

**OVERLAP**

# STATEMENT OF INTEREST

When given the assignment to tackle a “passion project,” I knew that the topic of interest would need to be on a subject that I could talk about for hours. The caveat to any kind of passion project, however, is that the subject needs to be one that others could discuss for hours as well. There needs to be a connection beyond just myself. A relatability is necessary to such a project, because if there isn’t that relatability with others--what’s the point of sharing the project?

One particular topic that I have personally experienced (and know that others have experienced) is the struggle between personal identity and societal prejudice and discrimination. The generalized categories that are placed on us by society don’t always match up to our personal experiences.

# PROBLEM + CHALLENGE

Research has shown that people often maintain their self esteem in part by identifying with groups and believing in the superiority of the group they identify with. This need to identify reinforces our need to categorize ourselves and others, perpetuating stereotypes and limiting our views of different cultures and individuals. But what if you don't personally identify with the groups that society expects you to identify with?

Despite the world's perceived usefulness of categories in everyday life, they can be harmful when people falsely isolate themselves from each other. Once stereotypes are learned, they are often needlessly perpetuated and reinforced. They spread ignorance and limit our understanding of cultures and individuals.

# OVERLAP

# SOLUTION

**Social labels lead us to believe that these categories are generally isolated and exclusive, but on a personal level, these categories often overlap. Though stereotypes are widespread and taught throughout the world, they can be changed when people make an effort to do so. Studies have indicated that stereotypes can often be successfully reduced through personal intention and empathy.**

**To bridge that gap between perceived social labels and categories, people must acknowledge their differences and consider the alternate perspectives that exist in the world.**

**Overlap seeks to reduce discrimination by showcasing our various points of view through personal storytelling and embracing the unique perspective that we have as cross-cultural individuals. Though we may not be able to clearly identify with one social label, we are all connected through our overlapping experiences.**

# MISSION

# STATEMENT

**Our goal is to challenge stereotypes by sharing and connecting people through personal stories and experiences of multiculturalism. We're striving to dissolve the harmful nature of stereotypes and the discrimination that comes with them. By allowing a safe, accessible, and open place for people to share their unique perspectives and experiences, we hope to create more empathy in the world by showing the many ways that we are all connected through overlapping cultures.**

# RESEARCH AND DATA

**Social categories form an indispensable part of human thought, but because attributes such as race, sex, and age lie along a continuum, social labels are never more than approximations. In fact, it is surprisingly difficult to think of two categories that do not overlap with each other (that is, two categories with a fixed boundary that cleanly separates each side). At first, you might think of well known opposites such as night and day, earth and sea, or alive and dead. Upon reflection, though, it becomes apparent that there is no fixed point separating these categories. Night and day form a continuum rather than two discrete categories. The boundary between earth and sea changes with the tides and is impossible to mark.**

*Data and copy taken from [understandingprejudice.org](http://understandingprejudice.org)*

# RESEARCH AND DATA

Once stereotypes are learned -- whether from the media, family members, direct experience, or elsewhere -- they sometimes take on a life of their own and become “self-perpetuating stereotypes” (Skrypnek & Snyder, 1980). As discussed earlier, one way this can happen is by people experiencing a stereotype threat that lowers their performance. Stereotypes can also become self-perpetuating when stereotyped individuals are made to feel self-conscious or inadequate.

Yet all is not lost. Studies indicate that stereotypes can be successfully reduced and social perceptions made more accurate when people are motivated to do so (Fiske, 2000; Neuberg, 1989; Sinclair & Kunda, 1999). One of the most effective ways to do this is with empathy. Stereotypes may be widespread and persistent, but they are also amenable to change when people make an effort to reduce them.

