INSIDE OUT
Body Positivity Movement

Design Thinking Methodology

Discover

The brief of the project is to design a flexible identity system for a campaign focused on Body Positivity. Desk Research body image satisfaction levels, body positivity movements and influences, and Online Surveys regarding feelings, satisfaction, positive affirmations and tips revealed significant inputs for the beginning of the setting up this campaign.

Define

Starting with defining the name and the concept of the campaign I ended up with the name *"InsideOut"* which is based on "authenticity over appearance", the slogan "Be your Own Reflection" and the general concept of the mirror appearing positive affirmations.

Develop

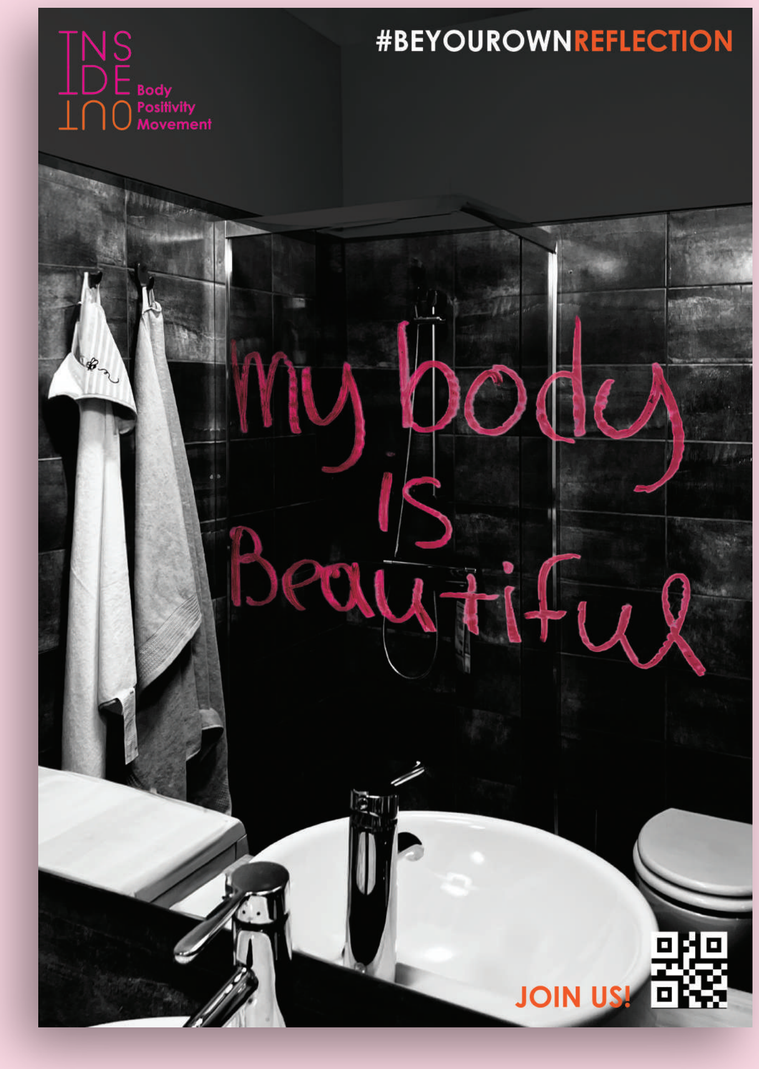
Design exploration generated various ideas for the main logo, the posters and the brochure in order to achieve the best possible version design of the campaign concept. Experimenting with different styles of design, illustration, photography, I came up with the idea of taking photos of mirrors in different places (bathroom, bedroom, etc), and write on them with a lipstick to leave the sense that someone has written this positive affirmation.

