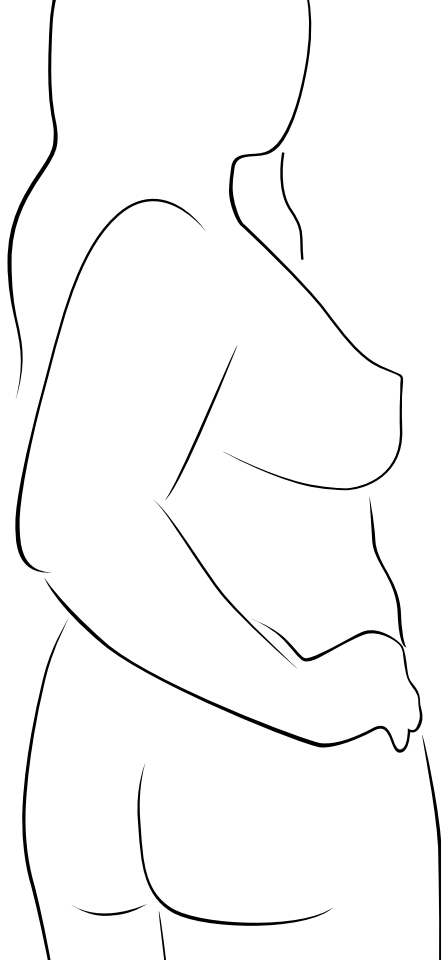
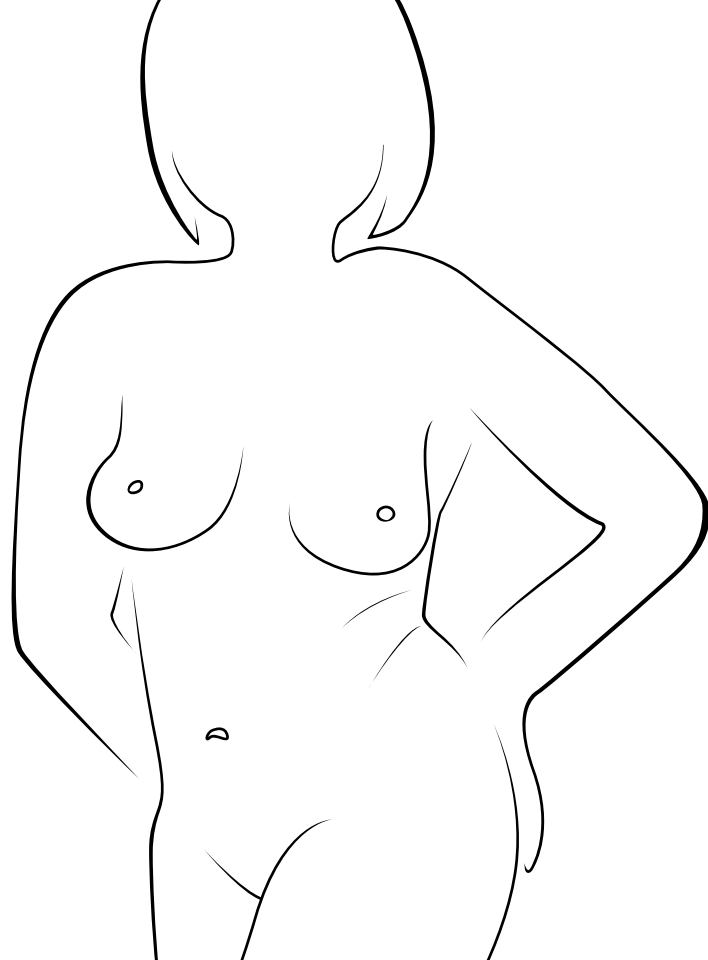


Embrace
yourself



SOCIAL CAUSE

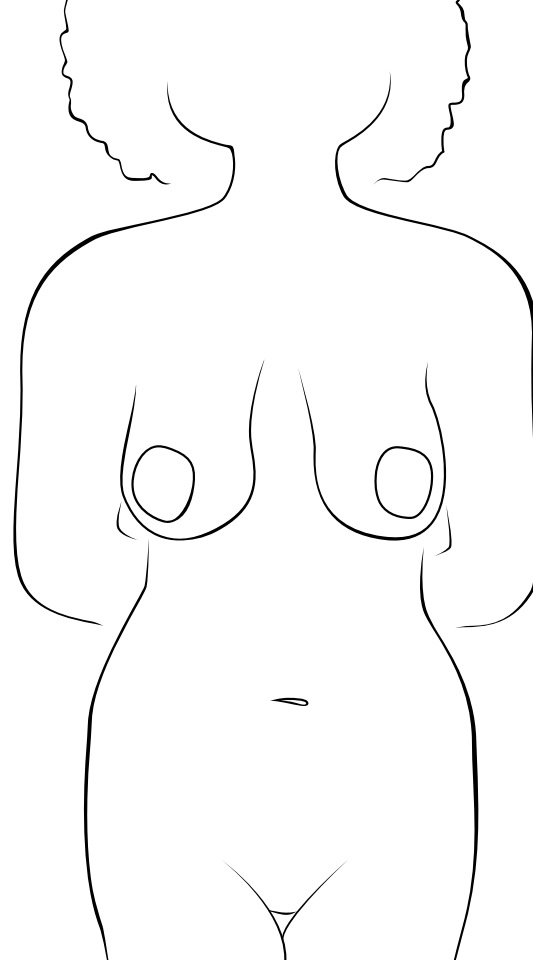
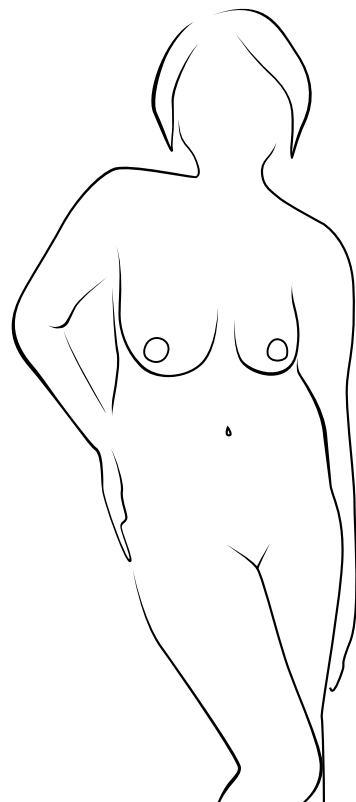


