

PORTFOLIO

Maanya Bhargava

PROJECT 1

INSECURE INTRIGUES GAME



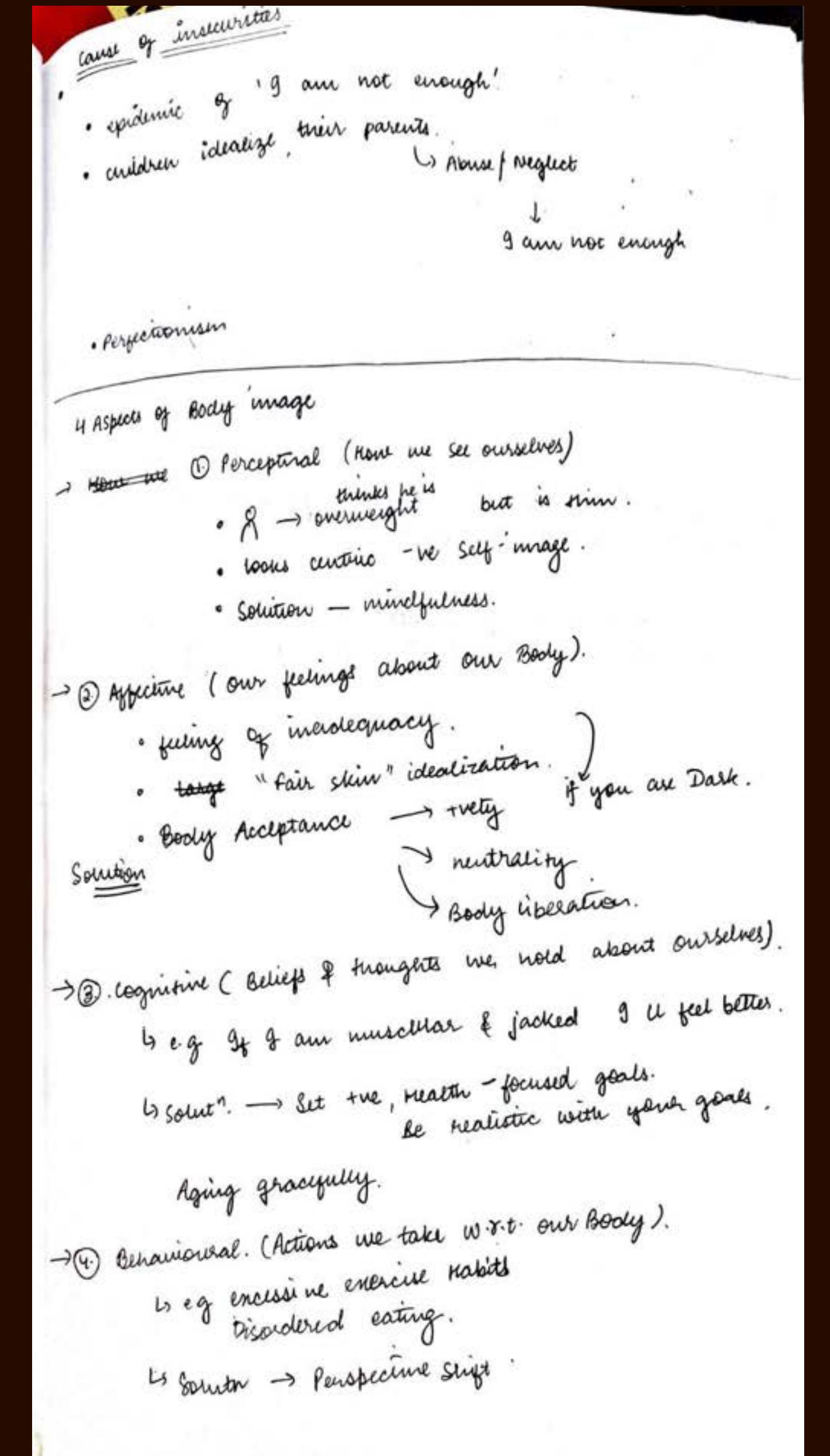
