

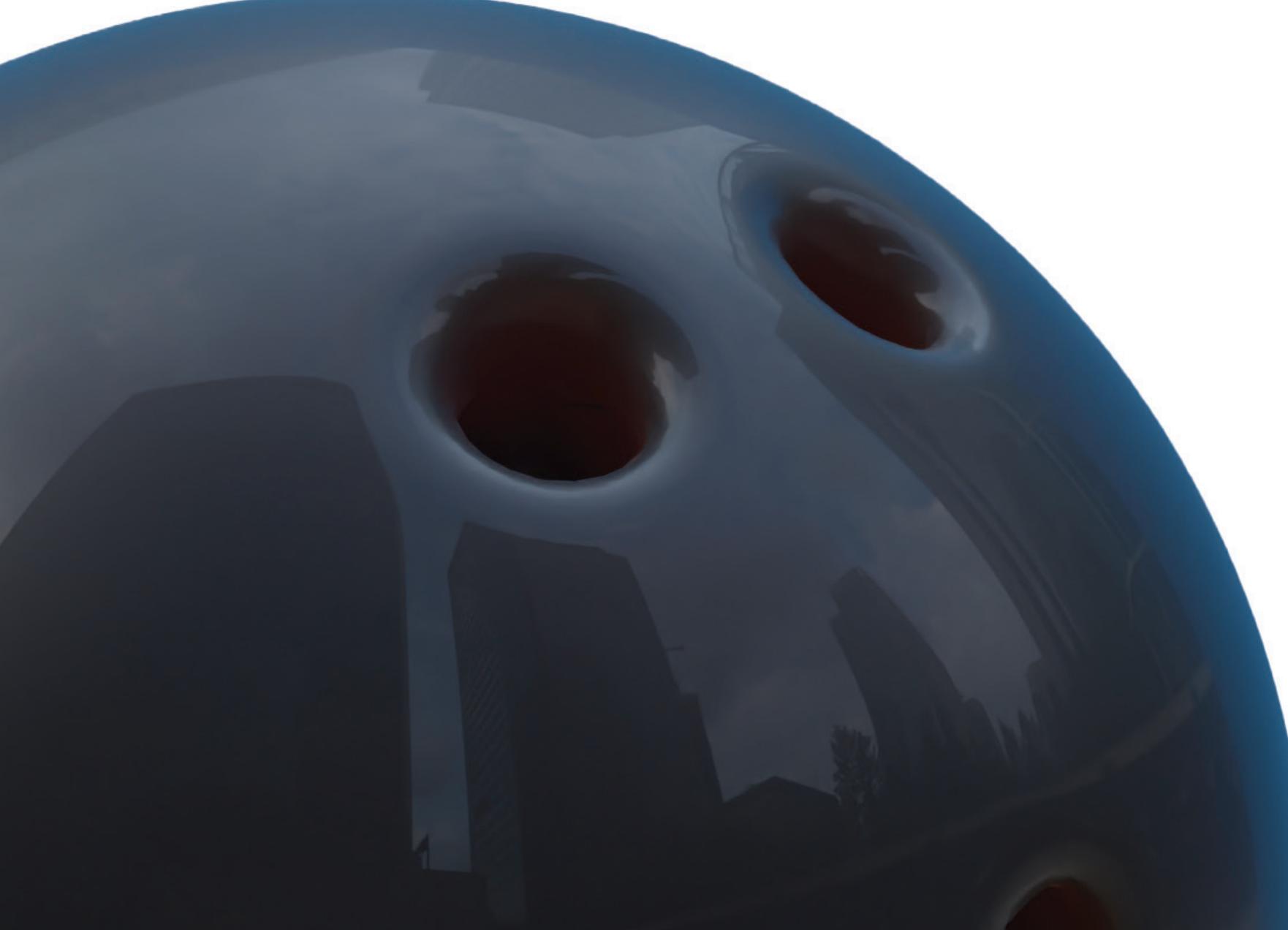
#TALK ABOUT IT

FEE
SAD
FEEL LIKE
LOOKING THROUGH
FOGGY GLASS
FEEL MAD
BRAIN IS FULL
ALONE
THOUGHTS ARE RACING
HAPPY
OT MYSELF
DAY I FEEL
STEP BEHIND
DAY I FEEL
DUSTRATING
VERWHELMING
ANT TO GET
HIN

TOD
I'M
THROUGH
TODAY I
FEEL LIKE
OF STATIC
TODAY I FEEL
RACING
TODAY I FEEL
TODAY I FEEL
BEHIND
DAY I FEEL
CARE
S A
LOVED
HING IS
EVERY
TA

#TALKABOUTIT

A little book making a big deal
about mental health.



