

# AWAKENED

THE LEGEND OF HELEN KELLER

PROCESS BOOK

# Assignment Sheets



Casem | mcase@scad.edu | 912-525-7205 | 124 Adler Hall

## DELIVERABLES

Any 3 of your choice, per Project, across multiple media

## GRADE BREAKDOWN

Each project is worth 33% of your final course grade. The Rubric for grading is posted under Course Supplements.

## DEADLINE PROJ 1

By 5 pm EST/US on Wednesday, April 22, submit the print-ready final designs to Submissions in the course menu.

Save a Reduced File Size version of your final design as a single PDF and post it to the Discussion Board, titled "Project 1: Final Designs."

## DEADLINE PROJECT 2

By 5 p.m. U.S. EST/EDT on Wednesday, May 27, submit the print-ready version to Submissions in the course menu.

Save a **Reduced File Size** version and post it to the last Discussion Board.

## PROCESS BOOKS

1: April 20 midnight EST  
2: May 25 by 2 pm EST

**"There are three responses to a piece of design—yes, no, and WOW! Wow is the one to aim for."**

—Milton Glaser

## Project 1 and 2

For these projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique solution that perfectly fits the problem.

The **first project** is about communicating extensive information about a social issue or cause to a specific audience. The **second project** may be on anything, though come up with something that has some depth.

I am looking to see how you can handle lengthy levels of information about your topic. Research a social issue or cause and educate people about it. Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, guerilla marketing, an app, content rich magazine, environmental strategies, a logo and/or branding system, a kit, website, installation, exhibit/display, film, or motion media campaign—or any other appropriate graphic design artifact.

The final outcome will be equivalent to 3-4 uniquely designed pieces across multiple media. Again, one must have great depth of content, i.e. a lot of copy or information. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.

Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

In the first two weeks of each project, you will develop at least forty thumbnailed exploratory ideas, followed by three unique and extensive solutions for your project. Upload to the Discussion Board a presentation of those three variations. Include a Visual Brief on how each idea would play out. See examples under Course Supplements. You may not use stock imagery unless you alter or modify them markedly.

When you develop your project, pay particular attention to your schedule and deadlines. Getting behind on your deadlines will put a severe hardship on you at the end of the Quarter and may result in missing work or shoddy design. You are expected to self manage these projects. You create your own path and set your own internal deadlines. If you need extra help, seek out the Professor and schedule time with her outside of class over the course of the 10 weeks.

Graphic Design is a field which is predicated around deadlines as much as quality design. You must learn to work within budgets and deadlines efficiently. This class will give you a good idea about your time management abilities and related flaws, which will only worsen in the field. Please do not underestimate the time it takes to do a worthy job. In Studio II, you are developing portfolio pieces and a deeper understanding of the requirements of the field, which will directly impact your career and your quality of life. Plan on working three hours each day on this classwork.

## FILE NAMING

Name your files like the following: GRDS348\_Casem\_Proj1\_S2O\_YourName.pdf

## FINAL PDFS

A single 300 dpi PDF of your work must be posted to Submissions before midnight on April 12. Discussion Board or email submissions are not acceptable, only work uploaded to Submissions. I will not contact you should the file be corrupted and/or not download properly, or be in an incorrect format (JPG, TIF, PSD, InD, AI etc). This is your responsibility. Double-check your file to ensure it downloads properly after you've uploaded it. If your PDF has been corrupted, remake the PDF and upload using Firefox. Then double-check it all over again. You will present your work on Tuesday, April 14 at the 5 pm class.

Again, no submissions will be accepted after midnight April 12. You will receive an automatic failing grade for your project regardless of whether it was presented in class or posted to the Discussion Board. This is your responsibility.

Post at 72 dpi PDF of your work to the appropriate Discussion Board at the same time.

## METADATA

Metadata is the information saved with each file. Embed the following information in your metadata:

- Student name: John Smith
- Student ID #: 000615637
- Title of project: Recycling
- Photo, copy, illustration credits
- Media used: Photoshop
- Professor: Mary Ann Casem
- Title of Course: Studio II
- Assignment #

## ACROBAT METADATA

Go to the FILE menu > PROPERTIES. Enter information in the fields of the Description tab. InDesign Metadata:

Go to the FILE menu > FILE INFO. Photoshop Metadata: Go to the FILE menu > FILE INFO

## GRADES

Average is Average. You should plan on working at least 15 hours outside of class each week if you want to do better than a C. Your grade, your outcome, depends on the skill, intelligence and effort you apply. Pay meticulous attention not only to every aspect of the design but to the requirement details of the assignment as well.

Good luck, everyone. Be sure that I will do everything I can to help you along the way.

# Idea 1

## Hellen Keller

### Proposal outline:

Helen Adams Keller was an American author, disability rights advocate, political activist, and lecturer. Keller lost her sight and hearing when she was 19 months. In 1882, she contracted an illness — called “brain fever” by the family doctor, producing a high body temperature. The disease’s true nature remains a mystery today, though some experts believe it might have been scarlet fever or meningitis. At the age of seven, Keller had also become very wild and unruly. She would kick and scream when angry and giggle uncontrollably when happy. A couple of months later, she met Anne Sullivan, who taught her how to read and write. Keller worked with Sullivan for 49 years. She is the first deafblind person to earn a Bachelor of Arts degree. Keller wrote 14 books and hundreds of speeches and essay topics. During her lifetime, she received many honors in recognition of her accomplishments.

This project will show and remind people how much Helen Keller changes the world for people with disabilities by going through her life filled with hardships and overcoming. This project will mostly be photography.

### Project goal:

This project aims to show the world how Keller helped to change the world by inspiring people and showing the world that people who are blind and deaf can do many things as valuable members of society. She changed how the world viewed people with all kinds of disabilities by showing that these people can earn degrees, communicate effectively and be intelligent.

### Target audience:

This project’s audience will be mostly young adults and adults—people who want to know more about Helen Keller or who knows someone with a disability.

### Deliverables:

1. Posters
2. Museum Exhibition
3. A booklet
4. Packaging



# Idea 2

## Broadway Musical Cosmetic Line

### Proposal outline:

Many people have grown up with a love and an appreciation for Broadway musicals. It is nearly impossible to go up to a random stranger and not know a Broadway Musical. One of the ways to bring a Broadway Musical to life is through the use of makeup. Makeup plays a vital role in the drama, character creation, and visual aesthetic. Theatrical makeup helps enhance the part of a character and to give performers an additional tool for conveying the characters being performed. It also provides the audience with key information about a character at first sight.

This project will be inspired around four out the many successful Broadway musicals, including Wicked, Hamilton, and Lion King. All three of these musicals have a different style of makeup to help convey the story. Costumers will be inspired by the cosmetic and colors based around these musicals to create makeup looks based on some of their favorite characters or their own makeup look. This project will be mostly photography.

### Project goal:

The goal of this project is to inspire customers to play around and get creative with their makeup. Makeup on Broadway is used to enhance the role of the character. I want the make to enhance the costumer's creativity and beauty.

### Target audience:

This project's audience will be mostly young adults—people who love to express themselves through makeup and who love Broadway Musicals.

### Deliverables:

1. Brand Identity
2. Products
3. Point of Purchase
4. Booklet



# Idea 3

## Female Poets Who Change The Game Café

### Proposal outline:

Poetry is literature that evokes a concentrated imaginative awareness of experience or a specific emotional response through language chosen and arranged for its meaning, sound, and rhythm. Some of the best poetry in the world is written by women, but they are often overlooked. These female writers have created a path for female writers of today.

This project is inspired by poetry cafes but is centered around female poets. Here people can come to get inspiration from female poets. There is a book in the café with different female poets and their writing and a section where guests can try their own poetry. This project will mostly be illustrations.

### Project goal:

The goal of this project is to educate people on female poets. This project will give people a place to go to enjoy coffee and get lost in poetry inspired by female writers. There they can get inspired to write their own poetry.

### Target audience:

This project’s audience will be young adults, mostly female. It is opened to everyone who wants a place to relax and learn, read, and write poetry.

### Deliverables:

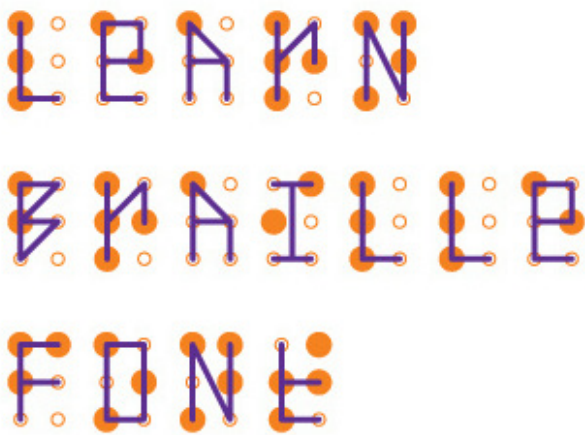
- 1. Brand Identity
- 2. Menu Design
- 3. Brand Collateral
- 4. Booklet



# Design Concepts for Helen Keller

## Concept 1

Water has been a huge part of Helen Keller’s story. The first word she understood that there was a meaning behind the word was water. Anne Sullivan, her teacher put Helen’s hand under running water and kept spelling out water on her hand. Anne understood what it meant and was able to comprehend thirty more words that day. Water means transformation and rebirth. The day that Helen learned the word water, her life changed. After that day she was able to overcome any challenged that came her way. Braille will be available so people with disabilities can read what the exhibition and booklet says.



## Concept 2

Braille was Helen way of reading. She was able to learn how to write legibly. This design will include briel overlapping with her handwriting. Braille is an interesting language that only uses dots to be able to communicate. The fact that Helen was write legibly even though she could not see was a miracle. Having the writing style she had to learn and writing style she choose to learn will show her determination and her never giving up. Braille will be available so people with disabilities can read what the exhibition and booklet says.

## Concept 3

This was expierence will show how as a very young child Helen Keller was able to see and hear, bus as soon as she got sick these two senses were shut off. It will start with people being able to see everything then as they read through it becomes harder and harder for them to read. Then it goes to nothing and then to braille. At the end there will be a place where they can read what the information was whether they can read english or read braille.



# Design Proposal

Helen Keller had to overcome many challenges in her life. Once she overcame those challenges, she went the extra miles and started learning more. Once she learned sign language and braille, she then learned how speak and write. She graduated college and became a successful author. She is an inspiration to everyone, including people with disabilities. She teaches us to never give up and to go the extra mile.

Water has been a huge part of Helen Keller's story. The first word she understood that there was a meaning behind the word was water. Anne Sullivan, her teacher put Helen's hand under running water and kept spelling out water on her hand. Anne understood what it meant and was able to comprehend thirty more words that day. Water means transformation and rebirth. The day that Helen learned the word water, her life changed. For this project I want to mix water with ink, and watercolor splashes, because she was able to learn to write and become a famous author thanks to water.

The goal of this project to show and remind the world how Helen Keller changed the world and is inspiration to everyone, especially people with disabilities. She showed the world how people disabilities can do just as much as valuable members of society. Through her struggles and hardships that she overcame, she is proving to everyone that you can do anything you put your mind too. Also to teach people how to read braille.

# helen keller's life

**<https://www.hki.org/helen-kellers-life-and-legacy/>**

Helen Keller is known the world over as [a symbol of courage in the face of overwhelming odds](#). Yet she was so much more. A woman of luminous intelligence, high ambition and great accomplishment, she was driven by her deep compassion for others to devote her life to helping them overcome significant obstacles to living healthy and productive lives.

**<https://www.britannica.com/biography/Helen-Keller>**

Helen Keller , in full Helen Adams Keller, (born June 27, 1880, Tuscumbia, Alabama, U.S.—died June 1, 1968, Westport, Connecticut), American author and educator who was blind and deaf. Her education and training represent an extraordinary accomplishment in the education of persons with these disabilities.

Keller was afflicted at the age of [19 months with an illness \(possibly scarlet fever\) that left her blind and deaf](#). She was examined by Alexander Graham Bell at the age of 6. As a result, he sent to her a 20-year-old teacher, Anne Sullivan (Macy) from the Perkins Institution for the Blind in Boston, which Bell's son-in-law directed. Sullivan, a remarkable teacher, remained with Keller from March 1887 until her own death in October 1936.

Within months Keller had [learned to feel objects and associate them with words spelled out by finger signals on her palm](#), to read sentences by feeling raised words on cardboard, and to make her own sentences by arranging words in a frame. During 1888–90 she spent winters at the Perkins Institution learning Braille.

Then she began [a slow process of learning to speak under Sarah Fuller of the Horace Mann School for the Deaf](#), also in Boston. [She also learned to lip-read by placing her fingers on the lips and throat of the speaker while the words were simultaneously spelled out for her](#). At age 14 she enrolled in the Wright-Humason School for the Deaf in New York City, and at 16 she entered the Cambridge School for Young Ladies in Massachusetts. She won admission to Radcliffe College in 1900 and graduated cum laude in 1904.

She wrote of her life in several books, including *The Story of My Life* (1903), *Optimism* (1903), *The World I Live In* (1908), *My Religion* (1927), *Helen Keller's Journal* (1938), and *The Open Door* (1957). [In 1913 she began lecturing \(with the aid of an interpreter\), primarily on behalf of the American Foundation for the Blind](#), for which she later established a \$2 million endowment fund, and her lecture tours took her several times around the world. She cofounded the American Civil Liberties Union with American civil rights activist Roger Nash Baldwin and others in 1920. Her efforts to improve treatment of the deaf and the blind were influential in removing the disabled from asylums. She also prompted the organization of commissions for the blind in 30 states by 1937.

**<https://www.afb.org/about-afb/history/helen-keller/biography-and-chronology/biography>**

Anne took Helen to the [water pump outside and put Helen's hand under the spout](#). As the cool water gushed over one hand, she spelled into the other hand the word "w-a-t-e-r" first slowly, then rapidly. Suddenly, the signals had meaning in Helen's mind. She knew that "water" meant the wonderful cool substance flowing over her hand.

# Written Research

## <https://www.history.com/this-day-in-history/helen-keller-dies>

On June 1, 1968, Helen Keller dies in Easton, Connecticut, [at the age of 87](#). Blind and deaf from infancy, Keller circumvented her disabilities to become a world-renowned writer and lecturer.

Special education for the blind and deaf was just beginning at the time, and it was not until after Helen's sixth birthday that her parents had her examined by an eye physician interested in the blind. He referred the Kellers to Alexander Graham Bell, the inventor of the telephone and a pioneer in teaching speech to the deaf. [Bell examined Helen and arranged to have a teacher sent for her from the Perkins Institution for the Blind in Boston.](#)

The teacher, 20-year-old Anne Sullivan, was partially blind. At Perkins, she had been instructed how to teach a blind and deaf student [to communicate using a hand alphabet signaled by touch into the student's palm.](#)

Keller later described the experience: "I knew then that 'w-a-t-e-r' meant the wonderful cool something that was flowing over my hand. [That living word awakened my soul, gave it light, hope, joy, set it free.](#)"

Under Sullivan's dedicated guidance, Keller learned at a staggering rate. By April, her vocabulary was growing by more than a dozen words a day, and in May she began to read and arrange sentences using raised words on cardboard. By the end of the month, she was reading complete stories. One year later, the seven-year-old Keller made her first visit to the Perkins Institution, where she learned to read Braille. She spent several winters there and in 1890 was taught to speak by Sarah Fuller of the Horace Mann School for the Deaf. Keller learned to imitate the position of Fuller's lips and tongue in speech, and how to lip-read by placing her fingers on the lips and throat of the speaker. In speaking, she usually required an interpreter, such as Sullivan, who was familiar with her sounds and could translate.

When she was 14, Keller entered the Wright-Humason School for the Deaf in New York City. Two years later, with Sullivan at her side and spelling into her hand, she enrolled at the Cambridge School for Young Ladies in Massachusetts. In 1900, she was accepted into Radcliffe, a prestigious women's college in Cambridge with classes taught by Harvard University faculty. She was a determined and brilliant student, and while still at Radcliffe her first autobiography, *The Story of My Life*, was published serially in *The Ladies Home Journal* and then as a book. In 1904, she graduated cum laude from Radcliffe.

Keller became an accomplished writer, publishing, among other books, *The World I Live In* (1908), *Out of the Dark* (1913), *My Religion* (1927), *Helen Keller's Journal* (1938), and *Teacher* (1955). In 1913, she began lecturing, with the aid of an interpreter, primarily on behalf of the American Foundation for the Blind. Her lecture tours took her several times around the world, and she did much to remove the stigmas and ignorance surrounding sight and hearing disorders, which historically had often resulted in the committal of the blind and deaf to asylums. Helen Keller was also outspoken in other areas and supported socialism all her life. For her work on behalf of the blind and the deaf, she was widely honored and in [1964 was awarded the Presidential Medal of Freedom, the nation's highest civilian honor, by President Lyndon B. Johnson.](#)

# Written Research

**<https://time.com/5918660/helen-keller-disability-history/>**

She co-founded the American Civil Liberties Union in 1920; that she was an early supporter of the NAACP, and an opponent of lynchings; that she was an early proponent of birth control and women rights.

Some of the reason schools don't teach much about Keller's adult life is because she was involved in groups that have been perceived as too radical throughout American history. She was a member of the Socialist Party, and corresponded with Eugene Debs, the party's most prominent member and a five-time presidential candidate. She also read Marx, and her associations with all of these far-left groups landed her on the radar of the FBI, which monitored her for ties to the Communist Party.

However, to some Black disability rights activists, like Anita Cameron, Helen Keller is not radical at all, "just another, despite disabilities, privileged white person," and yet another example of history telling the story of privileged white Americans. Critics of Helen Keller cite her writings that reflected the popularity of now-dated eugenics theories and her friendship with one of the movement's supporters Alexander Graham Bell. The American Foundation for the Blind archivist Helen Selsdon says Keller "moved away from that position."

In Sep. 2018, the Texas Board of Education approved a draft of changes to state social studies standards, which included the removal of some historical figures, such as Helen Keller. Shortly after the board opened the draft for public comment, Haben Girma, a Black disability rights lawyer and the first Deafblind Harvard Law School graduate, was one of many who spoke out on the importance of teaching Helen Keller. [Girma argued that if Keller's life is not taught, students might not learn about any history-makers with disabilities.](#) Two months later, the Texas Board of Education approved a revised draft with Keller's name back in the standards.

Girma agrees that more should be done to teach the full life and career of Helen Keller, and encourages students to read more of her writings to learn more about who she was as an adult. Keller wrote [14 books and more than 475 speeches and essays.](#)

## Helen Keller Quotes

**"The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart."**

**"Although the world is full of suffering, it is full also of the overcoming of it."**

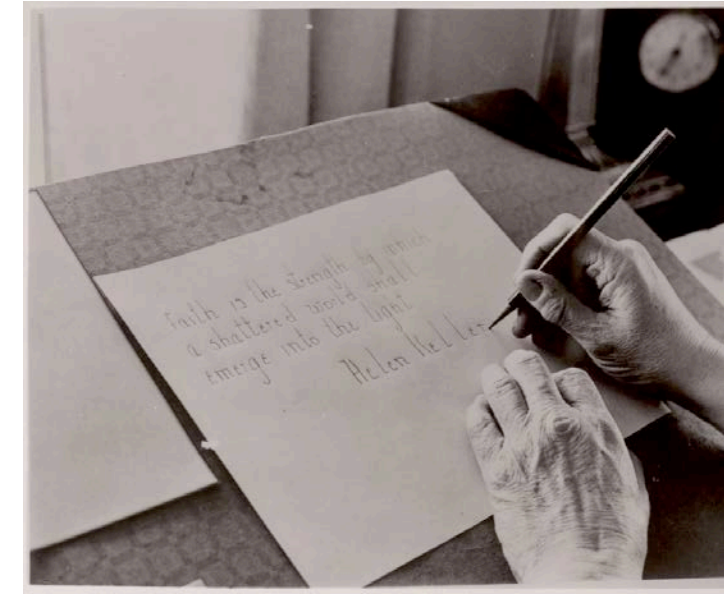
**"What I'm looking for is not out there, it is in me."**

**"Keep your face to the sun and you will never see the shadows."**

**"When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us."**

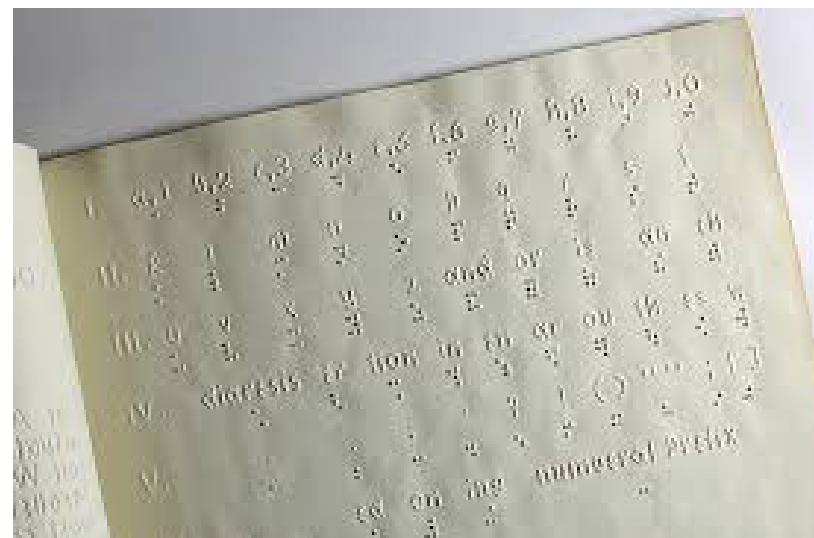
**"As the cool stream gushed over one hand she spelled into the other the word water, first slowly, then rapidly. I stood still, my whole attention fixed upon the motions of her fingers. Suddenly I felt a misty consciousness as of something forgotten—a thrill of returning thought; and somehow the mystery of language was revealed to me. I knew then that 'w-a-t-e-r' meant the wonderful cool something that was flowing over my hand. That living word awakened my soul, gave it light, hope, joy, set it free! There were barriers still, it is true, but barriers that could in time be swept away."**

# Visual Research

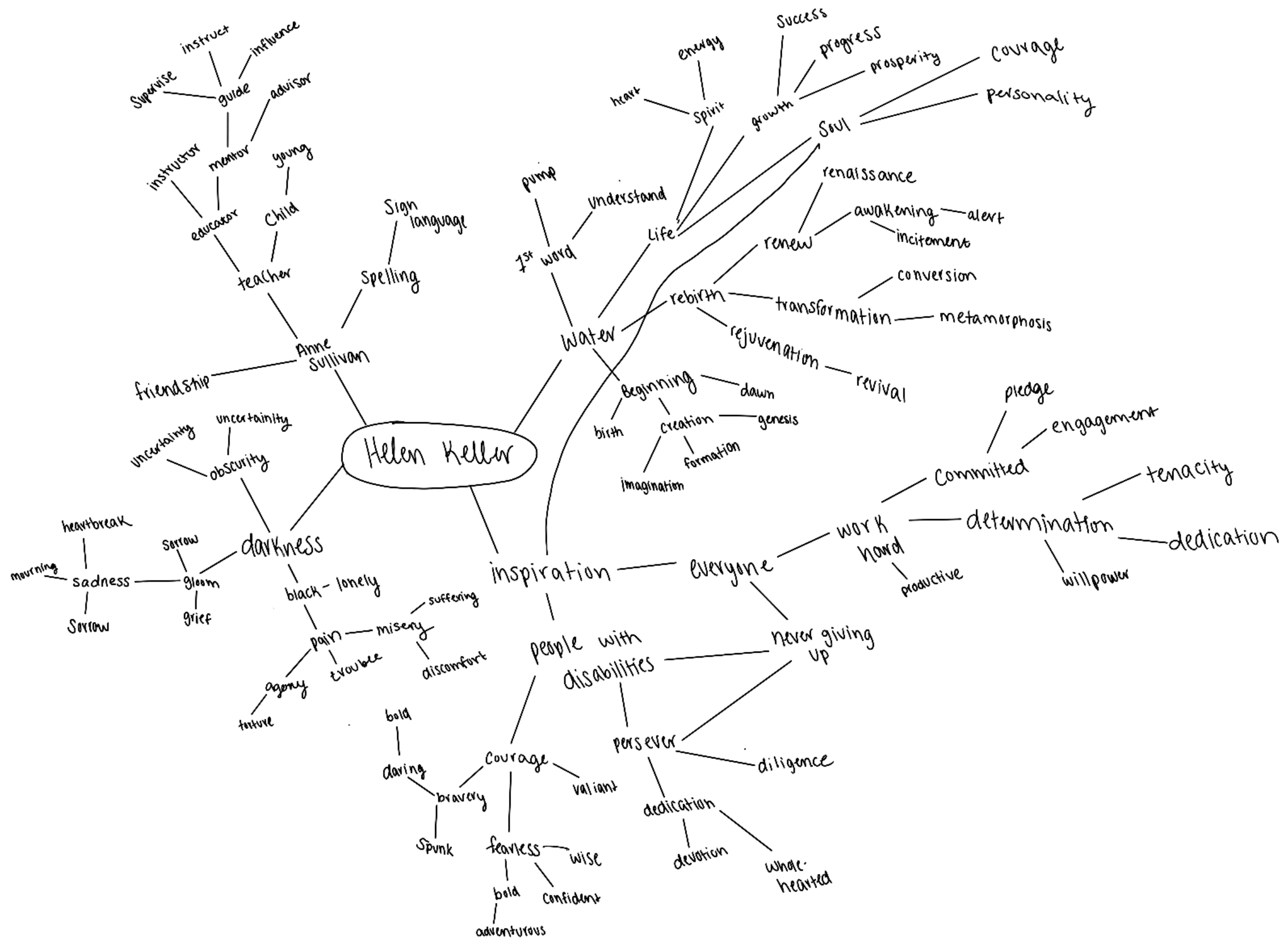


"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

*Helen Keller*



# Brainstorming



# Brainstorming

## Water + Helen Keller

- Water can mean reborn + transformation
- Water was the word that made everything click

- Helen: It awakened my soul

- That day she learned 30 more words

- She was able to communicate

- She then was able read & write and sign

↓ went the extra mile  
write & to speak

↓  
books  
&  
Essays

↓  
lectures

★ Water can mean life

Life Before water & Life after

↳ She was never the same after that day

Water was the starting point

↳ Freedom from the darkness and not understanding

water = freedom in literature

Water is a symbol of power in stories

water → Emotions

Wind & Water Feng Shui Consulting:

"The yin to fire's yang, water relates to communication, resourcefulness and the fluidity of our path."

