



## EXPLORATION B: FRECKLESS HOODIE

GRDS 702: GRAPHIC DESIGN STUDIO: METHODOLOGICAL PRACTICE

Sharokin Betgevargiz / Spring 2013

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# INTRODUCTION

I feel that the didactic qualities of fairytales, which are acquired through reflection and self-understanding, are pretty much altogether lost in their contemporary translation. This is a topic that I'm all too familiar with through my previous thesis work at West Virginia University ([http://wvuscholar.wvu.edu:8881/R/?func=dbin-jump-full&object\\_id=20865](http://wvuscholar.wvu.edu:8881/R/?func=dbin-jump-full&object_id=20865)).

Fairytales presented life-problems in a simplified form for the developing individual (or child), confronted young individuals squarely with basic human predicaments, and potentially offered experiences, which could be shaped into solutions, in such a way that the reader could internalize them. So, these are the fairytales I'm interested in using:

## THREE LITTLE PIGS

The didactic quality of the Three Little Pigs lies within the pigs' evolution of concerns throughout the story; even though the first and second pigs die in the original story, it is not attributed to laziness... but, rather, to the pig's inaction in their own evolution.

## JACK AND THE BEANSTALK

In Jack and the Beanstalk, Jack really became self-assertive, self-dependent, and abandoned childish reliance.

## RED RIDING HOOD

Red Riding Hood, in her tale, realized the mistakes of her pleasure seeking and a lack of self-control, and faced the consequences that occur when the responsible is forgotten.

## HANSEL AND GRETEL

Hansel and Gretel's certitude and happiness are dependent on factors outside of themselves (mainly food), and when those factors are not provided to them, their anxiety in turn disabled them from action; they survived their circumstances when they modified their behavior into pragmatic behavior.

## THE STORY OF LITTLE RED CAP

*Little Red Riding Hood*, also known as Little Red Cap or simply Red Riding Hood, is French/European fairy tale that was first published by Charles Perrault in the collection *Tales and Stories of the Past with Morals: Tales of Mother Goose* in 1697 C.E. As the title implies, this version is both more sinister and more overtly moralized than the later ones.

The girl is deceived into giving a wolf she encountered the information he needed to find her grandmother's house successfully and eat the old woman, while at the same time avoiding being noticed by woodcutters working in the nearby forest. Then the wolf proceeded to lay a trap for the Red Riding Hood. Then Little Red Riding Hood ends up being asked to climb into the bed before being eaten by the wolf, where the story ends. The wolf emerges the victor of the encounter and there is no happy ending.

In the 19th century two separate German versions were retold to Jacob Grimm and his younger brother Wilhelm Grimm, known as the Brothers Grimm, the first by Jeanette Hassenpflug (1791 – 1860) and the second by Marie Hassenpflug (1788–1856). The brothers turned the first version to the main body of the story and the second into a sequel of it; however, they modified the ending so the little girl and her grandmother were saved by a huntsman who was after the wolf's skin.

In both stories an attractive, well-bred young lady is the subject; however, the difference occurs in the moral learned, and the outcome. In the Charles Perrault version of *Little Red Cap* the error of the main character is being foolish, to the point of designing and enabling one's own demise, whereas the Brothers Grimm's *Red Riding Hood* realized the mistakes of her pleasure seeking and a lack of self-control, and faced the consequences that occur when the responsible is forgotten.

## COMMUNICATION STRATEGY

According to Bruno Bettelheim, the three characteristics of the fairytale are a 1). briefly stated existential dilemma, 2). the evildoer is punished, and 3). the virtuous win... so I have chosen to pursue Red Riding Hood as the fairytale that I intend to creatively and meaningfully relate to the cultural, economic, and social lives of a contemporary audience.

My communication intention is to take both of the moral lessons from Little Red Cap and Little Red Riding Hood – the consequences of carelessness, fecklessness, and recklessness – and apply them to a design opportunity that potentially raise awareness, and prevents such behaviors as drinking and driving, unprotected sex, and illegal drug use.

Possible forms that the communication for this design opportunity may take are by using 'red hats' and 'red hoodies', and their packaging, as a vehicle to raise awareness and promote exposure to the design opportunity. Also, I have been possibly considering the ability for people to choose a preset hat and hoodie templates, and then contribute their own consequences and experiences with carelessness, fecklessness, and recklessness.

Finally, I think by using a Google+ Community or a Facebook Group I could connect people to each other, and thereby create opportunities for people to share the consequences and experiences with each other concerning careless, feckless, and reckless behavior.

## GOAL OUTCOMES

This design opportunity presented itself through reading the original stories of both *Little Red Cap* and *Little Red Riding Hood*, reading Bruno Bettelheim's book *The Uses of Enchantment*, and checking out certain advertising/design campaigns such as *The Trevor Project: I'm Glad I Failed* and *Think Before You Drink*. This communication is significant to the intended audience because it has the potential to raise their awareness, and to prevent disastrous consequences such as addiction, incarceration, sexually transmitted diseases, and even death.

## TARGET AUDIENCE

The intended audience for this proposal are 15 to 25 year old females and males, that are United States of America citizens or foreign internationals, are followers of popular culture, represent youths at the level of having the aforementioned potential risk factors, and who wear popular name brand clothing lines.

## BIBLIOGRAPHY

Bettelheim, Bruno. *The Uses of Enchantment: The Meaning and Importance of Fairy Tales*. (NY, Random House Inc., 1976), 317.

