

# RAVEN'S REALIGNMENT

Design Thinking PROD 215

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# DC'S STRONGEST DEMON



- Born half-human half-demon
- Taught to control her powers by throttling her emotions
- Greatest challenge: emotions growing beyond her control and unleashing destruction
- Reformed the Titans to defeat her evil father
- Powers: astral projection; flight; dark magic; telekinesis; empathy; energy projection; reality alteration
- Aesthetics: spiritual symbols; gothic; jeweled
- Colors: Black, violet, red
- Tone: dark, withering, powerful, mystical, mysterious







# EMPATHY MAP

## Sees

- Her father being evil
- Mass destruction of earth
- Her friends and teammates refuting and fighting against evil

## Hears

- Her father's taunts to succumb to evil
- Mistrust from other heros because of her demonic heritage

## Says

- "I already told you I don't get scared."
- "Evil beware. We have waffles."
- "I'm afraid, but that doesn't mean I can't fight back!"

## Does

- Occasionally succumb to darkness
- Protects her friends at all costs
- Does her best to self-regulate her impulses





# STORY BOARD

Setting: the end of a long winded battle between the titans and Trigon in Azarath



Raven's evil father, Trigon, taunts Raven, telling her he is going to destroy her home and everyone she has ever loved if she does not give into darkness and join him.



Raven rebukes his offer, unleashing her magic to temporarily banish him from the realm.

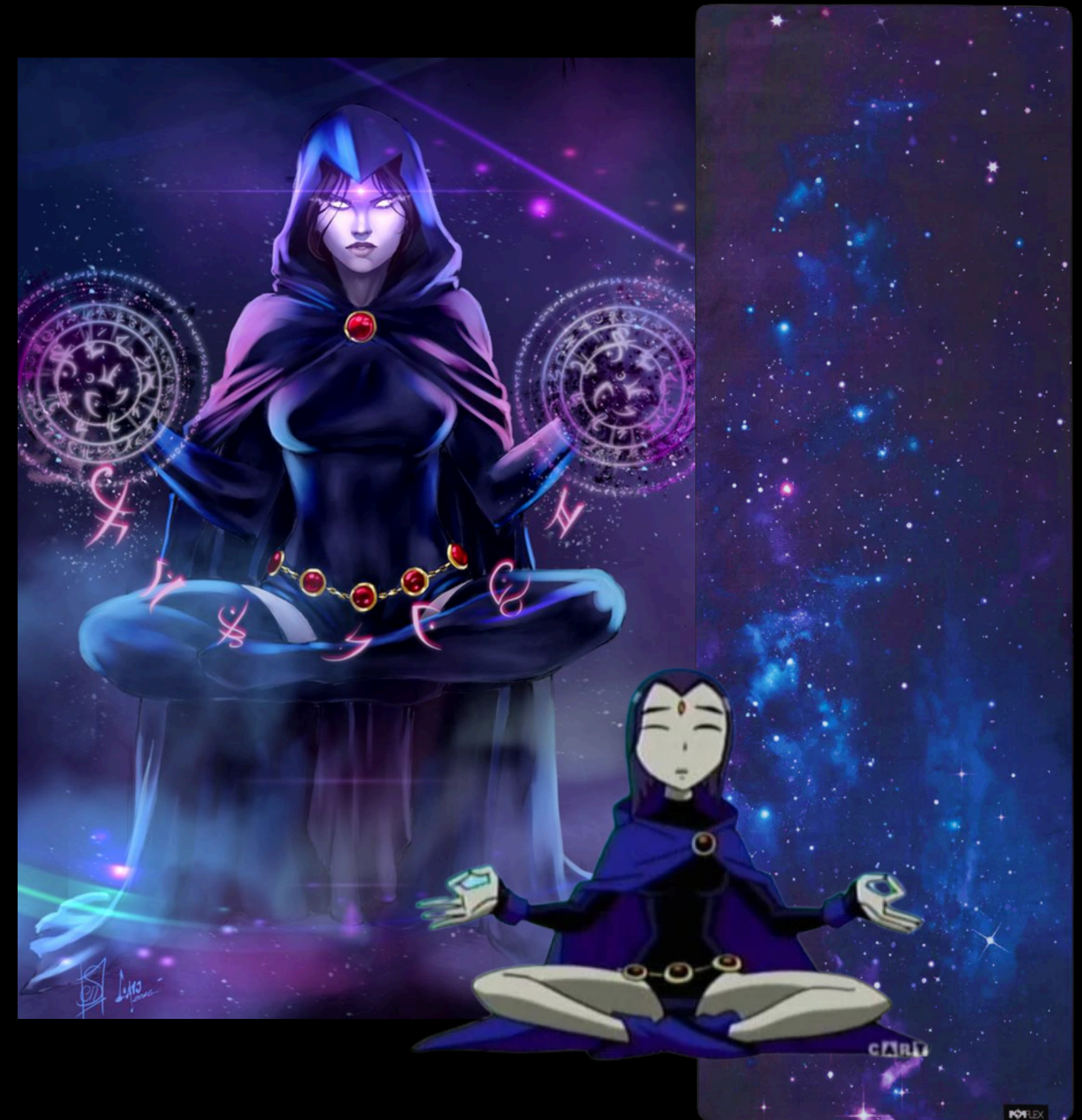


Fighting her anger and fear, Raven attempts to meditate, but struggles to reclaim her true identity and remember who and where she is.