represents careers & journey through life

reminds us to expect change

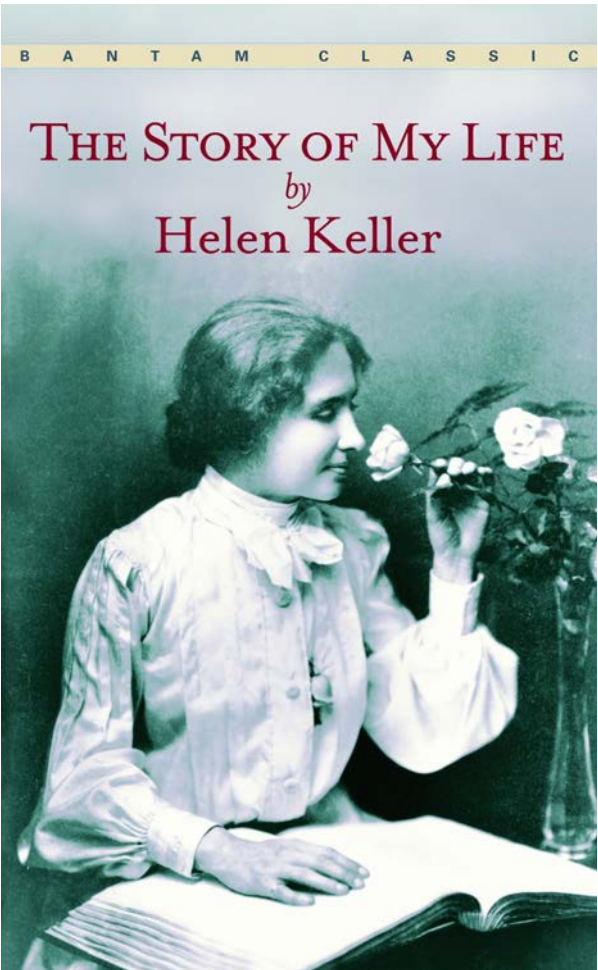
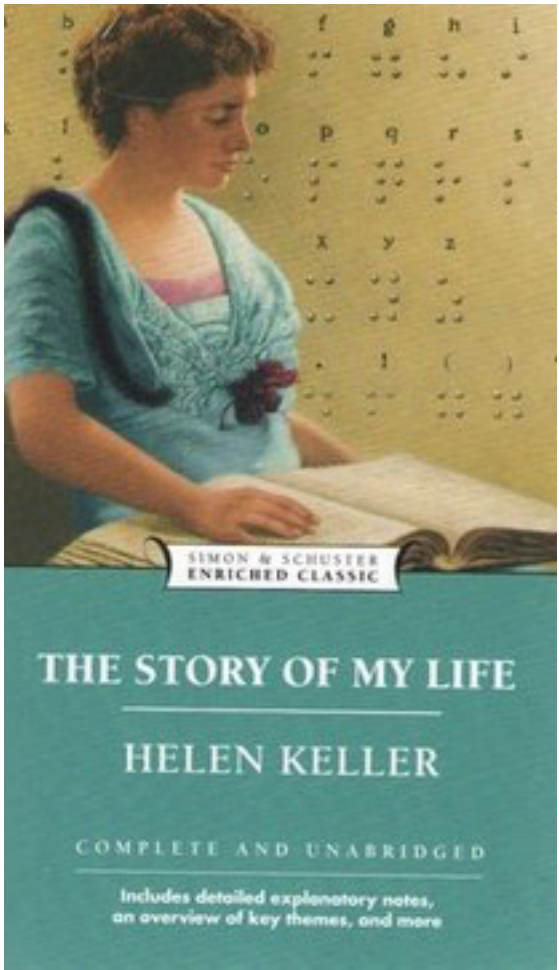
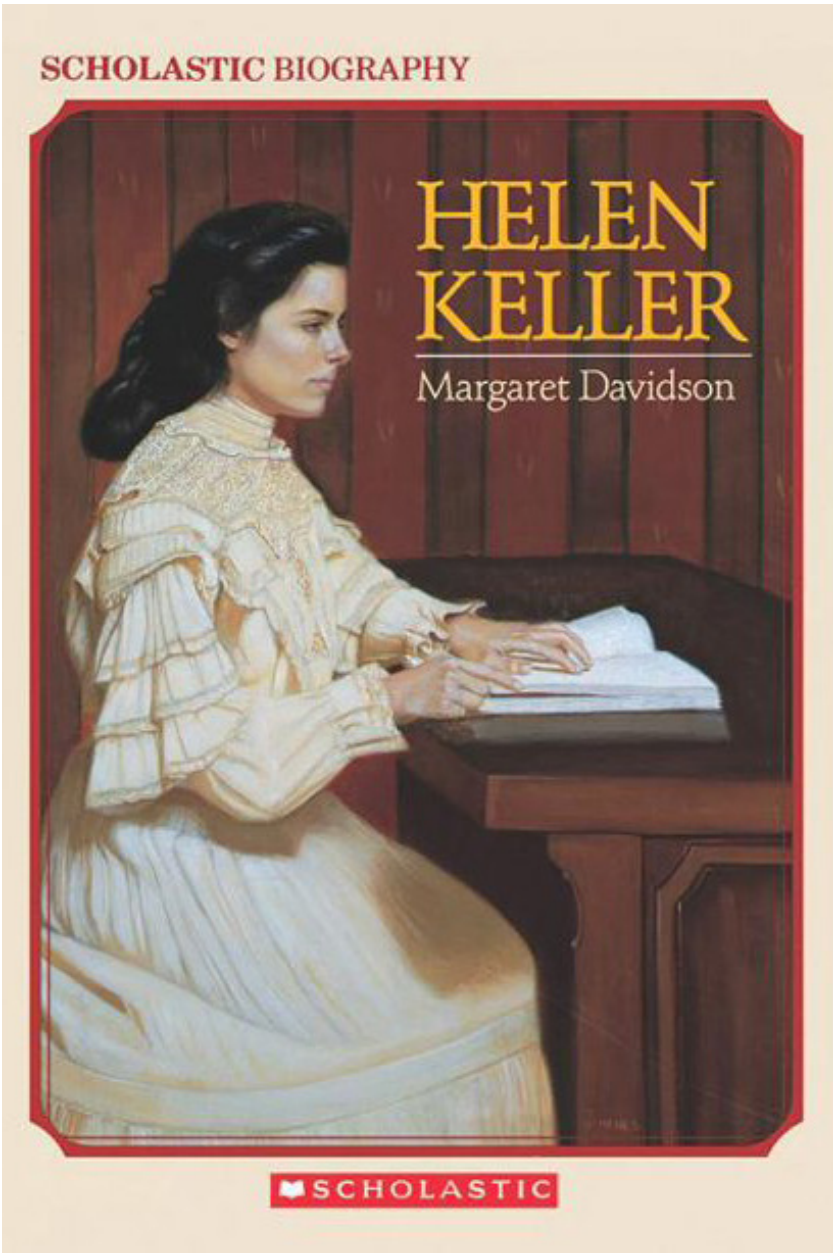
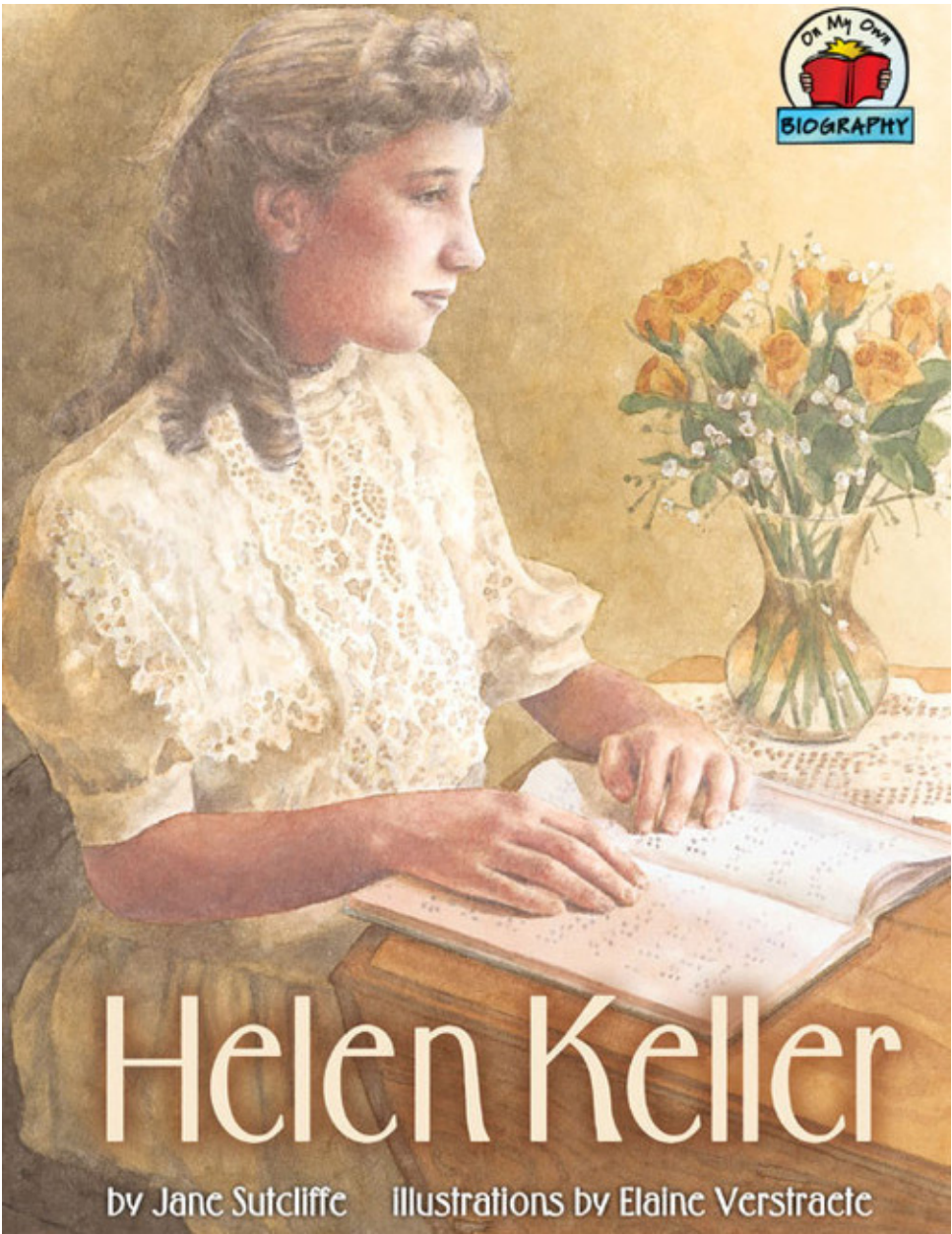
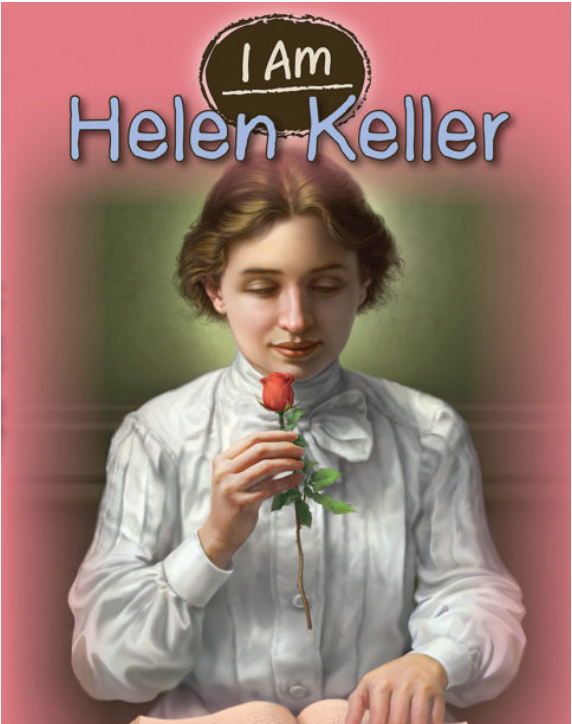
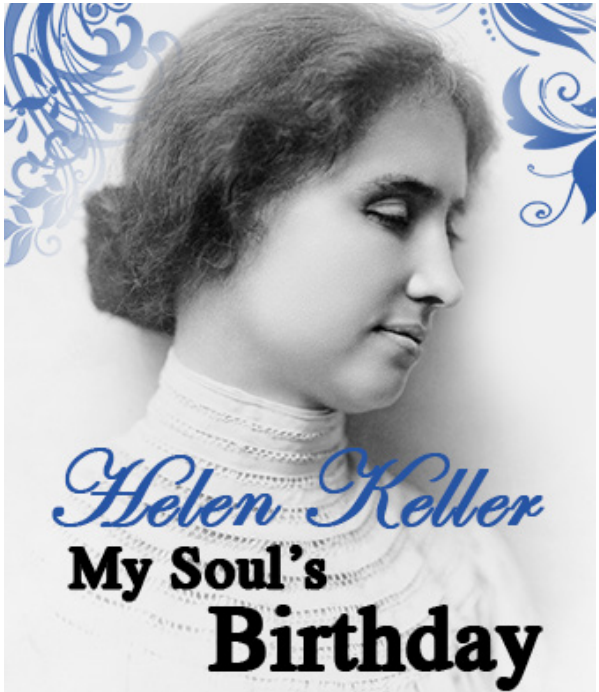
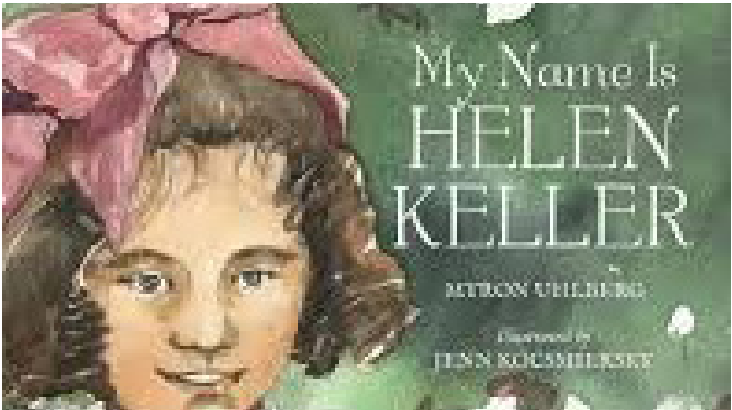
# Word List

- |                |               |
|----------------|---------------|
| -Inspirational | -Hardships    |
| -Eye-Opening   | -Darkness     |
| -Water         | -Lonely       |
| -Reborn        | -Sucessful    |
| -Important     | -Patience     |
| -Challenges    | -Perseverance |
| -Determined    | -Role Model   |
| -Awakened      | -Encouraging  |

Visual Inspiration



Helen Keller Books



# Reborn: The Inspiration that is Helen Keller

Helen Adams Keller was an American author, disability rights advocate, political activist, and lecturer. Keller lost her sight and hearing when she was 19 months. In 1882, she contracted an illness — called “brain fever” by the family doctor, producing a high body temperature. The disease’s true nature remains a mystery today, though some experts believe it might have been scarlet fever or meningitis. At the age of seven, Keller had also become very wild and unruly. She would kick and scream when angry and giggle uncontrollably when happy. A couple of months later, she met Anne Sullivan, who taught her how to read and write. During her lifetime, she received many honors in recognition of her accomplishments. This project will show and remind people how much hardships Helen Keller went through and how she overcame them and was successful.

## Goal

The goal of this project to show and remind the world how Helen Keller changed the world and is inspiration to everyone, especially people with disabilities. She showed the world how people disabilities can do just as much as valuable members of society. Through her struggles and hardships that she overcame, she is proving to everyone that you can do anything you put your mind too. Also to teach people how to read braille.

## Deliverables

book, packaging, cards that teach braille

## Target Audience

### Primary

- Males and Females
- 19-28 year olds
- Educated
- Know who Helen Keller is or want to learn more.
- Open-Minded
- Cares about others

### Secondary

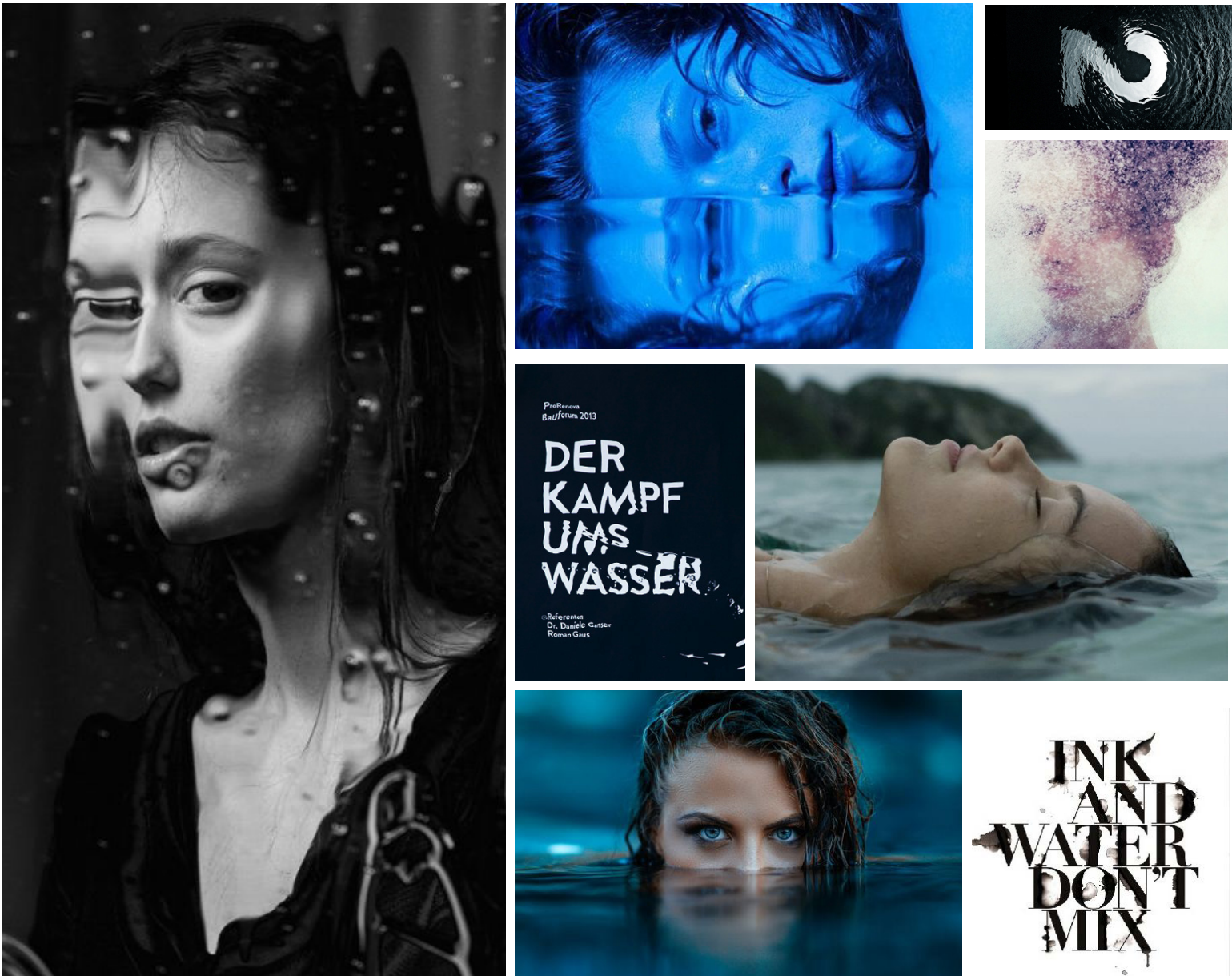
- Males and Females
- 28-58 year olds
- People who have a disability or knows someone who does.
- Know who Helen Keller is or want to learn more.
- Inspired by Helen Keller

## Word List

- |                |               |
|----------------|---------------|
| -Inspirational | -Hardships    |
| -Eye-Opening   | -Darkness     |
| -Water         | -Lonely       |
| -Reborn        | -Sucessful    |
| -Important     | -Patience     |
| -Challenges    | -Perseverance |
| -Determined    | -Role Model   |
| -Difference    | -Encouraging  |

## Charter

avenir next regular



## The Life of Helen Keller

**Proposal outline:**

Helen Adams Keller was an American author, disability rights advocate, political activist, and lecturer. Keller lost her sight and hearing when she was 19 months. In 1882, she contracted an illness — called "brain fever" by the family doctor, producing a high body temperature. The disease's true nature remains a mystery today, though some experts believe it might have been scarlet fever or meningitis. At the age of seven, Keller had also become very wild and unruly. She would kick and scream when angry and giggle uncontrollably when happy. A couple of months later, she met Anne Sullivan, who taught her how to read and write. Keller worked with Sullivan for 49 years. She is the first deafblind person to earn a Bachelor of Arts degree. Keller wrote 14 books and hundreds of speeches and essay topics. During her lifetime, she received many honors in recognition of her accomplishments.

This project will show and remind people how much Helen Keller changes the world for people with disabilities by going through her life filled with hardships and overcoming. This project will mostly be photography.

**Project goal:**

This project aims to show the world how Keller helped to change the world by inspiring people and showing the world that people who are blind and deaf can do many things as valuable members of society. She changed how the world viewed people with all kinds of disabilities by showing that these people can earn degrees, communicate effectively and be intelligent.

**Target audience:**

This project's primary audience is males and females who are 19-28 years olds. They are educated and want to learn more about Helen Keller and how to read braille. These books were produced by Helen Keller Birthplace, they packaging would be sold there and on their websites.

**Deliverables:**

1. Book
2. Packaging
3. Learn how to read braille cards

# Type Studies

## THE LEGEND OF HELEN KELLER

As she so often remarked as an adult, her life changed on March 3, 1887. Sullivan, age 20, arrived at Ivy Green, the Keller family estate, and began working to socialize her wild, stubborn student and teach her by spelling out words in Keller’s hand. Later Keller would call this day her “soul’s birthday.”

Header: Big Caslon  
Body: Avenir Next

## THE LEGEND OF HELEN KELLER

As she so often remarked as an adult, her life changed on March 3, 1887. Sullivan, age 20, arrived at Ivy Green, the Keller family estate, and began working to socialize her wild, stubborn student and teach her by spelling out words in Keller’s hand. Later Keller would call this day her “soul’s birthday.”

Header: Tiro Telugu  
Body: vaccine

## THE LEGEND OF HELEN KELLER

As she so often remarked as an adult, her life changed on March 3, 1887. Sullivan, age 20, arrived at Ivy Green, the Keller family estate, and began working to socialize her wild, stubborn student and teach her by spelling out words in Keller's hand. Later Keller would call this day her “soul's birthday.”

Header: Bodoni 72 Oldstyle  
Body: DIN 2014

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Header: Iowan Old Style  
Body: Baskerville

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Header: Baskerville  
Body: Helvetica

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Header: Letter Gothic Std  
Body: Kefa

# Type Studies

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Header: Courier  
Body: Adobe Caslon Pro

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Header: Maku  
Body: Century Gothic Pro

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Header: Operetta 18  
Body: Marion

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Header: Flood Std  
Body: Times

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Header: Palatino  
Body: IBM Plex Sans

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Header: Grandma Bold  
Body: Tahoma

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Header: Shobhika  
Body: Operetta 18

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Header: Mukta Vaani  
Body: Marion

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Header: STIXGeneral  
Body: Shobhika

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Header: Permanent Marker  
Body: Sukhumvit Set

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Header: CCSignLanguage  
Body: Expo Serif Pro

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Header: Fira Sans  
Body: Palatino

## THE LEGEND OF HELEN KELLER

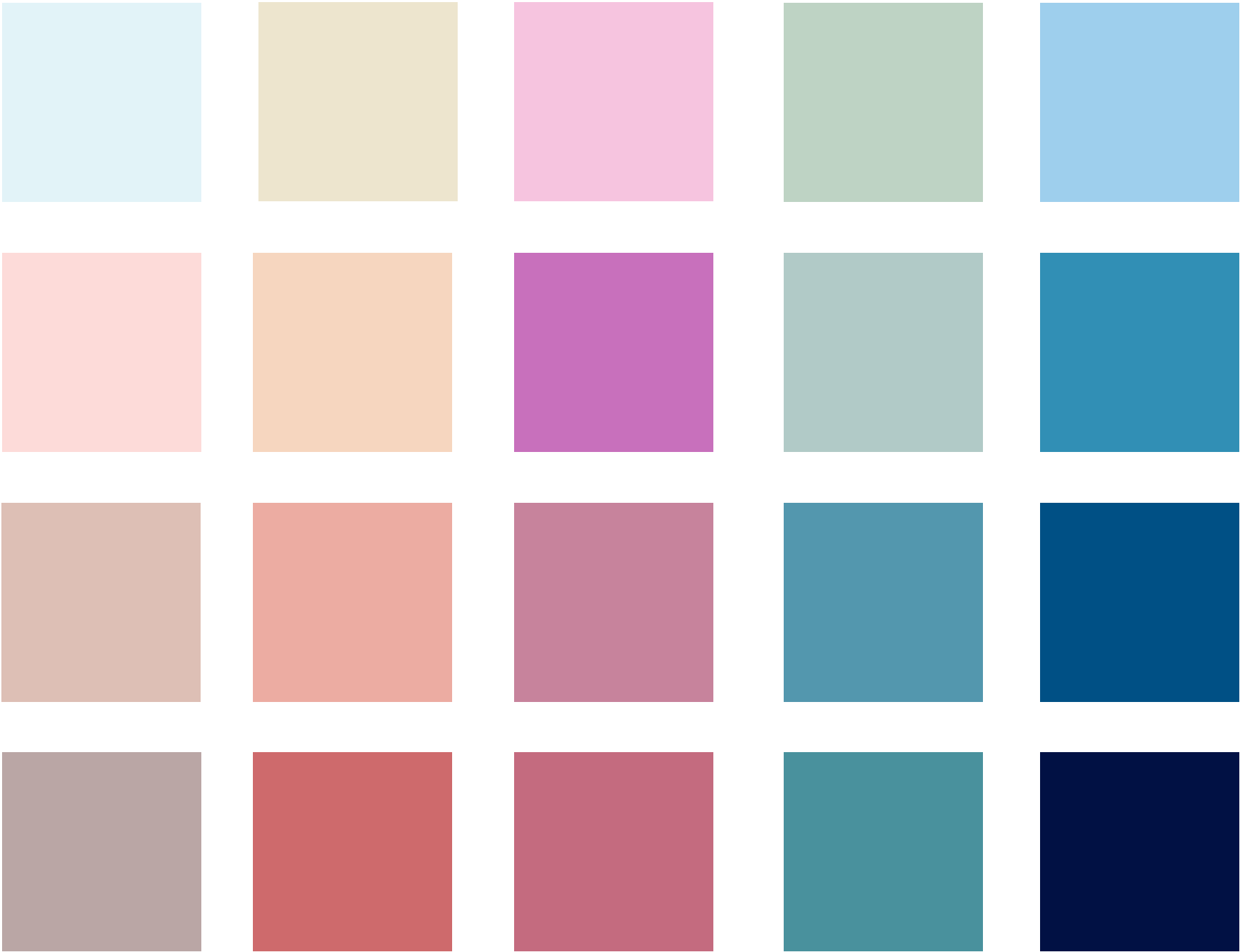
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Header: Grandma Bold

Body: Iowan Old Style

# Color Studies



Initial Color Palette



# Final Color Palette



# Titles Exploration

**reborn**  
**rebirth**  
**transformation**  
**awakening**  
**awakened**  
**awaken**  
**reawakening**  
**reawaken**  
**renaissance**

**metamorphosis**  
**begin again**  
**new beginning**  
**reincarnation**  
**renewal**  
**water**  
**restore**  
**rejuvenate**  
**born anew**



