





**your** call.

a campaign by **brielle hansen** 2018



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**introduction**

## overview of project

Young women are conditioned to seek validation from others—especially from men—while men are conditioned to validate themselves. ‘your call.’ will encourage young women to take a moment to think about what they want for themselves for their own independence and self-validation. Young women are expected to make huge decisions for their lives based on the guidance of significant people in their lives; yet they often do not consider how outside opinions may influence their idea of what they truly want. Many young women fall back on these influences from others out of fear of making important decisions and going out into the world on their own. This project will ask these young women to think of themselves as bold, independent, and capable of entering the world with a healthy mindset to find out who they are and what they want, and to have the confidence to know they can be successful.

## mission

‘your call.’ is an initiative for young women exiting high school and college who possess the resources to succeed but lack the confidence to be themselves and go after what they want, unhindered by the need to be validated by others—specifically, men.



## why?

From birth into adolescence, women are influenced by portrayals of what they are supposed to be, what role they are meant to fill, and how they should look and act through social constructs perpetuated by mainstream media. In high school, students are put in a position to accept the information that is given to them and move on, and are never taught to question why things are the way things are. Women are constantly being bombarded with information that leads them to the conclusion that they need a man and a relationship to be happy and successful. This kind of thinking leads women to undervalue themselves and define themselves according to what the men in their lives think of them instead of what they think of themselves.

## design strategy

'your call.' works to express and evoke a feeling of individual empowerment and confidence. It is meant to connect with the audience through an authentic and approachable experience. It values that the experience be interactive as opposed to just one side talking to the audience. It does not want to come across as trying to teach down to the audience, but rather provide a collection of experiences and knowledge from women just like the audience who have been down similar paths and can provide insight into these various relatable situations.

The tone of 'your call.' is young, bold, and bright, but employs a level of sophistication insofar as to not come across as childish. It makes use of motion and user interaction in its web and mobile presences that feel effortless and interesting to navigate.

'your call.' provides a place for young women to go to receive more insight about the importance of things like self-care, being capable of finding happiness with just yourself, and knowing your self worth. It allows them a space to utilize to build themselves up, while so many forms of mainstream media are tearing them down.

## why?

Many young women do not have enough positively influential media and resources in their lives that relate to their unique experience of being “women” in a society that is structured to support men above all. Especially on social media, women are constantly being bombarded with notions of what they should look like and what their life should look like if they want to be happy. There is not enough media as these young women are scrolling down their feeds that is telling them that their life can look like whatever it wants to look like if it is what is fostering their happiness.

There is not enough prominent media online that informs young women that they do not in fact need to be in a relationship in order to be valued, or that they do not have to prove themselves to men. ‘your call.’ aims to provide this kind of media for young women where it is very clearly lacking.



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**audience**

# target audience

## PRIMARY AUDIENCE

The primary target audience for this project is young women making the transition from high school into college. This is the first time for many young people to exercise true independent decision making, and therefore it is an important time for them to be getting to know themselves outside of the influences of the other important people and relationships in their lives leading up to this point.

## DEMOGRAPHICS

Women age 16-19  
High school graduates

## SECONDARY AUDIENCE

The secondary target audience for this project is the young women who have now gone through college and are graduating and faced with their second real period of independence—real life. College is a time for growing up and growing into yourself. Having gone through this experience, women at this age have a better idea of what they want and often just need help acquiring the confidence to pursue it.

## DEMOGRAPHICS

Women age 20-24  
College graduates

## why?

College is a period of time during which many young people grow into themselves and begin to form their sense of self. Many young women in college will begin to question, possibly for the first time, what they have been told to be their entire lives and try instead to figure out who they want to be. 'your call.' intends to target these women and help them to see the ways that they can embrace who they are without requiring validation from anyone but themselves to live the lives they want to with confidence.

After going through college and getting a better idea of who they are and want to be, these women will be looking out into the world and taking on their second bout of independence as they transition into a working environment. This can be intimidating and 'your call.' intends to provide women with more self confidence to assert themselves and make their way out into a world very heavily dominated by men.

