

IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of
Final Year Project
Artworks In

ORPHIC
Redefine 16 Exhibiton
15 - 21 February

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Mental Fit Campaign

Illustration Informative Book



Mental Fit campaign was created to give awareness among people about how important exercises are for those who have mental health issues. Apparently, since covid-19 spread worldwide, mental health problems have also increased among students. This project aims to help people do exercises in their daily life and also to show the benefits of exercises for mental well-being. This campaign promotes the best treatment and easiest as well as economical way to bring exercises routines in a Mental Fit book.

LOGO DESIGN



INFORMATIVE BOOK



CHARACTER DESIGN



POSTER ADS SERIES



CAMPAIGN POSTER



INFORGRAPHIC POSTER



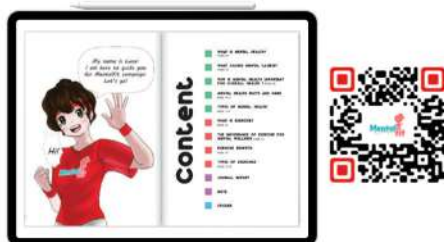
ART PRINTS



STICKERS



E-BOOK



STANDEE



T-SHIRT



REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.