Logo Thumbnails

REBORN

REBORN



reborn

Reborn

Reborn



Reborn

Reborn

Reborn

reborn

Reborn

reborn

reborn

Digital Thumbnails

AWAKENED  
awakened  
Awakened

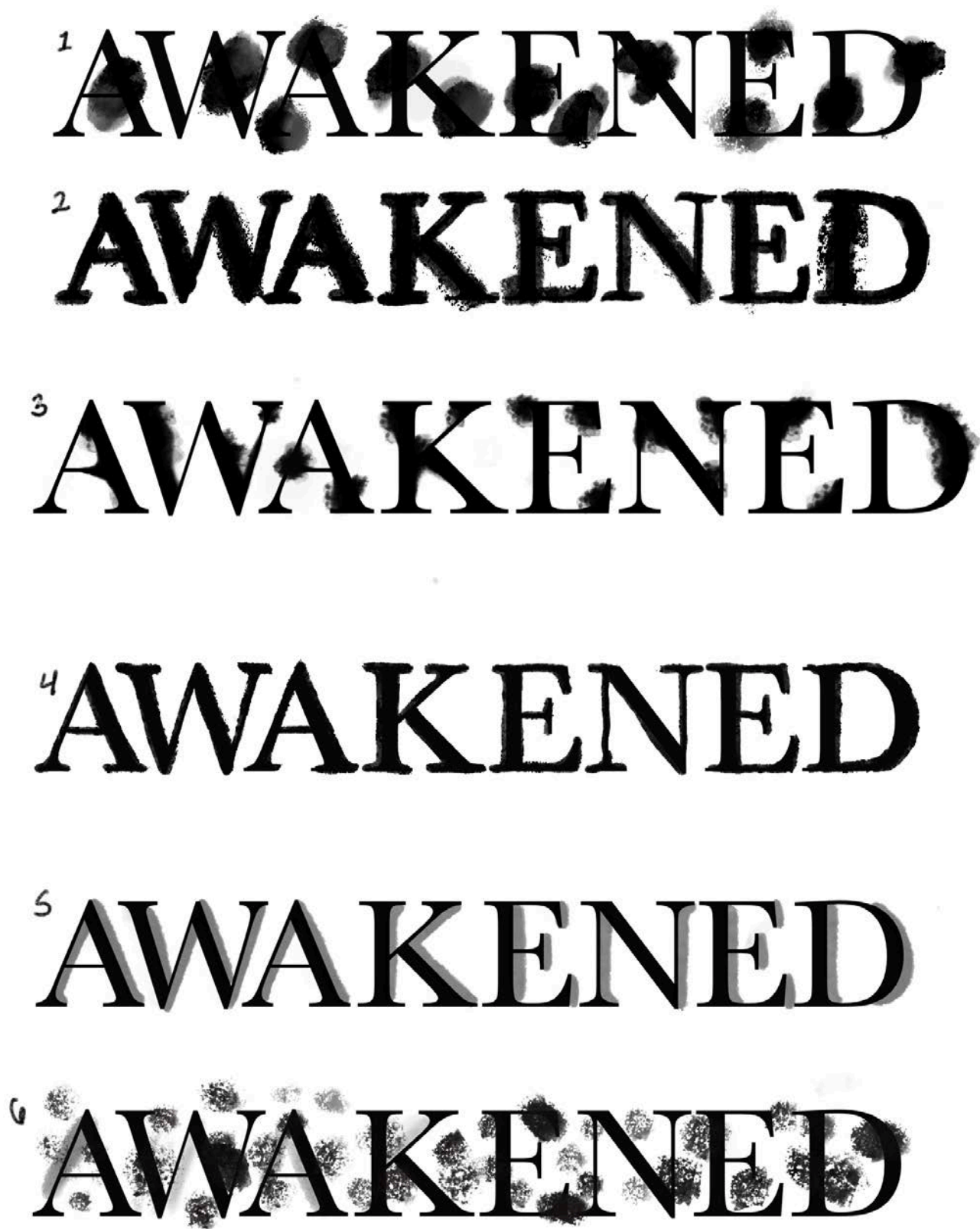
Athelas Regular

AWAKENED  
awakened  
Awakened

Bodoni 72 Oldstyle Book

AWAKENED  
awakened  
Awakened

Baskerville Regular



<sup>7</sup>AWAKENED

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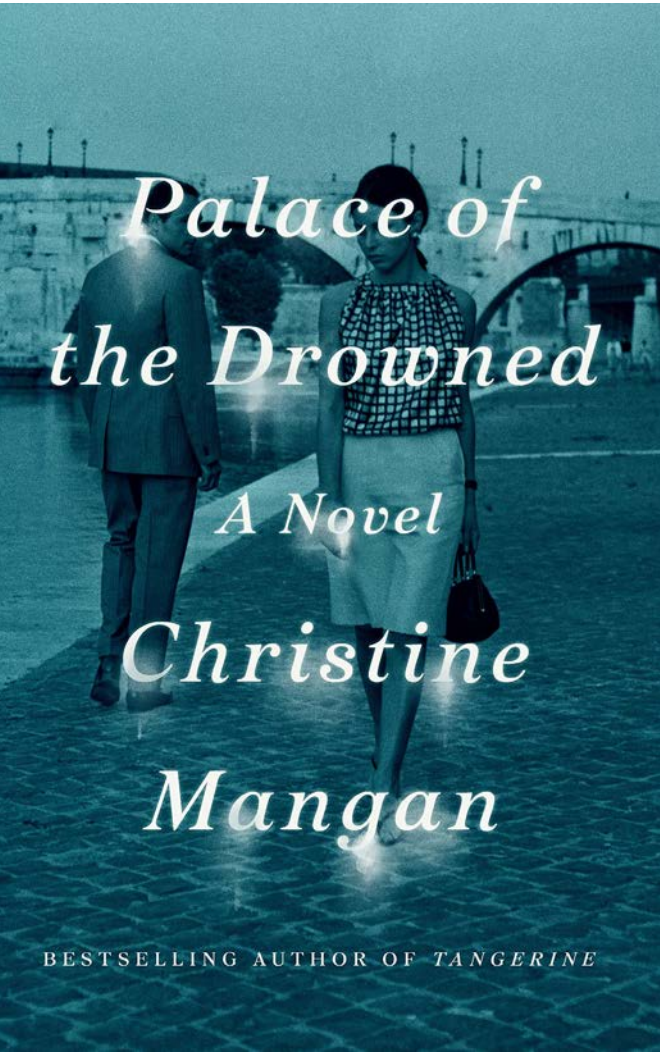
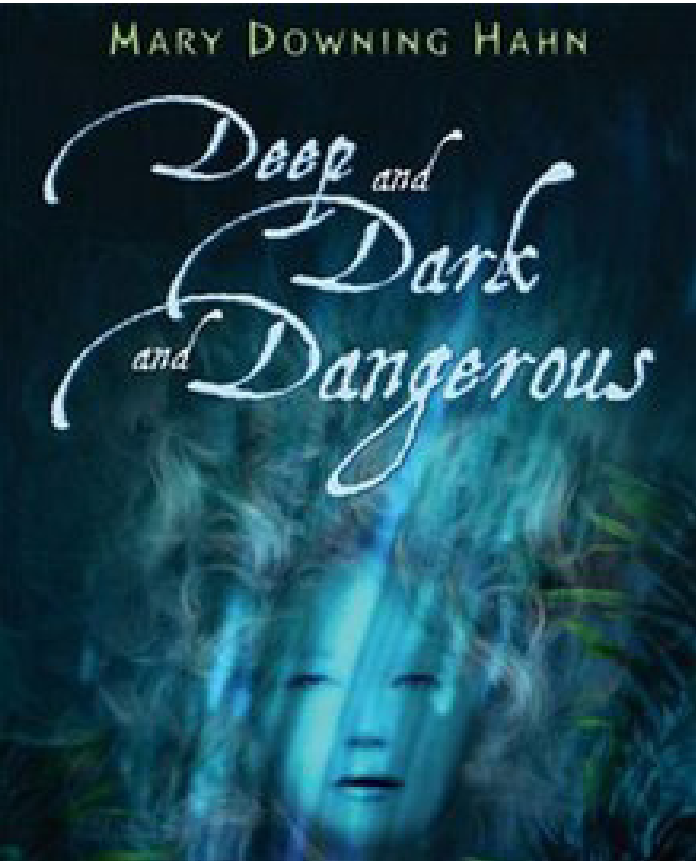
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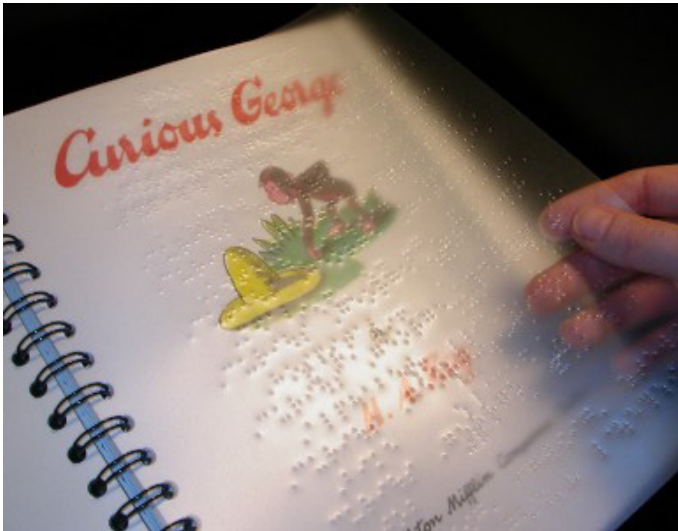
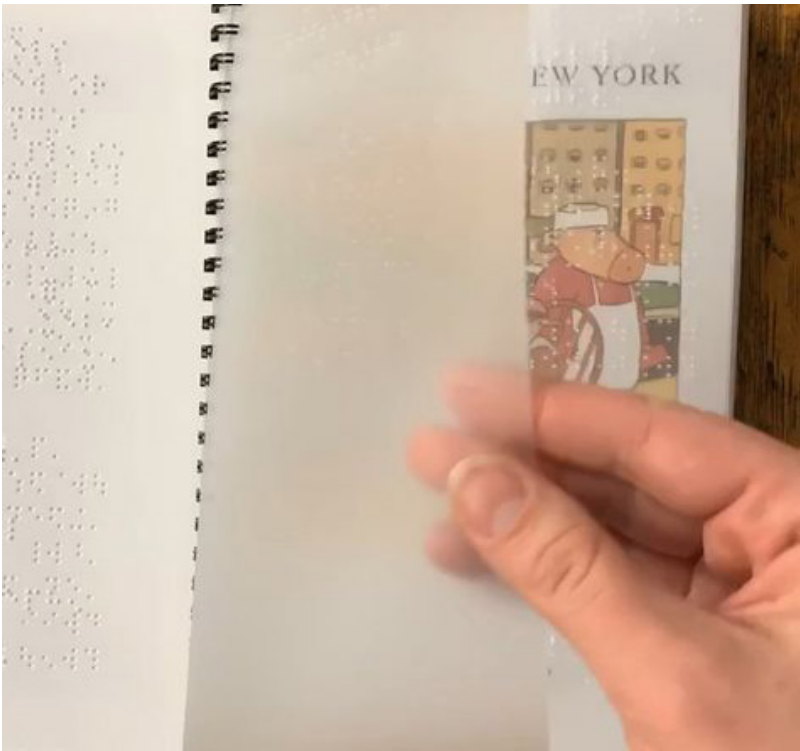
# Deliverable 1

Cover and Spreads Visual Research



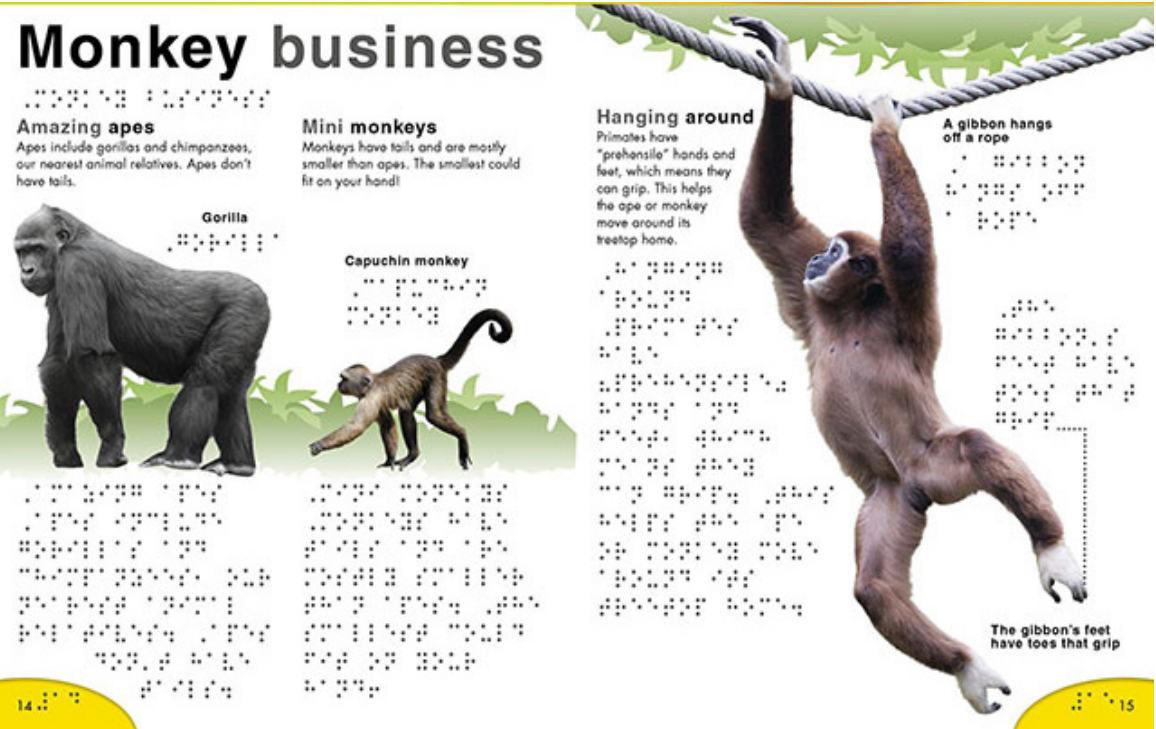
Braille Options for the Book

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- flip outs
- two sections
- alternate brail and english

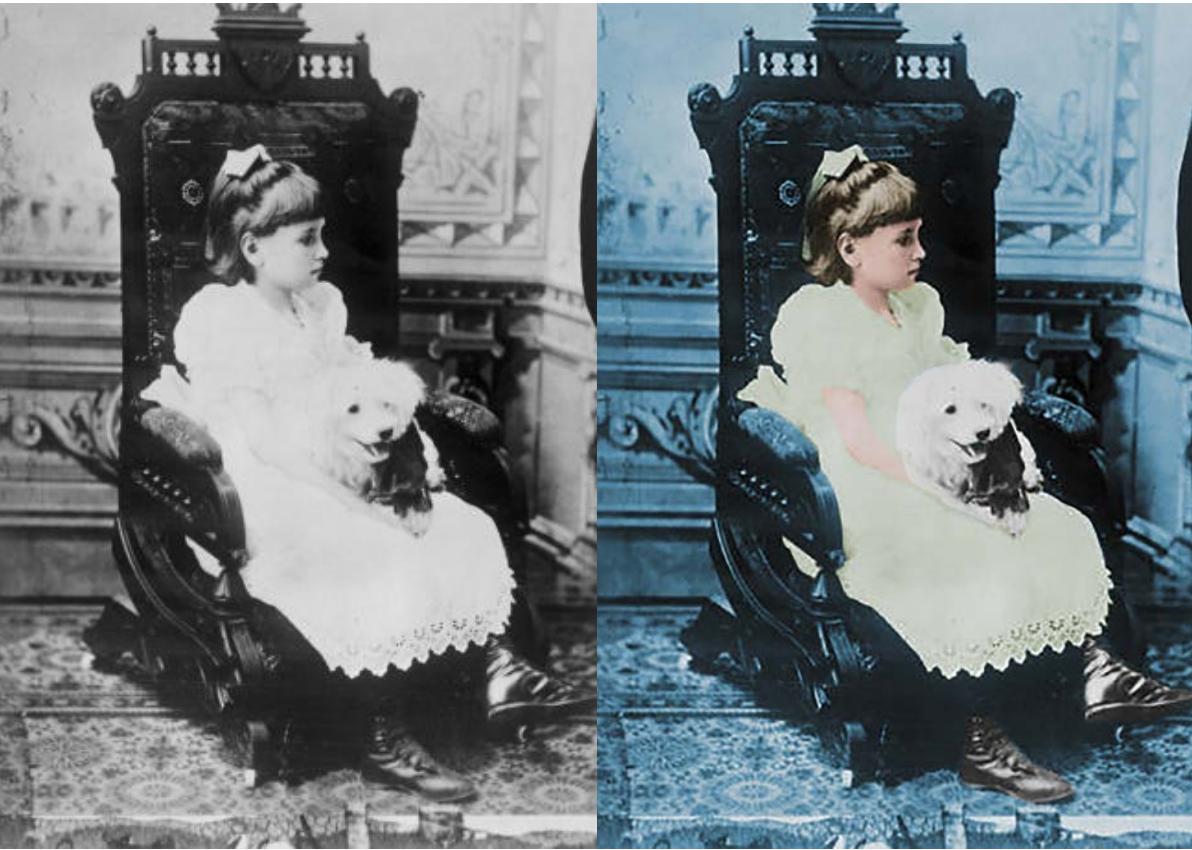
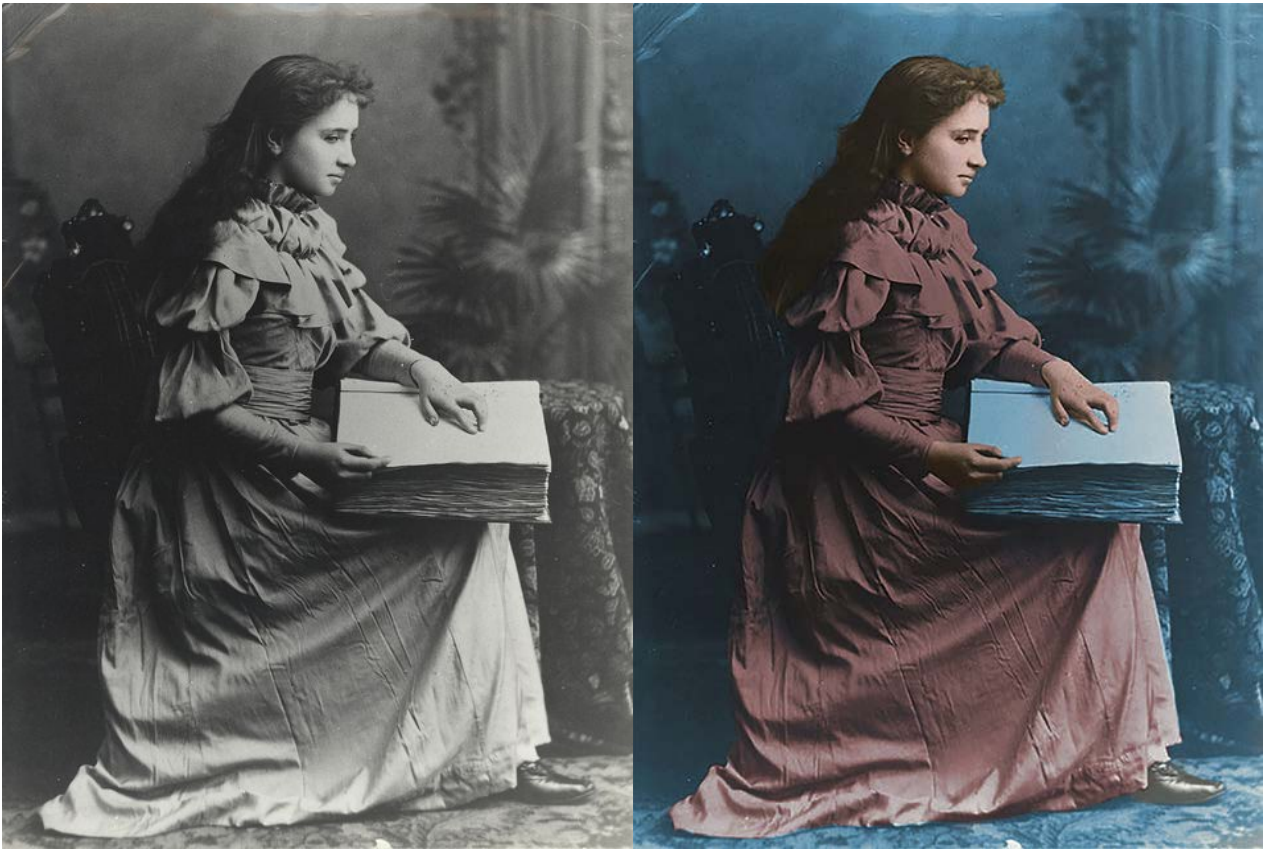


Animals

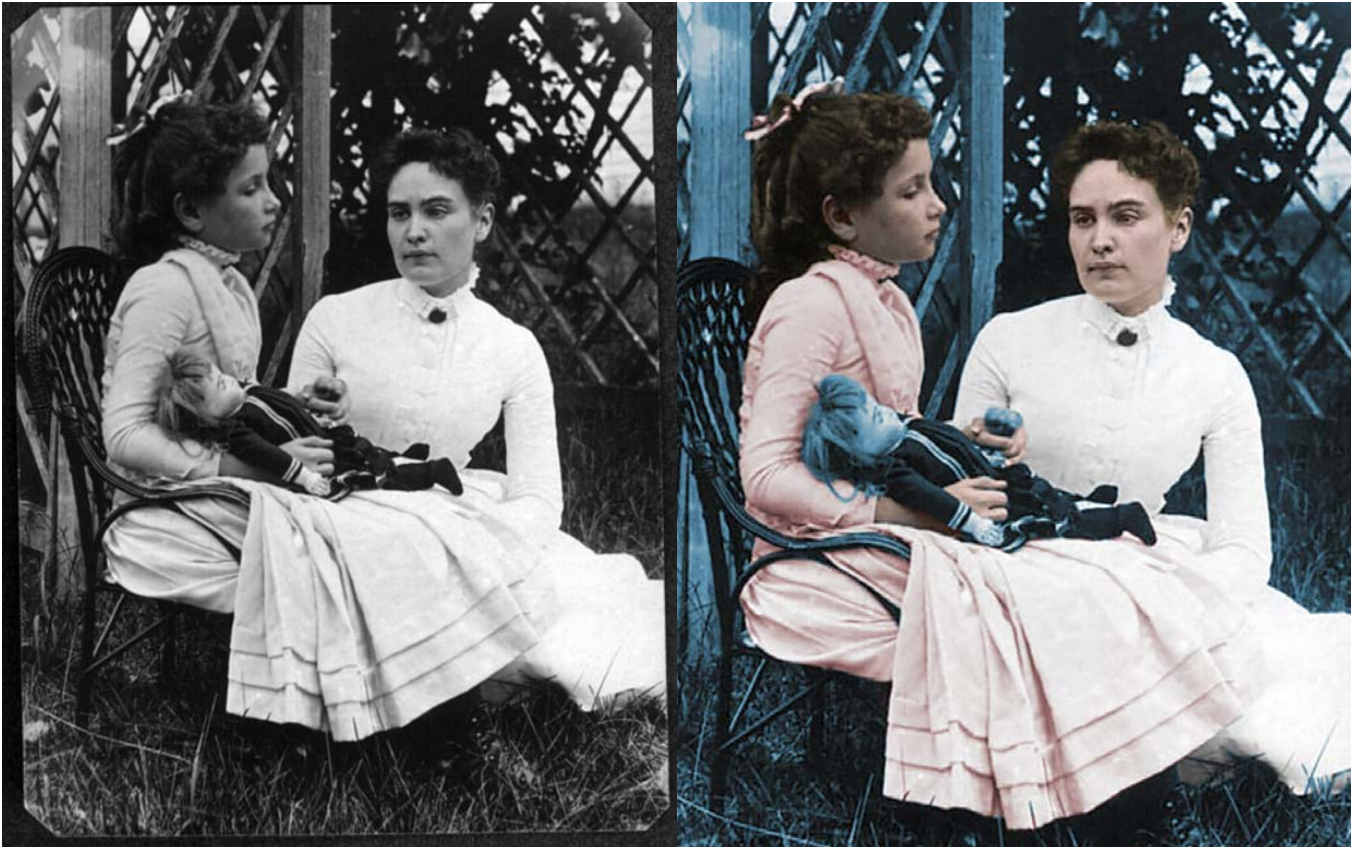
Knowledge you can touch



Colorize Photos



Colorize Photos



Colorize Photos



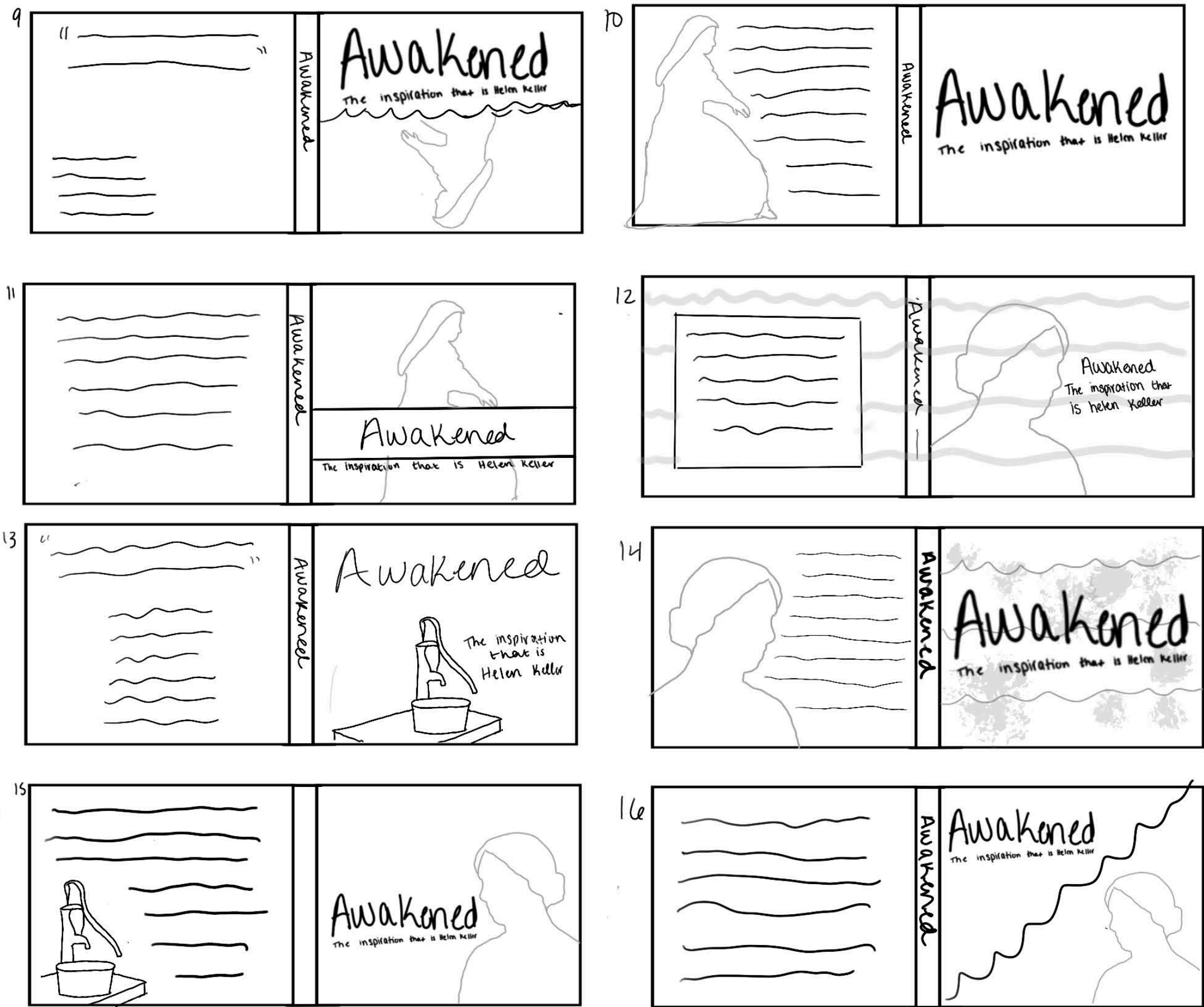
## Colorize Photos



Cover Thumbnails

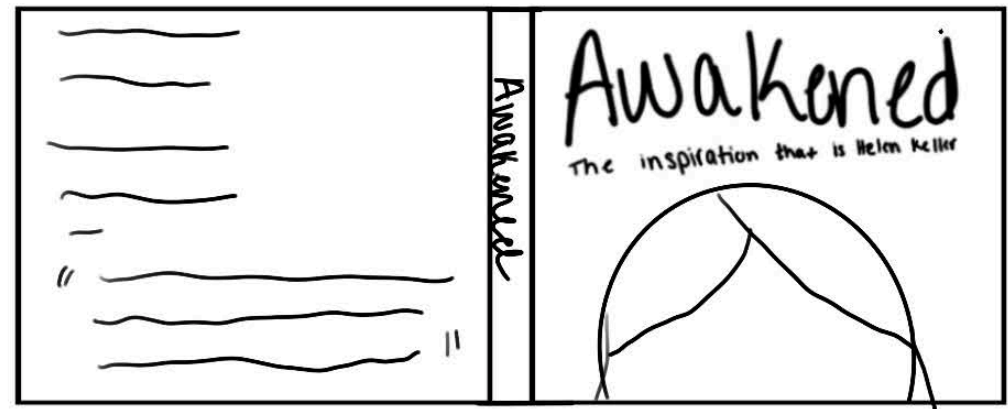


Cover Thumbnails



Cover Thumbnails

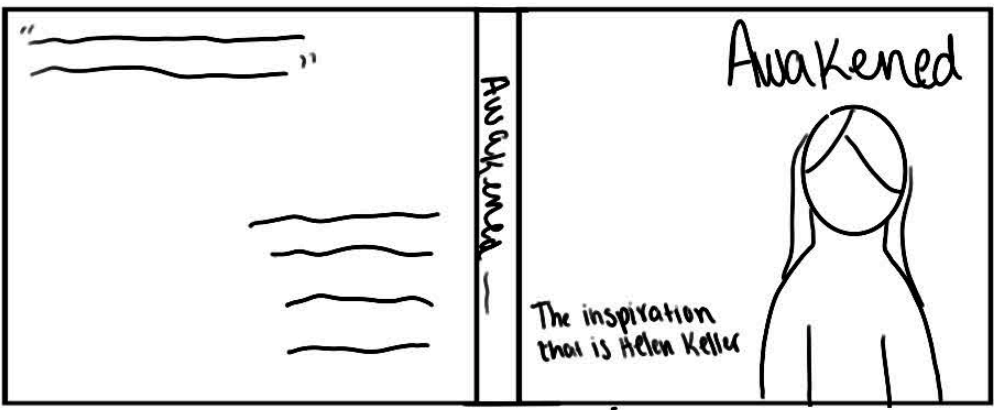
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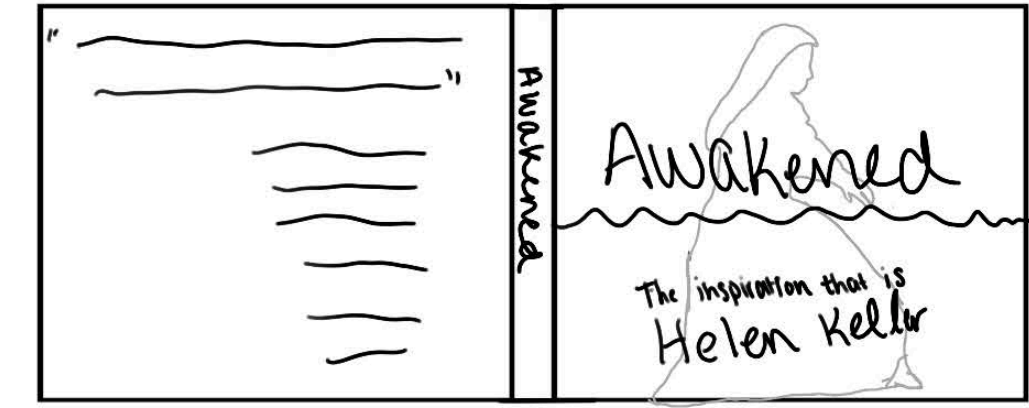
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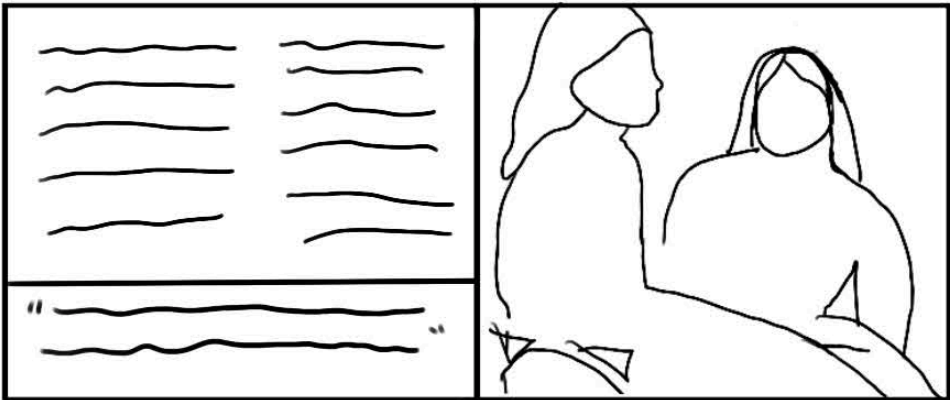


