

Bare closet

Social industry saturation, many people cannot put down the identity and start to chase the title of identity. In the process of identity blessing, their wear also begin changing which mean people figure out the identity according to the characteristics of clothing. When people carry these stereotypes to see others wearing clothes that are completely different from their "professional identity", they will not accept or even criticize.

I designed experimental posters and board games to express my rejection of this professional dress stereotype. I hope people can clearly understand that we should not restrict the dress of one person because of his profession or easily distort a person's image due to other clothes.

09.2023-10.2023
Individual project



BACKGROUND

Phenomenon

I found that people in different professions would wear different styles of professional clothing, and they began to dress themselves according to their professional style in daily life.



About my own story

In my high school, I did not wear school uniform one time, my teacher took me to the office to talk, reminded me not to wear expensive brands of clothes. She think that would cause other students to compare to each other. But I was very confused.



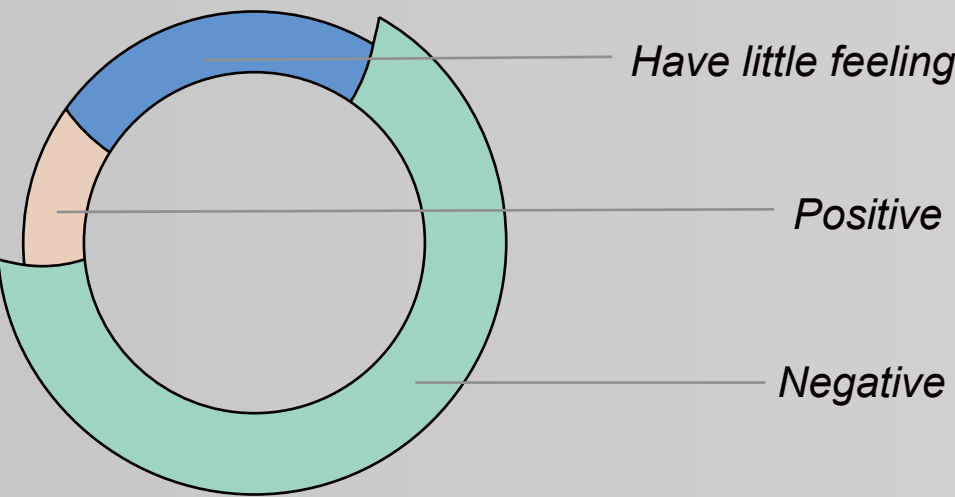
RESEARCH



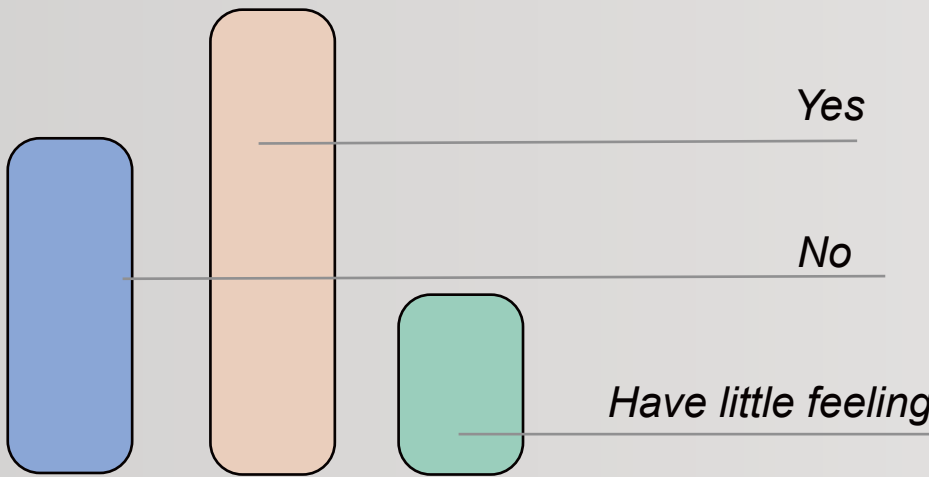
Questionnaire

The total number of people in the survey was 30, with the main age distributing 15-43 years old.