This book was designed by Calum Boone
for Prof. Margarita Barrios Ponce
GD2 | Spring 2022 | Northeastern University

ABOUT THE CAMPAIGN

Cause _____ 6

Audience _____ 8

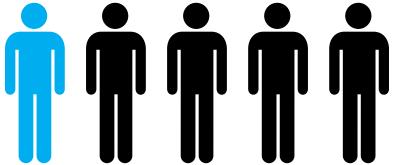
Name _____ 9

Rollout _____ 10

Call to Action _____ 11

CAUSE

1 IN 5



ADULTS HAVE A DIAGNOSABLE
MENTAL ILLNESS...

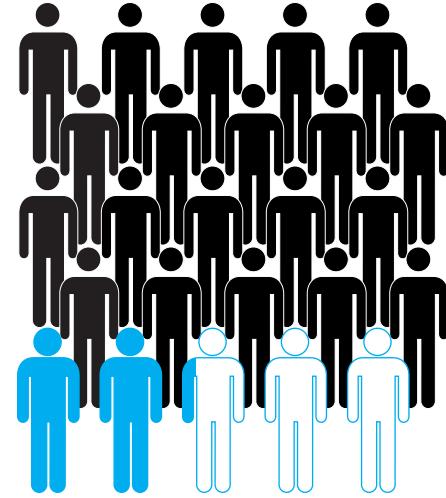
This campaign focuses on bringing awareness to how poor mental health can affect everyone and how mental illness can affect each person differently. A lot of people suffer from mental health issues that can make life a living hell, especially with the Covid-19 pandemic. Our understanding of mental illness and its underlying causes has grown exponentially in the past 20 years, but there's still a lot of misinformation or lack of information that's

preventing people from getting the help they need. So many people feel alone in their struggle until they find psychiatric care, support groups, or other communities of like-minded individuals to help deepen their understanding of themselves. This campaign serves to bring to light the various ways in which mental illness can affect your mental health and encourage people to #talkaboutit.

... AND ONLY

44%

OF THEM RECEIVE THE HELP
THEY NEED.



TLDR; Life is hard. Mental health issues are more pervasive than ever, and it's not being talked about enough.

My audience is Gen-Z and Millennials living in urban areas; while this campaign can theoretically target anyone looking to learn more, the colors and shapes lend themselves to a primarily internet-based lifestyle. The campaign content directs people to a website, which is something that younger generations will have a better feel for, but anyone can understand the name "talk about it", so the campaign still has a wide-reaching ability.



MENTAL HEALTH? LET'S #TALKABOUTIT

I chose the campaign name "#talkaboutit" because it's commanding, yet encouraging with the connotation. I wanted to remind the viewer that there is an end goal to the piece, and when it comes to names, the simpler the better. Word of mouth travels fast, and with how viral social media has become, you can now share your thoughts to 500 followers instead of 5. What better way to spread a message than word of mouth? It contains a subtle reference to the colloquialism "tell me about it" as well, which adds a feeling of relatability and humanism that needs to be communicated in the messaging.

1 | DEFINE THE PROBLEM

When approaching this campaign, I really wanted to get into one of the major choke points in the struggle with mental health: identifying mental illness symptoms in yourself and others. One of the biggest inhibitors to people not receiving treatment is a lack of understanding that there could be an underlying problem. After all, everyone has bad days, right? Mental illness is something we as a society are just starting to understand, and it's time people finally started to care for their mental health like physical health.

2 | FIND THE FIRST STEP

So what's the best way to combat this? Exposure. The exposure side of this campaign will focus on large, sculptural elements that exacerbate the scale of mental health symptoms that really evoke a feeling of scale with just how much mental illness can affect you day to day. The other aspect of the exposure piece is the poster series, which uses bright, eye-catching colors to make sure it stands out among all the other visual media we're exposed to.