# PEER FEEDBACK

## ERIN LYNCH

I think this is a good idea. I think you could go big with the hoodie idea. Everyone does basic printing on a hoodie, but if you could do large sans-serif white type completely covering the hoodie it would stand out from everything else. It might also prompt someone to ask the wearer questions about what it says, which could be a jumping off point to discuss the topic further.

## CARA SIMONEAU

I'm interested to see how this project ends up going. I see you want to use red hoodies or caps, but the question is where to go from there. You can decide to create a website to design clothing, or actually design the clothing yourself. What will go on the hoodie/ caps? How will you teach the lesson of "Little Red Riding Hood"? I think you have a lot more to develop here, but it's on the right track!

## WENWEN WANG

Hi Timothy, This is a cool idea and I look forward to seeing your designs. I did have side thought about your solution; that is what about tying these to a Facebook page were student as well as parents can post what problems they faced and how they should have over come them. I think this is very inline with the original purpose of fairy tales; that being to give children the lessons of others so they might avoid problems in their own lives.

## TIMOTHY BROADWATER

Thanks Wenwen, that is a great idea!

## WHITNEY WRIGHT

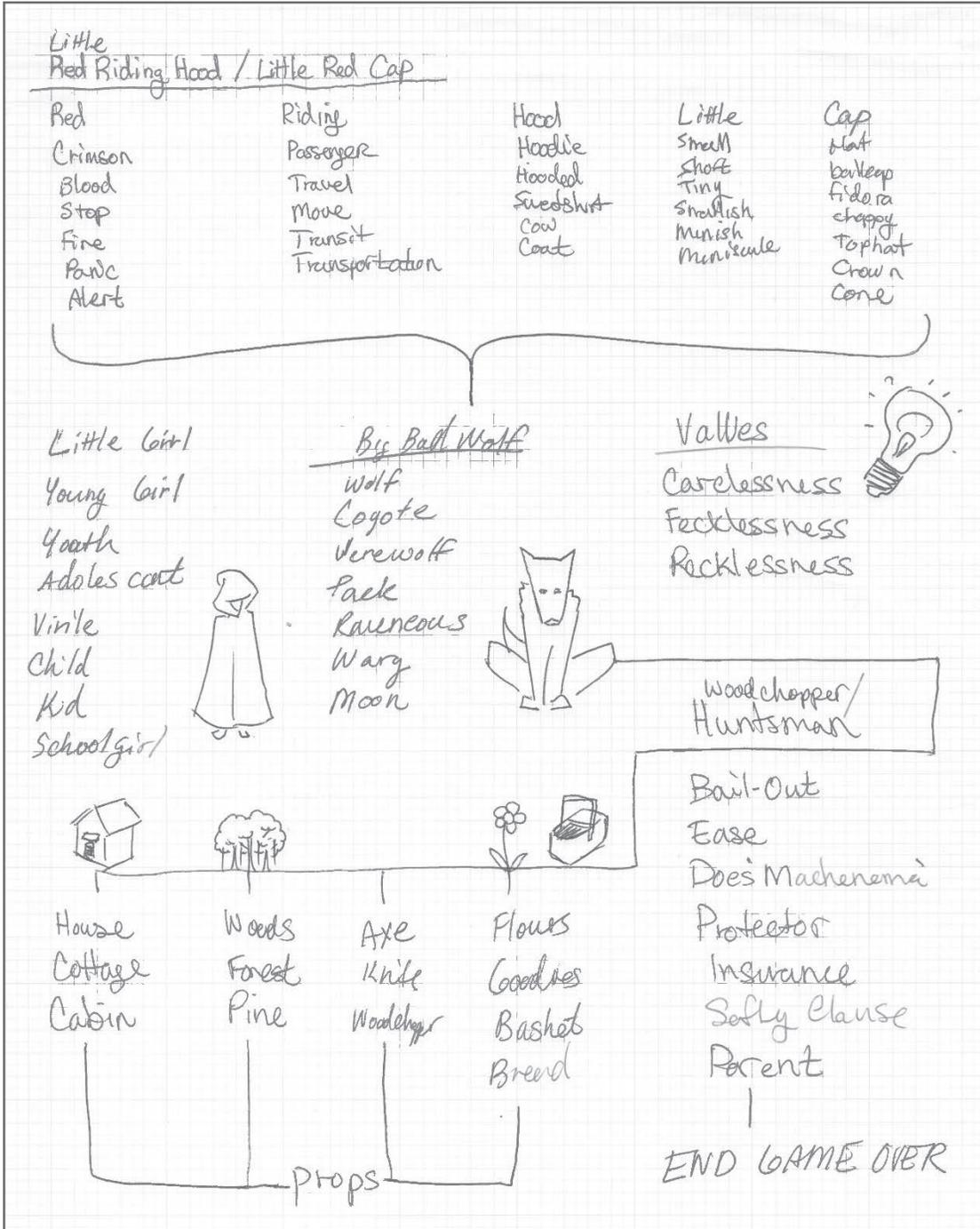
I like the idea of using type and imagery to create a message that could be worn and passed around and easily recognized to help bring awareness to recklessness. However, I would be careful when thinking about your color choice... Red is the obvious answer given the story you have chosen. However, if you do research on campaigns that are also using the color Red you will come across the Product RED campaign for AIDS and so on. Just something to think about... What about looking into the specific factors that are associated with recklessness and doing color studies and then working on verbiage it is a single word or acronym that is appealing to not only 15-25 year olds but a broader generation.