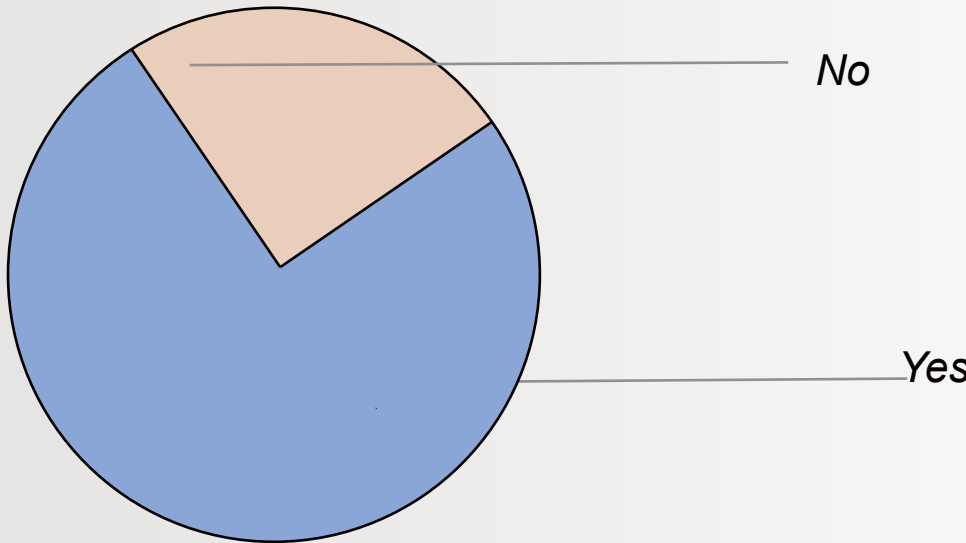
What is your attitude toward professional clothing ?



Does the style of your professional clothes influence your daily life ?

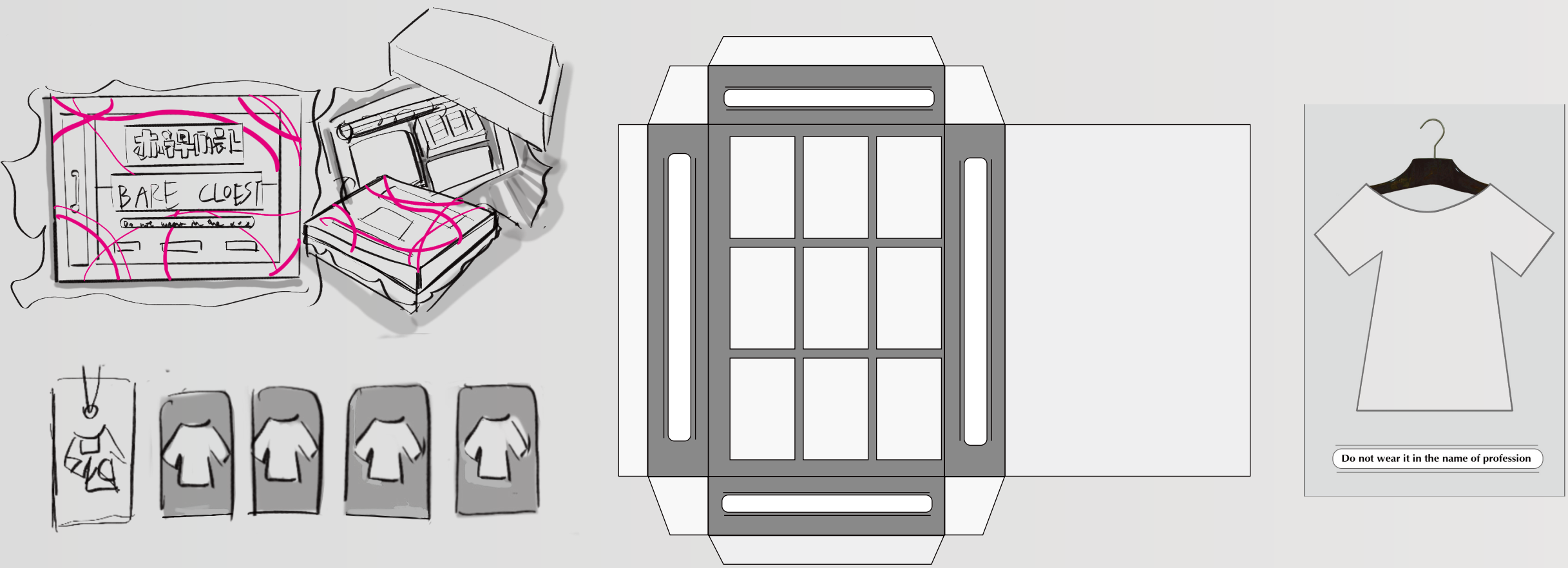


Do you come across other people who have clothing stereotypes about your profession ?

