MEGAN MACDONALD

PERPETUAL DE LA DESTA DE LA DE

VISUAL COMMUNICATION VI GRAPHIC DESIGN PROGRAM ARIZONA STATE UNIVERSITY

For each and every child who isn't given the care they need.
You are loved.



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INTRODUCTION

Design to me is persuasion. Design compels the viewer. To be a designer is to be a master manipulator.

I began my creative career in grade school in studio art classes. Before graduating high school, I shadowed an illustrator at an advertising firm. While there, I looked across the room and saw the designer's work. From that moment, I was in love. I've always loved pretty things but design brings a purpose to art, it takes aesthetics and molds it with function. Design swept me off my feet and I'm grateful for it every day.

When I first looked into university, I considered a College of Art and Design in Minesota. I craved the autonomy of a different state; I wanted to throw myself into the creative world. Instead I decided to attend Arizona State University. At the time, this felt like a safe choice, like I'd be stuck in a stagnant life.

I am so unbelievably grateful that God led me to ASU. I have had the opportunity to make some amazing friends, and I found my independence without losing my home. Staying in Arizona is the best decision of my life and I cant wait to see where God takes me next.

RESEARCH

Every chargeable device you own is powered with cobalt. About seventy percent of the world's cobalt is mined from the Democratic Republic of the Congo. The Congo's mining system is horribly corrupt and dangerous, their cobalt is tainted with abuse, slavery, child labor, human trafficking, hazardous working conditions, pathetic wages, injury, death, and incalculable environmental harm.

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To the left is Priscille. Priscille works about 12 hours a day to collect, in total, a single 110 pound sack of cobalt (equivalent to 5 electric cars). She and the other single women around her will haul it to the 'negociants' who will give her \$0.80 for her day's labor. Priscille used to work with her husband, but he died of respiratory illness from the mines. They tried for children, but she miscarried twice.

Below is Mayambe. He is 35. Mayamba regularly has to leave his wife and child to work in the mines. He will nap in the tunnels, miles underground, with no safety equipment or ropes. He will stay underground for 24 hours.







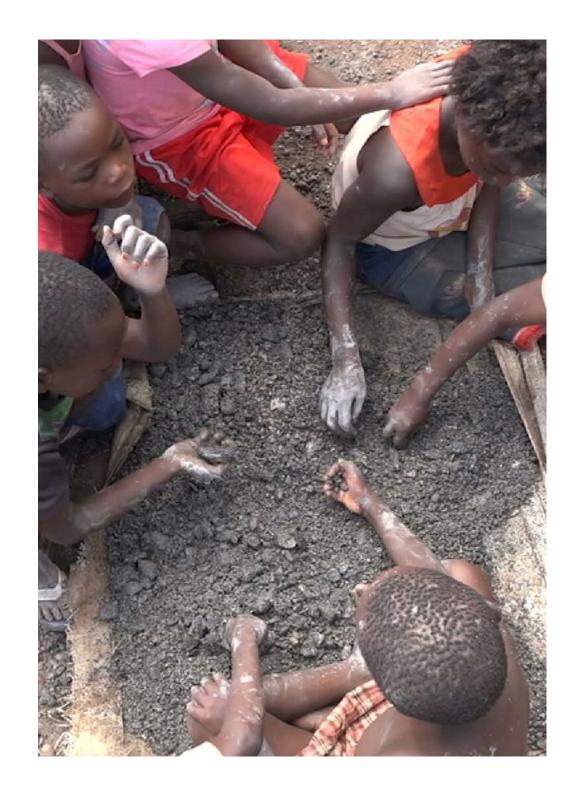
Cobalt is a key component in lithium-ion batteries. It keeps them stable and long-lasting. It's why your phone fits in your pocket and doesn't catch fire. There's about 10 grams of cobalt in your phone, an ounce in your laptop, and up to 20 pounds in an electric vehicle.

The DRC produces about 70% of the world's cobalt. No other country can get even close to those numbers. Being the near sole provider of such an important metal means that the DRC government has become money-hungry and corrupt and the Congolese people are suffering under that weight. The lack of proper regulation means the cobalt companies can horribly mistreat their miners, including knowingly employing roughly 40,000 children and countless trafficked individuals. Many experts have called this tragedy a return to old-world slavery.