PURPOSE

The purpose of the campaign *Embrace Yourself* is to increase positive body image in women and encourage them to recognize their diverse body types as beautiful. So many women have low self esteem when it comes to their appearance, and much of that insecurity is a result of a lack of representation of body types in the media. The media has a small window for the type of female body it portrays as beautiful, but in real life, women come in a vast range of shapes and sizes. *Embrace Yourself* focuses on representing a variety of body types to illustrate the message that many different body types exist and all of them are beautiful.

ANGLE

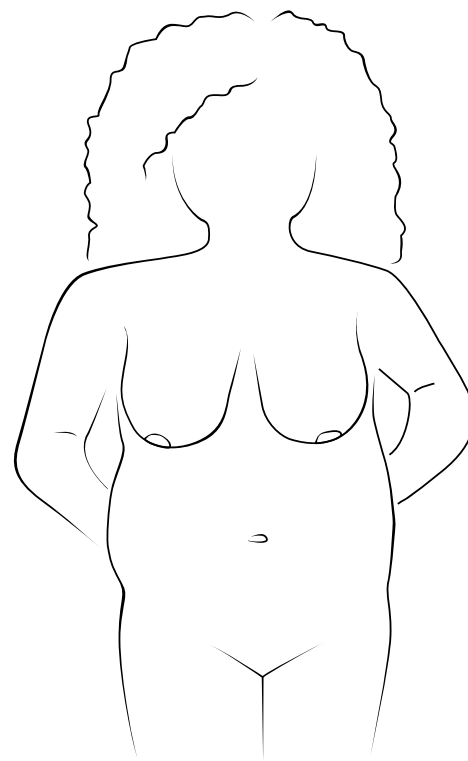
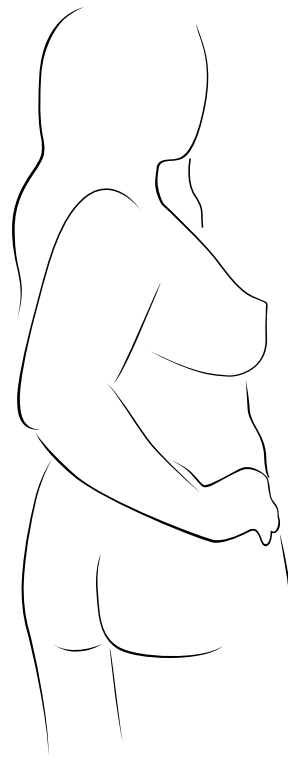
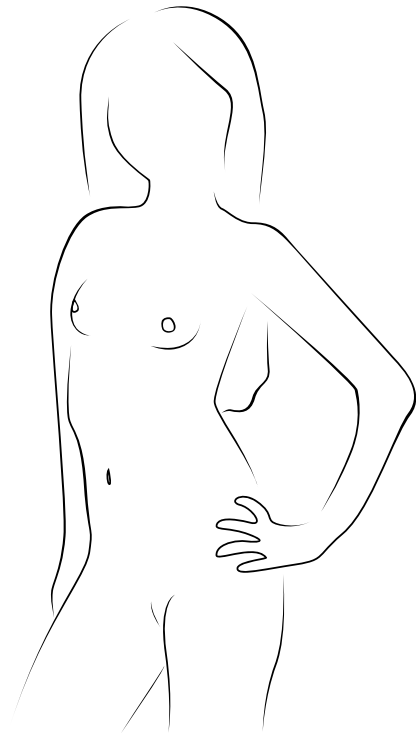
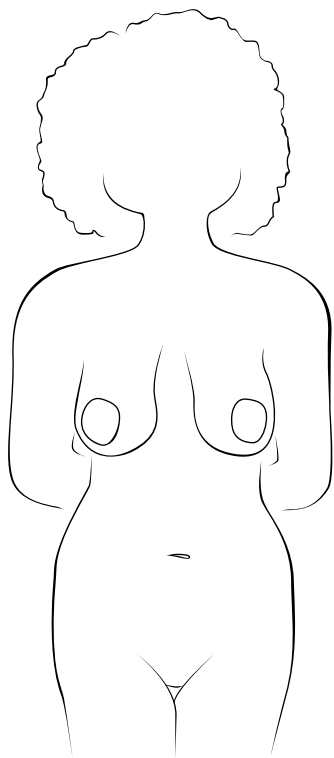
The angle of this campaign is to represent a wide variety of female body types by portraying a large group of figures in each environment it is displayed. Where there are posters, there will be several posters hung in a row. Where there are sculptures, there will be several installed in one area. Where there are app generated figure drawings, they will all be uploaded to one main gallery. The idea of representation is emphasized by showcasing these bodies all at once so the viewer can truly grasp the variety of body types that exist and, therefore, grasp the message of the campaign.



