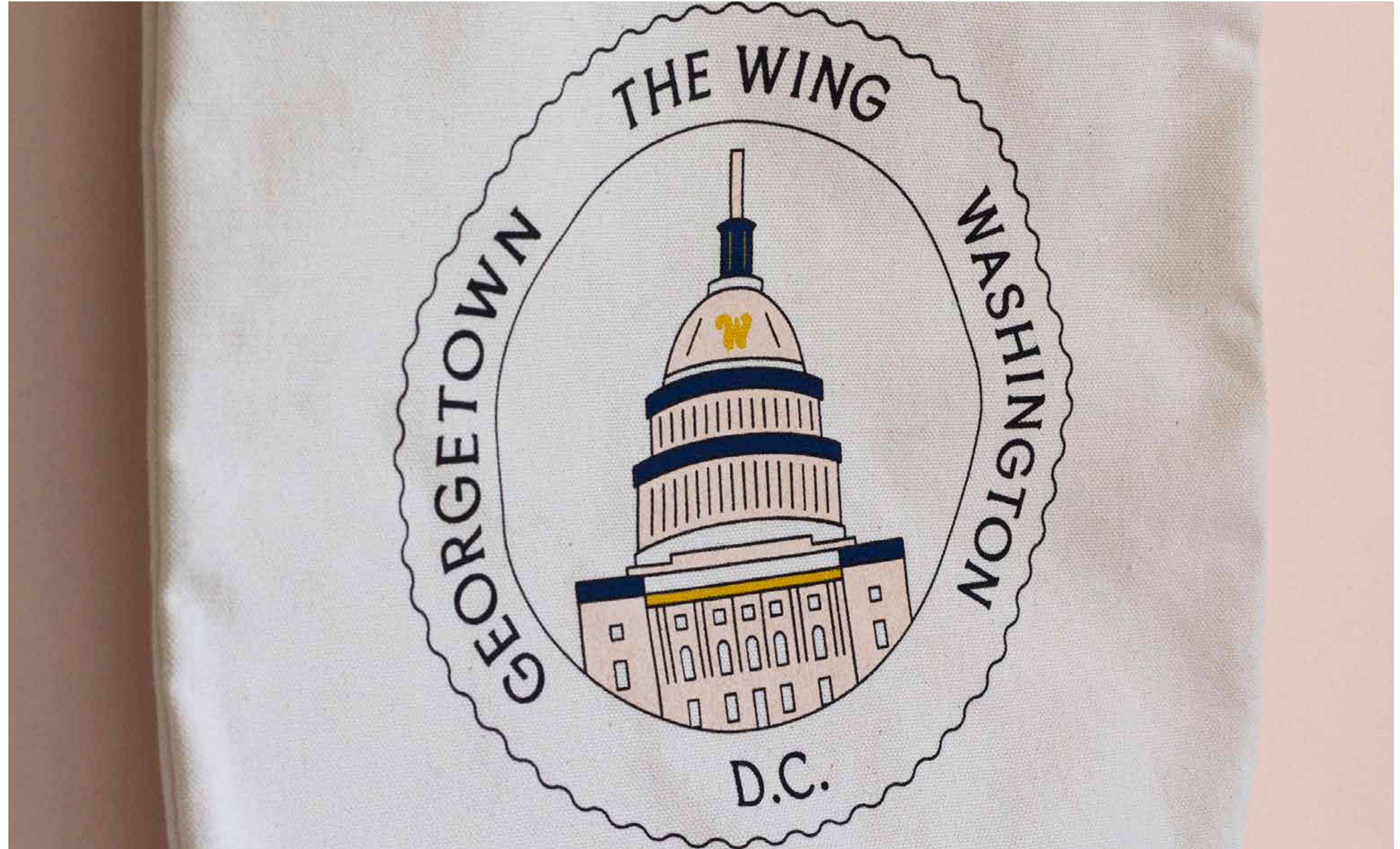
**Created at The Wing**

**Design Director**  
Deva Pardue

**Design Intern**  
Whitney Badge