*Data and copy taken from [understandingprejudice.org](http://understandingprejudice.org)*

# RESEARCH AND DATA

Despite the usefulness of categories in everyday life, they can be devastating when people falsely isolate themselves from the environment, from animals and nature, or from each other. For a vivid illustration of this point, we need only look at the social construction of racial categories. In the United States, for example, at least 75% of African Americans have White ancestry, and 1-5% of the genes carried by American Whites are from African ancestors (Davis, 1991). From a biological point of view, then, Blacks and Whites comprise a continuum rather than a dichotomy. Nonetheless, a false belief in the purity of racial categories has enabled Whites to mistreat Blacks for centuries without realizing that in many cases, they are harming the descendant of a White person.

*Data and copy taken from [understandingprejudice.org](http://understandingprejudice.org)*



# TARGET AUDIENCE

The target audience for Overlap includes, but is not limited to:

*Youth and adults who are struggling with social labels and discovering their identities*

*Individuals who have come to realizations through processing their unique identities in the world and want to share their perspectives*

*Others who would like to combat discrimination and learn more about cross culturalism and experiences*

# COMPETITIVE AUDITS



# IT GETS BETTER

**Target Audience: LGBT and bullied youth**

**An organization and movement created to support the LGBT community, especially its youth. Their goal is to communicate to LGBT youth that it gets better, and to inspire changes that will make it better for their community as well. “It Gets Better” was started by Dan Savage in 2010 when he created a YouTube video with his partner Terry Miller to inspire hope for young people facing harassment. The project has since become a worldwide movement. It’s an impressive view into the power of the internet to bring people together in positive ways. One video turned viral, and then into a worldwide movement.**

# Open IDEO

**Target Audience: people invested and interested in social change and betterment**

**“Where people design better, together”--OpenIDEO is a platform where individuals can come together and try to tackle big challenges that bring social good. The process of ideation goes through a question/challenge that is posed to the community and users throw around ideas for solutions. These possible solutions are then narrowed down by users and facilitators giving “applause” to promising ideas. The final ideas are revised by the community and experts on the project and the final idea is submitted.**

# g r o u p h u g . u s

Target Audience: unknown

A website that published anonymous confessions. It launched in 2003 and developed by Jeffery and Adam Brengener as a side project. Using a simple form, users were able to quickly publish “confessions”. In the ten years that it ran, it attracted millions of users to read and share confessions. It has reportedly been denounced by the Vatican. Grouphug.us has shut down, but a grouphug site exists on the creative company, Jeffery Co.’s website.

# S . W . O . T .

**Strengths** **Weaknesses**

**Has a chance at connect people in a positive way**

**Challenges harmful stereotypes**

**Promotes acceptance**

**Require upkeep (curator)**

**Could potentially be a lot of content to go through**

**Some people may be hesitant to share**

## **Opportunities**

**Could become curated by new people who are dedicated to the site**

**Could be a movement**

**Could create community**

**Can unite people**

## **Threats**

**Trolls**

**Bullies could mock stories  
If anonymous, could send message that people should be ashamed of their stories**

**Haters**

# WORD LIST

Collaborative

Community

Sharing

*Empathy*

Unique

Overlapping

Journey

Cultural

*Cross-cultural*

Multiview

Helping

Understanding

*Storytelling*

Strength

Perspective

Frame of reference

Tolerance

Experience

Individualism

Acceptance

*Growth*

**MOODBOARDS**





SEARCH



VIDEO LECTURES

Upon arriving at a mental institution, a trash

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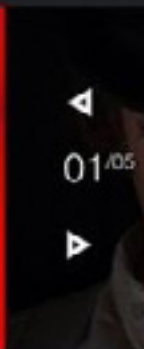
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7 comments NO PRE-REGISTRATION REQUIRED 24 June 2012