DESIGN ELEMENTS

FIGURES

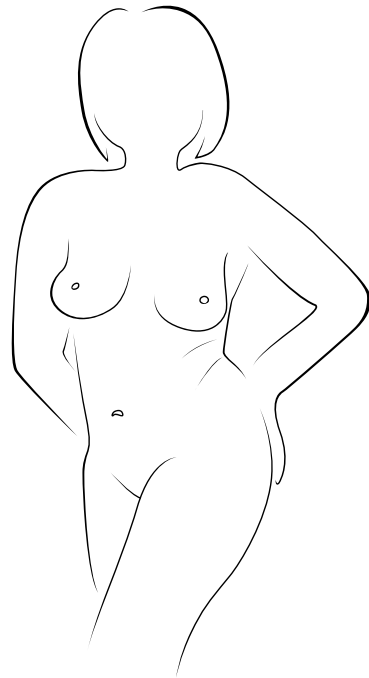
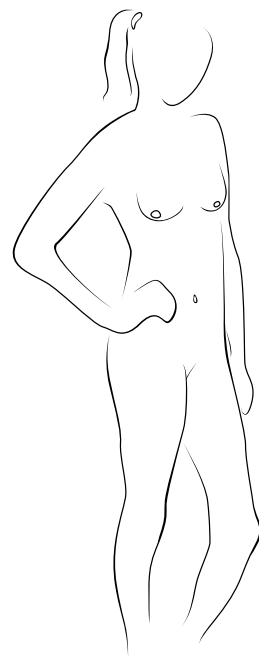
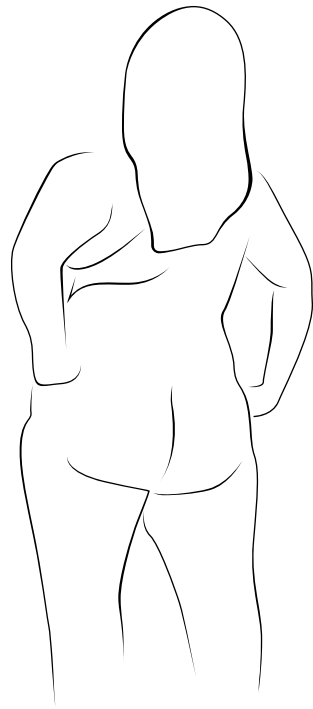
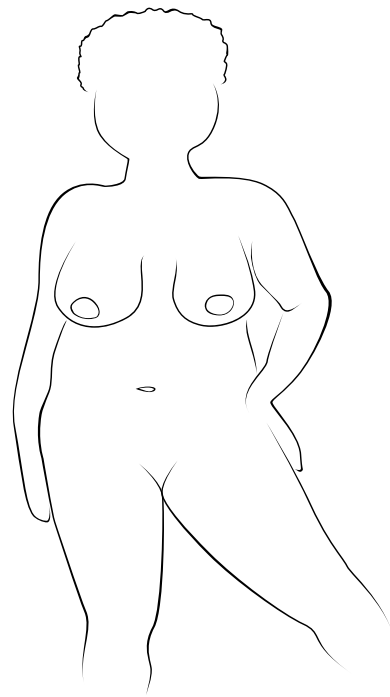
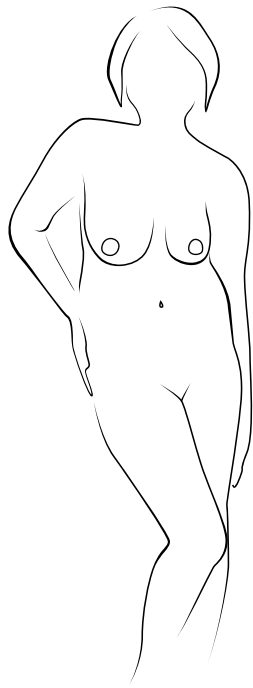
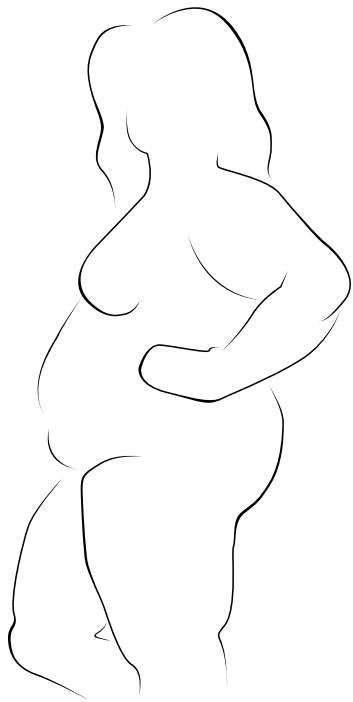
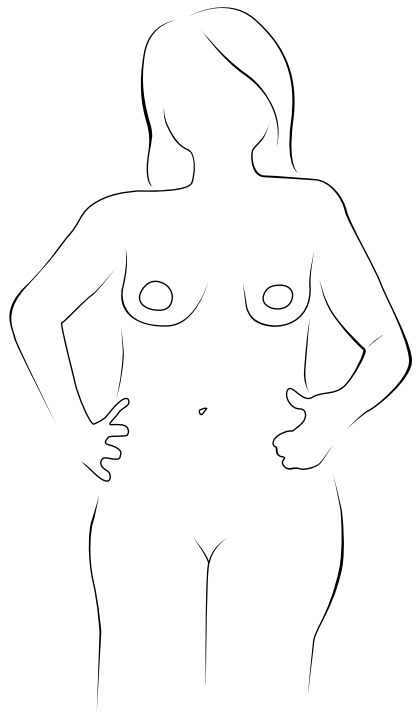
Rather than relying on words, *Embrace Yourself* focuses on illustrated figures drawn in a very minimalist manner to let the figures speak for themselves. A simple yet elegant hand-drawn style is effective for showing these body types in a beautiful light. This style elevates the figures to a level of fine art, making them appear beautiful without embellishment. In the media, these types of bodies are almost never portrayed as beautiful, if portrayed at all. Therefore, seeing them as such helps to achieve the goal of the campaign.

