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VISUAL DESIGNER | ALLISONFCHEN.COM



Solo School Project '19

BREAK THE SILENCE

Explorative Data Visualization Infographic

Requirements

Choose a topic and create an informational infographic that includes at least 3 visuals that illustrate the topic in a new and impactful way.

Project Goal

This infographic is to bring light and awareness to the frequency and data behind the sexual assault instances amongst women in the US. It also seeks to encourage conversation.

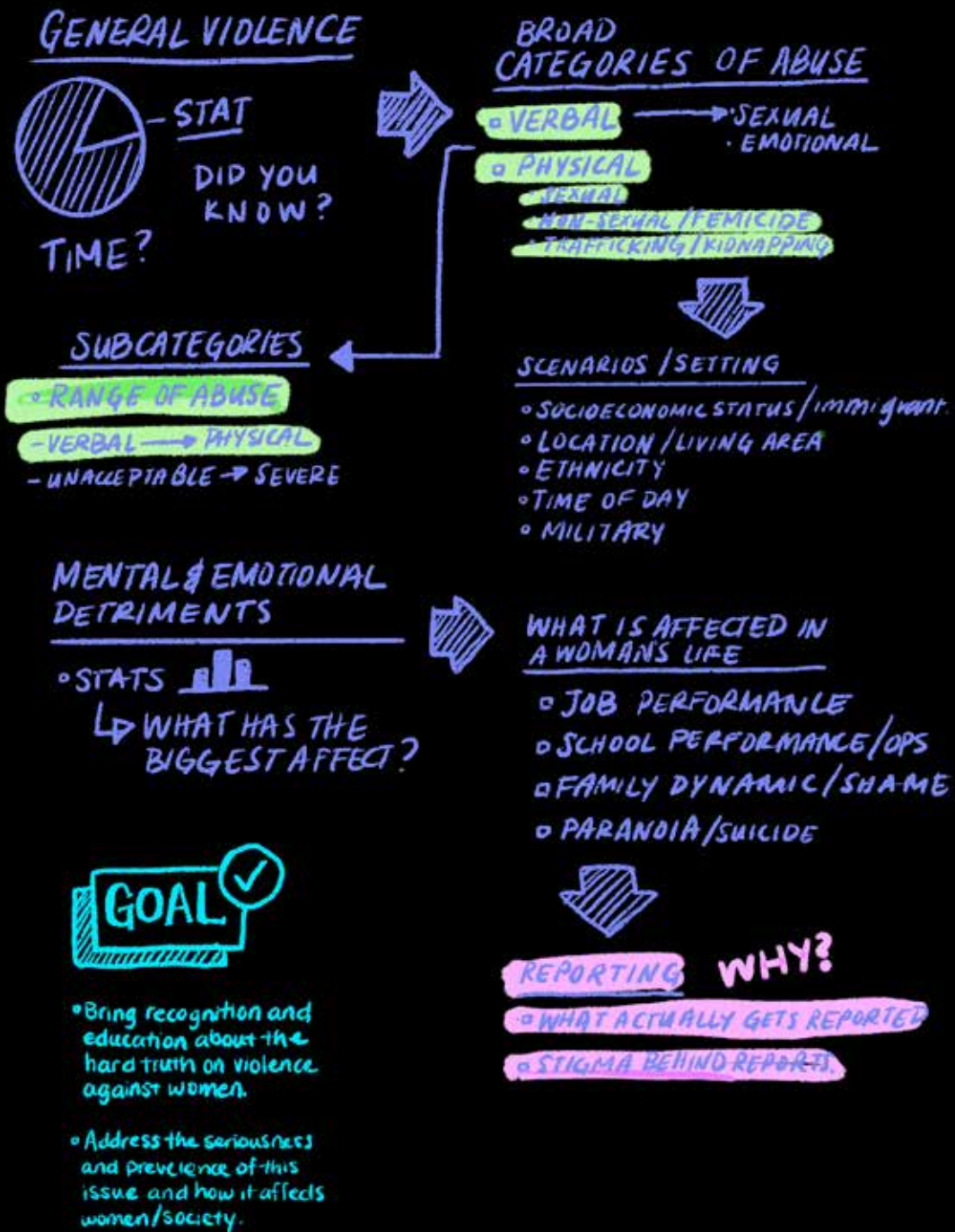


THE PROCESS

Using the L.A.T.C.H. system, I can easily map key elements to include and consider in the data analysis and visual representations.

LOCATION	Where? Situations? Setting? Geography?
ALPHABET	What data can be sorted alphabetically? Numerically? Listed?
TIME	When was the data found? What time frame does the data cover?
CATEGORY	What categories can you create from the data?
HIERARCHY	What needs to emphasized? What are some important differentiations, comparisons, contrasts and overlaps?

WOMEN'S VIOLENCE & SAFETY



CONTENT MAP & STATEMENT

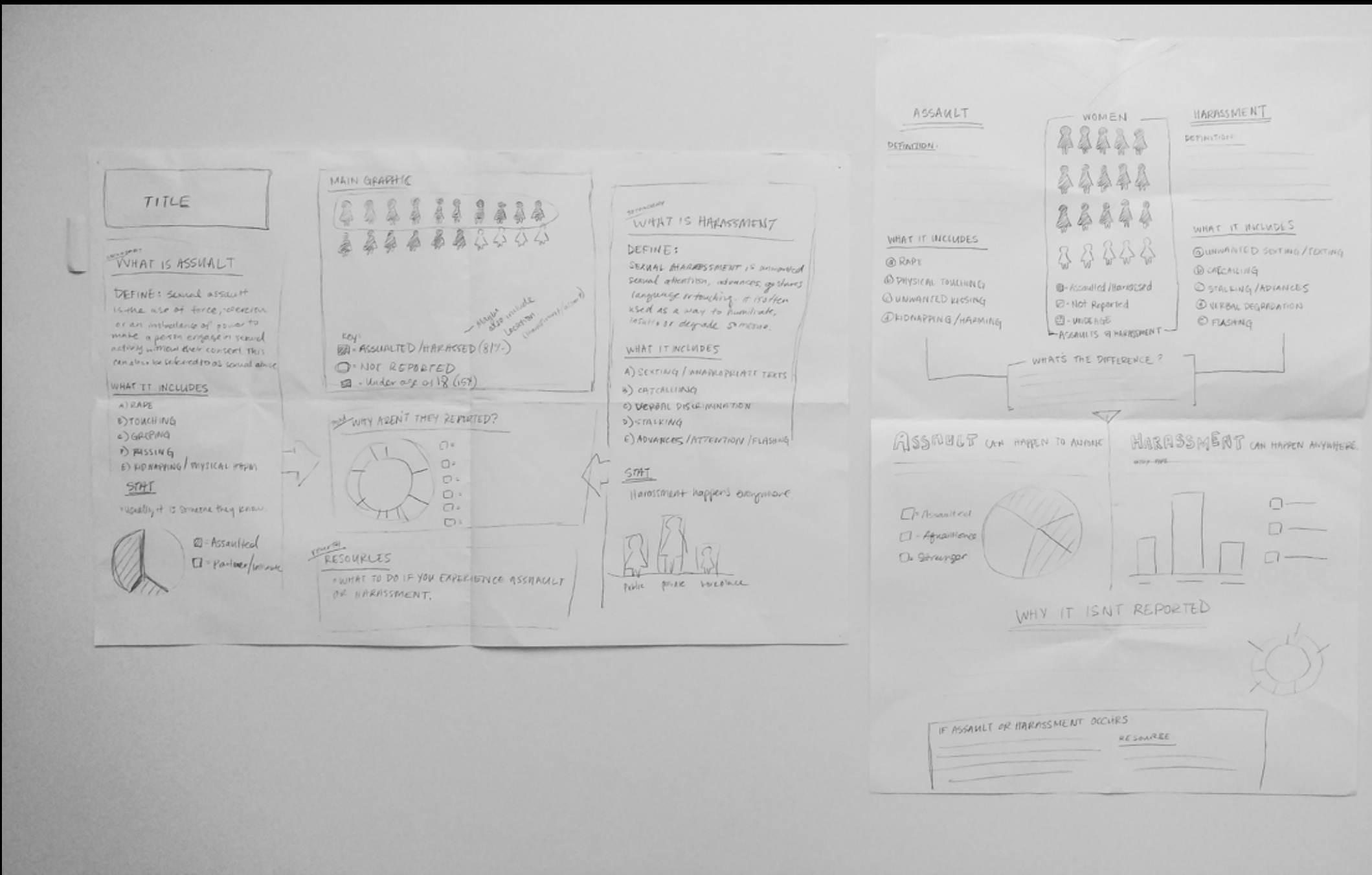
Harassment and Assault in public and private spaces has always been a concerning prevalent issue in society. Even in recent years, when the nation has taken large strides to address these issues, society still faces unimaginable incidents each year with more than 360,000 cases. Women are the most common victims of these sexual harassment and assaults, but both genders (of all ages) can be victims. Harassment and assault can be perpetrated by strangers, acquaintances or even intimate partners at any given time of day. Unfortunately, regardless of how frequently these incidents happen, most acts of sexual violence go unreported due to many underlying stigmas and societal shaming. Being educated and addressing the violence against both women and men, is the first step to creating change.

Statement The project statement was edited several times as I condensed information and defined the scope of the project.

Highlighted parts represented different categorical elements I could implement into not just raw data, but a connected storyline.

SKETCHES

After doing some initial research according to the scope of the topic, I created some rough sketches for layout and graph possibilities.



WIREFRAMING

Coming out of sketching, I began to digitize my information. Much of the task at this point in the project was to explore different ways to use the space with the content I had.

ASSAULT

Dictionary Definition

Legal sexual contact that usually involves force upon a person without consent or is inflicted upon a person who is incapable of giving consent (as because of age or physical or mental incapacity) or who places the assailant (such as a doctor) in a position of trust or authority.

What the Justice Department says:

Assault is any type of sexual contact or intimate that occurs without the explicit consent of the recipient. Rape, being a leading form of assault, is specifically defined as, without sexual activity and usually sexual intercourse carried out forcibly or under threat of injury against the will of any individual (regardless of their mental and physical abilities). It is the penetration, no matter how slight, of the vagina or anus with any body part or object, or oral penetration by a sex organ of another person, without the consent of the victim.

What people say:

In the 2011C survey, 87% of women and 82% of men agreed that sexual intercourse where one of the partners did not give consent counts as sexual violence or assault. And 71% of women and 71% of men said the same of sexual intercourse with a partner who is severely intoxicated due to alcohol or drugs.

