Senior Project Overview

Sara Abdo Spring 2024





is a collection of stories that seeks to answer the question:

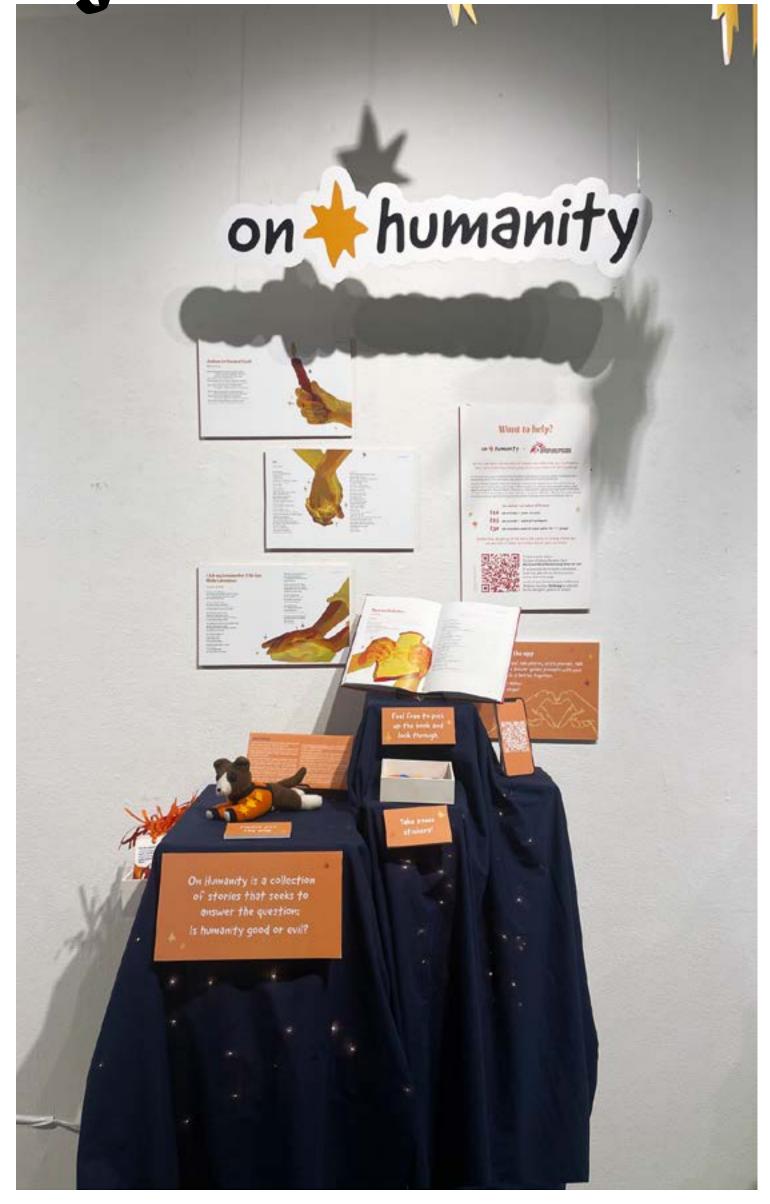
Is humanity good or evil?

There are many concrete examples of large-scale cruelty that humans inflict on each other; kindness is not measurable, and it often goes unnoticed. But a small act of kindness could change someone's life. So do these small acts of kindness outweigh grand acts of cruelty?

We may never know the answer, but by hearing different perspectives on topics like war, love, violence, and kindness, we can approach each other with more understanding. We can see and appreciate the humanity in each other, celebrating our differences.

Most importantly, we can work to tip the scale towards goodness.