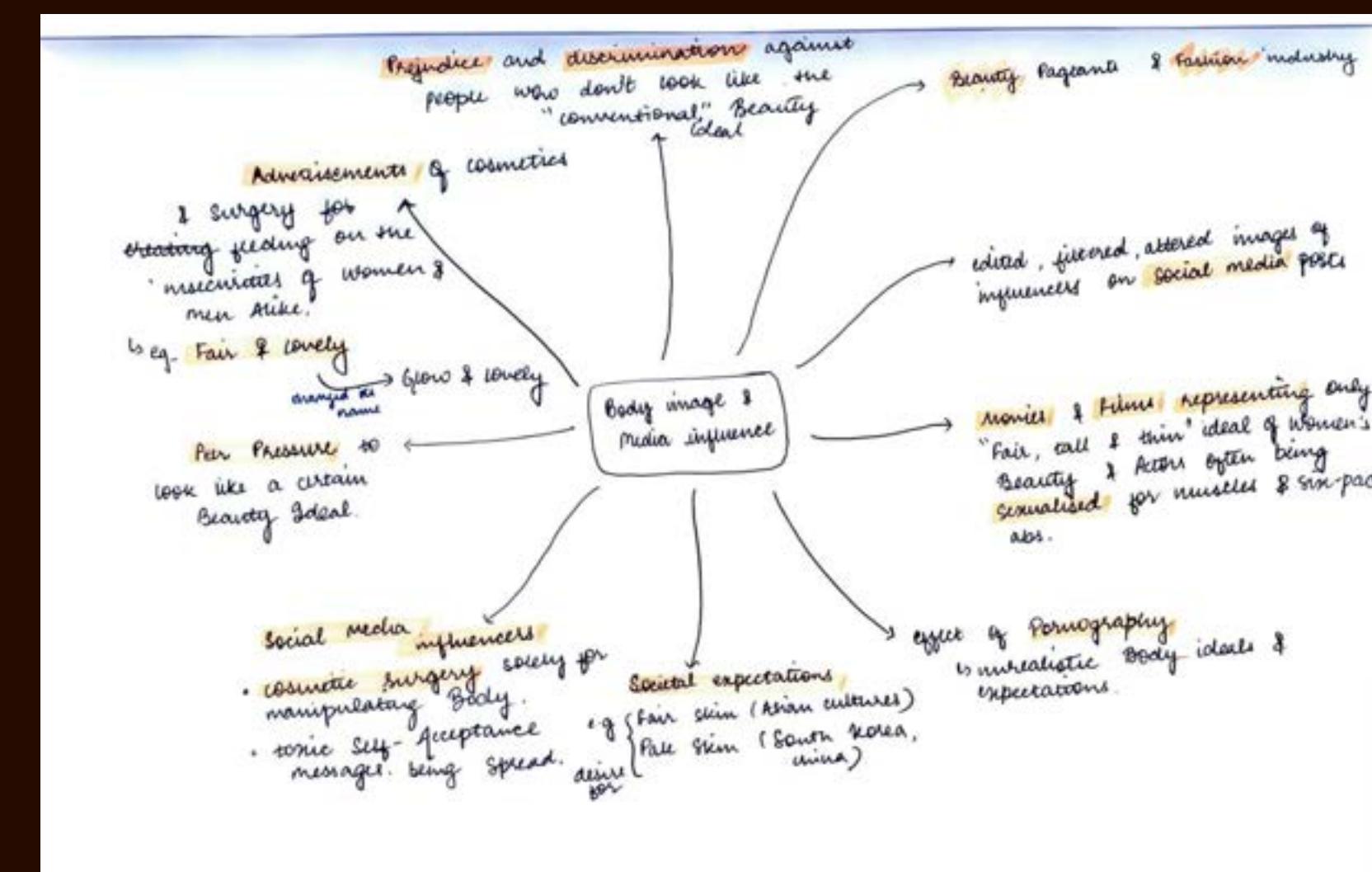
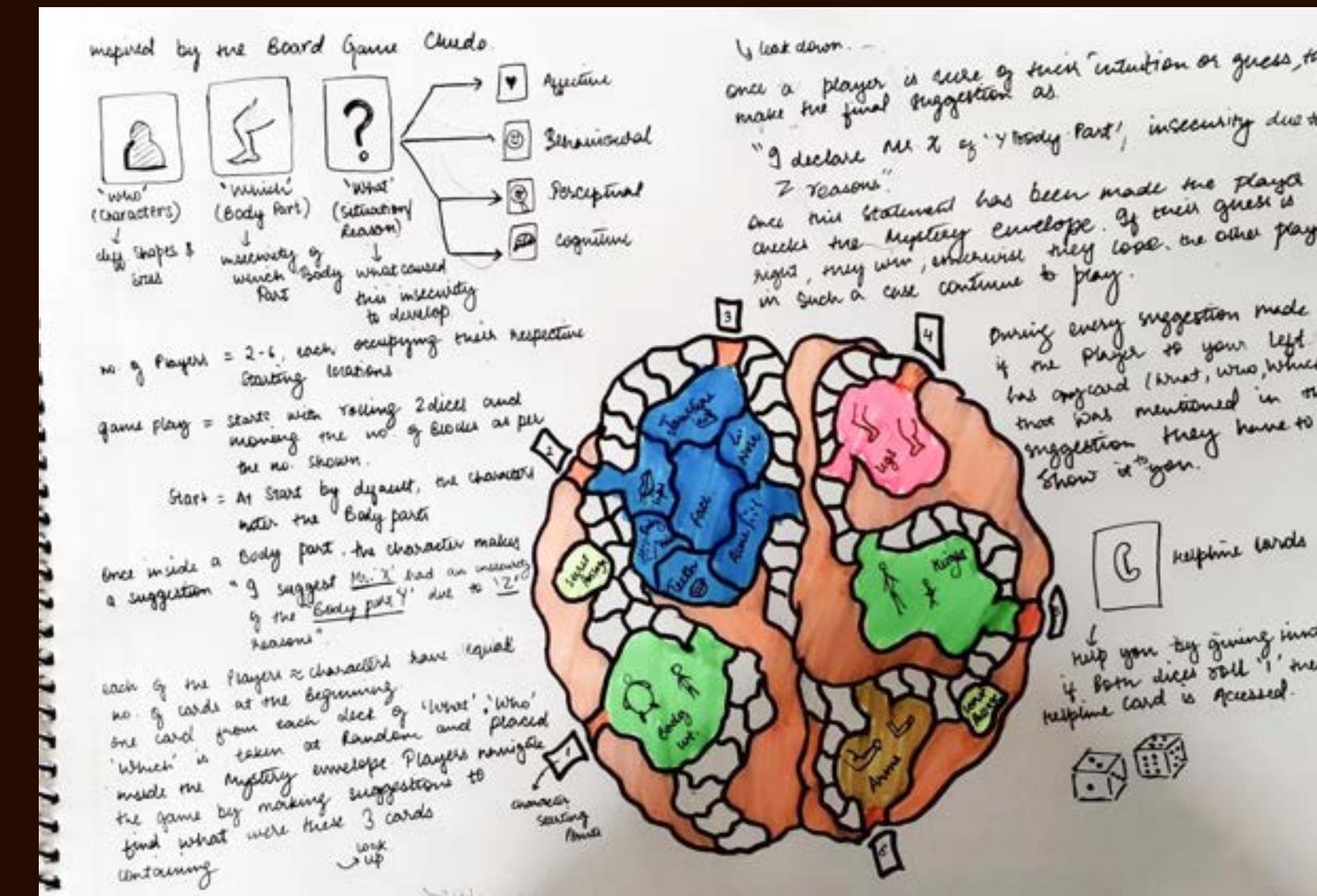
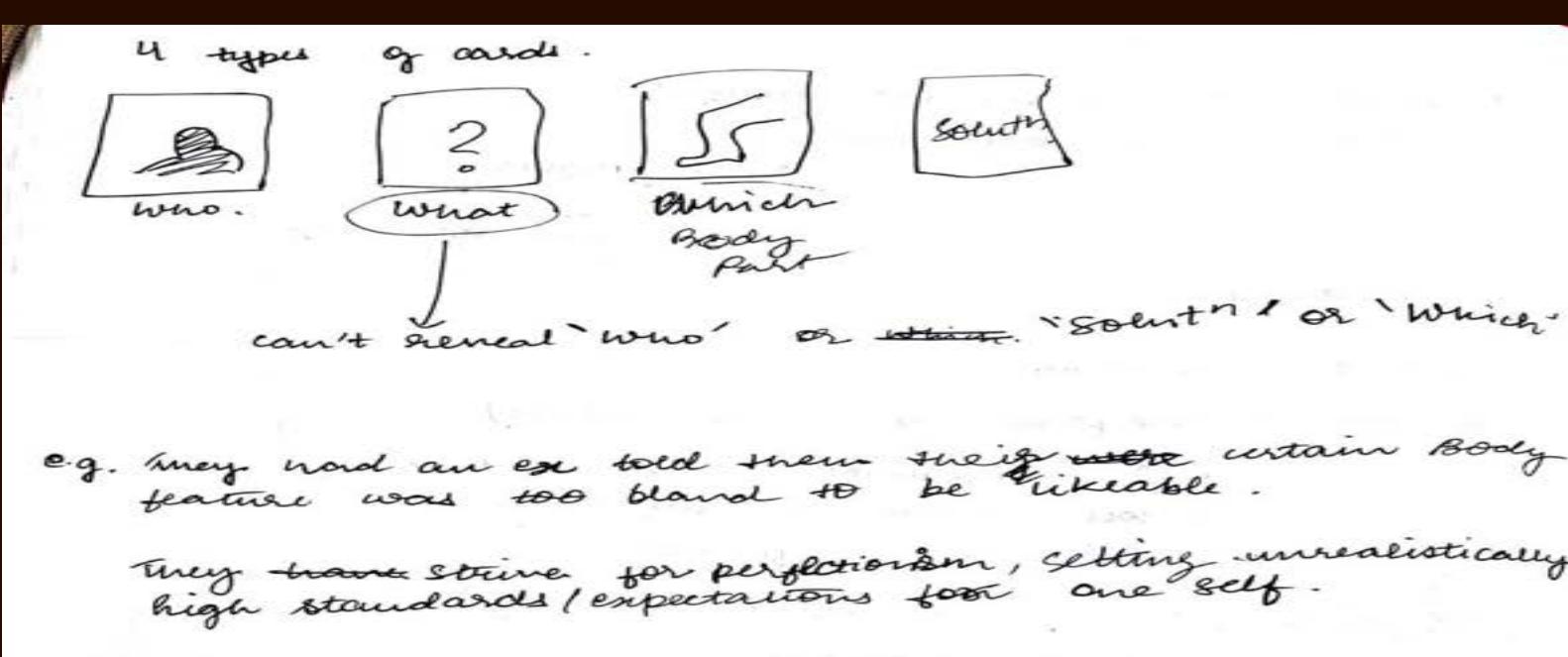
