OFFLINE

Digital Addiction Awareness Campaign

Graduation Project – Graphic Design Track

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1. Project Introduction

Offline is a social awareness campaign that addresses the growing issue of digital addiction and the psychological impact of excessive social media usage.

With the increasing dependence on smartphones and digital platforms, individuals—especially young adults—are experiencing higher levels of anxiety, depression, low self-esteem, and social isolation. The campaign aims to visually communicate the importance of disconnecting from the digital world and reconnecting with real-life experiences to restore balance and improve mental well-being.

Offline is designed as a comprehensive visual communication project that combines branding, print design, social media systems, and interactive awareness concepts to deliver a strong and impactful message.

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2. Problem Statement

The rapid evolution of social media platforms has transformed daily life into a continuous digital experience. While technology provides convenience and connectivity, excessive usage has led to:

Increased anxiety and overthinking

Comparison culture and low self-confidence

Reduced face-to-face interaction

Sleep disorders and mental exhaustion

Shortened attention spans

Digital addiction has become a silent behavioral crisis affecting productivity, relationships, and psychological stability. There is a strong need for awareness through strategic visual communication.

3. Project Objectives

The main objectives of the Offline campaign are:

Raise awareness about digital addiction

Educate young users about psychological risks

Encourage balanced screen-time habits

Promote real-life interaction and mindfulness

Create a recognizable awareness brand identity

4. Target Audience

Teenagers (16–22 years old)

University students

Heavy social media users

Young adults experiencing digital burnout

5. Project Scope & Deliverables

The project includes a complete visual system consisting of:

Logo Design & Brand Identity System

Color Palette & Typography System

Brand Guidelines

Social Media Visual System

Awareness Posters

Outdoor Advertising Concepts

Brochure & Informational Print Materials

UI/UX Concept for Awareness Microsite

Campaign Mockups & Applications

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6. Team Structure & Responsibilities

👤 Mohamed Ayman – Team Leader & Creative Director

Developing the main campaign concept

Creating the brand strategy and positioning

Designing the full visual identity (Logo, colors, typography)

Setting the art direction and visual language

Supervising design consistency across all deliverables

Final review and quality control

Preparing and organizing the final presentation

As the team leader, he ensured the campaign maintained a unified visual identity and strong conceptual foundation.

👤 Mohamed Ahmed – Research & Content Strategist

Conducting psychological and behavioral research

Collecting statistics and case studies related to digital addiction

Defining campaign messaging tone and voice

Writing awareness content for posts and print materials

Structuring informational hierarchy for brochures

His role focused on transforming research insights into clear and impactful communication messages.

👤 Menna Shalapy – Social Media Visual Designer

Designing social media post layouts

Creating a unified grid system for campaign content

Developing carousel structures for awareness storytelling

Adapting brand identity across digital platforms

Designing engagement-focused visuals

She ensured that the campaign communicates effectively within digital platforms while maintaining visual consistency.

👤 Kholoud Magdy – Print & Publication Designer

Designing awareness posters

Creating outdoor advertising concepts (billboards, roll-ups)

Designing brochures and informational materials

Applying typography principles across print formats

Preparing print-ready production files

Her role focused on translating the campaign message into strong physical visual outputs.

👤 Nour Mohamed – Brand Applications Designer

Designing brand mockups and real-life applications

Creating merchandise concepts (tote bags, notebooks, stickers)

Developing environmental branding concepts

Applying identity system across different touchpoints

Ensuring visual consistency in brand extensions

She worked on expanding the brand into tangible and realistic applications.

👤 Radwa Ramadan – UI/UX Designer (Conceptual Awareness Platform)

Designing the awareness microsite concept

Creating user journey and wireframes

Structuring content flow for educational experience

Designing UI layout aligned with brand identity

Presenting an interactive solution for awareness engagement

Her role focused on designing a digital experience that supports behavioral change and awareness.

7. Conclusion

Offline is more than a design project; it is a visual movement that aims to reshape digital habits and promote mental well-being. Through strategic branding and integrated visual communication, the campaign delivers a powerful message:

Disconnect to reconnect.

The project demonstrates the role of graphic design as a tool for social impact, awareness, and behavioral change.