10 comments THIS PROGRAM IS DESIGNED AND

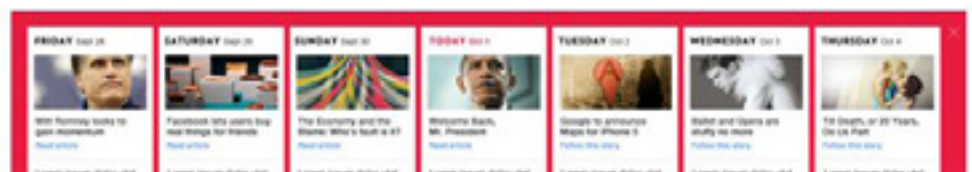




Go behind the scenes of Hello Monday



**RAY WINSTONE**  
Interview by Decca Aitkenhead  
Photo by Rankin





# VIDEO

# SCRIPT

- I grew up in a \_\_\_\_\_ town. The culture there was \_\_\_\_\_.

- Here are ways I fit in and didn't fit in or experienced prejudice: \_\_\_\_\_.

- This is how culture played a part in making me stand out/ different: \_\_\_\_\_.

- This is how I began to see culture in a different light, or became aware of culture: \_\_\_\_\_.

- What I love about my unique perspective is: \_\_\_\_\_.

- The advice I would give to someone struggling with their cultural identity is: \_\_\_\_\_.

- Here is what I hope for the future when it comes to culture, identity, and prejudice: \_\_\_\_\_.

# INTERVIEW QUESTIONS

1. Describe where you grew up and how you fit in with your community.
2. Have you ever experienced prejudice or discrimination?
3. What are some of your unique perspectives on life due to being cross cultural?
4. What advice would you give to someone struggling with social labels and identity?
5. What do you think the future holds when it comes to accepting cultural differences?

USER

PERSONAS

# MIMI LEE

**Age: 13**

**Hometown: Carson City, NV**

*Mimi's persona functions as the user who used Overlap to view content in order to relate to others who experience unique cultural overlap such as herself.*

## **Frustrations:**

- Mimi is surrounded mostly by a single culture that does not reflect her life at home with her family
- She feels awkwardly on the outside of her school community
- There aren't many others in her immediate experience who understand where she is coming from or what it feels like to live in a world of overlapping cultures

## **Goals:**

- Feel a sense of larger belonging
- Connect with others who share her unique family-community set up
- Learn more about other experiences of overlapping cultures

# MIMI'S

# OVERLAP

Mimi is a 13 year old Chinese-American student. Her parents immigrated to the United States from Hong Kong before Mimi was born. Living in a small predominantly Caucasian town in Nevada, Mimi has struggled to fit in at school, feeling a divide between the culture she is raised with at home and the culture she is surrounded by in school. Though she loves her mother, there is definitely a cultural division between her mom and the typical American moms of her friends.

Mimi's parents insist on her taking Chinese language courses on the weekends. Their values on school studies are more extreme and intense than that of her classmates' parents.

Though Mimi has only begun to think about culture in a real, applicable way, it is hard for her to understand how to reconcile this divide in her life. She was born in America and by all means, is your typical American teenager. She struggles to find other teenagers who can relate to her cross cultural life. Mimi is smart and does well in school. She's got a few friends that are close to her, but most of the other students in her class find her to be a novelty. She struggles to find visual representation of herself in popular culture and in the faces that surround her. She wants to fit in but is limited by the resources and culture surrounding her. At the age of 13 with high-school on the horizon, she is feeling stuck in her experience.



# JONATHAN

# JONES

**Age: 30**

**Hometown: Candler, NC**

**Current Town: Berkeley, CA**

*Jonathan's persona functions as the user who used Overlap to share content in order to help others and process his own story of identity and overlapping cultural experiences.*

**Frustrations:**

- Growing up, Jonathan wasn't surrounded by any other bi-racial children. He experienced a lot of loneliness and confusion over his cultural identity growing up
- After moving into a very culturally diverse area, he was finally opened up to all the various walks of life that people can represent, but he didn't learn this until he was an adult

**Goals:**

- Fight discrimination and cultural inequality
- Share his story in order to help others who are struggling with their cultural identity
- Spread empathy through awareness of diversity and acceptance, encourage others to do the same