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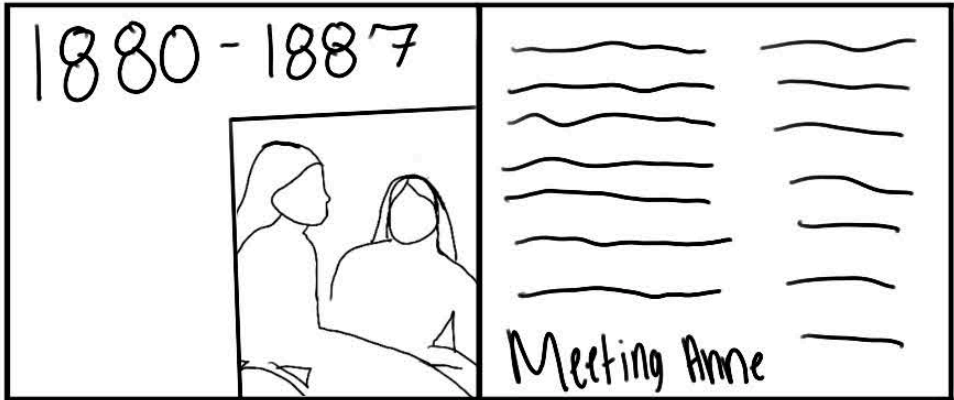


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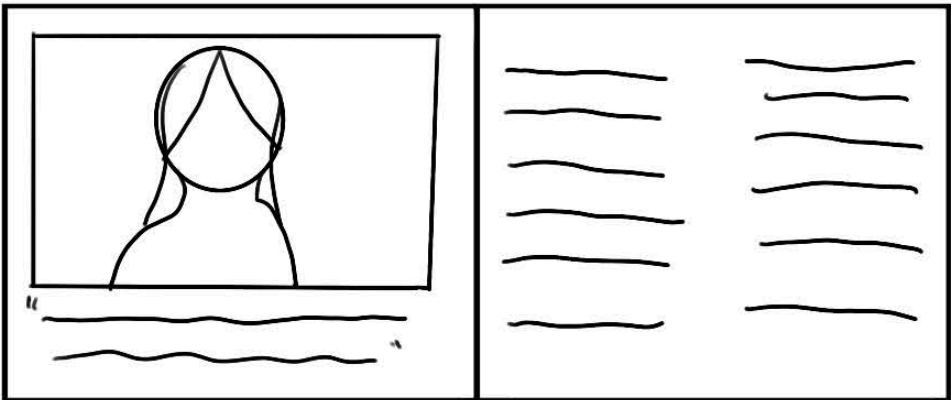
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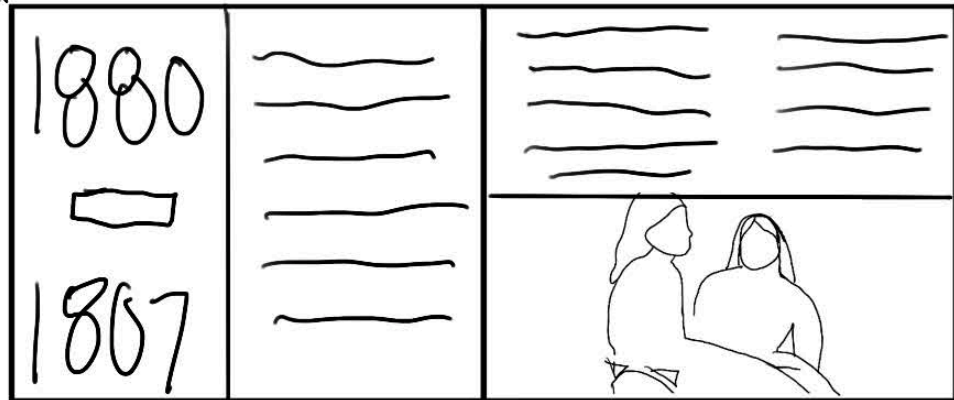
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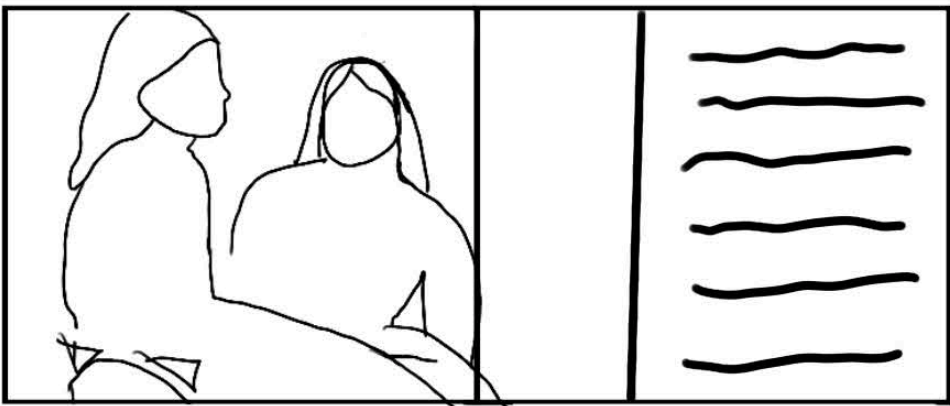
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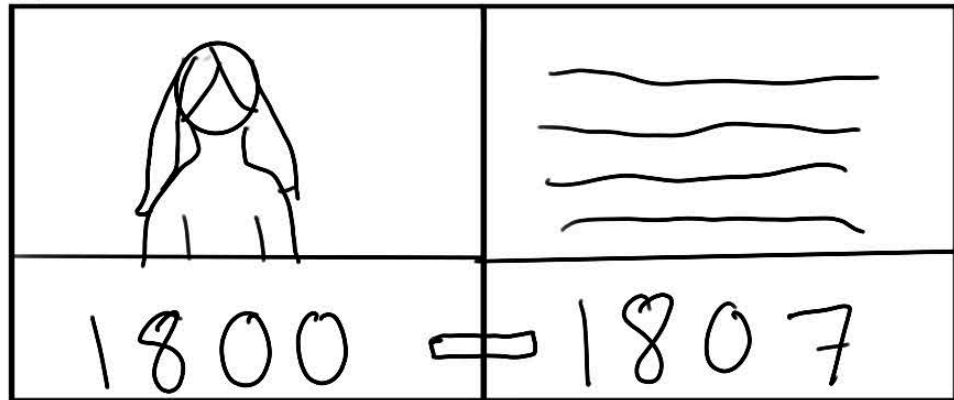
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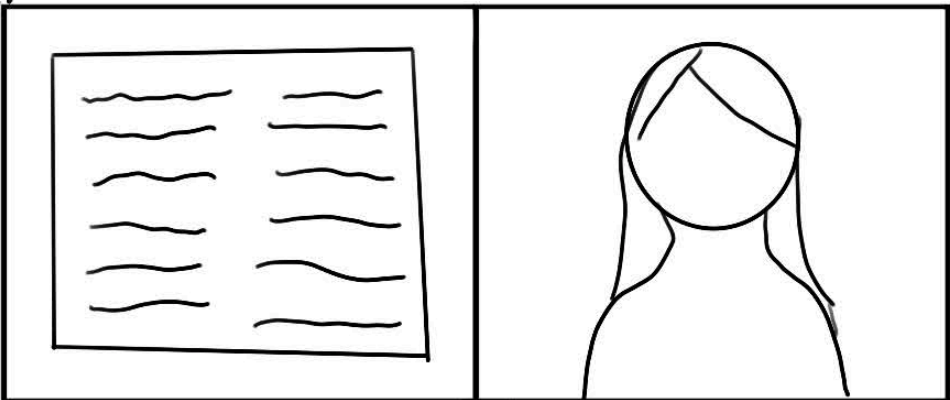
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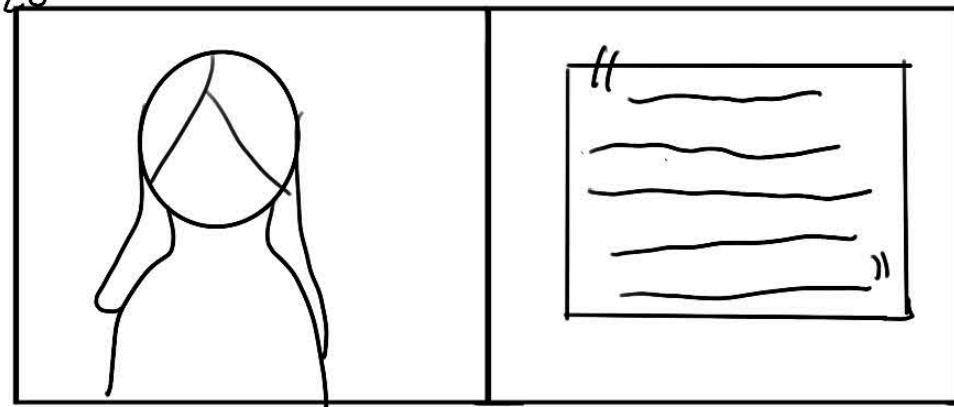
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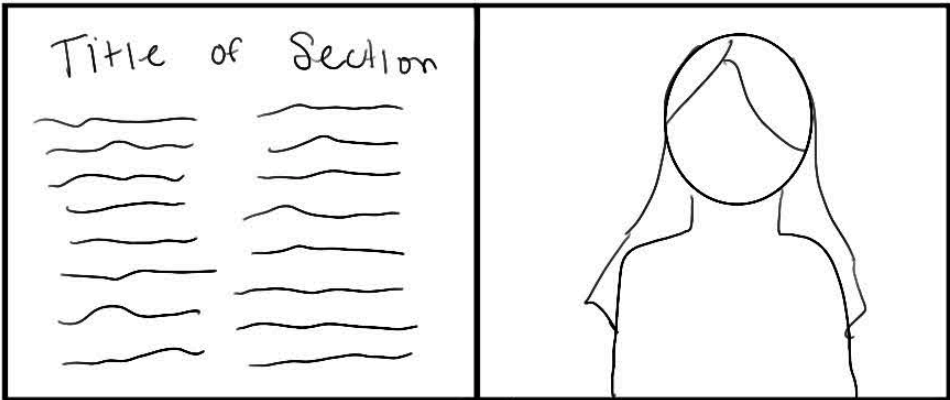


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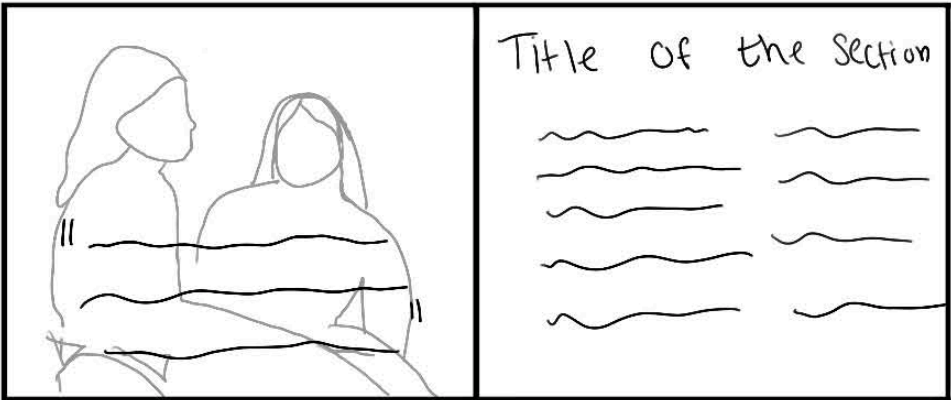


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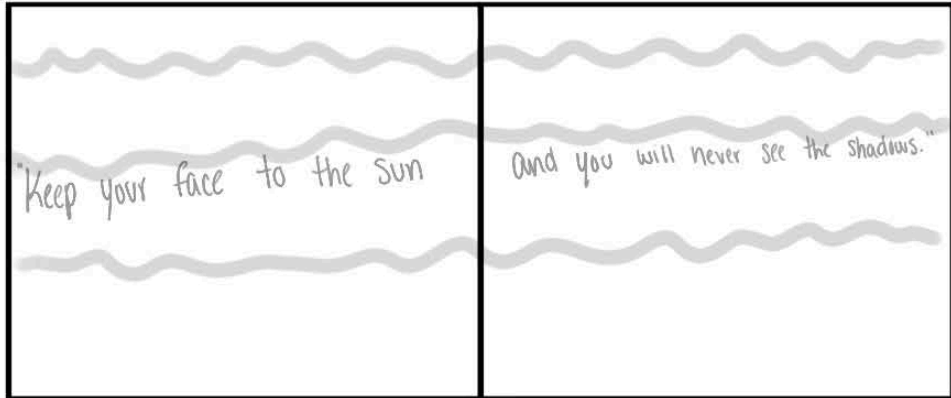
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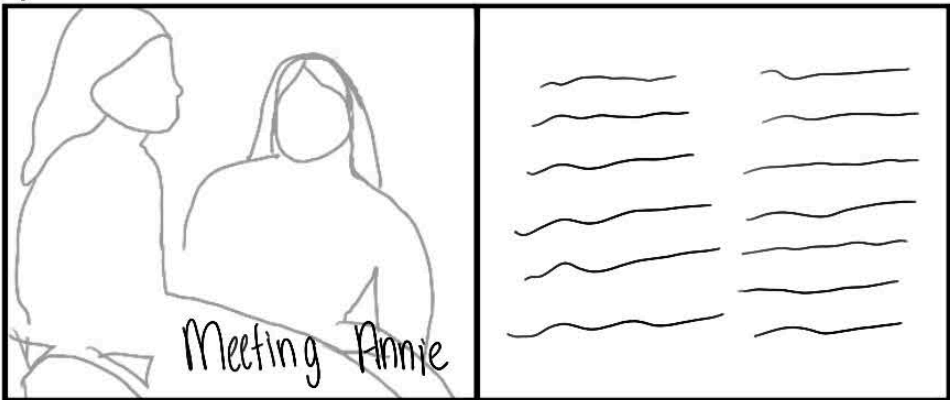
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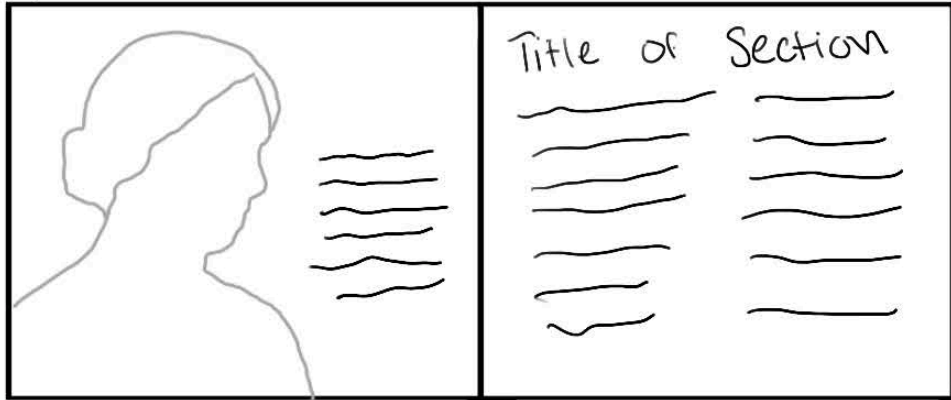
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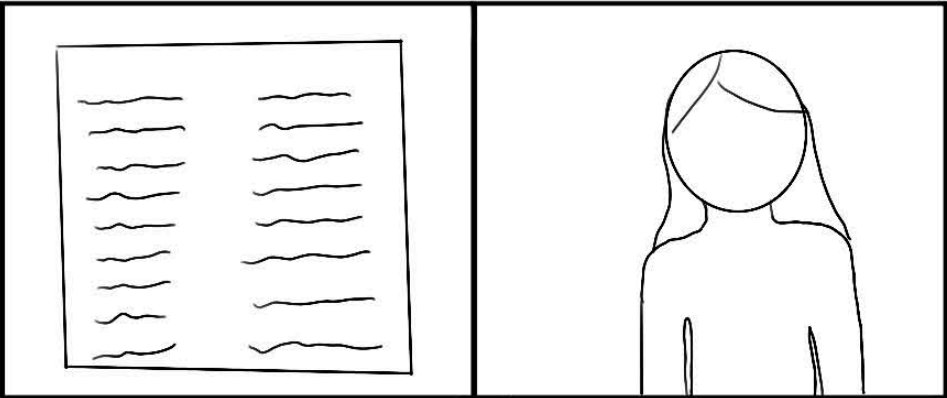


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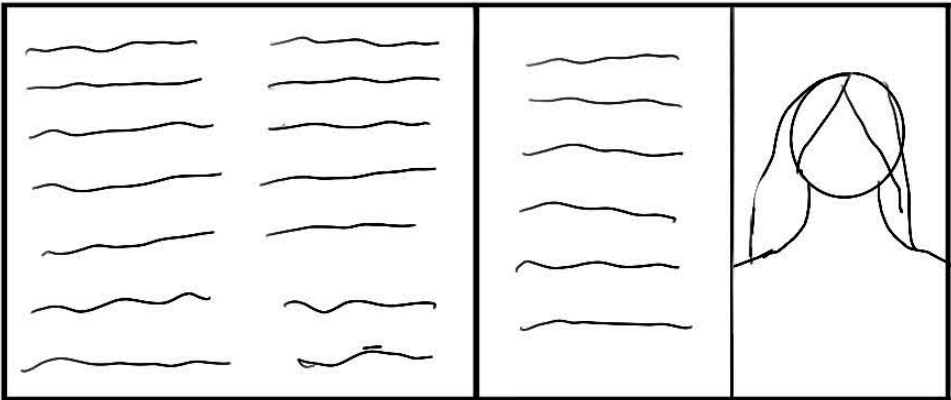


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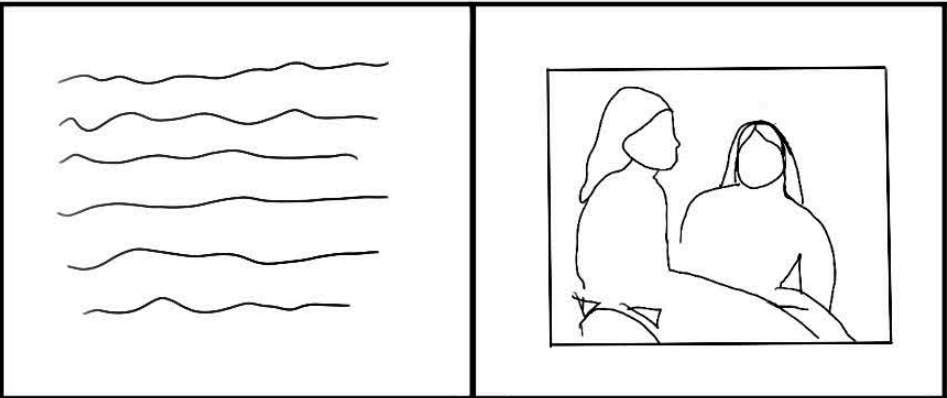
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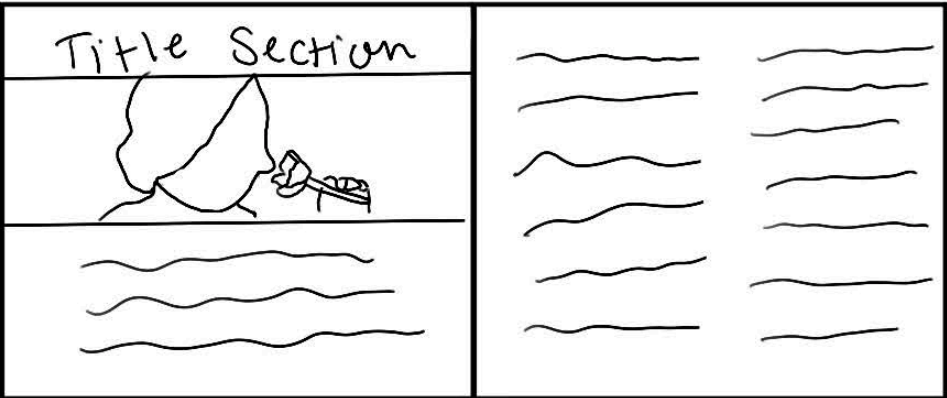
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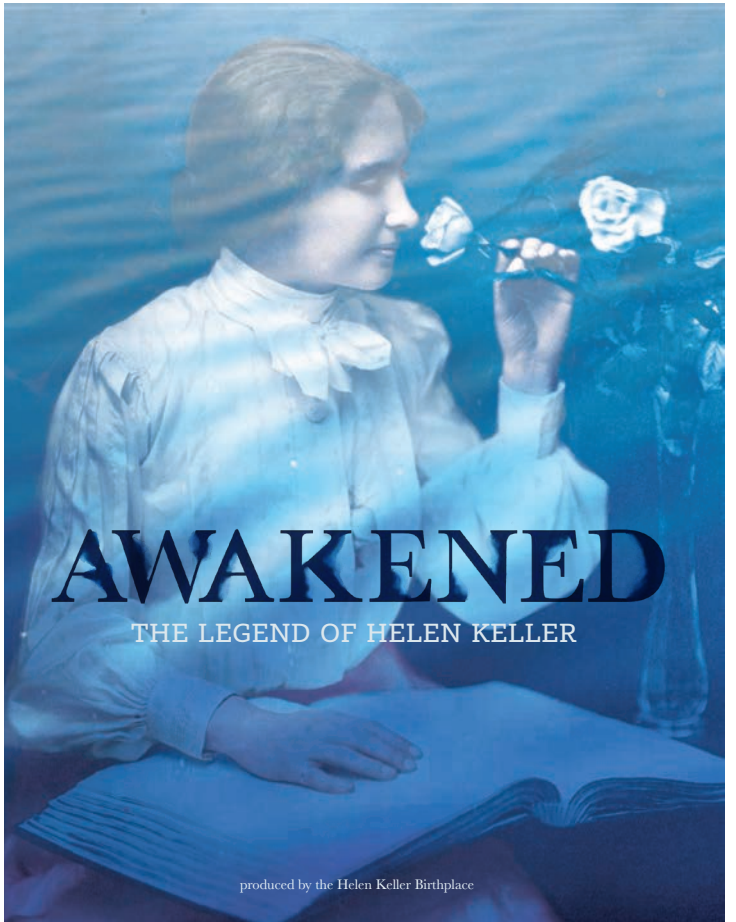
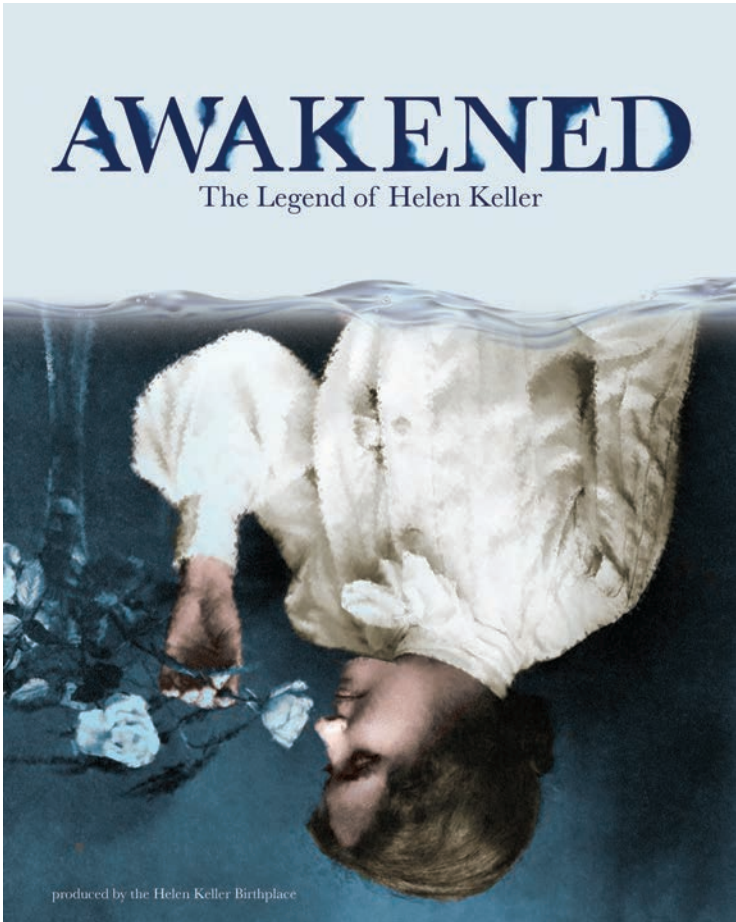
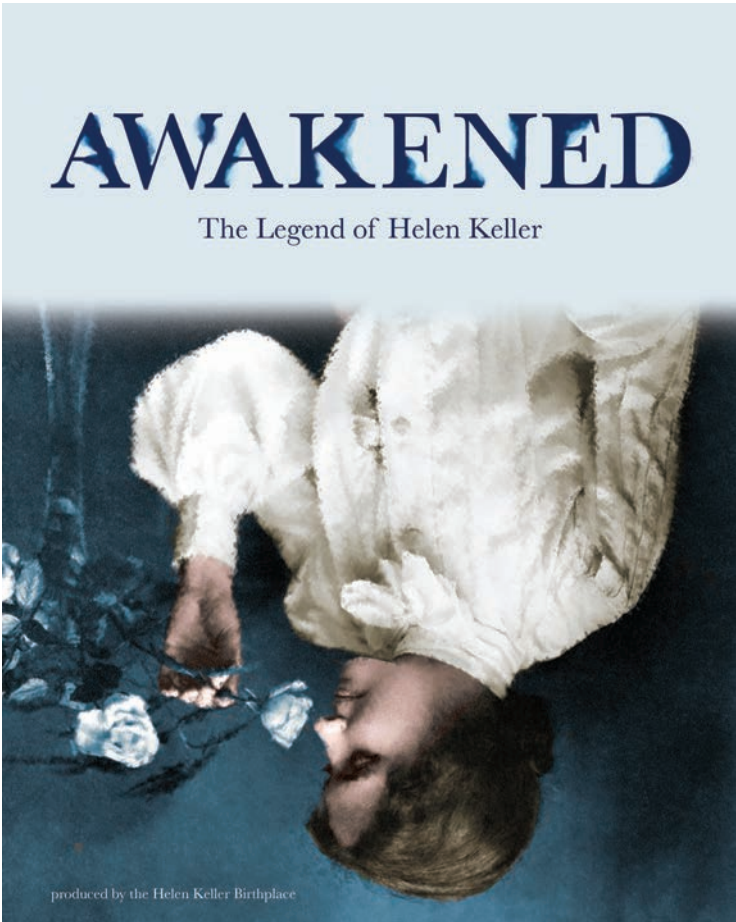
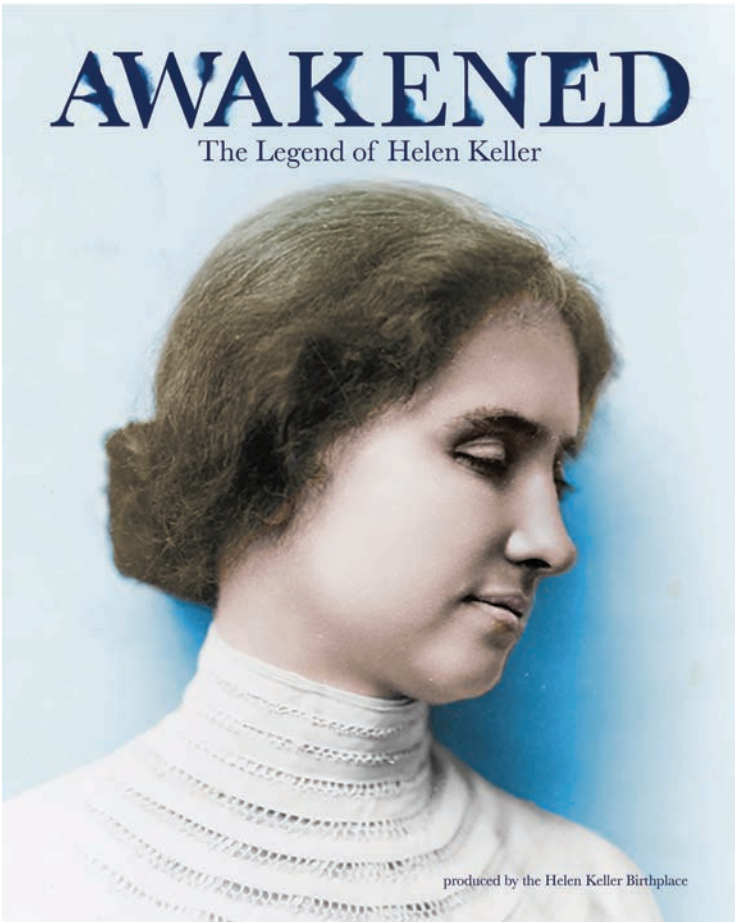
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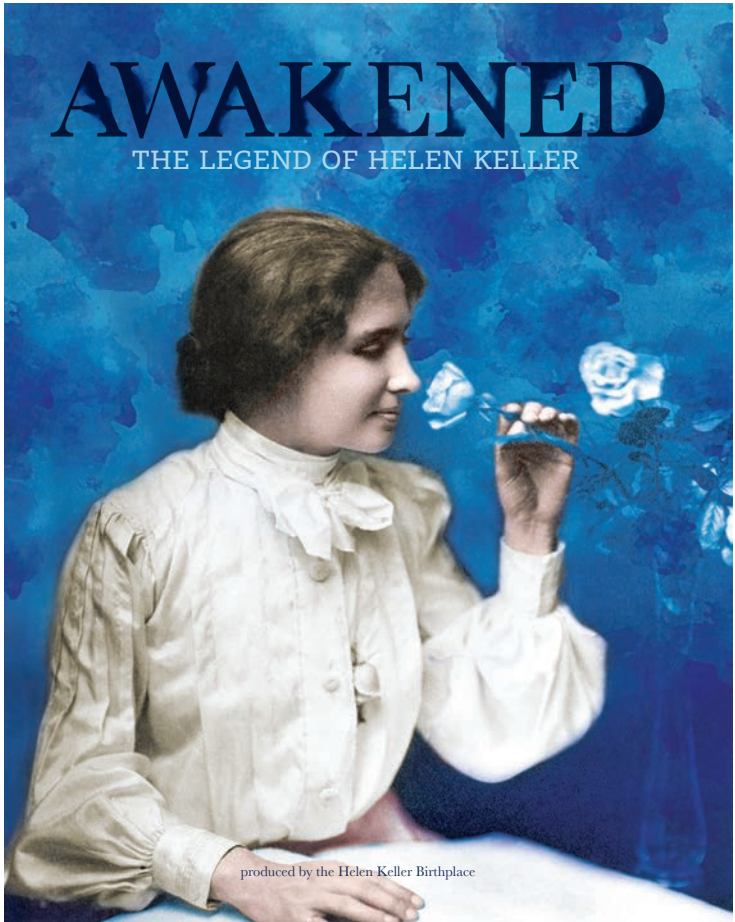
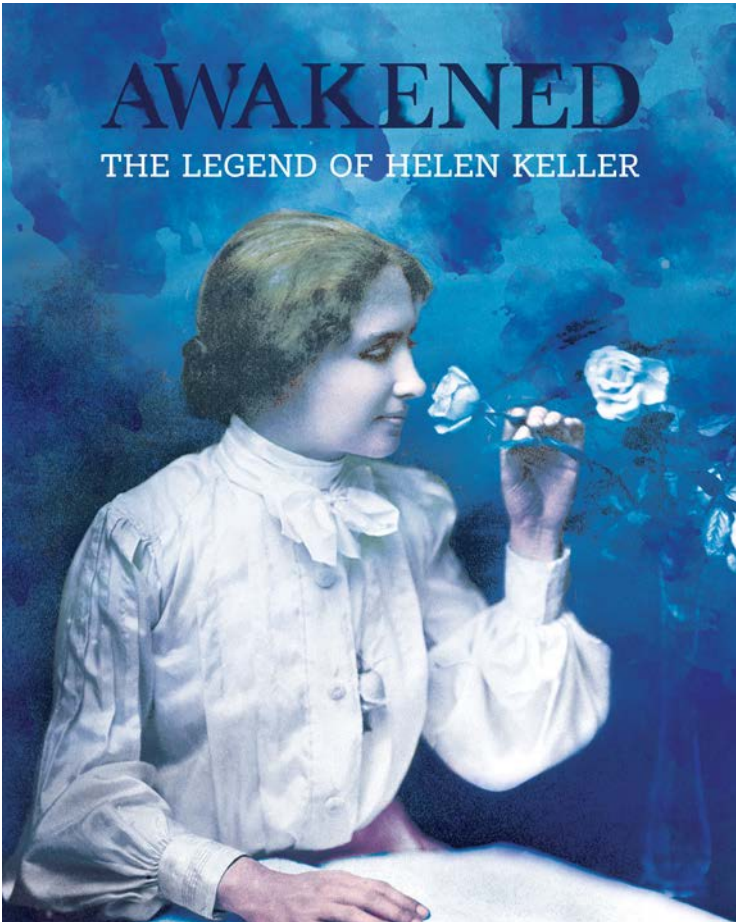
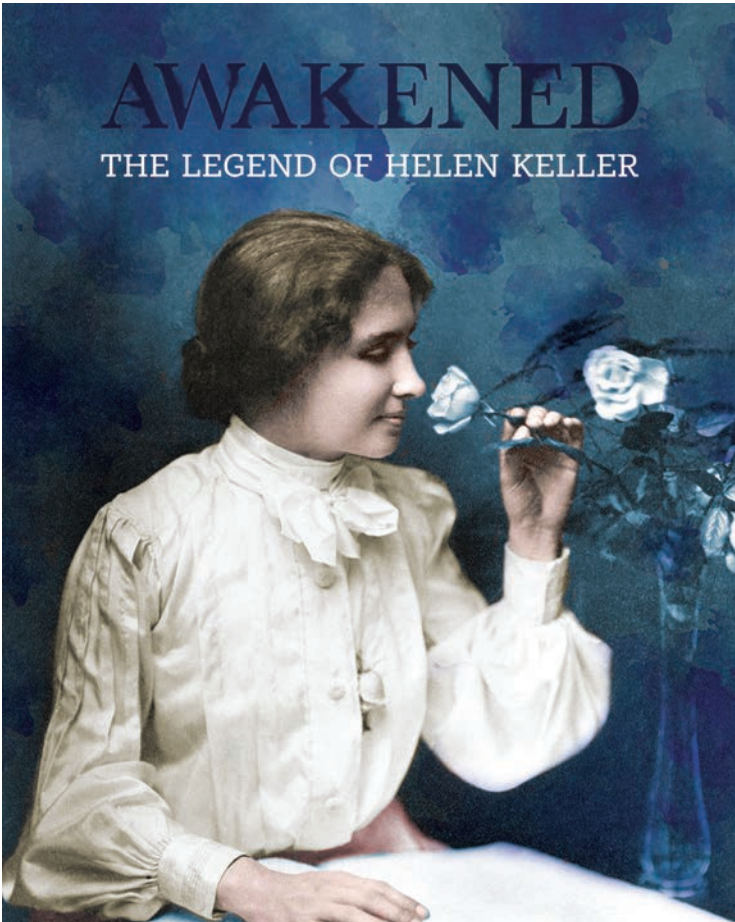
40