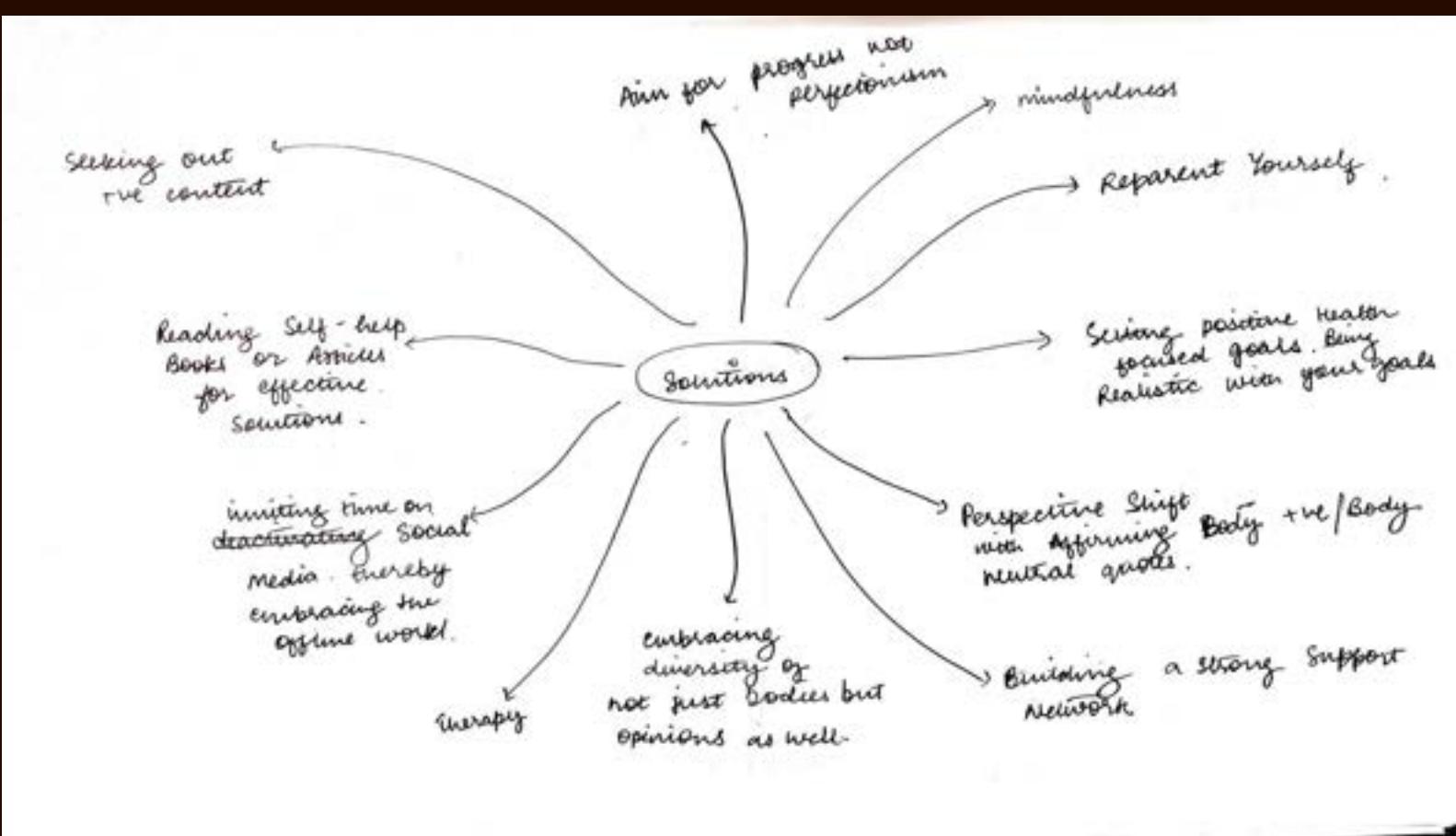
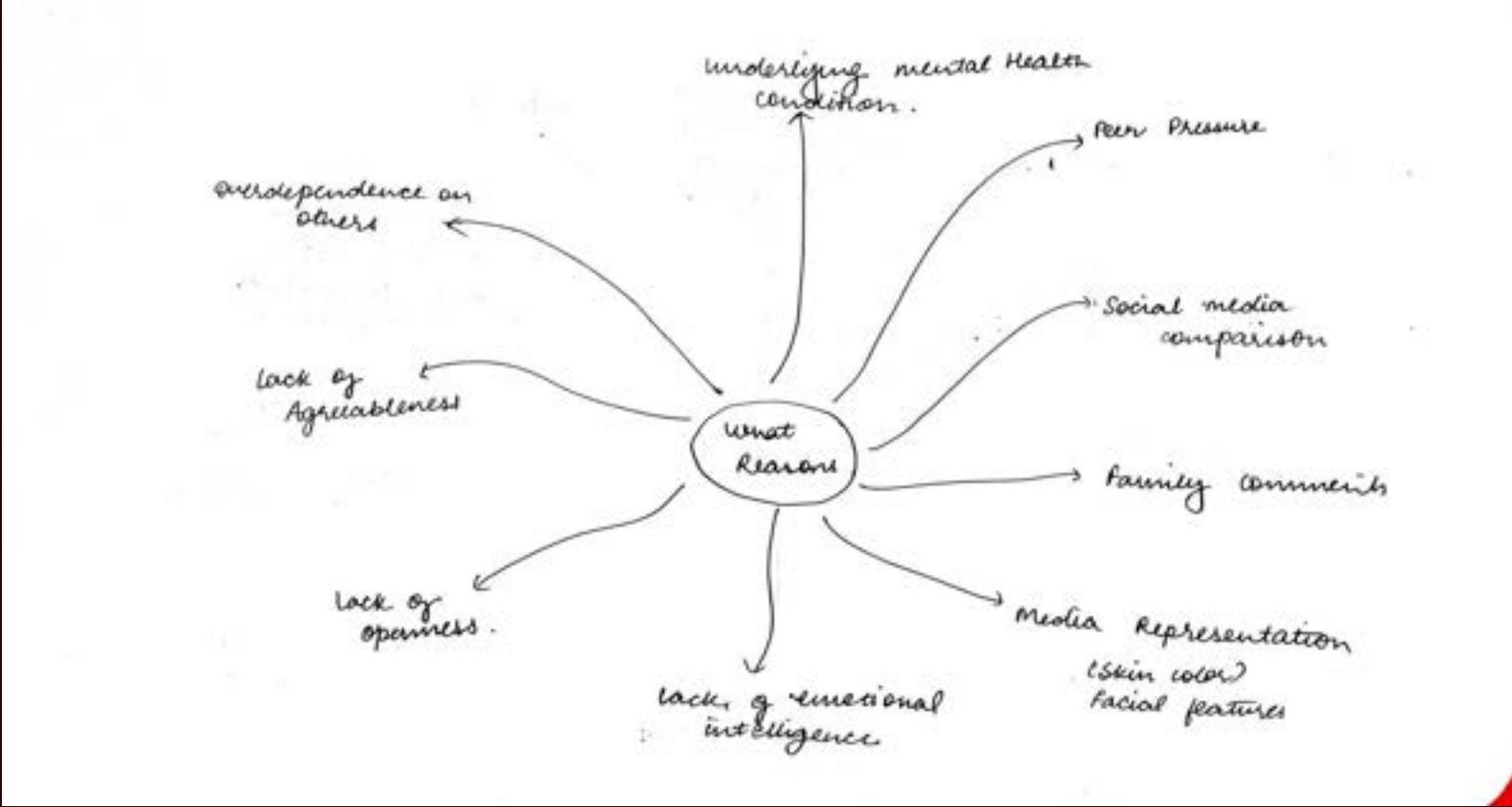
PAWNS

