

Visual research

tone, illustrations, colors, and
typography

Was a reference I would use whenever I
got stuck designing something

Who was I trying to speak to, and what
is the best way to speak to them?

C'EST
LA
VIE




ADV
ENT
URE



YIKES

Oh.
OK.
But

Time for

TACOS

WHAT
THE HELL
ARE YOU
DOING?

Super
Fly

BLAH
BLAH
BLAH

DAMN
GOOD

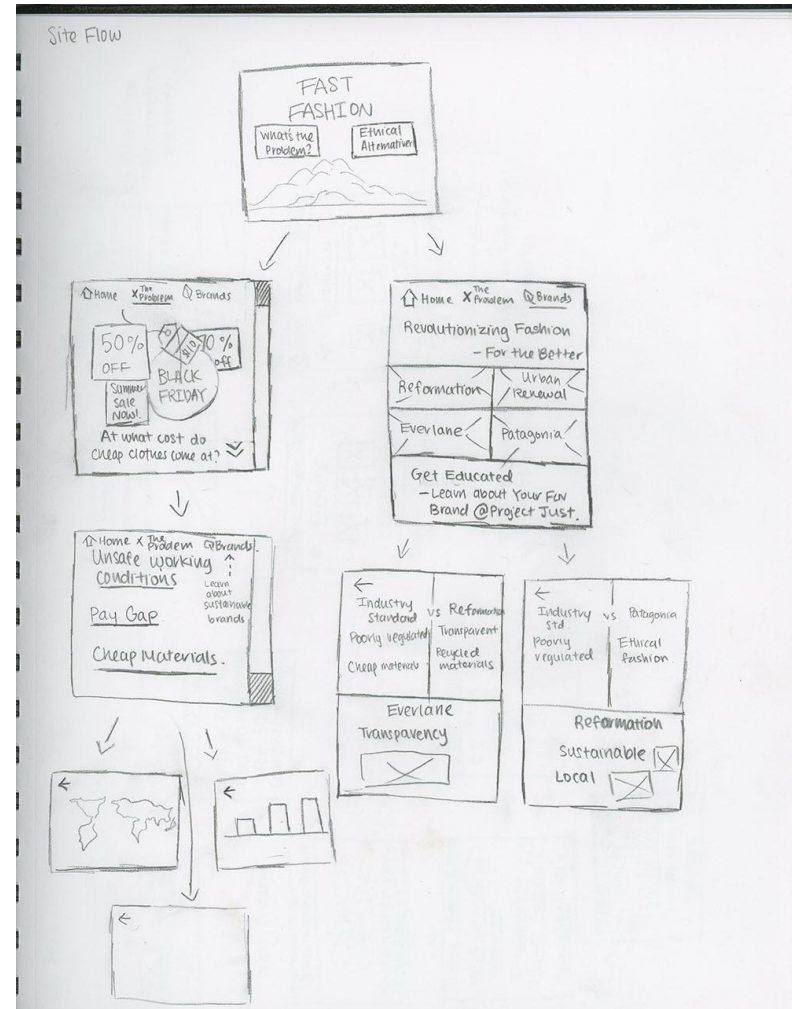
Site flow

How should my content should be presented to the user and in what order

I wanted the information to be presented in an interesting way but also effectively translate the gravity of the situation

I also wanted there to be a CTA in a sense, not just a description of the problem but also suggestions about how it can be mitigated

This portion of the project helped me clarify what my goals were and how it can be achieved through the content I present



Comps

This is a combination of the content and visual styles that I had been exploring in the previous two steps

I ultimately chose the comp on the left because it was visually more eye-catching and had a greater sense of urgency



At what cost do cheap clothes come at?

INEQUALITY
**UNSAFE WORKING
CONDITIONS**
**HARMFUL ENVIRONMENTAL
PRACTICES**



Clothing prices have fallen
46% in the last 30 years

(compared to the 227% increase in college
tuition, 197% increase in hospital stays)

SOURCE: BUREAU OF LABOR STATISTICS