I look forward to seeing this project grow!

# MOOD EXPERIENCE

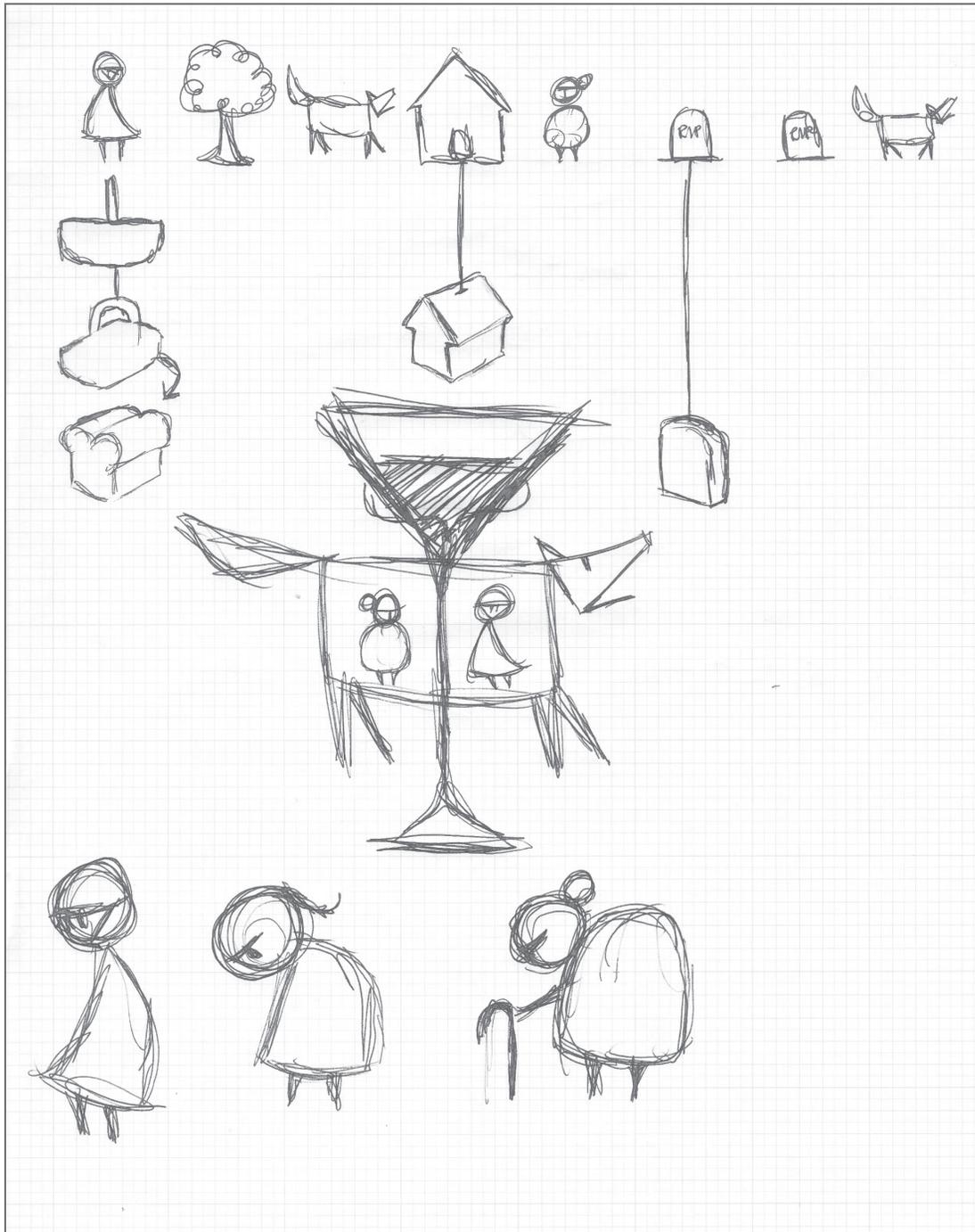