The UN maintains a list of minerals including gold, tin, tungsten, and tantalum called the 'Conflict Minerals'. Being on that list means that any country or company using those metals needs to prove that their sourcing is completely clean and ethical. Cobalt is not on that list.

Until the UN amends the Conflict Minerals list, companies like Apple, Samsung, and Tesla are lying to us about their sourcing. They claim that they thoroughly check their sourcing but Siddharth Kara, an expert in the field, says, "in all my time in the Congo, I never saw or heard of any activities linked to these coalitions."



The reason that this issue is becoming drastically more relevant is that 195 different countries signed what's called the Paris Agreement. This states that they all want to manage global temperatures, keeping them within two degrees celcius of the pre-industrial-revolution average. To accomplish this, we need to have 230 million electric cars in use by 2030. Currently, there are only 23 million electric cars in use. This is a nearly impossible feat.

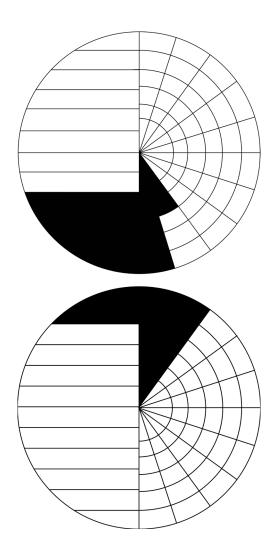
There is no current foundation dedicated to cobalt related trauma for the Congolese people suffering in the mines so I encourage you to write your local representative and reach out to the United Nations. Adding cobalt to the Conflict Minerals list is the most surefire way to impact Congolese people in a positive way.

CLOCK

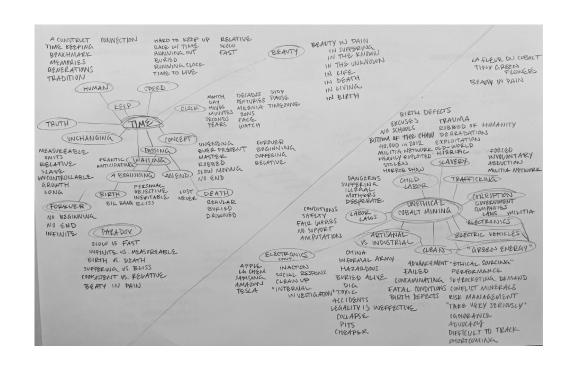
Each student in the Visual Communication Design program spends half of their senior year on a three dimensional clock. My clock represents the unethical cobalt mining in the Democratic Republic of the Congo.

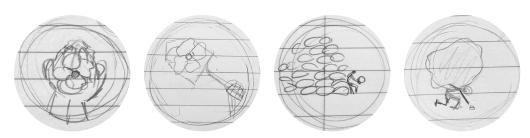
My clock is made of stone with one small rock painted cobalt. I sculpted a child's skeletal hand representing the 40,000 children working and dying for the world's cobalt obsession, reaching endlessly but never quite grasping that tiny blue rock.

Each students clock is displayed three times: once amongst our peers and professors for internal review, next at the Red Square Exhibit for mass viewing, and last at the GDSSA Poster Show fundraiser to be auctioned off. The proceeds from auctioning go towards the GDSSA Senior Exhibition at the end of the scholastic year.



The first part of the clock assignment is to imagine a new way to tell time.



