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*The Creative Process
of Undergraduate
Final Year Projects*

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Azahar Harun and
Mohd Zaki Mohd Fadil

GRAPHIC PHILOSOPHY

*The Creative Process of
Undergraduate Final Year
Projects*

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Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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The Effectiveness of Campaign for Women Empowerment

introduction

Lack of confidence and low esteem has been a problem to women around the world. From the very beginning of Levi's, they celebrate women all abilities, shape and style. This campaign is to appreciate ladies that already achieve certain goals and achievement in their life. Levi's campaign also does not differentiate between gender, race, and age. Levi's can fit for everyone, not just for women but men too.



Figure 1: I Shape My World For International Women's Day, Indonesia. 2019

In celebration of International Women's Day (March 8), Levi's launched a campaign paying tribute to strong female figures. It invites women to share their compelling stories to the world.



Figure 2: Levi's 'I Shape My World' campaign celebrates extraordinary Malaysian women for International Women's Day, 2019.

This campaign taps into female changemakers who are making an impact without gender qualifiers that are implied such as the "female version of this" or they are good at that "for a woman" which downplays their roles. (Behind Levi's I Shape My World Initiative, 2020).

I Shape My World features stories of pure courage and grit by women who selflessly pass the baton of empowerment for generations to come. This brand initiative may seem to have a simple concept, but it is meant to bring women everywhere the full recognition they deserve.



Figure 3: I Shape My World For International Women's Day celebration in Russia. 2019

the objectives

- to identify issues and perceptions in women's lifestyle and dreams
- to develop more awareness through every social media platforms and more campaign in Malaysia and worldwide
- To identify graphic design issues in this campaign and rebranding the new items.

logo rebranding

The original logo of I Shape My World Campaign is quite unique and minimalist. Levi's use the hashtag #ISHAPEMYWORLD and make it to square shape. The definition of square shape is on how women should be treated equally and how the women in this world can shape their world to be wonderful and inspirational to other lives. At the centre, Levi's put their brand logo. The problem of the logo is Levi's does not have the elements of women in their logo campaign. Using the colour pink alone will not convey the message of the campaign to honour women.

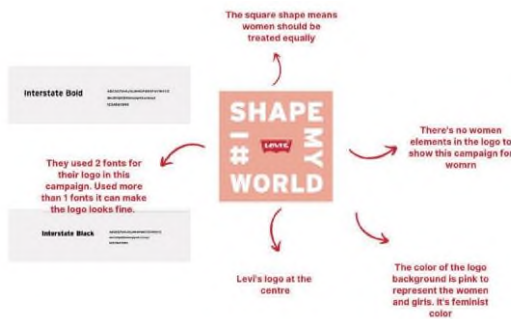


Figure 4: Original I Shape My World Logo campaign justification and problem



Figure 5: Original I Shape My World Logo campaign justification and problem

For my final year project, I redesign the overall concept of the campaign. The process took me 2 weeks to bring the idea and concept. I made some research and brainstorming about women elements and finally I came out with *camellia flowers* inspired from *Chanel brand* product who brought a meaningful meaning for women which is - *“white camellias symbolize purity and innocence. It also symbolizes admiration, love and respect.”*



Figure 6: Camellia flower inspired by Chanel

For the new logo I made, I used *camellia flowers* as an *elements to represent women* and changed it from white camellia flowers to maroon camellia flowers to follow the pride Levi's colour which is in maroon colour. I stylize the flower in a minimalistic manner. For the font, I used two different fonts which are *Old Bridges Rough* and *Fieldwork Regular* in black colour. It is because I do not want a logo with a lot of colours and instead want the *camellia flower* to stand out and be the main character.

The new logo I made for the I Shape My World campaign have triangle shape behind the logo. The composition of the font I made to a triangle shape. It is because the triangle shape has meaning for women. Triangles have two meanings depending on their position. When it is pointing up, they represent stability and power. When it is pointing down, they become unstable. The triangle is typically a male shape, although it can also represent a female when it is inverted.



Figure 7: Triangle Shape

Because women have the strength, self-assurance, and capacity to form their own worlds without regard to what other people think of them or how undervalued they are, I created the logo with a triangular shape behind it.

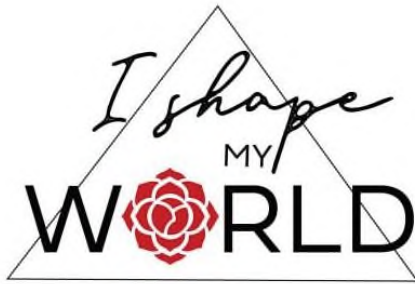


Figure 8: New logo have inverted triangle composition

corporate identity

This campaign does not have so much brand identity. Brand identity plays a significant role in differentiating the campaign from the rest of the competition in the market. It sets your campaign apart and helps it stand out from the rest of similar events or product and services offered. It guarantees uniqueness and enables us to stand out to potential customers in the market.

This campaign does not have so much brand identity. It promote the campaign. This is important for every does not have livery to go tour for road trips to event to attract people to support and join our campaign. I choose the livery as a kombi van because it looks vintage and use the feminist colour and design. I designed lanyard for the crew too, so that it will be easy to people to know who the crew in charge at the event and easy to communicate with visitors.

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“Every great design begins with
an even *better* story”

- Lorinda Mamo

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