What It Includes:

- Rape
- Attempted Rape
- Sodomy
- Child Molestation
- Attempted Rape
- Incest
- Unwanted Touching or Kissing

HARASSMENT

What the dictionary says:

Unwanted and unwelcome verbal or physical behavior of a sexual nature perpetrated by a person in authority toward a subordinate (such as an employee or student).

What the EEOC says:

Harassment can include "sexual harassment" or unwelcome sexual advances, requests for sexual favors, and other verbal or physical harassment of a sexual nature. Harassment does not have to be of a sexual nature, however, and can include offensive remarks about a person's sex. For example, it is illegal to harass a woman by making offensive comments about her physical appearance.

Although the law doesn't prohibit simple teasing, offhand comments, or isolated incidents that are not very serious, harassment is illegal when it is frequent or severe that it creates a hostile or offensive work environment or when it results in an adverse employment decision.

What average people say:

In a March 2017 survey of U.S. adults conducted by the National Sexual Violence Research Center (NSVRC), 60% of women and 48% of men considered "unwanted verbal remarks that are provocative or unrelated to the sexual violence or sexual assault" (e.g., workplace or not — was not sexual harassment).

What it Includes:

- Catcalling
- Stalking
- Flashing
- Verbal discrimination
- Unwanted sexual text messages
- Unwanted Sexual attention
- Requests for Sexual Favors

The hard truth

10 out of 100 women will face sexual violence or harassment at some point in their lifetime. Approximately 2.5 out of the 10 assaulted/raped women were under the age of 18 and approximately 5.5 women were between the ages 18-25. What's alarming is that 75% of these assaults and harassments are not reported, which means most perpetrators walk free from their crimes. The current statistics of reporting and conversation about these events is concerning. The lack of reports and conversation can only lead to more incidents that happen without notice.

THE TRUTH

Harassment and assault in public and private spaces has become more of a commonplace problem issue in society. Even in recent years, when the nation has been large enough to address these issues, society still faces unspeakable incidents each year with more than 50,000 cases. Women are the most common victims of these sexual harassment and assaults, but both parties (if at all ages) can be victims. Harassment and assault can be perpetrated by

changes, interventions at each mirror address a key goal: to do. Unfortunately, regardless of how frequently these moments happen, most acts of sexual violence go unreported due to many underlying stigmas and toxic shame. Being educated and addressing the violence against both women and men is the first step to creating change.

ASSAULT

Dictionary Definition

Sexual assault: contact that usually involves force upon a person without consent or is inflicted upon a person who is incapable of giving consent (as because of age or physical or mental incapacity) or who places the assailant (and such as a student) in position of trust or authority.

What the Justice Department says:

sexual assault is a type of sexual coercion) to achieve that purpose around the explicit consent of the respondent. Thus, using a leading form of assault is specifically defined by criminal sexual activity, and usually causes the victim to believe that he or she is under threat of injury because of his or her individual irregularities or their mental and emotional condition. It is the penetration, no matter how slight, of the vagina or anus with any body part or object, or oral penetration by a sex organ of another person, without the consent of the victim.

What people say

With the MRC, over 80% of women and 82% of men agreed that sexual intercourse where one of the partners does not give normal sexual pleasure is wrong. And 74% of women and 71% of men said the issue of sexual experience with a partner who is sexually frustrated due to alcohol is wrong.

Wilhelm von Humboldt

HARASSMENT

What the McMurry App

Unlicensed and unaccredited method of physical treatment of a tissue culture experiment by a person with authority to send a subordinate (such as an employee or student).

What the ISOC say

Management shall include "sexual harassment" or otherwise carry out activities necessary for sexual harassment and other verbal or physical harassment of a subordinate. Management shall not have to be of a sexual nature. Harassment and not sexual harassment means, about a person's sex. For example, it is illegal to harass a woman by making offensive comments about women in general.

Although the law doesn't prohibit any kind of testing, without comments or lessons incidents that go on very rarely, has almost a page when it happened in cases that it starts a topic in otherwise pure content hunt or when it results in an entire amusement system.

What average pickup size?

In a March 2007 survey of U.S. adults conducted by The National Sexual Involvement Research Center (NSIRC), 50% of women and 48% of men considered "sexual satisfaction" to be an important factor in assessing a relationship. In contrast, 31% of men and 26% of women considered "sexual satisfaction" to be an important factor in assessing a relationship.

Abstract 14 from the same issue.

Where can sexual assault/harassment happen?



The hard truth

At least 20 women will face some kind of sexual assault in prison at some point in their lifetime. Approximately 25 out of the 35 assaulted/prisoned women were under the age of 18 and approximately 50% of women were between the ages 30-50. What is alarming is that 75% of these assaults and imprisonments are not reported, which means most perpetrators walk free from their crimes. The current statistics of reporting and conviction about these events is concerning. The risk of injury and conviction can only lead to more assaults that happen without issues.

Victim to Perpetrator Relationship

Surprisingly, most studies of data have had some kind of relationship with time intervals.



What can YOU do?

The only person responsible for committing sexual assault is a perpetrator, but all of us have the ability to look out for each other's safety. Whether it's giving someone a safe ride home from a party or directly confronting a person who is engaging in threatening behavior, anyone can help prevent sexual violence.

YOUR actions matter!

Whether or not you were able to change the outcome of the situation, by stepping in you are helping change the way people think about their roles in preventing sexual violence. If you suspect that someone you know has been sexually assaulted, there are steps you can take to support that person.

- Learn more about steps you can take to prevent a sexual assault and show you CARE.
- Identify ways to help someone you care about.
- Learn more about how to respond when someone discloses sexual assault or abuse.
- Want to do more for sexual assault prevention on your campus? Rate your college's prevention program and make your voice heard.

DIRECT HELP

To speak with someone who is trained to help, call the National Sexual Assault Hotline at **800.656.HOPE (4673)**

or chat online at
online.rainn.org.

Most Common Assaults

Price increases, supply shortages, and product substitutions are common things that happen to cause concern. Each category affects various age groups in a different frequency.



ITERATION

Scope

- Definitions between Assault and Harassment
- Where assault/harassment can happen
- Victim to Perpetrator Relationships
- Frequency of assaults
- Most common assaults that occur
- Solutions & Action Items
- Direct Help & Resources



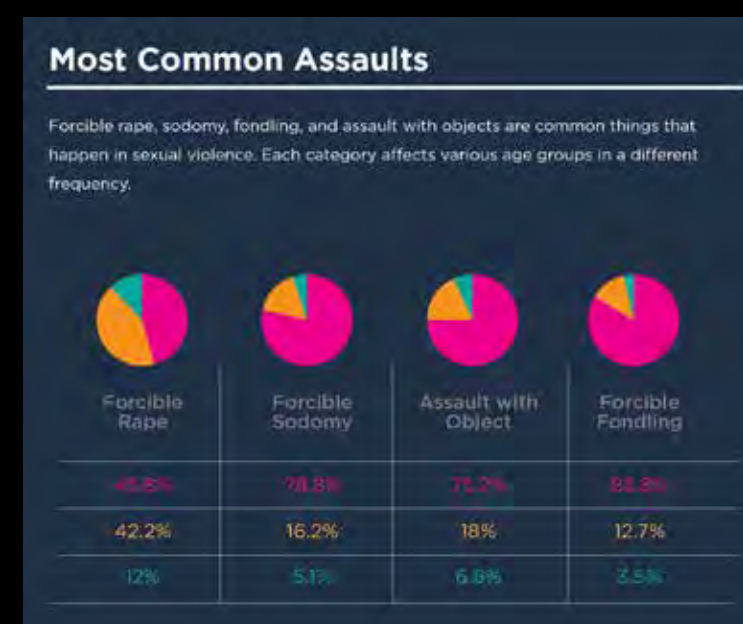
CLOSER LOOK

Challenges

- Overlapping data and timeline not matching.
- Storyline and scope was too broad.
- Visuals did not match the tone and the weight of the topic of choice.

Edits

Simplify the data categories. Create a more cohesive storyline for data. Explore more visually compelling ways to represent data.



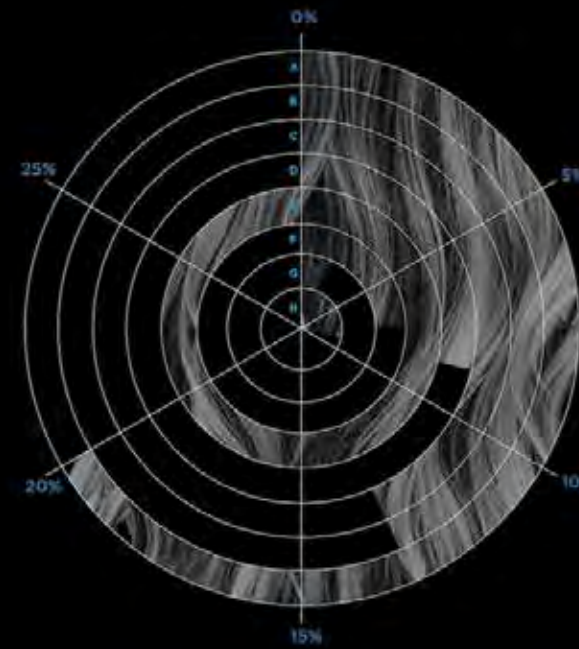
NEW EXPLORATIONS

Imagery

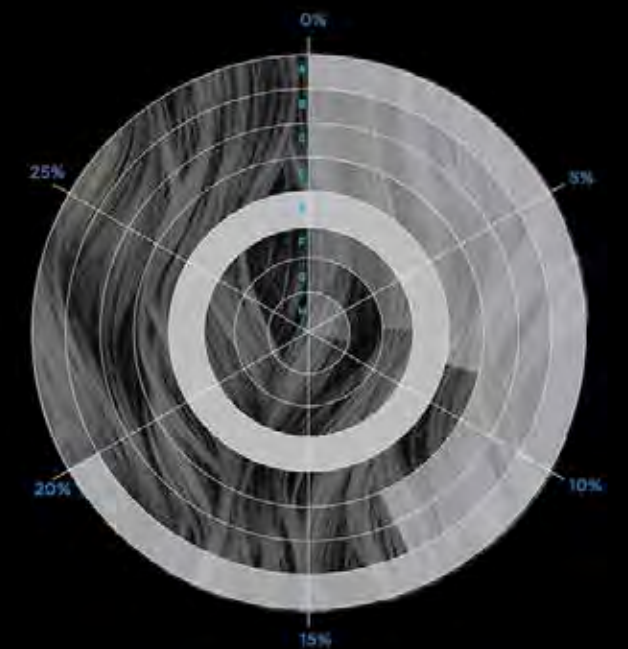
Using more photography I explored new imagery to represent the data. This introduced a new level of emotion and connection to the information that was displayed. Quite frankly, using these visuals WAS provocative and heavy; which is the point of the project.