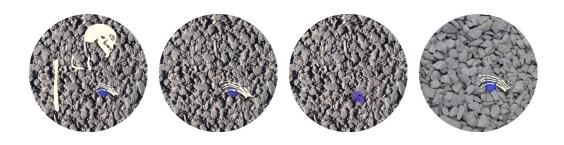






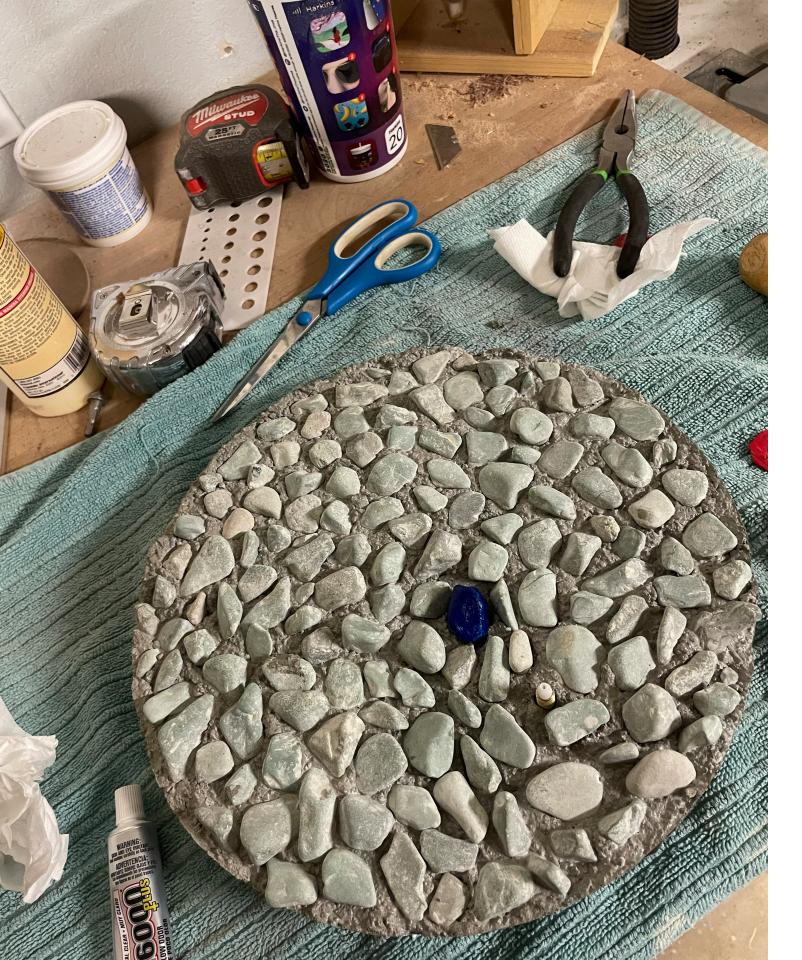
After the opening exercise, I began to conceptualize and design two dimensional rough drafts of the social issue clock.



















With the results of my 2D tests, we decided to construct my three dimensional clock out of concrete, rocks, and air clay. This clock represents the deathly reach for cobalt.





























Internal Review

















Red Square - Clock Exhibition





















Poster Show - Clock Auction

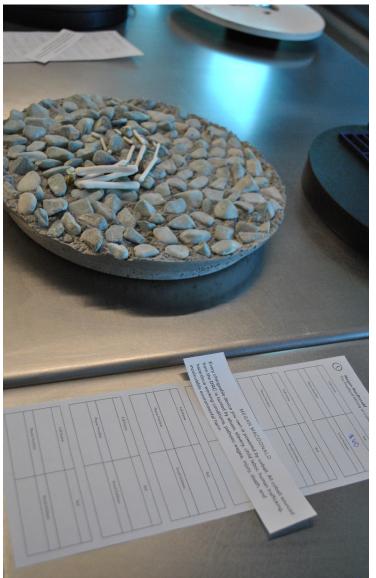
















EXHIBITION

In continuation of the clock project, the final stretch of my university experience is dedicated to a social issue exhibition. Each year of design students muster together every last ounce of creativity to represent their chosen topic in an interactive and informational display.

I want viewers to leave my display knowing what cobalt is, why people are suffering for it, and what they can do to help. This issue is so engrained in our daily lives, yet hardly anyone knows just how much suffering went into their daily indulgences.