## similar services

### EMPOWERING WOMEN NOW

This is a website that aims to empower women through providing them with resources on mental health and self care as well as books and quotes to read for inspiration, and workbooks to help with daily self love.

### REFLECTION

Though not aimed specifically at younger women as 'your call.' aims to do, this website includes many resources that would benefit high school and college age women. It does an excellent job of appealing to women through clean, trendy design and providing articles relating to self care and empowerment that still have the intrigue of articles with less substance. 'your call.' will be more intentional about bringing this kind of information to younger women in the high school and college age range. It also will bring more attention to confidence especially in regards to entering the working world.

### SINGLES SWAG

This is a brand that promotes women who are single and focusing on themselves and their own independence and self care. It is a subscription program that sends you a "swag box" in the mail once a month comprised of various health and beauty products as well as other small items targeted toward women.

### REFLECTION

While the subscription "swag box" portion of the brand is not related to this project, the message that the brand sends is one more closely aligned with that of 'your call.'. This especially shines through in their social media presence on Instagram, which is filled with female empowering quotes regarding focusing on yourself and knowing your worth while infusing a sense of humor that lends well to an audience of young adults.







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**rationale**



## women's studies

It's impossible to talk about women's experiences of self-validation and self-confidence without talking about how it has been shaped by women's experience in the world throughout history. Therefore, women's studies is an obvious and important lens to consider in relation to the goal of this project. 'your call.' aims to help bring young women an understanding of their worth and place in the world different from that which they have been fed through mass media and hegemonic social structures throughout their lives.

## why?

'your call.' strives to help young women to develop their self-confidence in a world that favors male confidence. Whereas men are conditioned to validate themselves, women are conditioned to seek validation from others, thus affecting women's sense of self-confidence. In a journal article exploring career confidence in college women, Jane Stake states, "Studies are consistent in showing that men develop greater confidence in their abilities during the undergraduate years, and that women gain little or no added confidence for their persistence and good grades" (Stake 16). College is meant to prepare students to enter the working world with the confidence and abilities to be successful. However, as women are not gaining sufficient confidence through higher education, this project is meant to serve as a supplemental resource for them to learn how to recognize their worth, their value, and what they have to offer the world.

It is important to remind young women that, although there are still large disparities between men and women in the workplace, major progress has been made, especially in the area of politics. On November 6th in the 2018 midterm election, a record 122 women secured House, Senate, and gubernatorial seats all across the United States. 42 of these women are women of color. Though this new count breaks records, there is still a glaring lack of female representation in Congress, but it is clear that progress continues to be

made. Women are doing away with the notion that they must be twice as qualified, polished, and careful as their male counterparts in order to stand a chance. "In past years, women ran first for state and local offices, but this year's contest attracted fighter pilots, teachers, executives, nurses and moms so fed up with politics they decided to run themselves" (Timm). It is a time of women breaking boundaries and pushing their way into the positions they want and have earned. It is a time to question "the norm" and to encourage young women to carve out a space for themselves. Identifying with women who have been kept down but are pushing through regardless can be helpful in including these younger women in the evolution of the female role in society, which can be extremely empowering.

It is important to provide a definition for the word "feminism", as many people--women and men, young and old--have a gross misunderstanding of the concept it represents. Although 'your call.' is specifically aimed at women, it is incredibly important that women and men alike have a correct understanding of feminism. Many people still understand feminism as being associated with "man-hating" because their habituses (the collection of experiences and influences a person has that shape the way they make meaning in the world) are formed by seeing the word "feminist" alongside radical women aiming to replace the patriarchy with a matriarchy. This kind of association has warped

their epistemology (an individual's system of making meaning based on their habitus) of the word, and the very significant concept that it stands for. In Emma Watson's speech at the 2014 HeForShe Campaign at the United Nations, she states, "I was appointed as Goodwill Ambassador for UN women six months ago. And the more I've spoken about feminism, the more I have realized that fighting for women's rights has too often become synonymous with man hating. If there is one thing I know for certain, it is that this has to stop" (Watson). This is an incorrect but very common understanding that people have of feminism, but by definition, feminism is "the belief that men and women should have equal rights and opportunities"; "the theory of the political, economic, and social equality of the sexes" (Merriam-Webster). Women (and men) should feel comfortable identifying with feminism and helping to change the epistemologies that other men and women have falsely created around feminism. This will be a part of the resources featured on the website component of this project and will also make an appearance in the social media campaign. 'your call.' aims to help young women to discover who they are and who they want to be, but in order to do so, they must first understand who and what they are being told to be and how they feel about that. Part of that journey involves taking into careful consideration social, political, and economic gender equality.

