

MAGGIE GLEESON

PORTFOLIO PROCESS BOOK

MGG



TOUCHED BY THE CONGO

PROJECT BREIF

In the age of technology, our society runs off of smartphones, tablets, computers, and even electric vehicles. But to power all those rechargeable batteries, a mineral called cobalt is needed. The Democratic Republic of Congo is said to produce 3/4 of the world's cobalt reserves. However, the artisanal miners that extract the cobalt from the earth are treated inhumanly. Women and children are forced to work, breaking child labor laws. Some only receive a dollar a day which is impossible to live off of. Because of the toxic chemicals, people are dying of illnesses and cancer. Mine tunnels collapse weekly, killing anyone who was inside.

Large tech companies such as Apple, Samsung, Microsoft, and even Tesla, are profiting off the backs of the slaves of the Congo. Virtually no one knows about this issue and nothing is being done about it.

This project will bring these concerns to light and bring awareness to this topic. If enough attention is given, perhaps we can reset the industry and supply chain and end modern slavery in the Congo. Currently, we are all, unknowingly participating in a huge human rights, public health, and environmental disaster. The truth is our society functions and relies on batteries and cobalt. The goal is to bring awareness to the topic and to fix the supply chain.

DESIGN CONCEPT

The goal is to force people to realize they are taking part in this global issue. Touched by the Congo would use hand prints and finger prints to give a personal and human element to the visuals. These prints would be placed on stickers, signs, posters, and billboards. In this way, each hand print would tell the story of a real person in the Congo. I would also like to add elements of the Congolese writings and words to add more culture to the designs. This design would showcase real images of the people of the Congo while representing their suffering with the blood red color. I will be using the graphic element such as hand prints, finger prints, and band-aids/blood to show the human touch.

BRAINSTORMING

Metaphor

- Congo children lifting a battery/Tesla
- Mines, people digging for iPhones
- Hazardous equipment on one man standing in a mine full people
- Congo in a cage
- mines/workers in a box on a desk

Irony

- Sign that says toxic work environment, with people working
- No child labor, show children working
- Show white business man standing on top of a pile of Congo people
- Claim that says beautiful, safe, environment then show fire dust and rain.

Worst case Scenario

- Show that Apple products are safe and environmentally friendly

Idea dump

- ~~Half child's face~~ Half child's face, Half tesla car.
- modern city on one side, Powered by the Congo mine on other side.
- One penny next of thousands of pennies
- Child in chains digging

DETAILS

Mind maps and other brainstorming methods were used to explore concepts and design ideas. Using different brainstorming tactics leads to a well rounded research and exploration of the project.

CONCEPTUALIZATION

1. Blood Red:

This first concept would show the horrifying truth about the hurt and violence the slaves in the Congo face. The design elements would include all red type and imagery, signifying the death and blood shed of the Congo people. This striking color will be bold and attract attention, while also representing the people of the Congo. This method would show the pain and suffering that is occurring everyday. This also coordinates with author Sid Kara's book and his effort to try and bring awareness to the topic.



2. Human Machines:

The second concept shows that even though they are at the bottom of the supply chain, they should not be forgotten about. For this concept I would play with the idea of metal people or robots, because the people of the Congo are not treated like people. They are treated as replaceable equipment. The metal would also represent the cobalt they are touching and getting sick from. The cobalt in a way consumes their lives. Visuals might include chains as well as metaphoric visuals and real life images. This concept would use a Guerrilla marketing approach by showing that they are people, not cobalt mining equipment.



3. Touched by the Congo

The third concepts would take a Guerrilla marketing approach. The goal would be to force people to realize they are taking part in this global issue. Touched by the Congo would use hand prints and fingerprints to give a personal and human element to the visuals. These prints would be placed on stickers, signs, posters, and billboards. In this way, each hand print would tell the story of a real person in the Congo. I would also like to add elements of the Congolese writings and words to add more culture to the designs.



DESIGN VARIATIONS



This design variation would showcase real images of the people of the Congo while representing their suffering with the blood red color. The receipt would be a concept for the posters showing the viewers their receipt of their purchases and the cost. For stickers and design elements, I will be using hand prints, finger prints, and bandaids/blood to show the human touch.



LOGO SKETCHES



IMIGONGO
TYPE É RWA
NDA CONGO
MALI BURKI
NA FASO.....



This design variation focus on the culture and colors of the Congo. It would be pattern heavy and include organic type and handmade elements. This would juxtapose the modernization of the tech industry. It would force people to see the people and culture of the Congo.