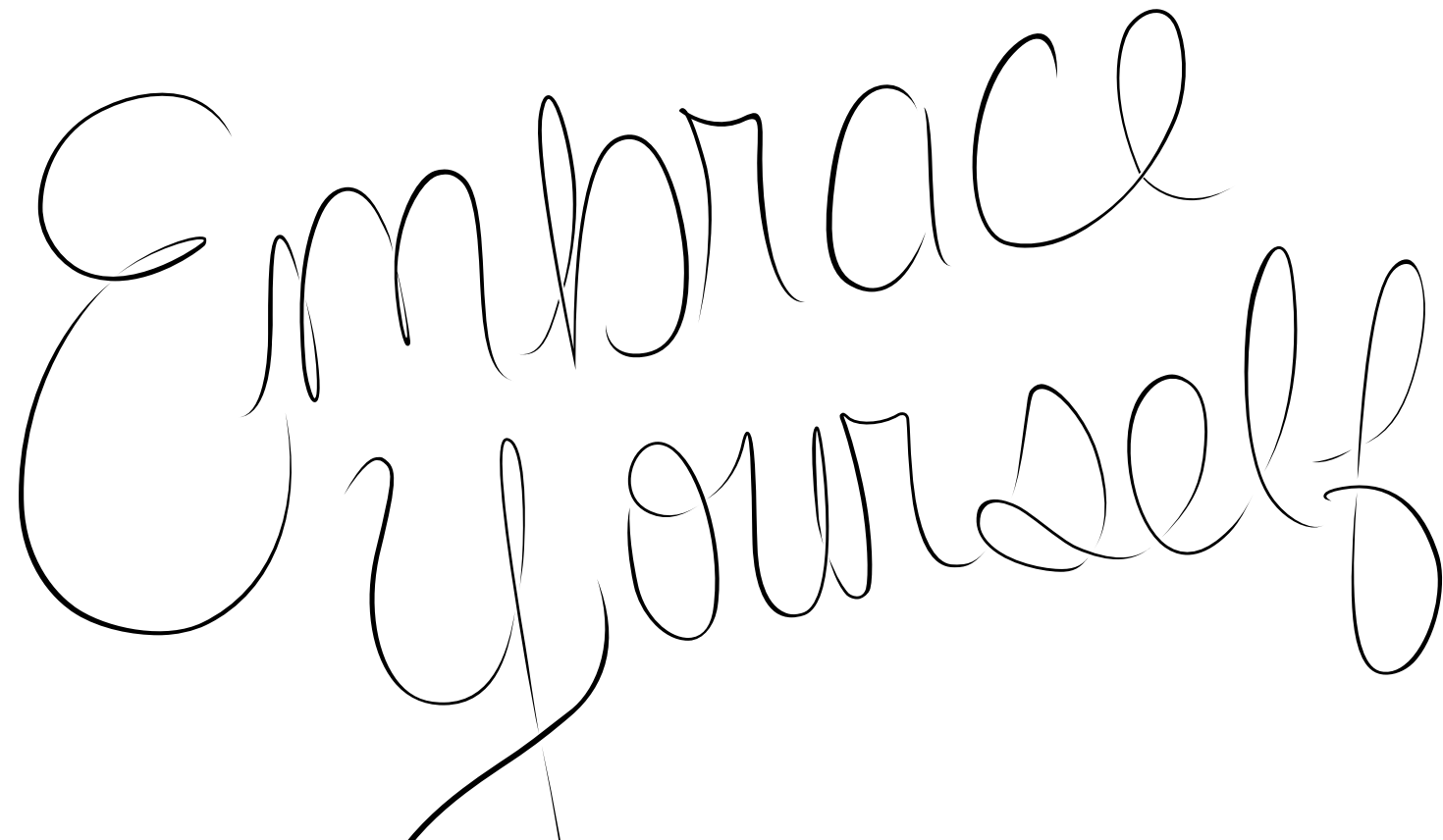


COLOR SCHEME

Embrace Yourself incorporates only black and white into the campaign design. This is done through black line art and lettering on white pages, black wire frame sculptures, and white line art painted on black fitting room doors. This black and white color palette corresponds to the simplistic and elegant nature of the campaign.





