



Thesis Process Book

Hillary Ledford

Student ID: 03046767

Academy of Art University

Summer 2017

©2017


This book is dedicated to all of my instructors and mentors throughout the years who have provided me with unconditional guidance and support.

I also dedicate this book to the LGBTQ Community and all children of the world. May love and happiness win.



Journey Guide

1	Hello				
3	Project Overview				
6	Thesis Deliverables				
8	Deliverables Strategy Chart				
2	Research				
10	Mind Mapping				
14	Discussion Groups				
32	Non-Discrimination Laws in Child Adoption				
3	Development				
36	Key Words				
38	Choosing a Name				
40	Ventures Towards Kin				
50	Kin is Here				
52	Website User-Testing				
4	Application				
59	Visual System				
66	Deliverables				
5	Thank You				
78	Hillary in Color				

A stylized illustration of a woman with blonde hair, wearing a blue dress, standing and holding a large yellow circle. The circle is positioned behind her, and she is holding it with both hands. The illustration is located on the right side of the page, below the table of contents.

Introduction



Finding simplicity through chaos

Project Overview

Kin: Supporting LGB Adoptions was developed to simplify the child adoption process for the LGB community. The LGB community is largely under-served in this area, with a great need for support and assistance.

Finding simplicity through the chaotic child adoption process can be a challenge for anyone. Individuals and couples in the LGB community face increased obstacles that heterosexual adopters do not, including legal complications, added financial burdens, and social stigmas.

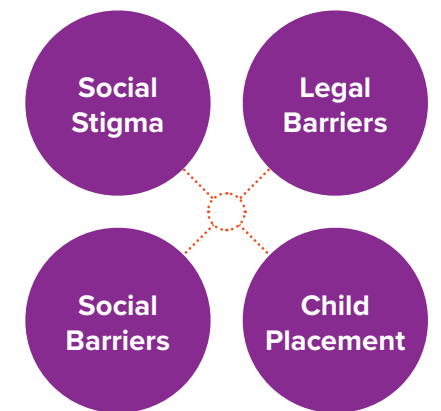
American politics dictate marriage and adoption for the LGB community. The country has experienced extreme turbulence with laws being overturned, modified, reinstated time and time again, creating confusion for all parties involved in the process. This leads to timeline, mental, and emotional stress.

When *DOMA* was overturned, rights for the LGB community progressed, impacted child adoption. Shortly following was North Carolina's *Public Facilities Privacy and Security Act*, reversing our direction. The 2016 United States Presidential Election results are again sending us into uncharted territory and rocky terrain. The political and legal future are unclear.

These social situations push many to question whether family or laws matter more, and at what cost. The United States has a cycle of potential LGB adopters facing discrimination due to their sexual orientation; children not receiving parents; and agencies struggling to place them with a smaller adopter pool when only adopting to couples that include a mother and father.

On a cultural level, Americans have strong views of the definition of the word family. The term nuclear family was coined in 1947, and its definition is that a family includes one mother, one father, and children. American pop culture has helped to alter this view of what a family is. We are witnessing a shift where new lifestyles are emerging more freely, and there is a greater need for acceptance.

I seek to provide people with education, a sense of belonging, and understanding during this confusing time. It is time to break down barriers, and Kin: Supporting LGB Adoptions can help.



Design a Better World

Our Visual Communications Lab fostered my understanding of how graphic design can cultivate social action, and how we can make our world a better place using our craft.

While conducting research to identify gaps where design can help, I found an article about two Russian women who wanted to adopt a child. They were unable to do so because Russian law stated that individuals who are lesbian, gay or bisexual cannot legally adopt children. The injustice appalled me. After reading this, I did some research to see what the story was in the United States of America.

I discovered that American LGB people struggle while trying to adopt children. Discrimination causes delays, processes are halted, and social stigmas surrounding the idea that children can develop “normally” in an LGB-parent household still exist.

Design has the ability to make this world a better place. Using my craft to help others is a responsibility that I take seriously. Kin can provide simplicity through the adoption process for the LGB community, one supportive resource at a time.



Deliverables Strategy Chart

	TOPIC AREA	OUTCOME	AUDIENCE	TOPIC AREA	OUTCOME	AUDIENCE
	LGB child adoption	To help the LGB community have better informed, connected, and positive journeys through the adoption process.	LGB persons who are considering, or are currently embarking on the child adoption process.	LGB child adoption	To help the LGB community have better informed, connected, and positive journeys through the adoption process.	LGB persons who are considering, or are currently embarking on the child adoption process.
INSIGHTS AND INFORMATION	There is an internet information gap. Currently, most content is available as a few pages within a larger website or part of one that is offering adoption services.	There is a strong reliance on social networking among LGB people seeking to adopt children.	LGB parents seeking to adopt find that relationships and connectivity are a necessity to gain inspiration, information, and support.	Online cannot provide access to subject matter experts, in-person networking opportunities, financial and insurance benefits planning, advice and information.	Potential adopters found more comfort and information through connecting with peers than they did searching the internet for answers.	There are a lot of variables in LGB family systems, which effect each personal adoption process differently.
STRATEGIES	Provide same-sex couples with a website dedicated solely to the LGB adoption community.	Find ways to connect the LGB child adoption community.	Provide resources that reassure and inspire parents to continue through the adoption process.	Provide a safe opportunity for prospective LGB adoptive parents to meet with professionals and other community members.	Create a sense of connection to the website community by creating a tangible deliverable for members.	Provide clear breakdowns of the steps they need to take for their personal adoption process.
DELIVERABLE DESCRTIPTIONS	Website This website will include reliable resources specifically for the LGB adoption community. It is a refuge where people can obtain information, ask questions, and discuss experiences as a way to improve adoption experiences for themselves and others. The navigation is driven by a questionnaire that shows the correct information for them, and sorts them into appropriate groups.	Website: Networking Forums, instant messaging, and private messaging will be available on the main website. Once the user has completed the questionnaire to enter the navigation, they will be presented with appropriate social groups that match their profile.	Website: Adoption Journeys Videos Using the power of the spoken word, people will share their journeys through the adoption process on the videos section of the website. Below the video will be a section for users to add visual and text information about themselves.	Meet and Greet Event An event where (potential) adopters have an opportunity to meet with vendors, agencies, community members and resources who can help them through their journey.	Magazine: Digital This magazine will include updated contact lists for adoption resources, as well as stories and articles on LGB adoption. Website visitors can subscribe to the the printed magazine or view it as an e-publication. Printed copies will be available at the Meet and Greet event.	Navigational Questionnaire Upon entering the website, the user will be prompted to answer a short questionnaire, which will drive their navigation through the site by guiding them into appropriate social groups and information.

PROCESS

I conducted research by talking to and interviewing people, scouring reliable internet resources, books, podcasts, and many other outlets. I heard their voices, listened to their needs, and dissected the gaps to come up with my deliverables.

Thesis Deliverables

Website with Social Networking

A website designed specifically for the LGB community.

- A place to form connections, relationships and gather information on up-to-date, reliable resources for positive journeys through the adoption process.
- Social networking aspect is a safe-zone where users can get information, discuss experiences, and ask questions.
- Upon entering the website, users will be prompted with a short questionnaire to drive their navigation through the site and sort users into appropriate social networking groups.

PAGES

- Home Page
- Questionnaire prompt at first visit
- Adoption Journeys Video/Personal story pages (with photo albums, biography and personal online blog) (3 pages)
- Forum Page
- Reliable Resources Page
- News page
- Interactive Map with legal/adoption information by state

Publication: Print & Digital

Website users share their story and inspire others by uploading their Adoption Journeys videos. Their video page will also include a section for users to add visual and text information about themselves. These videos will be crowdsourced, and will either be filmed or photograph compilations with dialogue. I will make one prototype video.

DESIGN DELIVERABLES

- Cover
- Adoption Resources Contact List (1 spread)
- Adoption Journey Stories (3 Spreads)
- LGB Adoption news articles regarding adoption and LGB rights (2 Spreads)
- LGB Adoption legal updates infographic (1 Spread)

Adoption Journeys Videos/Motion Graphics

Website users share their story and inspire others by uploading their Adoption Journeys videos. Their video page will also include a section for users to add visual and text information about themselves. These videos will be crowdsourced, and will either be filmed or photograph compilations with dialogue. I will make one prototype video.

PAGES

- 30s–1m adoption story videos (3 videos:1 LGB couple with two adoptive parents, 1 LGB couple with one adoptive parents, 1 Additional)
- Motion graphics element applied to each video

Meet and Greet Event

This event will act as a networking forum, providing potential and experienced adopters with an opportunity to meet with fellow community members, subject-matter experts, vendors, agencies, and resources who can help them through their journey.

PAGES

- 4 Name badges: Attendee,Press, Vendors, Staff
- 2 Signs: 1 Welcome/1 Wayfinding
- Welcome Kit: 1 Folder/1 Bag/1 Pen/1 Notebook/1 Contact Card
- Print version of digital magazine



Research



Mind Mapping

Same-Sex Couples Face Challenges When Adopting Children

At my early research stages, I explored my topic through mindmapping. The mind map was separated into five different categories: political, sociology, economic, cultural, and personal. Each category led to a plethora of answers, many overlapping into each other, providing even more answers.

POLITICAL

- Banning/Challenges
- Preservation of the typical nuclear family
- Medical rights
- Empowering society
- +/- religious groups
- Gay marriage

SOCIOLOGY

- Community support systems
- Child welfare system
- Understanding
- Selecting Parents
- Nature vs. nurture

ECONOMIC

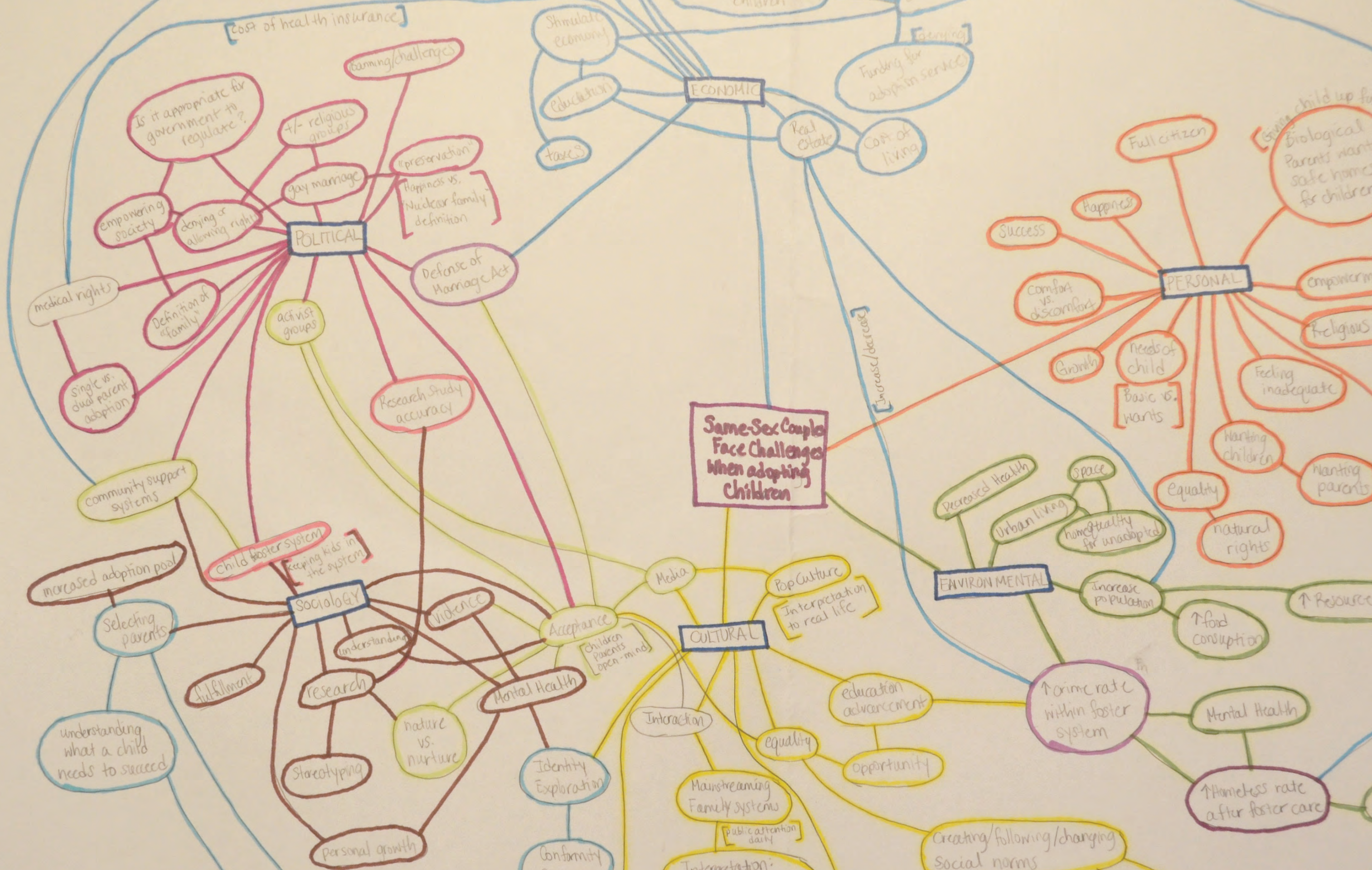
- Funding for unadopted children
- Real estate
- Taxes
- Census
- Court fees

CULTURAL

- Acceptance
- Media
- Equality
- Opportunity
- Mainstreaming family types
- Education

PERSONAL

- Natural rights
- Wanting children/wanting parents
- Need to provide
- Feeling adequate
- Child's needs



Discussion Groups

A Discussion on LGB Child Adoption

To dive into this topic, I invited a group of connections to a brunch and robust discussion on same-sex family adoption challenges.

Each participant was asked to bring with them a research study conducted on the topic of same-sex family adoption. I also requested that they bring an article they felt contained incorrect or swayed information, and/or one they felt contained correct information. Reviewing both types of articles opened doors to new conversation and healthy debate on the topic. We opened many doors and definitions of family, social action, culture, and norms.

Exercise 1

Write down the first word or thought that comes to mind when you hear the word *family*.

Exercise 2

Write down the first word or thought that comes to mind when you hear “*same-sex couples face challenges when adopting.*”



Understanding Social Movements

This issue is similar to many civil rights movements that America has seen in its history. We have seen African Americans, Asians, and women fight to gain rights, and we have seen interracial marriage become legal. In our current world, we are now seeing same-sex couples fight to adopt children in a fair environment.



Signing of the Voting Rights Act
LBJ Library photo by Yoichi Okamoto



Research Group Questions
and Answers


During our research groups, I asked my participants to answer these questions. The answers they provided were very valuable and helpful in moving to the next step.


WHAT ARE THE NEEDS OF A CHILD?

- | | | |
|---------------------------|----------------------|----------------------------|
| • Unconditional love | • Clothing | • Structure |
| • Support | • Community | • Acceptance |
| • Stability | • Role model | • Caring attention |
| • Shelter | • Attention and time | • Positive influence |
| • Healthy and stable home | • Guidance | • Freedom to make mistakes |
| • Nurturing | • Experience | • Values |
| • Food | • Legos | • Creativity |
| • Healthcare | • Money | • Structure to develop |
| • Education | • Discipline | |

WHY DO PEOPLE ADOPT CHILDREN?

- | | | |
|------------------------------|---|--|
| • Can't have their own kids | • Genetic reasons | • Age |
| • They want to help children | • Why bring another child into this world when so many need a home? | • Adopt children of people they know because bio-logical parents are unfit |
| • They want fame | | |

 Give it a try! How would you have answered?



Half a century ago, they said that kids who are raised by interracial couples would be maladjusted—just like they’re saying kids raised by same-sex parents would be—and we see now that they’re just fine. It’s kind of the same thing.”

—Seth Lerner

This matters.



402,000
children are in
foster care



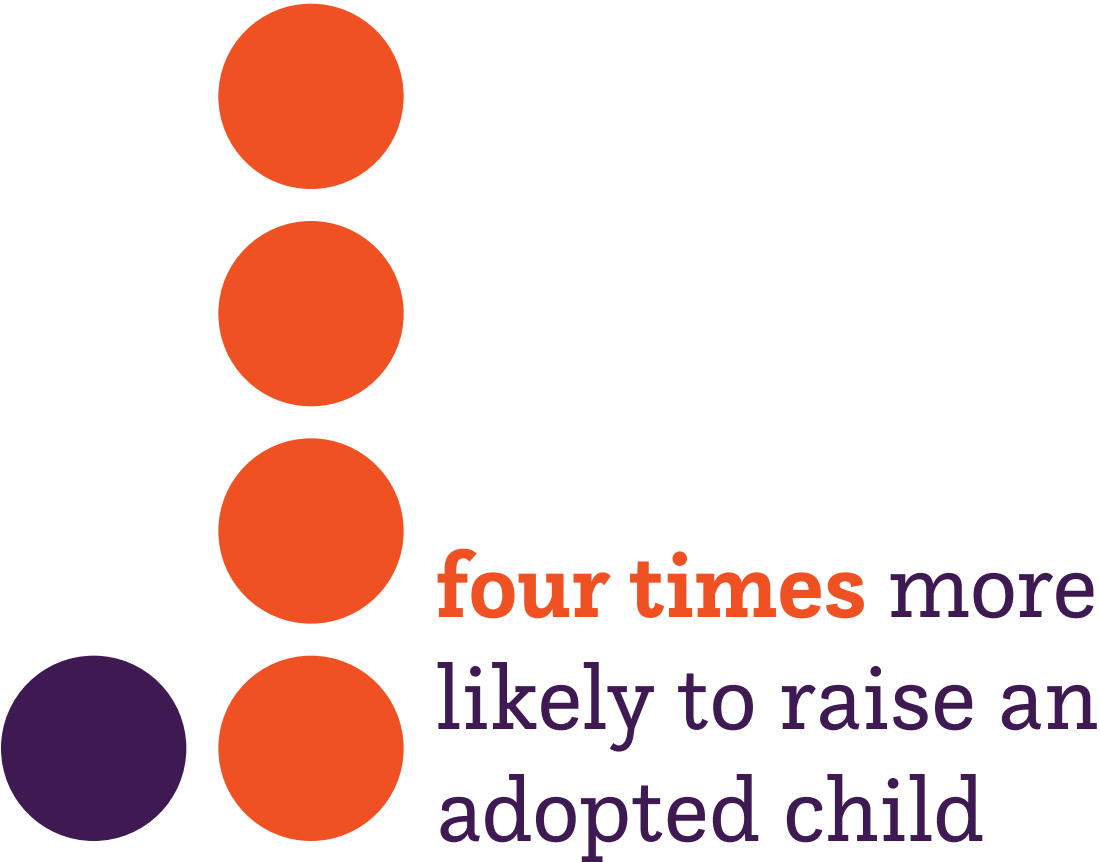
102,000
are eligible for adoption



23,000
aged-out of
adoption programs



Compared to heterosexual couples,
same-sex couples are:



LGB and LGBT Child Adoption Non-Discrimination Laws

Map data supplied by Family Equality Council. Data based on 2010 Census and analyzed by The Williams Institute. Data current as of November 22, 2016.

Types of Child Adoption in the US

FOSTER PARENT

A foster parent provides a temporary home for children until the child(ren) are adopted, placed into another foster home, or reunited with their families.

JOINT ADOPTION

Two people jointly adopt a child. All states allow married couples to petition, while only some permit unmarried partners to do so.

DOMESTIC INFANT ADOPTION

Adoption of a newborn who has not been entered into the foster care system. The newborn was born in the United States.

INTERNATIONAL CHILD ADOPTION

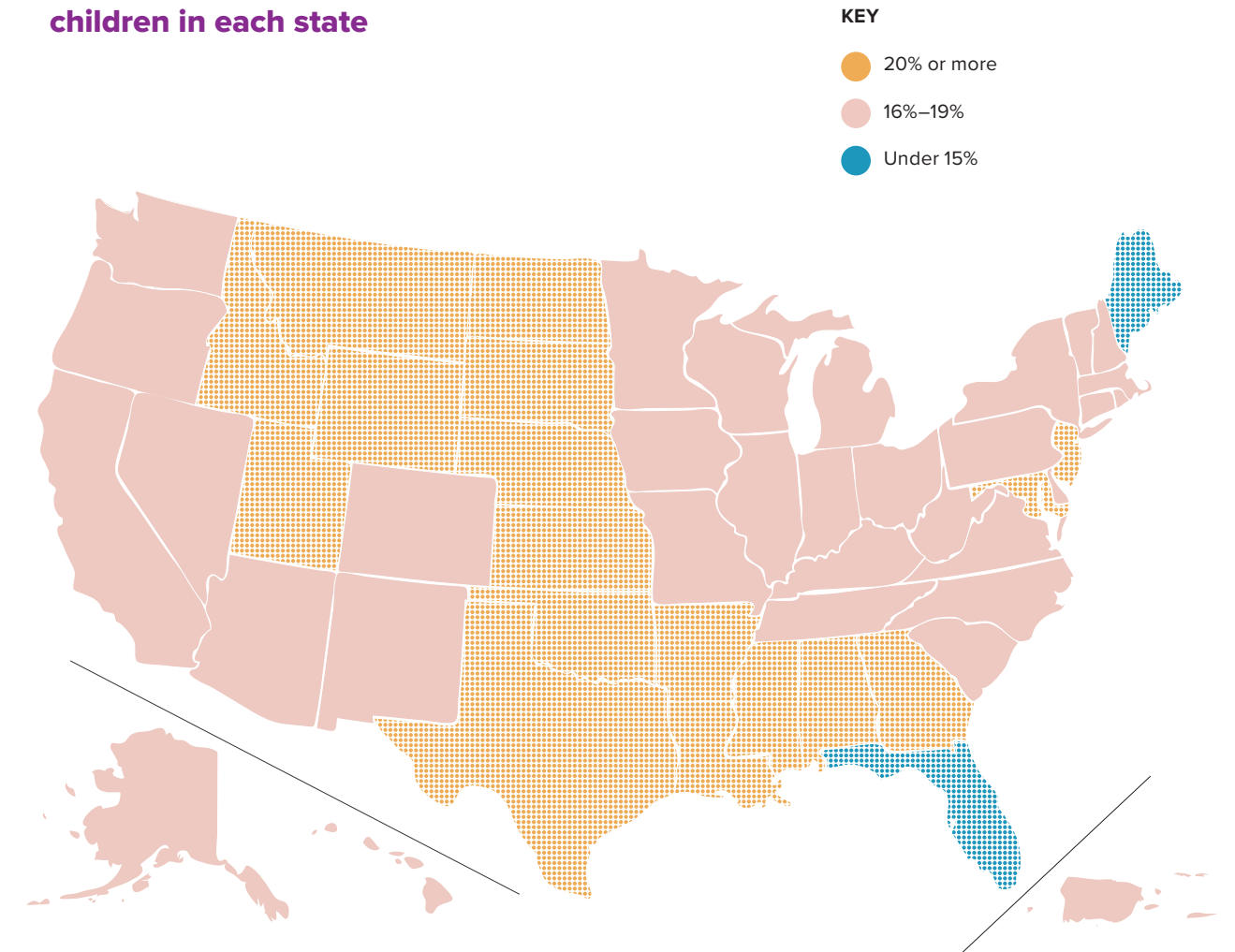
Adoption of a newborn or older child from another country.
The newborn or child was born in a country other than the US.