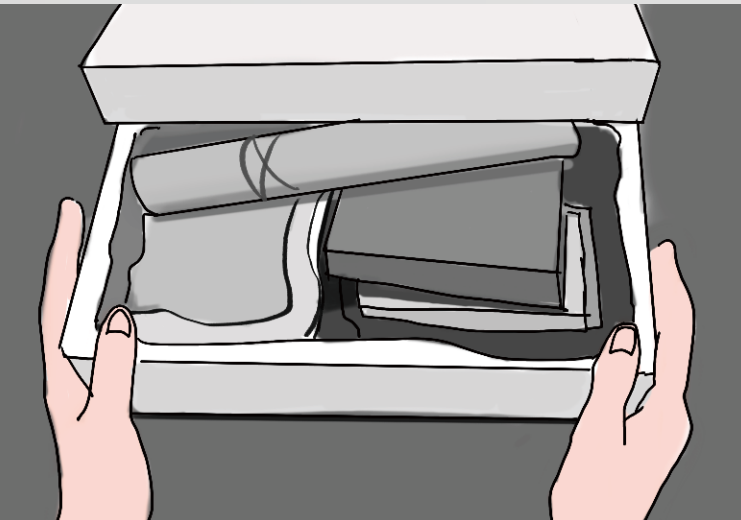


VISUAL PROCESS

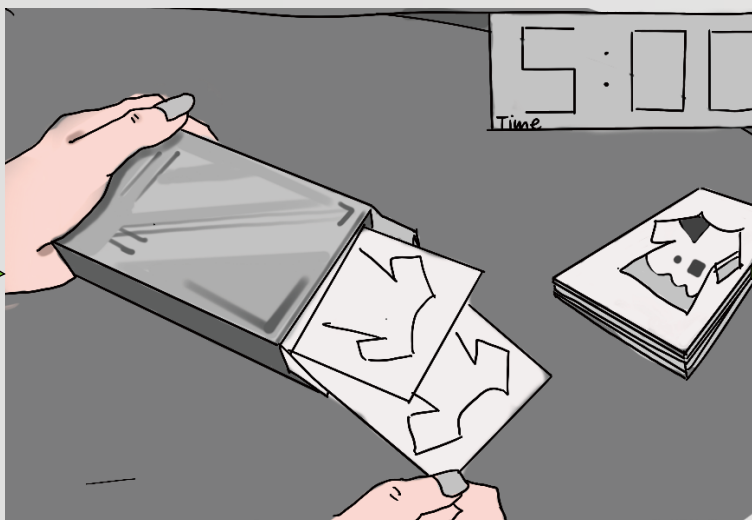
Board game sketch



Board game flow&rule



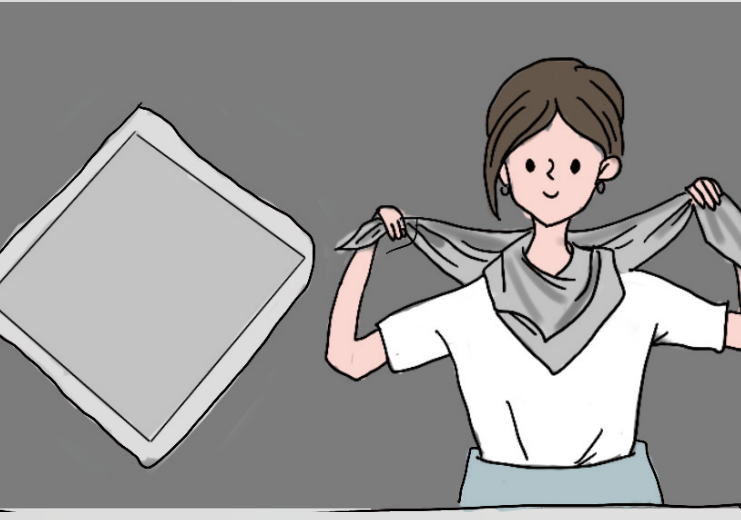
Open the package and tile the contents. Then read the game instructions.



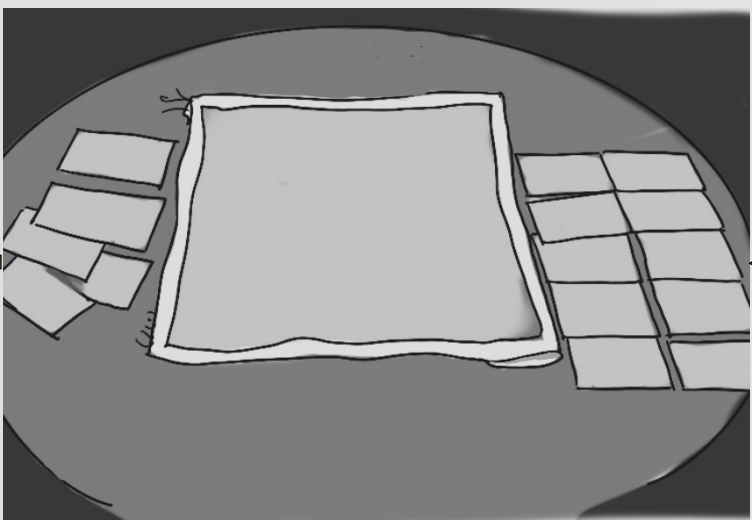
Stack the cards with the graphic side on the table and start timing.