The image shows the logo for the 'Embrace Yourself' campaign. The words 'Embrace Yourself' are written in a fluid, cursive script. The 'E' at the beginning is large and loops around the word 'yourself'. The 'Y' in 'yourself' is also large and loops around the word 'yourself'. The overall style is elegant and personal, resembling a handwritten note.

LOGO

The only words incorporated into the campaign appear in the presentation of the title. The campaign is called *Embrace Yourself* because it is a straightforward call to action that summarizes the goal of the campaign: for women to embrace their bodies and learn to love them. In order to allow the illustrated figures to speak for themselves, the logo is not included on the same posters as the figures. Instead, it is represented on its own poster. The logo is drawn in a similar hand-drawn style to correspond to the aesthetic of the rest of the campaign.

FIGURES

POSTERS

Each poster features a single figure without any text. The posters are hung in mass quantities to emphasize the campaign's focus on representation and variety. They are placed in public areas that have heavy foot traffic so that everyone passing by will walk along rows and rows of posters showing beautiful and varied female figures. A poster displaying the logo appears after every three figure posters. This arrangement allows the emphasis to remain on the figures while still subtly incorporating the campaign's message through words as well.

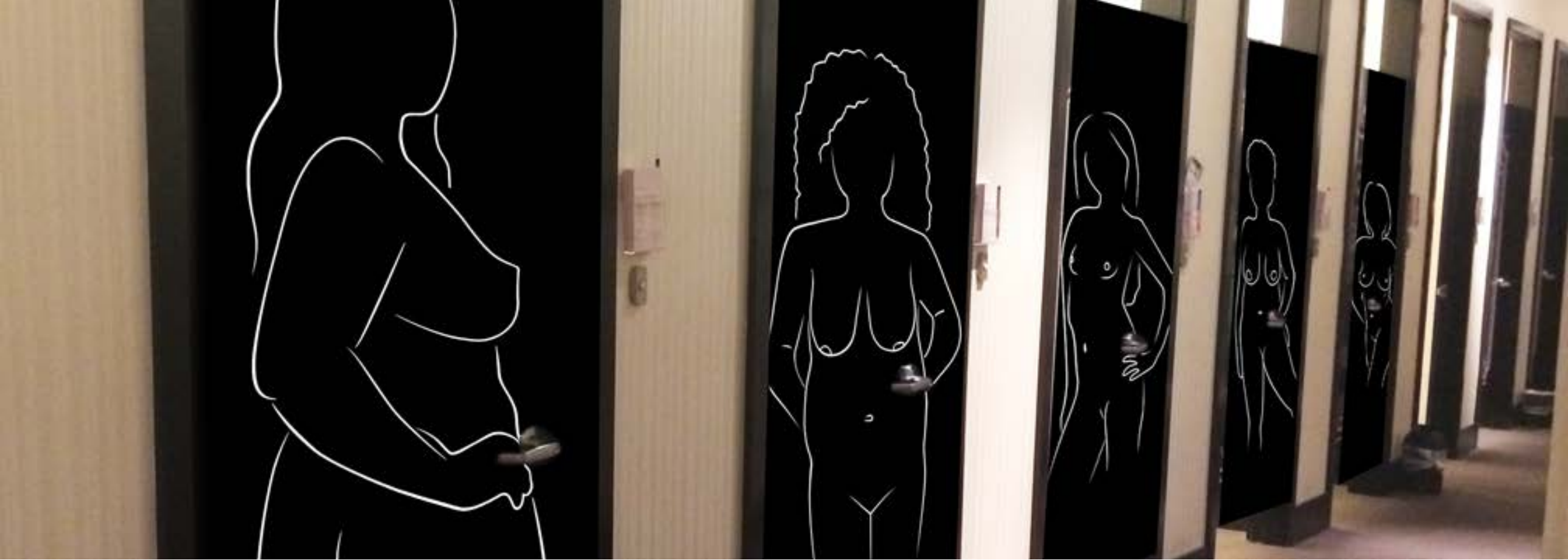




FITTING ROOMS

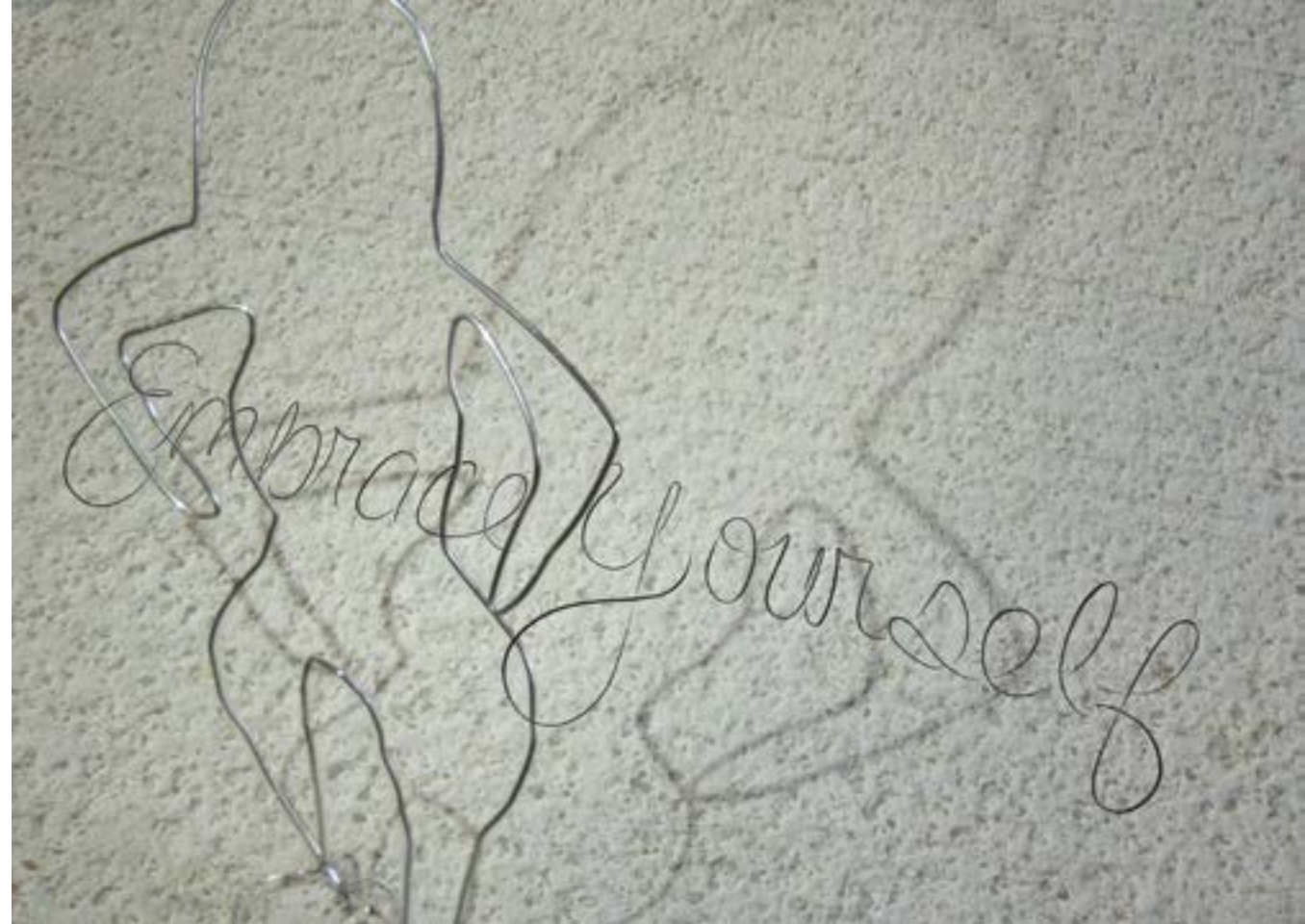
In addition to posters, the illustrated figures are also displayed in fitting rooms of clothing stores frequented by women of all ages. A single figure is painted on each door, once again standing alone so as to keep the emphasis on the figures themselves. The logo is not included in these installments because fitting rooms are an environment where a focus on bodies already exists: those who enter are already in the mindset of analyzing their bodies. By placing this campaign into fitting rooms, women may feel more comfortable, relaxed, and confident after seeing such a wide variety of beautiful body types before they turn their attention to their own bodies.





WIRE SCULPTURES

Another element of *Embrace Yourself* is wire sculpture installations. These sculptures bring the fine art aspect of the campaign to the next level. Wire is used because it maintains the look of delicate line art seen in the figure illustrations. The life-sized sculptures are installed in public areas in large quantities, once again emphasizing variety. The logo reading “Embrace Yourself” is painted onto the ground in front of each sculpture. The sculptures cast interesting shadows that change throughout the day as the sun moves, creating even more figures and shapes for the installation. This brings an even more varied and dynamic element to the campaign.