VISION BOARD

TOUCHED BY THE CONGO

THE CONCEPT

The concept goal is to force people to realize they are taking part in this global issue. Touched by the Congo would use human elements like hand prints, finger prints, and photography to bring awareness to the people and to juxtapose the technology industry that is suppressing the people. In this way, each hand print would tell the story of a real person in the Congo. Elements of the Congolese words and patterns will be added to enhance the culture to the designs. The color red will be used throughout the design to represent the blood shed and violence the people face.

THE AUDIENCE

The target audience is anyone from 18-45 year olds who own devices and participate on social media platforms. This project will target a broad audience because this global issue affects people of all ages and backgrounds.

MOOD BOARD



THE COLORS



THE TYPEFACES

HEADER

Allumi Std Extended

Sub-Header

Source Code Variable

Body

Montserrat

WORD LIST

Powerful
Impactful
Modern
Global

Emotion
Heavy
Bold

THE GOALS

This project will bring these concerns to light and bring awareness to this topic. If enough attention is given, perhaps we can reset the industry and supply chain and end modern slavery in the Congo. Currently we are all, unknowingly participating in a huge human rights, public health, and environmental disaster. The truth is our society functions and relies on batteries and cobalt. The goal is bring awareness to the topic and to fix the supply chain.

DELIVERABLES

1. Posters
2. Information Booklet
3. Social Media Awareness campaign
4. Pamphlet (Addition stickers and signs designs)

DETAILS

A Vision Board was created a visual guide for the brand element. Concept, goals, deliverables, color, type, and design style was finalized to reference for the project.

COLOR AND TYPE EXPLORATION

Herculanum
TOUCHED BY
THE CONGO

Skia
TOUCHED BY
THE CONGO

Source Code
TOUCHED BY
THE CONGO

Anton Regular
TOUCHED BY
THE CONGO

Montserrat
TOUCHED BY
THE CONGO

Allumi Std Extended
TOUCHED BY
THE CONGO

Proxima Nova
TOUCHED BY
THE CONGO

Allumi Std Extended
Montserrat
HEADER
Body This is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the body

Anton Regular
Source Code
Header
Body This is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the

Skia
Montserrat
HEADER
Body This is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the body

Herculanum
Proxima Nova
HEADER
Body This is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the body



BRAND KIT



**TOUCHED BY THE
CONGO**

Allumi Std Extended **HEADER**

Source Code **Sub-Header**

Montserrat Body This is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the bodyThis is the body



#000000



#FFFFFF



#DD1E25



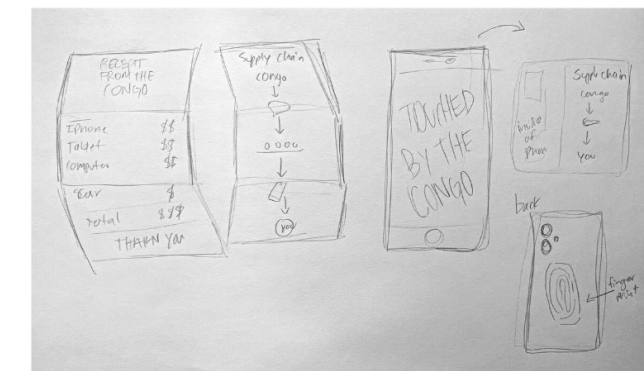
DETAILS

A Brand kit was finalized which includes logo, logo variations, typefaces, colors, and patterns

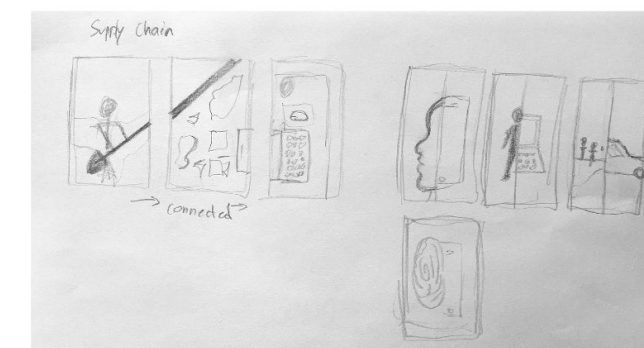
DESIGN PROCESS

Book pages

Cover
Table of Contents
The Cobalt 2-4
The Mines 4-5
The Congo 6-9
The People 9-10
The Impact 10-12
The Supply Chain 11-12
The Solution 12-13
Back cover