There are four types of cards - WHO, WHAT, WHICH, & SOLUTION cards. The game revolves around the players who are also the characters navigating through the game, guessing '**WHO**' had an insecurity of '**WHICH**' body part due to '**WHAT**' reason. Along with guessing the above three guesses, the player also has to guess the '**SOLUTION**' to eradicate the given insecurity of the person.



CARDS

IDEATION



ITERATIONS

Body Image issues are faced by people irrespective of their age, gender, religion, nationality, race or ethnicity. Each one of us has insecurities about our body. When these very same insecurities are internalized, to a point where it affects our optimal functioning in our day-to-day life, that's when it turns into a psychological disorder like bulimia or anorexia. These are the various iterations/mediums to spread awareness about mental health issues arising from insecurities and negative self-perception. "Body Neutrality" i.e. loving our body for what it does for us, is the key concept here.

APP - cognitive dissonance

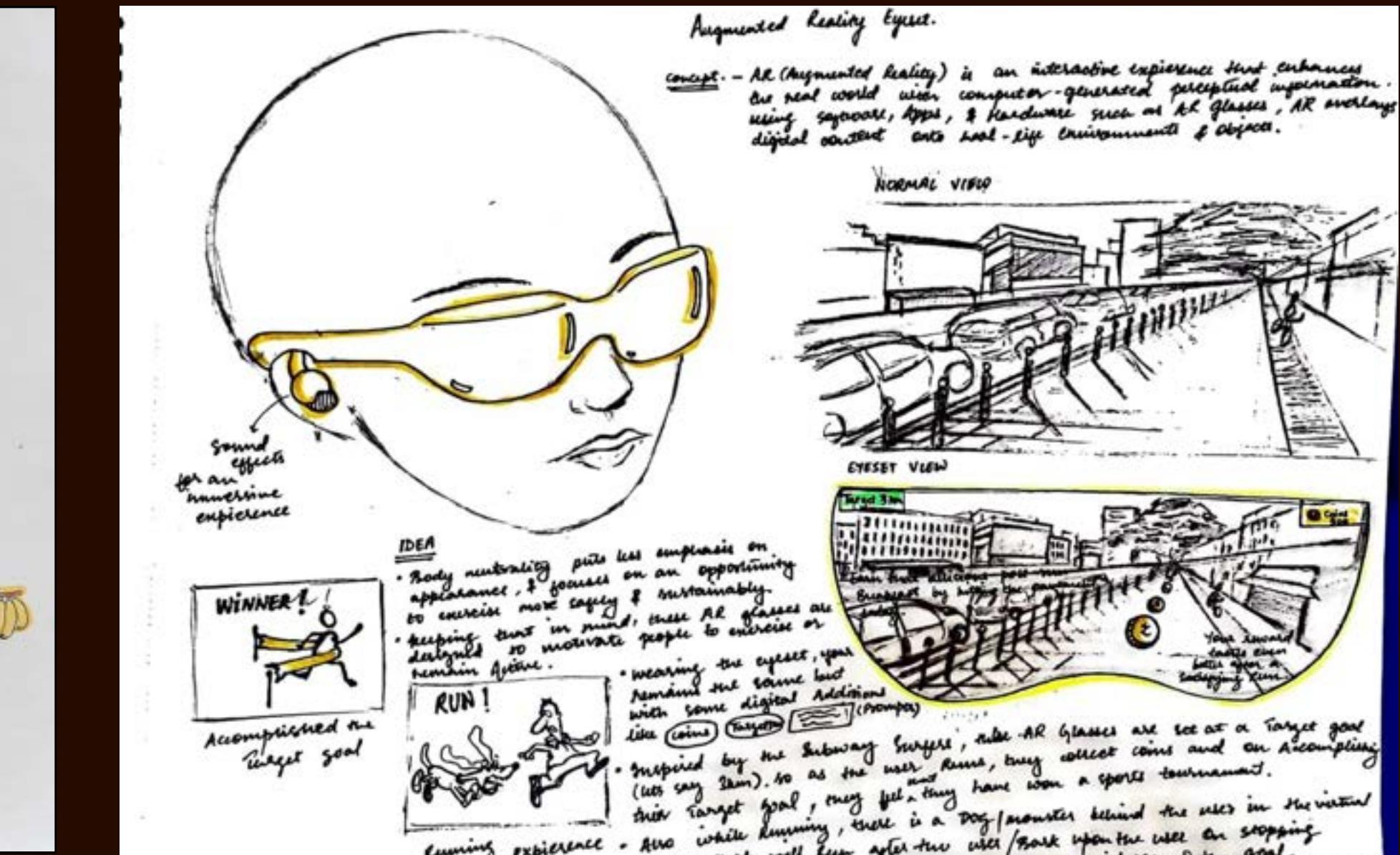
AIM of this APP:
Most people are unaware about the root cause of their distress therefore by answering these prompts thoughtfully can make them self-aware about their own self and also take doable action towards creating consistency between their beliefs.

This App idea is based on the concept of Cognitive Dissonance, which is the mental discomfort that results from holding 2 conflicting beliefs, values or attitudes.
e.g. cognition 1 - Exercise is good for health. cognition 2 - I don't exercise.

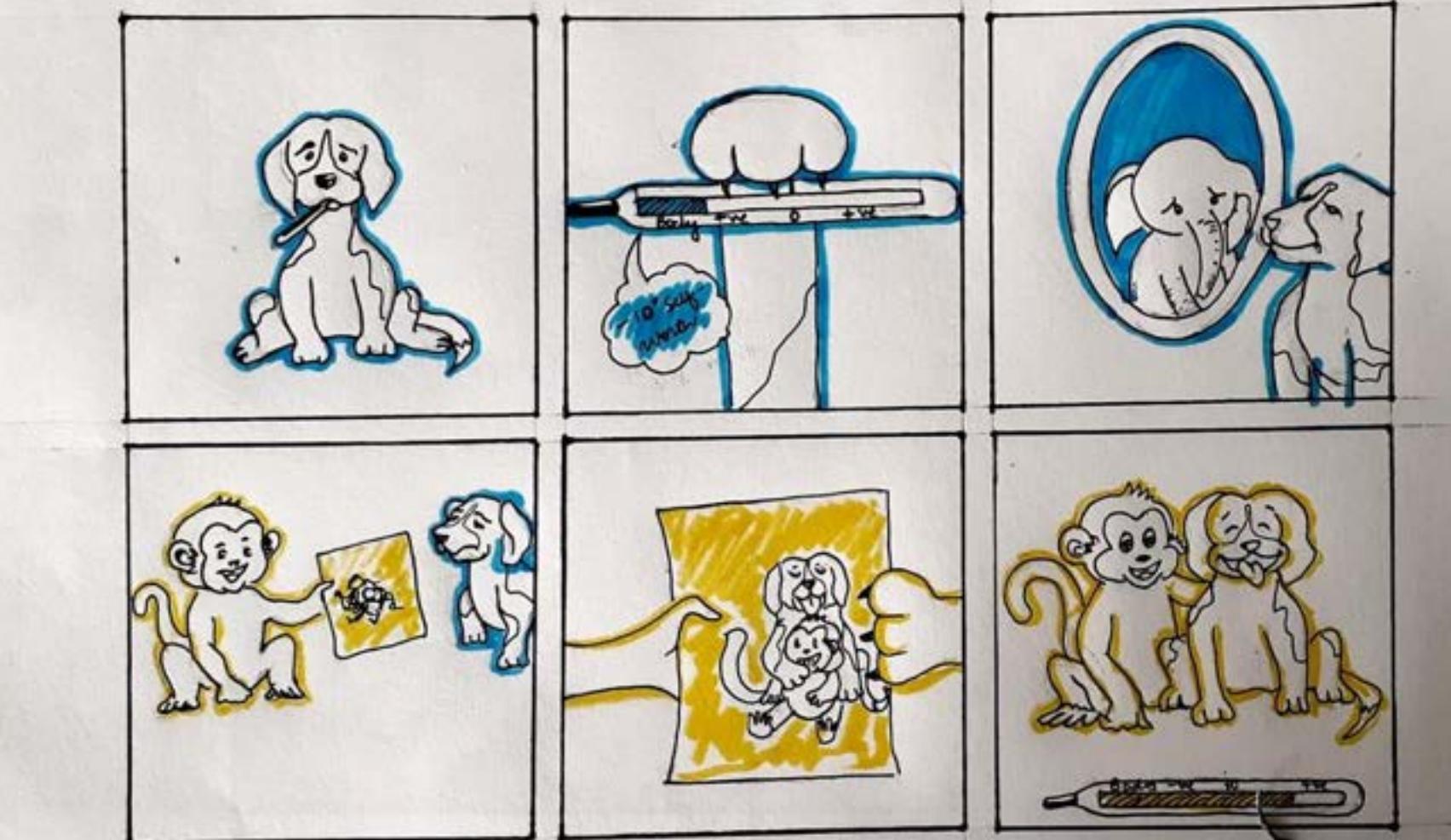
Now can we apply this to Body Positivity?
This App is designed to ask its user a min 3-5 prompt daily relating to their Beliefs, Values, & Attitudes.