SECOND/STEP PARENT ADOPTION

Second Parent Adoption permits a second person to become child's legal parent. This type of adoption does not require that both parents are married.

Stepparent Adoption permits a second second person to become child's legal parent and requires that both parents are married at the time of petition and adoption.

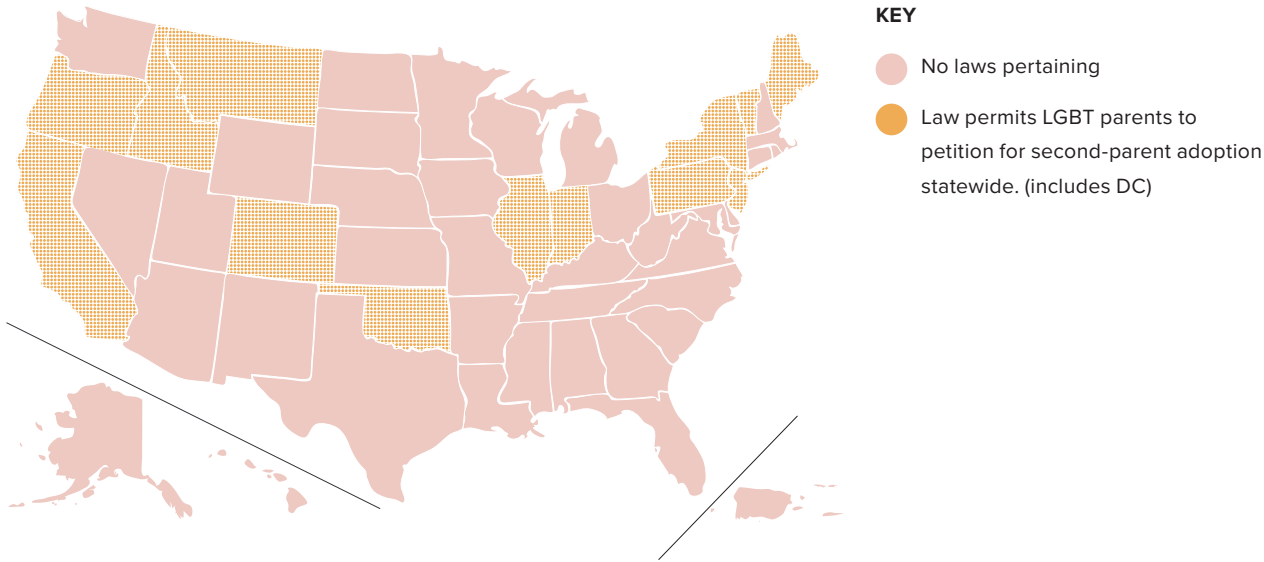
Percentage of Same-sex couples raising children in each state



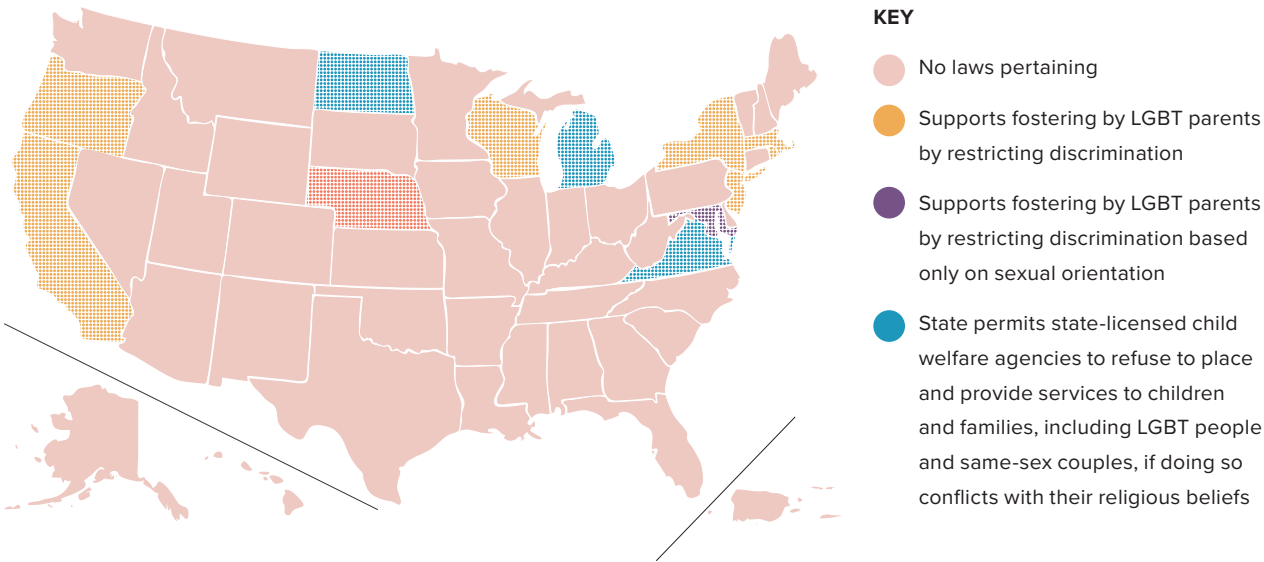
Non-Discrimination Laws

Map data supplied by Family Equality Council.
Data current as of November 22, 2016.

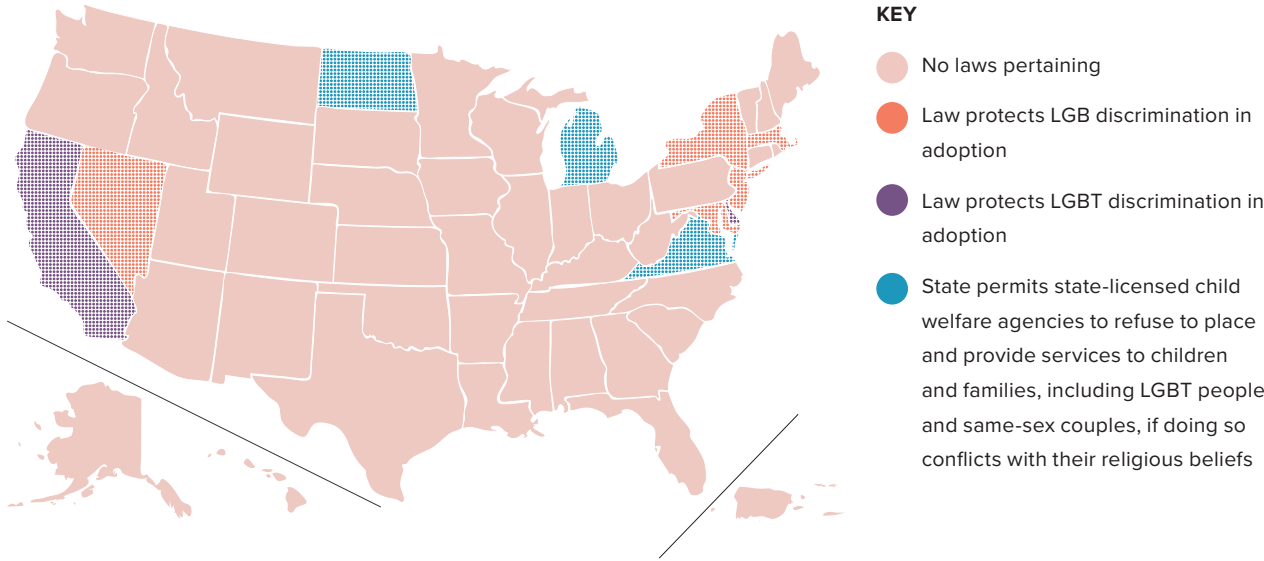
SECOND/STEPPARENT



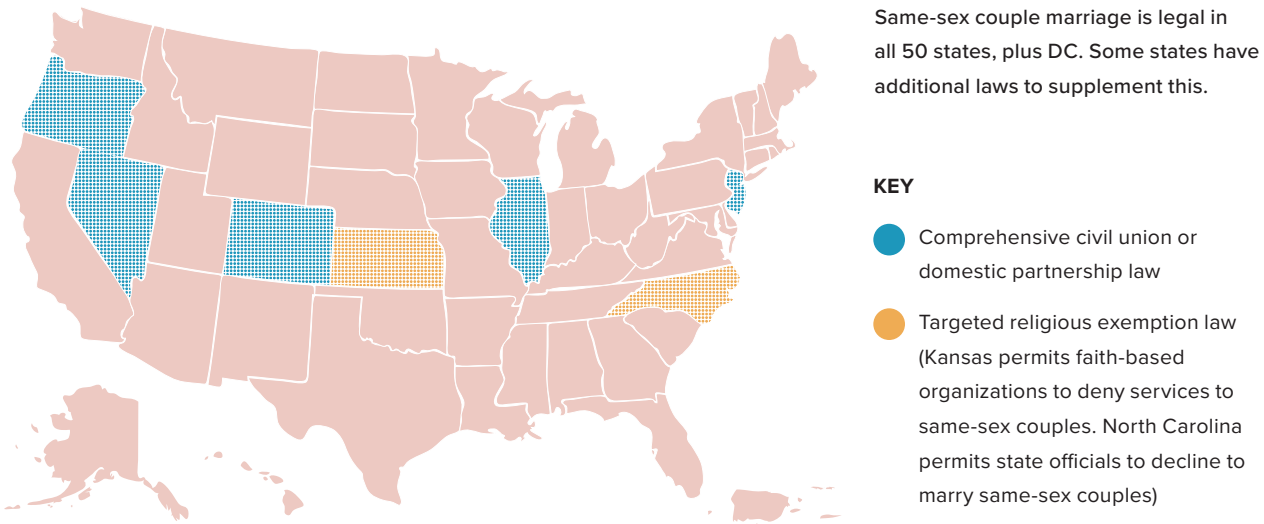
FOSTER CARE



JOINT ADOPTION



MARRIAGE AND RELATIONSHIP RECOGNITION



Development



Key Words



ILLUMINATE



ILLUMINATE

Brightened with light; intellectually or spiritually enlightened.

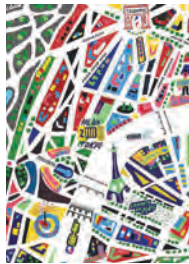
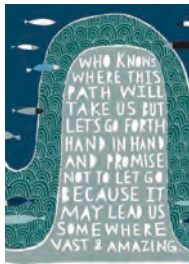
PATH

A track specially constructed for a particular use; a way of life, conduct, or thought; the continuous series of positions or configurations that can be assumed in any motion or process of change by a moving or varying system.

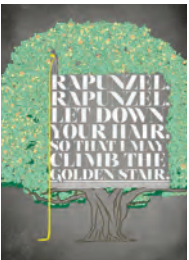
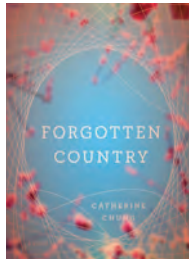
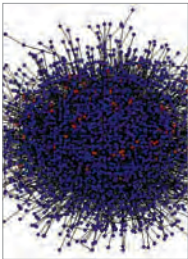
UNTANGLE

To bring out of a tangled state; disentangle; unsnarl; to straighten out or clear up (anything confused or perplexing).

Definitions from Merriam-Webster Dictionary



PATH

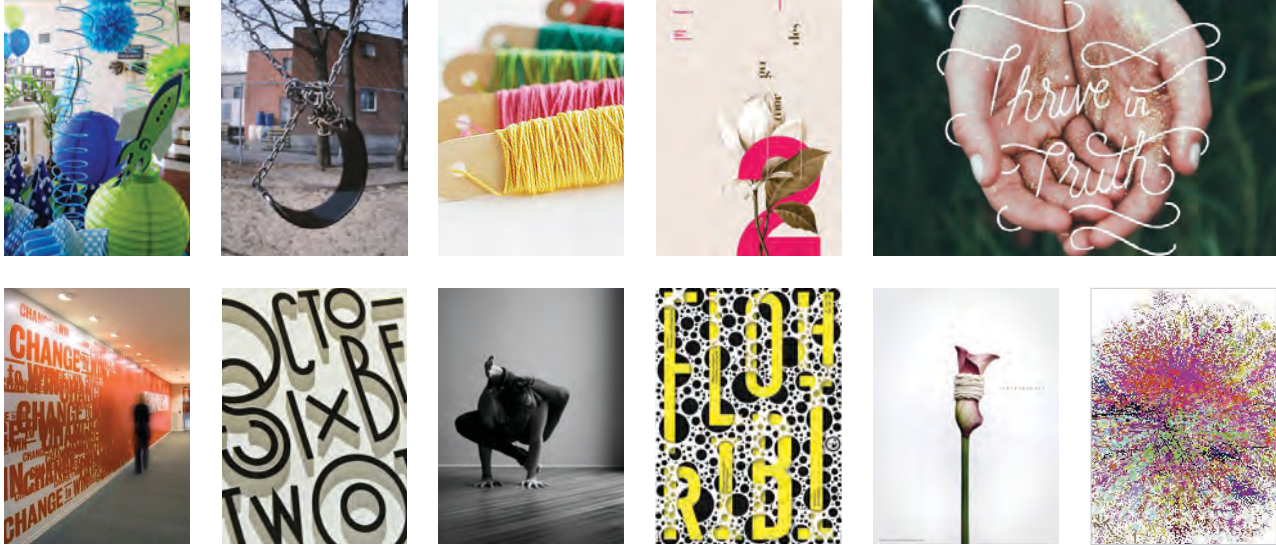


UNTANGLE

ILLUMINATE



UNTANGLE

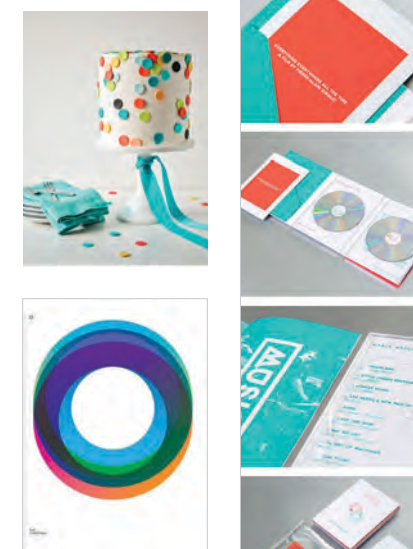
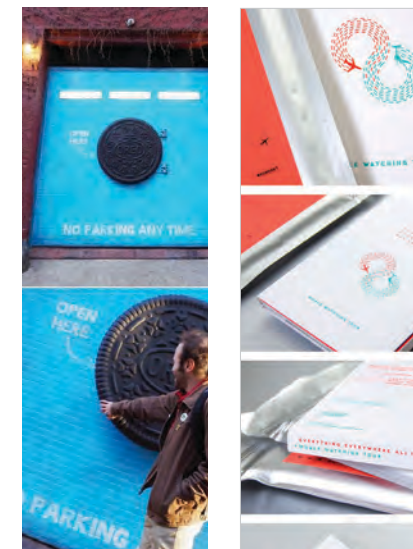
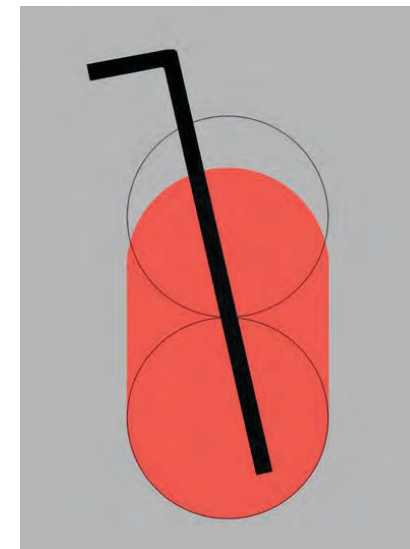
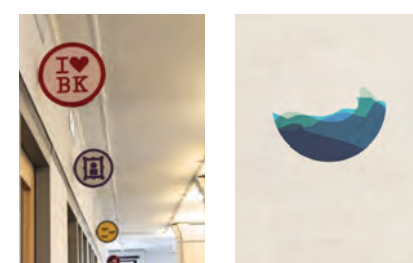
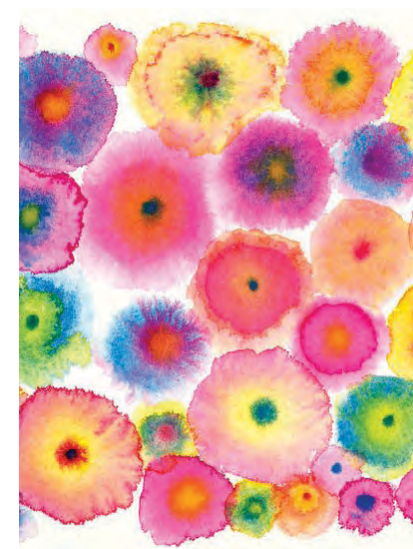
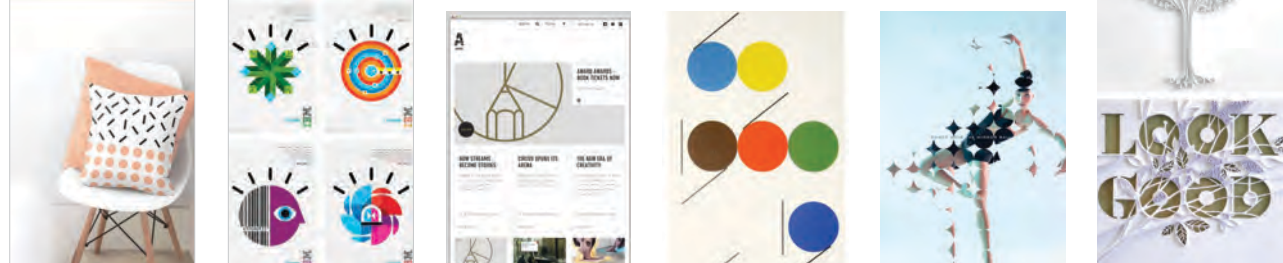


PATH



KINSPIRATION





Choosing a Name

What's in a name?

Identifying the right name for Kin was crucial. I explored numerous directions with long lists of key words, thumbing through the thesaurus, and experimented with how the name would interact as a logo.

[illegible]

A NAME-CHANGER

Kin actually started as CAP. It was decided that the project needed a new face, a new color, and a new name to help bring the Kin essence to life.

To do this, I reminded myself of both what this project is, and what the goal is.