# JONATHAN'S OVERLAP

Jonathan is a freelance writer living in the Bay Area. While he has lived in the Bay Area for over a decade, he has spent the other half of his life in a small suburb in North Carolina. Jonathan is biracial, born from an African American father and a Caucasian mother. His parents divorced when Jonathan was 7 years old and he was raised mainly by his mother. Growing up, Jonathan struggled with his cultural identity. Being biracial with a white mother garnered some criticism from the community. He never felt like he fully fit in and identified with the white community in his school, especially because they had a different expectation of him due to his appearance. Additionally, his black friends at school would sometimes criticize him for “talking white”.

Jonathan became increasingly confused with his identity. With his father not around for most of his adolescence, he was unable to get the cultural insight he needed from his dad. His mother did her best, but ultimately could not fully relate to what it was like to be a minority.

After graduating high school, Jonathan went to Cal Berkeley for his undergrad. There, he was able to meet with a myriad of individuals who were biracial, multi-cultural, and from every different background. Upon meeting all these people and being surrounded by this interesting mix as “the norm,” Jonathan was finally able to explore his struggles with identity and come to terms with what his identity meant to him.

# DALE

# UNDERWOOD

**Age: 43**

**Hometown: Columbus, OH**

**Current Town: Jonestown, OH**

*Dale's persona functions as the user who used Overlap to consume content in order to understand various perspectives and cultural overlap that he has never experienced.*

**Frustrations:**

- Dale is adopting a child from South America and feels he is not qualified to understand or address issues of prejudice and discrimination that his child may face in the rural town she will live in
- There aren't many resources in town that will help him understand overlapping culturalism, so he needs to seek this community out somewhere else

**Goals:**

- Fight discrimination and cultural inequality through empathy
- Be a proactive father, even when it comes to things he can't relate to--such as being a multicultural person in small town with not much diversity
- Gain a deeper understanding of multicultural experiences and perspectives