At the end of a week the score would be displayed for cognitive consonance (consistency) with a box filled with relevant solutions to change their cognitive dissonance to consonance for a healthy self esteem.

e.g. ① My Body is lovable.
② My Body works so much to keep me going
If answers are filled in one Yes and No, then dissonance is occurred the App provides solutions to rectify this.

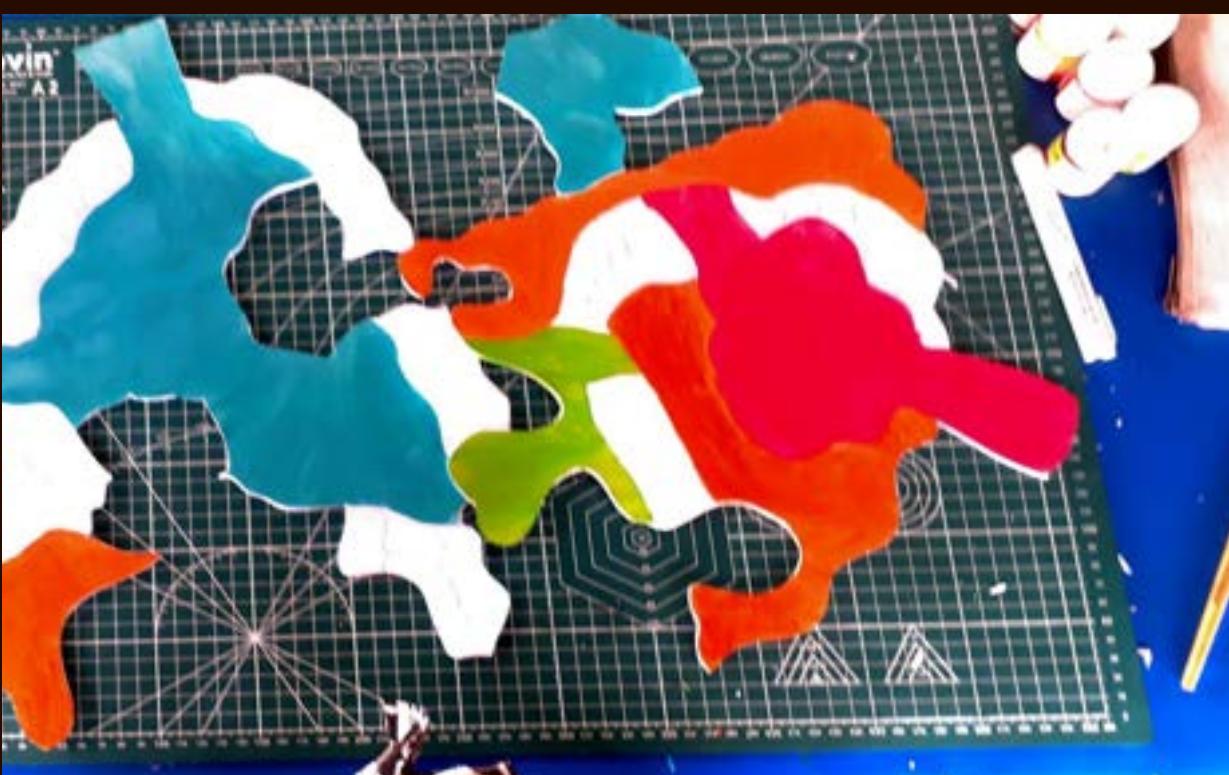
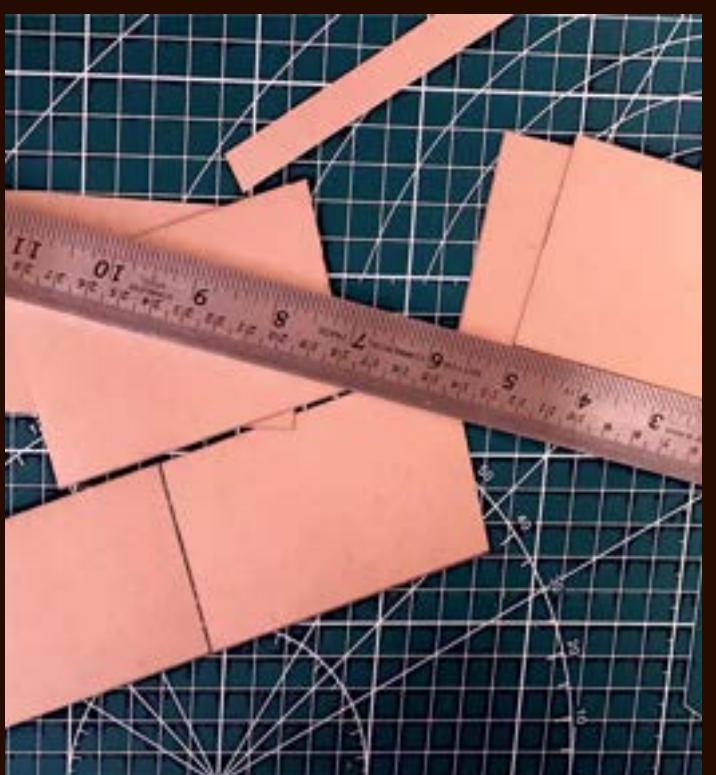


COMIC STRIP



PROCESS

This game has been designed for people to think critically about what are the reasons that initiate any type of insecurity to develop and what can be the solution to increasing self-esteem and leading a genuinely fulfilled and happy life with contentment. This game has been used as a method to spread awareness about body image issues.