WHAT: LGB Child Adoption

WHO: Members of the LGB community who are seeking to adopt children

GOAL: To help the LGB community have better informed, connected, and

positive journeys through the adoption process

SAMPLE OF BRAINSTORMED NAMES:

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• Smooth Paths• Sprouting Up• Simple Paths• Connecting Paths• Crossing Paths• Fostering Families• Adopting Connections• Adoption Connections• Adopting Love• Adopting through Borders• Adopting Acceptance• Embracing Connections• Adoption Journeys• Adoption Progress• Progressive Families• Family Progress• Adopt to Family• Quest to Adoption• Make You Mine• Families Together• Up Jump Spring• Up Jump Love• Springing Up Baby• Family Travels• Family Goals• Walk with Me• Lit Paths• Light my path• Lighting Paths to Family• Beacon Towards Family• Lights on Adoption• Quest for Baby | <ul style="list-style-type: none">• Adoption Quest• Path to Family• Family Ties• One Love• Gift of Love• New Day• Gift of Tomorrow• Lovingly Adopt• Forever Love• Worth the Wait• Waiting for Love• Up All Night• Choose my heart• Childhood Journeys• Love of a Child• Strength• Love Knows no Bounds• Bright Paths• Springing Up Baby• Crossing Paths• Embracing Connections• Progressive Families• Lights on Adoption• Gift of Tomorrow• Brighter Paths• Positive LGB Adoption Journeys• Positive Journeys: LGB Child Adoption• Progressive LGB Adoption Journeys• Progressive LGB Child Adoption• LGB Family Establishment• New Generations: LGB Family Adoption• Uplifted LGB Family Adoption | <ul style="list-style-type: none">• Connected LGB Adoption• Progressive LGB Family Adoption• Connected LGB Adoption Journeys• LGB Adoption Journeys• Connected Communities: LGB Child Adoption• Connected Journeys for LGB Adoption• Breakthrough Journeys: LGB Adoption• Positive Connections: LGB Adoption Journeys• Family Paths: LGB Child Adoption• LGB Adoption Journeys• LGB Family Adoption• Kaleidoscope Parents• Parenthood Pants• Parent Pants• Family Foundations• Parentaide• Kind Voices• Kind Bridges• Out and Up Adoption• Out for Kin• Out for Adoption• Colorful Parent League• Outward Adoptions• Raising with Rainbows• Adoption Solace• Outward Adoption Connections• Gay Adoption House• Gay Kin(d) Adoption |
|---|---|---|

TAGLINES

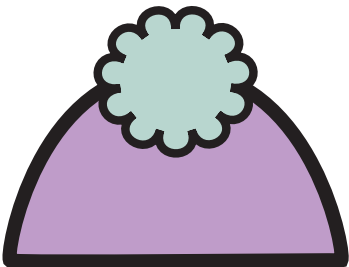
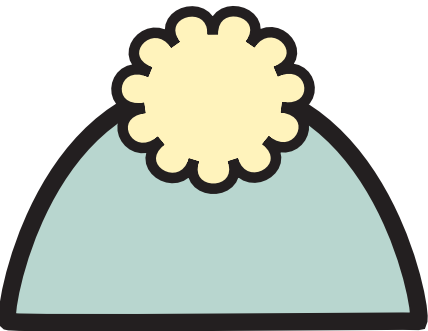
- Supporting an informed, connected LGB adoption experience
- For connected LGB adoption journey
- An encouraged, informed and connected LGB adoption experience

Evolutions and Iterations from CAP to Kin, Kin, Kin & Kin

1 • CAP: Connected Adoption Process

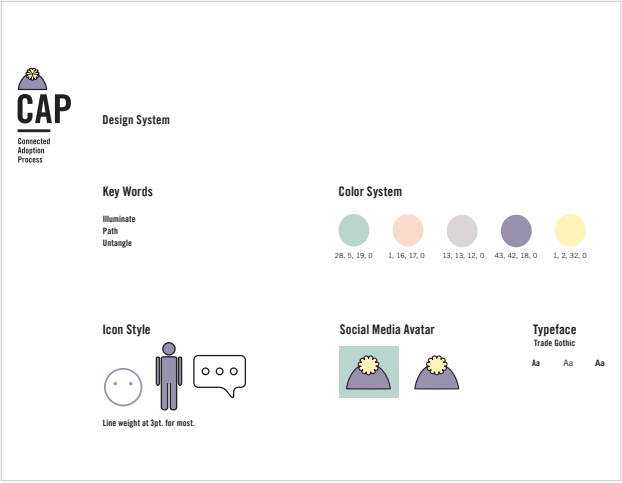
The first name for this project was CAP, which stood for Connected Adoption Process. The concept was fairly developed and carried on through the completion of my Thesis 1 course. The idea that hats could be used to hold different meanings, provide a family-friendly, and sometimes silly, quality.

I completed a logo and began a design system for this concept but after further exploration, and as I began completing pieces, it began clear that this idea was not going to work through the entire project. I went back to the drawing and began the process over again. As a designer, it is important to have the patience and ability to go back to the beginning. Sometimes, it is necessary to begin again so that the end result is as great as it could be. Ideas and design cannot be forced, and we must do what is necessary.



CAP

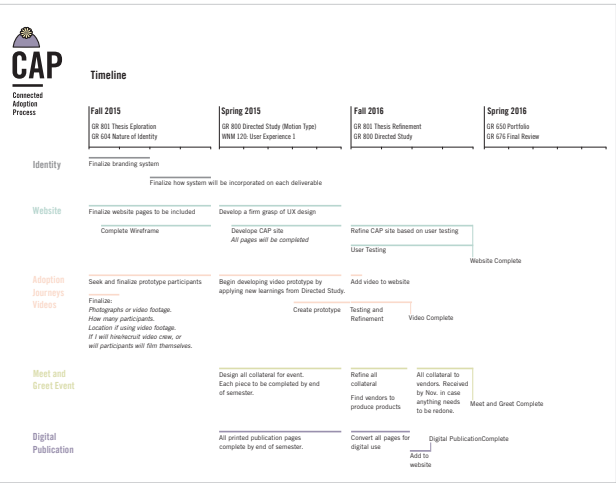
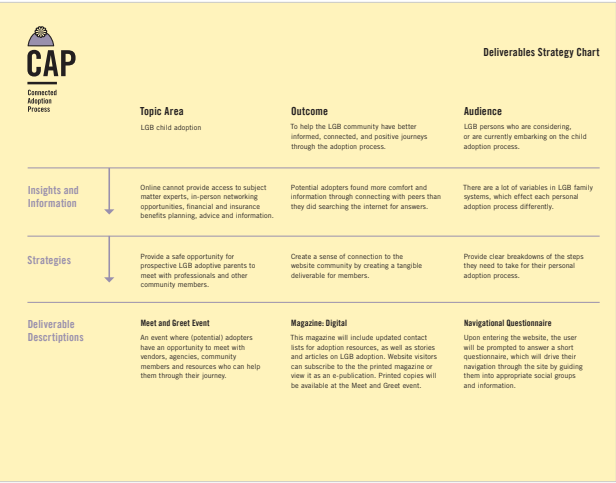
LGB Connected Adoption Process



THE FIRST DESIGN PLAN

The initial plan included hats, a muted color system, and an icon system. During this process, I learned the best way to create icons, and that was a very valuable lesson.

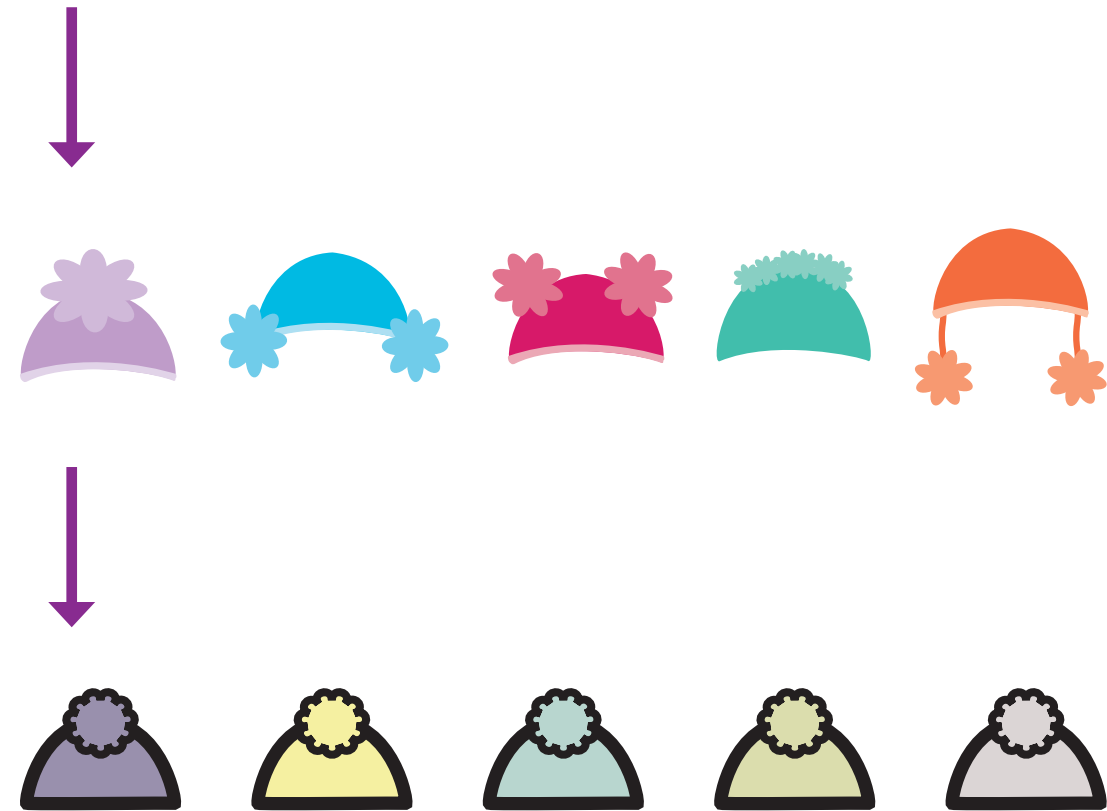
The logo is imbalanced. The hat sits nicely over the C and the A but the P is left out. The cap was not made larger because it was overwhelming to have the hat and CAP so large. However, CAP needed to be large so that the tagline would be readable.





EVOLUTION OF THE HATS

The hats went through their own evolution process. This was part of the process where I attempted to make the original concept work. To do so, I began exploring how I can better incorporate the hat concept into the rest of the brand. In these explorations, I worked with different line weights, fills, outlines, and hat styles.



2 • A Change of Scenery: Kin is born

At Kin’s core is the support of simplicity through the chaos of the adoption process. To present this, I moved to a cleaner design style and began learning how to design with a minimalist style. The main element became circles to represent the members of each family. I struggled to apply this element and often wound up with awkward designs and floating circles. The next step in my journey was to discover how these circles could have meaning. Once they had deeper meaning, I would be able to apply them in a way that made sense for both the topic and design.

LOGO

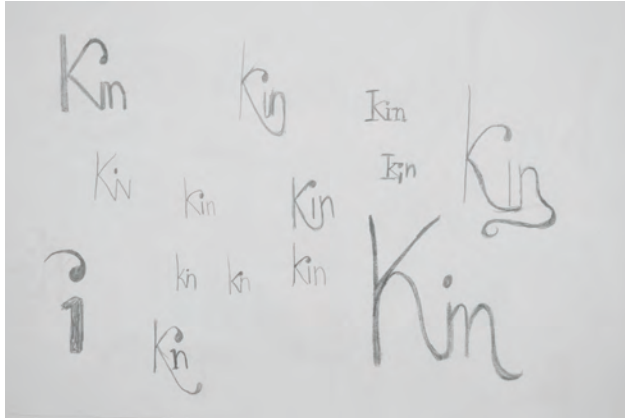
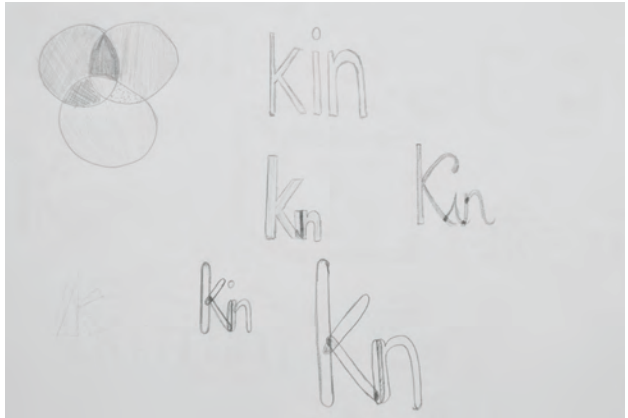
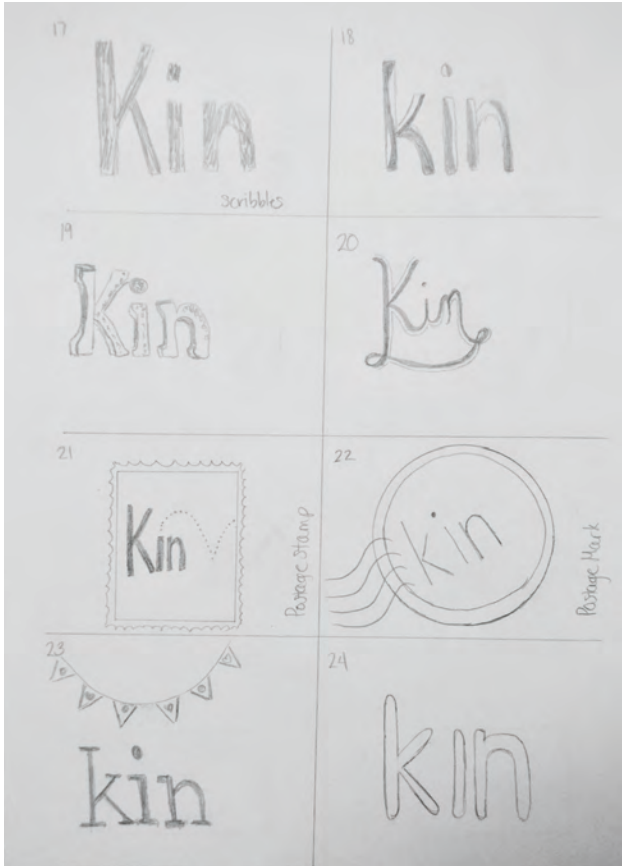
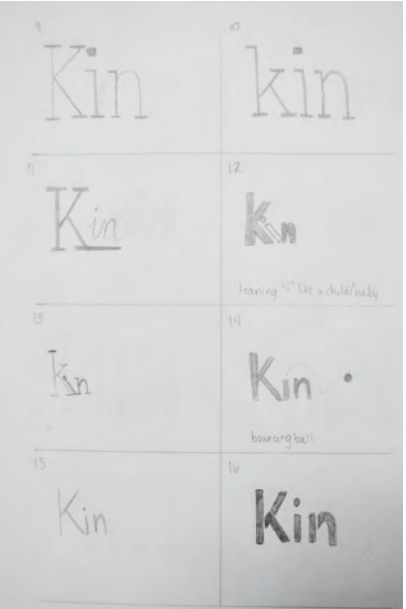
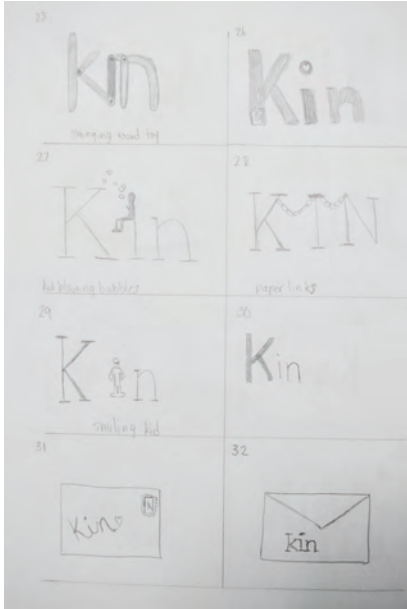
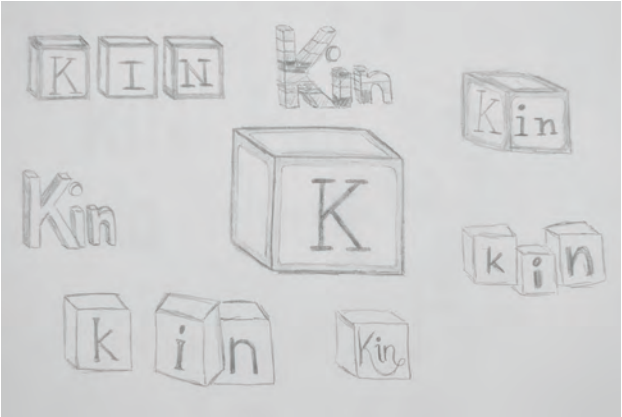
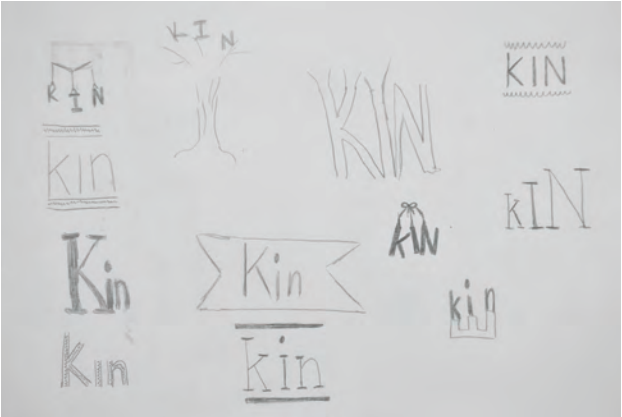
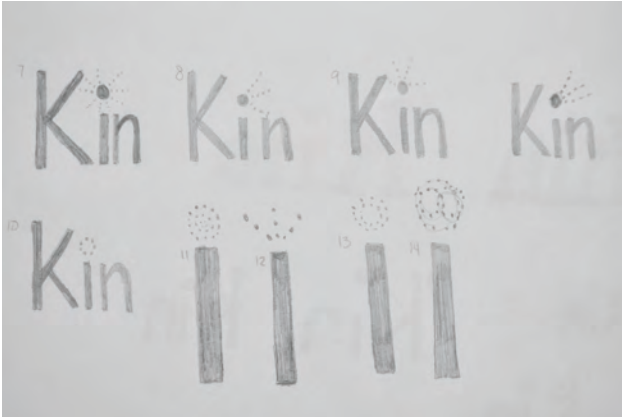
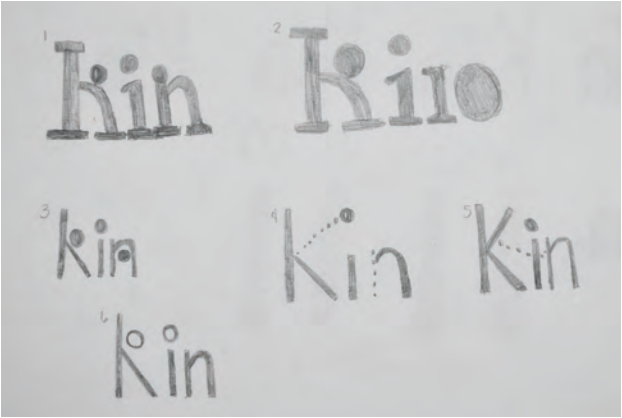


COLOR PALETTE



EVENT MATERIALS





“Identities are the beginning of everything. they are how something is recognized and understood. What could be better than that?”
—Paula Scher





3 • Merging Colors

In Thesis 2, my project underwent even more changes. I strived to find meaning for the colors and dots. I ended the semester with a new visual system, and new goals.

LOGO

SETTING ONE



SETTING TWO



IMAGERY

COLOR PHOTOGRAPHS



DESIGN ELEMENT MEASUREMENT SYSTEM



Dots will always be scaled in multiples of 25% of the size of the dot in the logo.
Example: Logo dot is 10pt, design dot will be 25% larger at 12.5pt, or 50% larger at 20pt, etc.

COLORS

LOGO



PANTONE 254 C

SECONDARY



PANTONE CG 8 C



PANTONE 7702



96, 91, 0, 0

THE DOT

The dot is used for informational purposes. Ex/pink dots and blue dots will be used in the badge to reinforce information for the user.

DOT MEANING



TYPEFACE

LOGO

AVENIR LT STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PRIMARY TYPEFACE

MRS EAVES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SECONDARY TYPEFACE

MR EAVES SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOR
BLOCKING



PANTONE 254 C



PANTONE CG 8 C



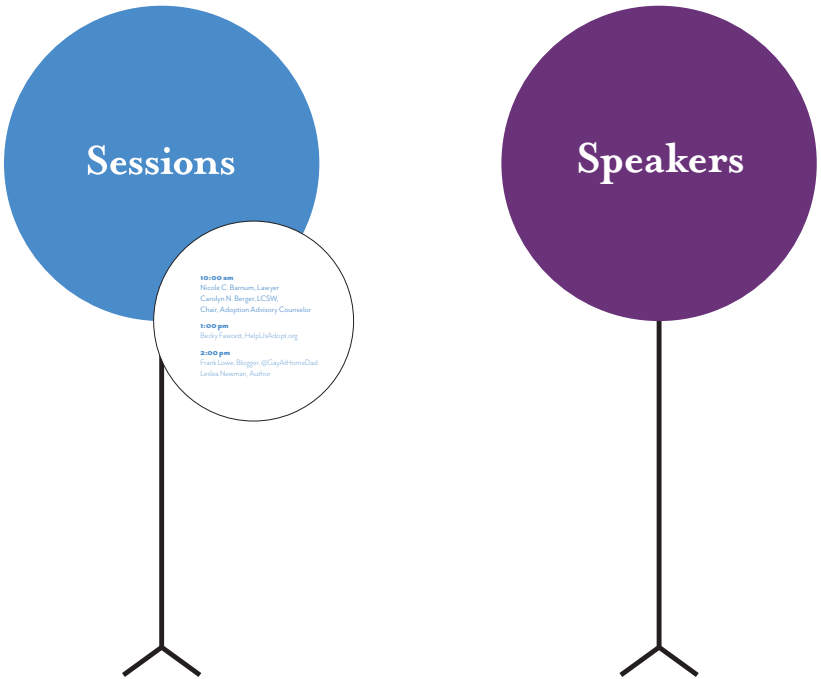
PANTONE 7702



96, 91, 0, 0

Using these colors, large blocks of color may be added to collateral.
For an example, please see the wayfinding, notebook, and folder.

EVENT MATERIALS



Signage



Tote Bag



Name _____

Email _____

Phone _____

Stage _____

Information _____

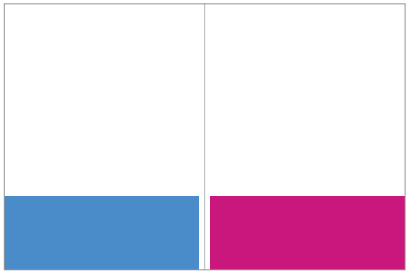
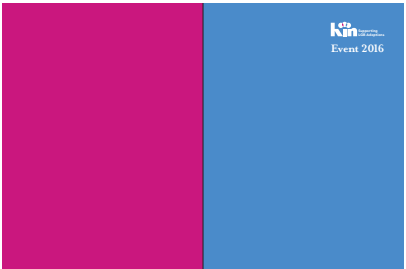


Contact Card System:

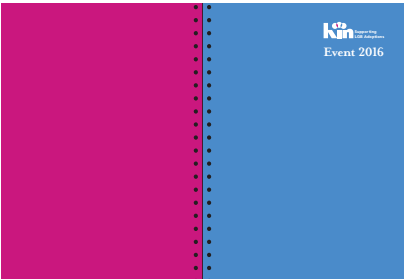
These cards come on a perforated sheet and are the size of a business card. Attendees can fill in their information and pass them out to people they meet at the event.



