

## **Project brief:**

My project is mainly focus on homeless animals. It is not a project about building shelters for homeless animals, it's more like an advertisement and a promotion to encourage people to adopt animals instead of buying.

Although people know the idea of adopting animals, some of them still focus on purebred. Although we have some shelters and organizations are keep helping homeless animals, numerous homeless animals still can't avoid the fate of euthanasia.

The reason for this phenomenon is mainly because the idea of adopting animals for people is still a concept, is not a daily behavior.

My project is dedicated to cultivate people's consciousness of adopting animals by keep showing them homeless animals' terrible living situation and the adorable character of homeless animals. The way that I can achieve this goal is to cooperate with pet shops which can display homeless animals from different shelters. It can give homeless animals more exposure and visibility. There will be some of homeless animals from shelters are displayed in pet shops, and they will be changed to other animals from shelters periodically in order to give every homeless animal a chance to find a new home. Meanwhile, people can know more about homeless animal's situations here and know the shelters information from here. We do need to repeat this phenomenon to keep reminding people of a fact that there are numerous animals do not have a home. At the same time, it is necessary for people to aware that "talk is talk," and that action is key.

As a human being, we have a responsibility to take care of animals, it is immoral to abandon them. There are some existing issues, which homeless animals are facing.

1/Overbreeding: There is a "kitten tsunami" in the warmer months between November and April every year. The reason for overbreeding is because of unrestricted breeding. Most of them are killed due to minor curable health issues, such as flu and ringworm. Further, most of people do not realize that cats can be pregnant by 4 months of age

2/Puppy factories: Animals are kept in terrible conditions and bred commercially for profit in the puppy factories, which have no ability to exercise, socialize or play.

3/Pet shops: Animals from puppy factories are sell through pet shops, some pet shops continue to be primary supporters of commercial breeding enterprises. Meanwhile, pet shops are generally not required to desex before sale.

4/Backyard breeding: It is believed that a cat or dog should have a litter before being desexed. In addition, breeding is a great way to make a few dollars for backyard breeders. There is a hidden effect that the 'adoption pens' at the dozens of shelters across Australia remain overcrowded, and numerous animals are being killed in there.

5/'Registered' breeders: The term 'registered' breeder in Australia is often confusing to the general public, because there are many different kinds of registration. Meanwhile, standards and guidelines for breeding establishments also vary between states, and between cities and shires.

6/Lack of identification: Some animals have been owned, but their owners have not been identified. This means they cannot be returned to their owners, which adds to the oversupply and the "euthanasia"

7/Too many of some breed types: Many animals are euthanized based on unsuitable behavior, due to not being socialized and positively trained by their owners, especially working dog and larger dog breeds for the numbers of suitable homes available in urban areas (2014).

Homeless animals are suffered a lot, and they do need help from us as quick as we can.

This project will promote adopting homeless animals, and will lead to the thinking of homeless animals.

The reason why people prefer buying pets from pet shop or breeders is because the consideration of pets' character and purebred, another reason is about they didn't realize that when they are buying pets, thousands of homeless animals are dying in the shelter. Further, due to the buying of animals from pet shops, numerous animals are suffered in the puppy mills.

The purpose of my project is to solve these issues, it is mainly divided into two parts. Firstly, it is important for us to bring homeless animals closer to people. We should limit the commercial breeding first, then cooperate with pet shops. People only can adopt animals in the pet shop instead of buying, we transfer parts of animals from shelters to pet shops. Secondly, it is necessary to educate people about how to respect animals and treat every animal equally. For this part, we need to reveal the negative side of puppy factories and let people know that homeless animals are same as other purebreds.

Also, people could apply for the one-day experience with homeless animals before adoption in the pet shop, it could give people a chance to know more about them and try to get on well with them.

There is another problem we should focus on is profitable shelters. Some shelters claim that they are helping homeless animals without profit, but their purpose is gaining profits. The way they treated homeless animals is merciless, thousands of homeless animals are killed in shelters. Seeking profits have occurred under the guise of helping animals. According to this, it is necessary for us to expose these shelters and make donation to the non-profit organizations, which dedicate to help homeless animals.