Book Covers



Book Covers



Book Cover + Spread 1 First Draft



# Spread 2 + Spread 3 First Draft

## THE LITTLE BRONCO

Helen Adams Keller was born a healthy child in Tuscumbia, Alabama, on June 27, 1880. Her parents were Kate Adams Keller and Colonel Arthur Keller. On her father's side she was descended from Colonel Alexander Spotswood, a colonial governor of Virginia, and on her mother's side, she was related to a number of prominent New England families. Helen's father, Arthur Keller, was a captain in the Confederate army. The family lost most of its wealth during the Civil War and lived modestly. After the war, Captain Keller edited a local newspaper, the North Alabamian, and in 1885, under the Cleveland administration, he was appointed Marshal of North Alabama.

Helen was a happy healthy baby. Her father, Arthur, worked for a newspaper while her mother, Kate, took care of the home and baby Helen. She grew up on her family's large farm called Ivy Green. She enjoyed the animals including the horses, dogs, and chickens. At the age of 19 months, Keller became very ill with a high fever, leaving her totally deaf and blind. Doctors at that time diagnosed it as "brain fever." Experts today believe she suffered from scarlet fever or meningitis. As Helen grew from infancy into childhood, she became wild and unruly.

Prior to meeting Anne, Helen worked to feel her world, according to her autobiography *Story of My Life*. She also enjoyed the smells. She realized that she was different and it was extremely difficult to let others know what she needed. However, she easily became frustrated with her lack of communication,

which would lead to tantrums. Her family gave her the nickname, the "little bronco," due to her stubborn and unrly behavior and the tantrums she would have. Not understanding rules of etiquette, Helen would eat from the plates of others and throw things to get her way.

Prior to meeting and learning from Anne, Helen did use a primitive communication technique. She had special motions she would use to indicate that she wanted her mom or her dad. She used a simple sign language with her companion, Martha Washington, and other family members which consisted of about 60 signs. In addition to Martha and her family, Helen also talks about her dog Belle prior to speaking. She enjoyed the feeling of Belle's excitement.

Helen was considered a bright but spoiled and strong-willed child. Her parents eventually sought the advice of Alexander Graham Bell, the inventor of the telephone and an authority on the deaf. He suggested the Kellers contact the Perkins Institution, which in turn recommended Anne Sullivan as a teacher.



## MEETING THE MIRACLE WORKER

As she so often remarked as an adult, her life changed on March 3, 1887. Sullivan, age 20, arrived at Ivy Green, the Keller family estate, and began working to socialize her wild, stubborn student and teach her by spelling out words in Keller's hand. Later Keller would call this day her "soul's birthday."

At the age of five, Anne contracted an eye disease called trachoma, which severely damaged her sight. Even at an early age, Sullivan had a strong-willed personality. Sullivan traveled to Tuscumbia, Alabama, to work for the Keller family. Sullivan had studied the instruction methods used with Laura Bridgman, a deaf and blind student she had known at Perkins, before going to Alabama.


Initially, the finger spelling meant nothing to Keller. She wanted to help Helen make associations between words and physical objects, and worked hard with her rather stubborn and spoiled pupil. Helen hit, pinched and kicked her teacher and knocked out one of her teeth. Anne believed that the key to reaching Helen was to teach her obedience and love. She saw the need to discipline, but not crush, the spirit of her young charge. As a result, within a week of her arrival, she had gained permission to remove Helen from the main house and live alone with her in the nearby cottage. They remained there for two weeks. After isolating Keller from her family in order to better educate her, Sullivan began working to teach Keller how to communicate with the outside world.

Sullivan started with the techniques developed by Perkins' first director, Samuel Gridley Howe, when he worked with Laura Bridgman 50 years earlier.

Anne began her task of teaching Helen by manually signing into the child's hand. Anne had brought a doll that the children at Perkins had made for her to take to Helen. By spelling "d-o-l-l" into the child's hand, she hoped to teach her to connect objects with letters. At first, Helen thought her teacher was just playing a game. Helen quickly learned to form the letters correctly and in the correct order, but did not know she was spelling a word, or even that words existed. In the days that followed, she learned to spell a great many more words in this uncomprehending way.



# THE LIVING WORD



On April 5, 1887, less than a month after her arrival in Tuscumbia, Anne sought to resolve the confusion her pupil was having between the nouns “mug” and “milk,” which Helen confused with the verb “drink.”

At a plain, black well-pump, one of the world’s great miracles took place. Anne finger-spelled the word “water” on one of Keller’s hands as she ran water over her student’s other hand. Keller finally made her first major breakthrough, connecting the concept of sign language with the objects around her.

Quickly, she stopped and touched the earth and demanded its letter name and by nightfall she had learned 30 words. Thanks to Sullivan’s instruction, Keller learned nearly 600 words, most of her

multiplication tables, and how to read Braille within a matter of months. From that breakthrough moment, Helen’s world continued to expand.

Keller wrote of the days that followed, “I did nothing but explore with my hands and learn the name of every object that I touched; and the more I handled things and learned their names and uses, the more joyous and confident grew my sense of kinship with the rest of the world.” Sullivan fingerspelled to her constantly, and coached her in the give-and-take of conversation. Many people believe that Keller’s love of language, her great articulation and grace as a writer and public speaker were built upon this foundation.

“As the cool stream gushed over one hand she spelled into the other the word water, first slowly, then rapidly. I stood still, my whole attention fixed upon the motions of her fingers. Suddenly I felt a misty consciousness as of something forgotten--a thrill of returning thought; and somehow the mystery of language was revealed to me. I knew then that ‘w-a-t-e-r’ meant the wonderful cool something that was flowing over my hand. That living word awakened my soul, gave it light, hope, joy, set it free! There were barriers still, it is true, but barriers that could in time be swept away.”

# LIFE AFTER WATER

News of Sullivan’s success with Keller spread, and the Perkins school wrote a report about their progress as a team. Perkins’ deafblind program teaches students from ages 3-22, incorporating a philosophy of total communication — basically, whatever is necessary to facilitate learning. Keller became a celebrity because of the report, meeting the likes of Thomas Edison, Alexander Graham Bell, and Mark Twain.

In May of 1888, Sullivan decided that Keller could benefit from the Perkins School’s program, and the two spent time there off-and-on throughout Keller’s adolescence. They also sought aid for Keller’s speech at the Wight-Humason School in New York City. she began a slow process of learning to speak under Sarah Fuller of the Horace Mann School for the Deaf, also in Boston. She also learned to lip-read by placing her fingers on the lips and throat of the speaker while the words were simultaneously spelled out for her.

Keller attended Perkins School for the Blind for four years. Keller studied French, arithmetic, geography and other subjects. She especially enjoyed the library of embossed books and the tactile museum’s collection of bird and animal specimens.

In the fall of 1891, Keller wrote a story she called “The Frost King” as a birthday gift for Anagnos. Delighted, he published it in the Perkins alumni magazine. Soon Anagnos was informed that Keller’s tale was very similar to a previously published story. It appears that Keller had read the original many months earlier

and recreated the story from her memory, believing it was her own creation.

The accusation of plagiarism was extremely wounding to the 11-year-old girl and her teacher, and in 1892 Keller and Sullivan left Perkins and did not return. Fortunately, Keller later forgave Perkins for her unhappy experience.



# Spread 6 + Spread 7 First Draft



## COLLEGE GRADUATE

She then spent a year at the Cambridge School for Young Ladies to prepare for Radcliffe College. This was the first time she had been educated alongside seeing and hearing pupils. Still aged just sixteen, she took, and passed with flying colours, the entrance exams for Radcliffe College, the female annexe to Harvard University. It was at this point her fame began to spread.

Keller did not receive any special treatment. The exams she took were the same as those taken by other potential college entrants. In fact, Helen Keller was put at a distinct disadvantage as she was not given any extra time to complete the exams. Whereas sighted pupils could read the questions and answer them immediately, Helen had to wait to have the questions read to her before she could provide her answers.

In just ten years Helen Keller went from being illiterate and only able to communicate with an extremely small circle of people to passing the entrance exams for an Ivy League college. This would be pretty impressive for someone with no sight and hearing impairments, so it is not surprising that some people were sceptical about her achievements. It is tempting to ask whether the same questions would have been asked had she not been both deaf and blind.

Keller was an avid reader and follower of politics and world events. Among her favorite books were philosophy texts and volumes of poetry. She also enjoyed studying history and economics as well as foreign languages including French, Latin and German.

In 1904, she graduated cum laude from Radcliffe and became the first person with deafblindness to earn a bachelor of arts degree. Later, Keller was the first woman to be awarded an honorary degree from Harvard University.

**“What I’m looking for is not out there, it is in me.”**



## HELEN'S STORIES

During her junior year at Radcliffe, Helen produced her first book, *The Story of My Life*, still in print in over fifty languages. Helen published four other books of her personal experiences as well as a volume on religion, one on contemporary social problems, and a biography of Anne. She also wrote numerous articles for national magazines on the prevention of blindness and the education and special problems of the blind.

Having developed skills never approached by any similarly disabled person, Helen began to write of blindness, a subject then taboo in women's magazines because of the relationship of many cases to venereal disease. Edward W. Bok accepted her articles for the *Ladies' Home Journal*, and other major magazines—*The Century*, *McClure's*, and *The Atlantic Monthly*—followed suit.

Helen became the first person who is deafblind to write a book. Her autobiography, *The Story of My Life*, was the first of 14 books she wrote in her lifetime. Helen wrote of her life in several books, including *Optimism* (1903), *The World I Live In* (1908), *My Religion* (1927), *Helen Keller's Journal* (1938), and *The Open Door* (1957).

one whom they love  
has been greatly hono-  
red. I do not understand  
very well what a  
bishop's work is, but  
I am sure it must be  
good and helpful, and  
I am glad that my  
dear friend is brave,  
and wise, and loving  
enough to do it. It is  
very beautiful to think  
that you can tell so

# THE DEATH OF THE MIRACLE WORKER

Helen and Anne friendship blossomed for many years. Anne continued to help Helen with translation for over fifty years until her death. Anne is often referred to as “the Miracle Worker” for her lifetime dedication, patience and love to a half-wild southern child trapped in a world of darkness. Mark Twain, dubbed her the name “the miracle worker.”

By the late 1920s, Anne had lost most of her vision. She experienced chronic pain in her right eye, which was removed to improve her health. Anne visited Scotland, hoping to restore some of her strength.

Later in life, when Anne became ill, her grateful and beloved student was present at her bedside, holding her hand as she passed away. Helen remembers Anne

was filled with wonder when she considered the “immeasurable contrast between the two lives which became connected.” Anne was not just a teacher to Helen, but a role model, mentor, friend, and a mother figure; because she helped Helen grow into a mature and selfless person.

Anne died on October 20, 1936, at her home in Forest Hills, New York. It was a period of illness related to heart problems that lead Anne to her frath. She shared her home with Helen and friend, Polly Thomson until her death.

# IVY GREEN

Built in 1820, only one year after Alabama became the 22nd State of the Union, Ivy Green was established by her grandparents who came to Alabama from Virginia. Ivy Green is the birthplace of Helen Keller.

The plantation was called Ivy Green because English ivy grew on part of the house. Ivy Green grew cotton, corn and enough other products to be self-sufficient. Ivy Green is a simple, white clapboard home design in typical Southern architecture. During the Civil War, Ivy Green was used as a hospital.

The main house is of Virginia cottage construction, with four large rooms on the first floor bisected by a wide hall. Each room boasts an individual fireplace.

Upstairs are three rooms connected by a hall. The old “whistle path” carries the visitor to the outdoor kitchen from the main home.

Helen Keller’s birthplace cottage is situated east of the main house and consists of a large room with a lovely bay window and playroom. Originally, the small “annex” was an office for keeping the plantation’s books. When Mr. Keller remarried, the main house was getting crowded so the cottage was turned into a bridal suite for him and Helen’s mother. Helen and Anne eventually used this cottage as a school room.

The birthplace of Helen was bought in 1951 by the state of Alabama. In 1954, through the efforts of the Helen Keller Property Board of Tuscumbia and the State of Alabama, Ivy Green, was made a permanent shrine and placed on the National Register of Historic Places. Helen, herself, came to the opening of Ivy Green as a museum in 1954.

The home and museum room are decorated with much of the original furniture of the Keller family. Each is highlighted by hundreds of Helen’s personal mementos, books and gifts from here lifetime of travel and lectures in 25 countries for the betterment of the world’s blind and deaf-blind. Of particular note is her complete library of Braille books and her original Braille typewriter.

Spread 10 + Spread 11 First Draft



HER  
LEGACY

Helen's life was full of overcoming challenges. Even though every aspect of her life was full of obstacles due to her disabilities she overcame it all. She was the first deaf blind person to earn a bachelor's degree. She published 14 books and more than 475 speeches and essays. She was a political and social activist. She was a supporter of women's right to vote and their right to birth control. In 1964 she was awarded the presidential medal of freedom.

As one of the leading humanitarians of the 20th century, Helen Keller played a major role in improving the welfare of blind people. Helen inspired people with disabilities because she was persistent. One way she showed persistence was when she applied to college. Another way was when she learned letters, words, and sentences. Anne kept showing her more letters, words, and sentences and Helen kept wanting to learn more and more.

There are many lessons to be learned from Helen Keller. One lesson is to never give up. Others can use this lesson in their lives by persevering, even when there are challenges. Another lesson is to work hard, which Helen did to learn how to speak and earn a degree. Helen also saw the good in situations, even when they were difficult. Others can benefit from looking for the positive aspects of their own lives. Through her life, she taught everyone to never give up, nothing is impossible, go after your dreams, and that your destiny is in your hands.

**"The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart."**



Book Cover + Spread 1 Refined Version



Spread 2 + Spread 3 Refined Version

# THE LITTLE BRONCO

**H**elen Adams Keller was born a healthy child in Tuscumbia, Alabama, on June 27, 1880. Her parents were Kate Adams Keller and Colonel Arthur Keller. On her father's side she was descended from Colonel Alexander Spotswood, a colonial governor of Virginia, and on her mother's side, she was related to a number of prominent New England families. Helen's father, Arthur Keller, was a captain in the Confederate army. The family lost most of its wealth during the Civil War and lived modestly. After the war, Captain Keller edited a local newspaper, the North Alabamian, and in 1885, under the Cleveland administration, he was appointed Marshal of North Alabama.

Helen was a happy healthy baby. Her father, Arthur, worked for a newspaper while her mother, Kate, took care of the home and baby Helen. She grew up on her family's large farm called Ivy Green. She enjoyed the animals including the horses, dogs, and chickens. At the age of 19 months, Helen became very ill with a high fever, leaving her totally deaf and blind. Doctors at that time diagnosed it as "brain fever." Experts today believe she suffered from scarlet fever or meningitis. As Helen grew from infancy into childhood, she became wild and unruly.

Helen worked to feel her world, according to her autobiography *Story of My Life*. She also enjoyed the smells. She realized that she was different and it was extremely difficult to let others know what she needed. However, she easily became frustrated with her lack of communication, which would lead

to tantrums. Her family gave her the nickname, the "little bronco," due to her stubborn and unrly behavior and the tantrums she would have. Not understanding rules of etiquette, Helen would eat from the plates of others and throw things to get her way.

Prior to meeting and learning from Anne, Helen did use a primitive communication technique. She had special motions she would use to indicate that she wanted her mom or her dad. She used a simple sign language with her companion, Martha Washington, and other family members which consisted of about 60 signs. In addition to Martha and her family, Helen also talks about her dog Belle prior to speaking. She enjoyed the feeling of Belle's excitement.

Helen was considered a bright but spoiled and strong-willed child. Her parents eventually sought the advice of Alexander Graham Bell, the inventor of the telephone and an authority on the deaf. He suggested the Kellers contact the Perkins Institution, which in turn recommended Anne Sullivan as a teacher.



3

4

# MEETING THE MIRACLE WORKER

As Helen often remarked as an adult, her life changed on March 3, 1887, the day she met Anne. Anne, age 20, arrived at Ivy Green, the Keller family estate, and began working to socialize her wild, stubborn student and teach her by spelling out words in Helen's hand. Helen called this day her "soul's birthday."

At the age of five, Anne contracted an eye disease called trachoma, which severely damaged her sight. Even at an early age, Anne had a strong-willed personality. That is why she was chosen to traveled to Tuscumbia, Alabama, to work with Helen and help her learn how to communicate.

Initially, the finger spelling meant nothing to Helen. She wanted to help Helen make associations between words and physical objects, and worked hard with her rather stubborn and spoiled pupil. Helen would hit, pinched and kicked Anne and knocked out one of her teeth. Anne believed that the key to reaching Helen was to teach her obedience and love. She saw the need to discipline, but not crush, the spirit of her young charge.

Within a week of her arrival, she had gained permission to remove Helen from the main house and live alone with her in the nearby cottage. They remained there for two weeks. After isolating Helen from her family in order to better educate her, Anne began working to teach Helen how to communicate with the outside world.

Anne started with the techniques developed by Perkins' first director, Samuel Gridley Howe, when he worked with Laura Bridgman, a deaf and blind student she had known at Perkins, 50 years earlier.

Anne began her task of teaching Helen by manually signing into the child's hand. Anne had brought a doll that the children at Perkins had made for her to take to Helen. By spelling "d-o-l-l" into the child's hand, she hoped to teach her to connect objects with letters. At first, Helen thought her teacher was just playing a game. Helen quickly learned to form the letters correctly and in the correct order, but did not know she was spelling a word, or even that words existed. In the days that followed, she learned to spell a great many more words in this uncomprehending way.





5

6

# Spread 4 + Spread 5 Refined Version

## DISCOVERING THE LIVING WORD

On April 5, 1887, less than a month after her arrival in Tuscumbia, Anne sought to resolve the confusion her pupil was having between the nouns “mug” and “milk,” which Helen confused with the verb “drink.”


At a plain, black well-pump, one of the world’s great miracles took place. Anne finger-spelled the word “water” on one of Helen’s hands as she ran water over her student’s other hand. Helen finally made her first major breakthrough, connecting the concept of sign language with the objects around her.

Quickly, she stopped and touched the earth and demanded its letter name and by nightfall she had learned 30 words. Thanks to Anne’s instruction, Helen learned nearly 600 words, most of her multiplication

tables, and how to read Braille within a matter of months. From that breakthrough moment, Helen’s world continued to expand.

Helen wrote of the days that followed, “I did nothing but explore with my hands and learn the name of every object that I touched; and the more I handled things and learned their names and uses, the more joyous and confident grew my sense of kinship with the rest of the world.” Anne fingerspelled to her constantly, and coached her in the give-and-take of conversation. Many people believe that Helen’s love of language, her great articulation and grace as a writer and public speaker were built upon this foundation.

“As the cool stream gushed over one hand she spelled into the other the word water, first slowly, then rapidly. I stood still, my whole attention fixed upon the motions of her fingers. Suddenly I felt a misty consciousness as of something forgotten--a thrill of returning thought; and somehow the mystery of language was revealed to me. I knew then that ‘w-a-t-e-r’ meant the wonderful cool something that was flowing over my hand. That living word awakened my soul, gave it light, hope, joy, set it free! There were barriers still, it is true, but barriers that could in time be swept away.”



7

## LIFE AFTER DISCOVERING WATER

News of Anne’s success with Helen spread, and the Perkins school wrote a report about their progress as a team. Perkins’ deafblind program teaches students from ages 3-22, incorporating a philosophy of total communication — basically, whatever is necessary to facilitate learning. Helen became a celebrity.

In May of 1888, Anne decided that Helen could benefit from the Perkins School’s program, and the two spent time there off-and-on throughout Helen’s adolescence. They also sought aid for Helen’s speech at the Wight-Humason School in New York City. she began a slow process of learning to speak under Sarah Fuller of the Horace Mann School for the Deaf, also in Boston. She also learned to lip-read by placing her fingers on the lips and throat of the speaker while the words were simultaneously spelled out for her.

Helen attended Perkins School for the Blind for four years. Helen studied French, arithmetic, geography and other subjects. She especially enjoyed the library of embossed books and the tactile museum’s collection of bird and animal specimens.

In the fall of 1891, Helen wrote a story she called “The Frost King.” Soon it was published in the Perkins alumni magazine. It was later discovered, Helen’s story was similar to a previously published story. Helen had read the original many months earlier and recreated the story from her memory, believing it was her own creation. The accusation of plagiarism was extremely wounding to the 11-year-old girl and her teacher, and in 1892 Helen and Anne left Perkins and did not return. Fortunately, Helen later forgave Perkins for her unhappy experience.





8

Spread 6 + Spread 7 Refined Version



9

## GRADUATING COLLEGE

Helen then spent a year at the Cambridge School for Young Ladies to prepare for Radcliffe College. This was the first time she had been educated alongside seeing and hearing pupils. Still aged just sixteen, she took, and passed with flying colours, the entrance exams for Radcliffe College, the female annexe to Harvard University. It was at this point her fame began to spread.

Helen did not receive any special treatment. The exams she took were the same as those taken by other potential college entrants. In fact, Helen was put at a distinct disadvantage as she was not given any extra time to complete the exams. Whereas sighted pupils could read the questions and answer them immediately, Helen had to wait to have the questions read to her before she could provide her answers.

In just ten years Helen went from being illiterate and only able to communicate with an extremely small circle of people to passing the entrance exams for an Ivy League college. This would be pretty impressive for someone with no sight and hearing impairments, so it is not surprising that some people were sceptical about her achievements. It is tempting to ask whether the same questions would have been asked had she not been both deaf and blind.

Helen was an avid reader and follower of politics and world events. Among her favorite books were philosophy texts and volumes of poetry. Helen enjoyed studying history and economics as well as foreign languages including French, Latin and German.