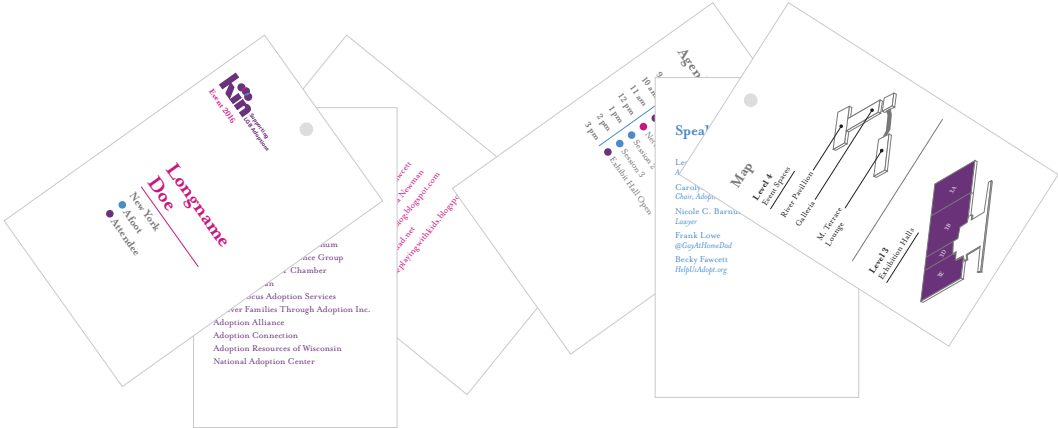
Folder



The color concept was that blue and pink make purple. One side would be pink, the other side blue, and this would combine to be the color of the logo.



Notebook



Badge System:

Multi-page badge. Each page contains information they need for the event and hangs on a lanyard.

Contents: Name, agenda, sponsor list, speaker list, social media information, event space map



4 • Reinventing the Original Kin

The third iteration of Kin didn't quite work out but that's okay! You never know unless you try, right? Well, I tried. Sometimes you need to take some steps back to move forward, and that is exactly what happened.

I moved to a single-color logo, which expresses the simplicity throughout the chaos in the world of child adoption for the LGB community, and used a sunny melon color to add brightness to any troubles that may be endured.



Bree

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



R244/G125/B97 #F47D61 C0/M64/Y62/K0



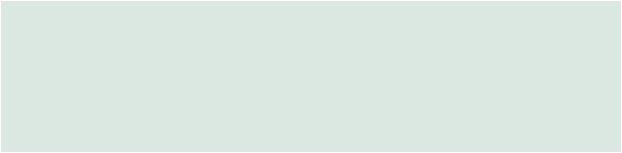
R118/G82/B133 #765285 C62/M77/Y22/K4



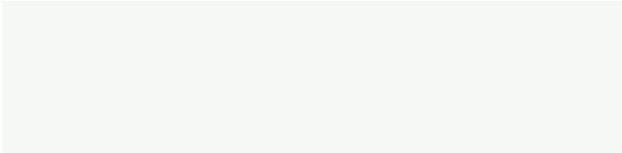
R236/G199/B192 #ECC7C0 C5/M23/Y18/K0



R239/G170/B82 #EFAA52 C5/M36/Y77/K0



R236/G199/B192 #ECC7C0 C5/M23/Y18/K0



R245/G247/B244 #F5F7F4 C3/M1/Y3/K0



R31/G150/B186 #2096BB C78/M26/Y17/K0



R50/G51/B57 #323339 C73/M66/Y57/K55



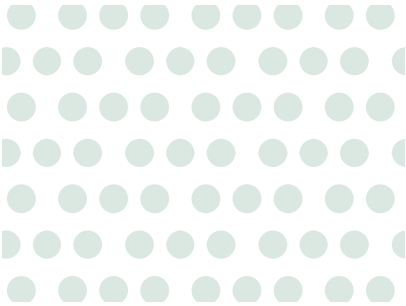
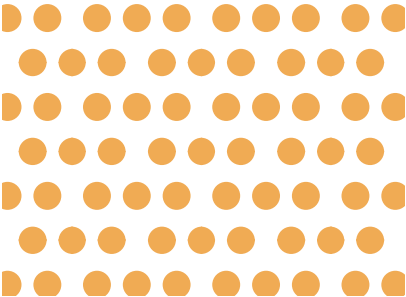
R52/G27/B76 #341B4C C88/M99/Y38/K38

PHOTOGRAPHIC STYLE

Photographs are warm, family-centered, and candid.
Photo courtesy of The New York Times



PATTERNS AND ARTWORK



Connectors:

The bar colors create the color of the connector, signifying the different people coming together to create a family.

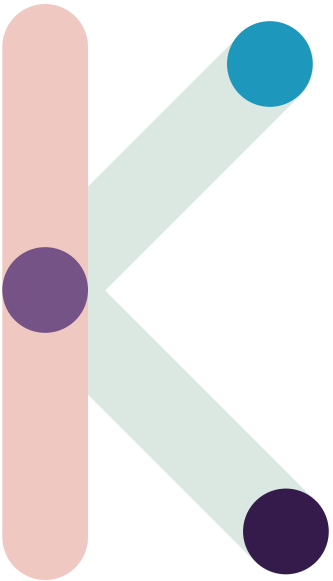
The K connector is the same concept, in the shape of “K” for Kin. Both the standard connector and the K connector can be applied abstractly. The connector dots on the arms of the K (only) may be changed based on page layout and color usage.

Patterns:

I extracted the 3 dots from the logo, and left 50% extra space between each set to make a pattern.

Balloons:

Balloons hold wishes, possibilities and dreams. Their structure, while fragile, is also strong. Combined with the silhouette of a child holding a house in which the balloons are coming out of is symbolic of everything a balloon can hold in relation to one’s life.



Deliverables: Event Materials

Badges



Hanging banners

24x72” to hang from ceiling in rotunda



name badges

3.25X5 Fan-out badge system with grommet and lanyard
Badge doubles as an event information booklet, with all of the information condensed to fit around the attendees neck.
To keep the badge light, all information was fit onto three cards.

Card 1 Front: Name/State/Adoption Stage/Attendee
Card 1 Back: Social Media

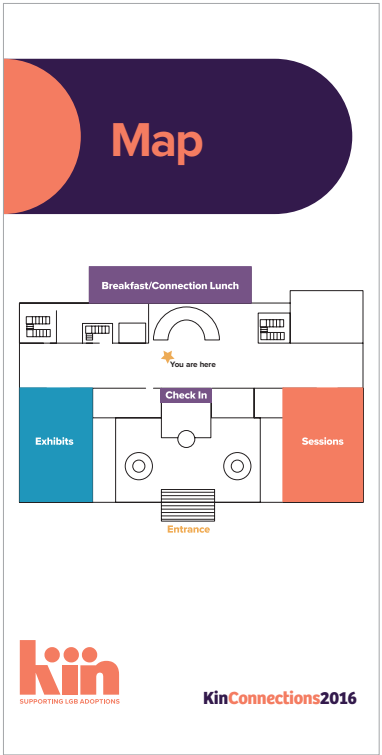
Card 2 Front: Agenda
Card 2 Back: Speakers List

Card 3 Front: Exhibit List
Card 3 Back: Map





Welcome Banner and Map
36x72" standing banner to place
next to registration desk



Notebook



Folder



Pen



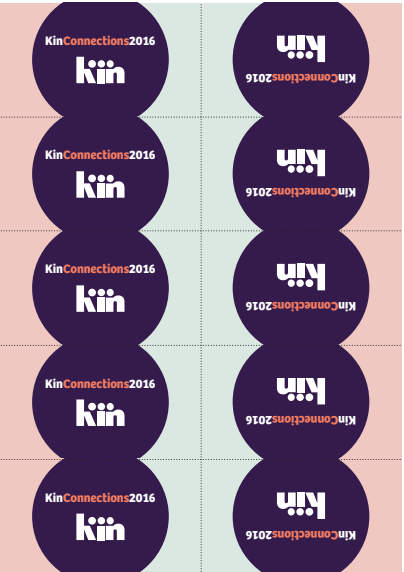
Bag



Water Bottle



Contact cards



An 8x10.5 perforated sheet of cards is given to each attendee so that they may collect and provide contact information to fellow attendees. They are provided on a perforated sheet for easier carrying purposes, and so that staff can fit them into the folder.

Card size: 3.5x2" (standard business card size)

MOTION GRAPHIC

<https://vimeo.com/167205249>

- Logo appears without tagline.
Dots are separated on bottom right.
- Dots “ping pong” into their place on top of logo with light sound effects.
- Tagline fades in
- Fades to white with sound of child laughing

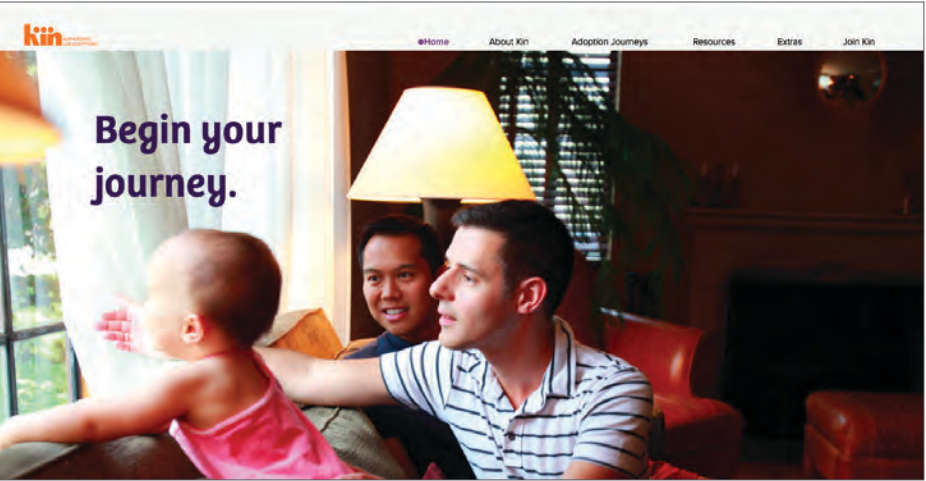


PUBLICATION

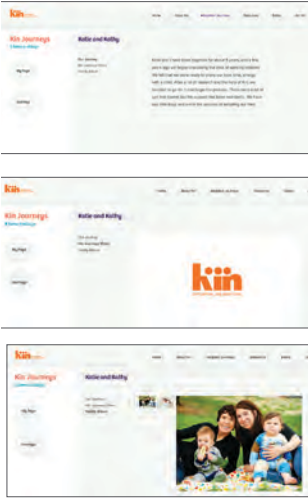
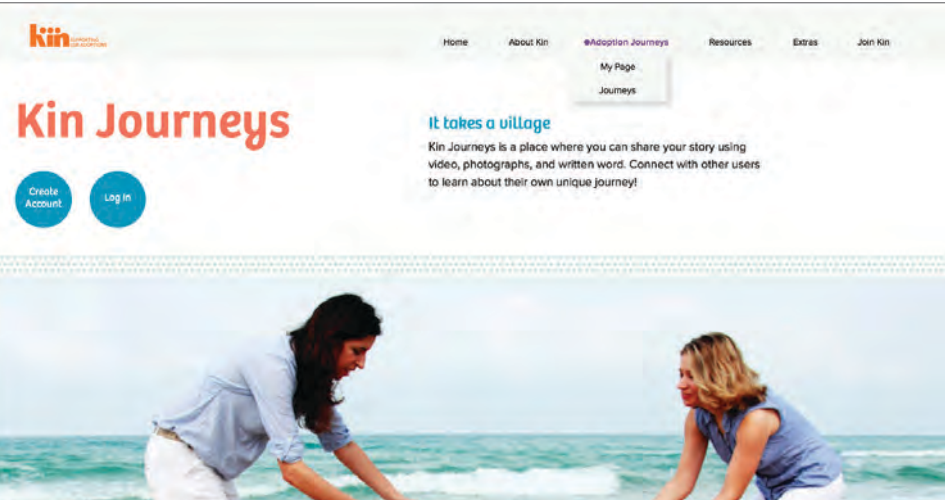


WEBSITE

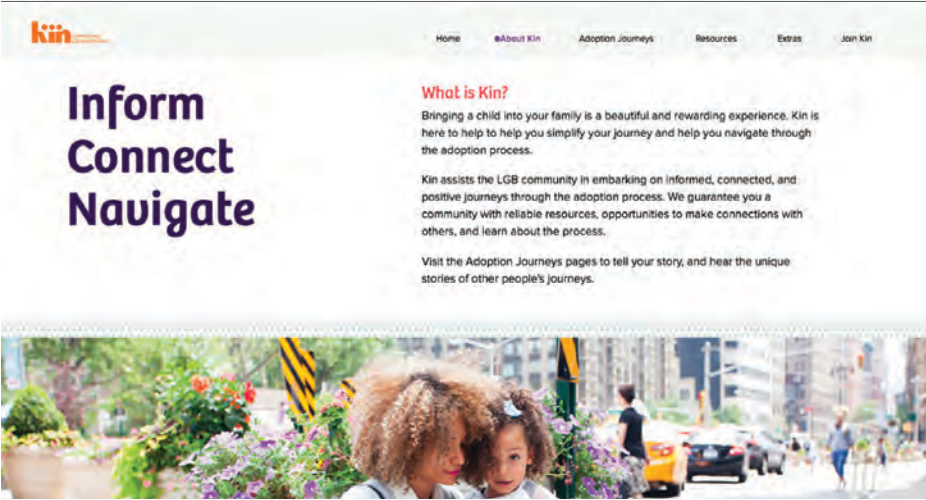
Homepage



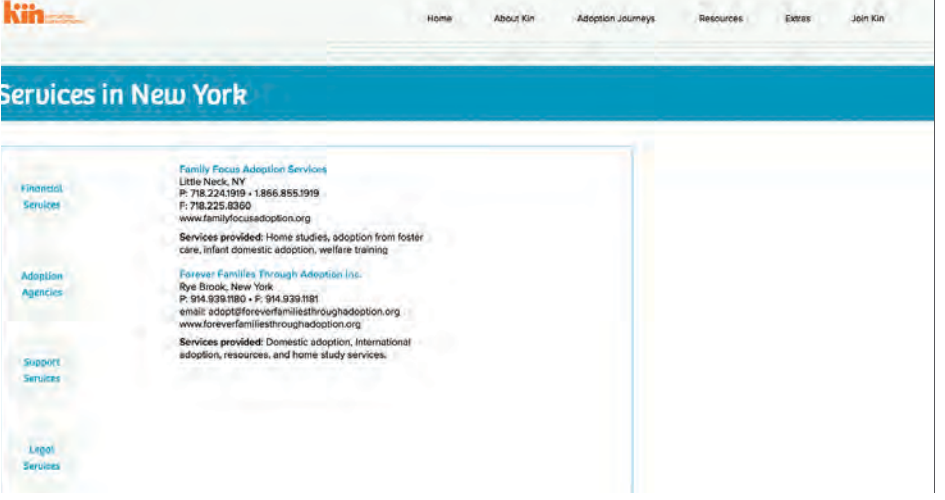
Adoption Journeys



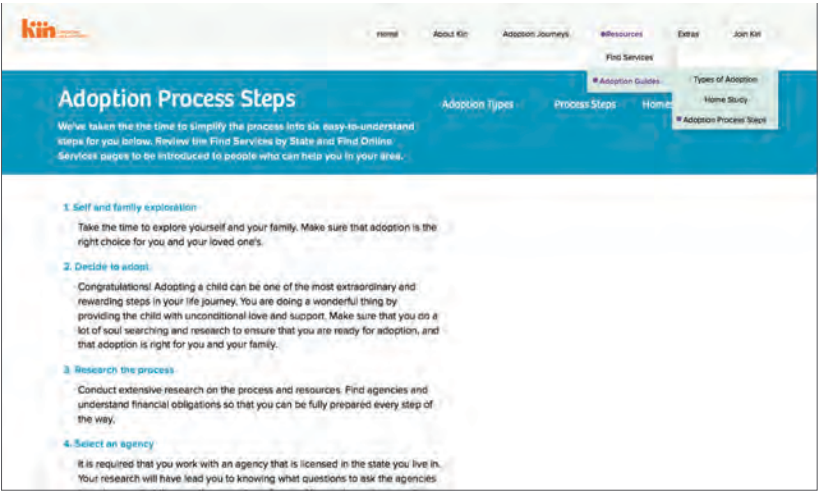
About Kin



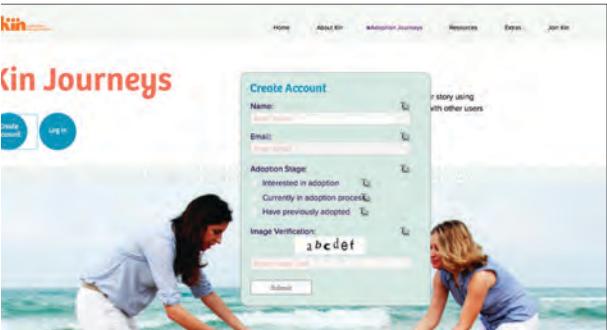
Adoption Resources



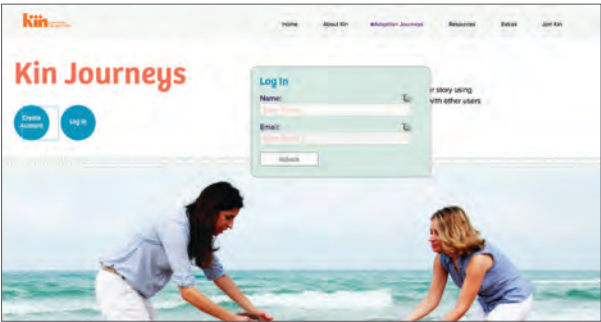
Adoption Process Steps



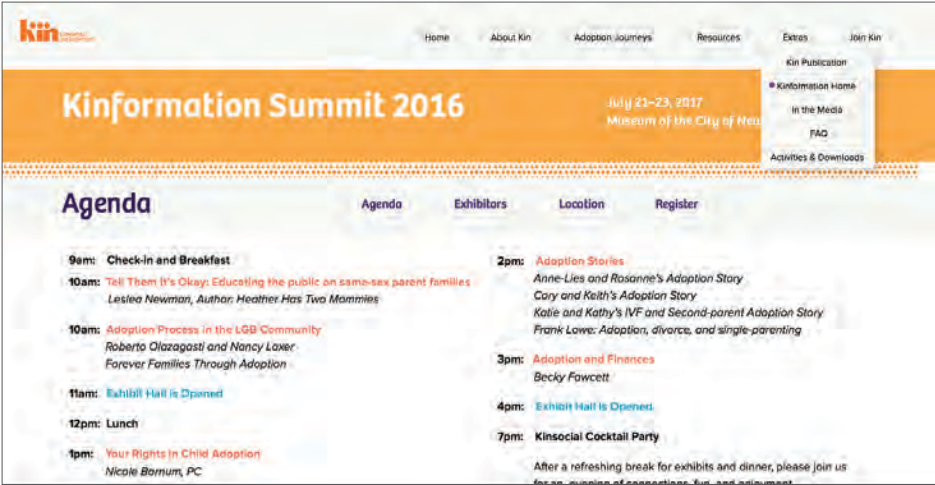
Create an Account



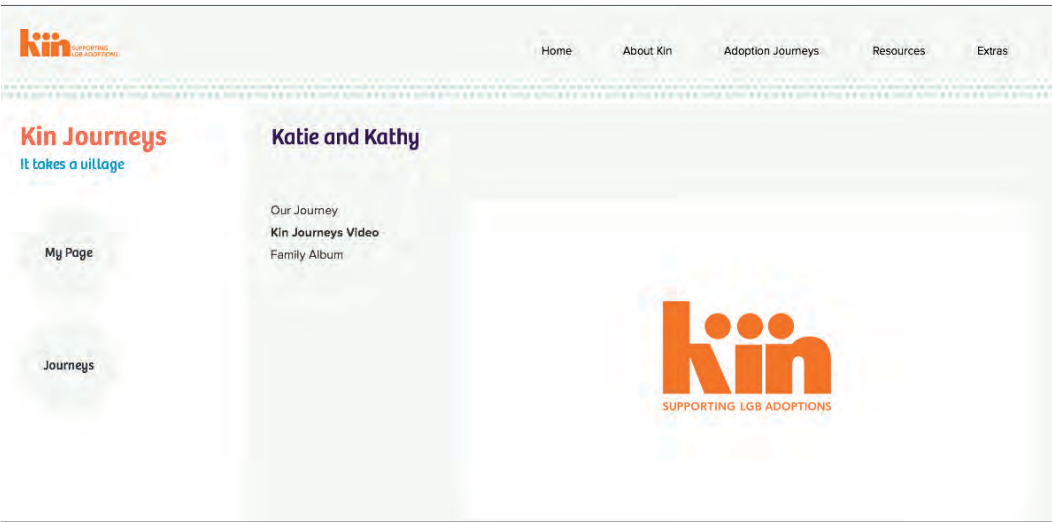
Log In



Kinconnections 2016 Event Information



Adoption Journeys Videos



Website User-Testing

My user-testing was very fruitful, eye-opening, and confirmative. The premise of the project excited them and they were very enthusiastic about participating.