Edits

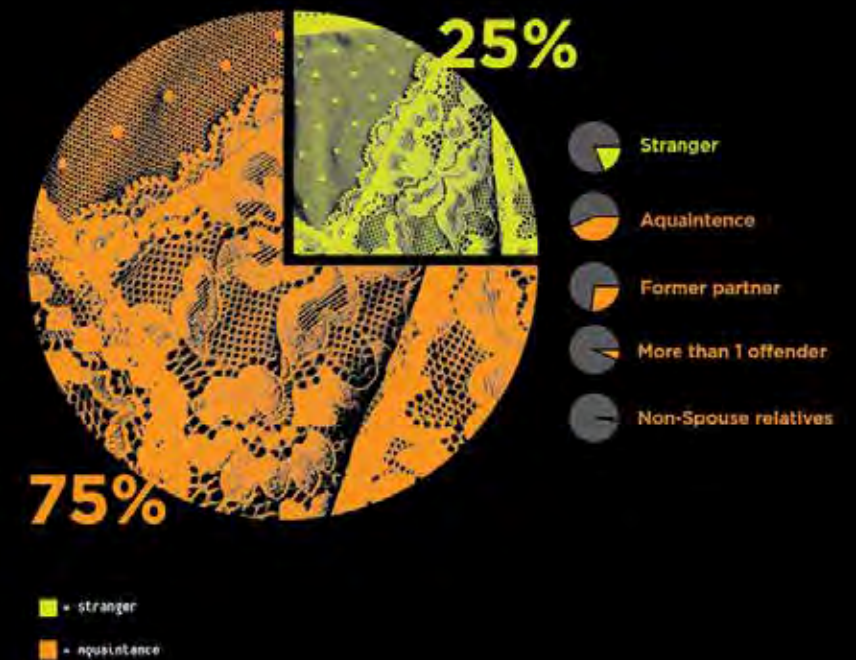
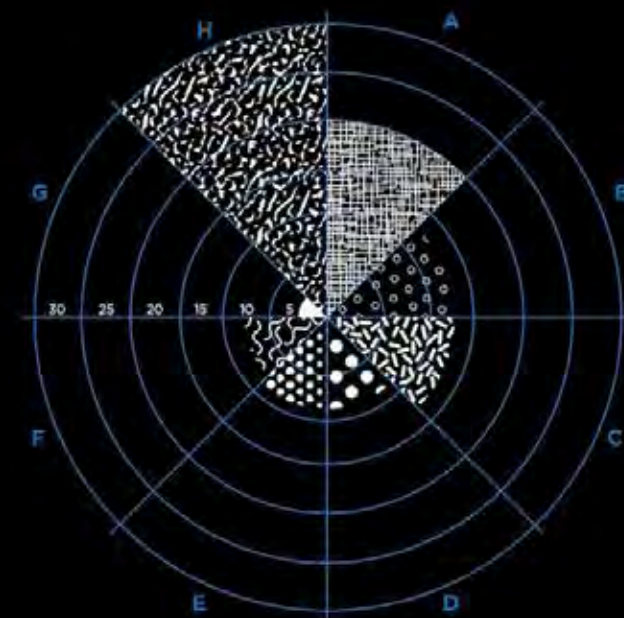
With the imagery came challenges of clarity in the data and numbers. From here on out, it was a matter of making the information clear.

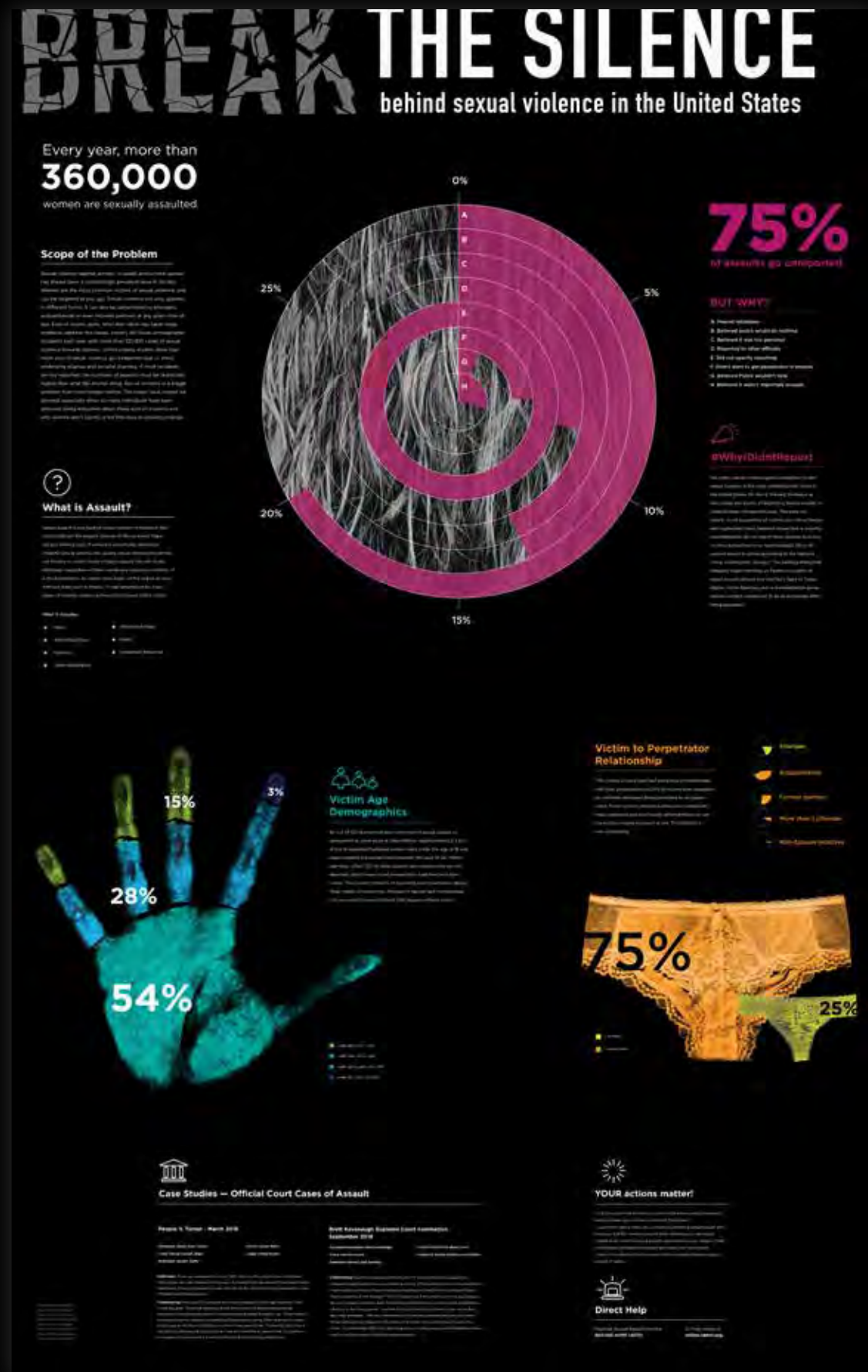


- A. Feared retaliation
- B. Believed police would do nothing
- C. Believed it was too personal
- D. Reported to other officials
- E. Did not specify reporting
- F. Did not want to get perpetrator in trouble
- G. Believed Police wouldn't do anything to help
- H. Believed it wasn't important enough



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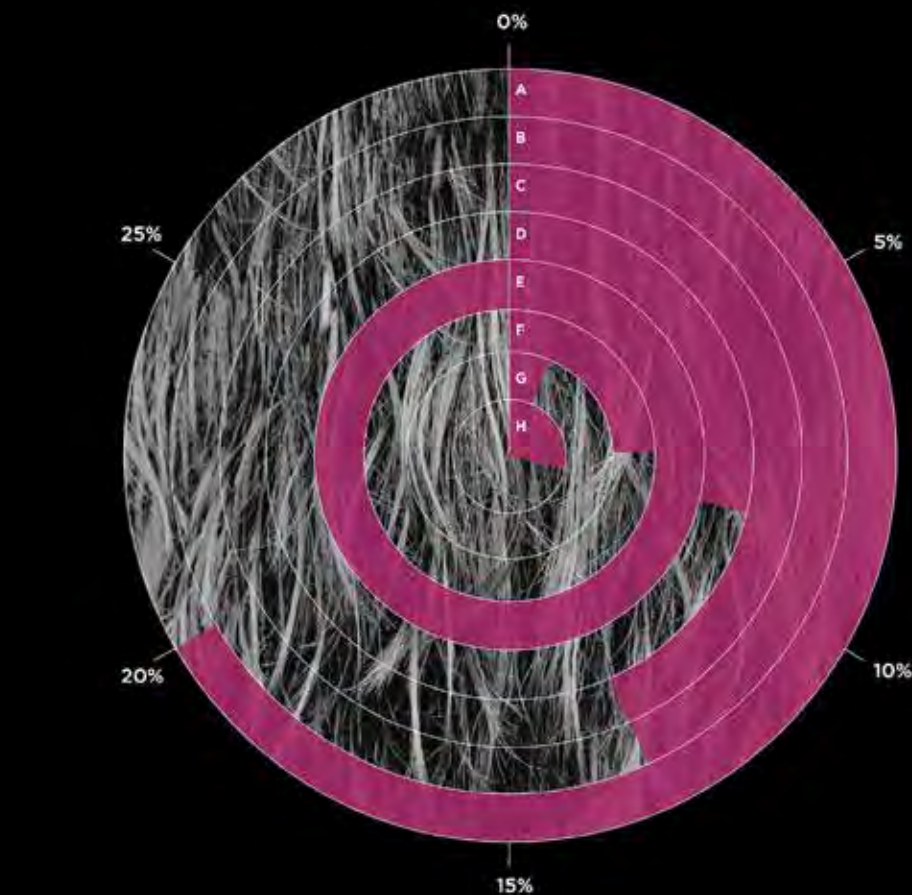




FINAL DRAFT

Final Scope

1. Overarching Stat
2. Problem Statement
3. Definition of Assault
4. Why Women don't report
5. Victim Age demographics
6. Victim to Perpetrator Relationship
7. Case studies
8. Action Items & Resources



75%
of assaults go unreported.

BUT WHY?