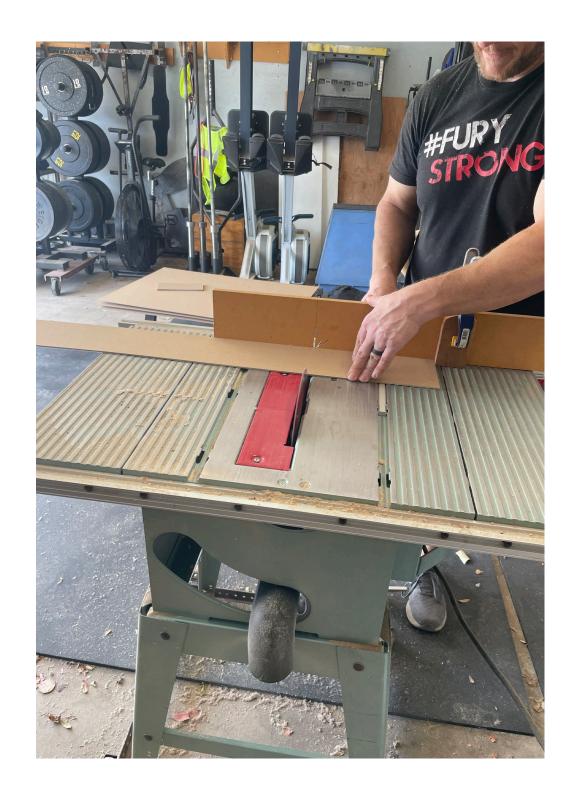


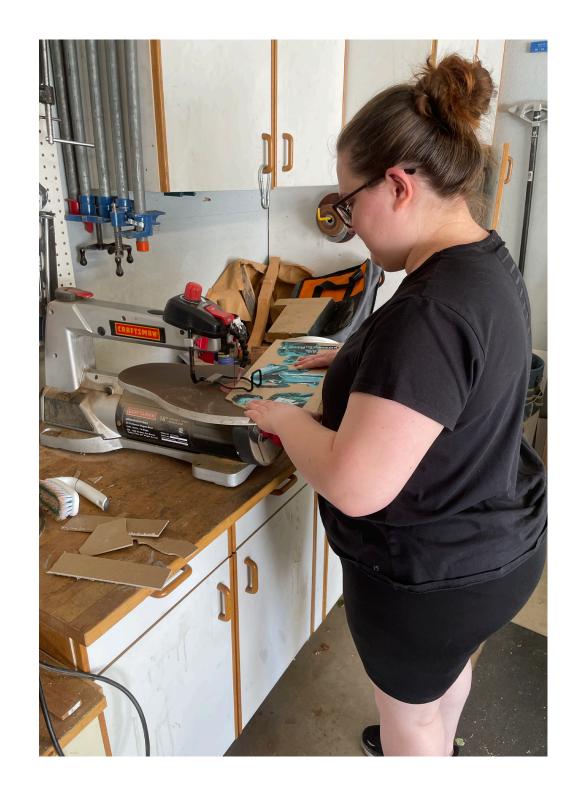
To design the exhibit we started with the actual structure, designed by our Event Design team. Past years have made plywood structures, but our class decided to go for a more sustainable cardboard model.



I decided to use chipboard for my design elements. Chipboard is a compressed cardboard available in different ply. My chipboard is 3 ply and cut on a table saw and a scroll saw.





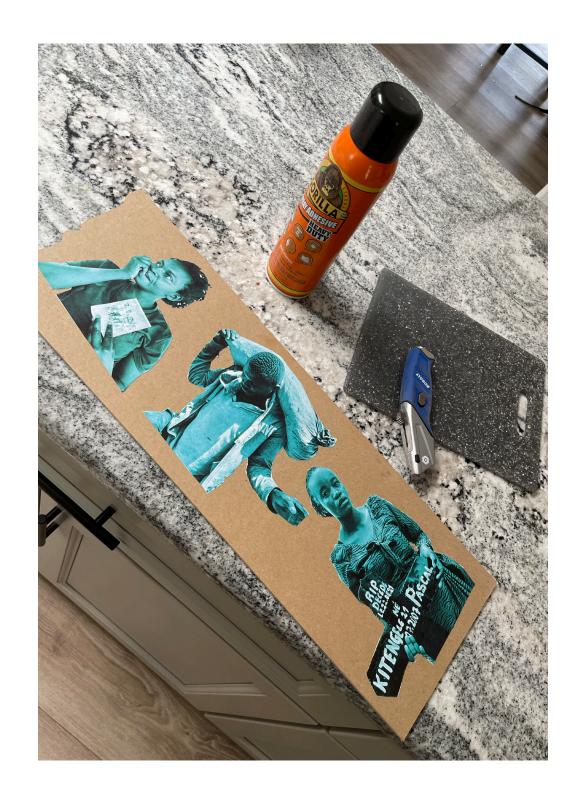




I decided for my exhibit that I wanted a very human element. I didn't want people to get lost in the details of mining but instead focus on the people affected. To do that I decided to use life size photographs of real people.

