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Bachelor of Design Second Year Student

# RATIONALE

The novel Foe by Ian Reid touches on topics such as gender norms, human nature, futuristic technology and the concept of challenging reality. In my typography class we analyzed this book and were then challenged to create a print design that would push the essence of the book that would be used as either a form of merchandise, advertising or a product paired with the book. I was personally inspired by the idea of human nature and the limitations of artificial intelligence, I admired the way Reid seamlessly portrayed Junior as a human throughout the book which made the reader question how we perceive the reality that is given to us and what can be created. With that being said I started to think of how artificial intelligence could be comparable to a human and what aspects were so important to the creation of Junior which led me to my product design of a External Memory Chip. This memory chip would be used in Replacement Models to add childhood memories, create storage for further information, have back up storage and improve the functionality of the Replacement Model. When Hen disappears and is replaced with her model we see the disconnect to any arguments or discomfort she had with Junior which are selectively removed from her memory. Unlike humans these are all factors that can be controlled, our memories are what make us human, meanwhile these Replacement Models have the ability to be perfect depending on the information they are given.

The packaging for the memory chip is based around the Outermore Company from Foe. The colors chosen embody the idea of space, as they are dark, ominous, and mechanical. The abstract line graphics are inspired by a quote in the book where Junior says, **“Specific memories have been returning to me in waves.”** This organic design balances the overall clean and ultramodern aesthetic throughout the packaging. The computerized icons and graphics pair accordingly with the robotic typeface. This is needed to differentiate the design from something we could see today instead of something in the future. The naming system abbreviates many of the terms in order to have a concise branding identity, RepModel refers to the replacement models users would be purchasing the memory chip for. InitiationPhase references the headlight scene where Junior is first turned on as a replacement model and the beginning of his consciousness. The quote on the inside package, **“We only get a limited amount of mental space in which to store our memories,”** is symbolic of human limitations and the beginning of Junior’s consciousness. This product contradicts this though as the memory chip expands the possibilities of an abundance of memory space and intelligence.

The last slide contains other renditions and designs that were considered in the creation of the packaging.

OUTERMORE  
AlphaGen

## EXTERNAL MEMORY CHIP



200 TB

Increase Model Clarity and Function  
Compatible with Outermore Universal RepModels

# OUTERMORE



OUTERMORE AlphaGen

We get only so much  
mental space in which to  
store our memories...



#### Functionality

External memory chip allows your RepModel to work smoothly with less glitches and a quicker response time.

#### Selective Memory Customization

Include memories from before Headlight Initiation Phase including childhood memories.



#### Hibernation Mode

In case of RepModel failure, reboot or reconstruction up to 3 years of memories can be securely saved and stored.

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**OUTERMORE** AlphaGen

Store Up to 3 Years of Memories  
Download childhood memories, back up space for emergency  
reboots, create space for new memories.