**Stationary party favors  
provided in partnership  
with American Express**



# 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.

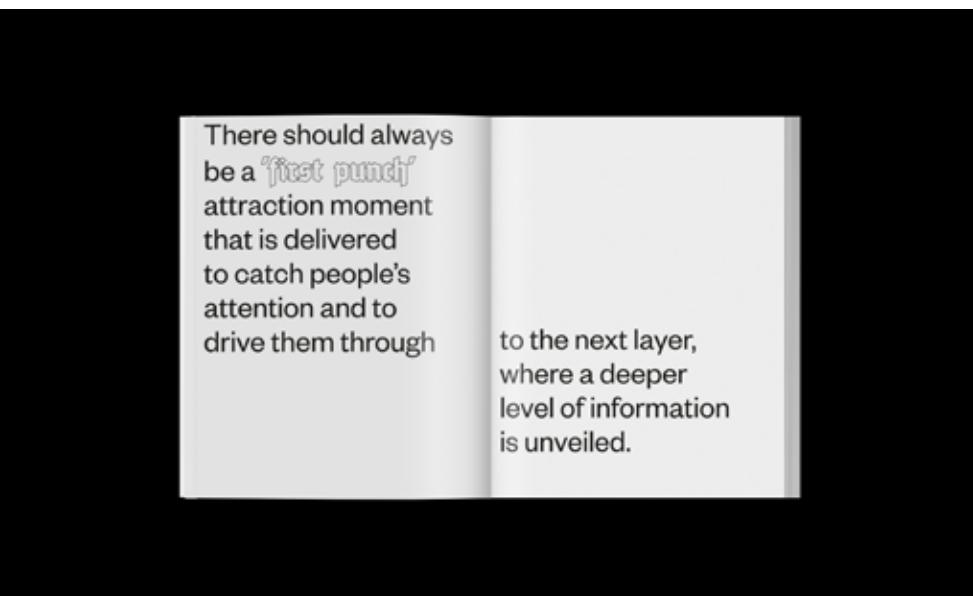
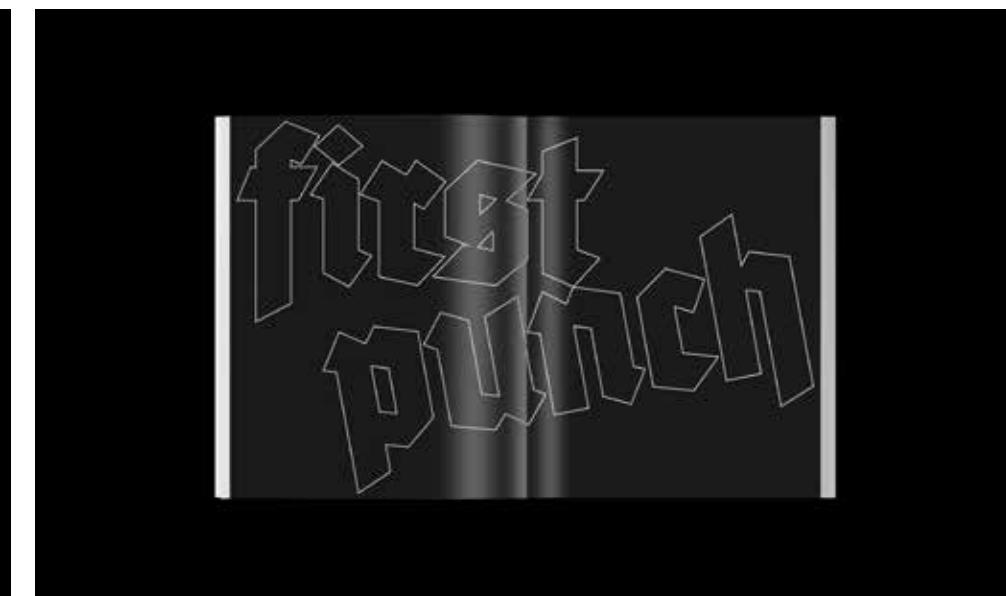
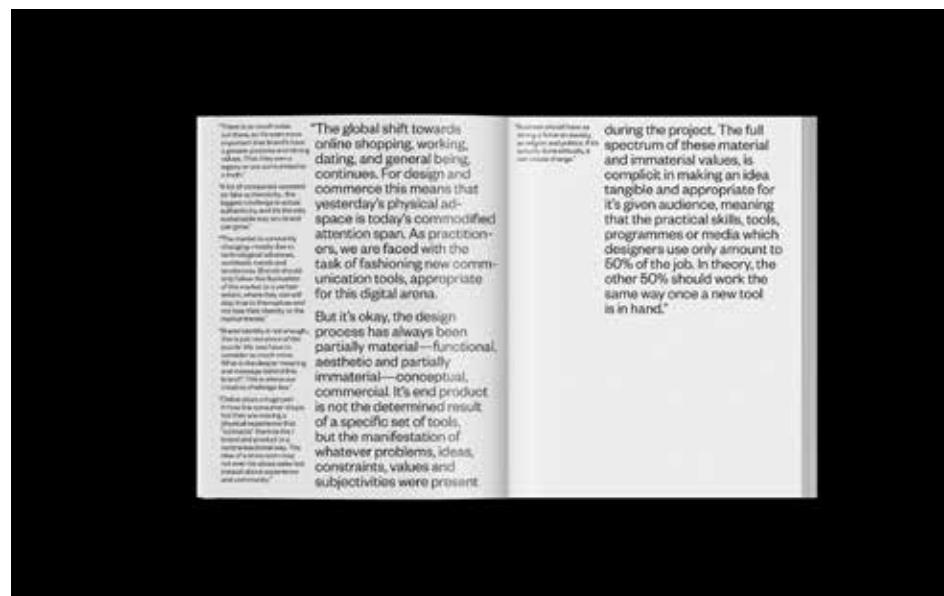