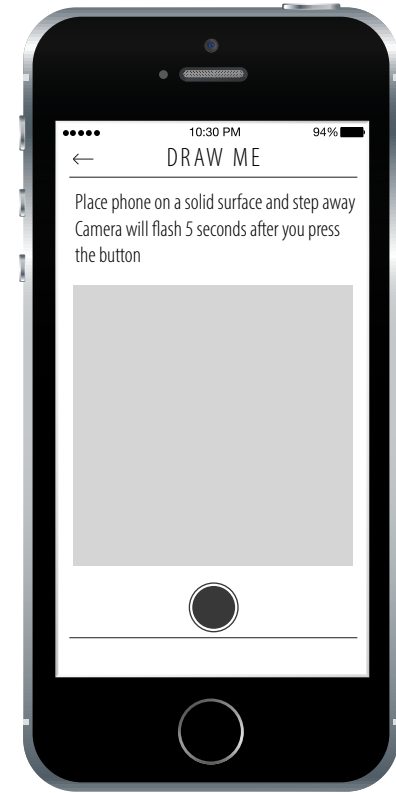
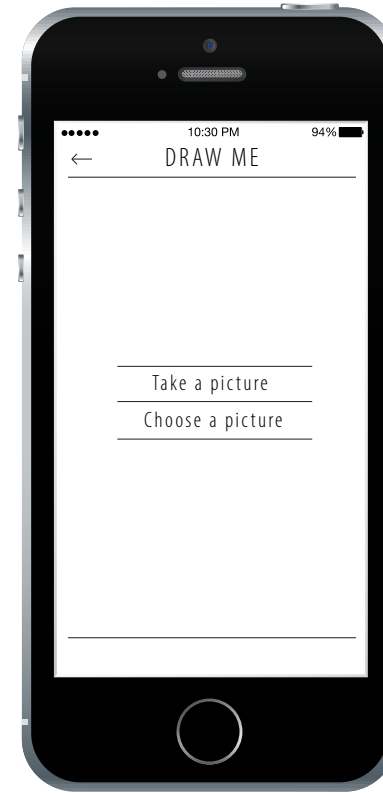
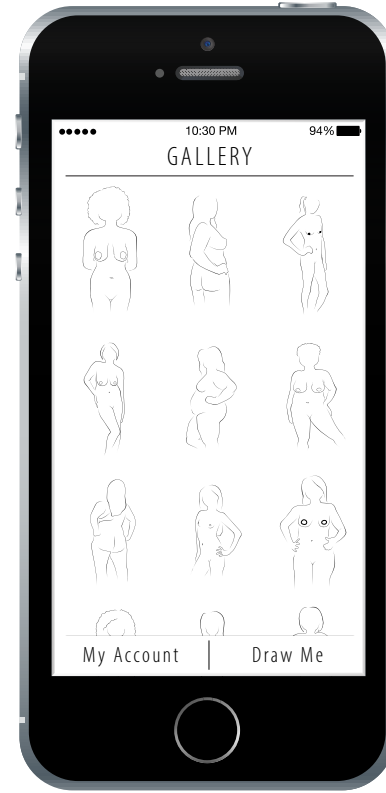
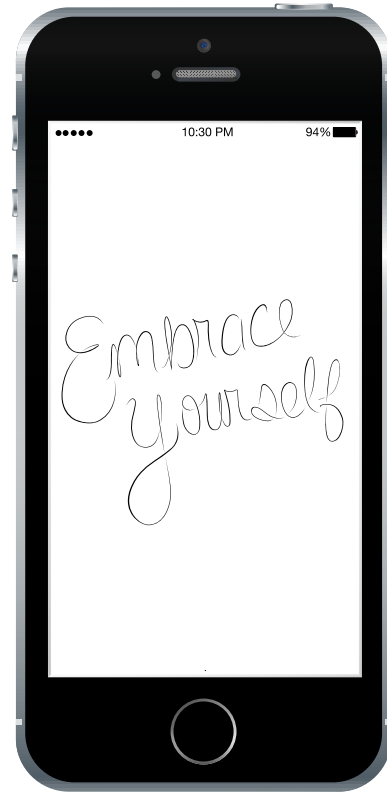