In 1904, Helen graduated cum laude from Radcliffe. Helen was also the first person with deafblindness to earn a bachelor of arts degree. Later, Helen was the first woman to be awarded an honorary degree from Harvard University.



10

## HELEN SHARING HER STORIES

During her junior year at Radcliffe, Helen produced her first book, *The Story of My Life*, still in print in over fifty languages. Helen published four other books of her personal experiences as well as a volume on religion, one on contemporary social problems, and a biography of Anne.

Helen wrote numerous articles for national magazines on the prevention of blindness and the education and special problems of the blind. She wrote over 475 essays and essay on topics such as faith, blindness prevention, birth control, the rise of fascism in Europe, and atomic energy.



11

Helen saw herself as a writer first and foremost—her passport listed her profession as “author.” It was through the medium of the typewritten word that Helen communicated with Americans and ultimately with thousands across the globe.

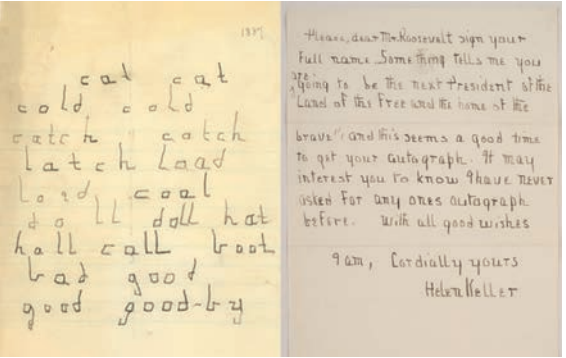
Having developed skills never approached by any similarly disabled person, Helen began to write of blindness, a subject then taboo in women’s magazines because of the relationship of many cases to venereal disease. Edward W. Bok accepted her articles for the *Ladies’ Home Journal*, and other major magazines—*The Century*, *McClure’s*, and *The Atlantic Monthly*.

Helen became the first person who is deafblind to write a book. Her autobiography, *The Story of My Life*, was the first of 14 books she wrote in her lifetime. Helen wrote of her life in several books, including *Optimism* (1903), *The World I Live In* (1908), *My Religion* (1927), *Helen Keller’s Journal* (1938), and *The Open Door* (1957).

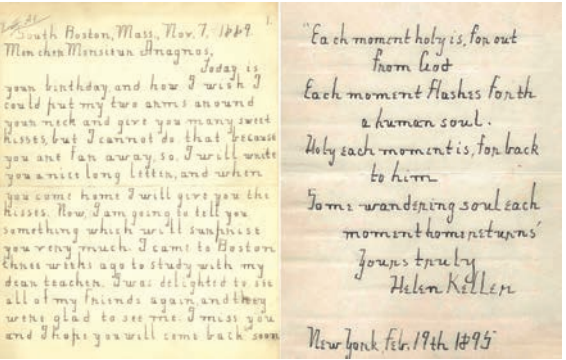
If I write what my soul thinks it will be visible, and the words will be its body.



Little booklet inside spread 7



12



13

Spread 8 + Spread 9 Refined Version

# HELEN'S WORK WITH THE BLIND

In 1918, Braille is established as the single writing system in the United States for people who were blind, due in part to the advocacy of Helen Keller. Prior to this it was necessary to memorize several different writing systems. She was a very eloquent and influential proponent for this writing system.

In 1924, Keller joined the staff of the newly formed American Foundation for the Blind as an adviser and fund-raiser. Helen Keller worked for the American Foundation for the Blind for more than 40 years. Until her passing on June 1, 1968, she worked unceasingly to improve the lives of people with disabilities.

The Kesslers and Keller worked together, forming an American branch of the Permanent Relief War Fund called the Permanent Blind Relief War Fund for Soldiers and Sailors of the Allies, which was incorporated in New York in 1919, with Keller and Cora Parsons Kessler as trustees.

In the 1920s the organization began serving blind civilians, as well as military personnel, and also began printing texts in Braille, a writing system for the blind that uses raised dots. This prompted the 1925 name change to the American Braille Press for War and Civilian Blind.

Under this name the organization was one of the leading publishers of Braille texts, and it was responsible for the first "talking book" (1937). When the AFB established a branch for the overseas blind, in 1977, it was named Helen Keller International. Helen Keller International is one of the oldest international nonprofit organizations working to prevent blindness and fight malnutrition.





13

# THE DEATH OF THE MIRACLE WORKER

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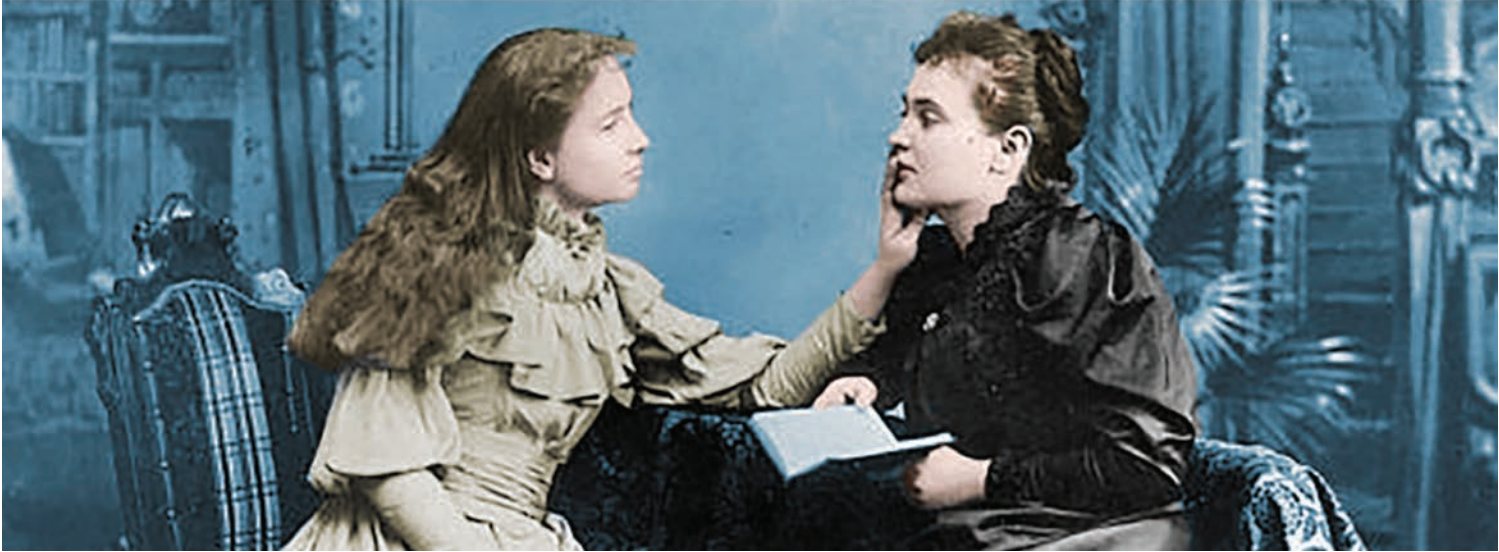
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When Anne became ill, her grateful and beloved student was present at her bedside, holding her hand as she passed away. Helen remembers Anne was filled with wonder when she considered the "immeasurable contrast between the two lives which became connected." Anne was a role model, mentor, friend, and a mother figure to Helen.

Anne died on October 20, 1936, at her home in Forest Hills, New York. It was a period of illness related to heart problems that lead Anne to her frath. She shared her home with Helen and friend, Polly Thomson until her death.

**"Keep on beginning and failing. Each time you fail, start all over again, and you will grow stronger until you have accomplished a purpose—not the one you began with perhaps, but one you'll be glad to remember."**

—Anne Sullivan



Spread 10 + Spread 11 Refined Version

# IVY GREEN

Ivy Green is the birthplace of Helen Keller. It was here where Helen spent most of her childhood. Here she met Anne. A miracle happened in the backyard of Ivy Green. Helen discovered meaning behind words thanks to the water pump. She was able to learn how to communicate with the people around her. Once the wild child that was roaming around the house and throwing tantrums because she couldn't communicate how she felt was becoming the a bright young girl.

Ivy Green was built in 1820, only one year after Alabama became the 22nd State of the Union, Ivy Green was established by Helen's grandparents who came to Alabama from Virginia. Helen's father then owned the house and raised his family there.

The plantation was called Ivy Green because English ivy grew on part of the house. English ivy is often used on statues of Helen to represent where she grew up. Ivy Green grew cotton, corn and enough other products to be self-sufficient. Ivy Green is a simple, white clapboard home design in typical Southern architecture. During the Civil War, Ivy Green was used as a hospital.

The main house is of Virginia cottage construction, with four large rooms on the first floor bisected by a wide hall. Each room boasts an individual fireplace. Upstairs are three rooms connected by a hall. The old "whistle path" carries the visitor to the outdoor kitchen from the main home.

Helen Keller's birthplace cottage is situated east of the main house and consists of a large room with a lovely bay window and playroom. Originally, the small "annex" was an office for keeping the plantation's books. When Mr. Keller remarried, the main house was getting crowded so the cottage was turned into a bridal suite for him and Helen's mother. Helen and Anne eventually used this cottage as a school room.

The birthplace of Helen was bought in 1951 by the state of Alabama. In 1954, through the efforts of the Helen Keller Property Board of Tuscumbia and the State of Alabama, Ivy Green, was made a permanent shrine and placed on the National Register of Historic Places. Helen, herself, came to the opening of Ivy Green as a museum in 1954.

The home and museum room are decorated with much of the original furniture of the Keller family. Each is highlighted by hundreds of Helen's personal mementos, books and gifts from here lifetime of travel and lectures in 25 countries for the betterment of the world's blind and deaf-blind. Of particular note is her complete library of Braille books and her original Braille typewriter.



# HELEN'S DEATH

In 1961, Helen had a stroke and that was the last time she made public appearances. She lived quietly at Arcan Ridge, her home in Westport, Connecticut, one of the four main places she lived during her lifetime.

She continued to raise funds for the American Foundation for the blind until her death. On June 1, 1968, Helen dies peacefully in her sleep a few weeks before her 88th birthday at Arcan Ridge, her beloved home in Connecticut.

On June 5 1968, Helen Keller's memorial service in the National Cathedral is attended by 1,200 mourners, and the choral music is performed by the choir of Perkins School for the Blind. Her ashes are interred next to those of Anne Sullivan, marked with a braille plaque that is frequently worn down and replaced.

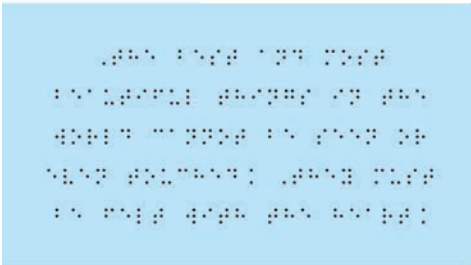
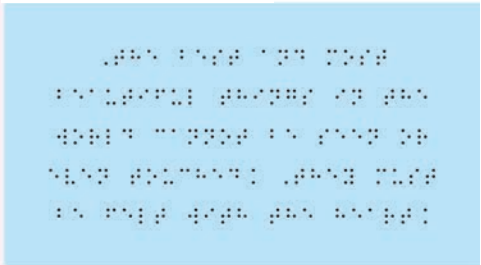
More than 30 years after her death, Helen Keller regularly appears on lists of the world's most influential and inspirational people. In 1999 she is on the Time Magazine 100 list of the most important figures of the 20th century.



19

20

Spread 12 + Spread 13 Refined Version

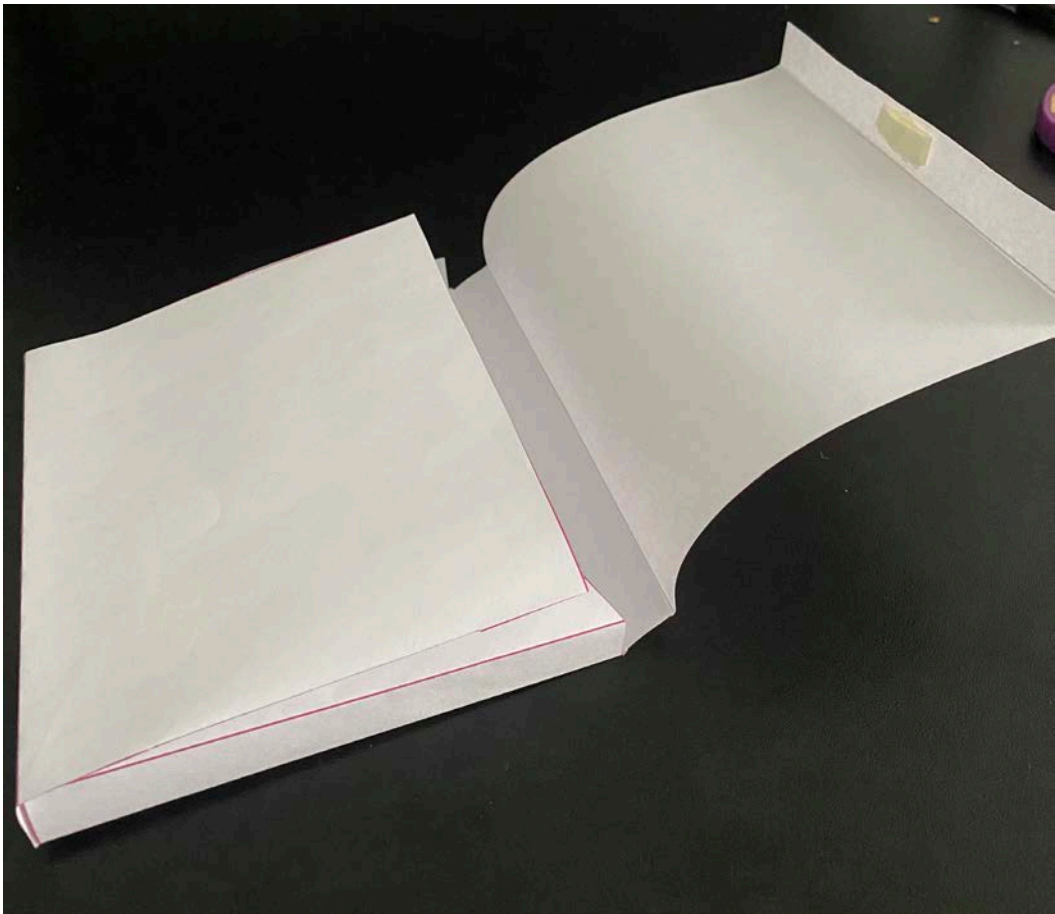
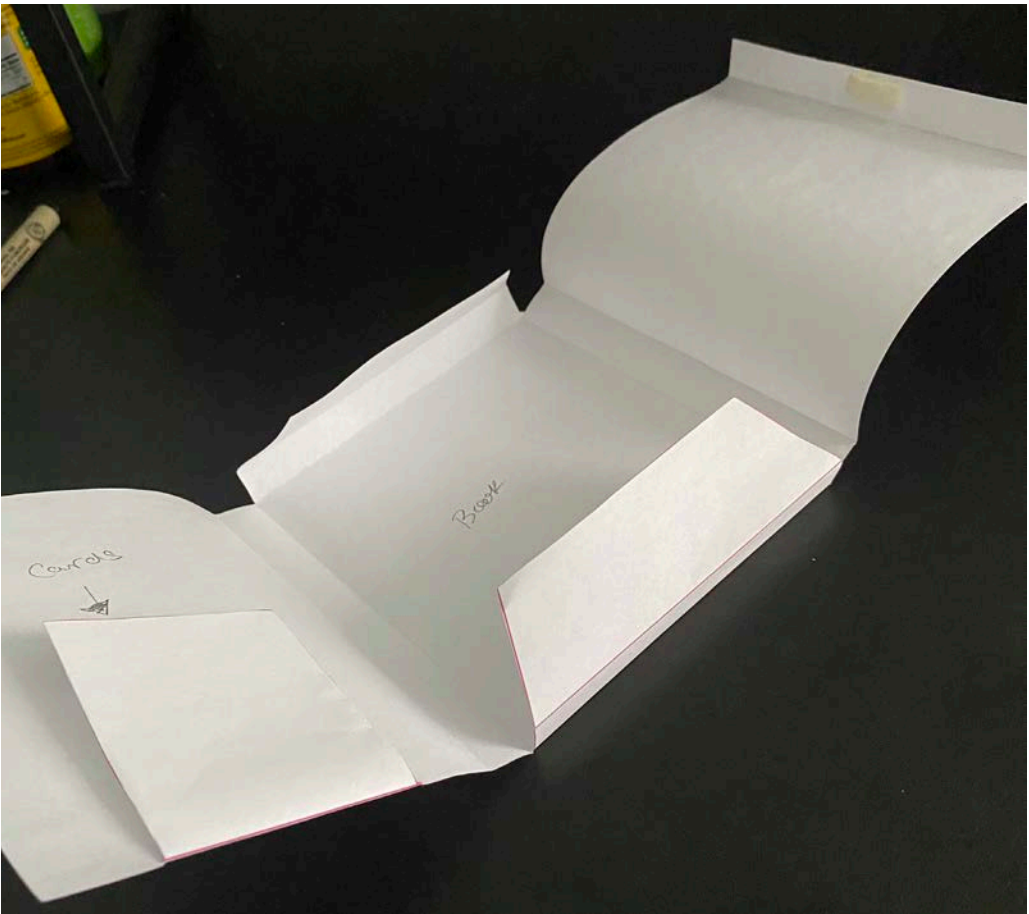
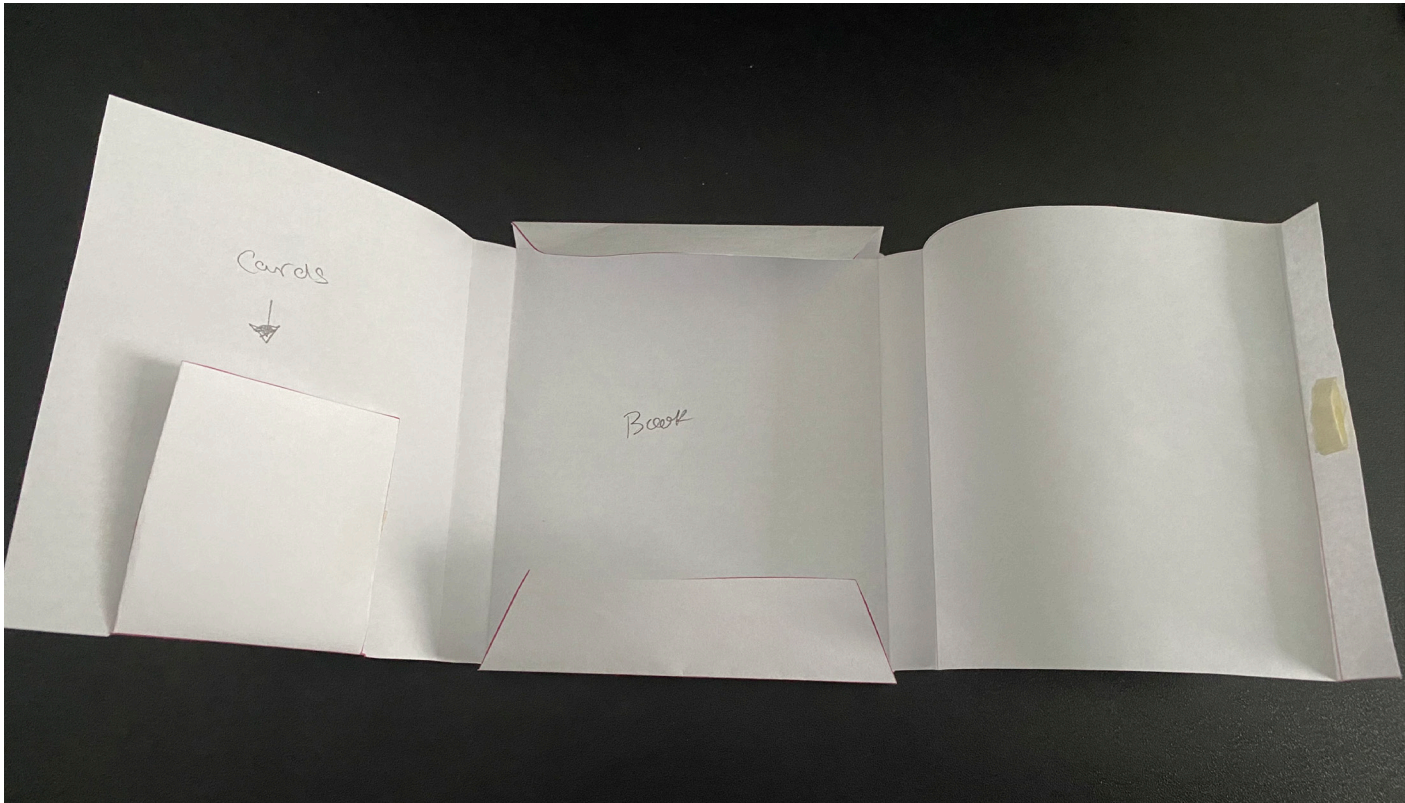