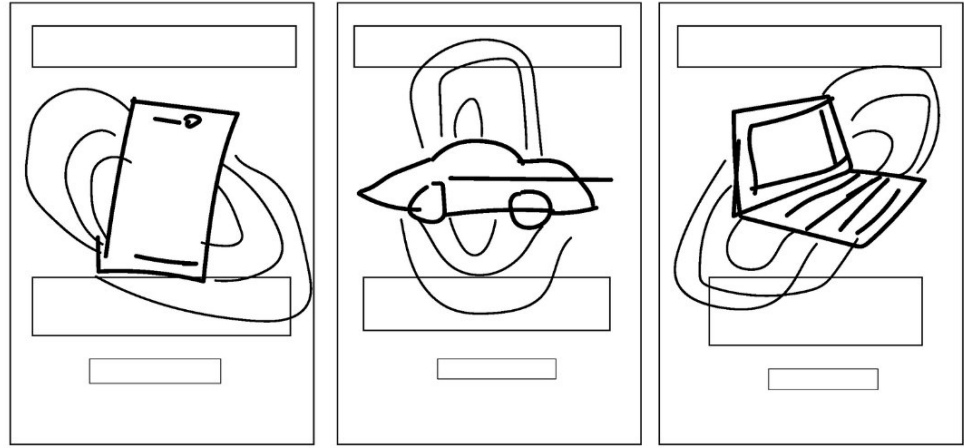
Pamphlet design



DETAILS

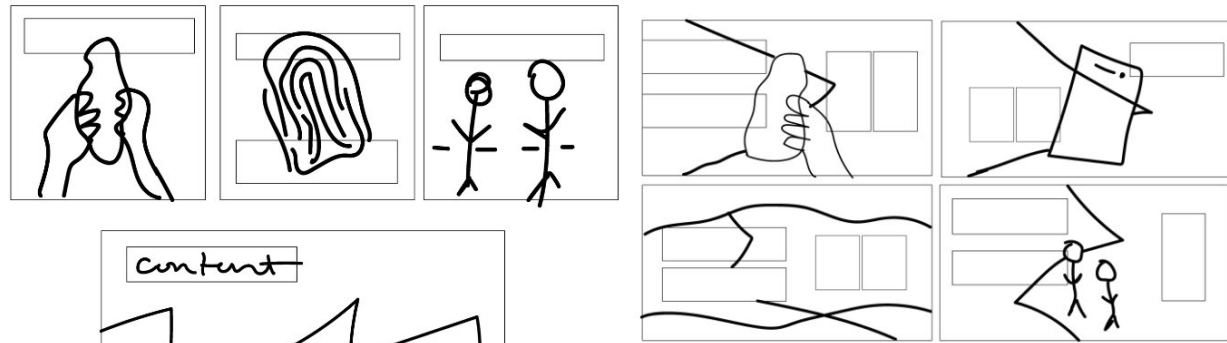
Sketches were explored for book pages, covers, pamphlet, and poster designs.