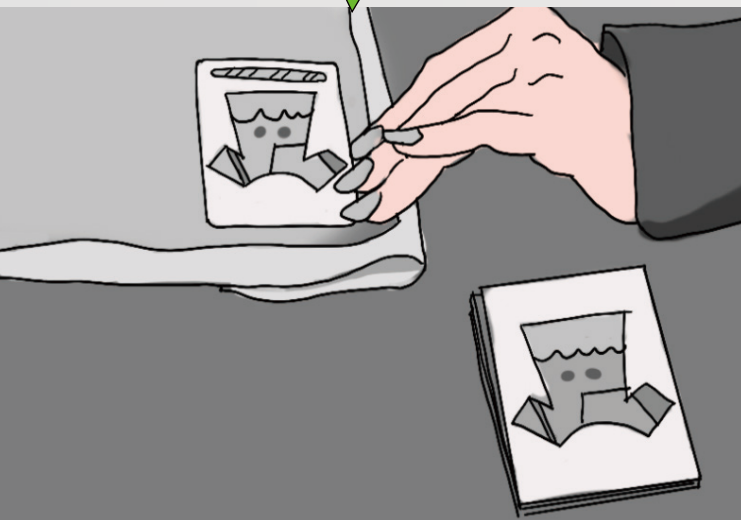
According to the graphics on the card, use the transcard to match the map.



Eventually, the map can be used as scarves if players likes.



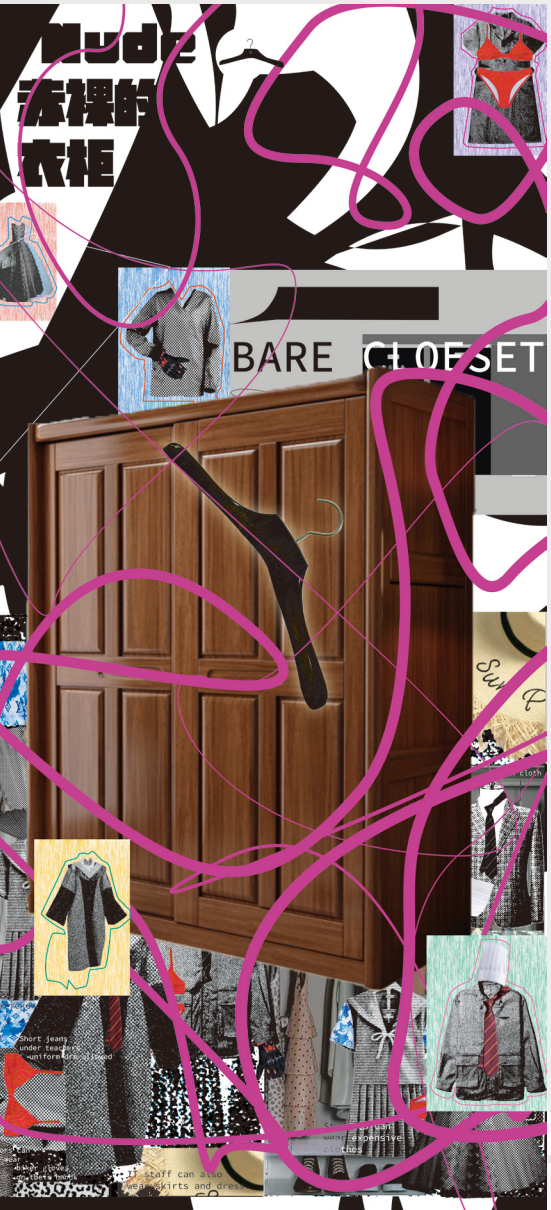
Who gets the most cards wins when time up. The game restarts if cards number is same.



Who gets the card if the correct figure is matched with the map through card.

posters sketch

I made a concrete poster design based on the professional stereotype experience of different people in the interview above.



Material experiment

I selected the fabric and estimated the size. Then I carried out some packaging experiments with matte paper in order to confirm the plan.



POSTER DESIGN

I interviewed several people in different and special professions. I found that people are criticized if they wear anything other instead of professional clothes in the workplace. Therefore, I make concrete descriptions based on the occupational stereotypes they encounter.



