



UNIVERSITI  
TEKNOLOGI  
MARA

Perak Branch

AICAD  
ASIA INTERNATIONAL COMMUNITY  
OF ART & DESIGN

PRESENTS

# INDDEx

INTERNATIONAL DEGREE DESIGN EXCHANGE

## 2022

★ RESET • REBUILD • RECONNECT ★

**UNIVERSITI TEKNOLOGI MARA  
PERAK BRANCH  
SERI ISKANDAR, PERAK, MALAYSIA**

# 14-22 AUG 2022

**DEGREE SHOWCASE** - Catalogue

**International Degree Design Exchange  
(INDDX) 2022**  
Degree Showcase E-Catalogue

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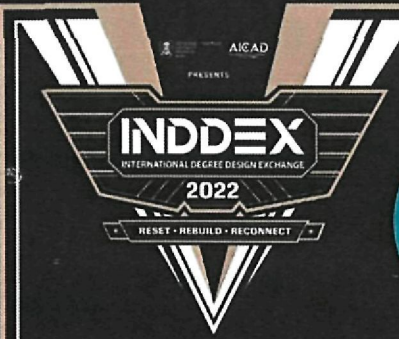
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# DEGREE SHOWCASE

Name : Nur Haziqah Binti Abdul Khair Department : Graphic Department  
 University : UITM Seri Iskandar Project Title : Love Your Minds  
 (Mental Health Campaign Awareness)

## Introduction / Background

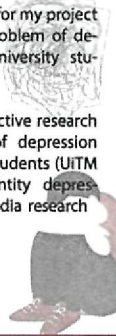
Love Your Minds is a mental health campaign and this campaign for Uitm Seri Iskandar students. This is because students have a high percentage of depression, anxiety and stress. This campaign is to help overcome the problem of depression faced by students.



## Objective/ Methodology

The main objective for my project is to reduce the problem of depression among university students.

To achieve the objective research on the problem of depression among university students (UITM Seri Iskandar), identity depression, colors and media research are made.



## Media Planning / Purpose

The media planning for this project Love Your Minds (Mental Health Campaign Awareness) is promoting through a social media (Instagram), website Love Your Minds, standee, Poster, Booths, flyers and billboard (Advertising).

The main purpose of choosing this media planning is to caught the audience attention and to spread awareness from this campaign.

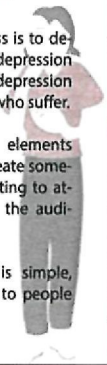


## Design Process / Design Concept

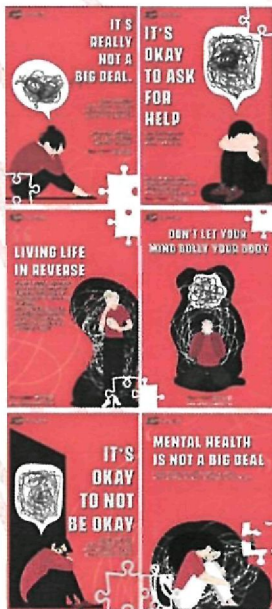
The first design process is to describe the identity of depression by the symptoms of depression experienced by those who suffer.

Secondly, use design elements from the identity to create something new and interesting to attract the attention of the audiences.

The design concept is simple, minimalistic and easy to people understand.



## Love Your Minds



POSTER DESIGN (MAIN ITEMS)



STANDEE DESIGN

## Visual Identity

This concept is based on a person suffering from depression. This depression problem shows the symptoms that occur in a person when they experience this mental health problem.



## Colours

These 5 main colours represent Love Your Minds (Mental Health Campaign Awareness). The color purple enhance creativity and spirituality, blues and greens create a calming atmosphere, orange and Yellor can stimulate appetite and red inspires passion, power and energy. Added some positivity and happiness vibes from the of color.



## Typography

There are 2 typefaces used. The one use in logo Love Your Minds and other one use in posters

Apple Garamond (Regular)  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789  
 !@#\$%^&\*()

Mind The Caps (Demo Version)  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789  
 !@#\$%^&\*()

## Booths

This Love Your Minds booth is to spread awareness about depression problems faced by students and help them reduce the problem.



## Social Media

Social media (instagram) is a strategic space to spread awareness about the problem of depression because lately students have been using Instagram a lot as a platform to find things like events, online books and so on.



## Card & QrCode

Card step to reduce Depression & QrCode to scan (Apps)



FRONT

BACK

## Billboard (Ads)

Billboard (Advertising) is to spread awareness about the problem of depression to the public.



## Merchandise

To promote Love Your Minds (Mental Health Campaign Awareness) to audiences.



BUTTON BADGE

TOTEBAG

T-SHIRT

Surat kami : 700-KPK (PRP.UP.1/20/1)  
Tarikh : 30 Ogos 2022

YBhg. Profesor Ts Sr Dr Md Yusof Hamid, PMP, AMP  
Rektor  
Universiti Teknologi MARA  
Cawangan Perak



YBhg. Profesor

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK  
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Perkara di atas adalah dirujuk.

2. Pihak Perpustakaan ingin memohon kelulusan YBhg. Profesor untuk membuat imbasan (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.
3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna Perpustakaan terhadap semua bahan penerbitan UiTM melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak YBhg. Profesor dalam perkara ini amat dihargai.

Sekian, terima kasih.

**“WAWASAN KEMAKMURAN BERSAMA 2030”**

**“BERKHIDMAT UNTUK NEGARA”**

Yang benar

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

nar

PROFESOR SR DR MD YUSOF HAMID, PMP, AMP  
REKTOR  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN PERAK  
KAMPUS SERI ISKANDAR