# YOGA MAT INNOVATIONS

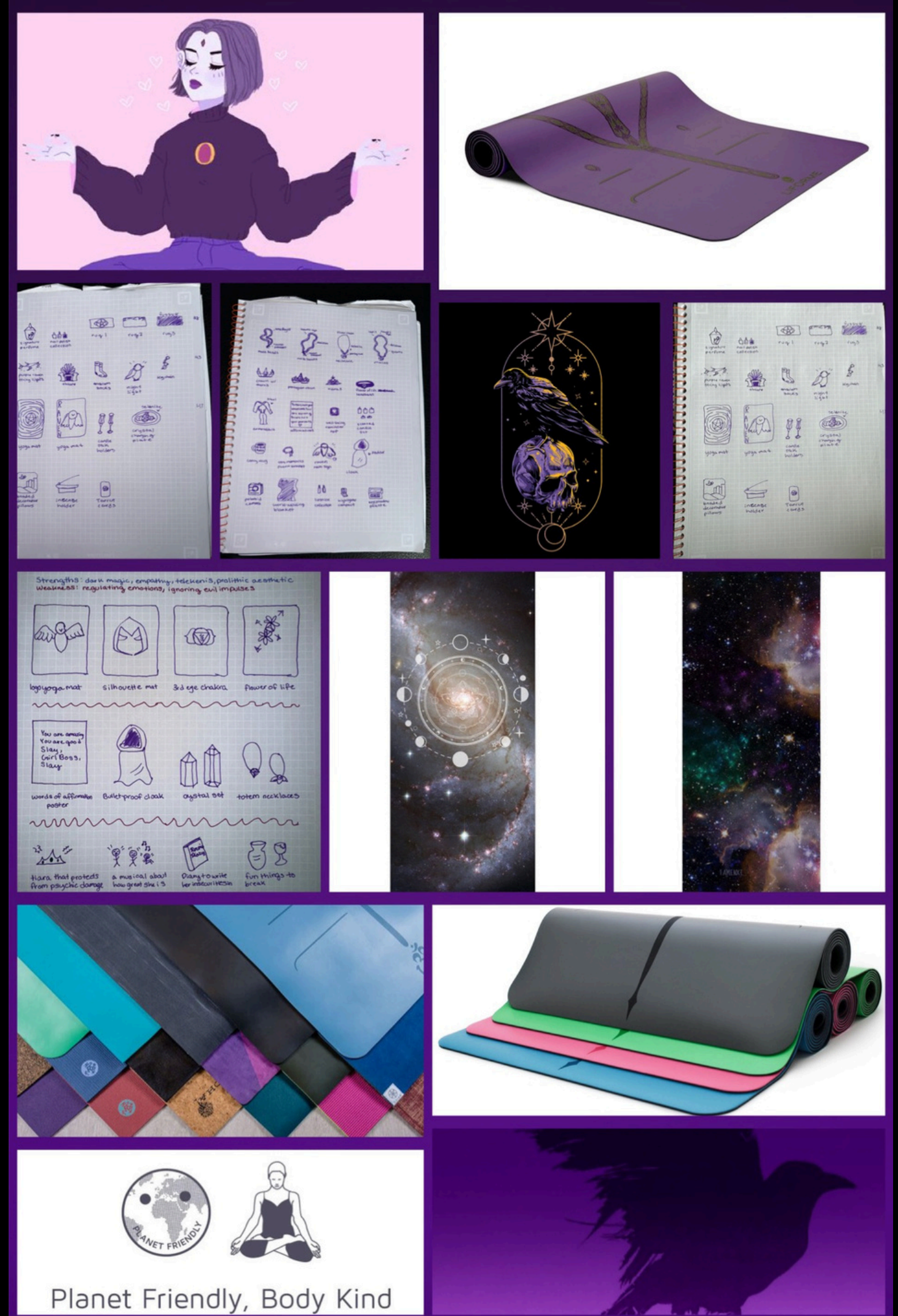
- Pre 1800s: animal skins and cloths for cushion
- 1800s: Cloths for comfort
- 1930s: Cotton and synthetic rugs for stability
- 1960s: foam carpet underlay for support
- 1990s: PVC to increase durability
- 2000s: Towels over PVC to decrease sliding
- 2010s: Innovations with rubber, PVC, TPE, cork, jute, and organic cotton across multiple brands to increase comfort and reduce slippage





# DESIGNING TRANQUILITY

- The Process:
- The yoga matt tackles single true weakness and serves aesthetic fulfillment
- Ideation: the design should
  - reconnect Raven with her spiritual nature
  - immediately remind her who she is
  - help her reclaim physical space
  - remind her what she's capable of
- Design:
  - Stars: she is born of universe's stardust
  - Galaxy: her power knows no bounds
  - Violet: her chosen self articulation
  - Raven: she is limitless in her transformation
  - Material: highest comfort for best alignment
  - Durability: efficient eco-friendly materials that will hold up in any realm





# RECONCILING THE RAVEN

The intention of this design is to create a dedicated space for meditation where Raven is able to regulate her emotions in order to react calmly and reclaim her autonomy from demonic forces in the most aesthetically pleasing way possible.

Material: Natural Rubber base; eco-polyurethane top surface.

High grade non-toxic and eco-friendly ink

Dimensions: 185cm long x 68cm wide

Weight: Approx. 2.5kg

Thickness: 4.2mm

Color: Violet

Pattern: galaxy star spray overlay

Symbol: Raven







**THANK YOU**



# RESOURCES

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