DESIGN PROCESS

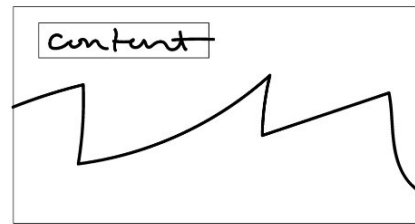


Poster design

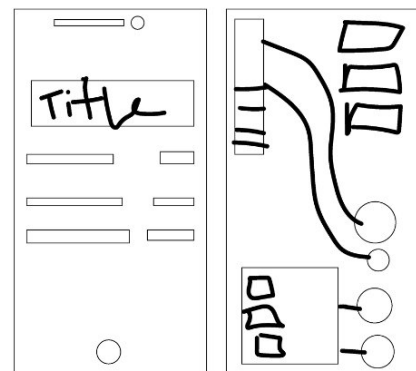
Cover options



book spreads



book spreads



INFO PAMPHLET

COMPUTER ROUGHS

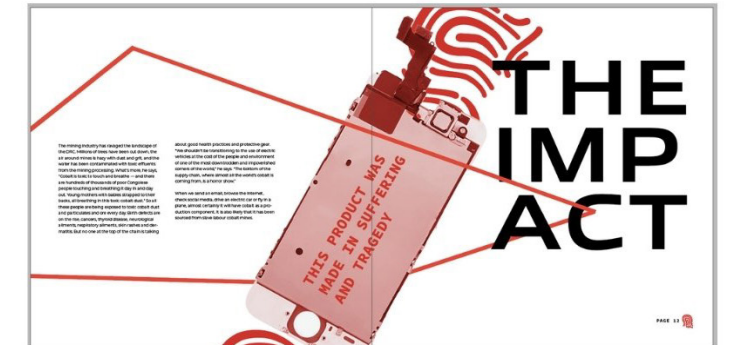
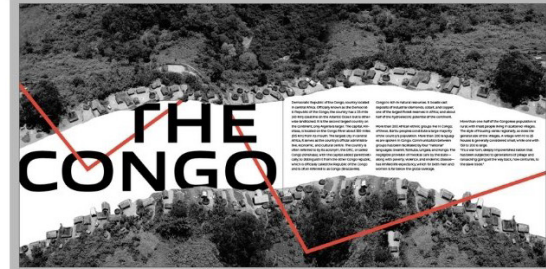
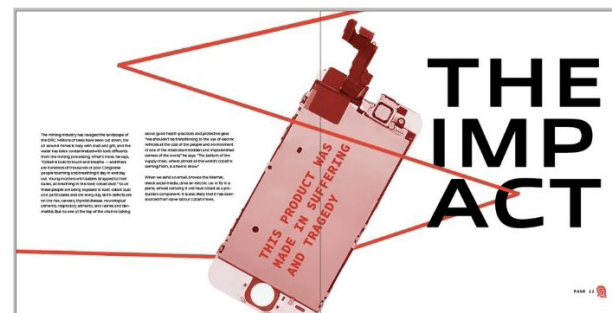
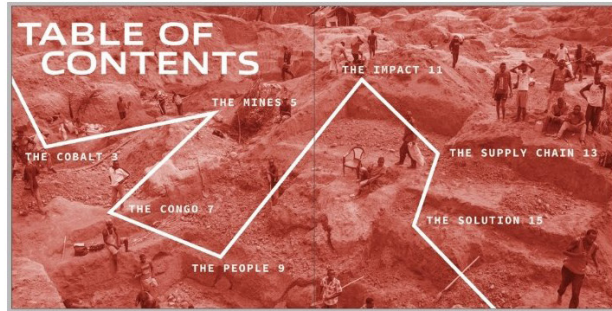
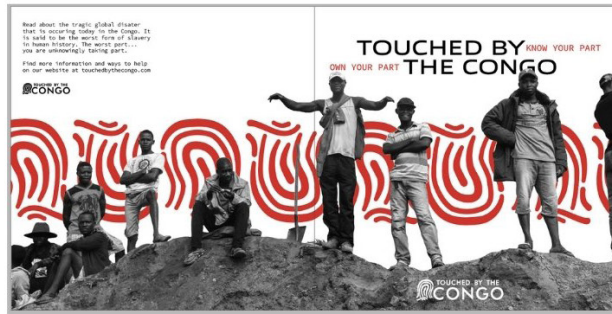


DETAILS

From sketches, digital computer variations were created for the poster and ad designs.

