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Dr. Long

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Project

When first approaching this project, I had no idea what I wanted to do, I was completely stuck when trying to create a concept or construct an idea for a board game or song. As I brainstormed, I decided to create an ad campaign. I knew I wanted my project to be entirely about the mobius twist and how beautiful it can be as the mobius band part of our lessons was my second favor thing we learned about aside from the knots and links unit. I have already contributed knots into my logo, and I did not want to do that twice, so I went with the mobius band for this project.

Now that I had decided to construct an ad campaign, I needed to brainstorm what concept I wanted to create and how I would deliver it. I knew I wanted to show how beautiful the mobius band could be and how the band with a singular twist resembles an infinity symbol. I also started thinking about things that I love and are important to me. I then thought of the bracelet I have that my grandma gave me before she passed away. The bracelet is a simple medal band, I began to imagine how beautiful the bracelet itself would be if it had a single mobius twist that resembles a love that has no end and goes on forever. That's when I decided to create an ad campaign for the bracelet I imagined in my head that it has one mobius twist and a deep meaning behind the infinity symbol that the twist constructs.

When drawing the ad campaign for the bracelet I came up with the quote “embrace the elegance of the mobius band” out of the theory that I wanted to emphasize how beautiful the mobius twist can be. I added the “infinite style” because I wanted to really point out the infinity the twist creates. For me the bracelet represents not only the mobius twist but the never-ending love between me and my grandma, even though she is gone now the love is never going away. But the bracelet could be anything for anyone. If the bracelet is purchased for or by a loved one in heaven it could symbolize what it means for me. If the bracelet is purchased for a significant other, it could symbolize them spending forever together and then going on to their love never ending. It could also have an empowering personally meaning, someone could buy the bracelet to resemble themselves and the hard ships they’ve been through, and it could symbolize how they always keep going – Never ending. It could symbolize their never-ending love for themselves; this bracelet could have so many different meanings for anyone and everyone.

I also had deep intentions when creating the idea for the bracelet because with a bracelet it is in such an open place where just about anyone can see it. This can show to everyone else that the wearer can often be complex and they can also assume that the bracelet has a deep meaning, or the wearer is only wearing it for the elegance of the piece. When deciding what I wanted the piece to look like as in what it is made of and if it would say anything on the surface, I decided I did not want it to say any words as the meaning can be different for just about everyone. I then also decided that I wanted to make the bracelet out of nickel free sterling silver because nickel free helps out the environment more than we know. Using nickel free as the material will also encourage more people to be able to buy the bracelet as there are a whole lot of individuals that are allergic to the nickel found in jewelry as well as lead or brass. Another reason this may encourage more to buy the bracelet is because with these specific types of medals, it reduces the need for more mining. This medal is also one of the most inexpensive jewelries in the industry, a

bracelet with such a deep and complex meaning should not cost much when it's bought for a person you love.