- A. Feared retaliation
- B. Believed police would do nothing
- C. Believed it was too personal
- D. Reported to other officials
- E. Did not specify reporting
- F. Didn't want to get perpetrator in trouble
- G. Believed Police wouldn't help
- H. Believed it wasn't important enough



#WhyIDidntReport

Too often, sexual violence goes unreported. In fact, sexual violence is the most underreported crime in the United States. Dr. Kim S. Holland, Professor at Penn State and author of *Reporting Sexual Assault: A Social Ecology Perspective* says, "Because our society is not supportive of victims, but rather blames and stigmatizes them, research shows that a majority understand they do not report their assaults to police or other authorities early on." According to the National Crime Victimization Survey, "the hashtag #WhyIDidntReport began trending on Twitter as victims of sexual assault shared the author's fears of being judged, victim-blamed, and re-traumatized as they reported their crime and to go to authorities, other help avoided."

Victim to Perpetrator Relationship

75% victims of rape have had some kind of relationship with their perpetrator and 25% of victims were assaulted by complete strangers. Being assaulted by an acquaintance, friend or even intimate partner may complicate many situations and also heavily affect whether or not the victim chooses to report or not. This statistic is very concerning.



CLOSER LOOK

Visuals

Color and explicit imagery was specifically chosen to convey the weight and reality of the issue of sexual assault.

What I Learned

Storytelling in presenting data is important. As a designer, you have the power to design in a way to direct how viewers and audiences perceive and engage with the information. Do I want them to take it lightly? Do I want them to feel the weight of this topic? These questions defined the visuals I ended up with.

[WATCH MOTION GRAPHIC](#)

Solo Senior Thesis '20

BAD TRACK RECORD

Interactive Installation Space & Ar App

Requirements

Define a problem, define an audience, create an effective argument, make it matter to the audience, and present it in a visual way.

Project Goal

This project aims to debunk the myth and preconception that hip hop is unethical and a bad influence in culture and society. The argument is that hip hop, at its origins, was meant to be a voice and platform for change, justice and story telling. This project aims to tackle this complex argument in a new way.

Main Audience

People who are unfamiliar or critical about hip hop and its origins.



THE IDEAL PROCESS

With no previous knowledge in the musical realm of hip hop, strategic planning and intentional learning, was integral.

Using these 9 steps, I was able to begin my thesis. From here, I began the ideation phase which included visualizing what the final outcome would be and how it would exist.

Check out the full process of the thesis!

FULL PROCESS BOOK



QUESTIONS



GOALS



IMMERSION



EXAMINE



RESEARCH



FOCUS



JOURNAL



KEYWORDS



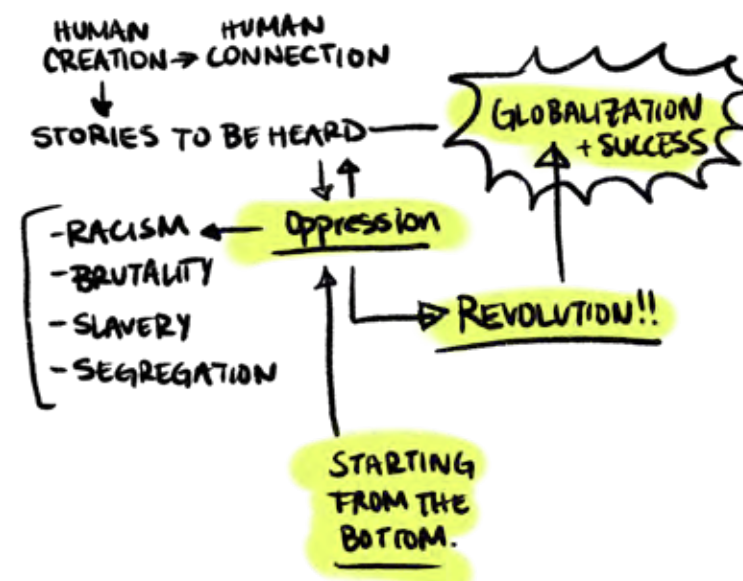
SKETCHING

THE INEVITABLE MESS

What's a design process without the initial mess of ideas, iterations, sketches and thoughts?

The first idea and statement that I wrote was way too broad and tried to cover too much ground. This stemmed even more unclear executions and ideas.

This part of the process was still crucial. Knowing what not to do is always helpful.



ARGUMENT

- Meaningful stories of humanity are communicated through hip hop.
- Hip hop tells stories of humanity and a culture unseen.

MEDIUM

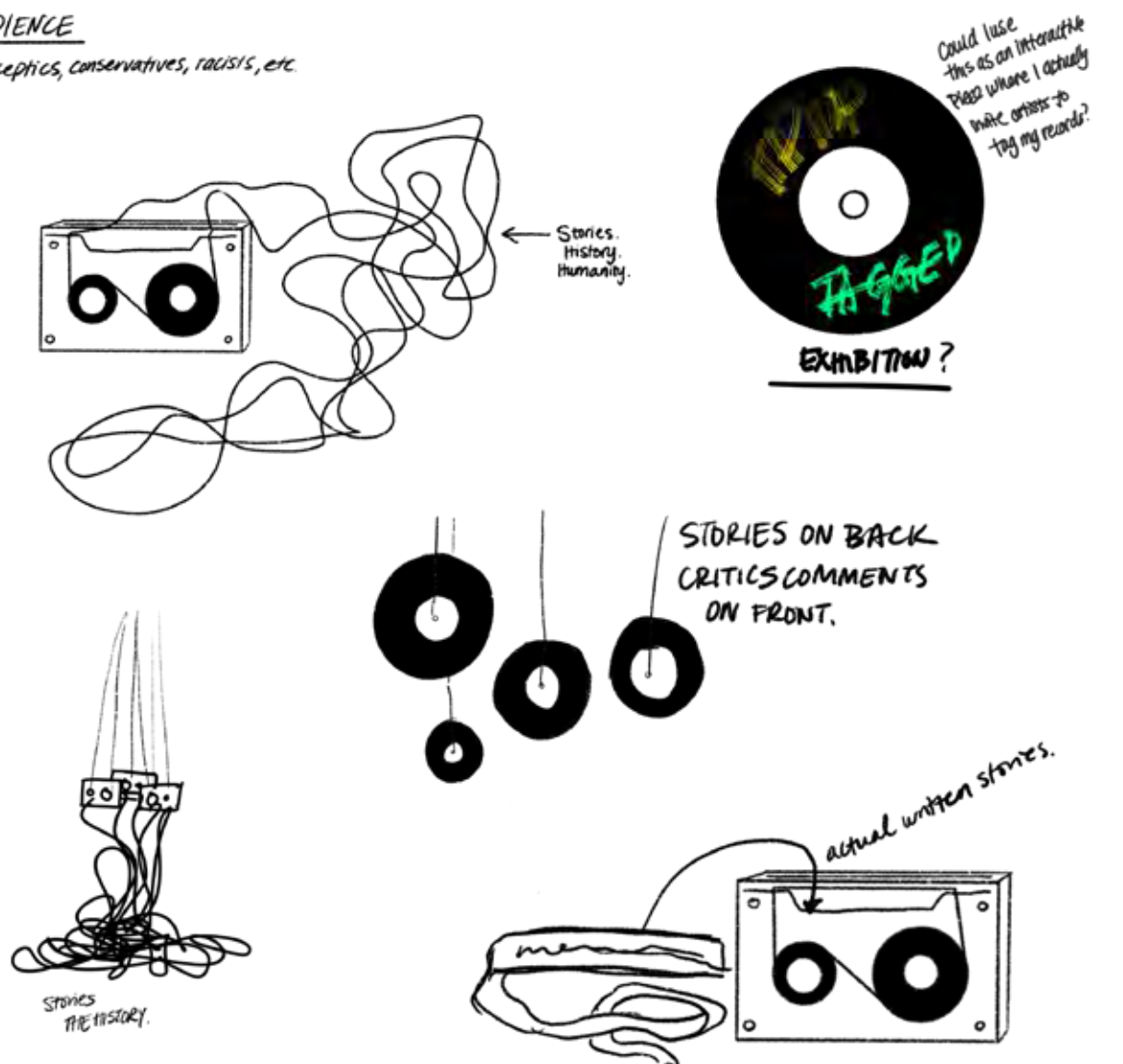
- Physical artifacts found in hip hop: Records, cassettes, turntables, tape players, paint, ...

AUDIENCE

- Skeptics, conservatives, racists, etc.

KEYWORDS:

- STORY
- DANCE
- HUMAN
- RAW
- ART/GRAFFITI
- LIFESTYLE
- Expressive



CLEANING UP

Statement

Contrary to popular preconceptions, hip hop is not just vulgarity and violence mixed with a beat. Hip hop can carry meaningful culture that tells unseen stories.

Research Questions

- What environment was hip hop born in?
- Why did it exist in the first place?
- What does that mean for the world today?
- What could it teach us in today's culture?

Keywords

- | | |
|-----------------|----------|
| • Revolutionary | • Strong |
| • Bold | • Vivid |
| • Unapologetic | • Rich |
| • Lively | |



FOCUS POINTS

The project is centered around these 3 categories which shaped and illustrated the final outcome.

Research These categories drew from the research I conducted. Since the target audience was people like me who didn't know much about hip hop or its origins, these categories were created to clarify and simplify the path to understanding hip hop.

1

ORIGINS OF OPPRESSION

Expresses the emotion and stories of how hip hop was born out of the systemic oppression and repercussions of slavery, racism, violence, white supremacy, police brutality, racial inequality and so much more.

2

BREWING REVOLUTION

Expresses the anger, uprising, and revolution of hip hop. Since black communities and individuals had been silenced and hip hop became an effective way to speak and be heard.