www.1688.com

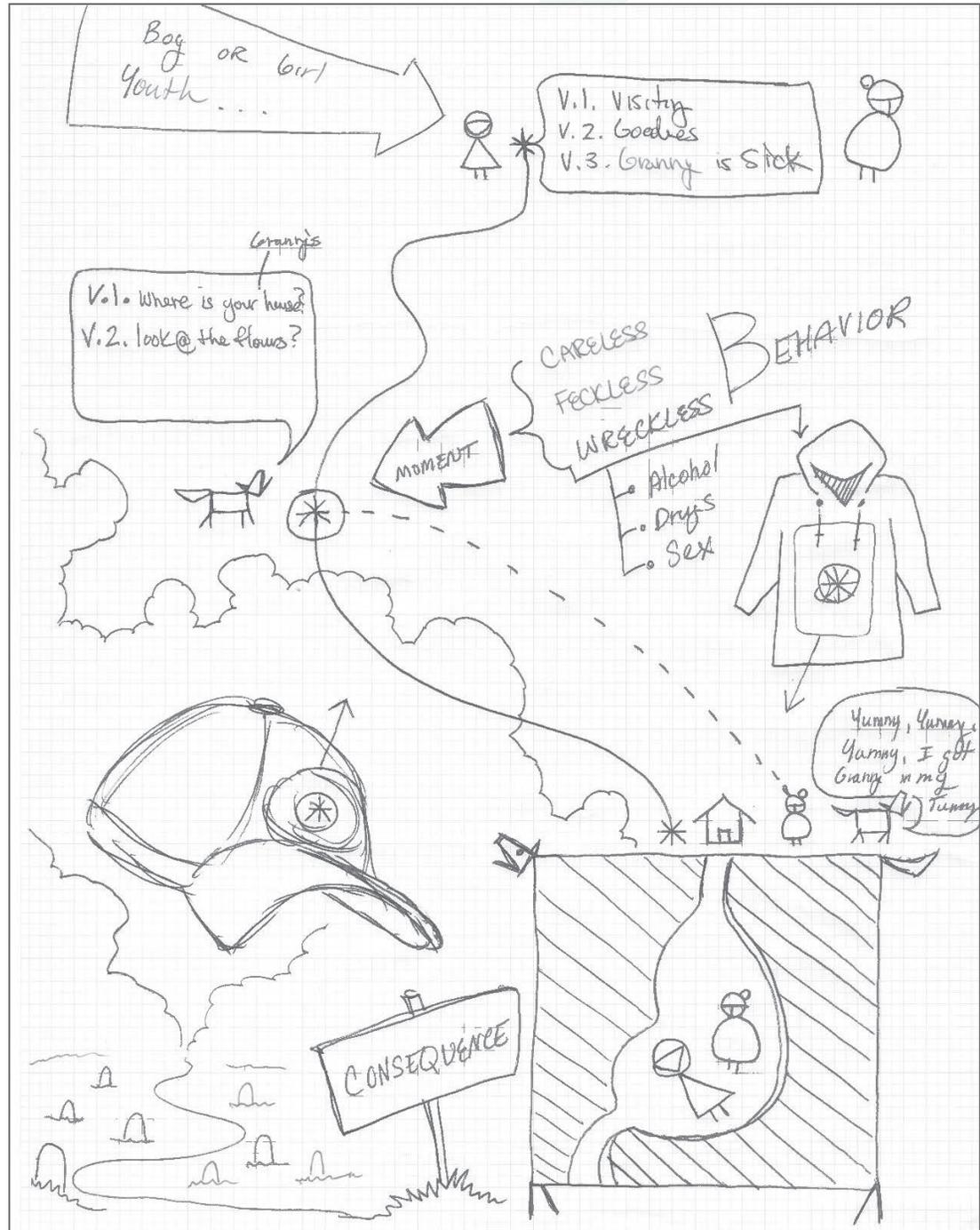




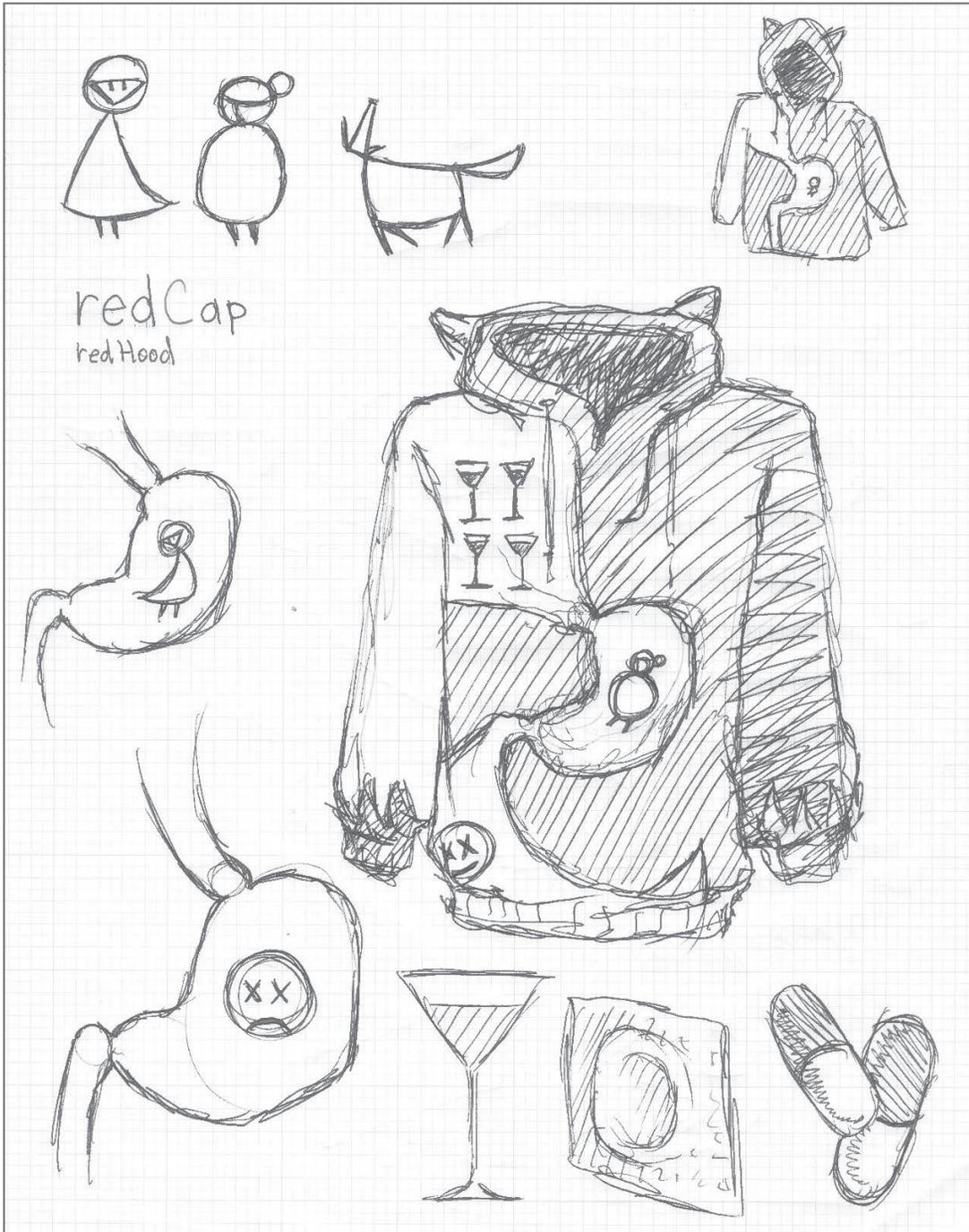