PROJECT 2

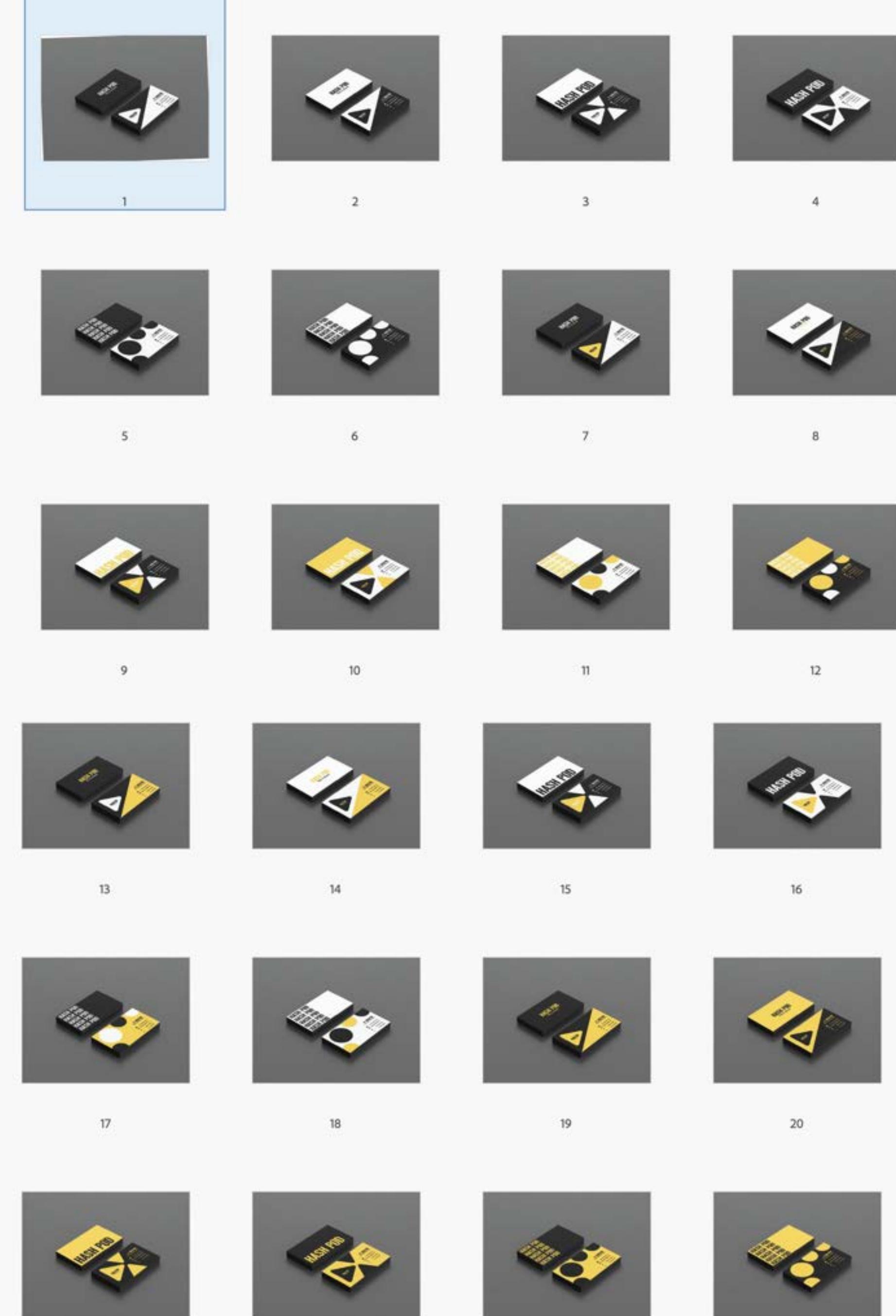
LOGO & BRAND GUIDELINES



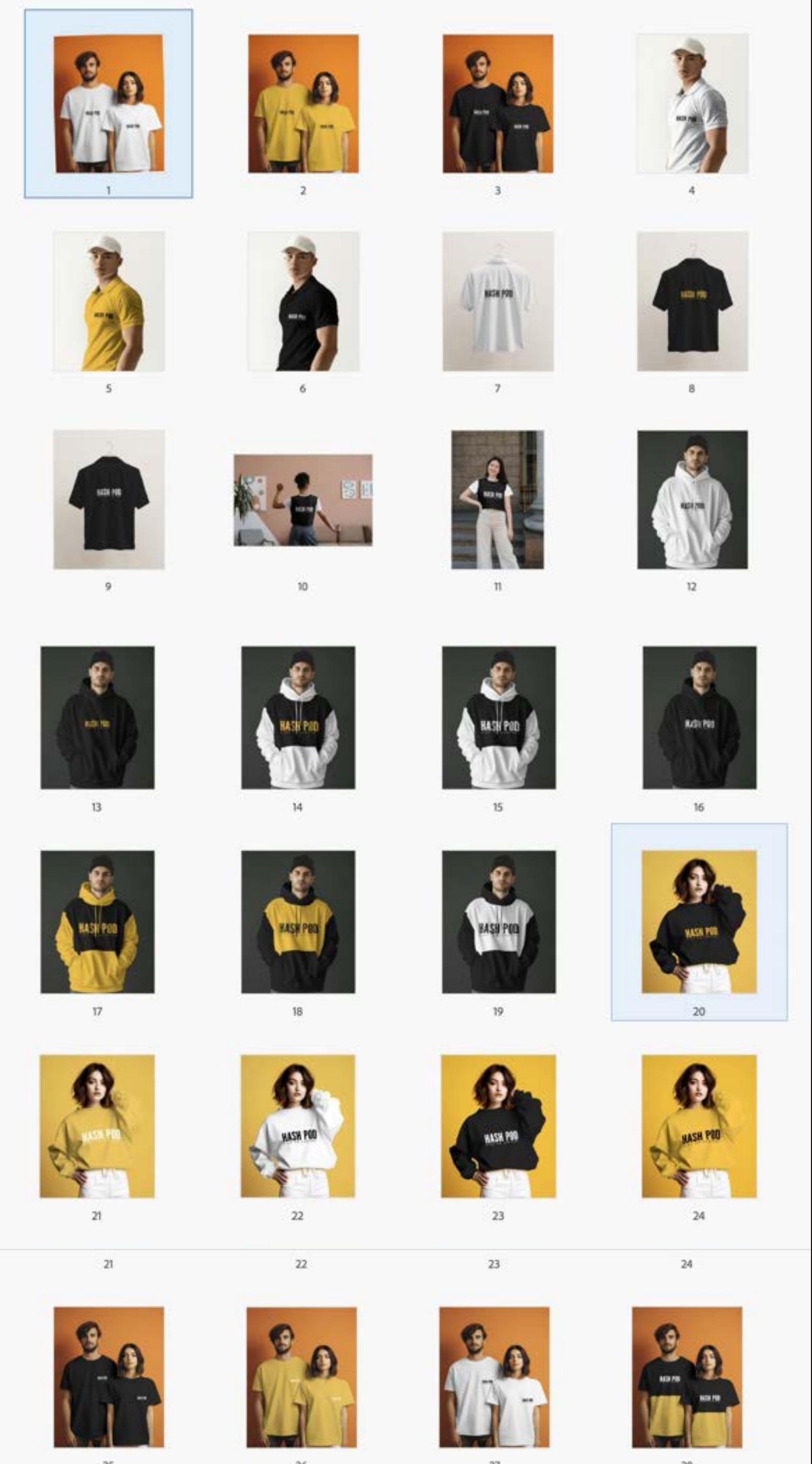
The grid contains 31 numbered pages, each representing a different aspect of the brand guidelines:

