

Elias Paulson  
Integrated Design Studio  
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*Ravens of New York Design Brief*

Clientele: The unfortunate community of ravens that are attempting to coexist with the judgmental species known as “New Yorkers”. They are tired of scaring people, and would like to change their image.

Objects:

- A PSA booklet to inform the public about the raven’s desire to make amends, and that they really aren’t as bad as their appearance leads on. The booklet will attempt to disprove the legitimacy of common folklore and myths regarding their species, offer an alternative to being referred to as a “murder” when traveling in groups, offer insights about the true nature of their being (playful, caring and intelligent), and show convincing illustrations about possible options for physical and dietary changes that the raven could make to lessen their menacing demeanor.
- A food alternative for ravens. Carrion (dead animals) is the main source of food for ravens, but they would be willing to sacrifice that for a less “icky” alternative, and instead dine on that while in public.
- A collar to be worn by the ravens as a voice (bird call) changer. The nature of a raven’s call is fairly menacing and could possibly scare or depress human listeners, so the ravens would be willing to sacrifice this as well by altering their natural call to sound more pleasing to human passers by.

Objective: The community of ravens in NYC would like to stop being viewed as a scary and mean species. Popular belief refers to these creatures as an omen of death or as a bad luck sign, and the ravens are just sick and tired of it. Through this booklet and the objects it advocates, the ravens hope to change the way they are perceived by the judgmental and superstitious human race, and ultimately aim to create a more peaceful and friendly living environment for both parties involved.