# BRAINSTORMING



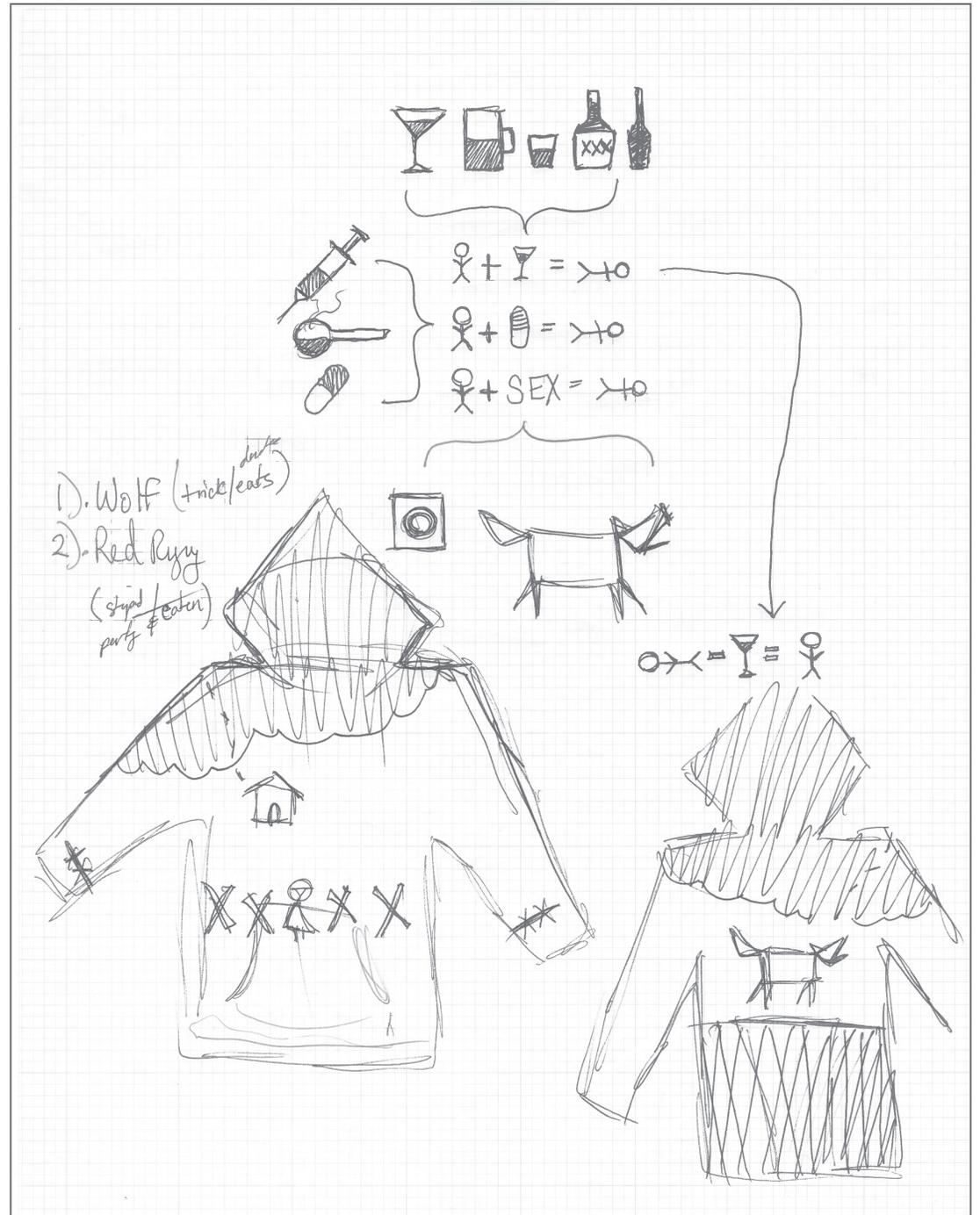
# BRAINSTORMING



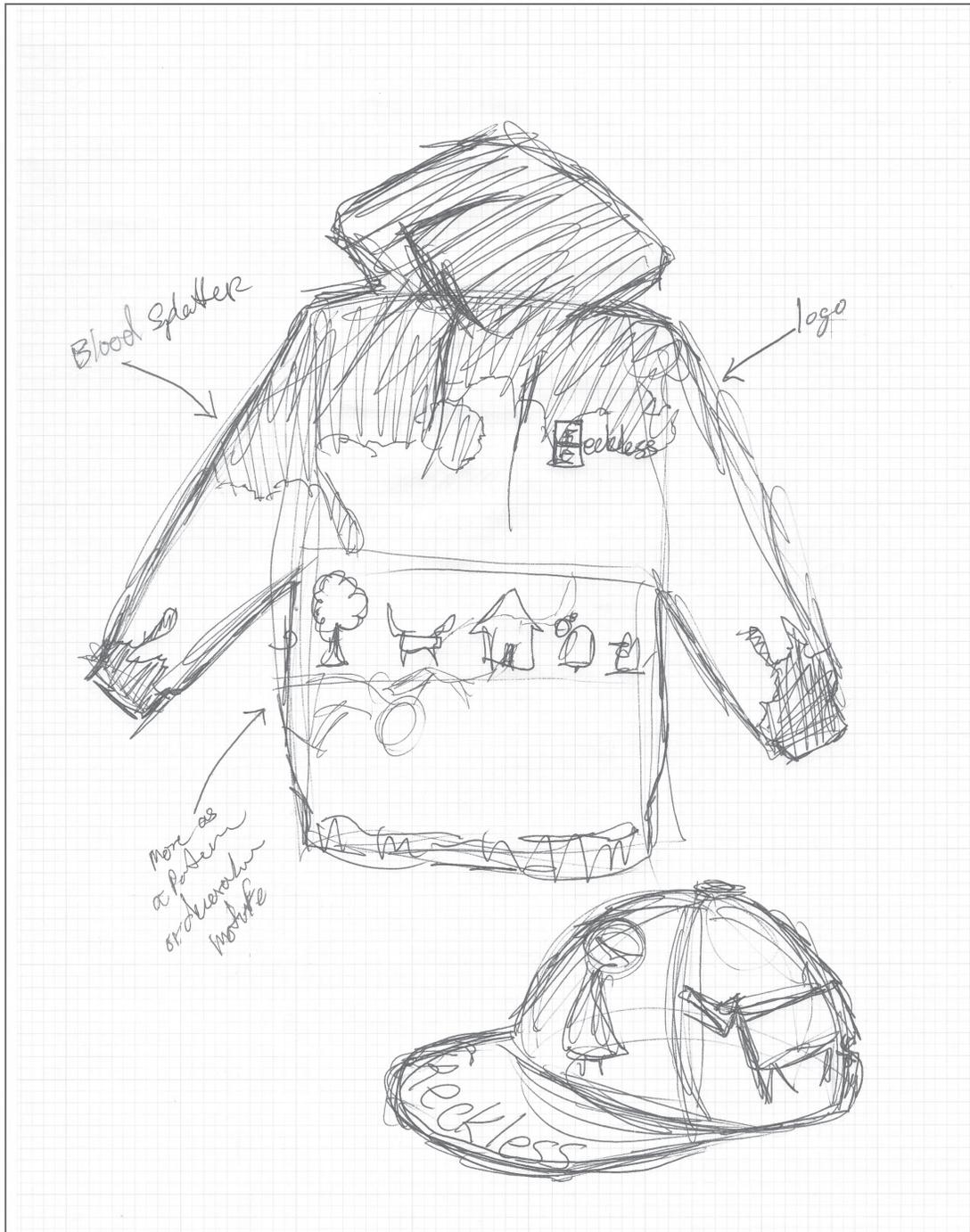