FINAL OUTCOME

Most people may conceive the general appearance of the occupation clothing according to the graphics on the card at the first sight, or not; But once the stereotype of the profession is formed, it will cause mistakes in observation and placement on the map. The process is the solidification of people's professional which I hope players could aware of this.

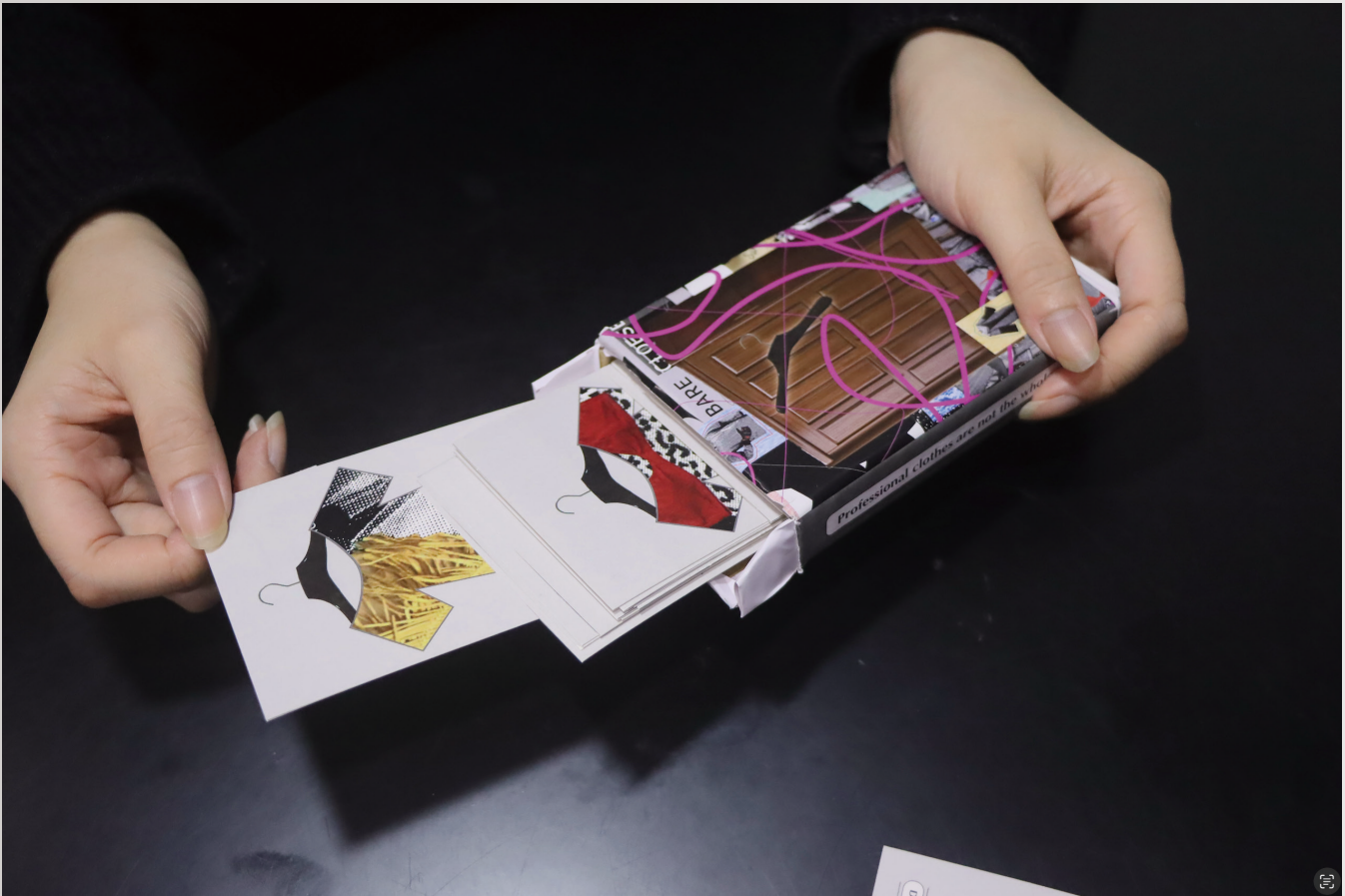
Back of the map

On the back, I chose different fabrics of the clothes for decoration, representing we can choose different clothes.

Packaging

The shape of the package is similar to a shoebox.

Content display



Map front



Transcard



Card

The shape of each card is the same, only the pattern of the clothes is different, but all can be found on the map.

Specification



SCENE&INTERAVCTION

Game scene



After the game is over, the map can be used. It can be worn as a silk scarf around the neck.