# DALE'S

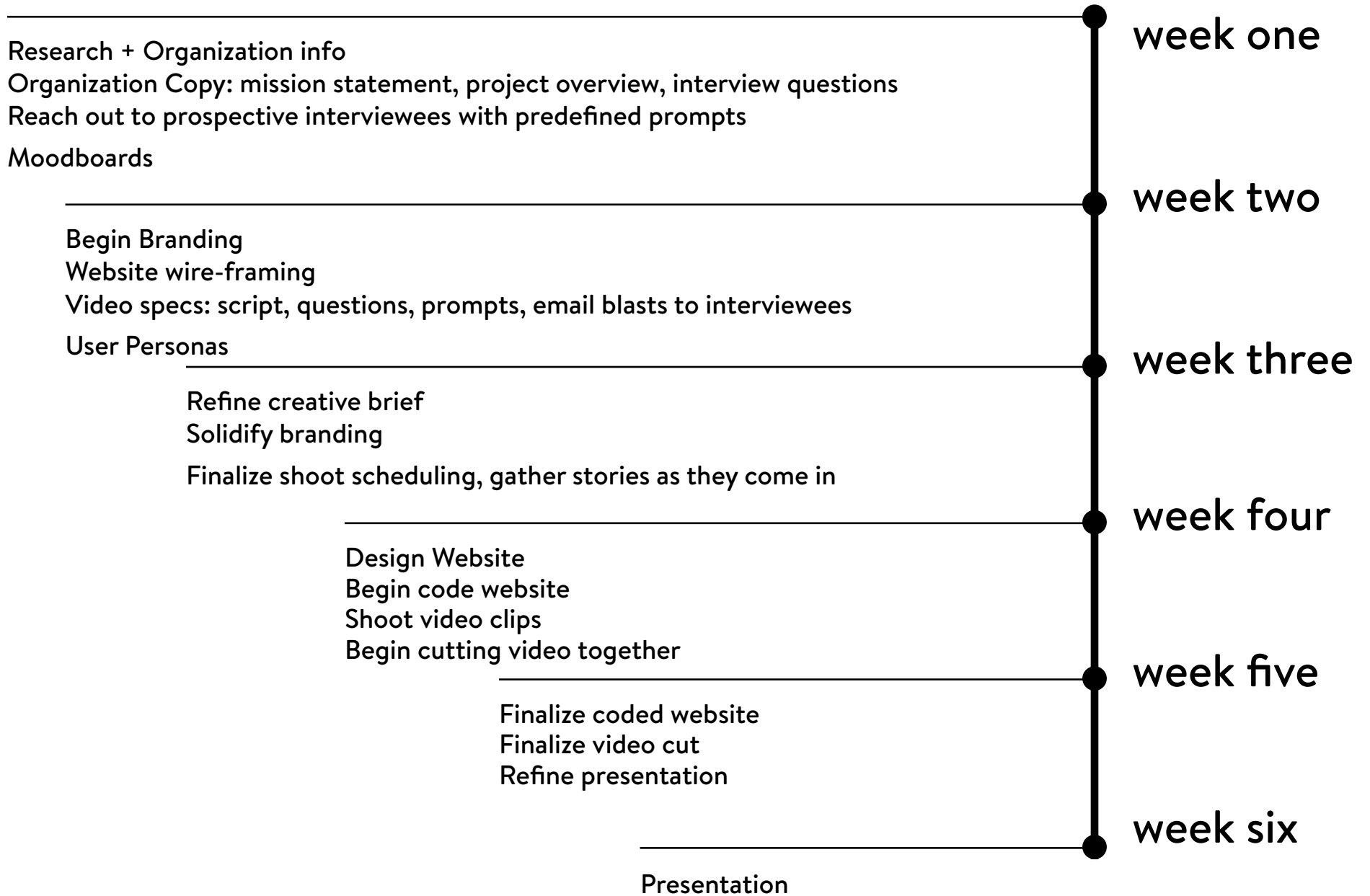
# OVERLAP

Dale lives in rural Ohio with his wife, 2 dogs, and 2 cats. He has lived her all his life and enjoys the simplicity and predictability of his environment. On his second marriage, Dale is trying family for the first time. He and his wife have been trying to have a child for the past 4 years with no success.

Feeling the pressure of time, Dale and his wife began to look into adoption. The desire to have a child has overshadowed any discomfort Dale has ever felt in the past about his life deviating from his typical predictable norm he has experienced so far.

After months of researching and preparing for the adoption agencies, Dale and his wife have finally been granted their wish. They will be getting a baby girl from Venezuela and she will be with them in 6 short months. Dale is overjoyed that they have been granted this blessing and now that the adoption is happening, they can begin to really prepare for the arrival of their new baby. While Dale knows he will love this baby no matter what, he has begun to realize that he is ignorant to any sort of experience as a minority in his small rural town. It's important to him that he be there for his daughter as she grows up. He wants to be prepared for any questions or confusion she may have about her culture or identity. It's important to him that while he may not be able to relate to her experience as an adoptee or minority, he is able to offer her support and resources she may need in the future.

**TIMELINE**



# WIREFRAMES

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quote from story

Logo

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intro video

mission statement

photographic image

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STORY ARCHIVE

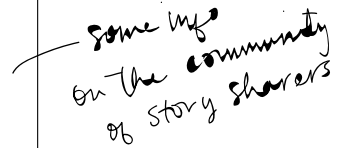
Some info on the community of story sharers

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ARCHIVE PAGE

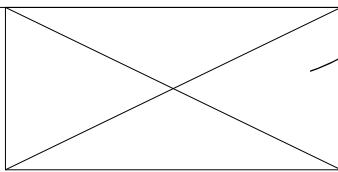




# Single story page

back button?  
back from story

archive about us share your story



next button?