Full display





Branding



GoodDog New

Artigo Display

Artigo Book

| #244290 | #f79520 |
|---------|---------|
| #co2726 | #f6b41b |
| #e06926 | #ffd74b |

Poetry Book - spreads



















































































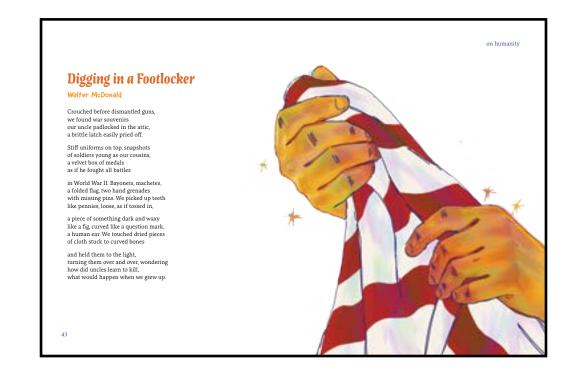


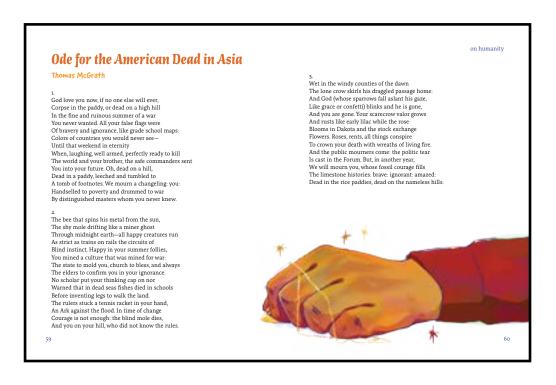
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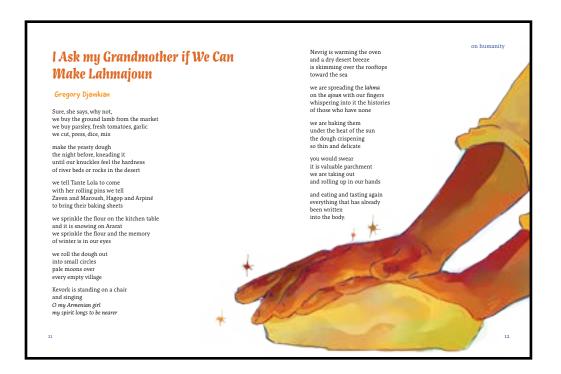
Poetry Book - illustrations