# ROUGH COMPOSITIONS



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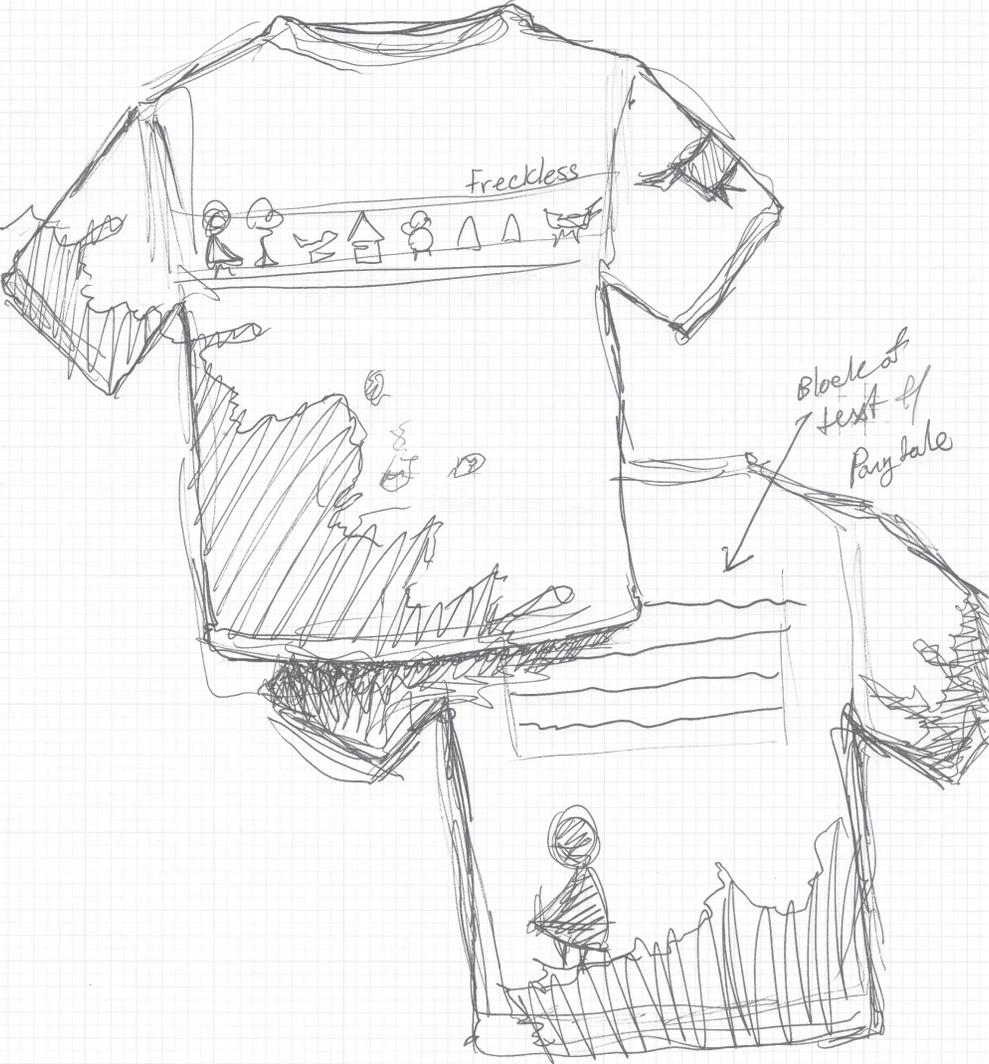