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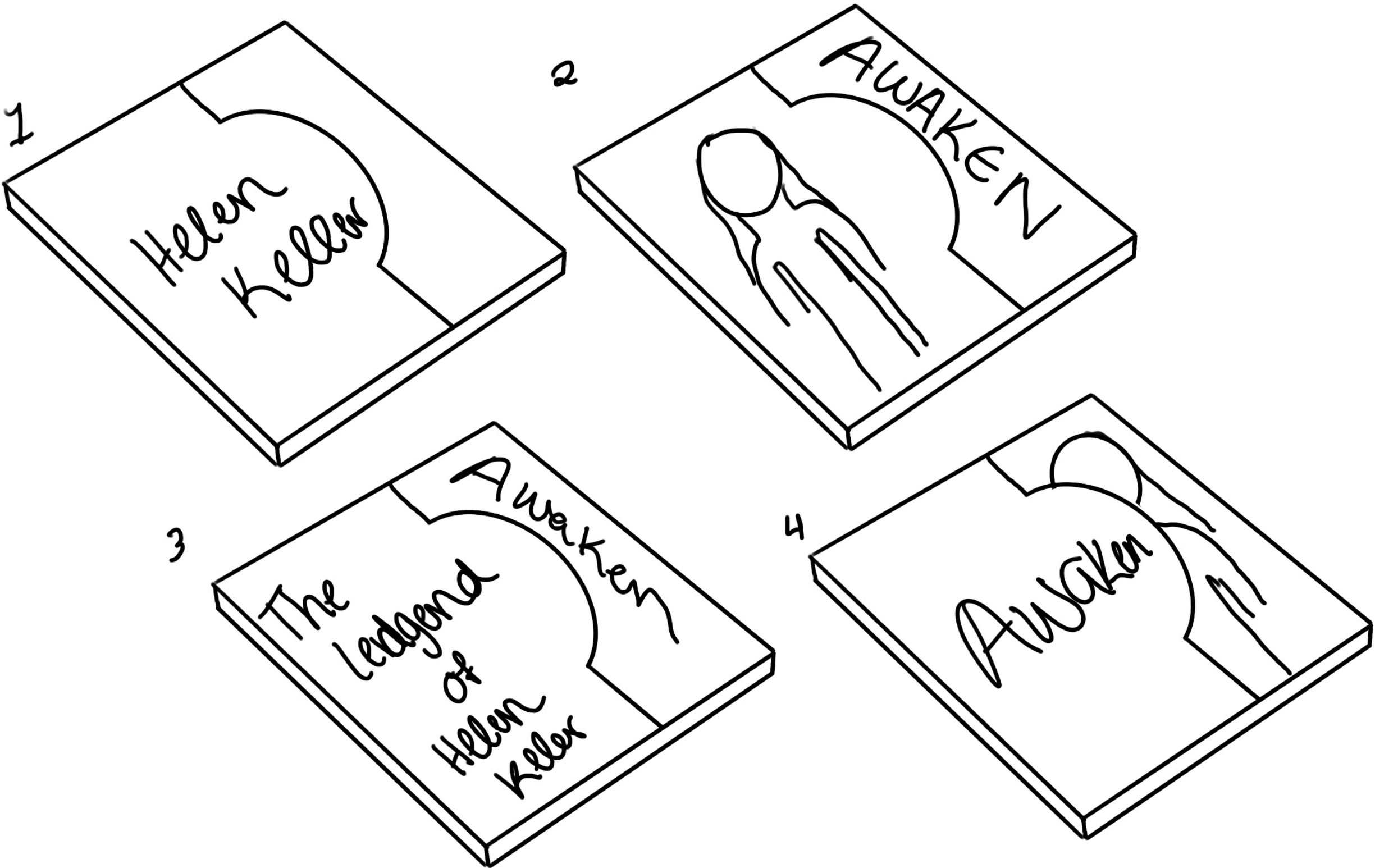
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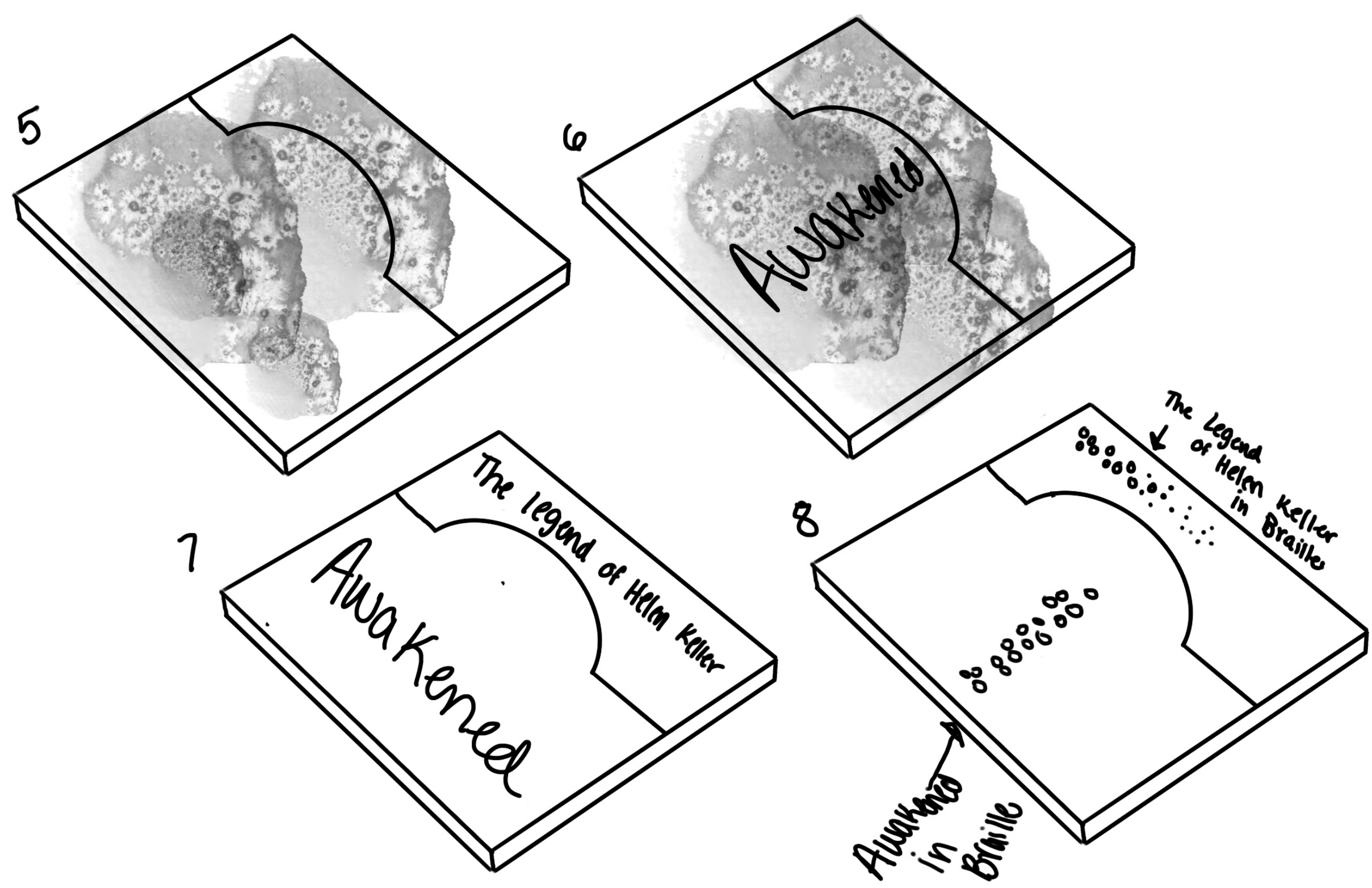
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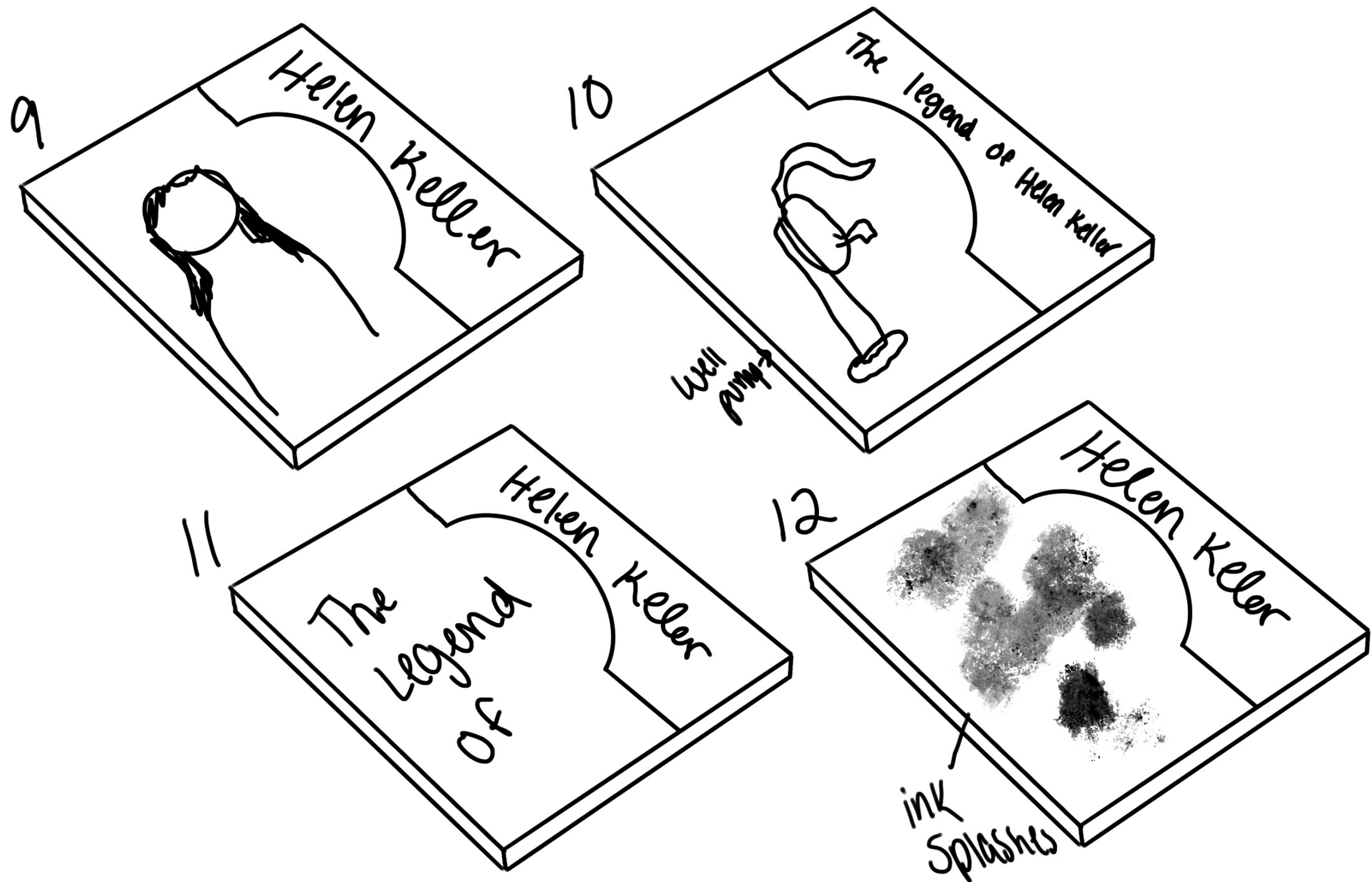
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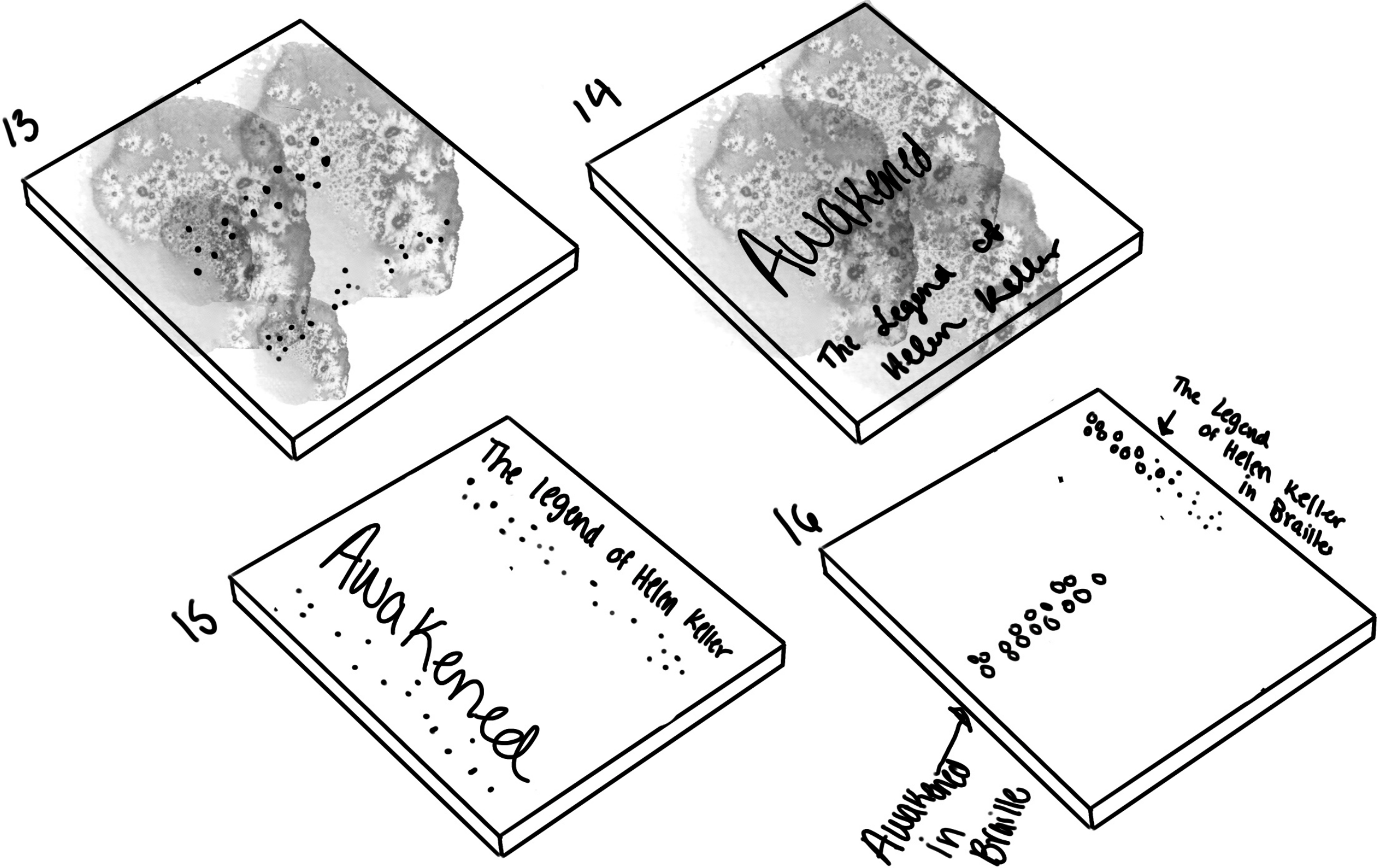
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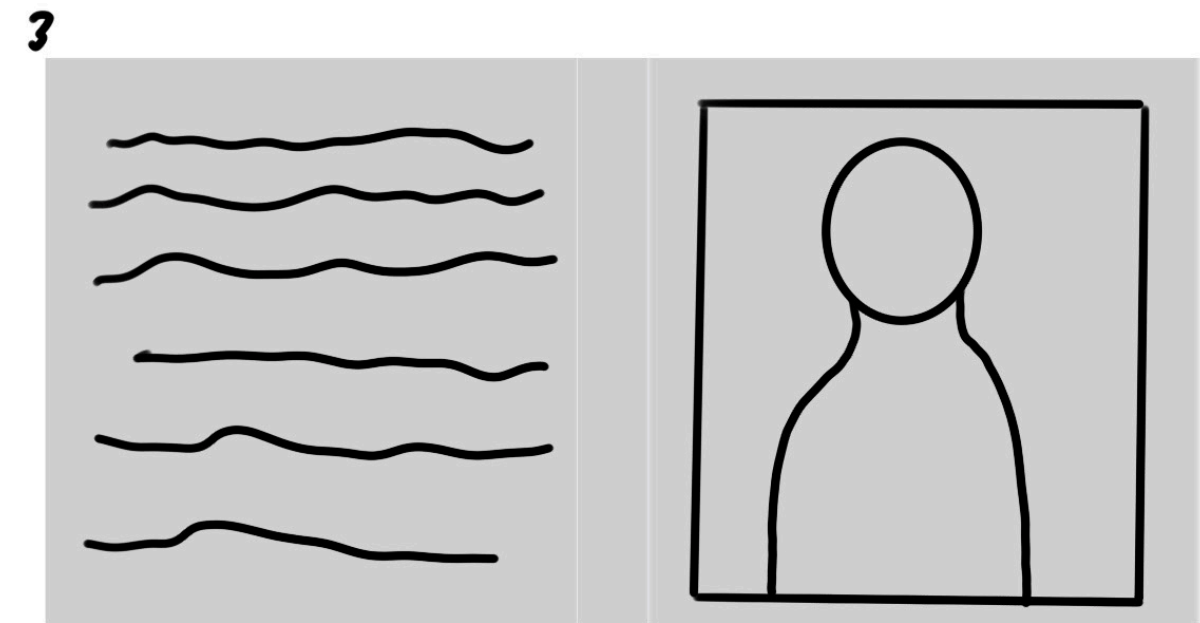
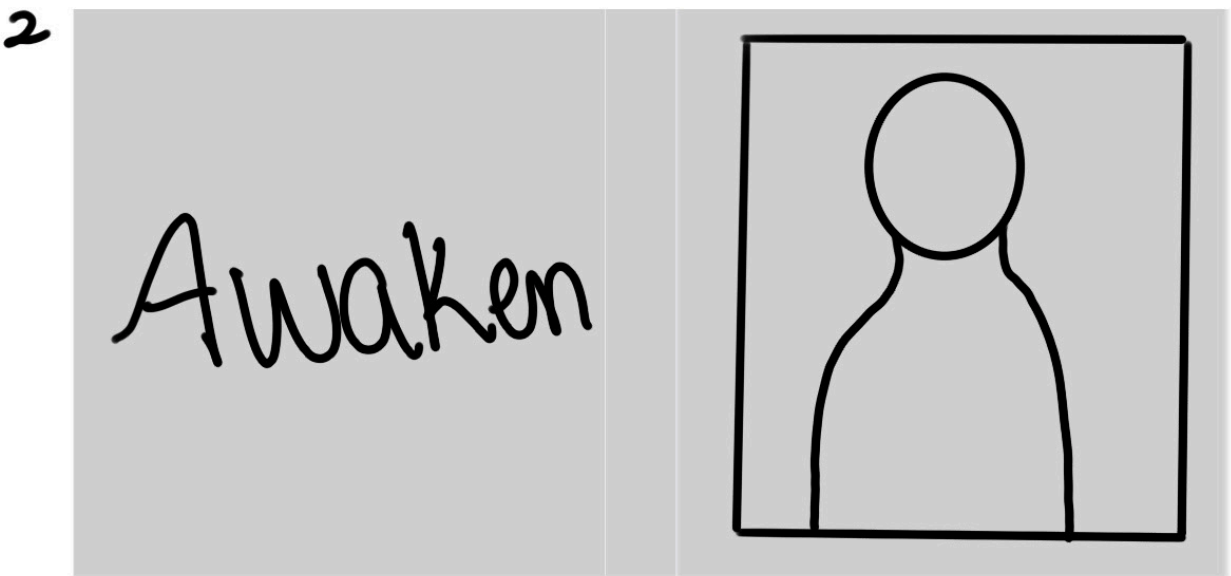
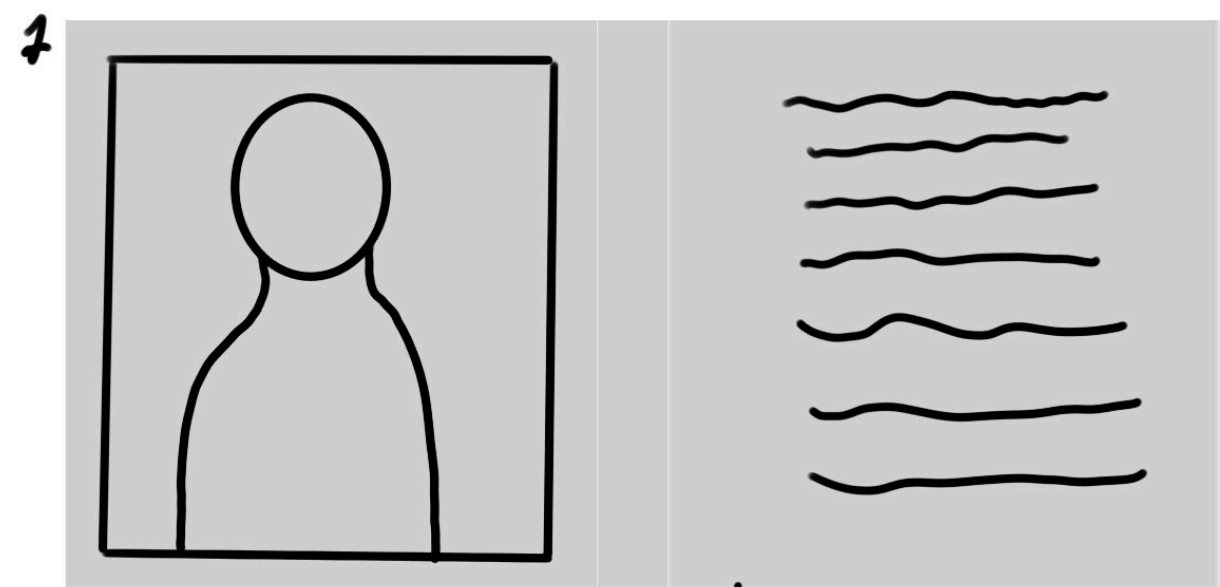
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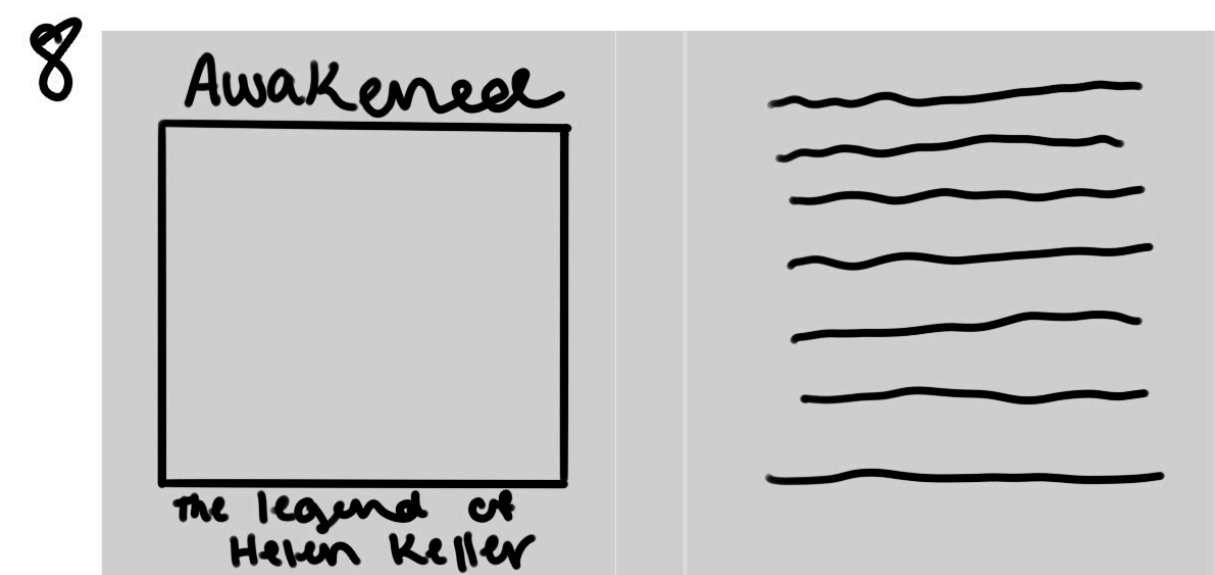
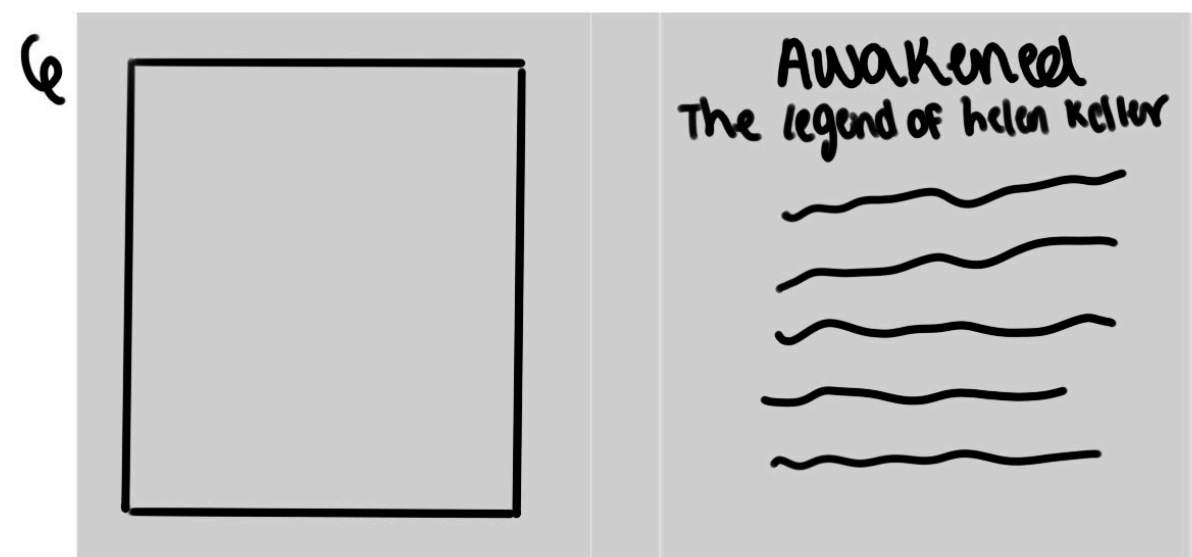
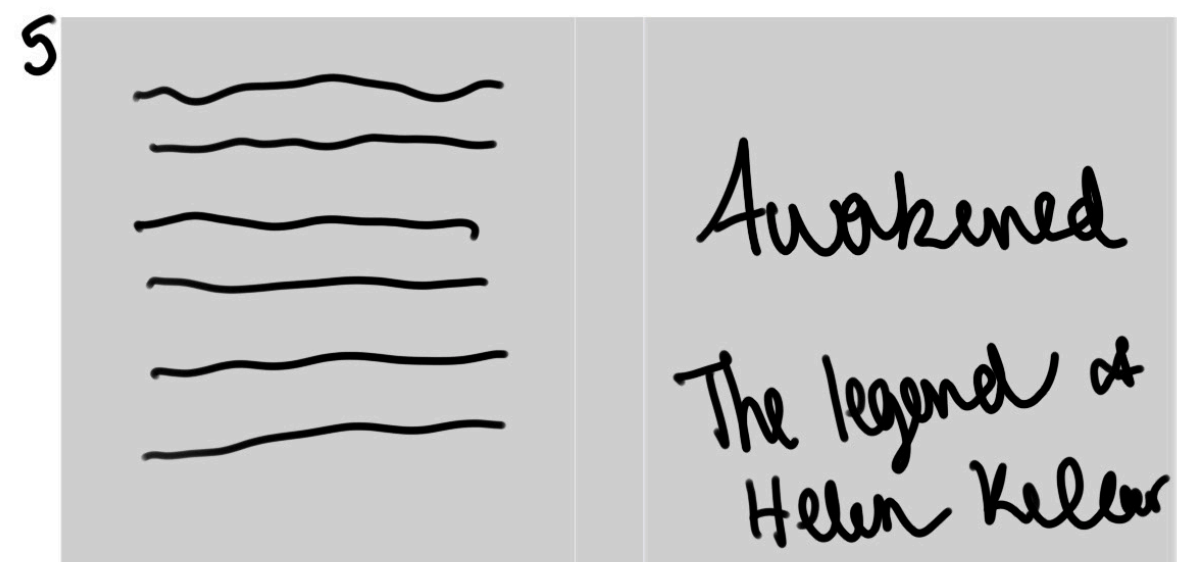
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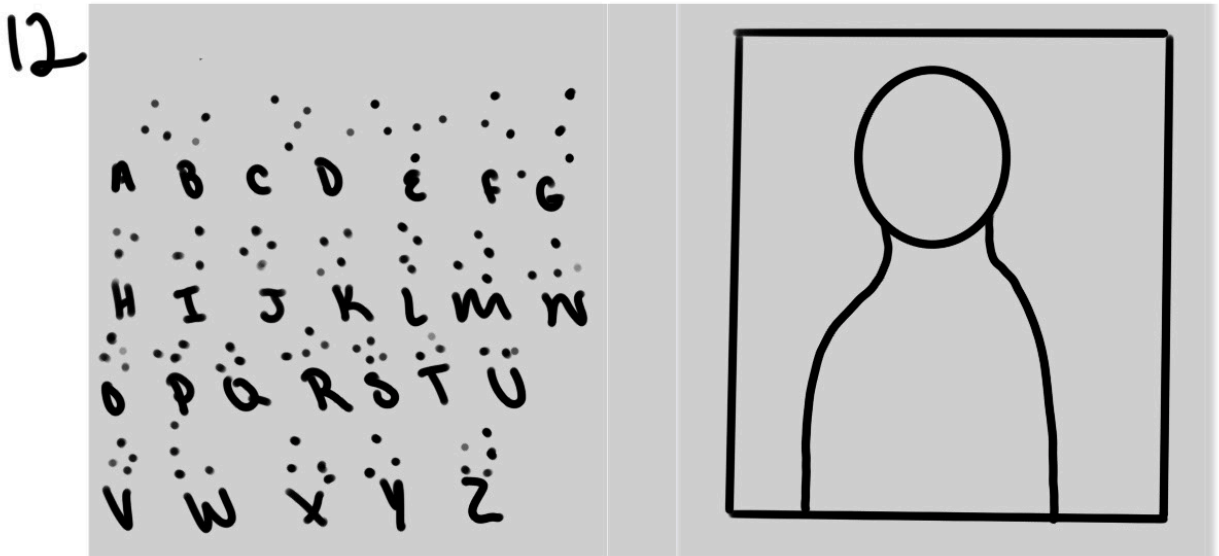
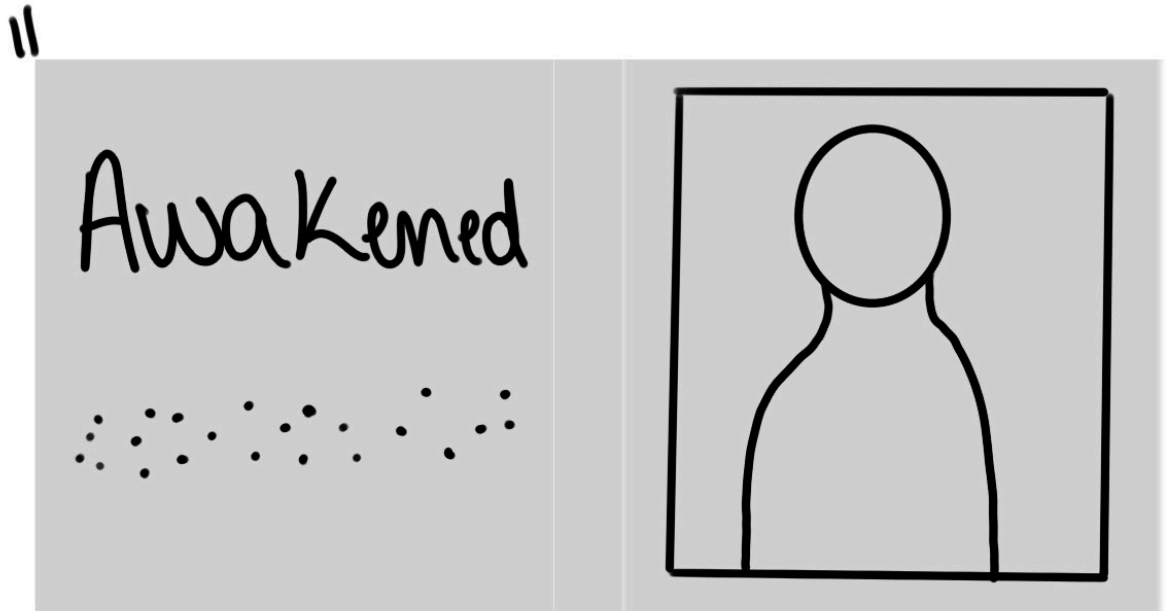
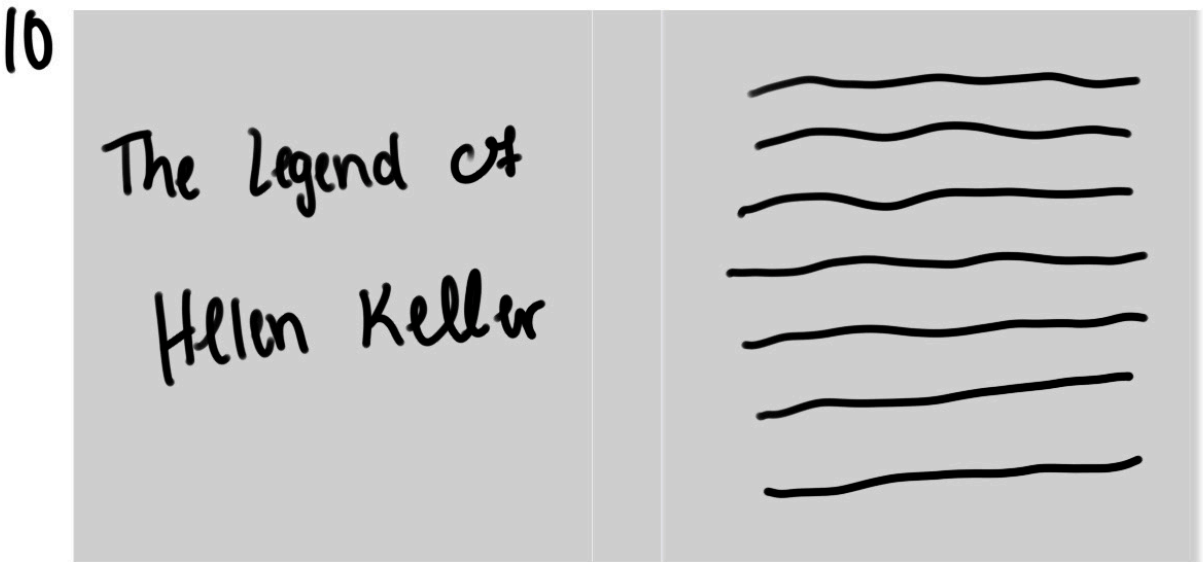
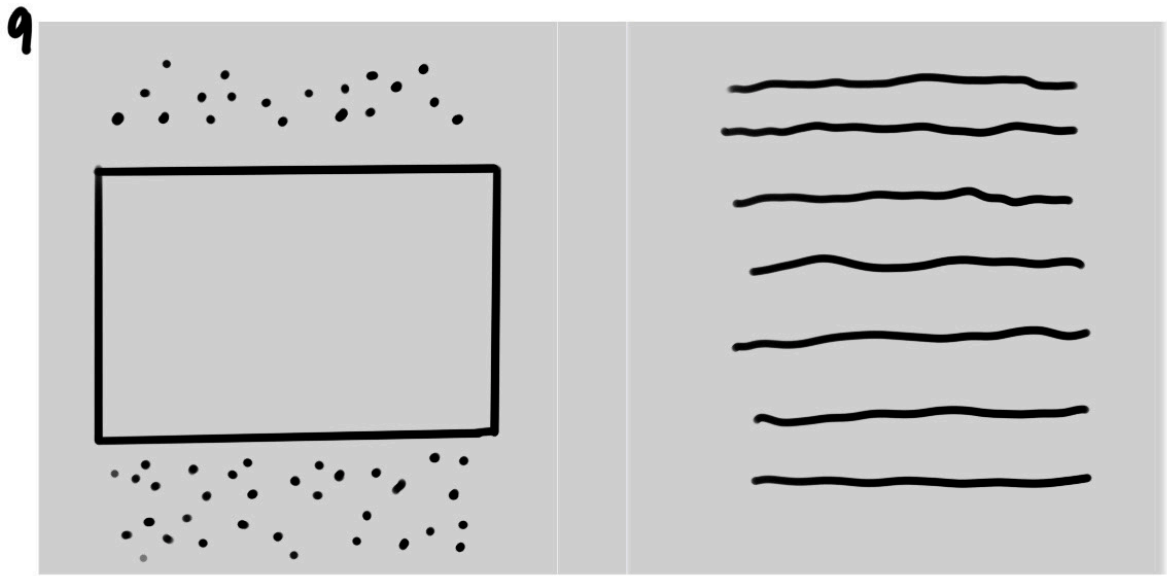
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Packagaing Thumbnails