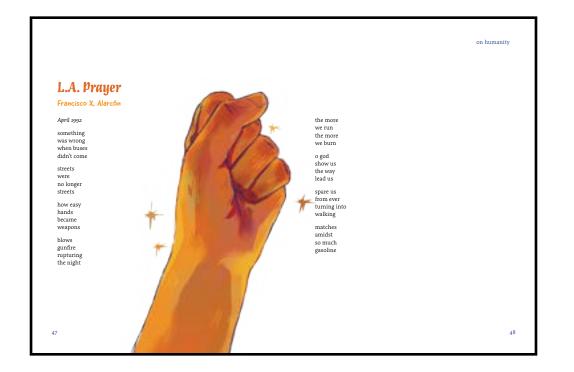








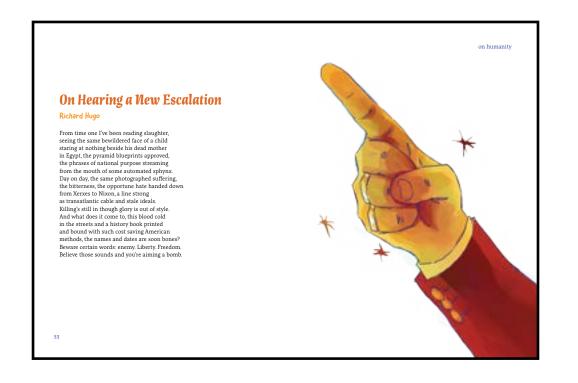


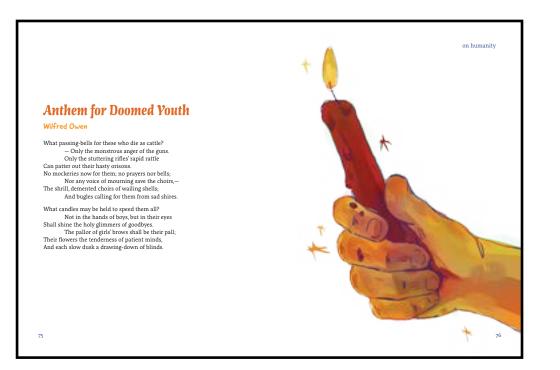




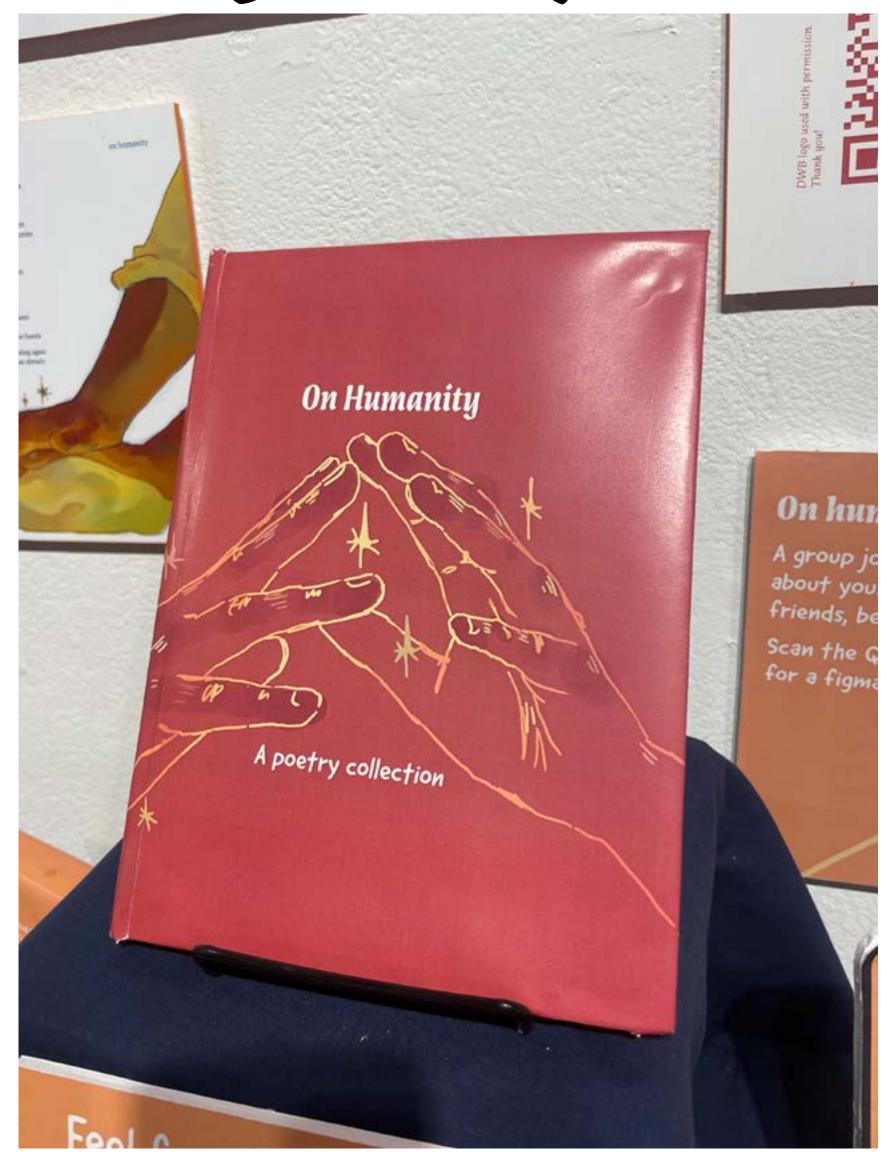


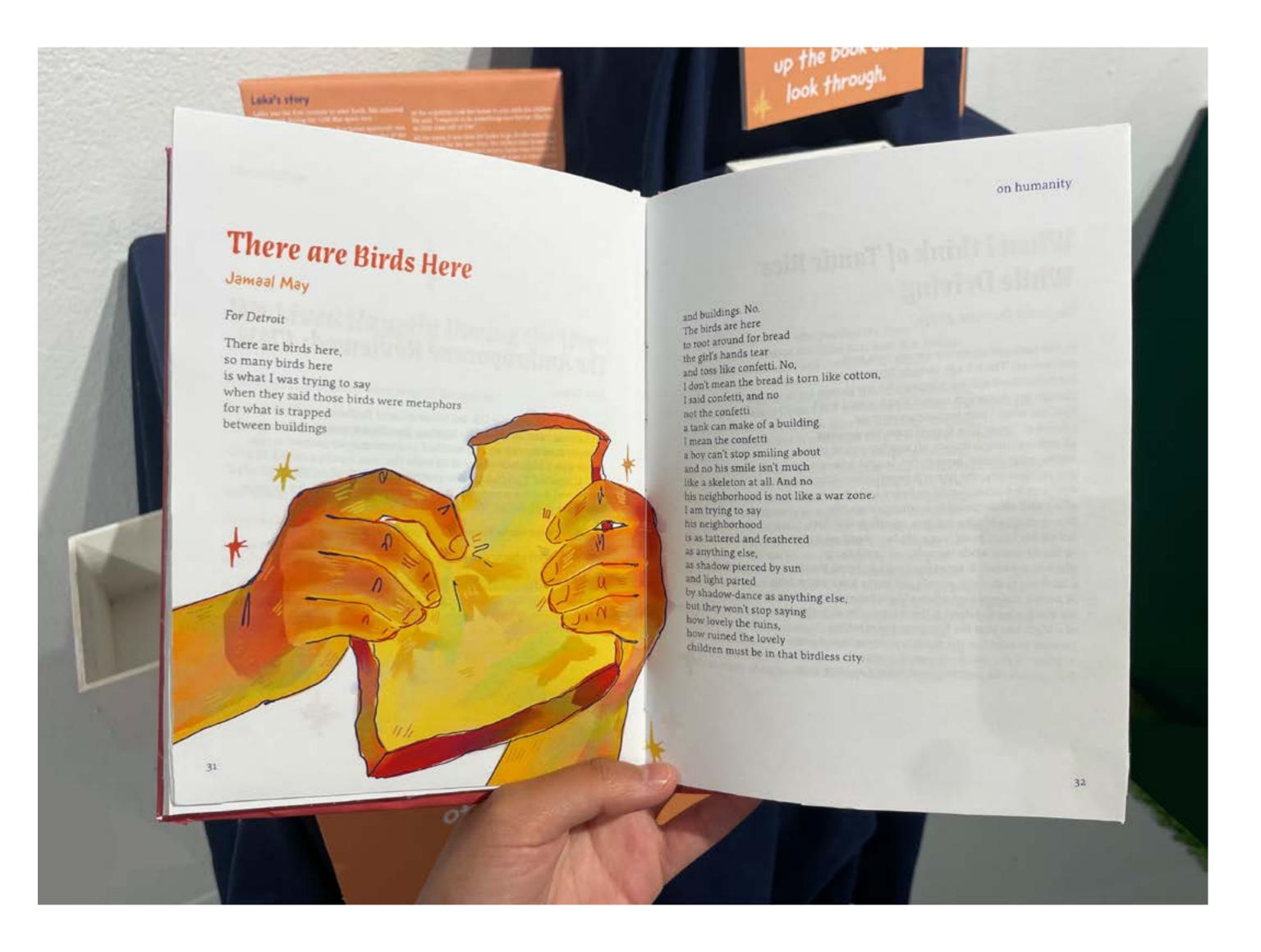






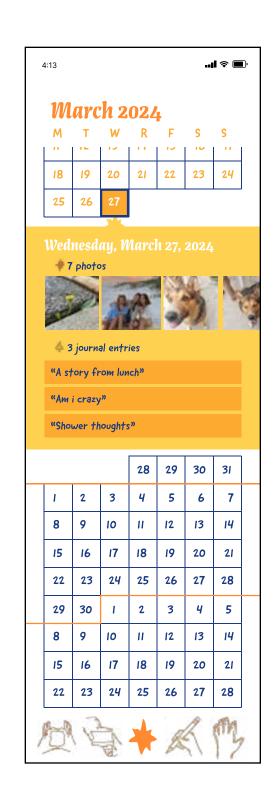
Poetry Book - final





Journal App - screens

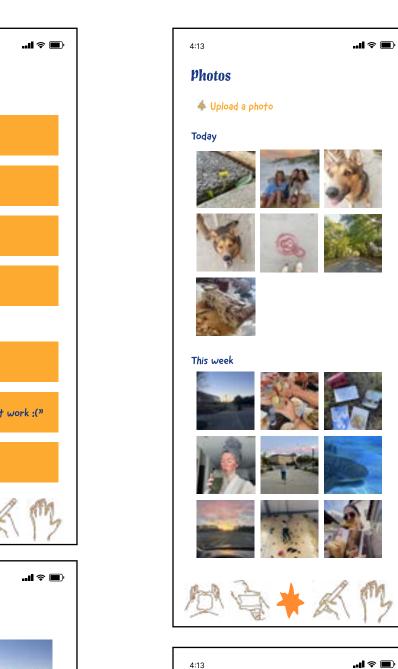




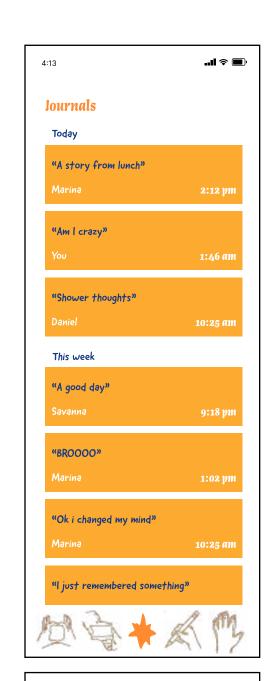


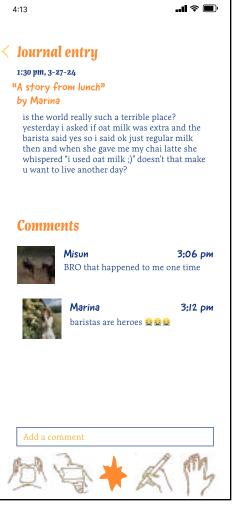












Click here to view prototype

Journal App - display



Laika Plushie - packaging



Laika Plushie - final





Sweater - design & final





Fundraiser - design & final

Want to help?





All this talk about the morality of humans can really make you feel helpless. Don't just stand there feeling bad. Here's your chance to do something!

On Humanity is partnering with Doctors Without Borders to turn this gallery exhibition into a fundraising event. You can make a real, positive difference with any donation!

Doctors Without Borders is an international humanitarian organization that works to bring medical care to those who can't access it. Their mission is to do no harm, preserve respect and dignity, and protect life and health. They are an independent organization, giving aid only based on need, without factoring race, religion, gender, or political affiliation. They do not accept money from government organizations, and most of their funding comes from individuals like us.

Any amount can make a difference:



\$10 can provide 45 polio vaccines

\$25 can provide 21 malaria treatments

\$30 can provide a week of clean water for 441 people

Rather than despairing at the evil in the world, or turning a blind eye, we can work to make this world a better place ourselves.



To learn more about Doctors Without Borders, visit doctorswithoutborders.org/who-we-are.

If you would like to make a donation, scan this QR code to reach a secure online donation page.

100% of your donation goes to Doctors Without Borders. **Nothing** is collected by the designer, gallery, or school.