- 1. BRAND GUIDELINES ►
- 2. INDEX
- 3. BRAND PURPOSE
- 4. BRAND VISION
- 5. BRAND VALUES
- 6. BRAND AUDIENCE
- 7. BRAND POSITIONING
- 8. BRAND PERSONA
- 9. BRAND VOICE
- 10. BRAND TAGLINE
- 11. HASH POD
- 12. LOGO STRATEGY ►
- 13. PRIMARY LOGO
- 14. SECONDARY LOGO
- 15. LOGO CONSTRUCTION
- 16. LOGO SAFE AREA
- 17. LOGO SIZES
- 18. LOGO COLORS
- 19. LOGO PLACEMENT
- 20. LOGO DON'TS
- 21. BRAND COLOURS ►
- 22. PRIMARY COLOURS
- 23. SECONDARY COLOURS
- 24. COLOR BALANCE
- 25. BRAND TYPOGRAPHY ►
- 26. PRIMARY TYPEFACE
- 27. SECONDARY TYPEFACE
- 28. ABC
- 29. ABC
- 30. FONT SPACING
- 31. TYPEFACE DON'TS

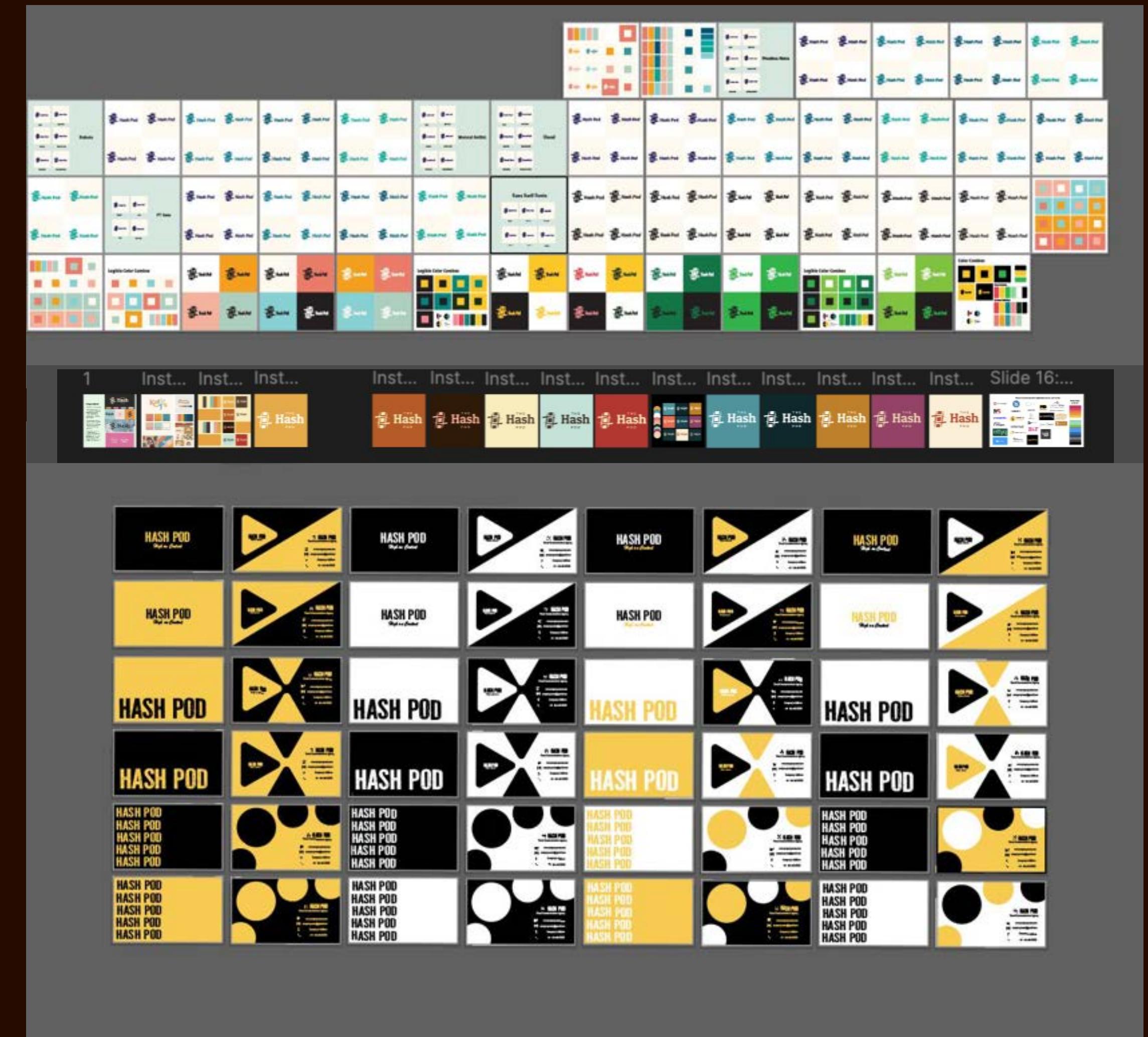
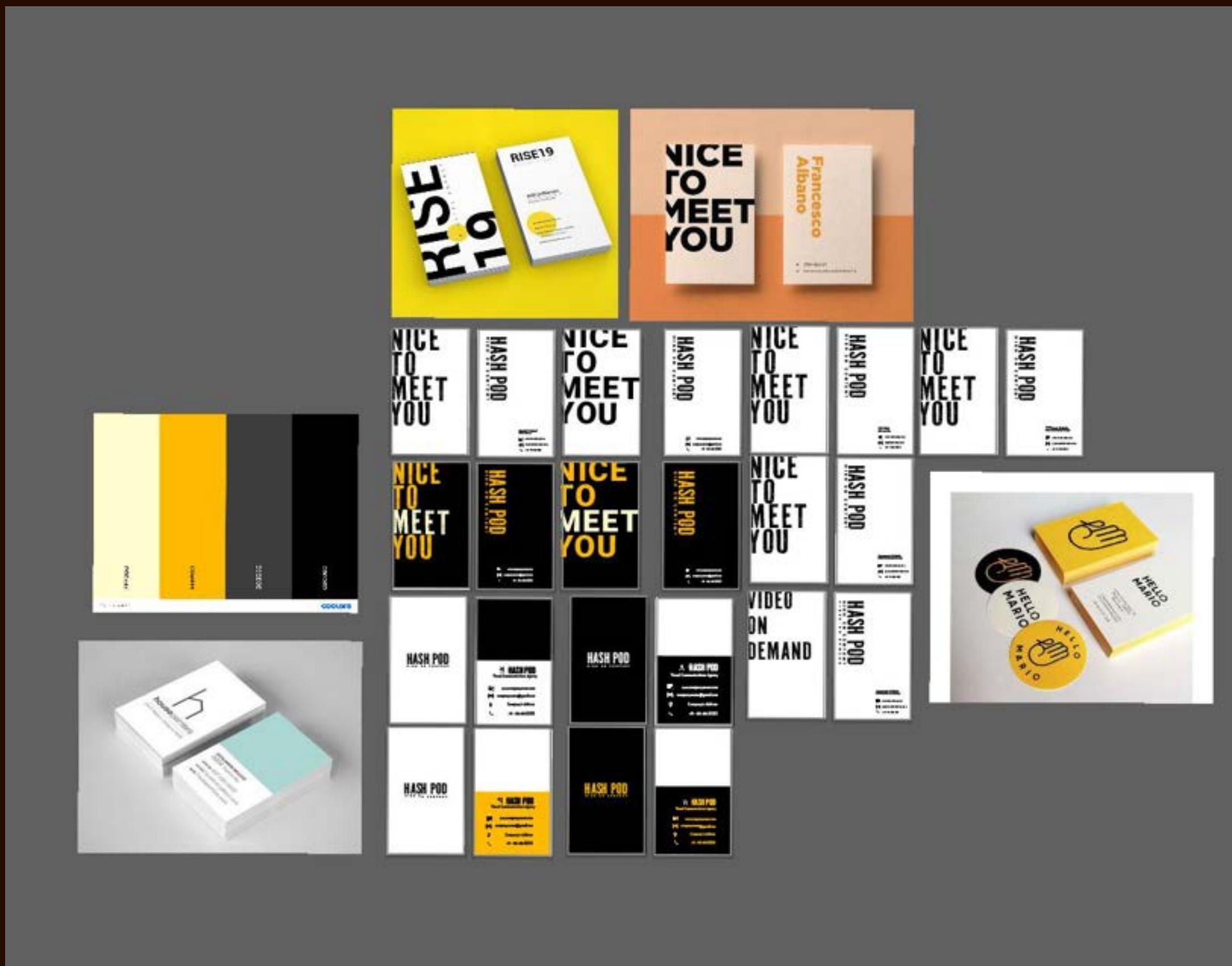
BCD MOCKUPS