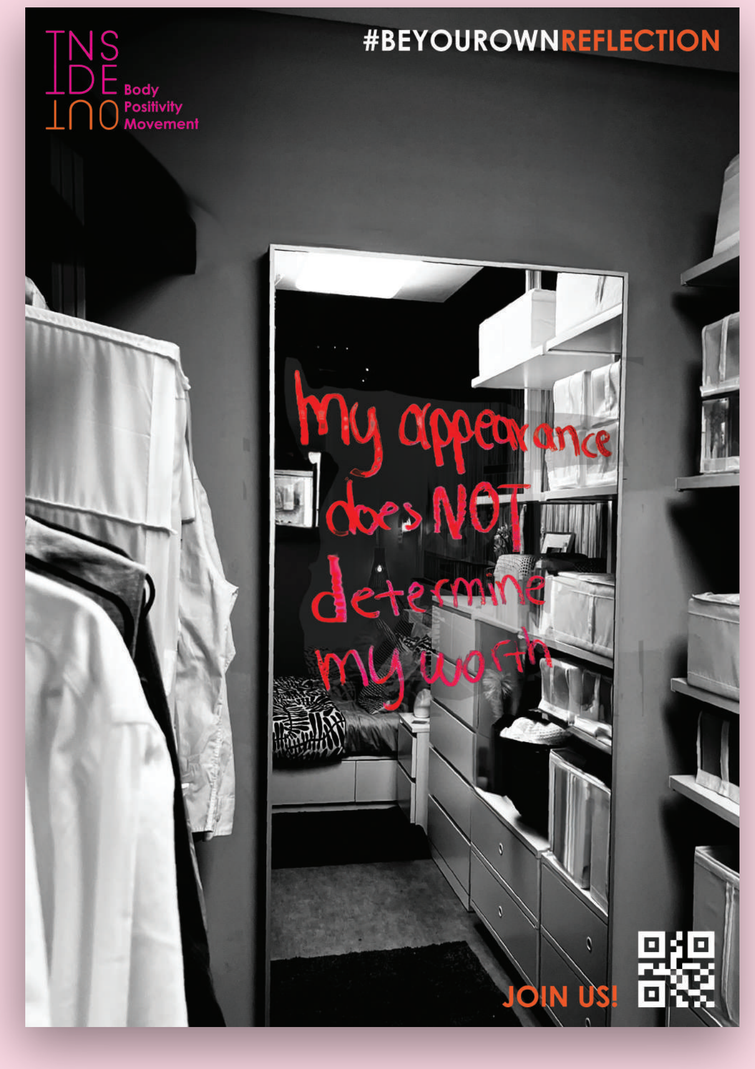
Deliver

The deliverables were a logo, three posters, a brochure, and web and outdoor banners. The final outcome corresponds with the idea of the mirror and the possitive affirmations along with stories of resilience in order to raise awareness and encourage people to see their inner strengths and beauty and not give so much emphasis on the outside.

Concept

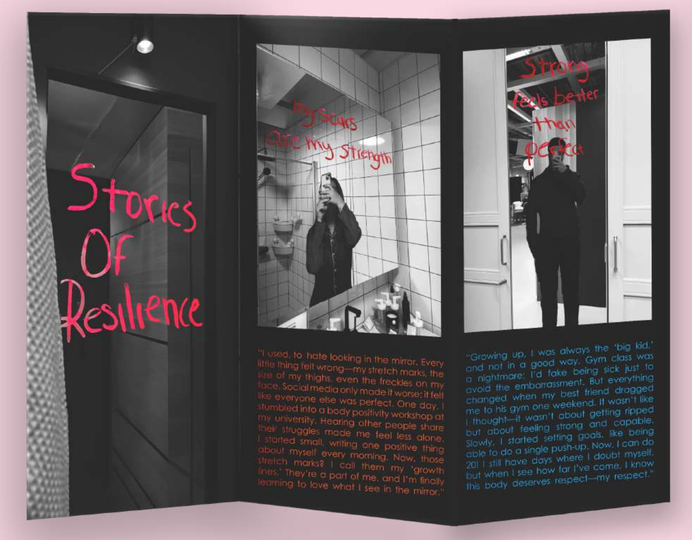
The slogan "Be your Own Reflection" suggests that the only reflection that matters is the one created by the individual themselves, not one shaped by outside judgments or unrealistic beauty standards. It emphasizes self-acceptance by inviting people to define their worth and beauty from within, encouraging them to focus on their unique strengths, qualities, and inner resilience with the help of positive tips, and positive affirmations popping out mirrors.













Marina Siouti | Instructor: Melina Constantinides | Graphic Design II | Campaign Design Project