For this project, I think that I will use recoding as a design strategy. It mainly focuses on changing people's awareness of homeless animals and the importance of adopting instead of buying. The current situation is people know that we need to help homeless animals, but they do not have full consideration of helping homeless animals. Homeless animals are far away from their life; they always buy a pet from breeders when they think about having a pet. They do not think of homeless animals' problems as their own responsibilities. As a human being, animals are our friends, we should create better living areas for them.

More and more people are focusing on help homeless animals today, an important thing that we need to know is 'no deal, no harm'. If there is no demand for purebred animals, puppy factories cannot be survived, also animals would not be harmed by immoral breeders. Meanwhile, homeless animals would find their own home and be treated well.

## **Reference:**

2014, *Companion animals*, Animals Australia, viewed 2 September,  
< [http://www.animalsaustralia.org/issues/companion\\_animals.php](http://www.animalsaustralia.org/issues/companion_animals.php)>

## **Research Journal:**

### **1/Reflection**

The first reading is mainly talk about people feel pleasure through three different ways.

The first is about the pleasure of media, people feel good of exposure on the internet. Further,

connecting with other pleasures, such as food selfies, which is the most popular images on the internet. For this point, I do not think media could bring us real pleasure. With the development of technology today, people prefer online chatting than face-to-face communication. Many people have lost on the internet, where they can pretend they are rich, beautiful and happy. They post pictures on the internet, such as Facebook, Instagram or Snapchat. The most important thing for them is not share the happiness, is how many likes they got and how many followers they had. Internet is a virtual world, people put too much efforts on it, meanwhile, they ignore the reality, their own life. The number of followers and likes cannot make you live well in the real world. Your family members and friends, who around you in the real life is the most important thing for you. I have heard some news, which talk about a girl being famous on the Instagram, and she said on the Instagram she will quit Instagram. The reason for quitting is because she put too much efforts on the internet, make-up first and then take thousands of photos and select the best one from these, use Photoshop to beautify the pictures and finally post it. She felt tired about this, she said she has got numerous likes and followers, but no one knows what is her real life. At the end, she posted a picture without make-up and Photoshop on the internet and quit. According to this, I think put too much efforts on internet is not worth it. In addition, it cannot bring us the real pleasure.

The second is about pleasure of hospitality (and being human), which mainly focus on providing with accommodation to refugees. I think we should offer help to refugees on humanitarian grounds. Even if we are not talking about offer help to refugees, we just talk about helping people around us who need help, I still think we should help them. When somebody get help from us, we will feel pleasure from it. Refugees are facing numerous issues; they do not have home. If we can help them, we will feel pleasure. Meanwhile, we can have more chance to know other cultures, communicate with them to know more about the world. As a human being, we should do something for our neighbor in the world. Although there are some worries about refugees, we still should help them. The third is focus on pleasure of drugs, which said drugs can bring us pleasure. I do not agree with this point; people will be addicted to drugs. Compared with the negative effects of drugs, the pleasure of drugs is clearly not the case.

The second reading is mainly discussing what is a good design, and the conclusion is that sustainable design is a good design, also a design which best satisfy the needs of the people is a good design. I am totally agree this. The basic require for design is can satisfy all the needs of the people, design is not only for beautiful, the most important part is practical. Design is for using, not only for watching. It just same as my project, my project is totally a practical design, which can solve some problems of homeless animals. At the very beginning, I have an idea about building an area to display homeless animals, when I think about the possibility of it, I found that cooperate with pet shops is the most efficient way to achieve my goal.

The third reading is focus on social innovation and design. Social innovation is a new idea which works in achieving social goals. The reason why we focus on this is because of growing challenges of the ongoing economic crisis and societies change. There are two kinds of people or organizations dedicate to fulfill some needs of the society, top-down and bottom – up. They all have their approach with the design project. In my project, my approach is to make homeless animals closer to people, and cultivate the awareness of helping homeless animals by keep showing the terrible living situation and adorable characters of homeless animals.

The last reading focus on whether we can design for happiness. Mainly we focus on experience design, which has an approach to bring pleasure and meaningful moments to people (Marc et al. 2013).

