

# INDUSTRIAL DESIGN // INDD 499 SENIOR STUDIO

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GRACE FRITSCH <GFRITSCH@IASTATE.EDU>

## BUG-OUT-BAG

My project is an emergency situation/evacuation bag also known as a Bug-Out-Bag or Go Bag. I wanted to create something that helps to destigmatize preparing for emergency situations as if people are preparing for the apocalypse. Emergency preparedness bags are meant to prepare for the unknown like floods or hurricanes, something quick to grab before you have to leave without thinking and know you will have the necessities for the next few days. By integrating more fun colors and providing information necessary for a family it is my belief that a product like this could be marketed more widely and help prepare a wider range of people.