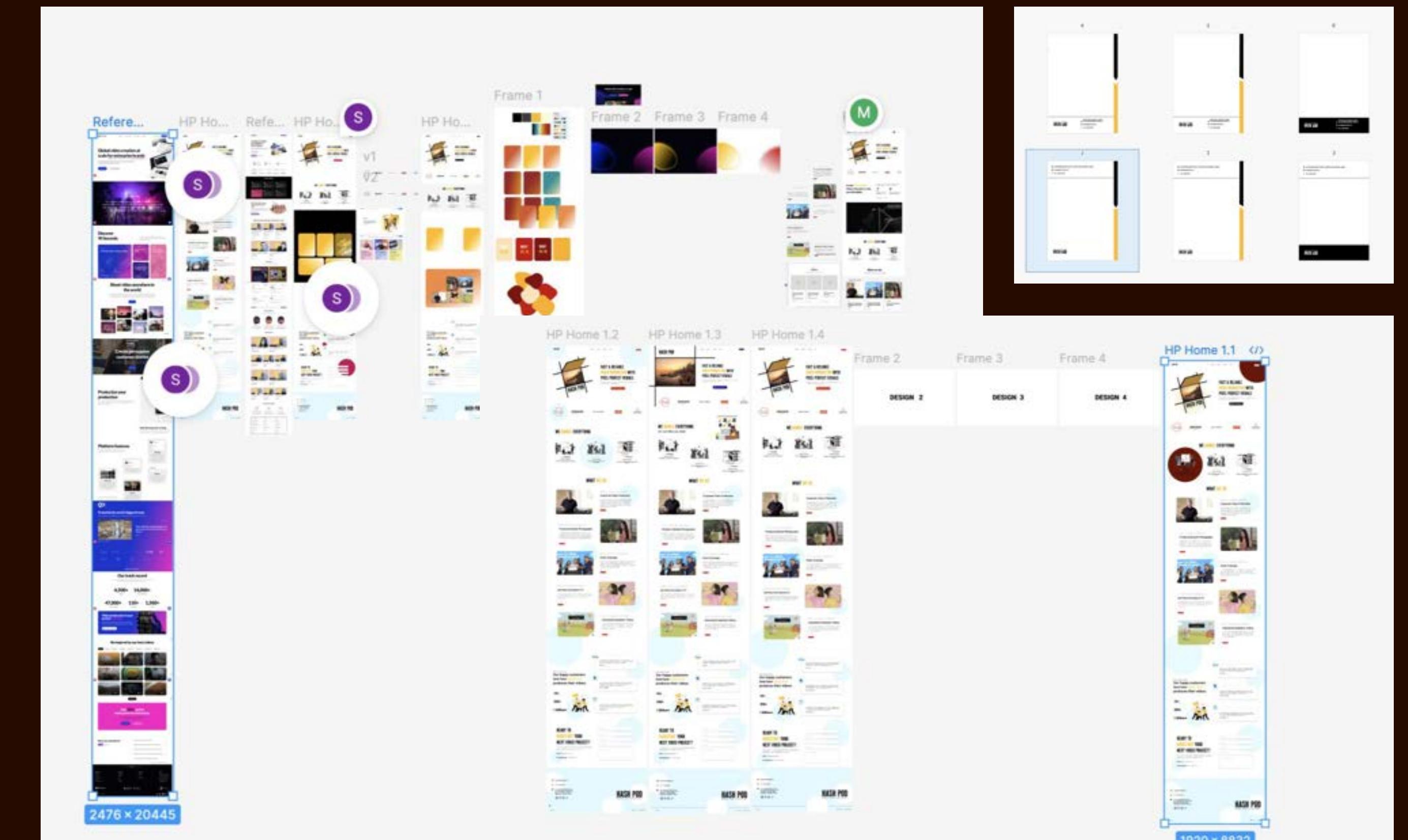
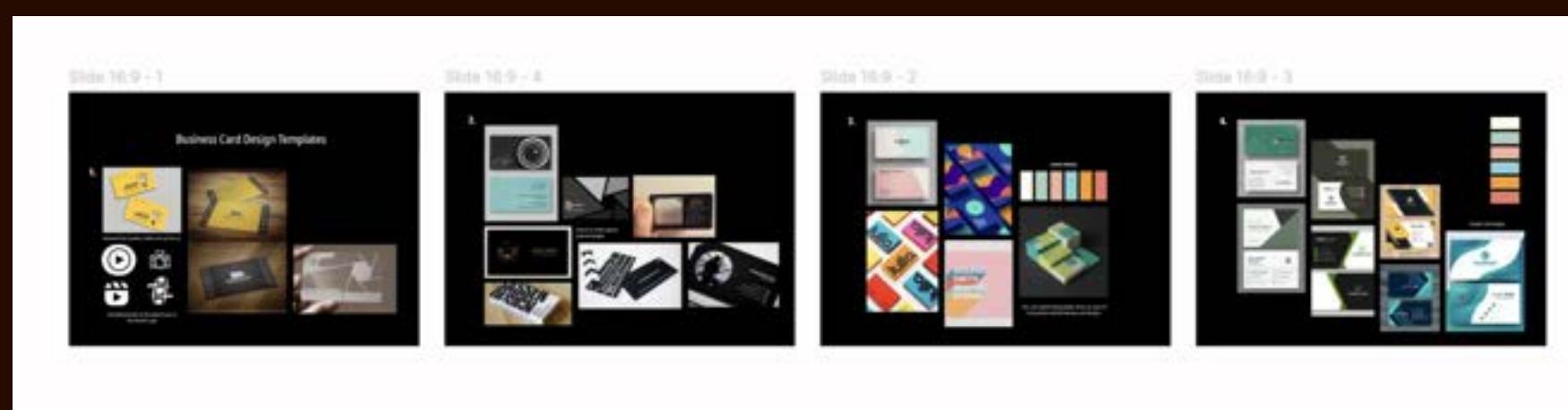
T-SHIRT MOCKUPS



PROCESS



PROCESS



THANK YOU