# ROUGH COMPOSITIONS



# ROUGH COMPOSITIONS

- 1). Wolf-hoodie
- 2). bloodsplatter-hoodie
- 3). woods-hoodie



# PEER FEEDBACK

## ASHLEY BACA

Your drawings are great! Have you looked in google image search for red riding hoodie? I just thought it was interesting what was in there. It started to make me think of the wolf as the bad influence, like the drugs and alcohol. I could almost see the wolf's head shaped on one sleeve devouring red riding hood and somehow you have the pills or the alcohol image incorporated, maybe have them flowing out of the wolves mouth and red riding hood shielding herself from them (too obvious?). I also think that this might be interesting as a two tone sweater. I think I would maybe play around with the idea of an alcohol graphic a little more. Martinis don't necessarily remind me right away of alcohol. Perhaps, instead of using image graphics somehow you could use words like "once upon a time" or something clever that is associated with those bad influences.

## SHAROKIN BETGEVARGIZ

Great creative ideation in your research and sketches. Here is a site I came across for content

<http://osocio.org/category/drugs/>

Also, perhaps you have seen this, have a look at:

<http://www.youtube.com/watch?v=-LF5M9nIFQs>

You can also make a flow-chart of what happens if scenarios...this example is from Jessica Hische should you work for free

<http://www.shouldiworkforfree.com/>

You can make a map of various scenarios

Also look at packaging ideas and work off of the idea of packaging a concept

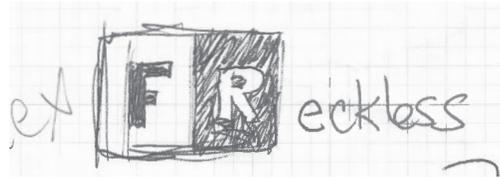
see this clever cigarette packaging

<http://thedeepdesign.com/packaging-design-inspiration/>

## WENWEN WANG

This is developing nicely Timothy. I like the style like the ears on the hood as well as the classic red hood that turns in to a coat. I was thinking that for this idea to have any real cajones it needs to have a strong sense of novelty that would be effective on college campuses. The map that you drew gave me the idea, what I mean is you could make the cloths talking clothing. so, you would create several different spots on the clothing that you could integrate a buttons that if you press it then it would talk and tell you different things. Here is a link for DIY voice control devises. [http://news.cnet.com/8301-13772\\_3-9790401-52.html](http://news.cnet.com/8301-13772_3-9790401-52.html)

The cool this is if you used some basic programing you could have the outcome of the talking be different at different times. This would keep the interesting factor up. I bet it would be just weird enough to get the media involved. They love the cooky wacky novelty stories to bring interest in to their news.



## REFINED COMPOSITIONS

The logo for the hoodie company is *Freckless*, which is based on the negative attributes of the main character in *Red Riding Hood*, being careless, feckless, and reckless.

freckless

freckless

freckless

freckless

## REFINED COMPOSITIONS

This Freckless (feckless & reckless) hoodie design places the wearer in the role of the big bad wolf, and illustrates *Red Riding Hood* being devoured (the back) and in the stomach of the wearer (the front).



## REFINED COMPOSITIONS

This Freckless (feckless & reckless) hoodie design references the story progression of *Red Riding Hood* through icon progression (the front), text from the original fairy tale (the back), and blood splatter foreshadowing.



## REFINED COMPOSITIONS

This Freckless (feckless & reckless) hoodie design also references the story progression of *Red Riding Hood* through a physical mapping across the fabric (zipper to zipper).



# PEER FEEDBACK

## LINDSEY MAPLES

I like your sweatshirt idea, but I have a question/suggestion. What do the ears on the hood symbolizing? To me, with it being red, it looks like devil horns. Thats good, if that's what your going for, but after some image searching, I came across some other options that cold be cool. :) After looking at illustrations of Red, I noticed her hood has a point on it.. this could be cool....

## SHAROKIN BETGEVARGIZ

This is coming along very well. The combination of icons on page 13 are clear and clever. Will you do packaging for these you can use them on the wrappers to make a series. Will you make a logo too? Frek/Feck less... I see Freckless with a series of icons in blackletter type. The colors red on maroon seem to create low contrast and loss on the detail of the illustrations. The bright orange/red on maroon seems to work better but it very demanding. How about red and white? Or bringing it the outline? Not sure. Try these and see if they work... The copy on the back has some major gaps on the second line. Try to avoid these by decreasing the measure / width of the column or changing the copy. Are you doing caps as well?