3 | TAKE ACTION

The final component of this campaign is a website designed to provide interested viewers with resources to learn more about mental illnesses and support services near them to get help. Everyone can benefit from learning about mental illness, so this campaign will encourage action on reaching out and getting help from a mental health professional.



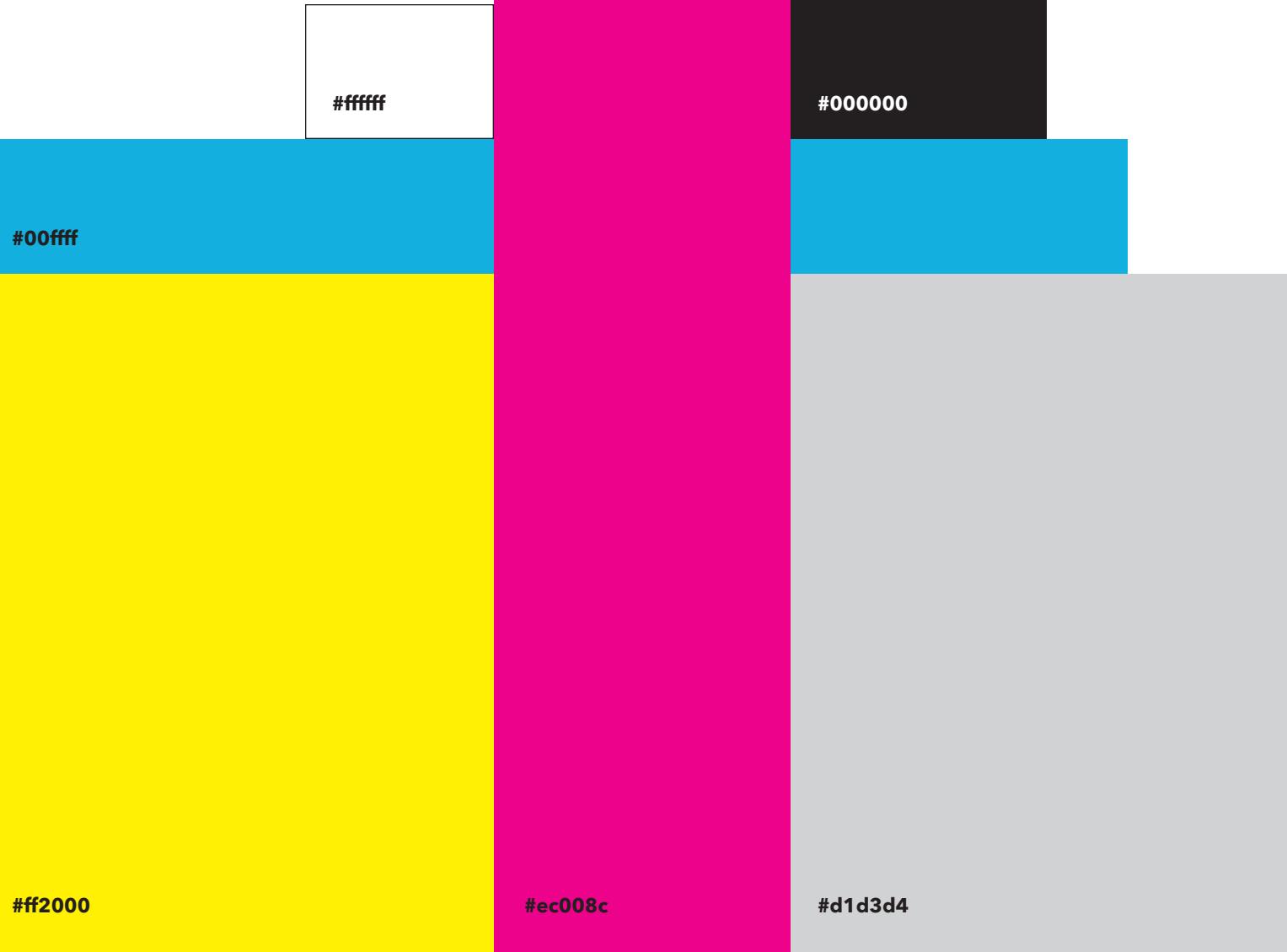
BRAND ELEMENTS

Palette ————— 14

Logo ————— 16

Typefaces ————— 17

PALETTE



These colors were selected because they were bright, playful, and bold. A negative stigma around mental health prevents people from talking about it, so the colors are designed to provide an alternate messaging about the cause.