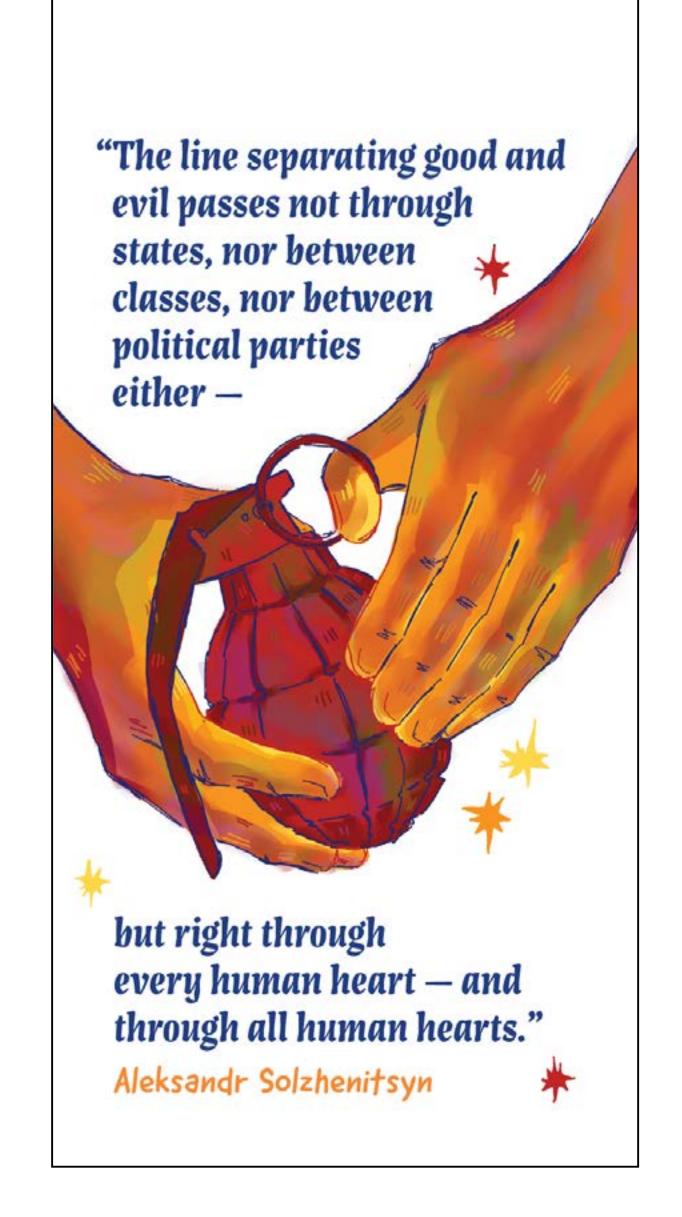


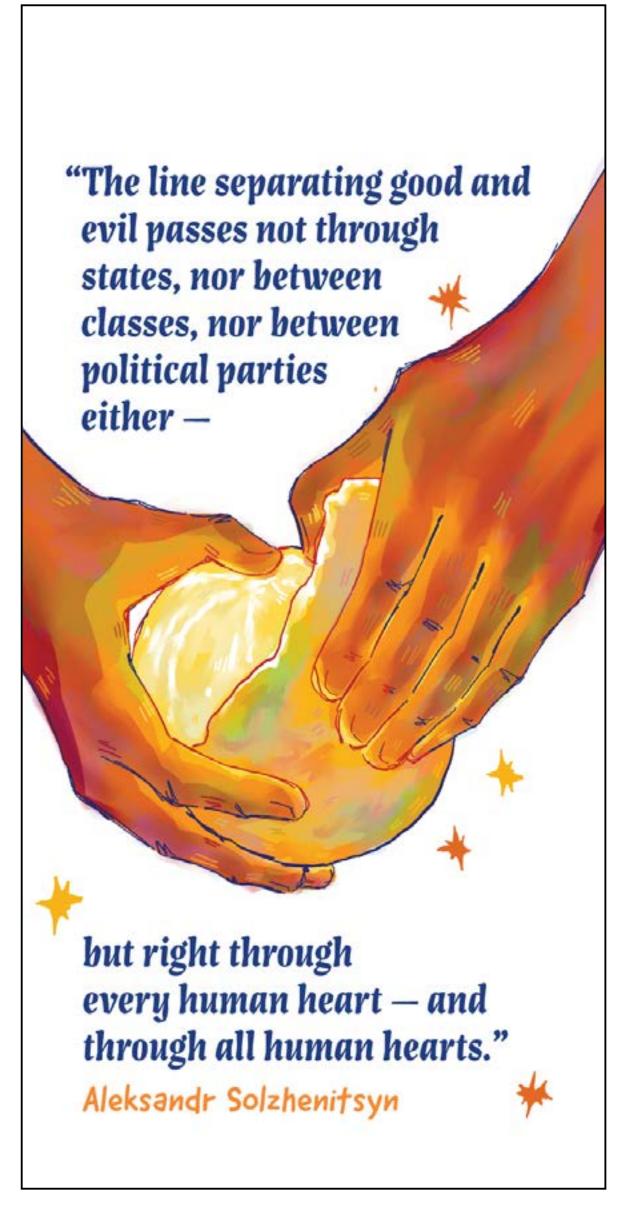
Stickers - design & final





Bookmarks - design





Bookmarks - final





Thank you!



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