3

PROCLAMATIONS OF HOPE

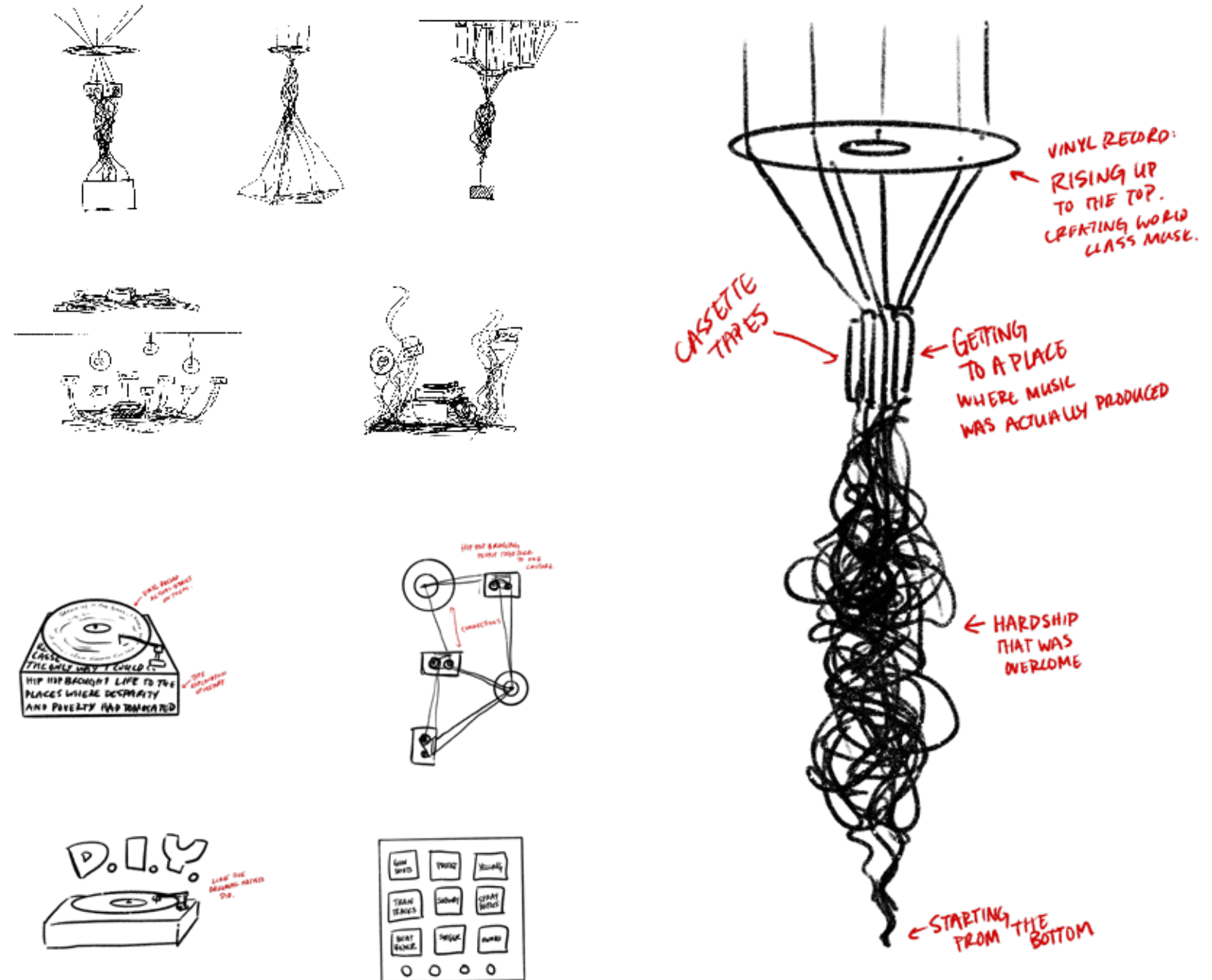
Although hip hop had rough beginnings and a history of pain and oppression, it also brought many things to light; Many artists eventually got to a place where they could proclaim hope and encourage others to rise up.

SKETCHES

With the focus points in mind, these ideas were formed.

Why this? Because Hip Hop is already an auditory form of art, I wanted to create a new learning experience. Using the essence of hip hop “artifacts” and forms, I created these abstract ideas.

The Issue These ideas were too broad and too abstract to express my research and the education I wanted to provide. Going forward, I utilized bits and pieces of several of these ideas to form the final form.



THE DIAGRAM

This diagram was the final form that inspired the project execution. Instead of utilizing existing artifacts and objects, a new form was created to illustrate the focus points.

1. Origins of Oppression

Build from the depths of economic, racial, cultural despair.

2. Brewing Revolution

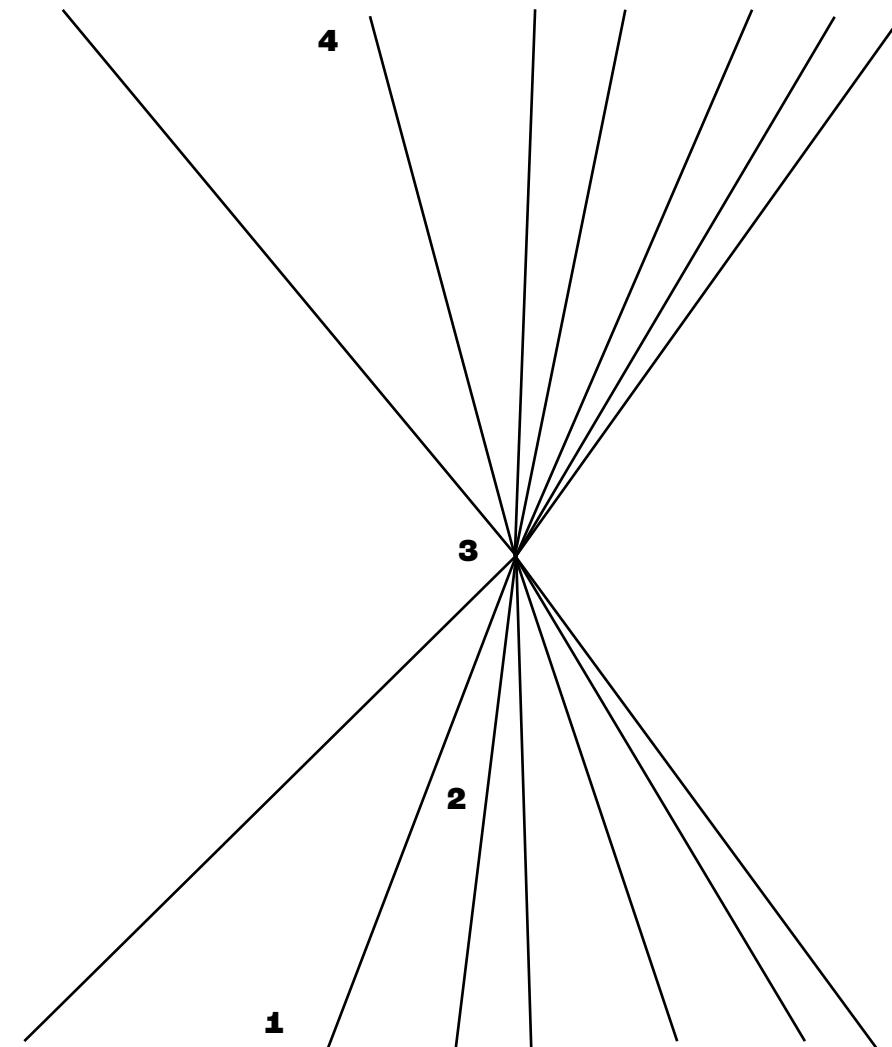
Became a platform for change and advocacy

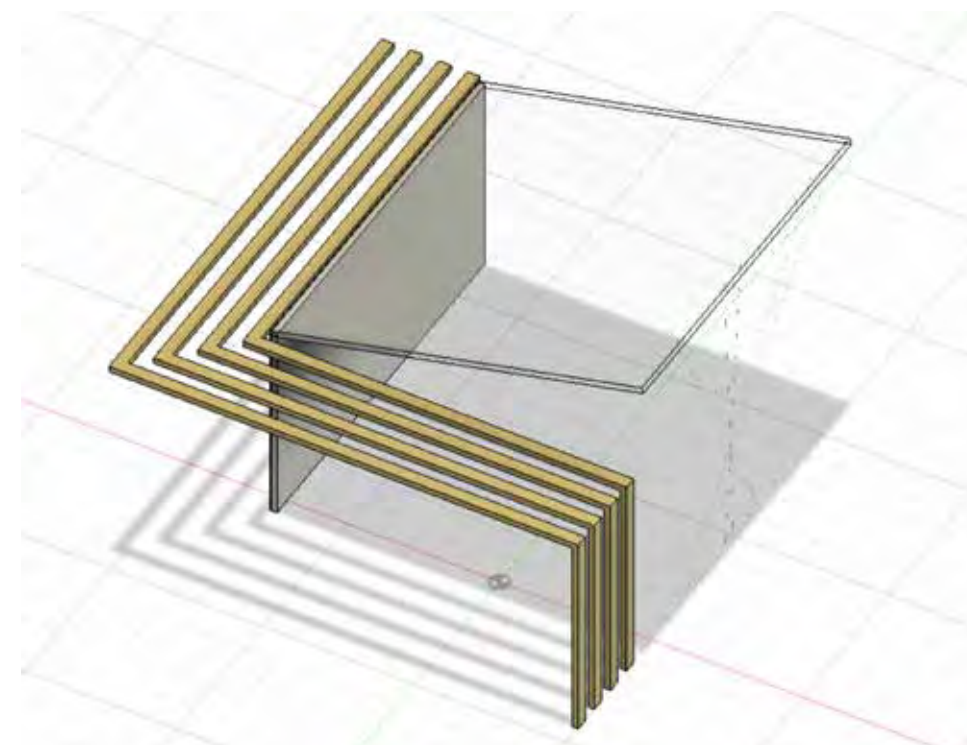
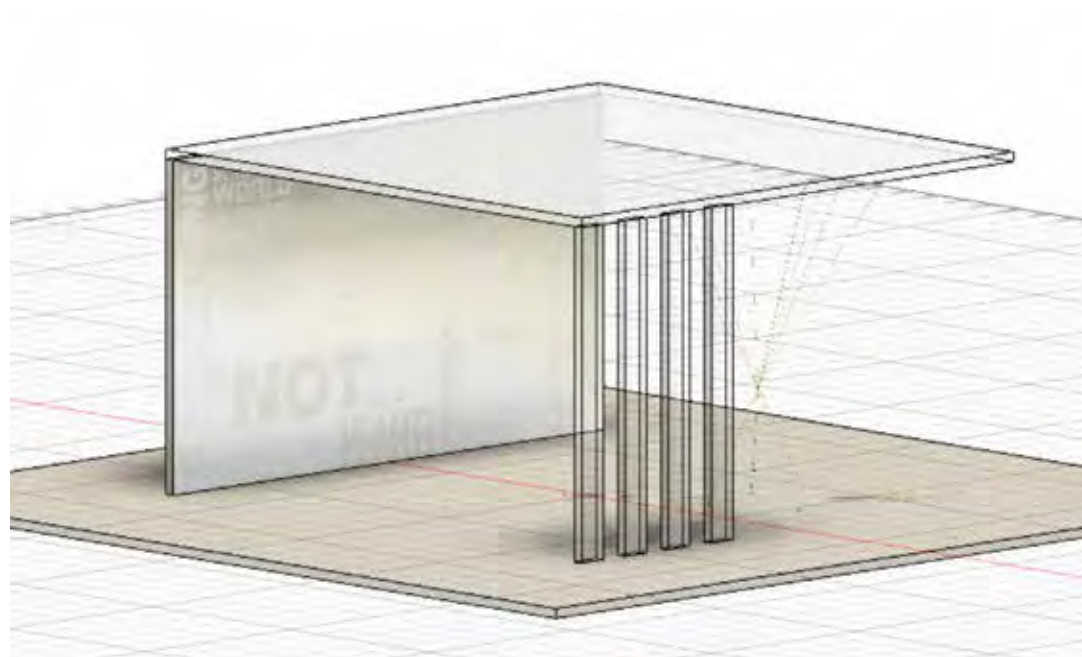
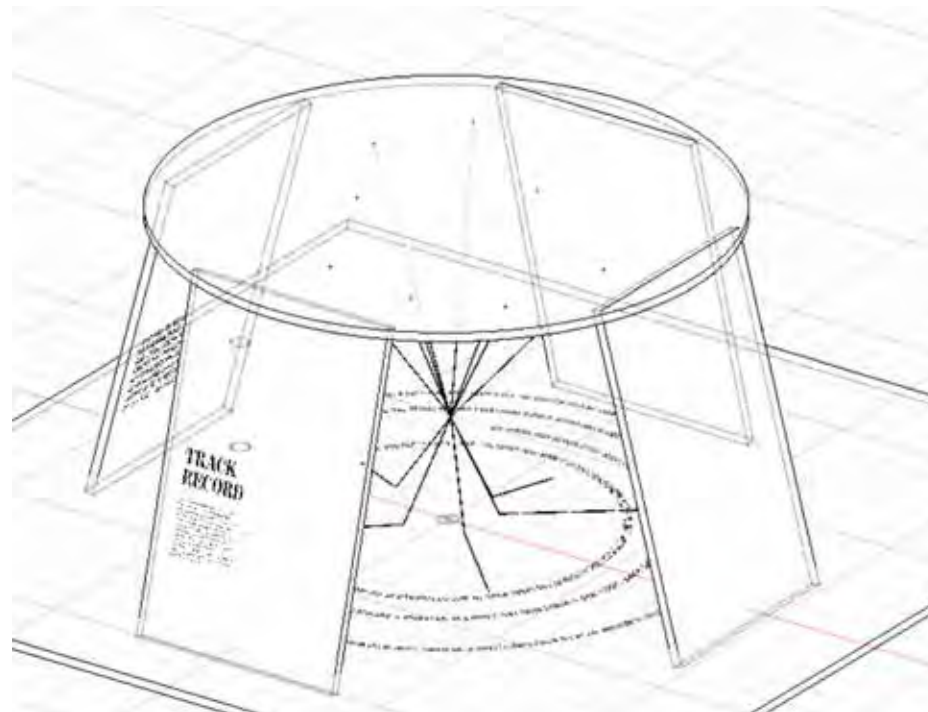
3. Cultural Tension