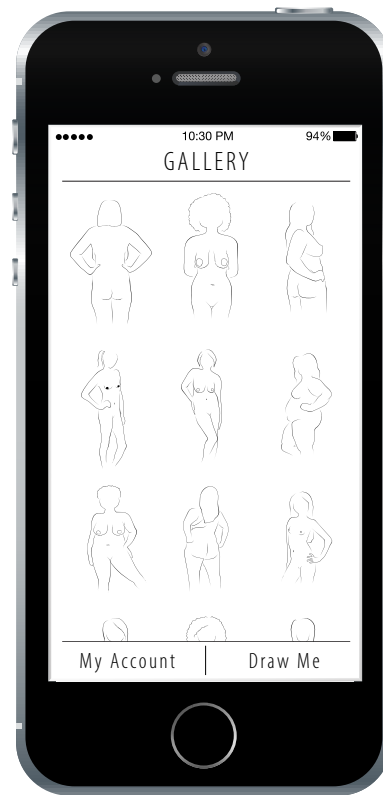
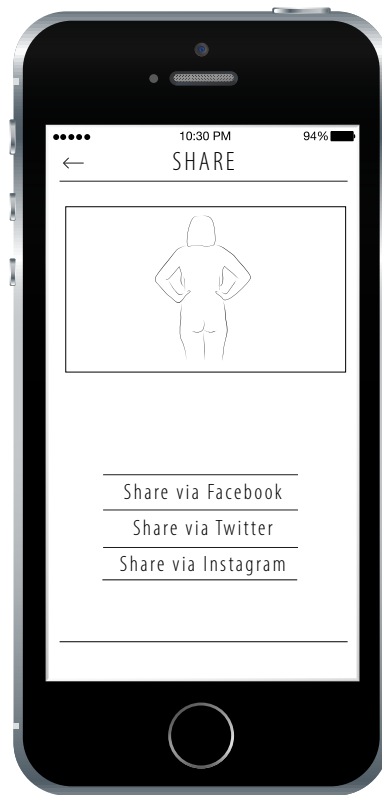
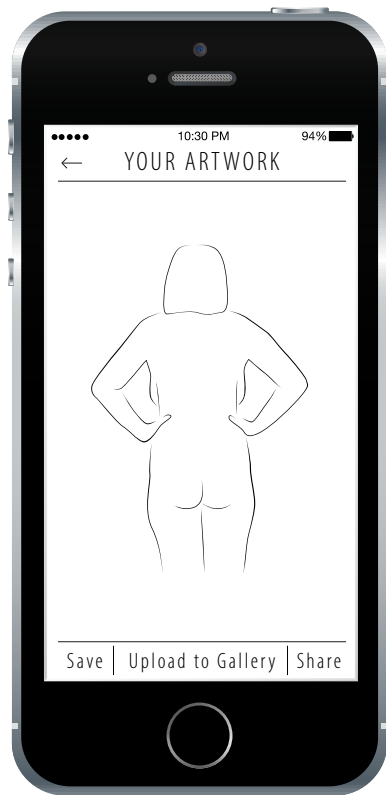
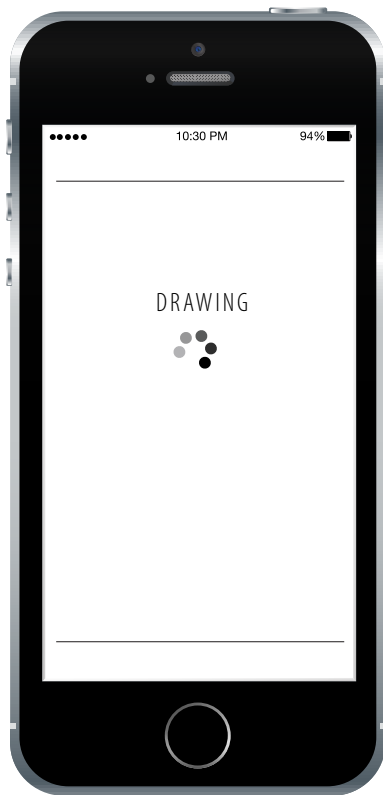
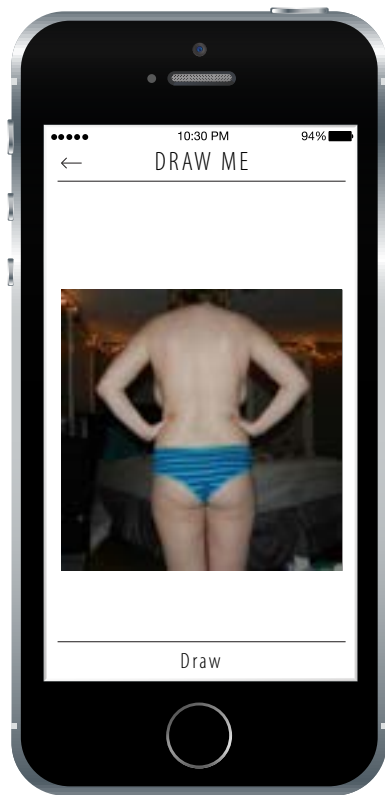