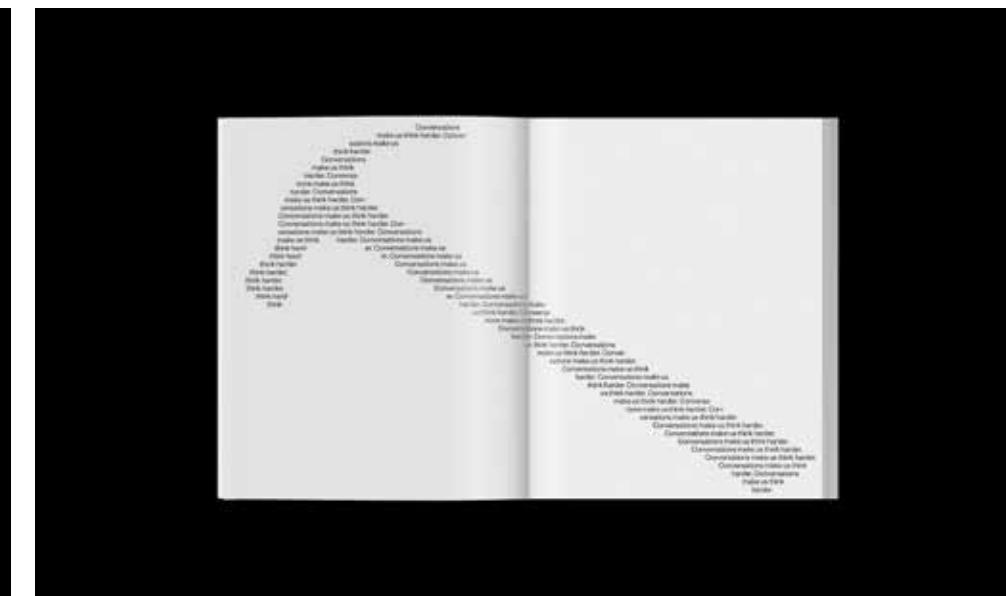
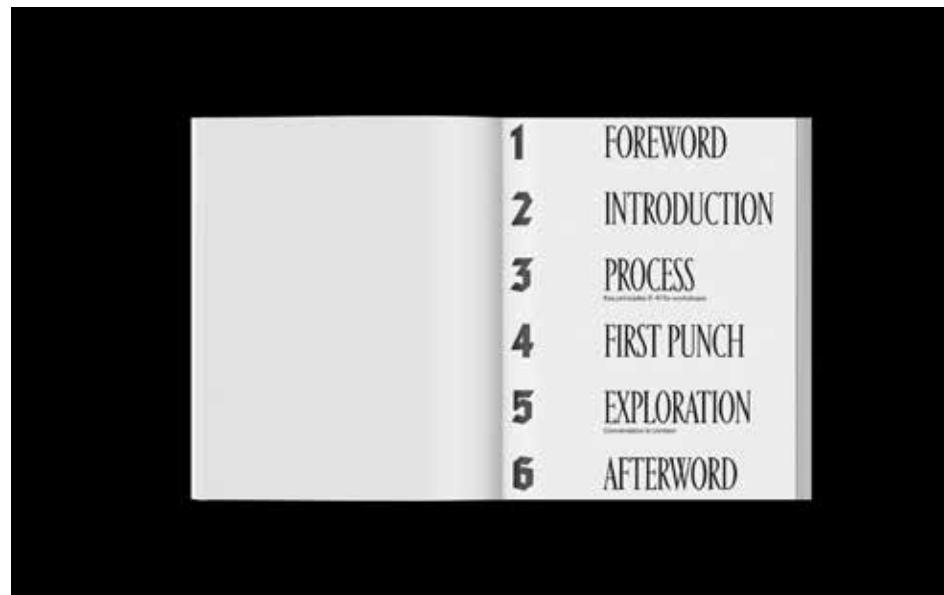
Created at Made Thought for internal use