It is important to approach this situation in a way that does not come off as patronizing or overbearing, but rather provides women with ideas that they may question and form their own opinions about. In a review of Claudia Card's *Feminist Ethics*, Sharon Bishop comments on the approaches taken by different women philosophers in talking about feminist ethics. "What [Joyce Trebilcock] believes feminists ought to be doing is 'telling stories' about the development of their experiences. The kinds of stories she recommends would explain a person's experiences, including her developing motivations, and they can have emancipating effects for others as well as the teller" (Bishop 167). This method of sharing the stories of other feminists and their experiences is one that will be utilized in this project, as it is a much more open-ended way to inform young women without coming across as pedagogical and condescending, as much of the current patriarchal media already does. This type of approach was also mentioned in a focus group I conducted. These kinds of stories will be curated in a section of the website that will be constructed as one of the proposed outcomes.





## mainstream media

Mainstream media poses an ever-present threat to women's emotional and mental wellbeing. Through the Internet, social media, magazines, movies, and TV shows, hegemonic portrayals of women are destructive to women's self-confidence. Negative portrayals of the female experience affect the way that women view themselves, often stripping them of their strength and independence. 'your call.' intends to create new media and provide resources for young women to learn to identify and address harmful media. Once young women become aware of the issue, they can feel empowered to resist, reject, and replace harmful depictions of women in the media. This project will also include resources about fostering positive self-image, bolstering self-confidence, and improving other aspects of women's mental health that are commonly negatively affected by media.

## why?

The ways that women are portrayed in mainstream media today are harmful, misrepresentative, and minimal. Because media--particularly social media--is so prevalent in today's society, it often takes precedence over reality. How gendered bodies are portrayed in media is more important than how they exist in reality. This causes reality to imitate these illusions in a cyclical and detrimental process. An idealized female stereotype is perpetuated through advertising, causing perfectly healthy and happy women to feel inferior in comparison to this unrealistic standard. Women begin to feel the need to alter their appearance and behaviors to meet it. Because of the prevalence of social media, we begin to perceive representations of women on these platforms as reality, causing women to feed into the stereotypes that have been built around them through internalized sexism. In a review on women's depiction in the mass media, Gaye Tuchman states, "According to Orwant and Cantor's study of journalism students, women seem to have the same stereotypes of women as men do....It is difficult for women employees to resist ideas and attitudes associated with success in their profession, even if those ideas disparage women, for sexism, like racism, is best understood as an institutional, not a personal, phenomenon" (Tuchman 535). Because the stereotype becomes the norm, internalized sexism pushes women to accept these stereotypes as truths rather than challenge them. This is a problem. For this reason, it is important to take breaks from the exhausting

expectations presented in the media and to replace them with content that expresses the reality of women--not the illusion. The 'your call.' website and social media campaign will include content that will serve as a call to women to be critical of mainstream media and its fallacies. It is important for women to be aware of the misrepresentation in mainstream media so that they can learn to recognize, reject, and replace content that is harmful to the female image. Being aware empowers women to choose to do whatever they want with that information.

Social media in particular takes a major toll on women's mental well-being, as it is primarily focused on an illusion of perfection and others' perception of that illusion. With all of the filters, effects, and painstaking curation that goes into social media accounts like Instagram, it is not difficult to paint a picture of the perfect life, perfect body, perfect everything. There is a dangerous phenomenon with women believing that these kinds of portrayals are real and filling in the blanks of people's lives with fairy tales simply because the whole of reality is never documented. Social media is one of the most prevalent and damaging assailants on women's self image and self confidence. They are constantly being told what to be and how to look. This leads them to seek validation from family, friends, and strangers on social media, which is destructive to their mental health. Women feel the need to have the perfect body because that is what is being

