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Design1 :
History & Principles
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VANIER
CÉGEP / COLLEGE

Section B

Introduction

Inflation refers to the percentage increase in prices during a specific timeframe. Basically, the value of your currency decreases over time, meaning it buys less than it did previously. However, it can also be calculated in a more specific manner, focusing on goods like food or services such as haircuts. As inflation persists at its highest levels in over four decades, a significant number of Americans are struggling with financial difficulties due to the surge in consumer prices.

According to a Gallup survey conducted in August, most U.S. adults admit that rising prices are causing financial hardships for their households, with 12 percent characterizing their challenges as severe, potentially impacting their ability to maintain their current standard of living. Another 44 percent of households are experiencing moderate hardship, indicating that price increases affect them but do not pose an immediate threat to their standard of living.

Notably, the burdens of inflation impact lower-income groups. While some may consider these price hikes as reducing the disposable income at the end of the month, the challenges are significantly more pronounced for those who were already struggling to make ends meet even before the escalation in prices.

High inflation is making life more difficult for Canadians, especially those with low or fixed incomes. Some of this inflation reflects global developments that we don't control, but inflation in Canada increasingly reflects what's happening in Canada, my family included. Lately, we've barely been able to make ends meet, let alone pay our mortgage and our other bills...This is why I think inflation is a relevant subject and chose it for my LIA final project.

Now that we know why inflation is such a big issue, what can we do to fight it?

Of course, inflation isn't something we can solve just like that, it's an issue that can only be avoided if all of us try to adapt these habits into their daily lives;

Enhance purchasing decisions:

Opt for discounted items, create a shopping list to stay focused on essentials or consider substituting similar, more affordable products.

Capitalizing on low interest rates:

Try taking advantage of favorable borrowing conditions when considering loans or mortgages.

Invest in inflation-hedged asset classes:

Explore investments that historically have shown resilience to inflationary pressures.

Consider purchasing annuities:

Use annuities to secure a steady income for covering essential living expenses.

Invest in developing work-related skills:

Focus on improving professional skills to enhance employability and potentially increase income.

Implement budgeting measures:

Try creating a household budget to track and manage expenses, identify areas for spending cut or negotiate lower rates for regular bills.

Search for discounts and coupons:

Actively seek out opportunities to save on purchases through discounts and coupons.

Build a stockpile of essential items:

Consider accumulating shelf-stable food and household goods to mitigate potential future price increases.

Explore additional income streams:

Identify alternative methods to earn extra income to supplement your finances.

Delay non-essential large purchases:

Postpone significant expenses that are not immediately necessary to navigate through inflationary periods more effectively.