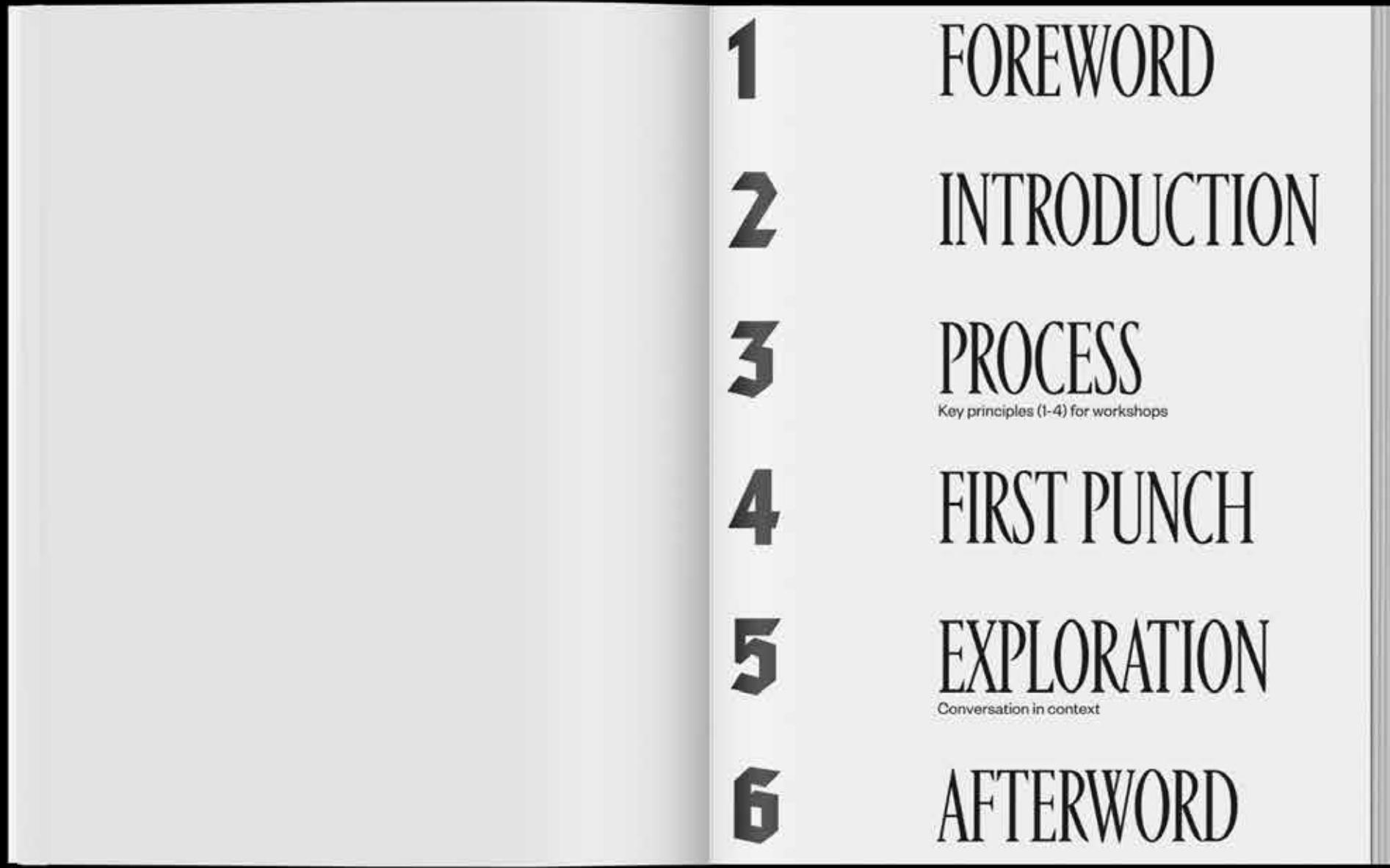
**Copywriter**  
Madeleine Carrucan

**Designer**  
Whitney Badge

A manifesto

FOR      THINKING  
AND      TALKING  
AND      MAKING



- 
- 1** FOREWORD
  - 2** INTRODUCTION
  - 3** PROCESS  
Key principles (1-4) for workshops
  - 4** FIRST PUNCH
  - 5** EXPLORATION  
Conversation in context
  - 6** AFTERWORD

**Do people**

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

**hold or**

"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."

**the power**

"Product comes from culture. Brands are a product of our time."

**brands?**

"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."

**exist**

"The end consumer should never shape a brand. I think it's good to acknowledge and consider them, but at the same time be true to your DNA."

**people, what role**

"If we don't know who we are, how will anyone know who we are?"

**do they**

"We live in a time where a strong audience is everything. If we set out to deliver brands, we will only deliver successfully if the end consumer perceives us in the way we intend to be perceived."

**in themselves**

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

**play at**

"[Every time] a client comes through the door we need to ask, what do they stand for? What's the opportunity? What's the DNA of the brand? What are their values?"

**brands?**

"It takes foresight and risk-taking on behalf of the company. You can make the decision to present something new—that is pushing your 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."

**should**

"Power has shifted in many ways to the consumer, in particular the millennial consumer due to their digital shopping habits, abundance of choice, and the power of global information... In majority of instances with new brands, the consumer is being placed at the centre. This will and should shift the way we work with client, and what role the consumer plays in delivering creative work."