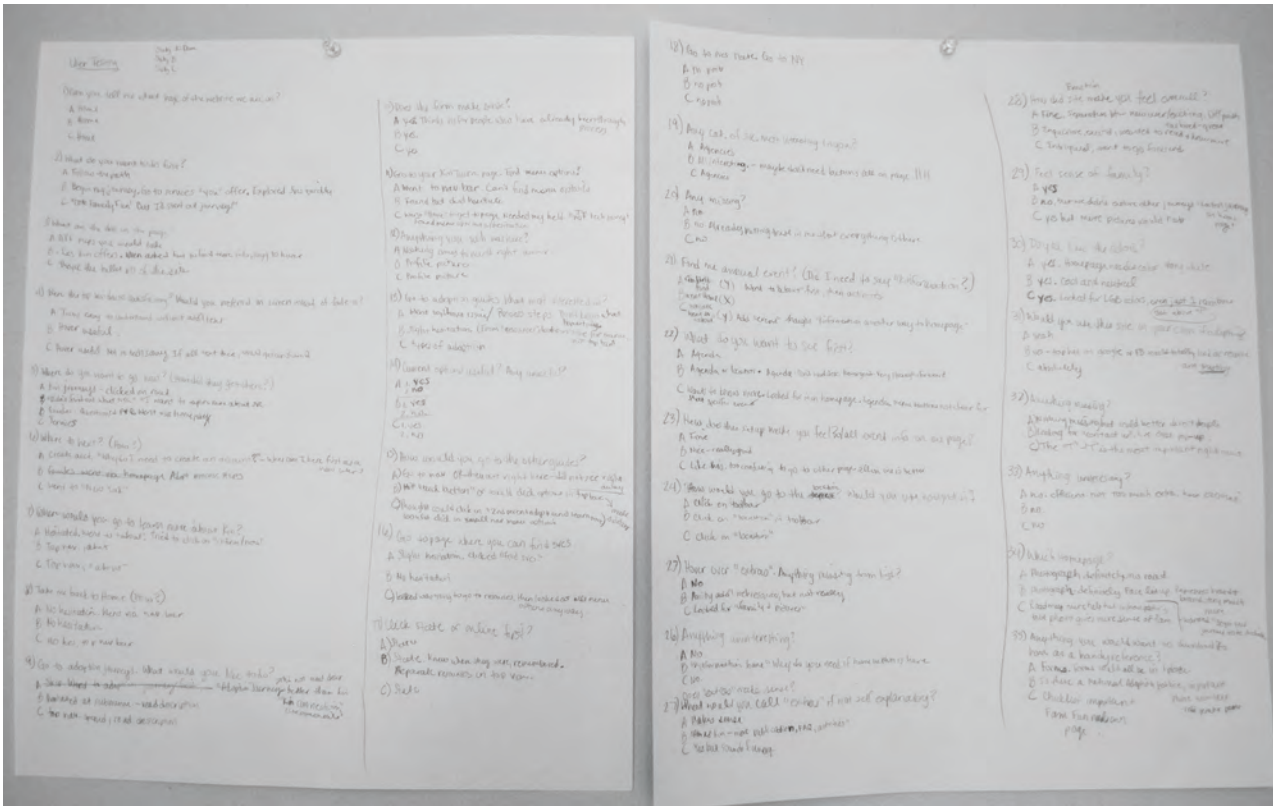
I used QuickTime audio recording to record the user sessions so that I could listen to them after we were finished.

Overall, the site was very well received. The navigation needs improvement. There are some places where there is too much navigation on a page and I noticed them hesitating to follow my requests.

There were some notable highlights of the testing. The users were excited over the roadmap and how it leads to “Family Fun” at the end. I heard the word “trust” a lot. The users stated that they are trusting me to provide

them with everything they need to get through the process so that they don’t need to go anywhere else. I was enlightened of how un-user friendly and how difficult it was to understand the Kin Journeys website. I need to better create two different paths for the new user and the existing user. The users also had difficulty locating the Kininformation event pages.

The website evoked a feeling of family. Other main reactions to the site are feeling intrigued, inquisitive, excited, and wanting to know more about how to navigate through their journeys.



Jacques Dominic Finn | Astoria, NY
Director at Lotte New York Palace
In a relationship | Homosexual
Interested in adoption



Jay Roth | Astoria, NY
LPN at Callen-Lorde Community Health Center
In a relationship | Homosexual
Interested in adoption



AJ Tkaczuk | New York, NY
Director of Technology, Company Married | Homosexual
Interested in adoption

QUESTIONS:

1. Can you tell me what page of the website we are on right now?

2. What do you want to do first?

3. What are those dots on the page?

4. Were the tip windows satisfactory? Would you have preferred to see them on the screen when it opened?

5. Where do you want to go first? Why? Go there. (did they have trouble?.

6. Where do you want to go second? Why? Go there. (did they have trouble?.

7. Go somewhere that would tell you more about what Kin is.

8. Take me back to the home page. (how did they try to get there, and did they have trouble?.

9. Please take me to the adoption journeys

10. What would you like to do?

11. Does the form make sense to you?
12. Go to your Kin Journeys page. Can you find the menu options within this section?

13. Is there anything you wish was here?

14. Please go to the adoption guides.

15. What guides are you most interested in?

16. Do you find the current options useful? Are any of them not useful?

17. How would you go to the other guides within this submenu?

18. Can you please go to the page where you would find services to help you out?

19. Would you click on “by state” or “online” first?

20. Go to “services by state. Can you please go to New York services?

21. Is there any category of service options that you think is missing?

22. Can you please find me the annual event? Can you please click on “Kininformation”?
23. What do you want to see first?

24. How does this setup make you feel, with all of the event information on a single page? Is there an easy way to jump to the different event topics on this page?

25. Please hover over the “extras” menu item. Is there anything on this submenu list that you think is missing?

26. How did the website make you feel overall?

27. Did you feel a sense of family?

28. Would you find the site helpful if you were going to use it for information to adopt a child?

29. Is anything missing from the website?

30. Is anything there that you don’t think is necessary?

31. Which home page do you prefer?

RESULTS

WHAT THE USERS WANTED TO DO FIRST:

Users want to “begin my journey”.

TOP PAGES USERS WANTED TO VISIT:

Kin Journeys • Services • Guides • Adoption Process Steps

KIN JOURNEYS:

- This page was not easy to locate from within the site.
- Confusion between “My Page” and “Journeys” terminology (Fig 1.1)
- Kin Journey isn’t missing any options: Our story, video, photo album
- Having two different menu options next to each other is confusing (Fig 1.2)
- Would like to see a profile picture

USER GUIDES:

- Users did not know what a Homestudy is.
- Having sub-menu options available in header is handy. Another option is a sidebar navigation. (Fig 1.3)
- One user thought he could click on “Second Parent Adoption” to learn even more about the topic while visiting the “Types of Adoption” page. The site does not currently have this capability.
- While “legal services” is an option under “services,” user suggested including a “your rights: cheat sheet under the “guides”.

RESOURCES/SERVICES:

- All primarily interested in “state” services information, and less interested in online services.
- Agencies was most interesting to the users
- Perhaps a page for each service is not necessary. Might be better to have all services in columns on a single page.
- No service options were missing

KINFORMATION 2016 EVENT:

- Navigation menu needs to include the word “event” next to Kininformation, as it was misunderstood that “Kininformation” is more information about the organization, and an extension of the “About” page.
- All wanted to see the event agenda page before the other’s.
- All users prefer that the event information is on a single page as-is, and not on separate pages.
- All users appreciate having the ability to jump around the page using the sub-menu options (Fig 1.4))

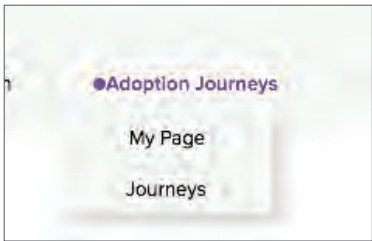


Fig. 1.1



Fig. 1.2



Fig. 1.3



Fig. 1.4

NAVIGATION MENU:

- Publication and Kinformation Event options should be moved under “about,” which was their original location.
- Easy to understand where they are in the site due to the dot and change of text color and weight.
- Looking for a “contact us” option.

HOW THE SITE MADE THEM FEEL:

- Inquisitive
- Excited
- Wanting to know more about their adoption options
- More family images would provide a greater sense of “family”.
- LGBT colors should be somewhere on the site
- Users like the current color palette

THINGS THAT ARE MISSING:

- Live chat or question submission
- A more clear differentiation in path for new users and users who already have Kin accounts.

HOMEPAGE:

- The homepage with the photograph was the winner.
- Users don’t want to lose the roadmap because it is a helpful tool. It should be incorporated into the site.
- Adding Kin Journeys visible on the homepage would evoke a sense of community from the beginning.

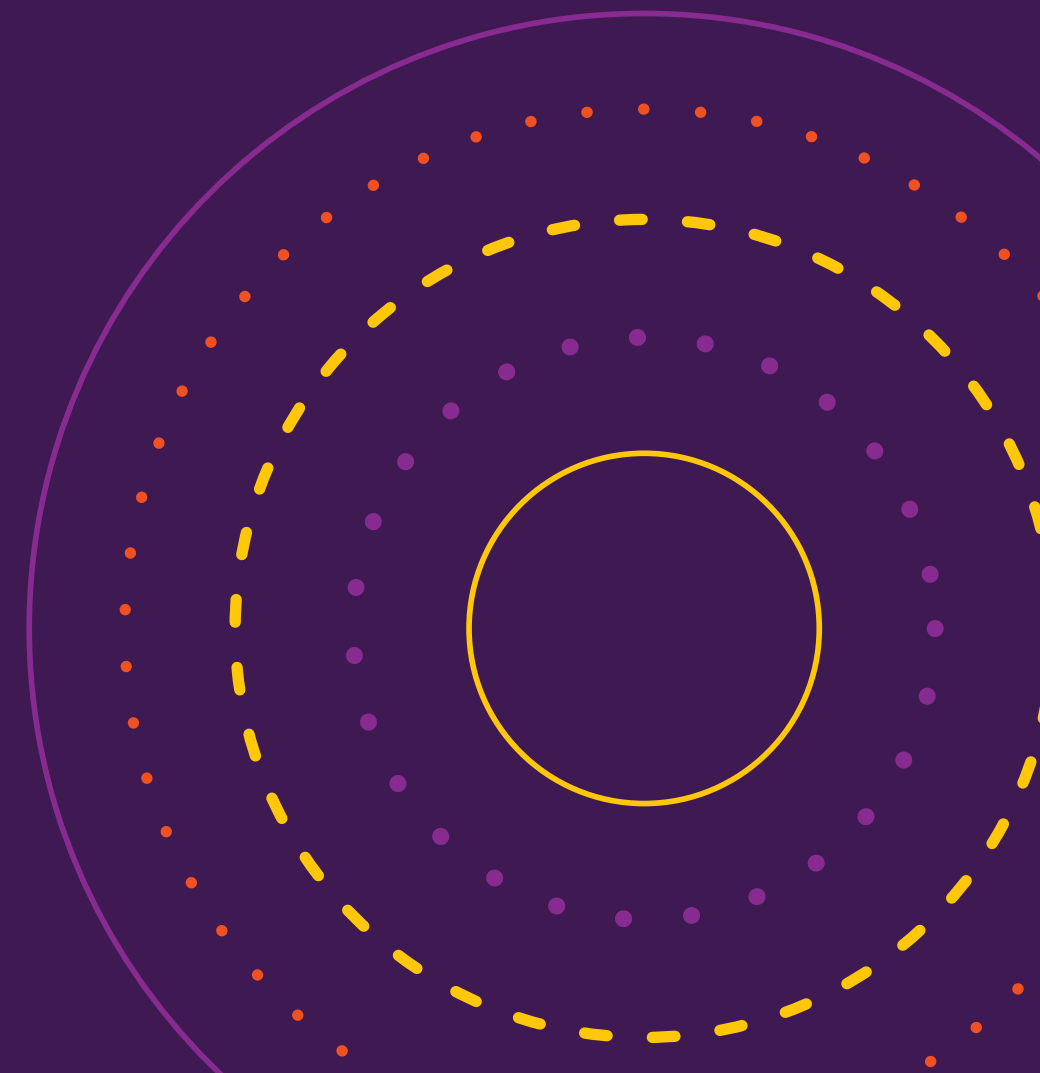
DOCUMENT DOWNLOAD OPTIONS:

- User would want to download all of their adoption forms on the Kin site instead of their agency site so that everything is in one place.
- Would like a downloadable list of important phone numbers.
- Checklist option is extremely useful.

FAMILY FUN:

User were very excited about a family fun and activities page.

Application



Visual System

This new visual system re-invents Kin. The colors have become more vibrant shades, and the idea of using silhouettes was changed from a single child being on their own to many people coming together as a family. The silhouettes have a more positive air about them, as well.

The addition of the circle layers provide an opportunity to have a design element that can be constructed and reconstructed, per the review board's suggestion during my previous Final Review presentation. The layered circles visually represent the many layers of family, the adoption process, and who people as individuals by using multiple sizes, colors, and weights.



We are all different but we are all here—together.

The Kin logo is bold and clean. The clean style represents the adoption process when assisted by Kin—simplified. The three dots represent a family. Due to the dots representing people, I was careful to select a gender-neutral and racially-neutral color so that everyone could feel included. This is especially important in today’s political climate.

DISPLAY TYPE ONLY/KARMINA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

EVERYTHING ELSE/PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

USED SPARINGLY TO ADD SOME ZEST/QUESTA SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Other families: typefaces

These typefaces have been selected for their simple, yet playful strokes. They have also been selected because they all utilize a round dot above the lowercase “i” and “j”, rather than a square. A goal is to maintain the circle theme from every aspect of the visual system. Each typeface also has many weights, allowing for versatility.

Karmina is to be used only for headlines, as it does not do well at text sizes. Proxima Nova can be used for subheadings and body copy. Questa should be used sparingly when additional versatility is needed (ex/magazine titles and quotes).

Colors

1655 C
0/84/100/0
240/81/35
#F05022



2602 C
56/99/0/0
135/43/144
#872A90



2627 C
83/100/32/25
62/25/81
#3D1951



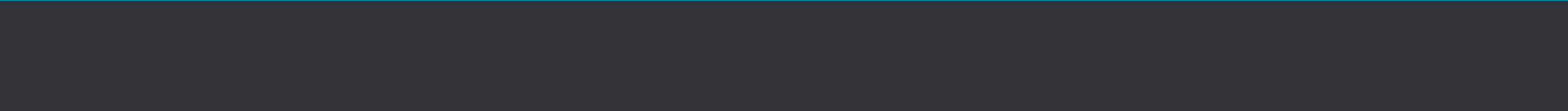
7548 C
0/23/100/0
255/198/10
#FFC609



7703 C
81/21/17/0
0/154/90
#009AB



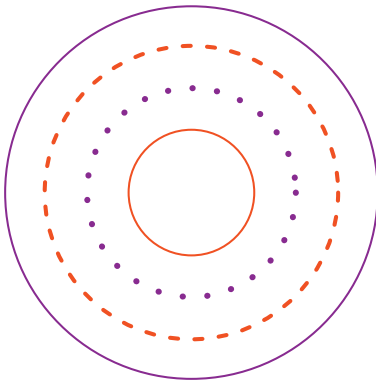
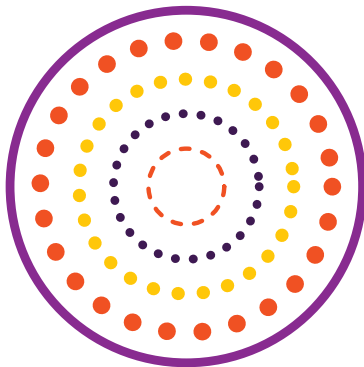
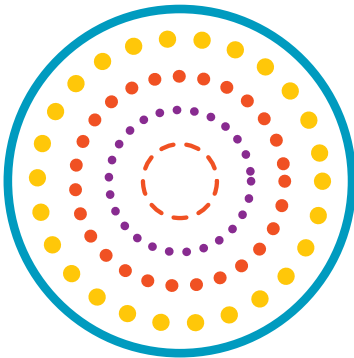
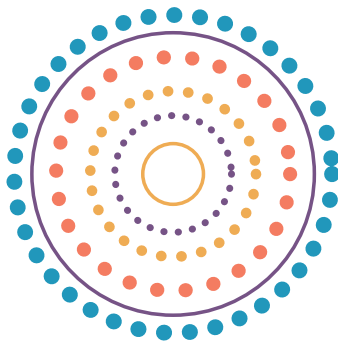
73/66/57/55
50/51/57
#313338



Layers of Support

We are all different but we are all here—together.

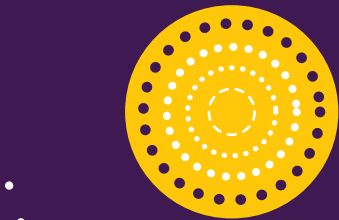
In a quest for equality, happiness, acceptance, and support, different colored and patterned circles are layered around each other. These layers of support can be deconstructed and used throughout the system on their own, or combined back together.



◀ Deconstructed. Can be applied simply. Perhaps half shown on one thing, and the other half shown on another corresponding piece to connect the two.

“Diversity is about all of us, and about us having to figure out how to walk through this world together.”

—Jacqueline Woodson



Meet the families

The silhouettes represent all different types of family systems. They are to be used vibrantly to represent the true meaning of Kin. Circles may or may not be overlain. Circles placed over the silhouette should be used to draw attention to them and may not be used for embellishment purposes. Silhouettes can be applied in any of the brand colors.



NOTE: There are some refinements that need to be made to the silhouettes to make them smoother and more uniform.

Photographic Style

Photographic style is warm and thoughtful.