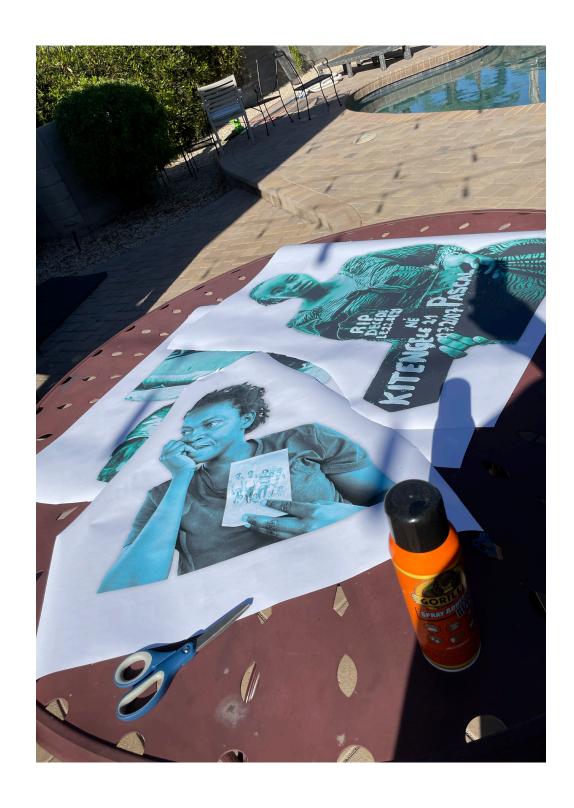
I want viewers to look in the eye of someone hurting and understand.

