ANASTASIA KOULOURIOTI INSTRUCTOR: MELINA CONSTANTINIDES GRAPHIC DESIGN II CAMPAIGN DESIGN

DESIGN THINKING METHODOLOGY

Discover

The campaign began with a clear brief: to design a flexible identity system for an initiative targeting teens and young adults. Desk research and an online survey provided valuable insights into young people's experiences with body image and bullying. This stage helped uncover real emotional struggles, from social media pressure to lack of confidence in confronting bullying.

Define

Analysis of the survey responses revealed key challenges like unrealistic beauty standards and peer pressure. Visual and conceptual research helped shape the campaign's tone, emphasizing community, inclusion, and empowerment. The core idea centered on sharing testimonials to foster empathy and encourage collective healing.

Develop

Design ideation led to multiple drafts of the logo, characters, posters, and brochure. The chosen visual style was positive and supportive, using friendly typography and bright, hopeful colors. Characters and stories were developed to reflect relatable experiences, making the campaign more personal and inviting.

Deliver

The final campaign included a logo, three posters, a brochure, web and outdoor banners. Every element aligned with the campaign's mission: to inspire kindness, raise awareness, and motivate young people to stand up against bullying while promoting body acceptance and mental well-being.

TESTIFYING MESSAGE

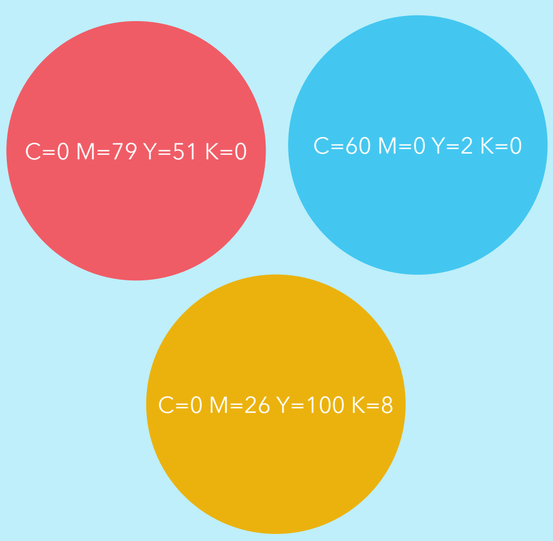
Using Testimonials and Stories from people that have gone through the same unpleasant experiences, our target audience are going through. Stories make you understand how to overcome the problems of bullying and body shaming, and urgue you to write your own story.

Building a strong community with trust, and givng motivation to the audience

CHARACTER DEVELOPMENT



COLOR PALLETTE



DELIVERABLES