Deliverables: Event Materials

NOTEBOOK



Saddle stitched/thread

CONTACT CARD



Front

Back

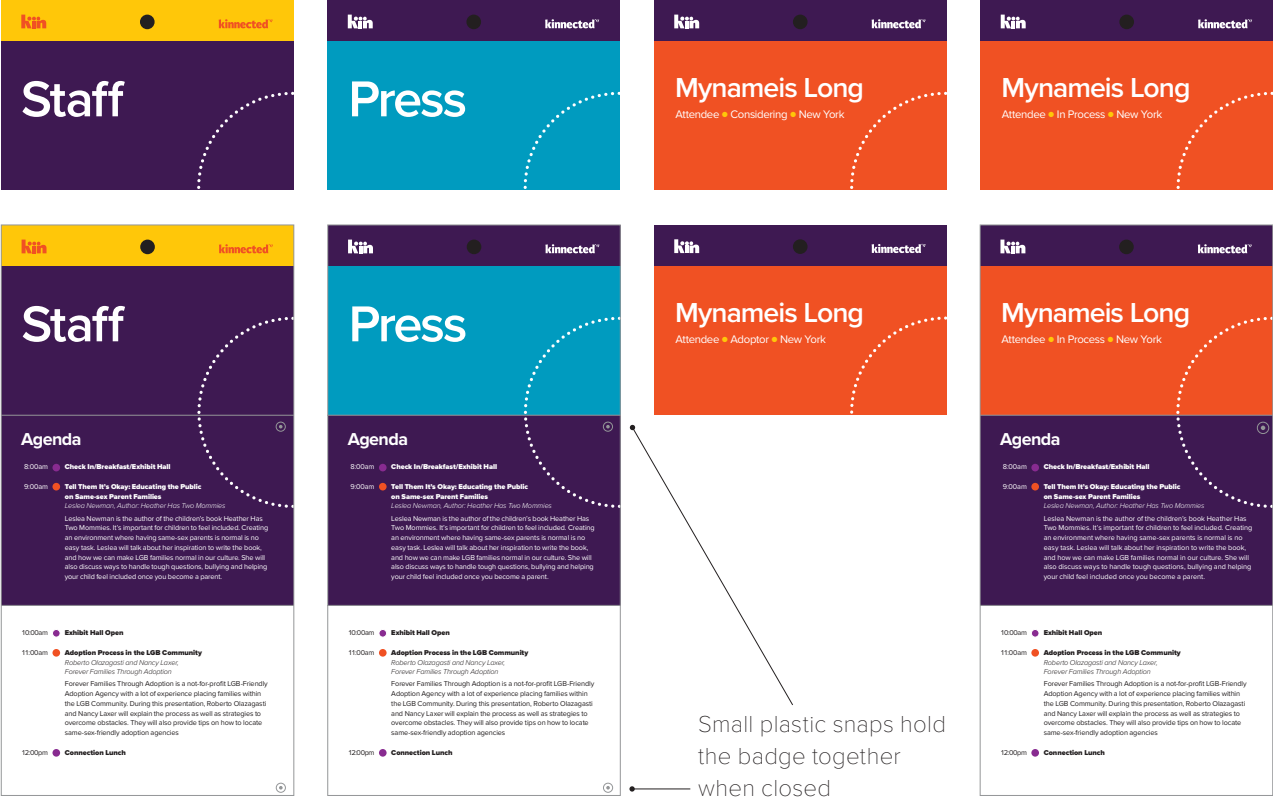
FOLDER



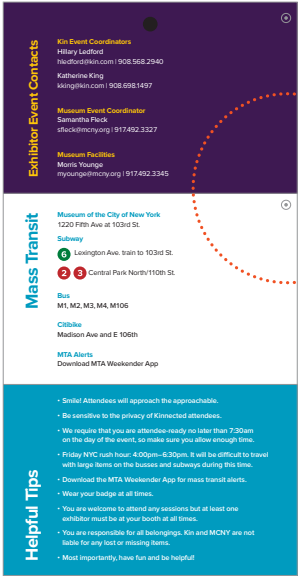
TOTE BAG



BADGES



Small plastic snaps hold the badge together when closed



PEN



SIGNAGE

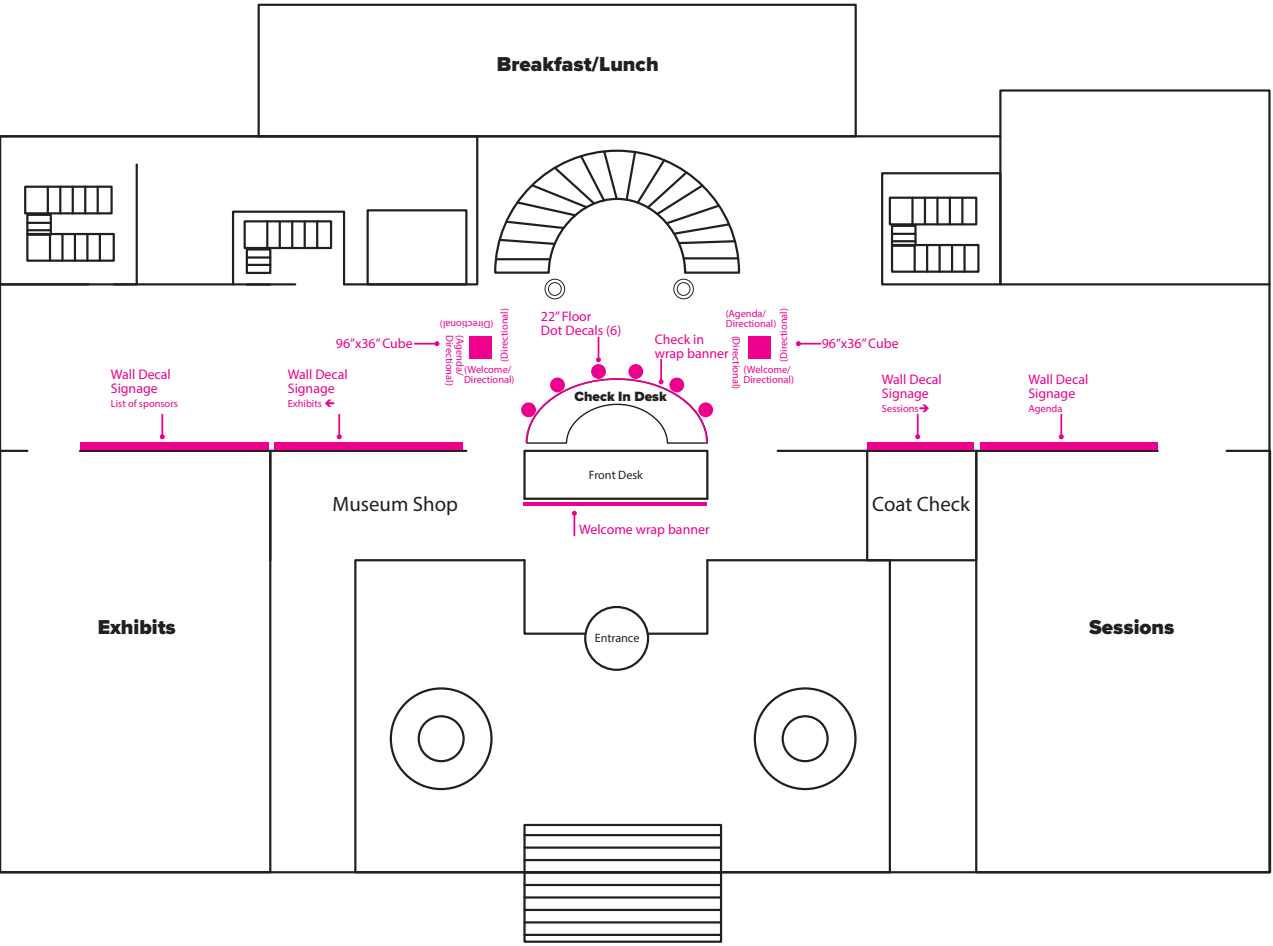
9x36" Cube



Welcome Banner



27" Floor adhesive dots



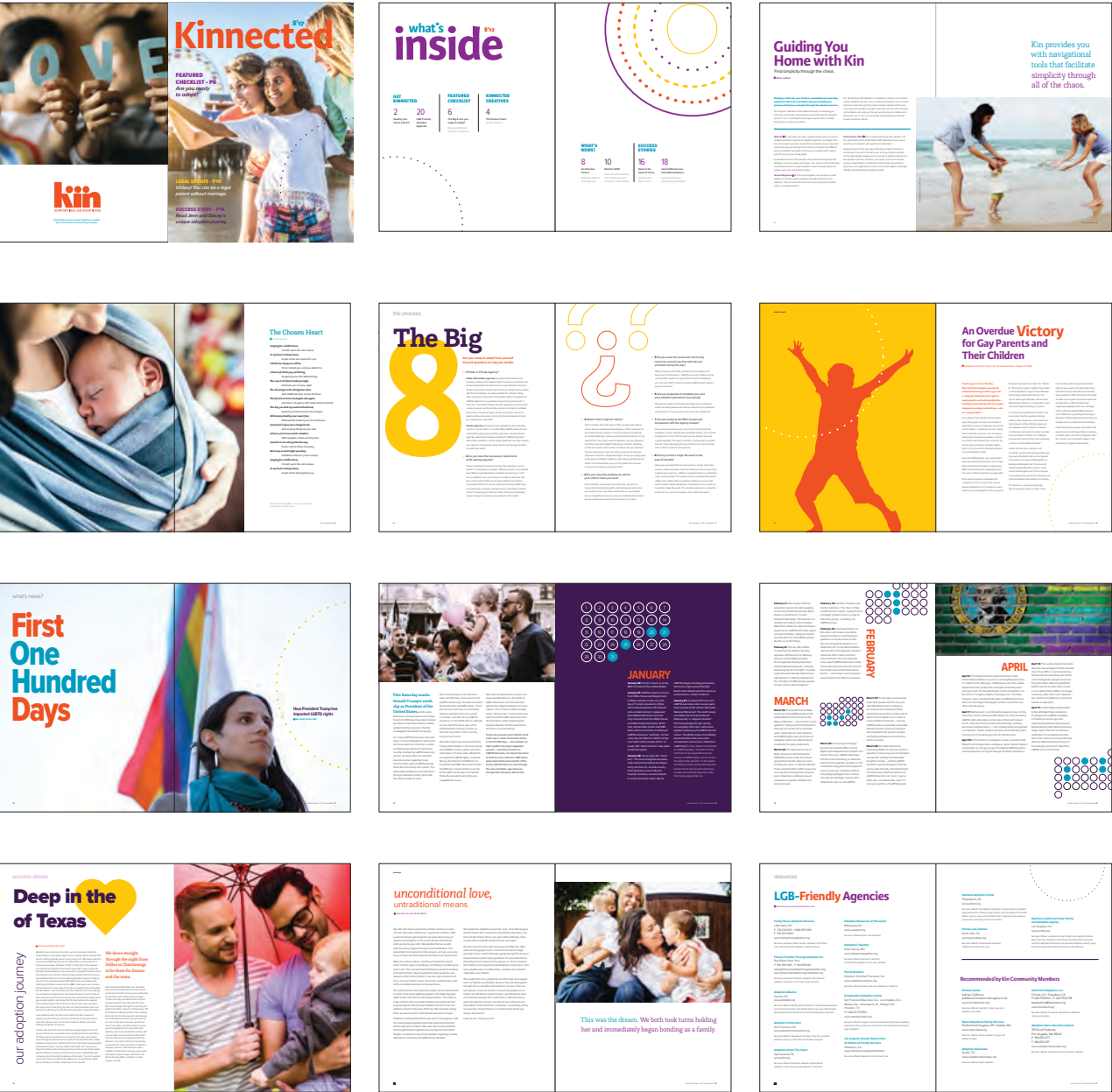
MOTION GRAPHIC

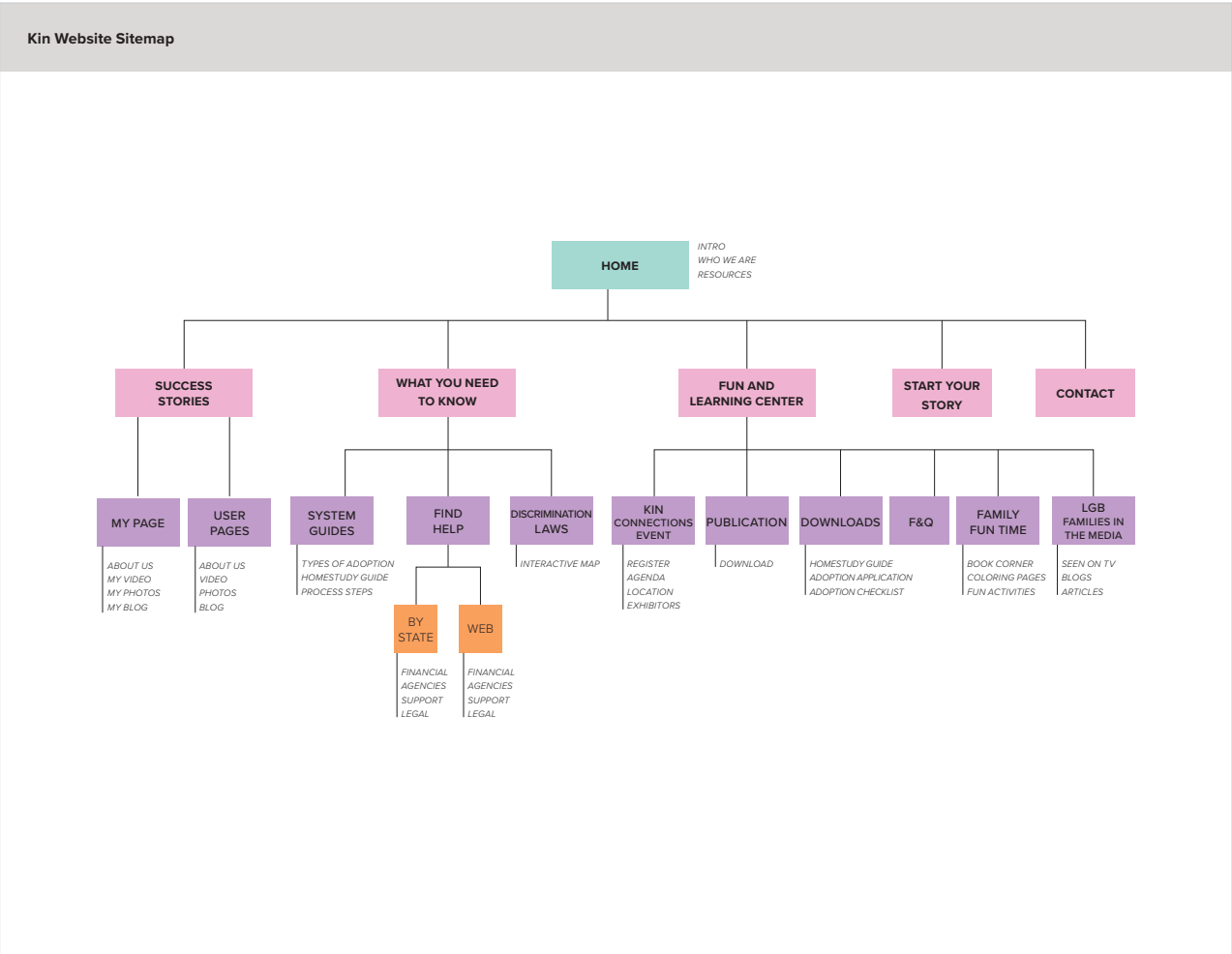
<https://vimeo.com/167205249>

- Logo appears without tagline.
Dots are separated on bottom right.
- Dots “ping pong” into their place on top of logo with light sound effects.
- Tagline fades in
- Fades to white with sound of child laughing



PUBLICATION

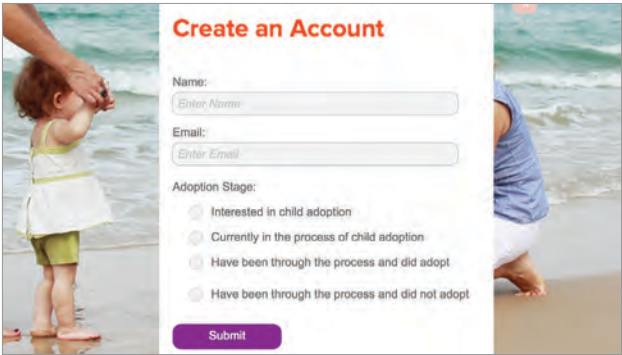
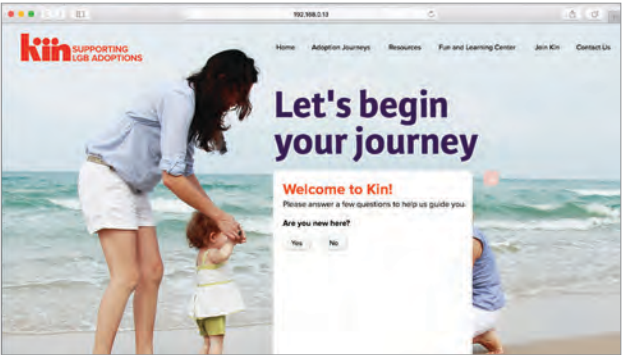
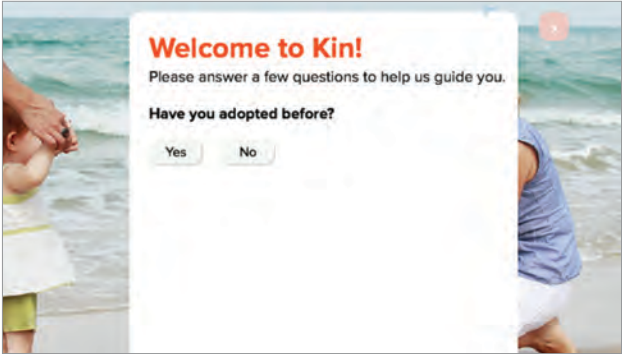
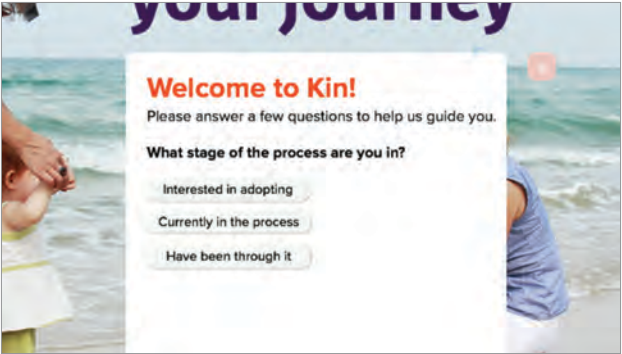




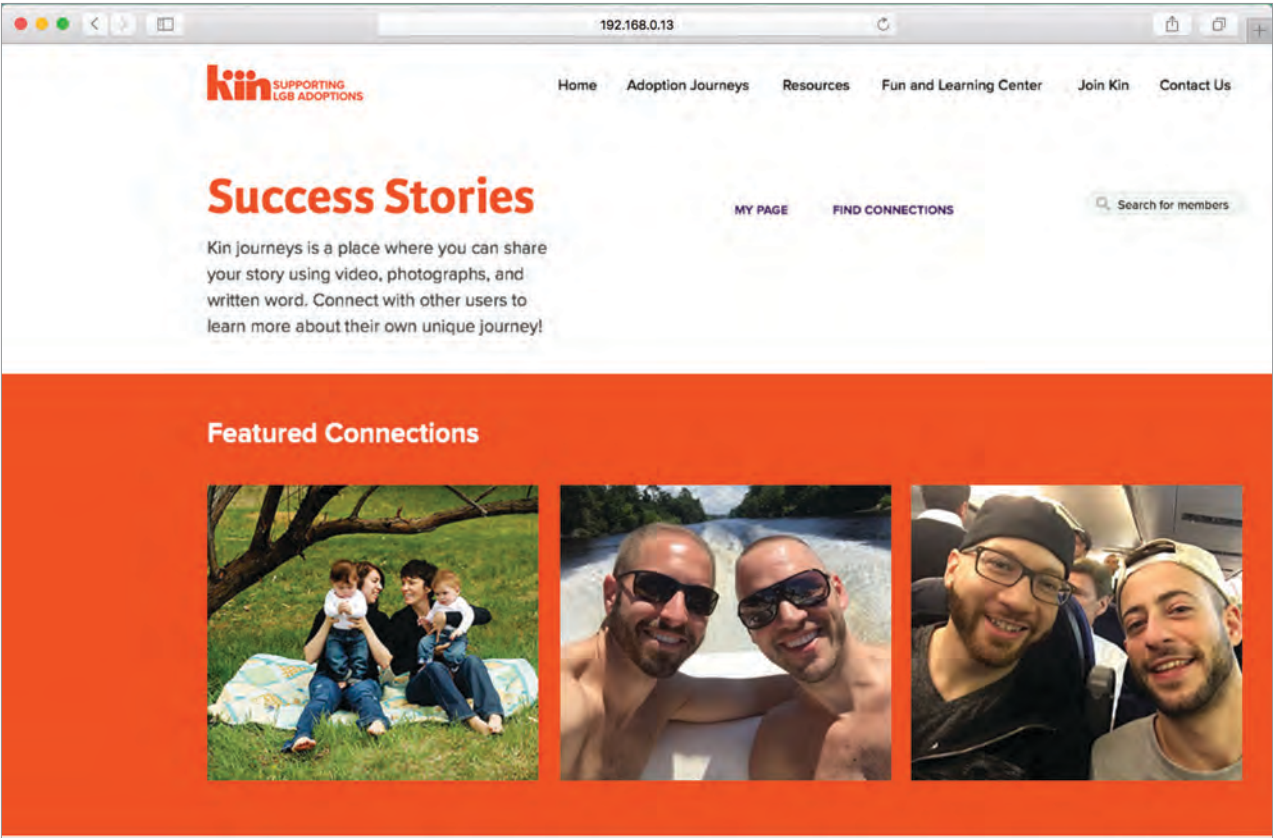
WITHOUT POP-UP QUESTIONNAIRE



WITH POP-UP QUESTIONNAIRE



Adoption Journey Stories

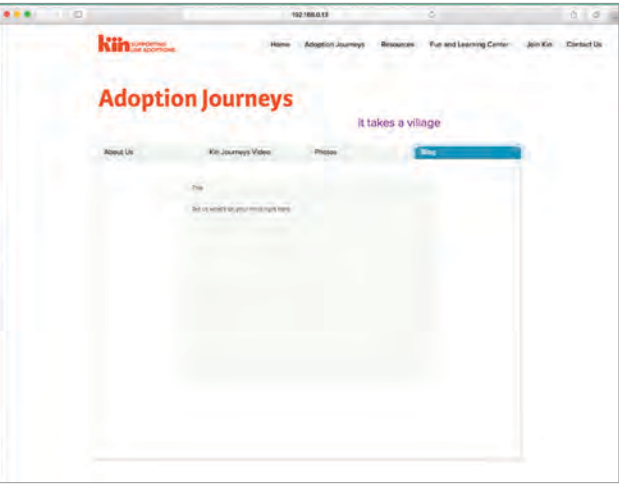
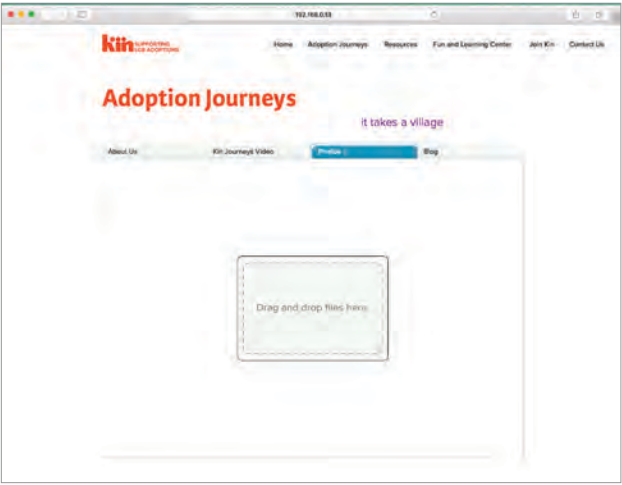
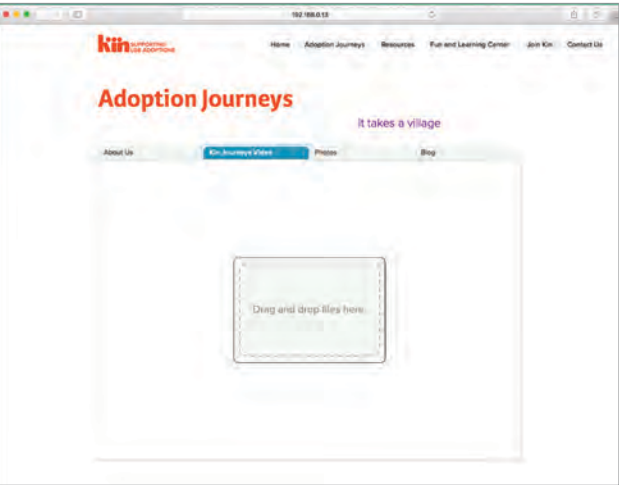
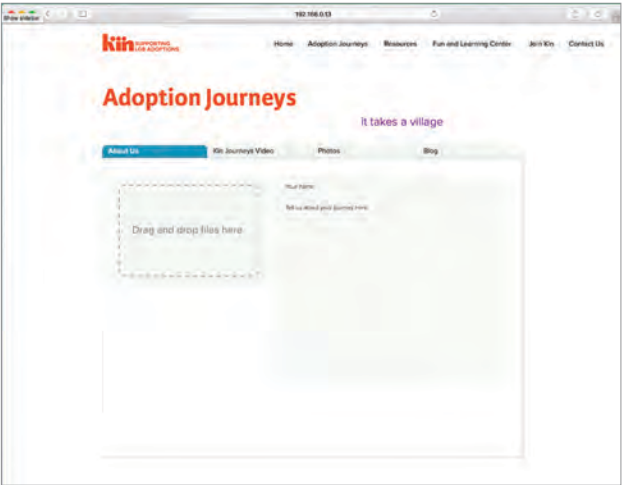