APP

CONCEPT

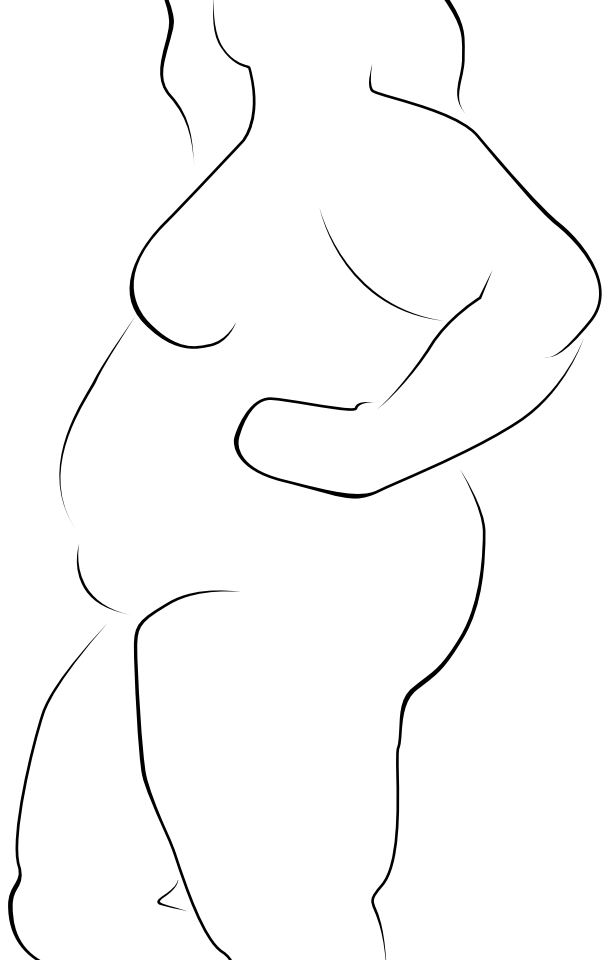
Embrace Yourself has also launched an app for mobile phones. On this app, users can take or upload a picture of their bodies and the app will generate a drawing of the picture. These drawings are done in the same style as the illustrated figures of the campaign. In this way, users become a part of the campaign and are able to appreciate their own bodies as a beautiful work of fine art. This drawing can then be saved, shared to Facebook, Twitter, or Instagram from the app, and uploaded to the app's gallery page. All drawings generated and uploaded from the app appear on the gallery page for all users to see. It is updated and refreshed every time a user adds a new drawing to the gallery.





DESIGN

The *Embrace Yourself* app features a minimalist design and a black and white color palette in order to maintain the style used across the rest of the campaign. The typeface used for the app is Myriad Pro Light, chosen for its simple and delicate appearance that corresponds to the elegance of the campaign. It is in the gallery that the app adds to the campaign's goal of displaying large varieties of body types side by side. The gallery page continually incorporates new figures into the campaign, allowing *Embrace Yourself* to progress indefinitely.



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Graphic Design 2
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