I wanted the campaign to visually permeate the viewer's vision almost instantly, and this bright CMYK-based color palette should allow for incredibly vivid items that are hard to miss.

#TALKABOUTIT

#TALKABOUTIT

The logo is a simple typographic logo, which is designed to provide as little distraction from the message as possible. The bold lettering provides a clear, simple instruction to talk about your mental health, and by adding the hashtag, encourages viewers to share it online for more exposure. The logo can be rendered in either black or white.

BOURTON HAND

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 @ # \$ % &

FUTURA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 @ # \$ % &

Avenir Next

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 @ # \$ % &

Bourton Hand is used in most of the display & sign work for the campaign. It was selected because it was both strong and uncut. It's not perfect, and it's not trying to be. It has all the color and warmth of a hand-lettered title with the structure and support of a standard sans-serif.

Futura is used as the primary title typeface throughout the campaign & the website, as well as for the typographic logo. It's bold, yet composed, and makes for very visually compelling headlines and titles.

Avenir Next is used for the body of text throughout this campaign book, as well as on any signage for the sculptures. This typeface was selected due to its calming, modern feel as well as its legibility.



THE CAMPAIGN

Posters ————— 21

Sculptures ————— 24

Screen ————— 32



MENTAL HEALTH ISSUES
CAN MAKE THEM FEEL
PRETTY UNCOMFORTABLE
TO DEAL WITH.

#TALKABOUTIT
talkaboutit.com

The following is a series of posters that promote awareness while affecting the message to better relate to a symptom you can have with mental illness. These posters are meant to force the viewer to confront the uncomfortable, and sometimes, obstructing design and reflect on how it makes them feel. The posters contain a link that will direct viewers to the website with mental health resources and support. I chose to use bold, yet fun and energetic colors and typefaces to instill some positive energy into the message, but also to make them more pervasive in the average passerby's vision.



MENTAL HEALTH
ISSUES CAN FEEL
CRUSHING.

#TALKABOUTIT
(talkaboutit.com)

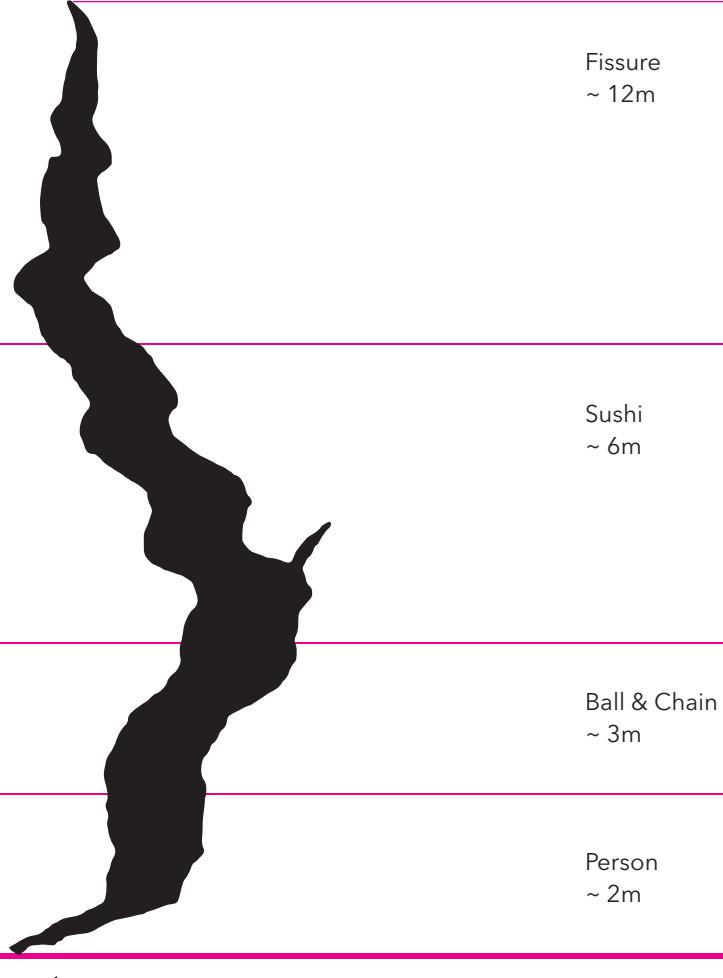
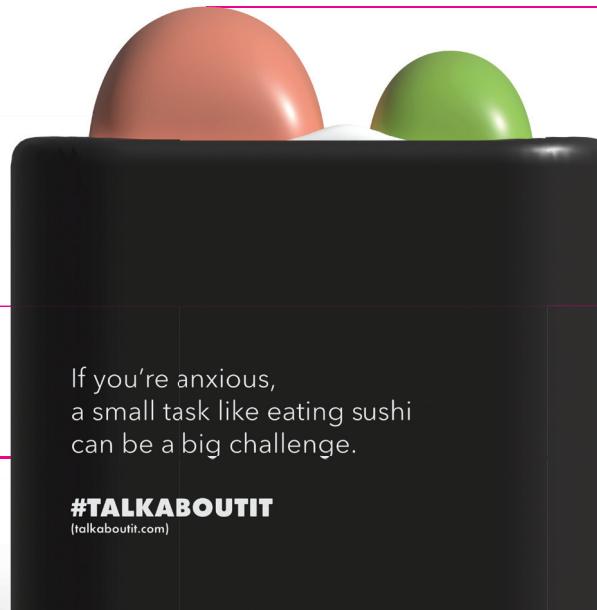
MENTAL HEALTH ISSUES
CAN MAKE YOUR
BRAIN FEEL LIKE
STATIC.

