PARIS EDWARDS

I want to change the perception of how the color black is portrayed. The color itself has been seen as something unhappy and negative. I want to reverse that thought process while also challenging others to reverse their thought process when they receive “bad news.” The color black does not have to represent evil, bad luck, or death. Just like a cancer patients’ diagnosis does not mean they will die, instead it should be used as a battle cry. Throughout the United States colors and diagnosis are given labels to try and encourage the way people think. This design is not about race. This is about appreciating a color that has been treated as something that is unhealthy. This logo represents the beauty of the color black wrapped with white rose vines as a defense mechanism. The combination of the color white and black is needed, because a color that stands alone can be seen a bland but with other colors deepness can be shown. The logo is iron printed on the front of the shirts and hats to show appreciation of this dark color, along with a different slogan on the back of each shirt to help spread the awareness and motivation that this brand represents. I will have a few shirts hung on the wall right next to the screen where my logo will be shown to the audience. Some volunteers will join me in wearing my design as I present my concept to the audience. I will explain my cognitive thought process of my design during the presentation.