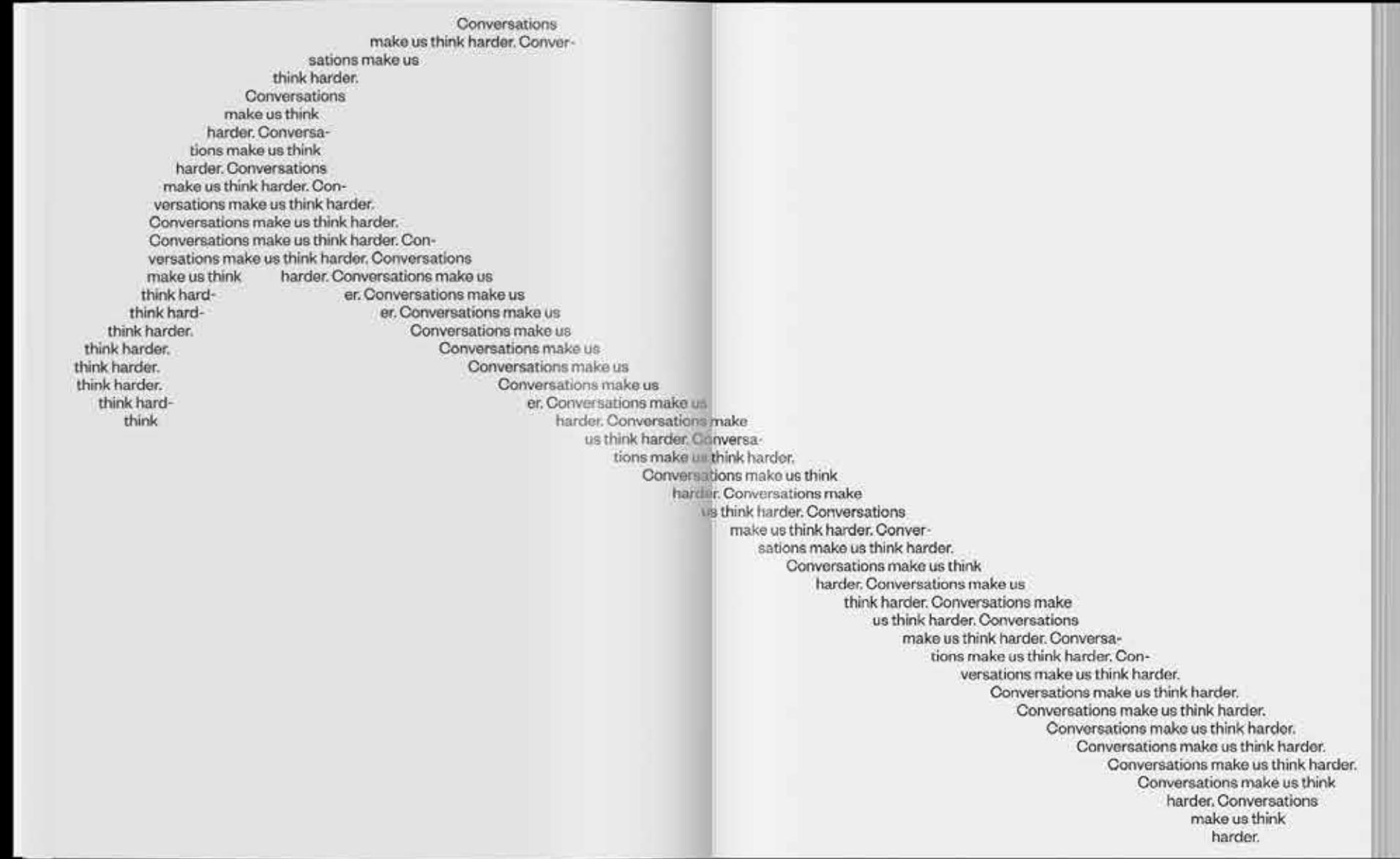
**shopping**

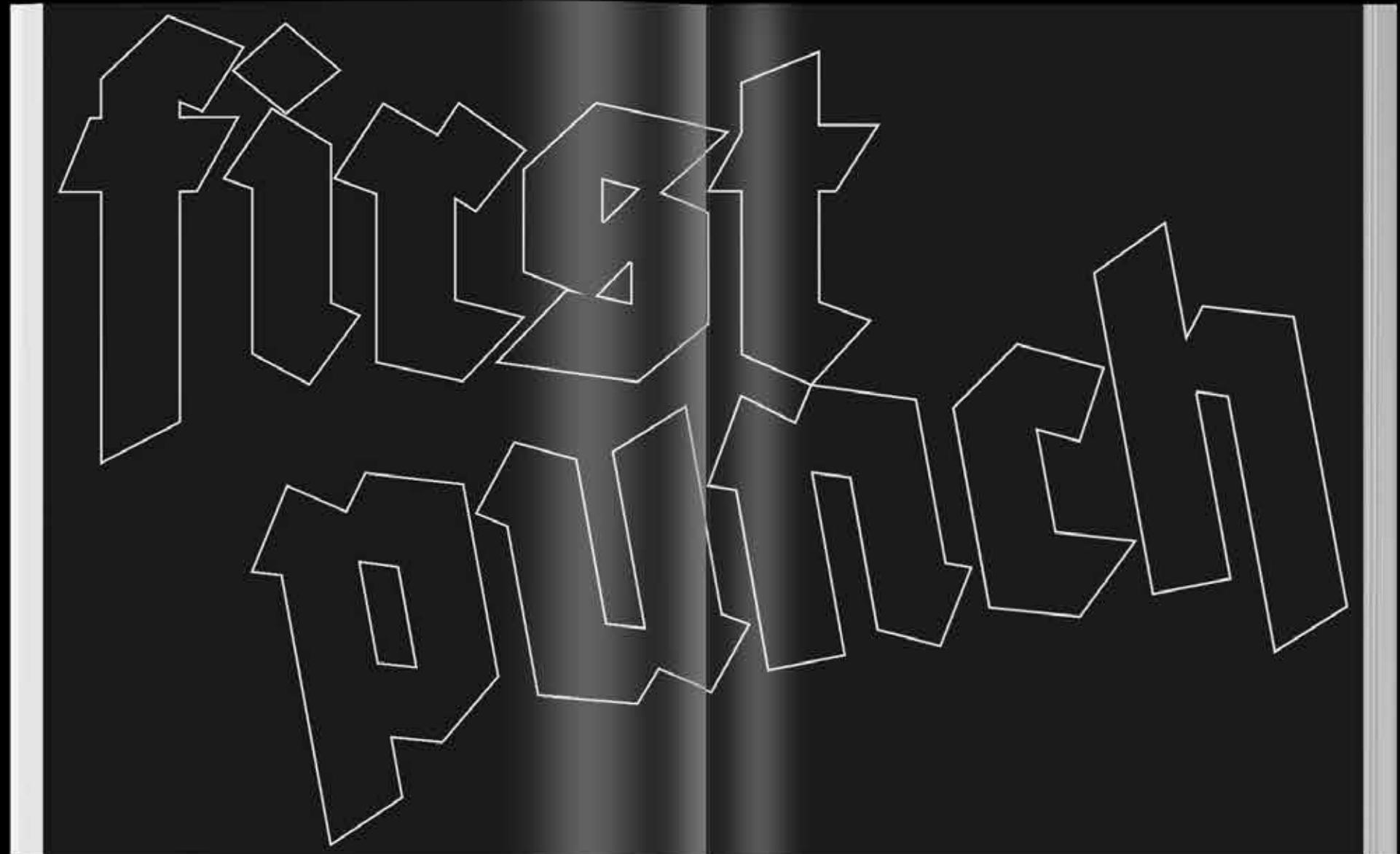
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**play**

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**at**





"Made Thought has always been great at giving crucial importance to strategy and thinking behind projects, so I reckon that following this, it could be interesting to start introducing (and demanding) client ideas we really believe in, such as environmental care and sustainable thinking. It would be exciting to see Made Thought being a pioneer, and applying its forward thinking to come up with creative ways to work towards this aim—potentially with collaborations between clients.

"We need to grow and develop our skills in digital commerce and digital art direction. This should be seen as a valuable tool to service our clients needs. However, it does need to find a way to exist alongside the graphic design soul of our studio. They need to work together to deliver the best service to our client."

"Keeping true to who we are, but not being stuck in the past. We need digitally capable storytellers. Stronger art direction and moving image skills (even developing skills for light prototyping). Copywriters or editors who can write and are excited about words."

"Graphic designers have always been creating narratives and behaviours."

"Once a brief has been answered and a problem solved, any remaining resources should be put towards pushing the project into the realm of deep craft. This is what distinguishes the cultural artefact from the mere commodity. So as the field continues to evolve and adapt to new technical, social and commercial conditions, there are endless opportunities to consider how this element of deep craft will manifest within new modes of practice ie. strategic, experiential, narrative (decreasingly material).

"I think this kind of "THINK" roundtable [discussions] are very important to allow people to put words on their thoughts. Speaking with everyone to make sure we get the best out of their skills and will is an extremely difficult task, yet it's the most important to my point of view for both increase output quality and restrain company people turnover."

"We need to exercise, practise, and develop our skills as cultural curators. This will come along with the physical space, the magazine, workshops, and more. This will benefit us in so many ways when servicing clients."

"I have a dream where the artisanal reference book and the elevated e-commerce app will be created equal, judged not by the constraints of their medium but by their content, utility and aesthetic."

# Thank You