#TALKABOUTIT
(www.talkaboutit.com)

MENTAL HEALTH
ISSUES CAN FEEL
LIKE YOU'RE
MISSING PARTS
OF THE
PICTURE.

#TALKABOUTIT
(www.talkaboutit.com)

SCULPTURES





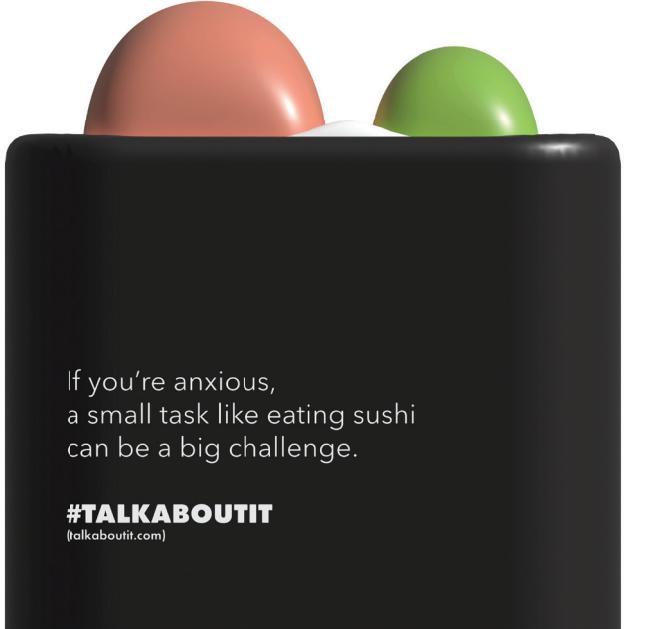
For this 3D sculpture series, these large objects are designed to exacerbate scale when talking about mental health issues. A big problem with dealing with mental health is that people often feel alone or unheard, and it's also really difficult to accurately depict how much of a burden it can be to someone who has not experienced it before.





The fissure is designed to make viewers feel a **discomfort** with their surroundings, almost as if the world is falling apart around them. Mental illness can make you feel like the world is made up of **shaky or ill-fitting pieces**, so I wanted to show that at a massive scale.





Another massive issue is that many mental illnesses fall under the radar when we have the conversation of mental health, like eating disorders. Many people with mental illness can have a love/hate relationship with food, making even the smallest of bites seem insurmountable. This piece is designed to have the viewer rethink their relationship to food, and how it can seem simple to one person but daunting to another.