Hip hop has and always will carry tension within culture.

4. Globalization of Hip Hop

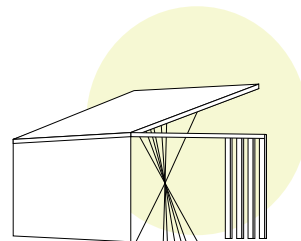
Eventually it became a globalized genre of music and many hip hop pioneers reached success.





FINAL ELEMENTS

So what was included in the end? These 3 elements are what make up the entire project. Each of these tell a crucial part of the story and experience of the project. The pages to come will delve deeper into how each of these came to be.



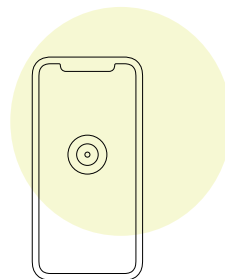
INSTALLATION—PHYSICAL & VISUAL

The installation serves as a physical and visual representation of the three categories that I found in hip hop, the elements of hip hop as well as the rise and reign of hip hop through time.



MUSIC & LYRICS—AUDIO

Listening and reading lyrics at the same time is very powerful. The lyrics are featured on the installation and music is featured through the app. This element creates a impactful multi-sensory experience for visitors.



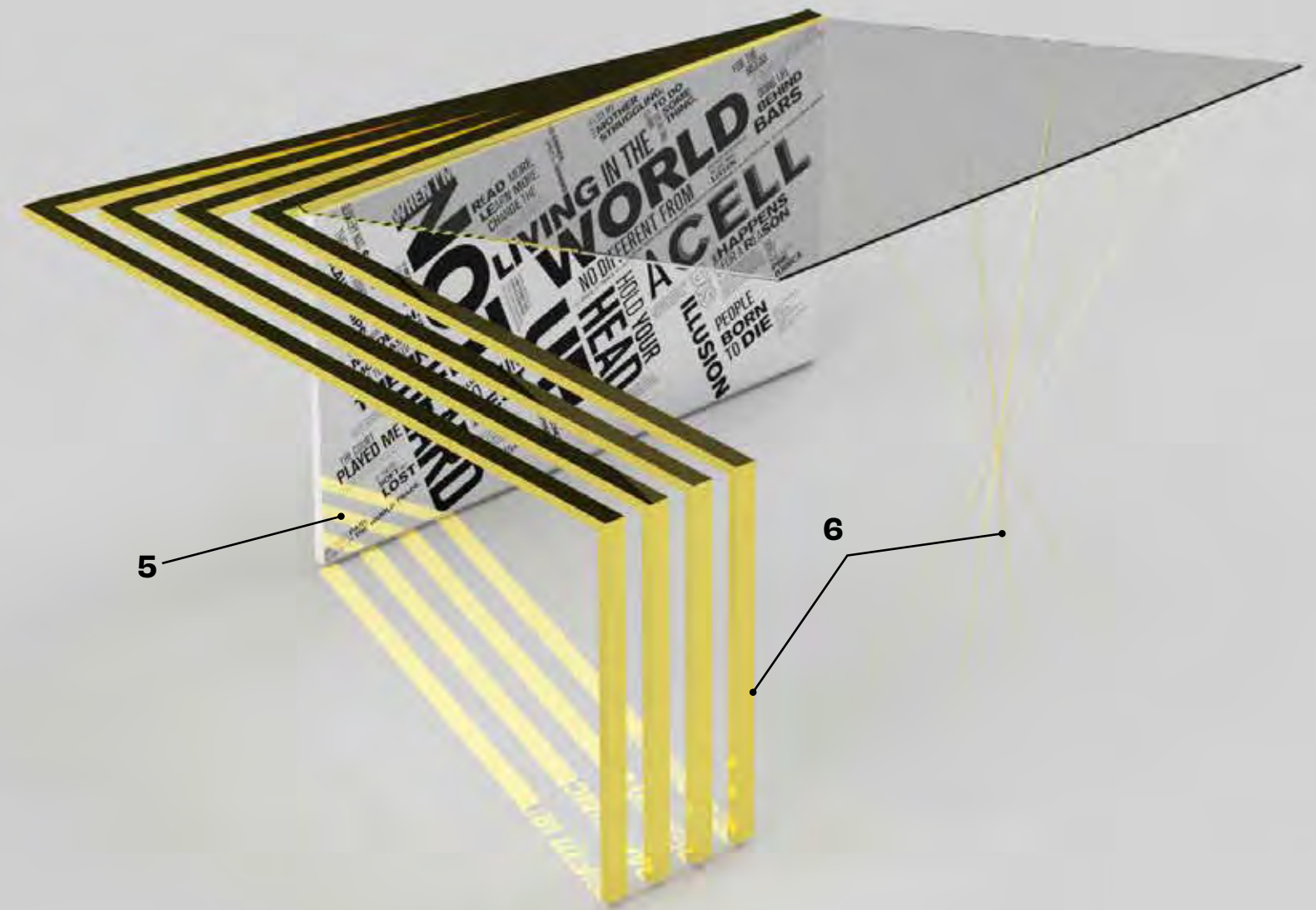
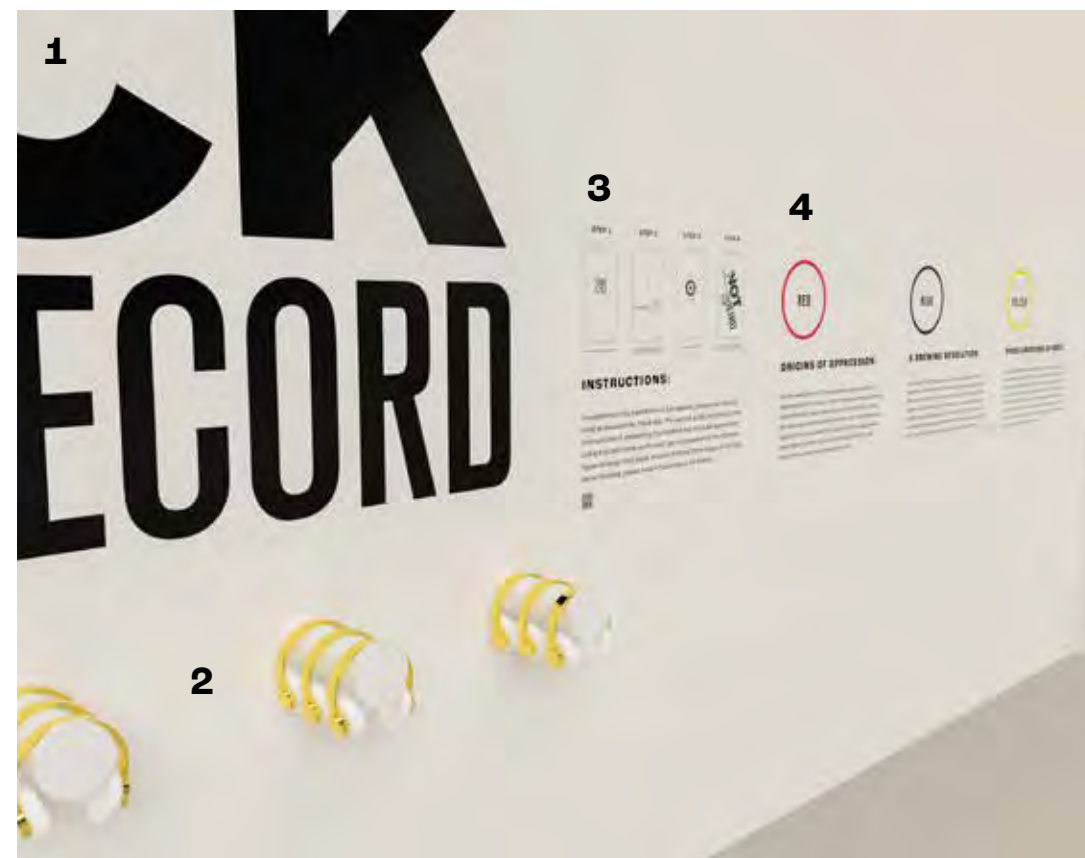
TRACK APP—AUGMENTED REALITY

The TRACK app gives visitors a fun, extended and interactive way to engage with the lyrics and music. The app plays the music as well as displays the interactive AR functions.