## WHITNEY WRIGHT

I love where your exploration has taken you. My only concern is the red/maroon contrast like stated above. I see it with black or a really dark maroon if you don't want it to be that harsh. I really enjoy the imagery on pg. 16. I also don't think I am completely understanding the term Freckless. I must have missed something. Also, are you planning on executing this by actually printing it on a hoodie? I'd love to see the finished product and someone wearing it! Looking forward to seeing your progress!

## CARA SIMONEAU

I was really curious to see how this would go, and I'm enjoying the progress! I find the second hoodie to be a lot more visually pleasing, as it not only pulls you through the story, but also features a quote from the actual tale. Your graphics are simple and easy to understand, and the blood splatter gives some foreshadowing as to what happens. I can't wait to see this on a real hoodie!

## ASHLEY BACA

I really like the second hoodie. The colors are not so bright on bright which makes it easier to view. I also like the design of this one. It's interesting and the explorations are fun to see where you going with this. It'll be interesting to see what you do with the third one on page 13 of your sketches. I like that idea as well and I can see how the red has deep meaning with the red riding hood character. Do you think you'll keep it red or try other colors?

## SHAROKIN BETGEVARGIZ

I think they all have their own strengths. Page 19 visually shows the story from a contemporary context and the fairytale's core synopsis but it doesn't have a verbal narrative and I am not sure if the identity is on the sleeve? The second one, has all the components that makes it the strongest. The third, page 21, is very simple and may need more implied visuals to associate it to the our culture today. That being said I find all three worthy of production especially as a set by adding the logo type and a simple line from the story. What else are you producing besides the hood? And how do you plan to show it in context?



DESIGN IN CONTEXT



DESIGN IN CONTEXT



## DESIGN IN CONTEXT



## DESIGN IN CONTEXT



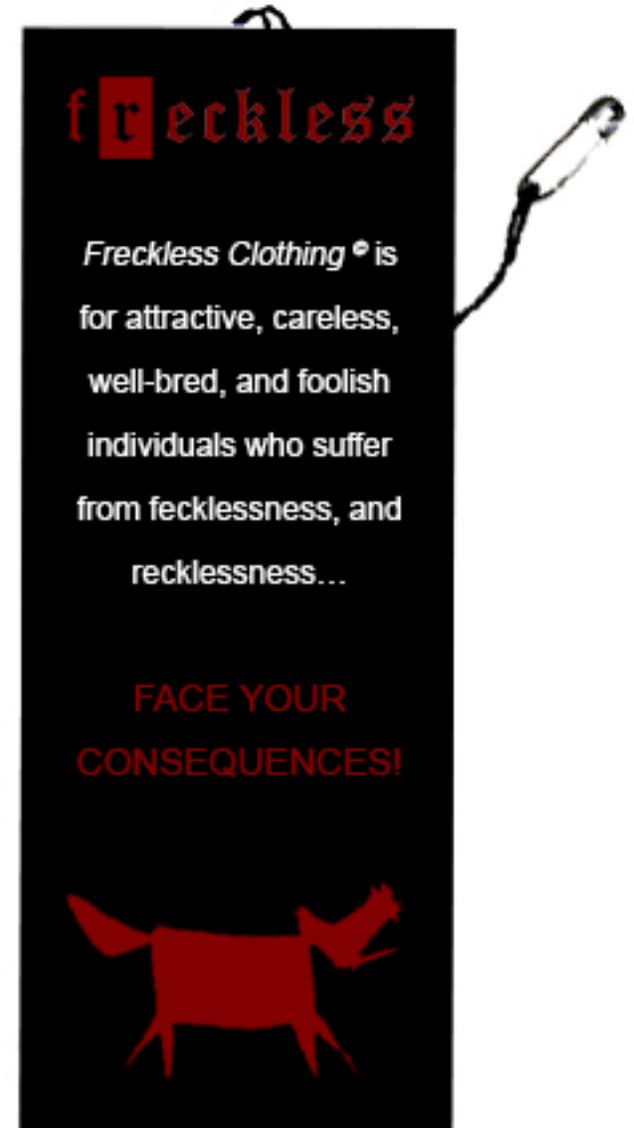
## INSTRUCTOR FEEDBACK

### SHAROKIN BETGEVARGIZ

The context photos are imposed well, including the tag on the inside of the hoodie. Include these in the final process file. I still think a packaging or wrapper telling the purpose of the design to the user would further enhance the piece.

### TIMOTHY BROADWATER

I've been struggling with this because most hoodies don't have packaging, so I think I will develop a clothing tag to go with this. Thanks!



# PUBLIC FEEDBACK

I'm trying to get any feedback I can on this hoodie design? Thoughts? What does it invoke? Feelings? Impressions?

 Tag Photo  Add Location  Edit

Like · Comment · Unfollow Post · Share · Edit

-  **Les James** It's cool  
2 hours ago via mobile · Like
-  **Les James** I'd get it  
2 hours ago via mobile · Like
-  **Alan Smith** Looks great! I immediately think someone got stabbed and this should be in evidence :~)  
2 hours ago · Like
-  **Alan Smith** Red Riding Hood...perhaps some wolf eyes faded somewhere to the background, maybe behind the verse.  
2 hours ago · Edited · Like
-  **Benjamin Snyder** Stabbed shot radioactive hazmat zombie apocalypse  
30 minutes ago · Like