SCREEN APPLICATION

The culmination of the campaign is the website, which allows the viewer to further learn about what mental illness looks like and feels like for others. The posters and sculptures are designed to portray a certain symptom of mental illness, whereas the website is primarily informational. It contains an entry box for users to provide their own message, as well as a sticker page to promote the campaign further. The second goal of the website should be to direct users towards mental health resources in their area if they feel like they need to talk to a professional.

The screenshot shows the homepage of the **#TALKABOUTIT** website. At the top, there's a navigation bar with a menu icon, the campaign name in bold black text with a pink triangle graphic below it, and links for "Find Support" and "Spread The Word". On the right, there are language options: EN | ES | FR. Below the navigation, a large text quote is displayed in a light gray font: "I took but eventually the doctor got it right." — Martha Sue, 38. To the right of this quote, a large, bold, black testimonial is shown: "I found out I had anxiety after my friend told me that when she gets really anxious, she can get really frustrated and impatient. It really opened my eyes to check on my mental health." — Tori, 24. At the bottom left, there's a form with a placeholder text: "Write a note to someone experiencing mental health struggle here. You can share your struggle, a symptom you've been feeling, or just leave a note of encouragement for others going through it." A large pink button with a white arrow points to the right, likely leading to the submission page.

Find Support Spread The Word

EN | ES | FR

I took but eventually the doctor got it right." — Martha Sue, 38

"I found out I had anxiety after my friend told me that when she gets really anxious, she can get really frustrated and impatient. It really opened my eyes to check on my mental health." — Tori, 24

Write a note to someone experiencing mental health struggle here.
You can share your struggle, a symptom you've been feeling, or just leave a note of encouragement for others going through it.

→

"Mental illness can be really draining. Some days I wake up and my body will feel too tired to get out of bed." — John, 21

Find Support

Mental illness can be really challenging to cope with. If you or someone you know is currently experiencing mental health issues, please use the resources below to find support for yourself or someone else.

Crisis Text Line

[WEBSITE](#)

Text CONVO to 741741 in the US.
Free confidential 24/7 support.

National Suicide Prevention Hotline

[WEBSITE](#)

Free 24-hour hotline for suicide prevention.
Call 1-800-273-8255.

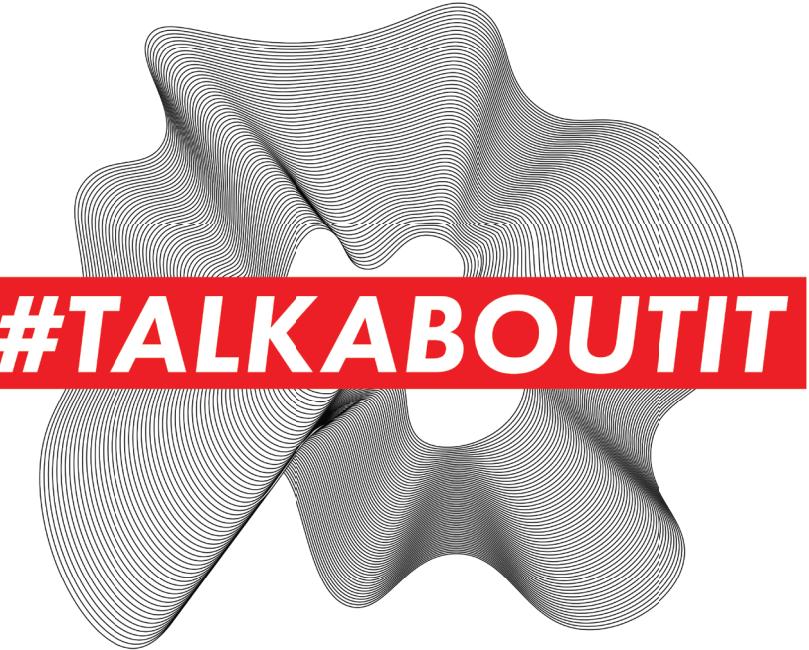
Help us spread the word!

We made a bunch of digital stickers for you to share with your friends and get them to #talkaboutit.



#TALKABOUTIT

The digital stickers shown on the left and below are designed for viewers of the campaign to **share on social media** in order to engage more people with the campaign.



#**TALK
ABOUT
IT**