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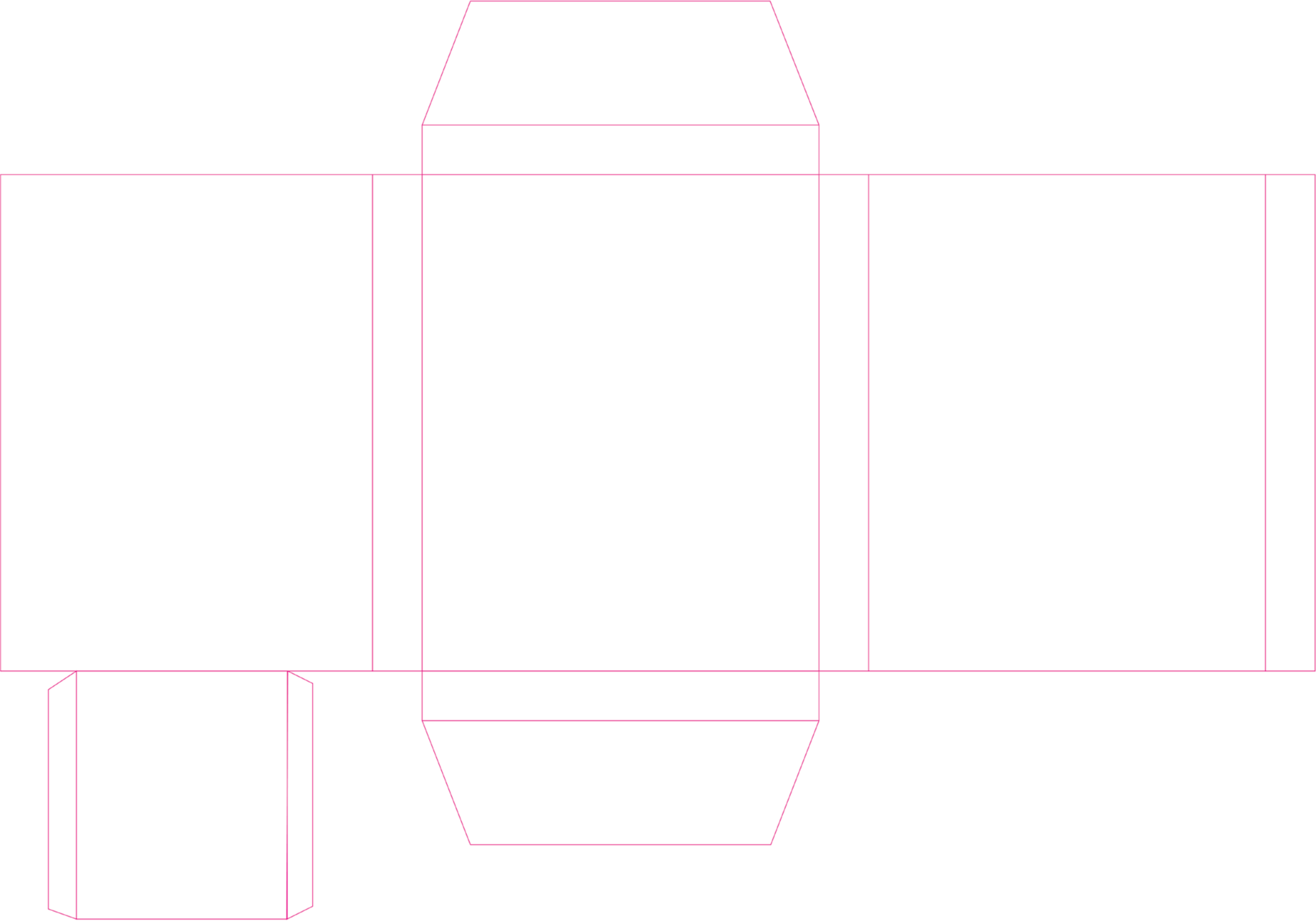
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# Die Cut



Digital Thumbnail



Digital Thumbnails

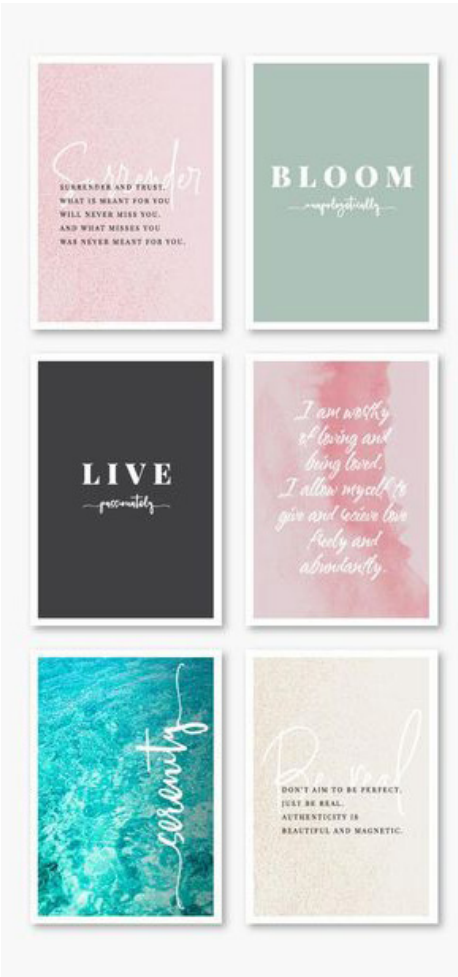
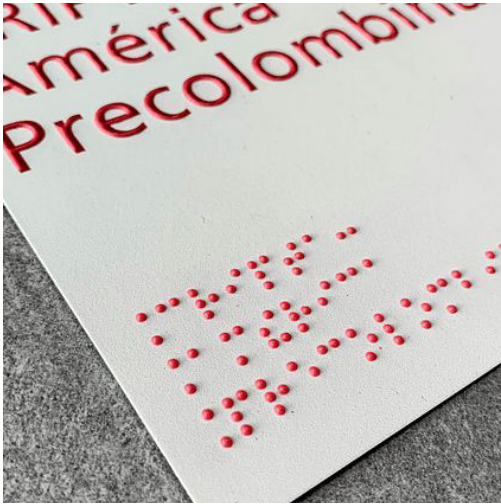
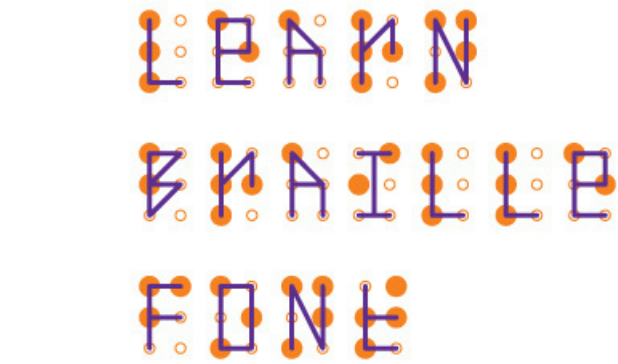
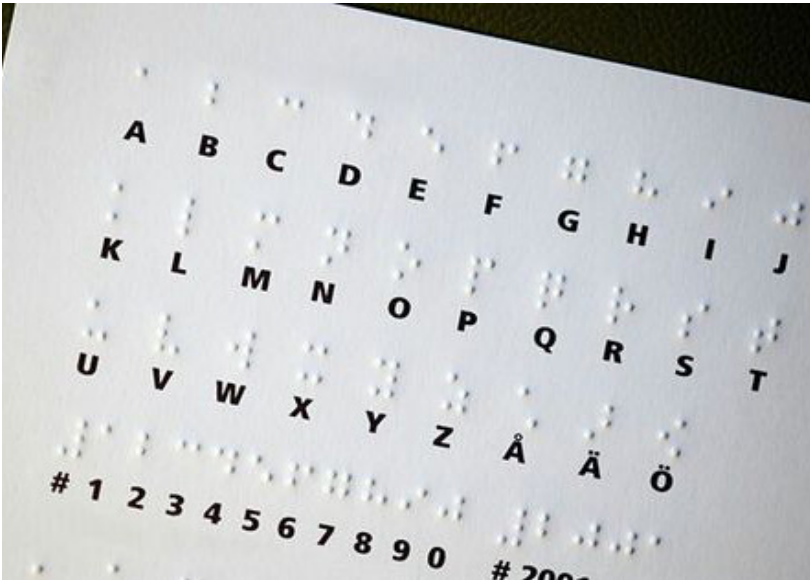


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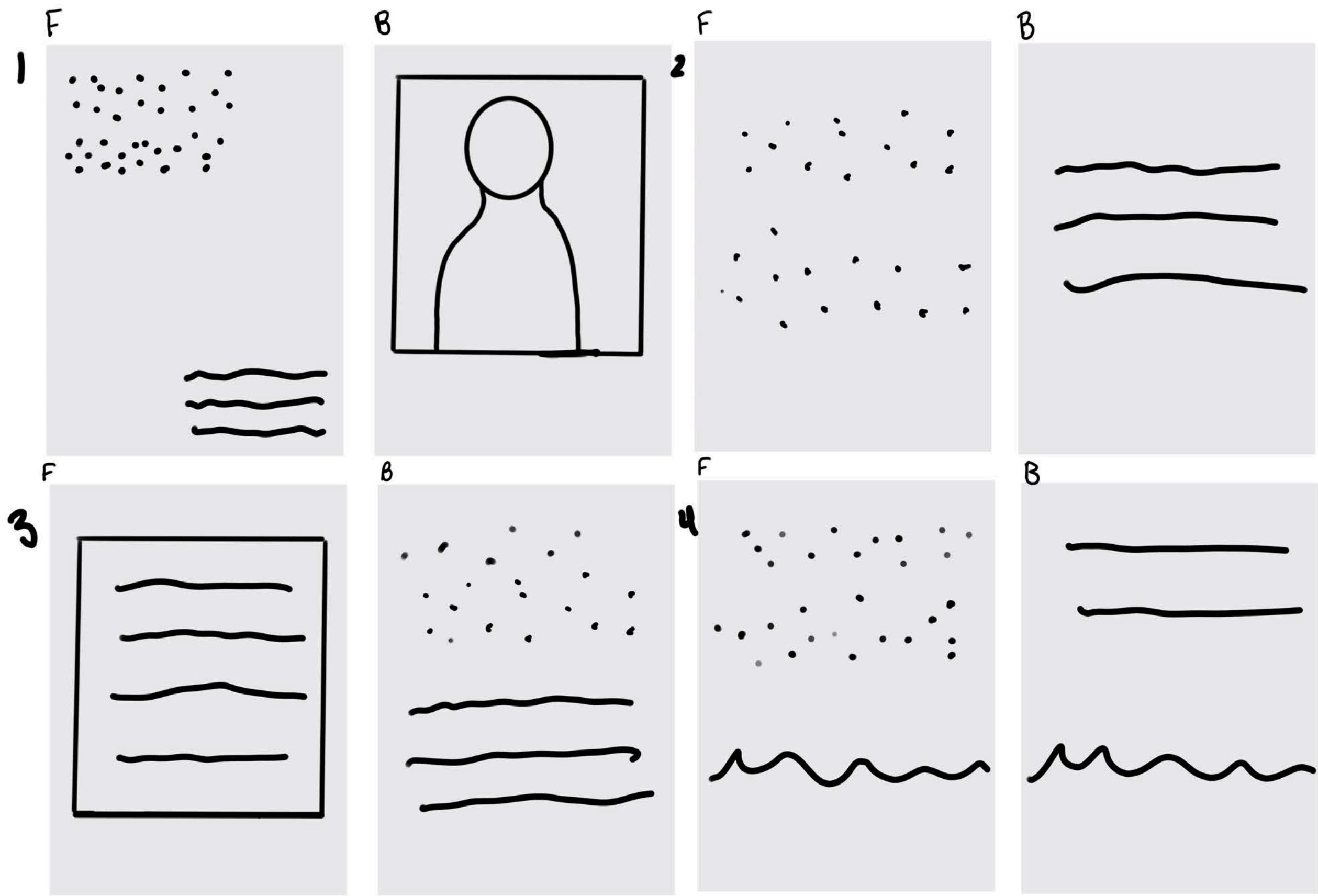


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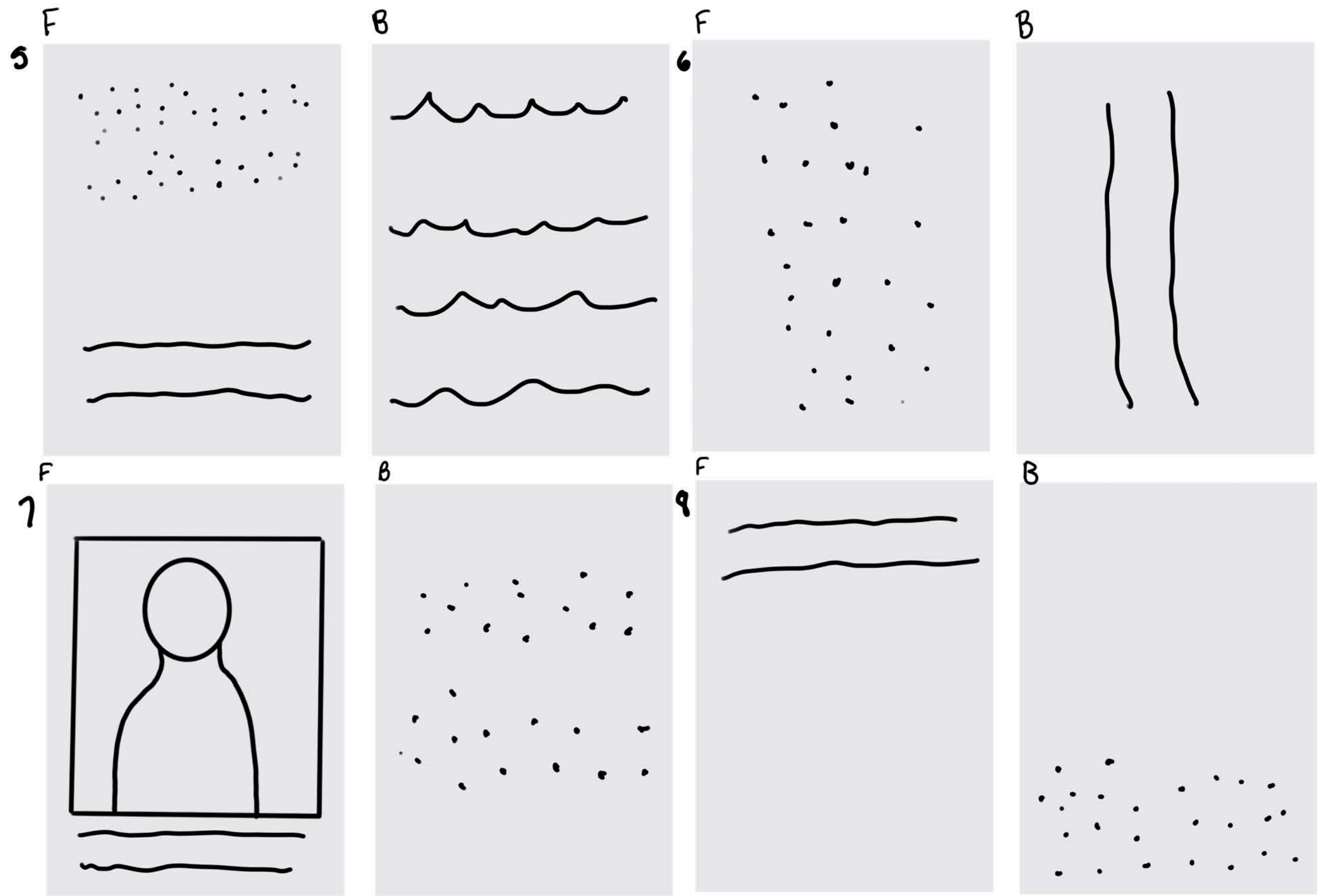
Braille Card Visual Research



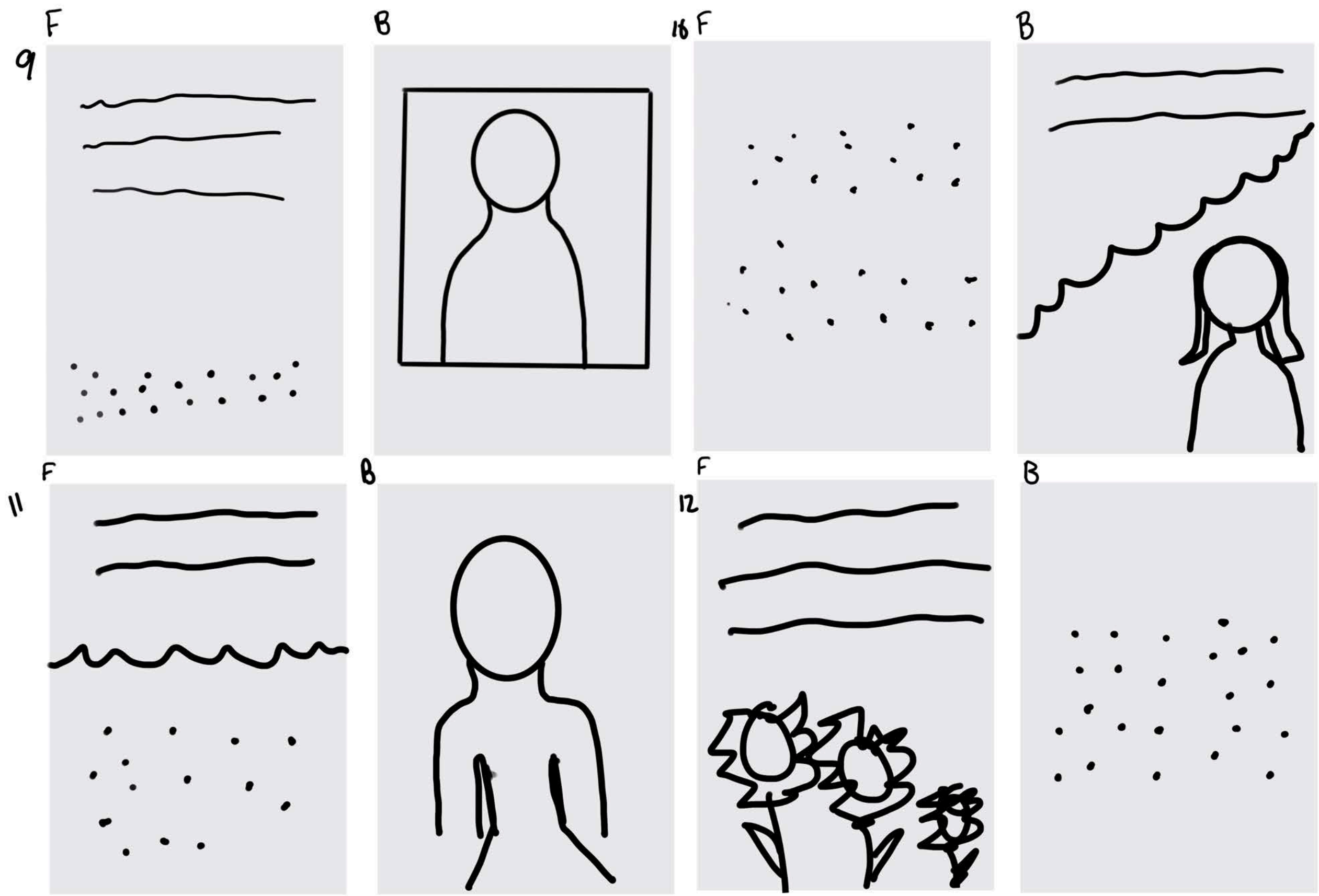
Braille Card Thumbnails



Braille Card Thumbnails



Braille Card Thumbnails



## Quotes Used

1. The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart.
2. We can do anything we want to if we stick to it long enough.
3. Keep your face to the sunshine and you cannot see a shadow.
4. When one door closes, another opens. But we often look so regretfully upon the closed door that we don't see the one that has opened for us.
5. The only thing worse than being blind is having sight but no vision.
6. Faith is the strength by which a shattered world shall emerge into the light.
7. What I am looking for is not out there, it is in me.
8. Your success and happiness lies in you. Resolve to keep happy, and your joy and you shall form an invincible host against difficulties.
9. Life is an exciting business, and most exciting when it is lived for others.
10. Life is a succession of lessons which must be lived to be understood.

Cards refined version

Life is an exciting  
business, and most  
exciting when it is  
lived for others.

Life is an exciting  
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lived for others.

What I am looking  
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Cards first draft

The only thing  
worse than being  
blind is having  
sight but no vision.

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.....

Keep your face to the  
sunshine and you  
cannot see a shadow.  
It's what the  
sunflowers do.

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Cards first draft

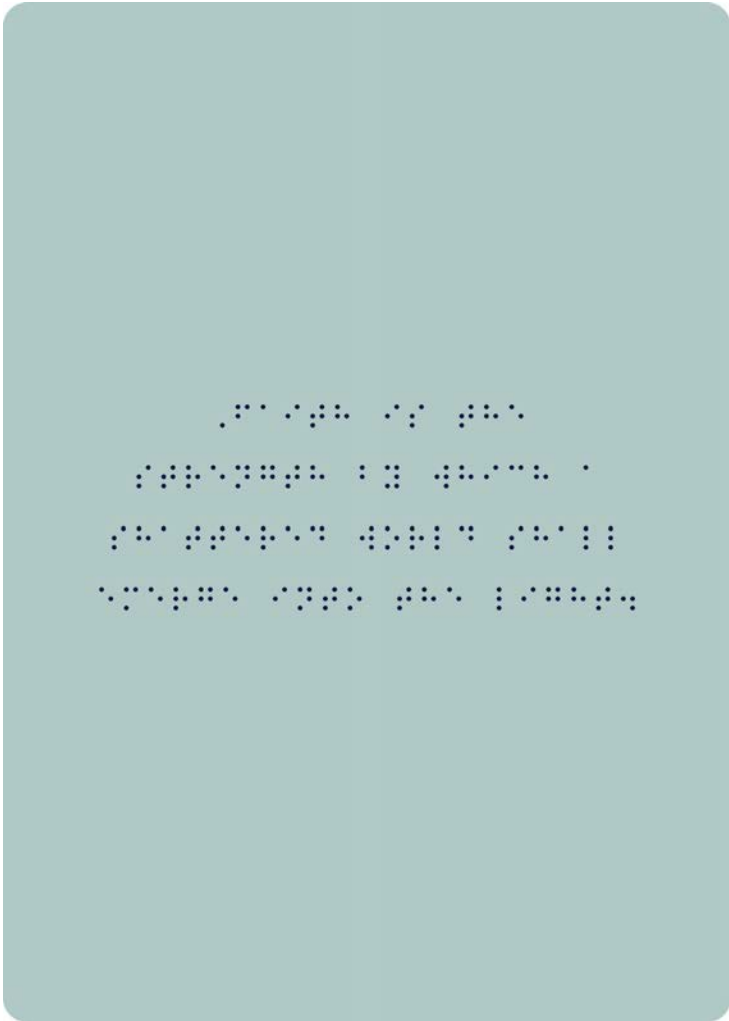
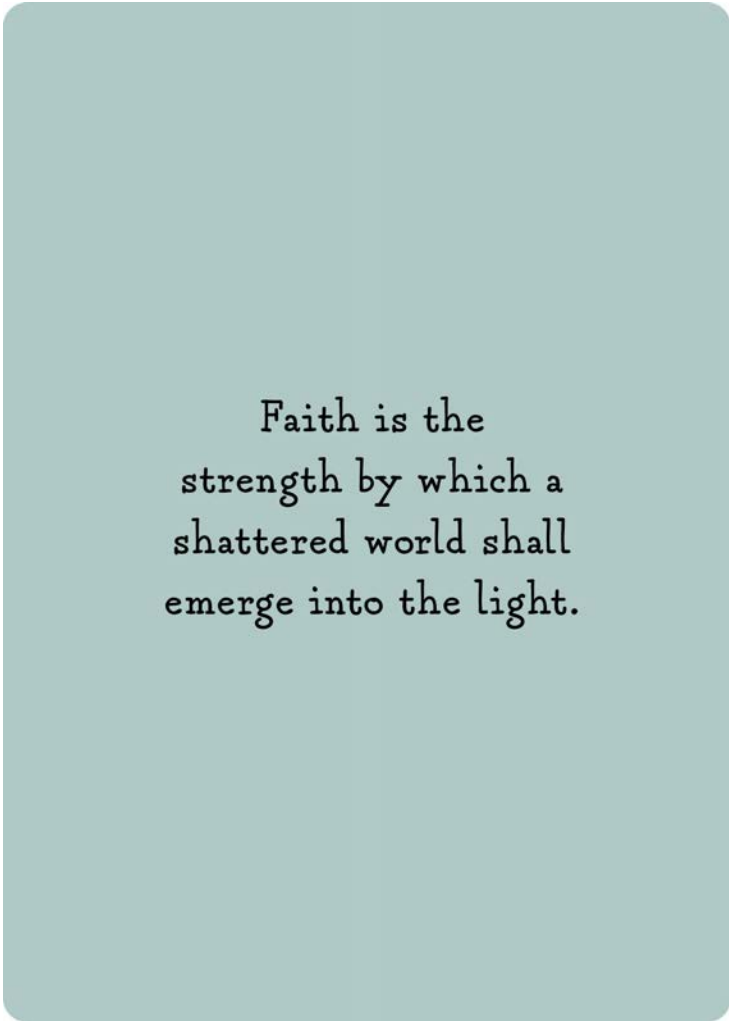
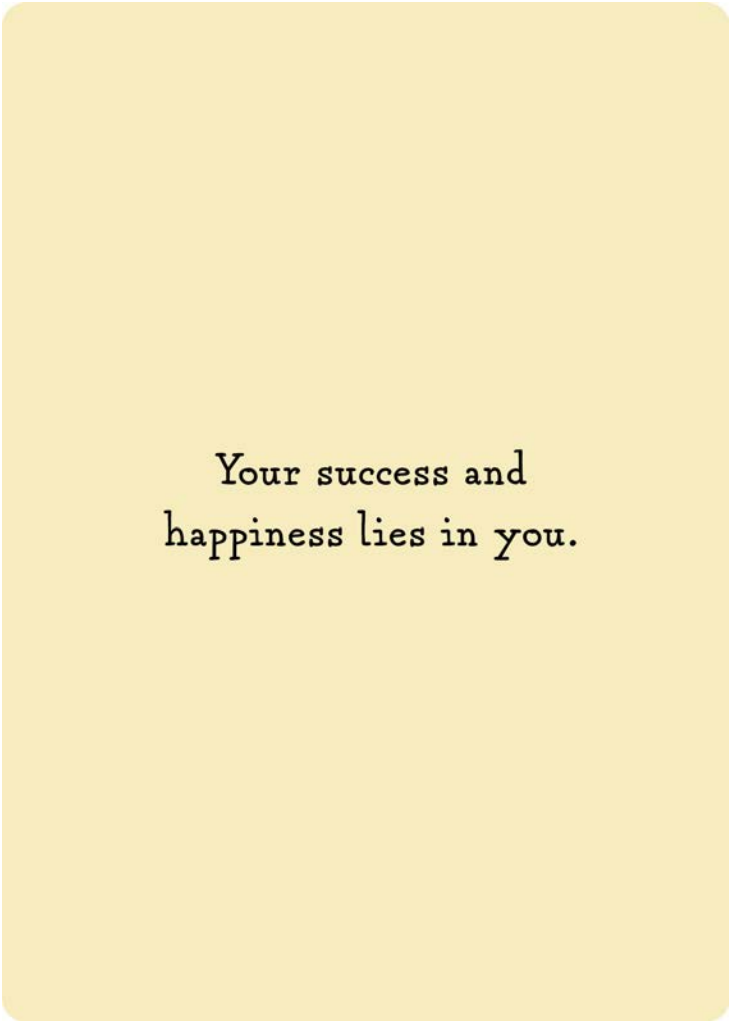
The best and most  
beautiful things in  
the world cannot be  
seen or even touched -  
they must be felt  
with the heart.

..the best and most  
beautiful things in  
the world cannot be  
seen or even touched...  
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with the heart.

Love is like a  
beautiful flower  
which I may not touch,  
but whose fragrance  
makes the garden a  
place of delight  
just the same.

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Cards first draft



Cards first draft

When one door closes,  
another opens. But we  
often look so regretfully  
upon the closed door  
that we don't see  
the one that  
has opened for us.

.dha? oae dooe closes.  
'nothar opens. But w  
ofter look so regretfully  
upon the closed door  
that we don't see  
the one that  
has opened for us.

We can do anything  
we want to if we stick  
to it long enough.

.ae can do anything  
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to it long enough.


Cards refined version



Life is an exciting  
business, and most  
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Cards refined version




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Cards refined version



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Cards refined version




Your success and  
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Faith is the  
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