INSTALLATION

Features:

1. Intro Panel
2. Bluetooth Headsets
3. Instructions for App Download
4. Category learning
5. Lyric Panel
6. Abstract representation



Abstract Representations

The gold pillars are meant to represent the 4 elements of hip hop. The gold wires are meant to represent the original project diagram.

TRACK AR APP

The TRACK app is used to view the lyrics in their respective categories as well as listen to the songs as users are viewing them.

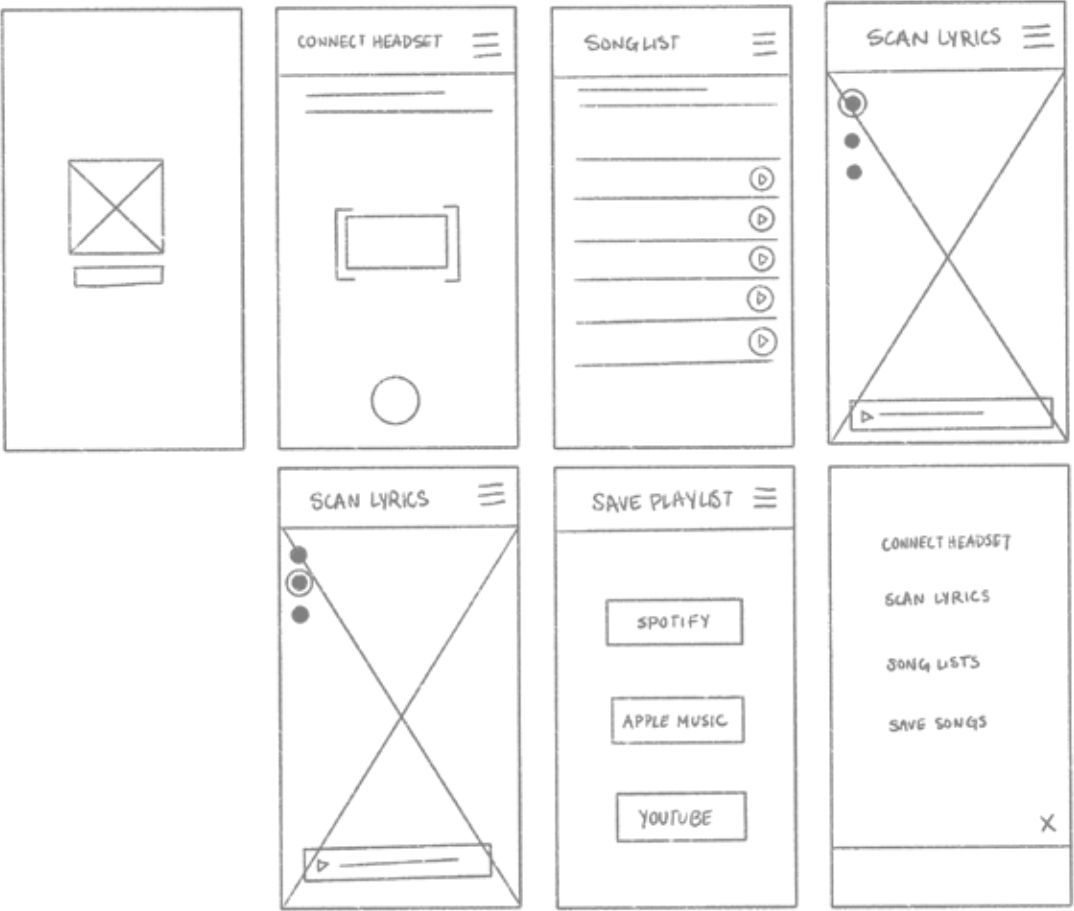
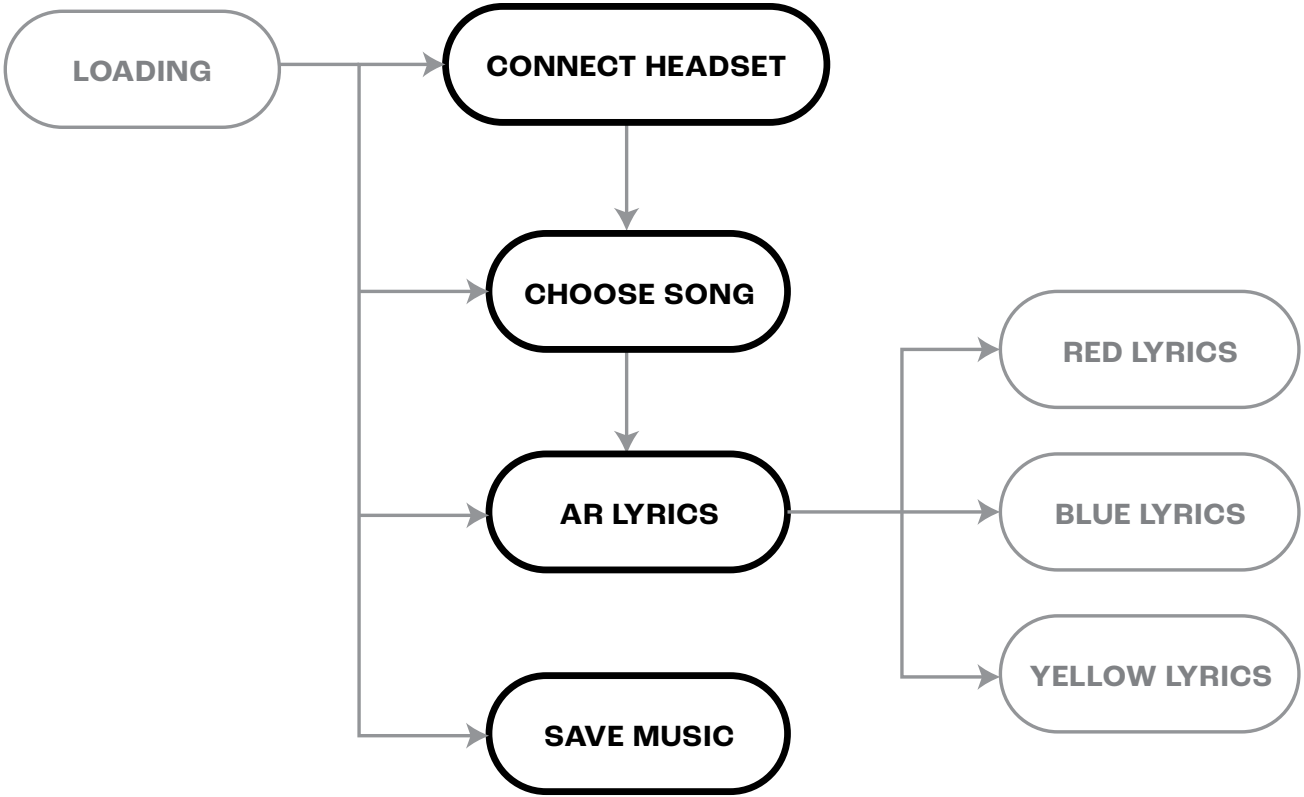
Why an app?

I needed a way to emphasize the 3 categories. Instead of simply making the lyric panel different colors, I created an AR app to do exactly that without complicating the lyric panel any further.

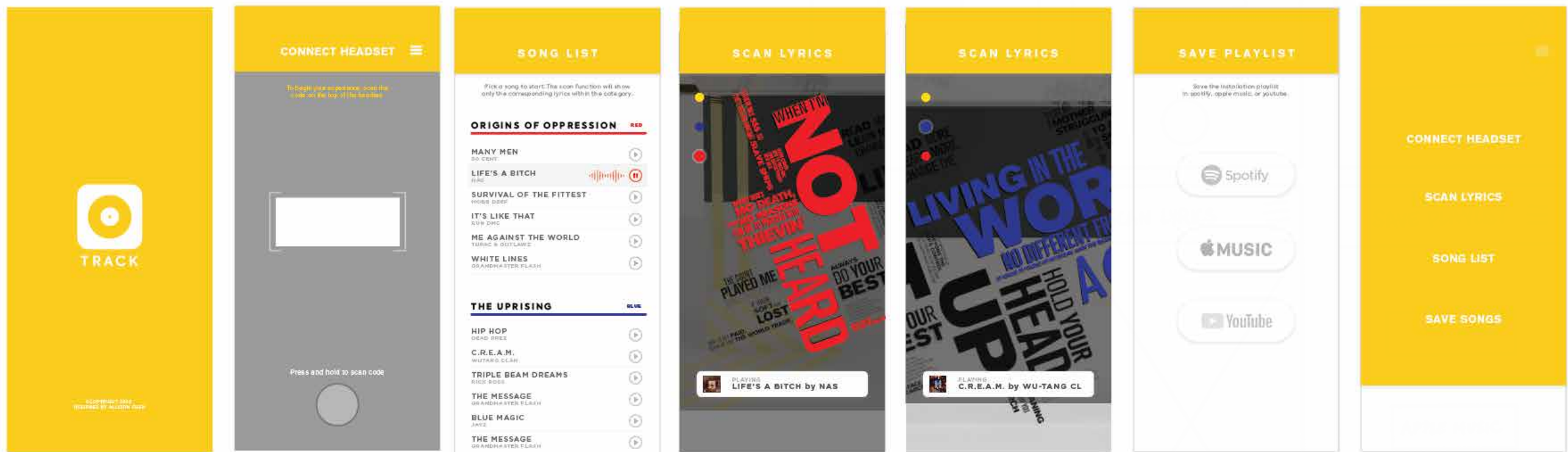
Although other AR apps like ROAR already existed and generally could do the same thing, I created the TRACK app to be specifically customized to the installation.