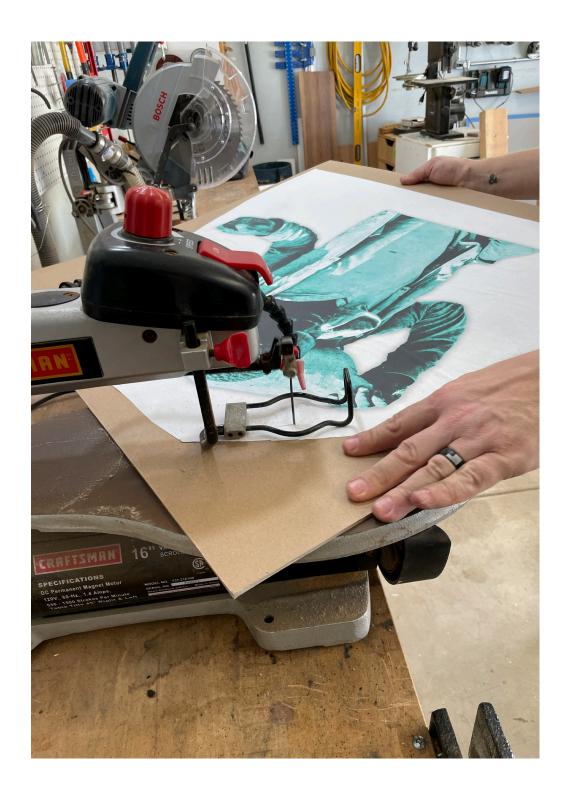


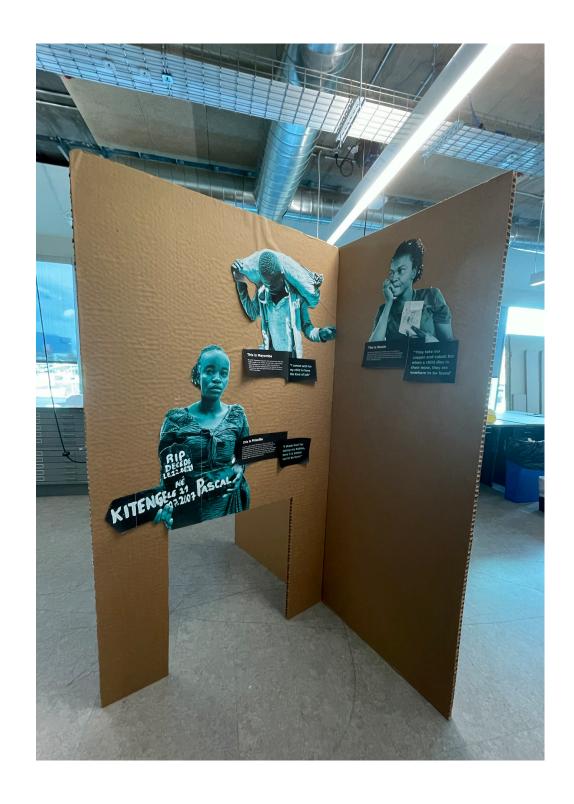


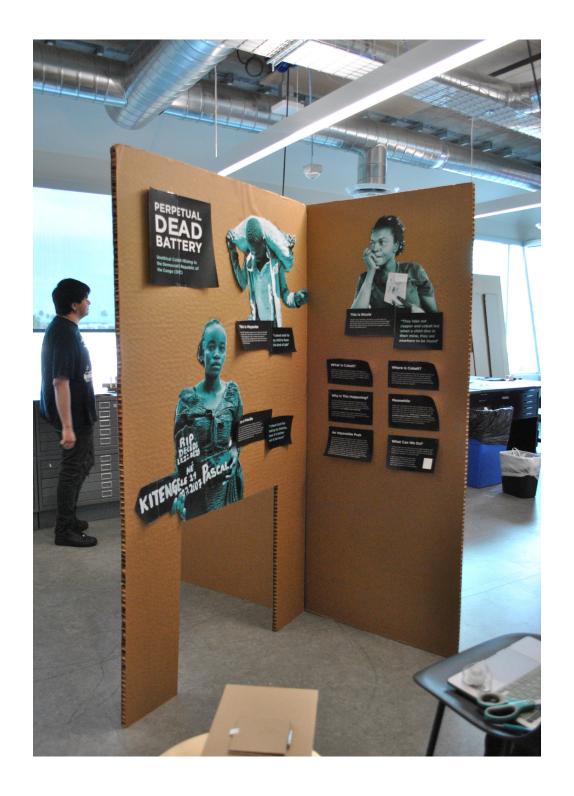












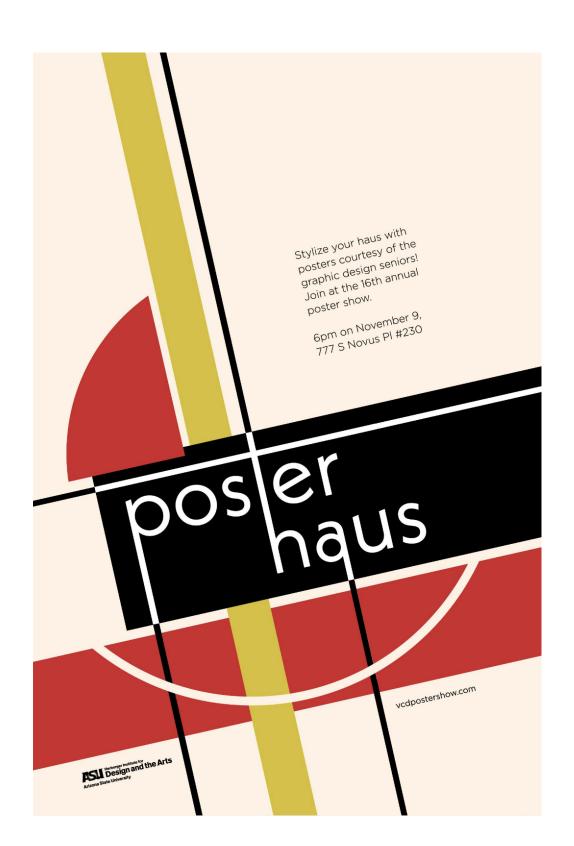


This is the final mock up of my exhibit.

GDSSA

The Graphic Design Senior Student Association consists of every member of the Visual Communication Design senior class. As a body, we work to have autonomy in the design of our events and their accompanying content. We elect four individuals to the position of President, Vice President, Secretary, and Treasurer to collectiveley serve as the GDSSA officers. The remaining students are assembled into six different committees: Event Design, Event Management, Web, Media & Marketing, Print, and Photo & Media. I was elected to be co-lead of the Photo & Media team.

