

# Visual research

What did I want the tone, illustrations, colors, and typography to be?

This was a reference I would use whenever ran into a creative block down the road.

Who is my audience and what kind of visuals 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

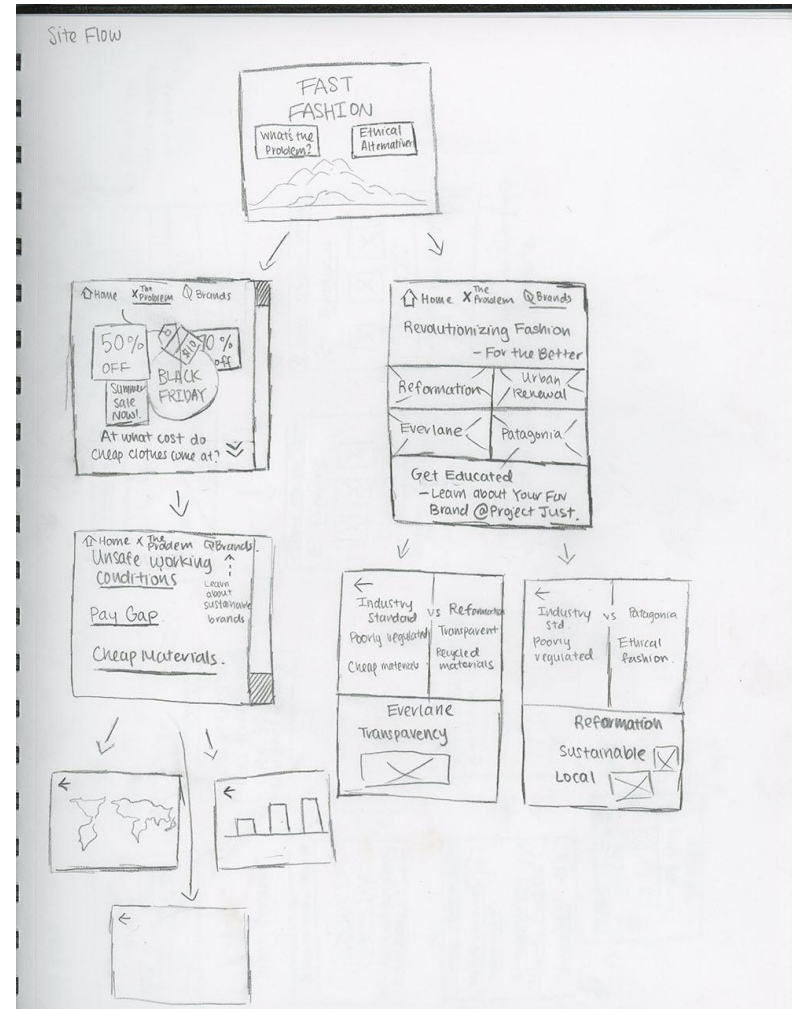
DAMN  
GOOD

# Site flow

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.

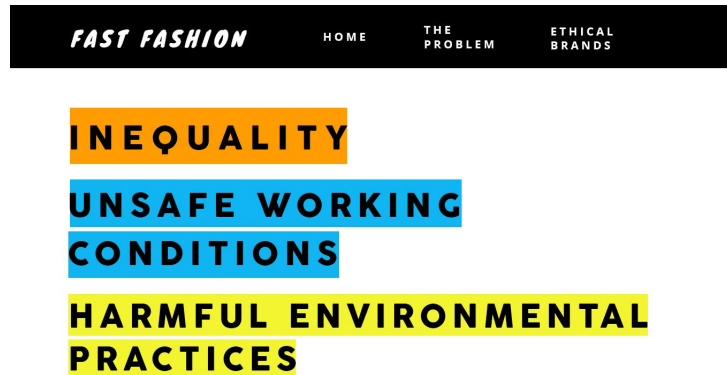
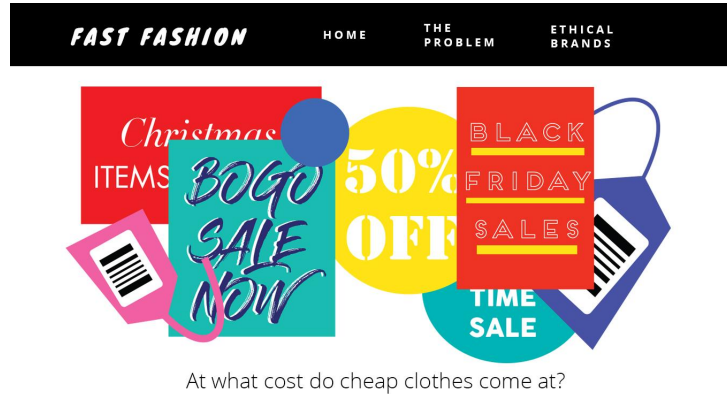
This portion of the process helped me clarify what my goals were and what topics I needed to research and gather more information about.



# Comps

These are 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



FAST FASHION

HOME PROBLEM ETHICAL BRANDS



FAST FASHION

HOME PROBLEM ETHICAL BRANDS

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