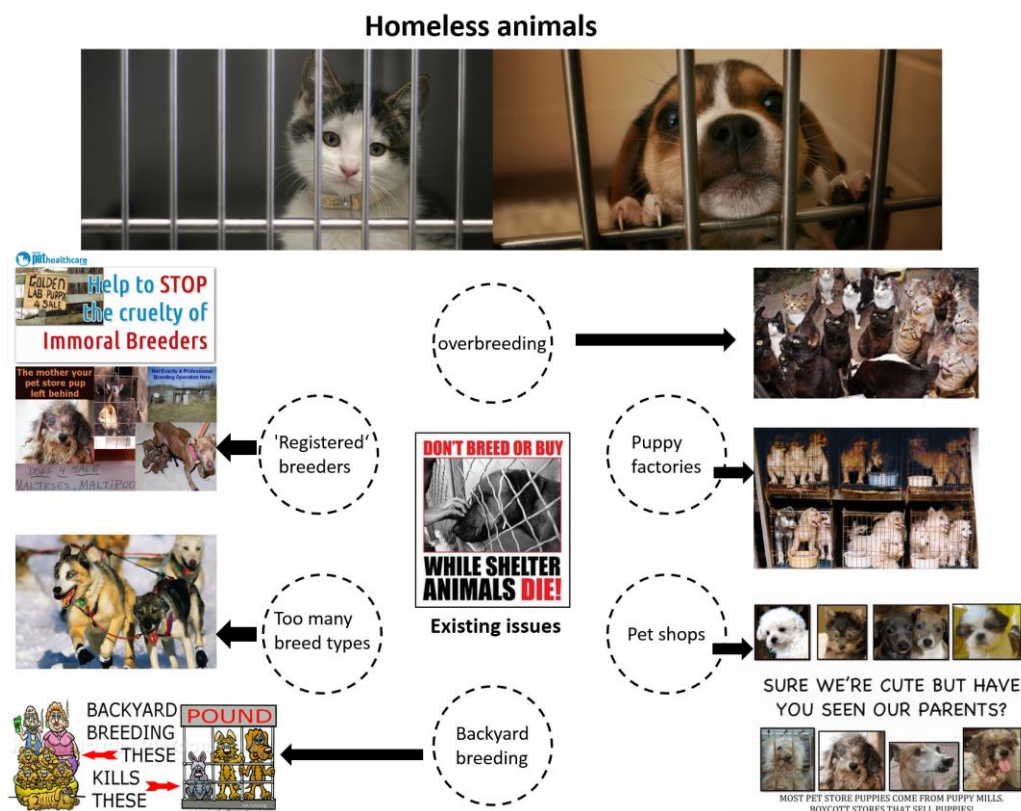
For this part, it is same as my project. Helping homeless animals is not a tangible thing, as a human being, people can feel pleasure when we do some help to homeless animals. Imagine that there is no homeless animal roam the street, dying in shelters, suffered in the puppy mill. The world will treat every animal equally. It should make our people feel pleasure.

## Reference:

Marc, H, Kai, E, Sarah, D, Matthias, L, Eva, L, Joonhwan, K 2013, *Designing Moments of Meaning and Pleasure. Experience Design and Happiness*, International journal of design, viewed 3 September,

<http://www.ijdesign.org/ojs/index.php/IJDesign/article/view/1480/589>

## Workbook:



## Shelters & Rescue



Issues →

- 1/lack of exposure and visibility
- 2/can't avoid the fate of euthanasia (28-day rule has been abolished)
- 3/preferring profits over animal welfare



Pets killed at a shelter and put into Bins like rubbish awaiting the incinerator

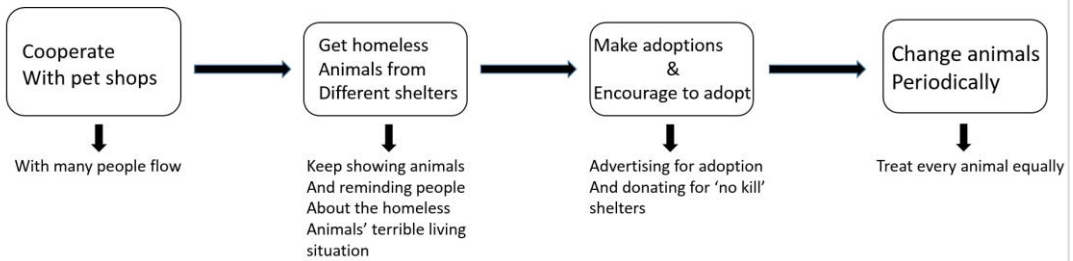


Inside the shelter



Thousands of animals are waiting for rehoming and dying in the shelter

## Saving animals project



## Project