MAIN NAVIGATION SHOWN

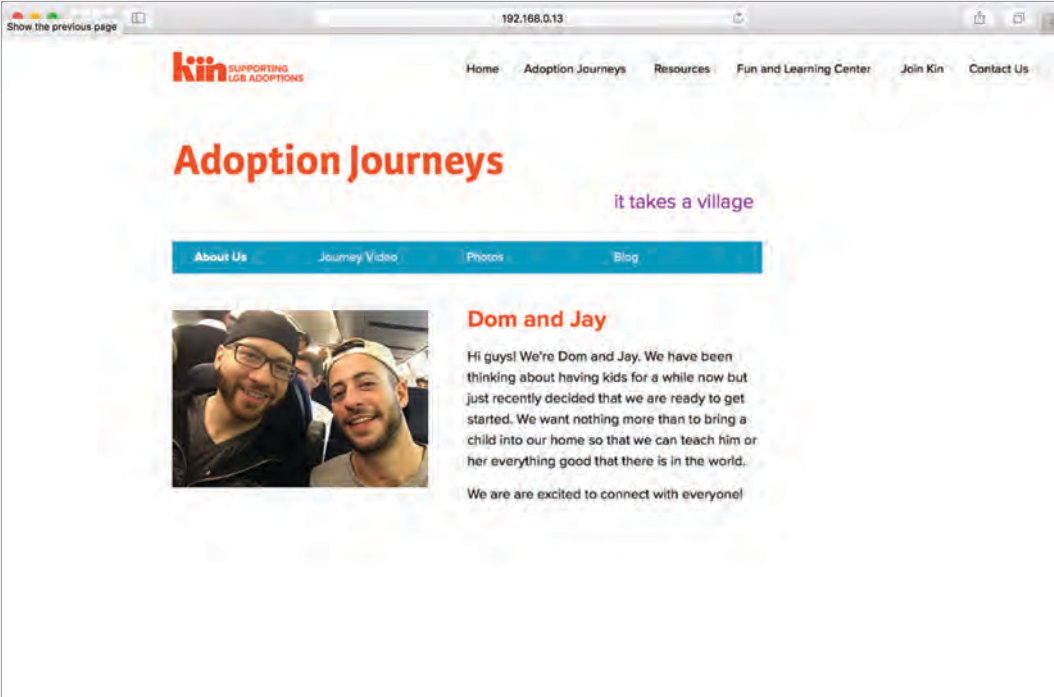


SUB-NAVIGATION SHOWN

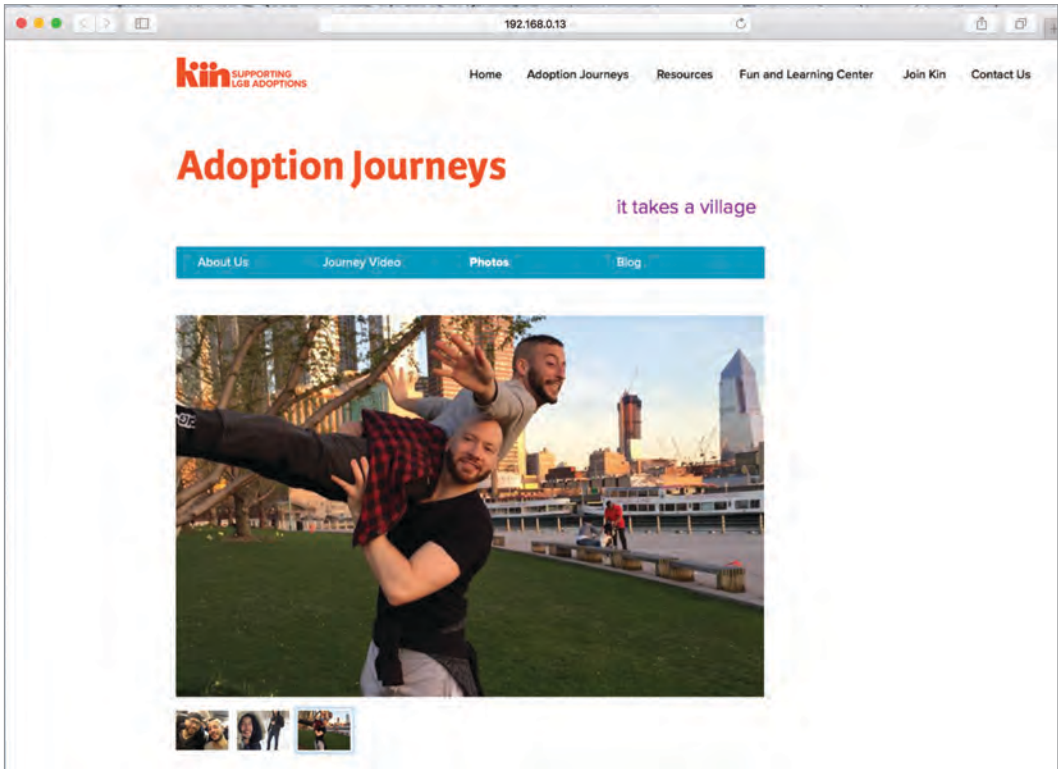
Adoption Journeys “My Page”



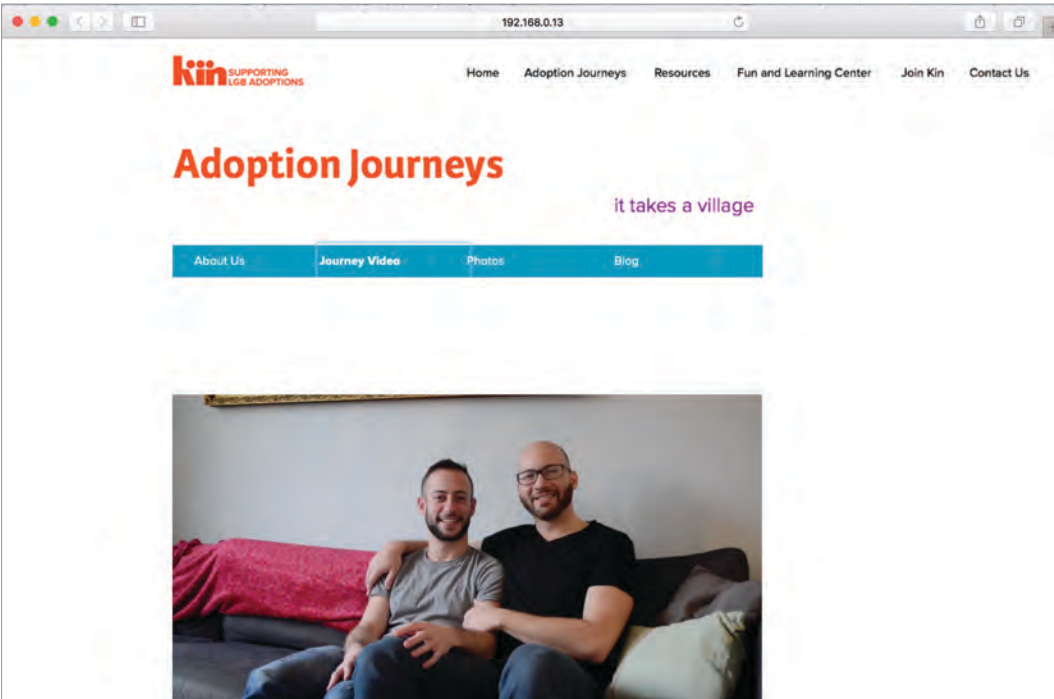
Adoption Journeys: Jay and Dom



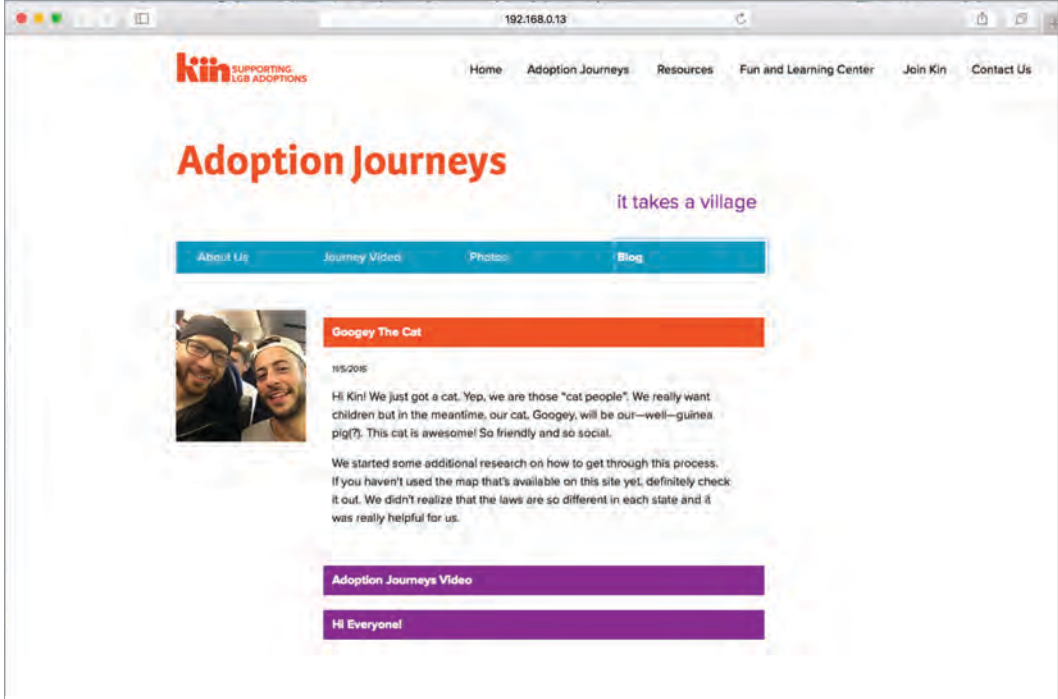
ABOUT US



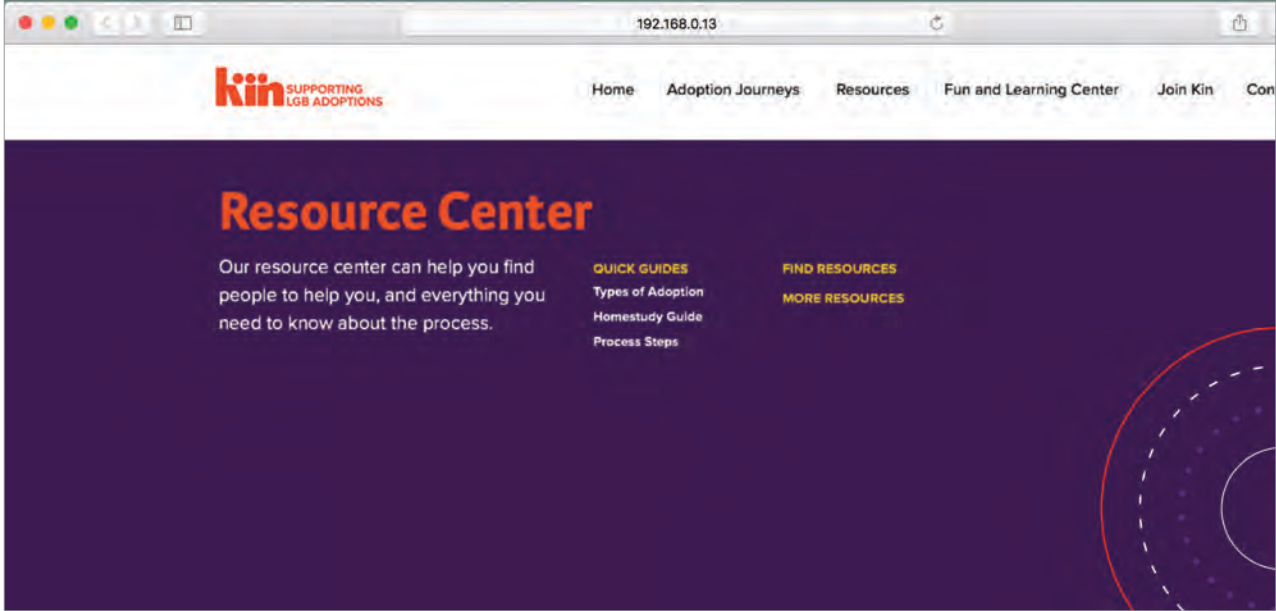
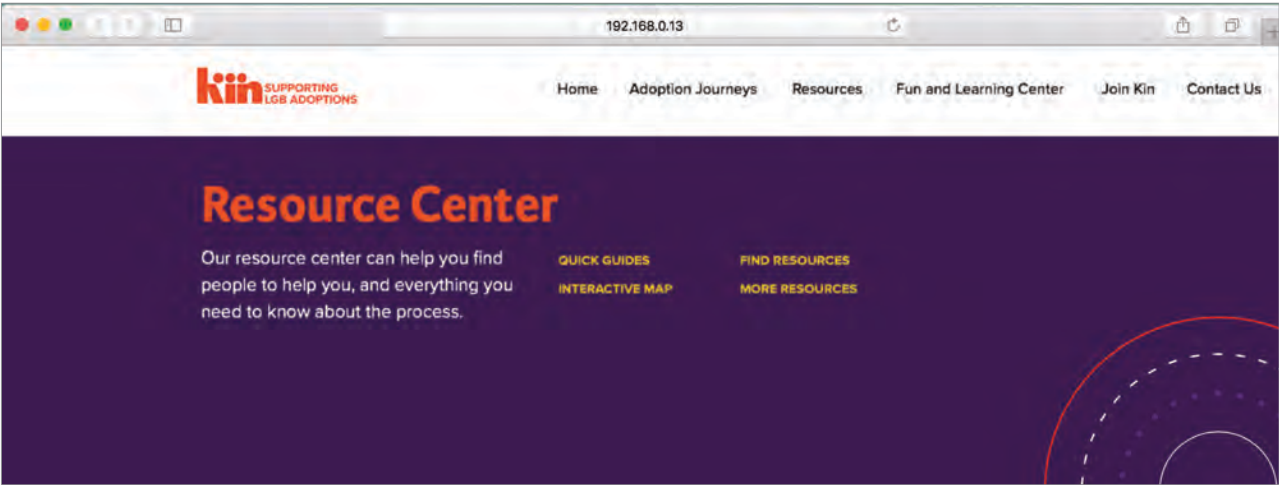
PHOTOS



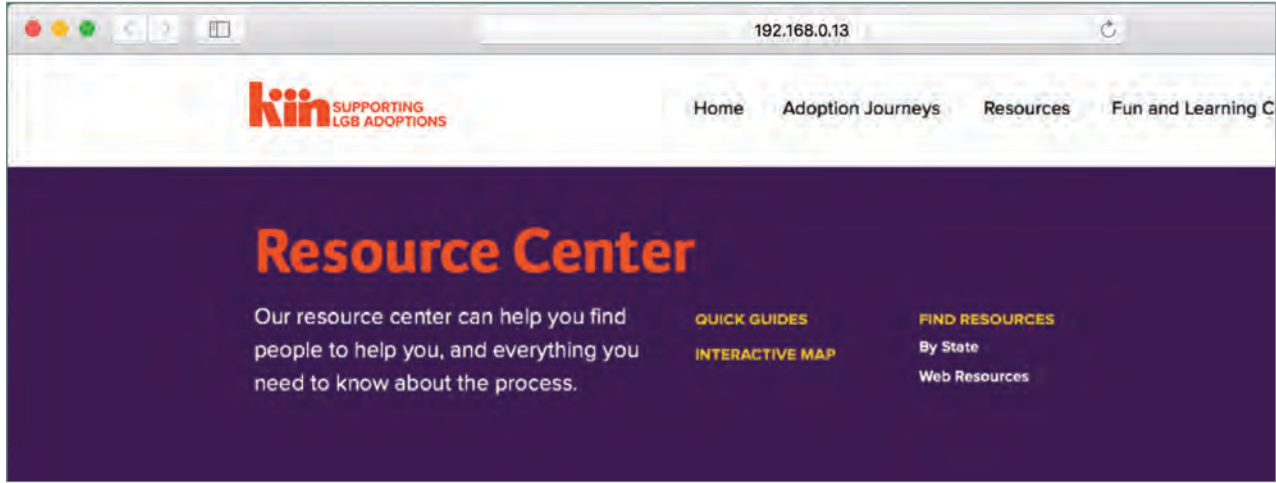
JOURNEY VIDEO



EXPANDABLE BLOG



QUICK GUIDES SUBMENU



FIND RESOURCES SUBMENU

192.168.0.13

kinSUPPORTING
LGB ADOPTIONS

HomeAdoption JourneysResourcesFun and Learning CenterJoin KinContact Us

BACK

Types of Adoption

Quick Guide

Second Adoption

A second adoption is required for unmarried couples to grant both parents legal guardianship of the child.

Stepchild Adoption

A stepparent Adoption is adopting a child who is already legally adopted, or the biological child of your significant other.

Domestic Infant Adoption

This is adopting a newborn who has not been entered into the foster care system. They are born in the United States.


International Child Adoption

This is when you adopt a newborn or older child from another country.

It is important to work with an experienced and ethical agency, group, or individual through this process. This will require working with the US Immigration and Naturalization Service to ensure that the child becomes a US citizen.

US Foster Care System

Children in foster care vary in age, ranging from infants to young adults. The average age of a waiting child is 8 years old. Some of these children have siblings and should be adopted together. When adopting through the foster care program, you will first apply to foster the child, and then apply for adoption.



192.168.0.13

kinSUPPORTING
LGB ADOPTIONS

HomeAdoption JourneysResourcesFun and Learning CenterJoin KinContact Us

Back

Adoption Steps

Quick Guide

1. Self and family exploration

Take the time to explore yourself and your family. Make sure that adoption is the right choice for you and your loved one's.

2. Decide to adopt

Congratulations! Adopting a child can be one of the most extraordinary and rewarding steps in your life journey. You are doing a wonderful thing by providing the child with unconditional love and support. Make sure that you do a lot of soul searching and research to ensure that you are ready for adoption, and that adoption is right for you and your family.

3. Research the process

Conduct extensive research on the process and resources. Find agencies and understand financial obligations so that you can be fully prepared every step of the way.

LEARN MORE

4. Select an agency

It is required that you work with an agency that is licensed in the state you live in. Your research will have lead you to knowing what questions to ask the agencies to make sure that

AGENCIES

192.168.0.13

kinSUPPORTING
LGB ADOPTIONS

HomeAdoption JourneysResourcesFun and Learning CenterJoin KinContact Us

BACK

The Homestudy

Quick Guide

One of the most major steps in the adoption process is the mandatory home study. Law requires that all prospective adoptive parents participate in a home study that is conducted by a licensed social worker or caseworker.

This process has three purposes:

Educate and prepare the prospective family for adoption

Evaluate the capability and suitability of the prospective family to adopt

Gather information about the prospective adoptive family that will help a social worker match the family with a child or youth whose needs they can best meet (applicable to adoptions in which public child welfare agencies are involved)

1. Orientation

Many agencies offer orientations that provides an overview of their agency and the adoption process. These are generally free and do not carry any obligation to work with the agency, complete a home study, or pursue adoption further. These sessions are a good way to find out about the agency, their process, the children and youth waiting for adoption, and if the agency might be a good fit for you and your family. After the orientation, if you decide to move ahead with adoption, you may initiate the home study process.

2. Training

Most States or agencies require training for prospective adoptive parents prior to or during the home study process. These trainings help prospective parents better understand the needs of children waiting for families, adoption issues, and agency requirements. They can help families decide what child or children they could parent most effectively.


3. Interviews

A social worker will probably interview you several times during the home study process. These interviews help you develop a relationship with your social worker that will enable him or her to better understand your family and assist you with the adoption. You will discuss the topics to be covered in the home study report (see page 5). It is likely that you will be asked to give examples of your experiences with children, your important relationships, your approach to parenting, and how you handle stress. You may also be asked questions about your experiences of crisis, loss, or infertility, which is a topic of concern for some adoptive families. You and your social worker will discuss what ages of children would best fit in your family, whether a sibling group would work well, and other important characteristics to consider when adopting a child. Again, this should be both a self-reflective process and a time to educate yourself about important issues common in the adoption experience, such as grief and loss, trust and attachment, childhood trauma, the developmental lifecycle, and family dynamics. Nearly every child involved with foster care has experienced some trauma that may impact his or her life, and families need to make informed decisions about how they can effectively parent a child depending on that trauma. During the interviews, it is important to be honest with the social worker and yourself about your family's strengths and limitations.

For couples who are pursuing adoption, some agencies conduct all of the interviews with both prospective adoptive parents together. Other agencies will conduct both joint and individual interviews. If families have other children in the home, or adult children living outside the home, the social worker may also want to talk with them during this process. Some States require all adults in the household, or even all household members regardless of age, to be included in the home study.