BOOK DESIGN

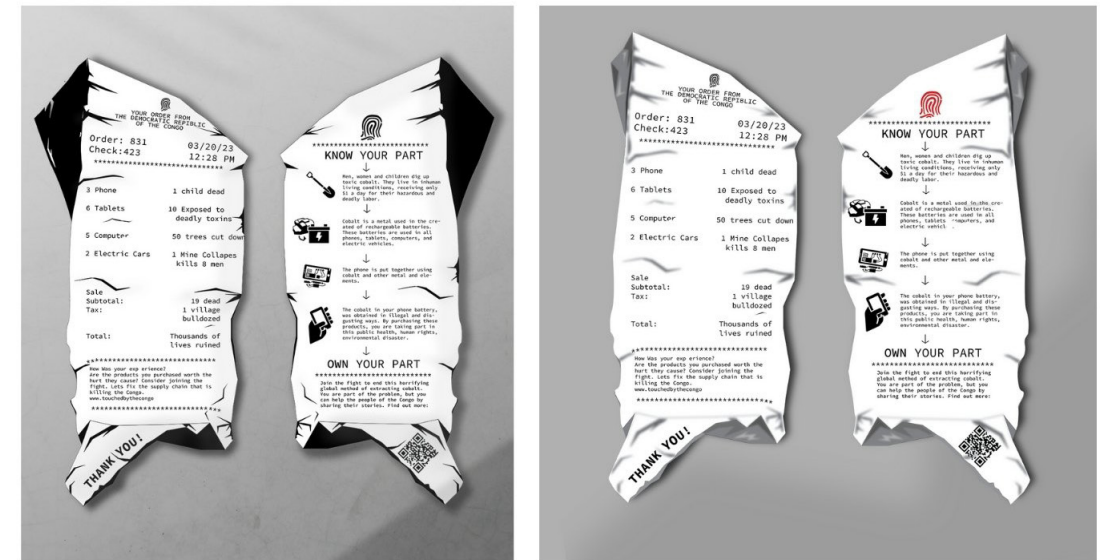
BOOK DESIGN EDITS



BOOK MOCK UPS



PAMPHLET DESIGN



DETAILS

The Pamphlet was created to inform the viewer about the issue in simple and digestible visual language. The pamphlet resembles a receipt to represent the part we all play in the issue.