FLOW & WIREFRAME



VERSION 1



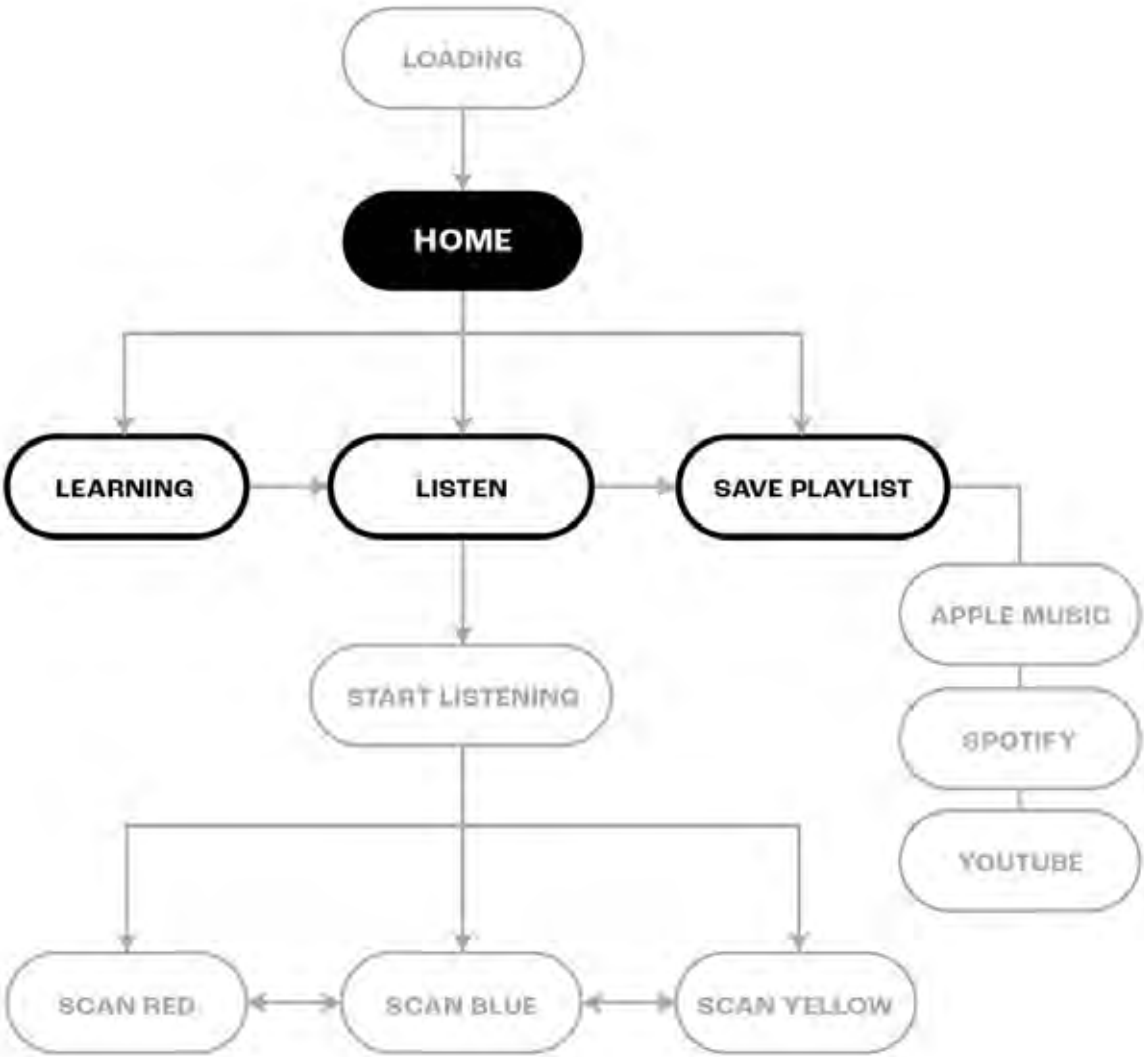
Initial Features

- Connect headset with scan code
- Listen to the music in categories
- AR display of current song
- Export music to streaming

Issues

- Unclear user flow
- Unnecessary functions
- Poor choice of main color
- App purpose is unclear

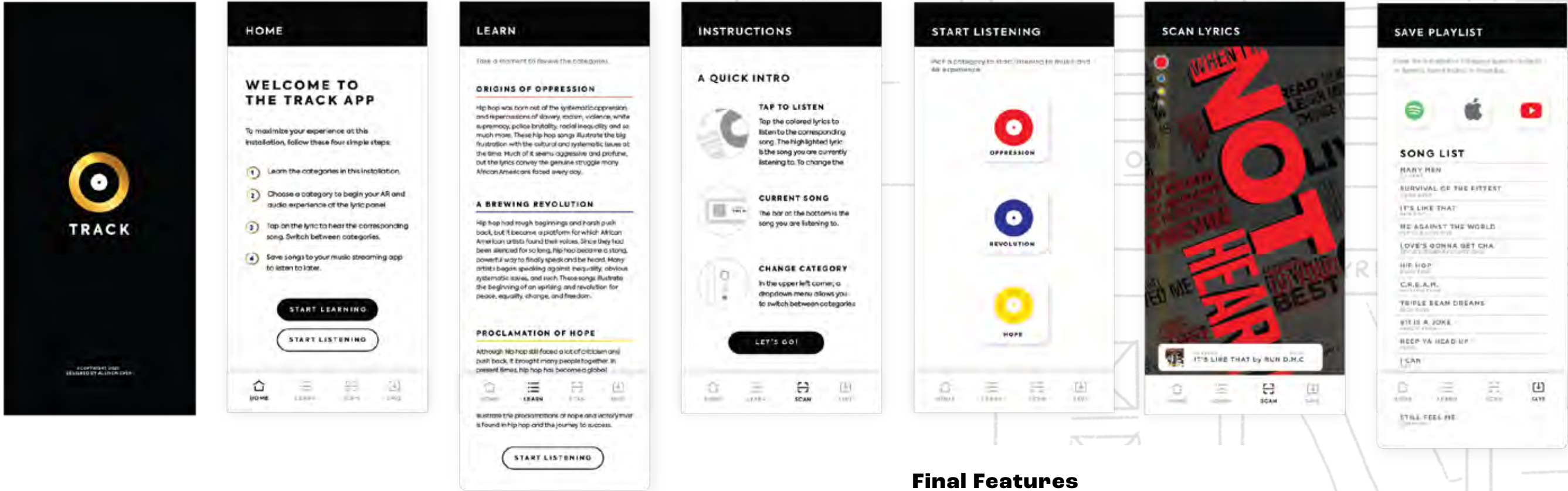
FINAL FLOWCHART



TRY LIVE PROTOTYPE

APP TUTORIAL

FINAL PAGES



TRY PROTOTYPE

Final Features

- Learn about the categories
- Interactive AR lyric scanning
- Listen to the songs featured
- Save the playlist to your stream

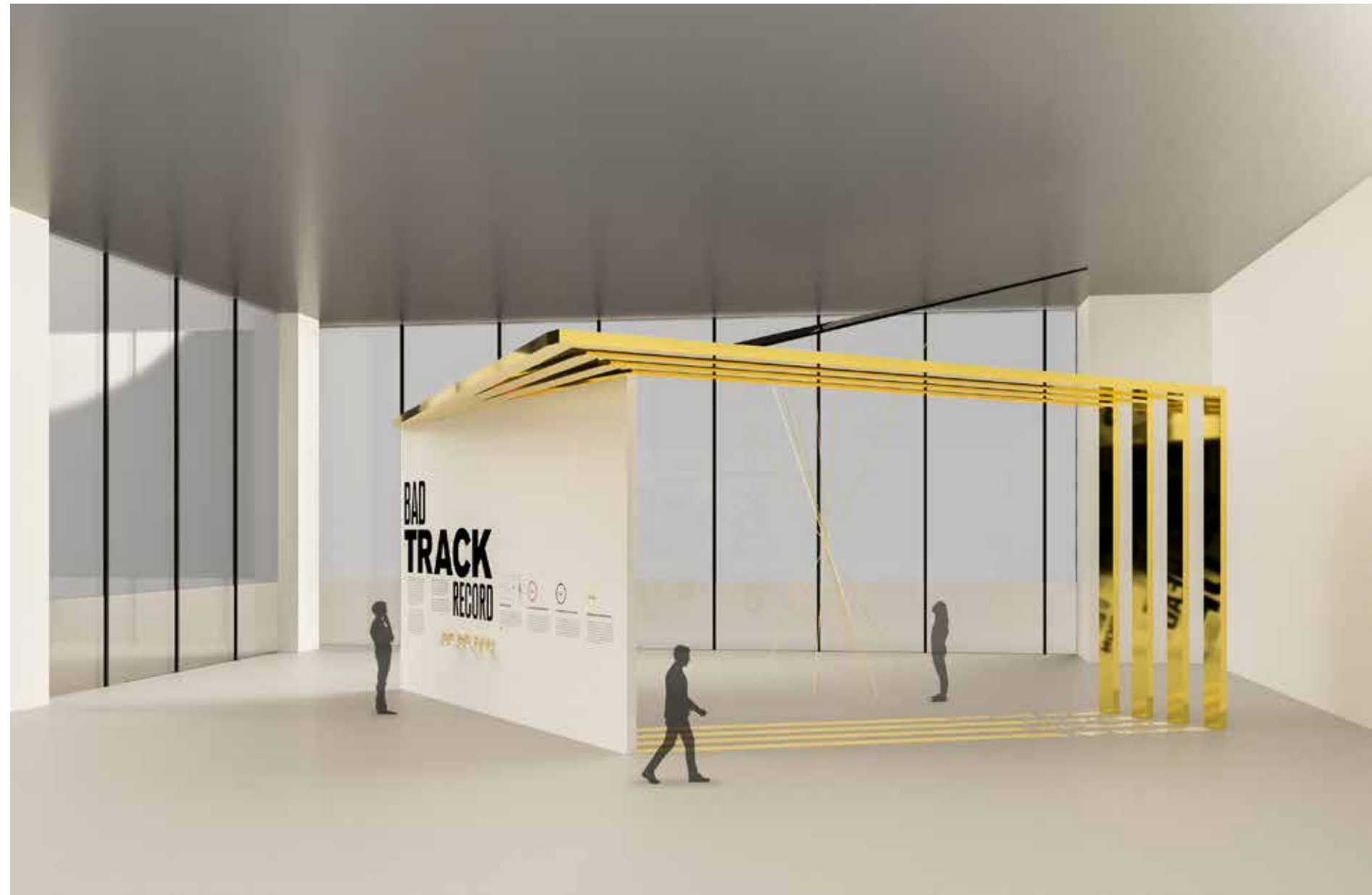


FINAL THOUGHTS

What I learned

Hip hop has taught me infinitely more about racial inequality and injustice than any class or article ever has. Understanding it in a new way can be helpful in breaking down preconceptions and prejudices towards the black community and the genre. Tackling this topic taught me to be humble and completely open minded.

Trying all possible ideas is not a waste of time; It becomes a pool of opportunities and clearer paths. Letting go of past ideas and choosing to evolve is part of reaching better outcomes.



FULL PROCESS BOOK

THANK YOU!

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