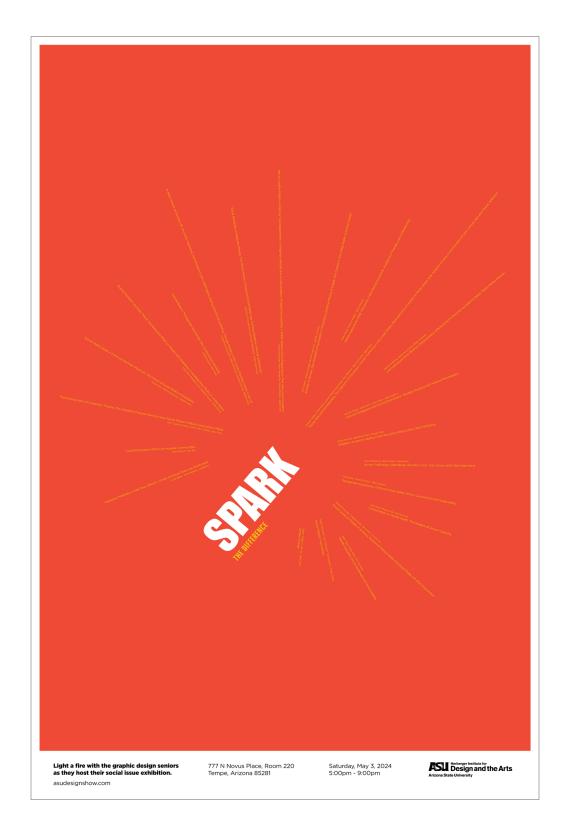
The Photo & Media team exists to meticulously document each event hosted by the GDSSA as well as capture the class's process, reviews, and personal headshots throughout the semester.



For both major events hosted by the GDSSA, all students design possible posters to represent the occasion. Together, we vote on the best to be used and altered to fit all marketing needs.

As a member of the Photo & Media committee, it's also my job to photograph the events as well.













As part of the Photo & Media committee, I helped organize and design both sets of senior portraits. The initial set of photographs is meant to give everyone professional headshots. The second set of headshots is to match the design of our senior exhibition.









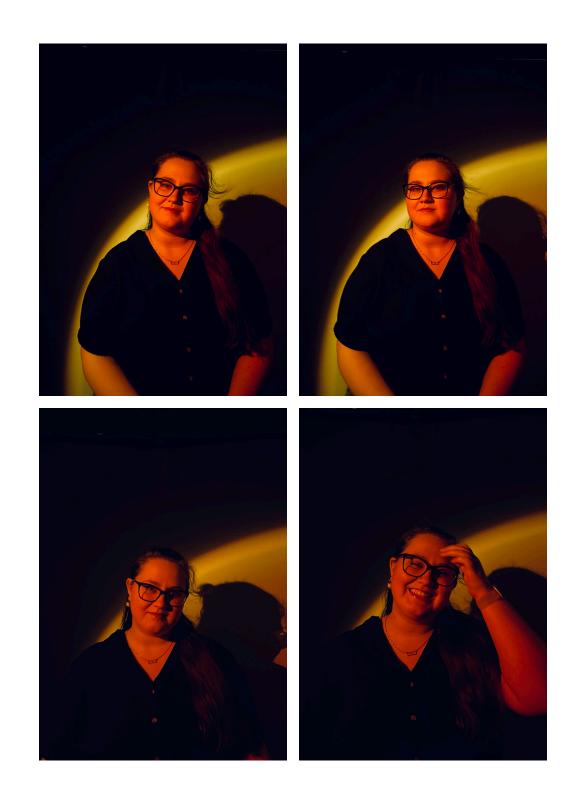


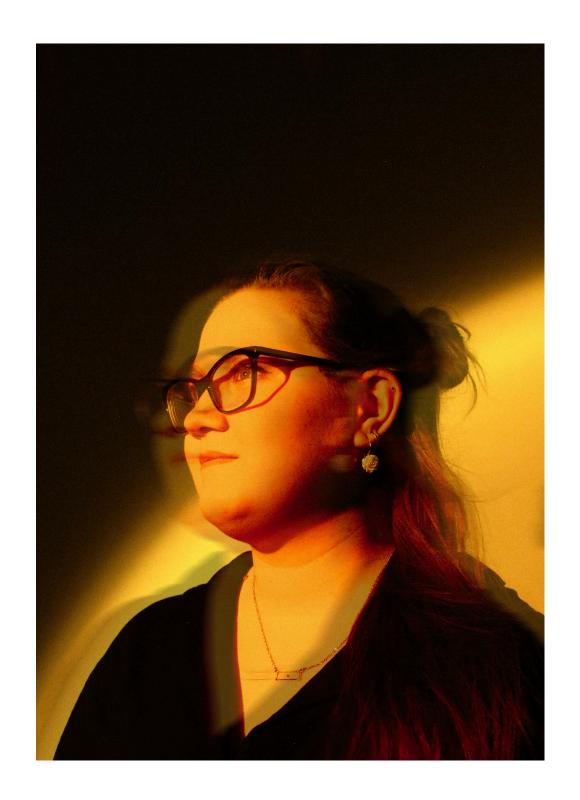












GOOD TIMES

My time at Arizona State University has been a series of ups and down. I've fought hard to create work I can be proud of. I've fought with my own stubbornness and become a better person for it. I will forever be grateful for the amazing experiences ASU has brought me and the wonderful friends I've met along the way.