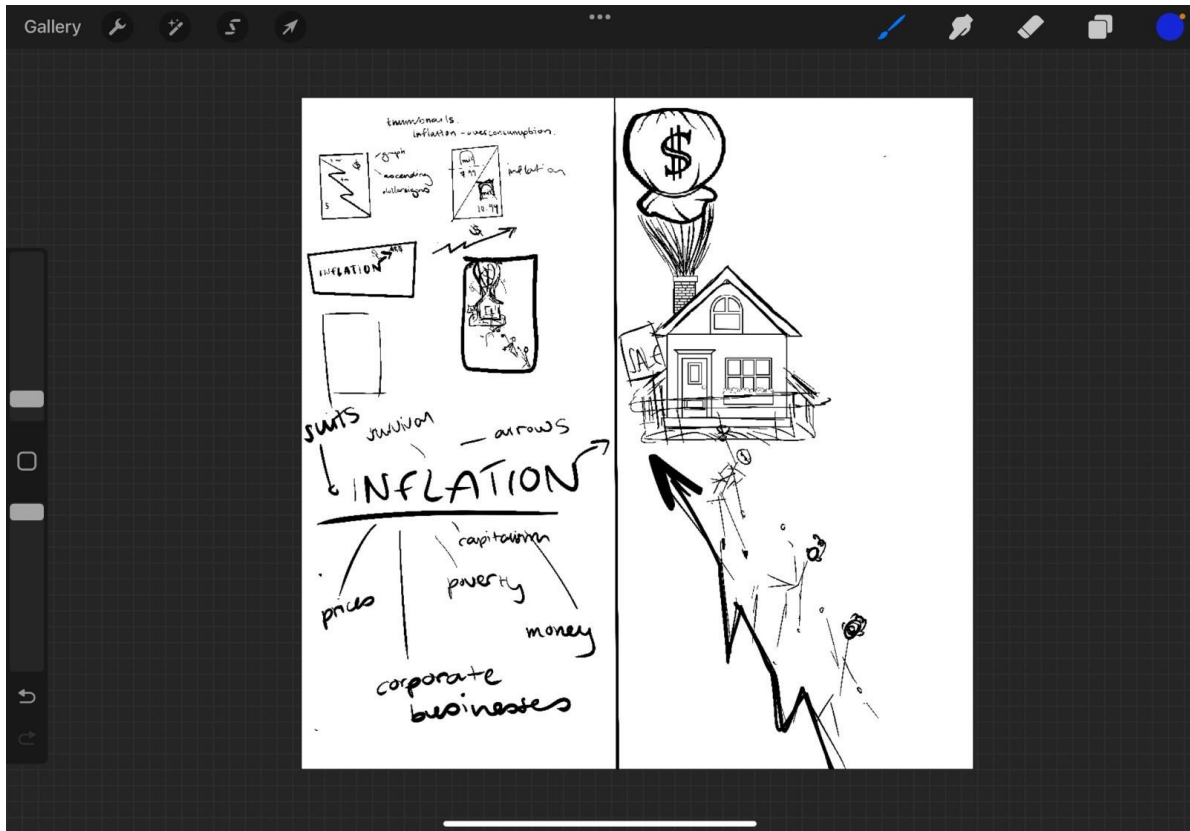
Section C

The Design Process

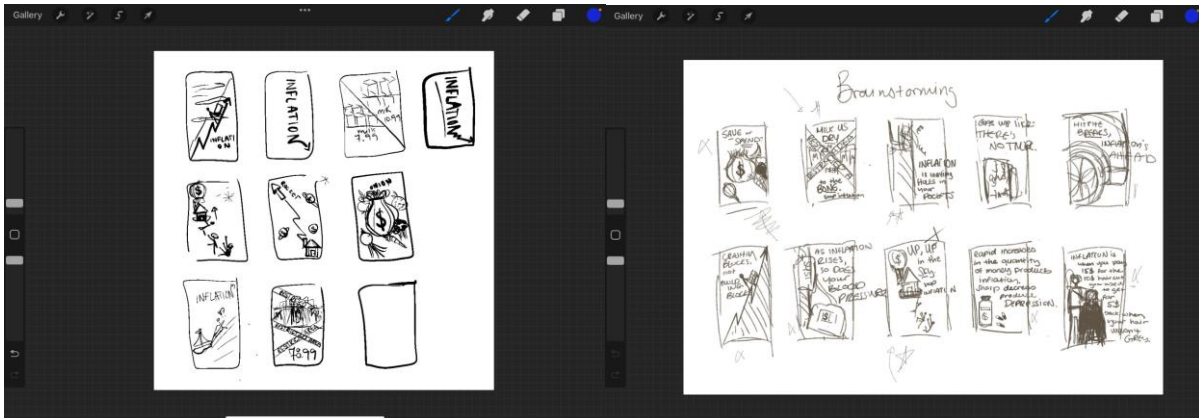
i. Research

As soon as I decided on a topic, I already had an image in my head: The House from Disney's animated film "Up". Up is one of my favorite cinematic pieces of all time, so naturally I thought about it first. The image of the house being lifted by the balloons and the house floating away then ended up being my main focal point. The idea of your beloved home floating away due to inflating rates felt like the perfect topic to illustrate in my design, as it is something that the entirety of the population can relate to. Many of my sources were taken from old propaganda posters, as seen in my sketches. Inflation was a widely popular topic in design alongside the topic of capitalism. Furthermore, from all the research conducted for this LIA assignment, the main recurring issue involved housing. As seen in the following; "Unsurprisingly, inflation affects lower income groups disproportionately. While it's relatively easy to shrug off price increases when it only reduces the amount of money left at the end of the month, it is much harder for people who struggled to make ends meet even before prices started surging." pulled from: [Majority of US households are struggling due to inflation | World Economic Forum \(weforum.org\)](https://www.weforum.org). So, for the poster, the floating house was my favorite idea. I visited amny sites and took notes of the information I found to really understand the topic and to be able to illustrate the topic in the best way possible.

ii. Brainstorming



iii. Sketching



iv. Color

DONT LET INFLATION

take your home away.

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DONT LET

take your home away.

Section D

Final Design



Conclusion

Thanks to this LIA assignment, not only was I able to implement my newly obtained design knowledge and integrate it into a beautiful final design, but I was able to do it on a topic that truly meant something to me. I'm really proud of my final design. I will admit, I did have many moments of self-doubt and second guessing myself. This project truly pushed me to experiment with my designs and taught me to ask my peers and teachers for help when I needed it, as it had always been something that I have struggled with my entire life. I adore my final design and I feel like it truly represents everything I have learned in Design1 so far. The use of bright red brings attention, along with the different tones of red used. The use of negative space gives my design breathing room, without making it empty. Moreover, thanks to this project, I got to experiment with typography, something I've always been cautious about experimenting with. I love the flow of the design, the way the type follows the lines of the house, along with the fading "AWAY" really emphasizing the idea that the house is floating away from us, getting farther away from our reach. I also love the addition of the balloon with the dollar sign, tying in my first inspiration for this project, without entirely copying the idea. To conclude, the LIA assignment was a challenging project for my creative mind as well as challenging me to seek help when I needed it.

Section F

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