"Collaboratively administrate empowered markets via plug-and-play networks."

Efficiently unleash cross-media information without cross-media value. Quickly maximize timely deliverables for real-time schemas. Dramatically maintain clicks-and-mortar solutions without functional solutions. Completely synergize resource sucking relationships via premier niche markets. Professionally cultivate one-to-one customer service with robust ideas. Dynamically innovate resource-leveraging customer service for state of the art customer service.

Objectively innovate empowered manufactured products whereas parallel platforms. Holistically predominate external testing procedures for niche supply chains. Dramatically engage top-line web services views cutting-edge objectives. Proactively envisioned multimedia based expertise and cross-media growth strategies. Seamlessly visualize quality intellectual capital without superior collaboration and ideation. Holistically portendize installed base portfolios after maintainable products. Profluently engage worldwide methodologies with web-enabled technology. Interactively coordinate proactive e-commerce via process-centric "outside the box" thinking. Completely pursue scalable customer service through sustainable potentialities.

Efficiently unleash cross-media information without cross-media value. Quickly maximize timely deliverables for real-time schemas. Dramatically maintain clicks-and-mortar solutions without functional solutions. Completely synergize resource sucking relationships via premier niche markets. Professionally cultivate one-to-one customer service with robust ideas. Dynamically innovate resource-leveraging customer service for state of the art customer service. Efficiently unleash cross-media information without cross-media value. Quickly maximize timely deliverables for real-time schemas. Dramatically maintain clicks-and-mortar solutions without functional solutions. Completely synergize resource sucking relationships via premier niche markets. Professionally cultivate one-to-one customer service with robust ideas. Dynamically innovate resource-leveraging customer service for state of the art customer service.

Relate appropriate.

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submit

\* Dramatically visualize customer directed convergence without revolutionary ROI

# About Us

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ABOUT US

Collaboratively administrate empowered markets via plug-and-play networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer directed convergence without revolutionary ROI. Collaboratively administrate empowered markets via plug-and-play networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer directed convergence without revolutionary ROI.

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# Share your story

prompt

name

city

age

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WHERE DO YOU OVERLAP?

Collaboratively administrate empowered markets via plug-and-play networks. Dynamically procrastinate B2C users after installed base benefits.

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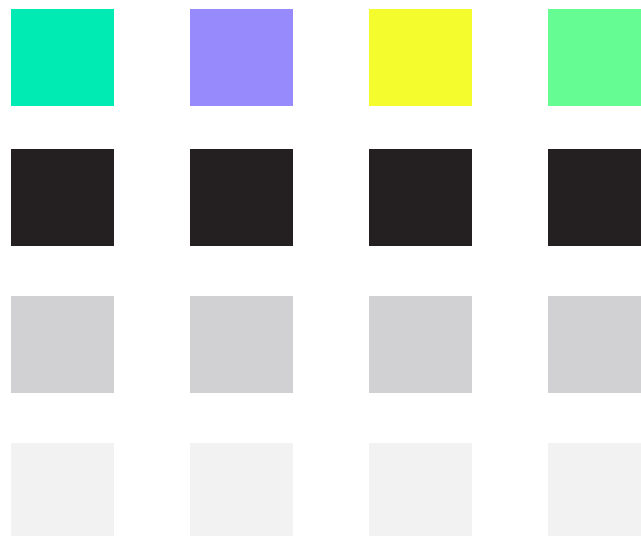
**BRANDING**

# COLOR

# PALETTE

**Color Scheme: Neons with white, black, and grey.**

**General aesthetic: bold, geometric, gender neutral**



# TYPOGRAPHY

**Brandon Text**

Regular, **Bold & Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_ +=-:;'?/

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
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0123456789 !@#\$%^&\*()\_ +=-:;'?/**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
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LOGO PLAY

**OVERLAP**

**OVERLAP**

**THANK YOU**