AIDS MONUMENT
WEST HOLLYWOOD, CA

Digital Initiative Proposal
Greyscale Designs
Contents

- Team
- Theme
- Objective
- Design: Typography & Color Palette
- Text Moodboard
- Mockup
- Landing Page
- Memorialize
- Inform
- Honor
- About & Involvement
- References
Design Team

Joan Kim
she is a junior studying international relations and she wants to hone her creative skills in order to showcase her ideas through different mediums.

Dorothy Peng
she is currently a sophomore standing Media Arts + Practice student who strives to become a better analyst and creative designer.

Susana Heilbron
she is a junior studying Media Arts + Practice who hopes to harness her passion for the creative fields to create interesting media content.
“Connecting Lives”

through the sharing of stories, those affected by HIV/AIDS have a chance to break the stigma and create a new community.
OBJECTIVES

MEMORIALIZE
to memorialize stories, videos and images of lost loved ones and survivors of HIV/AIDS

HONOR
to honor the caregivers, activists and community leaders who fought for and continue to fight for an end of HIV/AIDS

INFORM
to inform HIV/AIDS prevention and education, while raising awareness about the history and current state of the disease

ABOUT
to learn about the foundation, how to get connected and involved in the organization
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“Clear, Welcoming, Bold”

“Gentle, Modern, ”

“Informative, Easily Readable”
Color Palette

- **Highlight**
  - #e7936

- **Rollover**
  - #fab56f

- **Text**
  - #626262

- **Background**
  - #fff
Historical archives and newly-created video content will tell their stories.

"It's About... Innovation"

650,000 lives lost. A generation devastated. A movement created.

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MEMORIALIZE
HONOR
INFORM

Ready to become a part of history?

"It's About... Time"

OUR DIGITAL VISION

Help to encourage conversation and remove the stigma of HIV/AIDS.
Mockup

Desktop:
http://prezi.com/7nw9rt6srgOo/?utm_campaign=share&utm_medium=copy

Mobile:
http://prezi.com/idal4bfpxf7q/?utm_campaign=share&utm_medium=copy&rc=exOshare
I was just 21. Later, while an infectious disease specialist, I informed patients that HIV can be transmitted via sexual transmission. This was a new way of thinking. A few years later, a young woman came into the clinic. She had just been diagnosed with HIV, and she asked me if she was pregnant. I told her no, but my voice fell silent. After ten seconds, he finally said, "I'm sorry, baby." Even now, he has never been able to know who had the virus when he met her—but this must have been a hint. In 1999, he passed away.

Yet this was not just my patient; it was also the world. The image conveyed the message of the disease and its impact on life.
“I was just numb. Later that day an infectious-disease specialist informed me that HIV had been in my system for only three weeks. This was good news because it meant I could be treated early, but it was also heartbreaking. I had had just one sexual partner in the previous months. From my hospital bed, I picked up the phone to call the man I believe infected me. I’m HIV-positive," I told him, and he fell silent. After ten seconds, he finally said, "I’m sorry, baby." Even now, he has never admitted to knowing he had the virus when he met me—but there wasn’t a hint of surprise in his voice that day.

Yet this is not about blame. It’s about healing—and about how my faith has sustained me during the most difficult days of my life.”

Jennifer
INFORM MOBILE VERSION

INFORM
“I never fully internalized exactly what it was that Tim did until his passing in 2010. I was a freshman at DU when my mom shared the grave news with me. In her absence, I attended his memorial alone. I have never been so moved. Memorial is the perfect word to describe the event that day because it was a beautiful celebration of Tim’s life which influenced the lives of so many others. I laughed and cried in a communal tribute to a man who was the embodiment of enthusiasm, charisma, and humor. Tim’s motto: “Be kind, be kind, be kind” reverberated within the church’s walls and through our hearts.

Tim’s memorial touched me on a deep level, partly because I learned about BCAP, its history, and its impact. When I left Boulder that day, the idea donned on me. Here I am in Colorado, now is my chance to give back in honor of Tim.”

-Maria
References

http://www.aidsmonument.org/monument/