SIGN DESIGN

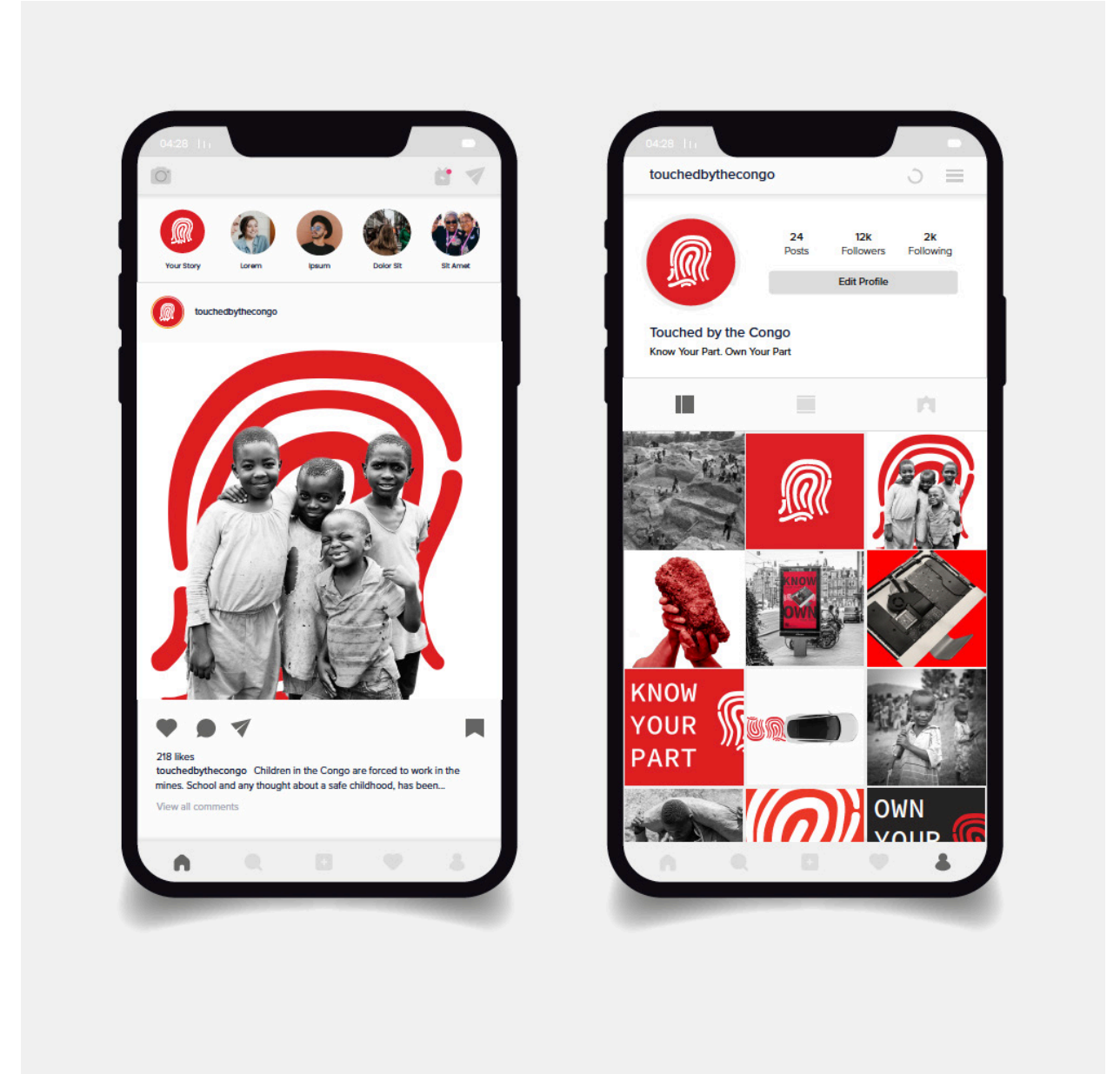
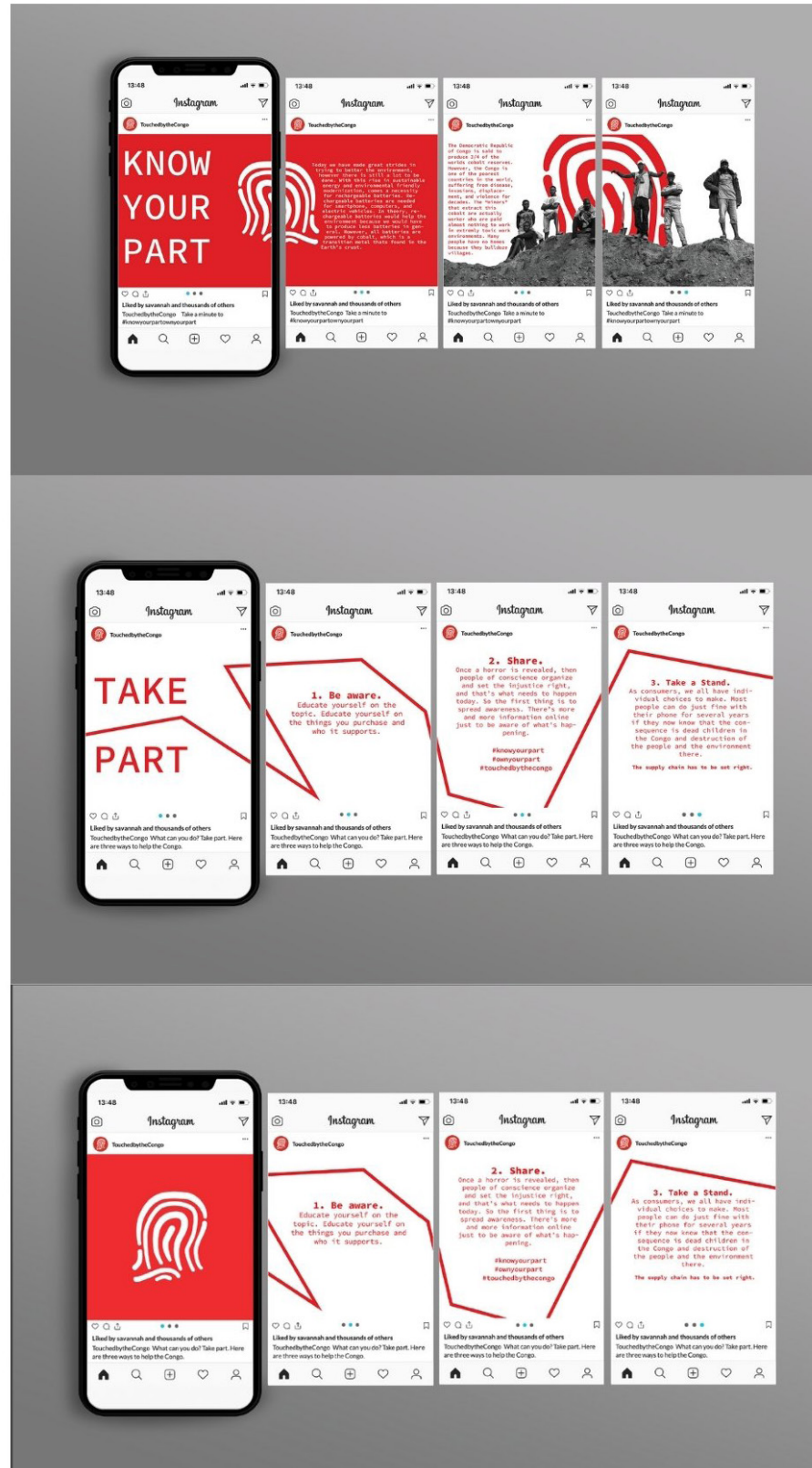


SIGN DESIGN



SOCIAL MEDIA

SOCAIL MEDIA



DETAILS

Social Media was used to support and share the issue. Posts were made to be informative and relatable, while showing the turth.

MG