Here is just a small snipet of my time here.















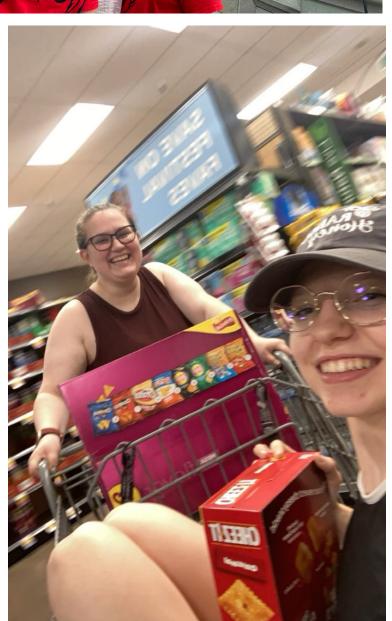


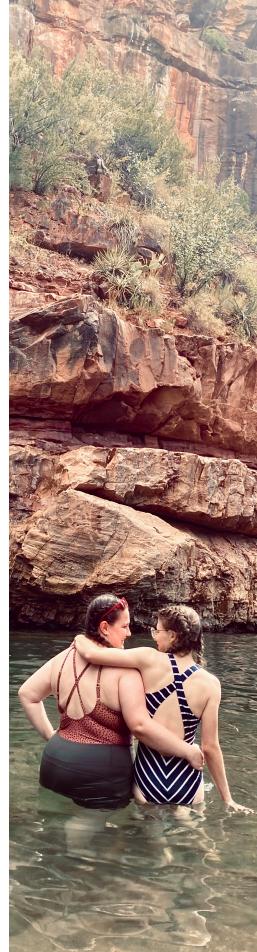










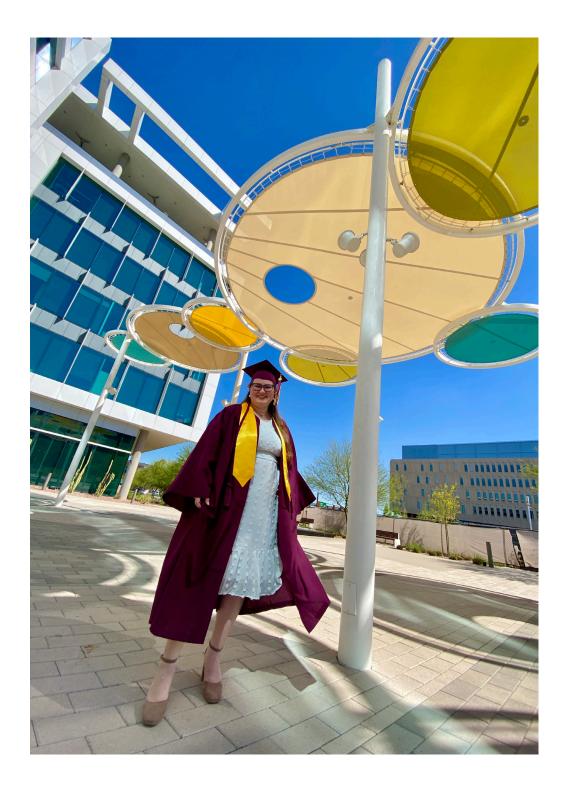












THANKS

I want to thank my parents. Thank you for providing me with the resources to attend university whole-heartedly. Thank you for keeping your door always open for me. You provided a safe and welcoming space for me during some really hard times.

I want to thank Amanda, my best friend. You are always willing to check over all of my work, even when it interrupts your own work. You provide me endless emotional support and you're the best sister from another mister that anyone could ask for.

I want to thank Caedon, my little brother, for showing me how to be patient and humble. Thanks for putting up with me at my worst and helping me become better.

I want to thank Clara, Isabelle, and Josie, for welcoming me so completely into their group. You made me feel so loved and wanted.

I want to thank God for blessing me so completely. I have everything I need and so much more. Without Him I would be nothing.

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