

Shared Border, Shared Dreams

Design students created a free-standing, self-guided exhibition that allowed participants to walk in the shoes of undocumented immigrants trying to achieve their dreams in the United States.

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Know where you stand and stand there.
—Father Daniel Barrigan

DESIGN CHALLENGE

Graphic Design students enrolled in Design for Social Impact were challenged with researching, conceptualizing, designing and implementing an interactive exhibition that would facilitate dialogue about the Northern/Southern U.S. borders. The subject matter and outcome of the final exhibition was completely open, so long as it sparked a conversation within the audience. Six hundred students enrolled in the course, Regions of Conflict, experienced the exhibition over the course of three weeks.

PARAMETERS

Location: JJ Wright Library Lobby, La Roche College

Time Frame:

Concept Development: Six Weeks
Design & Production: Three Weeks
Exhibition: March 18 - April 06, 2013

Budget: \$1400.00

OBSTACLES

- Budget & Resources
- Limitations of the space
- Tackling a politically charged subject with sensitivity
- Successfully engaging the college level audience

PROCESS

1 RESEARCH

The Northern border is not a place of significant conflict, while immigration from our Southern border is the center of much political and social debate. The students decided to focus on undocumented Mexican immigrants.

2 PROBLEM FRAMING

Students consulted experts for help:
Brett Yasko Designer, Conflict Kitchen
Robert Sayre Chef, Conflict Kitchen
Greg Gibilisco Director of Visual Design, MAYA

3 COLLECTION OF PERSONAL STORIES

AnDria Verde Spouse of an undocumented immigrant
Kenna Kristin Sommer English as a Second Language consultant, University of North Carolina
Undocumented Immigrants Personal testimonials

4 FINAL EXHIBITION GOALS

- Evoke empathy by creating an experience that simulates the obstacles faced by undocumented immigrants in the United States.
- Inform and raise awareness about immigration in the United States.
- Facilitate dialogue and personal reflection.
- Help students and the La Roche community to understand the role, power and reach of design.

5 FINAL EXHIBITION CONCEPT: DREAMS

We share more similarities than differences. Although the challenges we face are different, our dreams for the future are similar.

6 CONTENT GENERATION & EXHIBITION FORMAT

7 VISUAL RESEARCH & INSPIRATION

8 DESIGN & PRODUCTION

SUMMARY

GRAPHIC DESIGN STUDENTS LEARNED:

- How to work collaboratively
- How to utilize design thinking and research to create human-centered solutions
- How to innovate within limitations
- How design can affect change!

- Commonalities between themselves and undocumented immigrants
- The current state of immigration in the U.S.
- The role design can play in education and society

FINAL EXPERIENCE



Welcome Station



Choose Your Dreams



Pick a Persona



Sample Personas



History of Immigration



Dream Stations



Dream Station: Job



Dream Station: Travel



Dream Station: Education



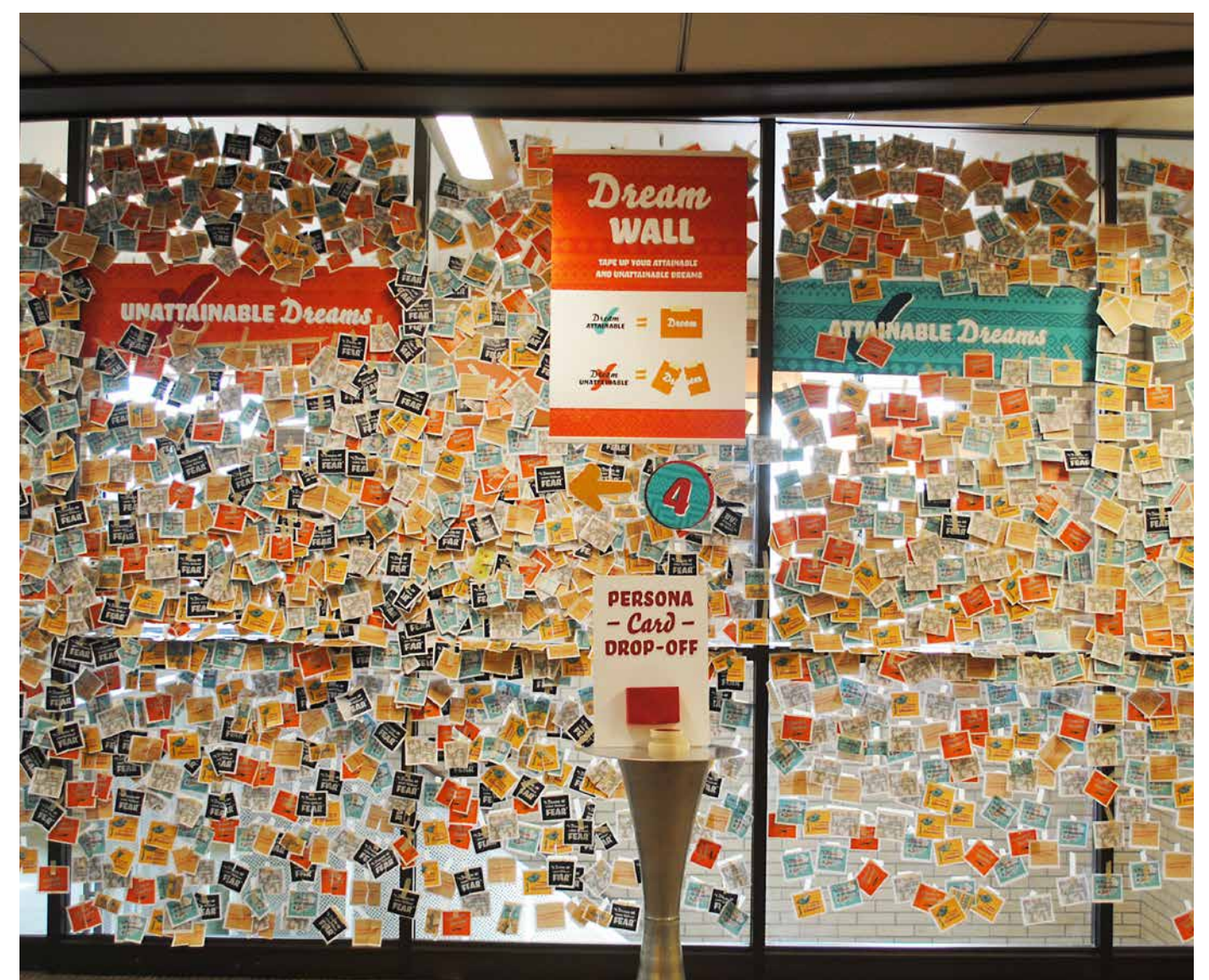
Dream Station: No Fear



Dream Station: Health



Dream Station: Family



Dream Wall: Attainable Dreams vs. Unattainable Dreams