4. Home Visit

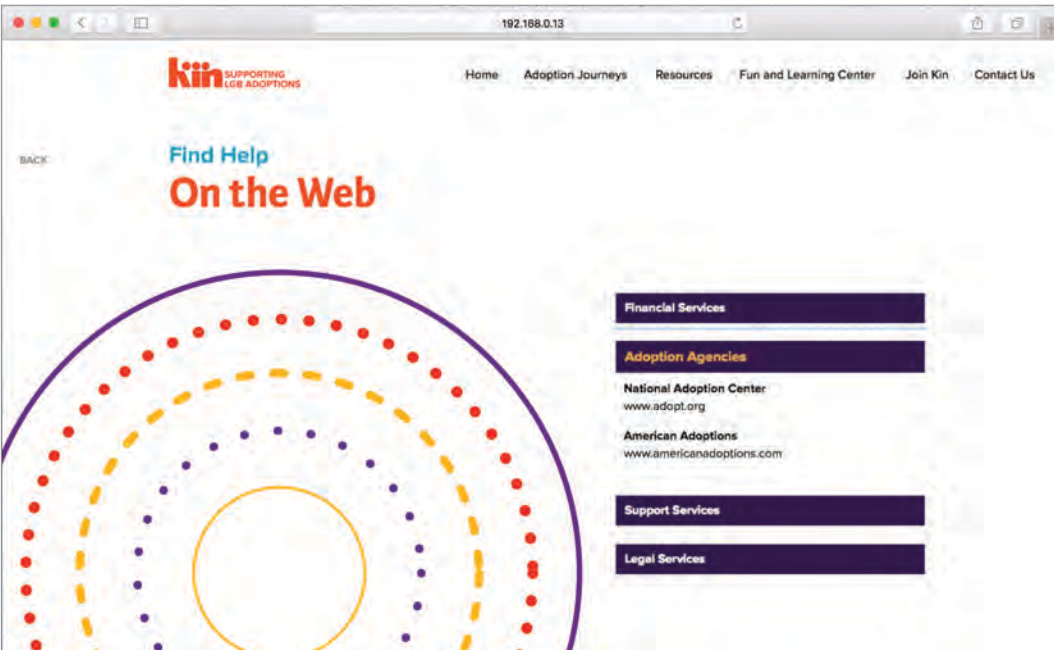
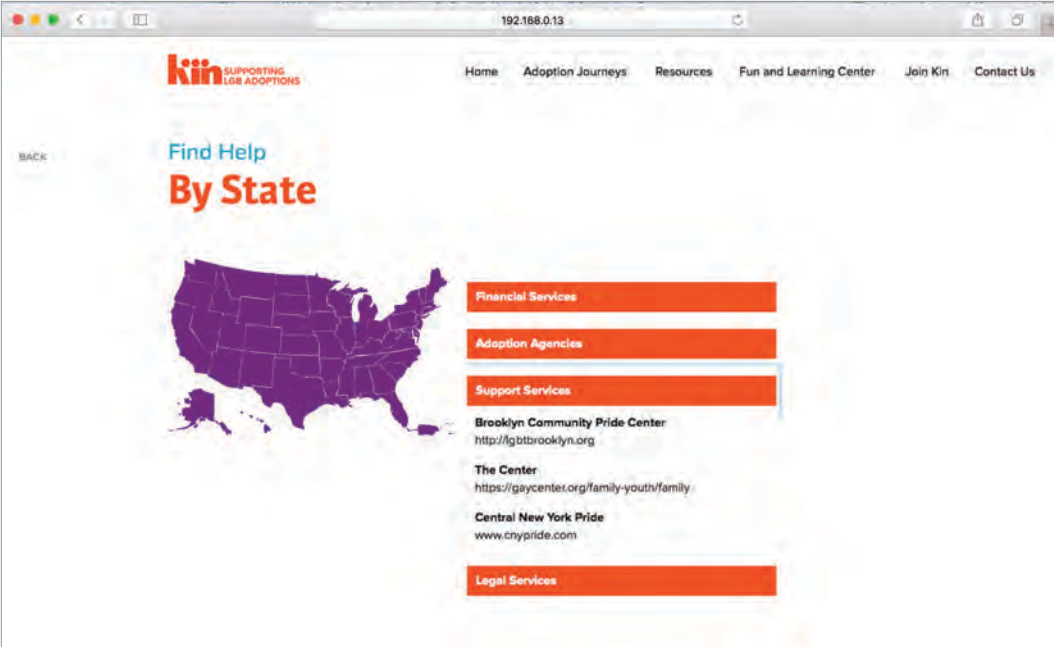
Home visits primarily serve to ensure that your home offers a safe environment for a child and meets State licensing standards (e.g., working smoke alarms, safe storage of firearms, safe water, pools covered/fenced, and adequate space for each child). Your home should be free from hazards and offer a child-friendly environment for the age range for which you are being licensed. For example, poisons and household cleaners should be in cupboards with childproof locks, window drape cords should not hang within reach, firearms should be inaccessible to children, etc. Some States require an inspection from local health and fire departments in addition to the visit by the social worker.



118

Application • 119

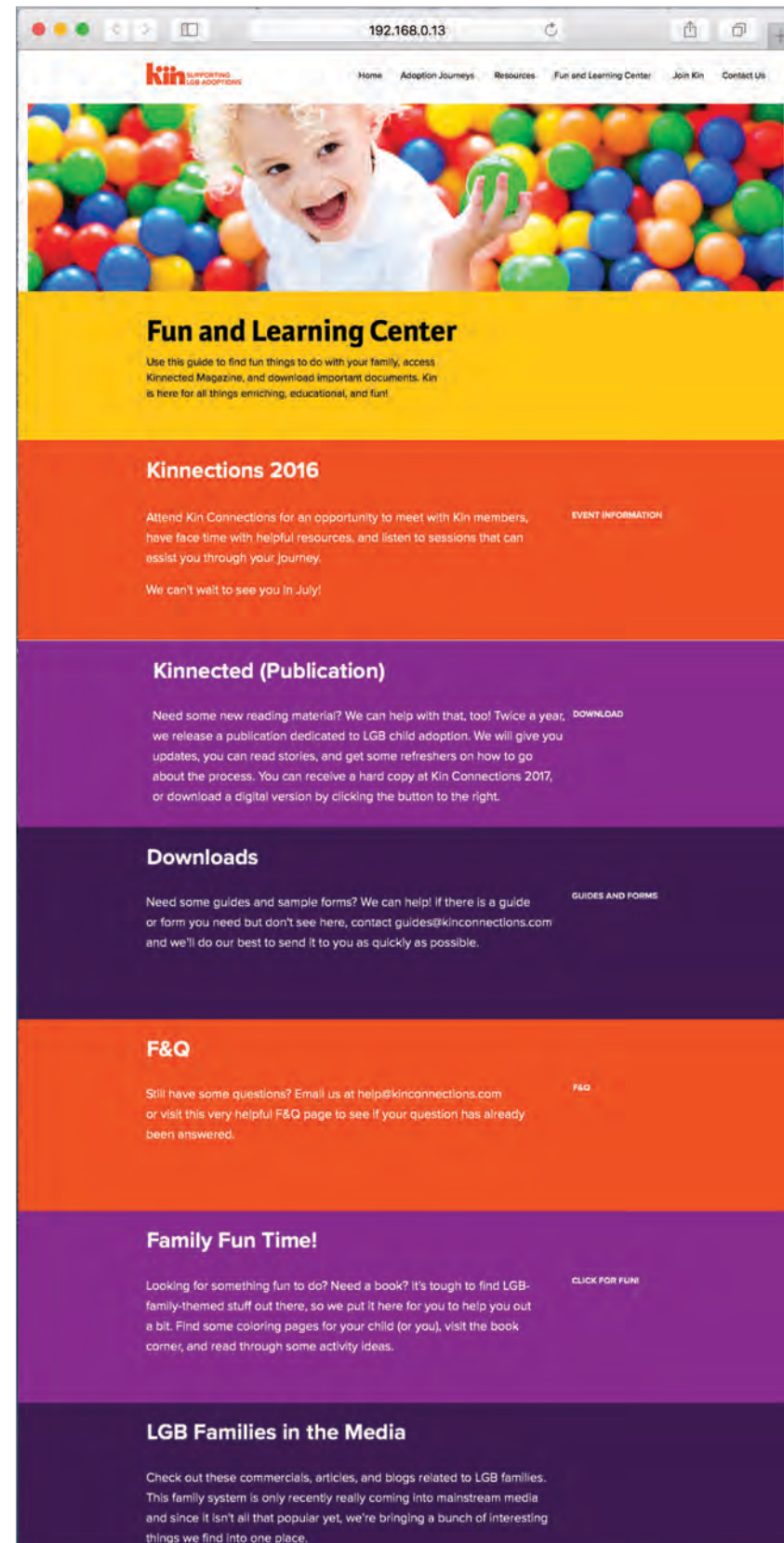
Resource Center: Expandable Find Help Tool



Resource Center: Interactive Legal Map



A POP-UP APPEARS WHEN HOVERING OVER THE DIFFERENT STATES. EACH BUBBLE CONTAINS INFORMATION THAT PERTAINS SPECIFICALLY TO THAT STATE.



**KINNECTIONS EVENT
KINNECTED MAGAZINE
DOWNLOADS
F&Q
FAMILY FUN TIME!
LGB FAMILIES IN MEDIA**

Kinnections 2016

Attend Kin Connections for an opportunity to meet with Kin members, have face time with helpful resources, and listen to sessions that can assist you through your journey.

We can't wait to see you in July!

EVENT INFORMATION

- Register
- Agenda
- Location
- Exhibitors

KINNECTIONS 2016 SUBMENU

Downloads

Need some guides and sample forms? We can help! If there is a guide or form you need but don't see here, contact guides@kinconnections.com and we'll do our best to send it to you as quickly as possible.

GUIDES AND FORMS

[Homestudy Guide](#)
[Adoption Application Form](#)
[Adoption Checklist](#)

DOWNLOADS SUBMENU

Family Fun Time!

Looking for something fun to do? Need a book? It's tough to find LGB-family-themed stuff out there, so we put it here for you to help you out a bit. Find some coloring pages for your child (or you), visit the book corner, and read through some activity ideas.

CLICK FOR FUN!

Book Corner
Coloring Pages
Fun Activities

FAMILY FUN TIME! SUBMENU

Kinnected '17 Event Information

192.168.0.13

kin SUPPORTING LGBTQ ADOPTIONS

Home Adoption Journeys Resources Fun and Learning Center Join Kin Contact Us

Kinnected '17

July 21, 2017
Museum of the City of New York

Event Announcements
Register
Agenda
Location
Exhibitors

Registration Form

Name: _____
Email: _____
Cell Phone: _____
Work Phone: _____
Home Address: _____
City: _____
State: _____
Zip Code: _____
Country: _____
Message: _____
Submit

REGISTRATION FORM

192.168.0.13

kin SUPPORTING LGBTQ ADOPTIONS

Home Adoption Journeys Resources Fun and Learning Center Join Kin Contact Us

Kinnected '17

July 21, 2017
Museum of the City of New York

Event Announcements

Agenda

8am: Check-in and Breakfast
10am: Tell Them It's Okay: Educating the public on same-sex parent families
Leslee Newman, Author: Heather Has Two Mommies
10am: Adoption Process in the LGBTQ Community
Roberto Diazgarcia and Nancy Lawer
Former Families Through Adoption
11am: CLOSING CEREMONY
12pm: Luncheon
1pm: Your Rights in Child Adoption
Nicole Barnum, PC
2pm: Adoption Stories
Anne Lee and Roseann's Adoption Story
Cory and Kait's Adoption Story
Katie and Kathy's IVF and Second parent Adoption Story
Frank Lawer: Adoption, divorce, and single parenting
3pm: Adoption and Finances
Betsy Fawcett
4pm: Exhibit Trail is Opened
7pm: Social Hour
After a refreshing break for exhibits and dinner, please join us for an evening of connections, fun, and enjoyment

AGENDA

192.168.0.13

kin SUPPORTING LGBTQ ADOPTIONS

Home Adoption Journeys Resources Fun and Learning Center Join Kin Contact Us

Kinnected '17

July 21, 2017
Museum of the City of New York

Event Announcements

Location Information

Museum of the City of New York
1220 Fifth Ave
New York, NY 10029
212.534.1672
www.mnyc.org

Getting Here

Bus
M1, M2, M3, M4 or M105 to 104th Street

Subway
#6 Lexington Ave. train to 103rd St., walk three blocks west; #2 or #3 train to Central Park North/103rd St., walk one block east to Fifth Ave., then south to 104th St.

Citi Bike
A Citi Bike station on our corner at 103rd St. and Fifth Ave.

Nearby Public Parking Garages:
107th St. between Fifth and Madison Aves.
105th St. and Madison Ave.
92nd St. and Third Ave.
90th St. and Third Ave.
95th St. between Third and Lexington Aves.

Ramp Access
Ramp access is available at our 104th St. entrance between Fifth and Madison Aves.

LOCATION INFORMATION

192.168.0.13

kin SUPPORTING LGBTQ ADOPTIONS

Home Adoption Journeys Resources Fun and Learning Center Join Kin Contact Us

Kinnected '17

July 21, 2017
Museum of the City of New York

Event Announcements

Exhibitors

Our exhibit hall will feature more than 30 vendors, including:

American Adoptions www.americanadoptions.com	Leslee Newman www.lesleewoman.com
US Citizenship and Immigration Services www.uscis.gov	National Adoption Center www.adopt.org
Central New York Pride www.cnypride.com	New York Legal Assistance Group www.nylag.org
COLAGE www.colage.org	North Texas GLBT Chamber www.glbctexas.com
Diana Adams Law & Mediation www.dianaadamslaw.net	PFLAG www.pflag.org/india
Family Equality Council www.familyequality.org	The Donaldson Adoption Institute www.adoptioninstitute.org
Family Focus Adoption www.familyfocusadoption.org	Law Office of Brian Esser www.brianesserlaw.com
Human Rights Campaign www.hrc.org	Help Us Adopt www.helpusadopt.org
Law Office of Nicole C. Barnum www.nicolebarnumlaw.com	

EXHIBITOR INFORMATION

F&Q Forum

192.168.0.13

kin SUPPORTING LGBTQ ADOPTIONS

Home Adoption Journeys Resources Fun and Learning Center Join Kin Contact Us

F&Q Forum

SUBMIT A QUESTION GO TO Search F&Q

Have questions? We've sourced answers.

Legal Questions

I'm from New Mexico. We are not legally married but we are using donor insemination and we are having trouble finding out if I will need to adopt the child.

In the state of New Mexico, there are laws that will protect you regardless of your marital status. Please visit www.adoptivfamilies.com/how-to-adopt/new-mexico-adoption-laws-and-policies/ for more detailed information.

I live in NYC and I'm not sure if I'm being discriminated against or not. How can I tell?

If you feel like something is wrong, there is a good chance you are correct. We always advise double-checking with a knowledgeable lawyer who advocates for the LGBTQ community. A few lawyers who we refer to our members are: Law Office of Nicole C. Barnum (www.nicolebarnumlaw.com); Diana Adams Law & Mediation (www.dianaadamslaw.net); and Law Office of Brian Esser (www.esserlawoffice.com).



MAIN PAGE

192.168.0.13

kin SUPPORTING LGBTQ ADOPTIONS

Home Adoption Journeys Resources Fun and Learning Center Join Kin Contact Us

F&Q Forum

SUBMIT A QUESTION GO TO Search F&Q

The best way to get answers is to ask! Submit your question below and we will answer within 24 hours.

Submit

SUBMIT A QUESTION

Adoption Journeys Resources Fun and Learning Center Join Kin Contact Us

SUBMIT A QUESTION GO TO Search F&Q

Legal
Financial
Process
Agencies
Single Parents
New to adoption
Support Groups

ing donor insemination and d,

GO TO: SUBMENU AND SEARCH BAR

Registration Page

kin

SUPPORTING
LGB ADOPTIONS

Home

Adoption Journeys

Resources

Fun and Learning Center

Join Kin

Contact Us

Start your story.

We are SO HAPPY that you are joining our wonderful community! Kin membership is free of charge. You will have full access to the site and reliable information 24/7. Happy connecting!

Create an Account

Name:

Enter Name

Email:

Enter Email

Adoption Stage:

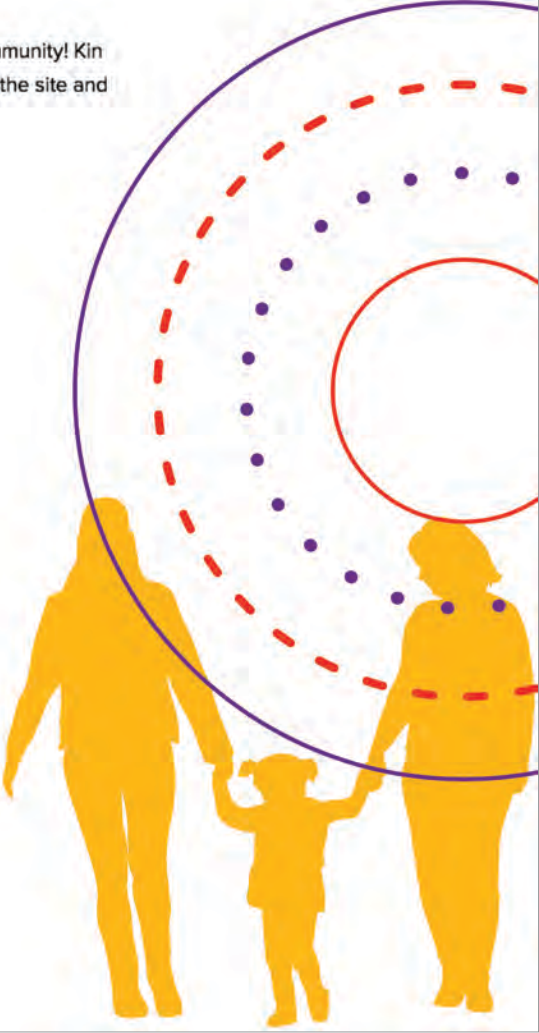
☐ Interested in child adoption

☐ Currently in the process of child adoption

☐ Have been through the process and did adopt

☐ Have been through the process and did not adopt

Submit



Contact Page

kin

SUPPORTING
LGB ADOPTIONS

Home

Adoption Journeys

Resources

Fun and Learning Center

Join Kin

Contact Us

Contact us.

We love hearing from our members! Do you have something cool to tell us? A question? Did we upset you? Tell us what's on your mind and we will reply within 24–48 hours.

Name:

Enter Name


Email:

Enter Email

Message:

Enter Your Message

Submit



Application • 127

Thank You



Hillary in Color

SEE THE WORLD DIFFERENTLY

I was always one of those creative kids. The kind of kid who didn't quite fit the mold—the one who believed she could fly if she practiced enough. During recess, my favorite thing to do was create color palettes in chalk by grinding it into powder on the sidewalk.

I have always believed that my world could be anything I wanted it to be and I see our it in all of the colors, shapes, patterns, and dimensions that make it everything that it is. I have absorbed and embraced 31 years of wonder, and I'm so lucky for that.

AGAINST THE ODDS

The struggle was real, and the struggle was worth it. School was always difficult for me. Since birth, I have dealt with numerous medical issues that made school a challenge. I was told by my grade school teachers to look at trade schools, and not bother applying to college. I was told to lower the expectations that I have for myself because it would be too difficult to reach my goals. Rather than accepting this as my truth, I made lemonade out of all of the lemons presented to me. I earned a BA in Inter-personal Communication and gave myself two years to decide what I wanted to get my Master's degree in.

WHY DESIGN?

I always knew that I wanted a career in the arts. In high school I became very involved in our fashion program, co-wrote the second level curriculum with the instructor, and won my first art award for a gown design. I play and write music for piano and guitar, and I dance until my feet can't move anymore. Art and creativity are the air that breathe life into me.

During my advertising internship in college, I fell in love with graphic design. I spent time with the designer, learning about Quark, hierarchy, color, and design's purpose and importance as a whole. When I was deciding what to get my master's degree in, the answer seemed obvious: an MFA in graphic design. I taught myself how to use Adobe Creative Suite, and in one week put together a portfolio that I'm proud to say was my starting point. I found Academy of Art University and after speaking with a staff member, decided to apply.

I'm so glad that I did. I have learned so much here, and through working with other designers who attended different schools, I have discovered that the education I received was unmatched. This program has equipped me to apply what I have learned and to continue learning after graduation because we are never really done doing that.

Unconditional love for graphic design and how it applies to the world around us, and a yearning to give my craft to other's has been my driving force behind completing my studies. I have worked full time through it all, slept very little, and gave myself more pep talks than a baseball coach.

Put on your seatbelts: here we go!

HOW TO FLY

(THERE'S THAT CRAZY LEDFORD KID, AGAIN.

1. Locate a front porch.
2. Put on a cape. It doesn't have to be a real cape.
3. Put on a headpiece, such as a crown, hat, or strainer
4. Find a hula hoop. Put this around your waist.
5. Find a jump rope. Hold this in your hand.
6. Swing the jump rope above your head, and while hula hooping, jump off of porch.

Disclaimer: This may not result in actual flying. If you believe with all your might, anything is possible



1984
Born
New York

2000
Took first fashion
design course

2001
Received gown
design award
Co-wrote Level 2
Fashion Course

2003
Graduated High School
Entered University of
Hartford, Interpersonal
Communication

2006
Advertising Internship
Discovered love for
graphic design

2007
Graduated with BA,
University of Hartford

2008
Began job as
conference
coordinator, ExL
Pharma, NYC

2009
Enrolled,
Academy of
Art University

2010
Transitioned to
graphic designer
role at ExL Pharma
Began Freelancing

2011
Began job as
print designer at
NYU Langone
Medical Center

2017
Finished Thesis





