



**INDDEx**  
2023

## DEGREE SHOWCASE

Student  
Pict.

Name  
Lorem Ipsum

University  
Lorem Ipsum

Discipline  
Lorem Ipsum

Project Title  
Lorem Ipsum



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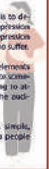
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Introduction / Background	Objective/ Methodology	Media Planning / Purpose	Design Process / Design Concept

Design

Introduction / Background	Objective/ Methodology	Media Planning / Purpose	Design Process / Design Concept
<p>Love Your Minds is a mental health campaign and this campaign for UIN Suni Iskandar students. This is because students have a high percentage of depression, anxiety and stress. This campaign is to help overcome the problem of depression faced by students.</p> 	<p>The main objective for my project is to reduce the problem of depression among university students.</p> <p>To achieve the objective research on the problem of depression among university students (LITTA) will stand out. Identify depression signs, colors and media outreach are made.</p> 	<p>The media planning for this project 'Love Your Minds (Mental Health Campaign Awareness)' is promoting through a social media (Instagram), website Love Your Minds, standee, Poster, Booth, Flyer and billboard (Advertising).</p> <p>The main purpose of choosing this media planning is to caught the audience attention and to spread awareness from this campaign.</p> 	<p>The first design process is to describe the identity of depression, by the symptoms of depression experienced by those who suffer.</p> <p>Secondly, use design elements from the identity to communicate, bring new and interesting to attract the attention of the audience.</p> <p>The design concept is simple, minimalist and easy to people understand.</p> 

### Love Your Minds Visual Identity

This concept is based on a person suffering from depression. This depression problem shows the symptoms that appear in a person when they experience this mental health problem.



### Booths

This Love Your Minds booth is to spread awareness about depression problems faced by students and help them reduce the problem.



### Billboard (Ads)

Billboard Advertising is to spread awareness about the problem of depression to the public.



### Social Media

Social media (Instagram) is a strategic space to spread awareness about the problem of depression because many students have been using Instagram as an application for finding friends, online bookend, etc.



### Merchandise

To promote Love Your Minds (Mental Health Campaign Awareness) to audience.



### Colours

These 5 main colors represent Love Your Minds (Mental Health Campaign Awareness). The color purple represents sympathy and sympathy, blue and green accept a friend atmosphere, orange and yellow use cheerful spirit and not negative emotion, power and energy. Add a little purple and happiness also from the life.



### Typography

There are 2 font used. The first one is large font, Your Minds and when the size is smaller.



### Card & QR Code

Card step to reduce Depression & QR Code to save Report