promoted all over social media. They want to make sure their life and body looks perfect online because they seek validation from other people with seemingly perfect lives and bodies online. Women's body dissatisfaction is being perpetuated and increased by the presence of pressure to conform to unrealistic body standards present on social media. "Correlational and longitudinal research findings reveal that exposure to the media's portrayal of the ideal physique is positively associated with body dissatisfaction and eating disorder systems (e.g., Harrison, 2001; Stice, Spangler, & Agras, 2001; Vaughan & Fouts, 2003)" (DeBraganza 701). As social media has become such a large part of women's (especially young women's) everyday lives, it is not at all surprising that it has such an immense and harmful effect on their self-image to the extent that it is causing physical harm. 'your call.' will use its own social media platform to help bring attention to the fact that these online accounts are not picture perfect just because they posted the perfect picture. The goal will be to help release women from the pressure to meet these kinds of unrealistic standards.



## psychology of independence

Emotional dependence on others is a major cause of stress and anxiety. When women look to others to find their happiness, they sacrifice the ability to exercise control over their own lives and emotions, rendering it nearly impossible to come to their own aid. Achieving emotional independence as well as physical independence allow for a person to feel entirely in control of their emotions and choices in a way that is truly freeing. This is the most prominent aspect of this project that 'your call.' intends to focus on, as it is the true goal of the project to aid young women in reaching this emotional and physical independence through making the kinds of changes in the way they perceive themselves as mentioned previously.

## why?

There is a fundamental difference between men's independence and women's insofar as men are psychologically set up to favor individualism while women are programmed to form attachments. "Mothers tend to experience their daughters as more like, and more continuous with themselves.' Thus, girls, in identifying themselves as females, experience themselves as like their mothers, thus fusing the experience of identity formation with attachment" (Pierce 161-162). The opposite goes for boys, as mothers emphasize their sons masculinity as being opposite to their own femininity. Boys, then separate their mothers from themselves with this same distinction, promoting development of more prominent individuation (Pierce 162). This foundational difference between the genders sets up individuals to be ruled by these distinctions throughout their lives. This is why 'your call.' is very specifically targeting young women, as to make the distinction that acquiring independence is an inherently different and more challenging experience for women than it is for men. Pierce states, "Since masculinity is defined through separation and femininity through attachment, intimacy becomes problematic for men, whereas separation becomes difficult for women" (Pierce 162). However, in this case these qualities are mutually exclusive, which is not beneficial to either party.

With independence being characterized as desirable and strong and dependency as undesirable and weak,

one is denied the opportunity to be both vulnerable and in control (Chantler 29). Independence lends itself to the male and anyone deemed dependent (most often women) is seen as lesser than for lacking those qualities. They are seen as needing to reach that goal of independence to be valued in the same way as men, however in doing so, they then lose their feminine qualities. Even when trying to become independent and self-validating because it is healthy and beneficial, the very idea of wanting that independence still stems from a social construct that favors men and wants women to be more like them, otherwise they are deemed lesser than. "Within this framework, independence and dependence are seen as polar opposites rather than allowing for the possibility that one might be both dependent and independent....It also excludes the notion of inter-dependency, based on mutual reliance, and a strong sense of give and take" (Chantler 29). It is important to keep this idea in mind when curating the information that will go into the website and social media campaign for 'your call.', as it is intended that these young women learn of the benefits of independence, but not try to replace their traditionally feminine qualities with traditionally masculine ones.

Autonomy can be explored as a therapeutic goal as it can be defined as "the power to determine one's own best interest". Possessing the ability to determine what is good for you, what you want, and then go after it is an

important goal to work towards in trying to live a healthy and happy life. "Autonomy has been regarded as an indication of psychological maturity and an aim for much of psychotherapy" (Hare-Mustin 205). It is evident here that independence is representative of and aligned with the goal of good mental health. "Some therapists, like Szaz (1965), claim that the essence of psychotherapy is education in autonomy, independence, and individual freedom" (Hare-Mustin 206). This is a goal that 'your call.' would like to set for the young women who will visit the website.

It is important that once you have gone through the painstaking trouble of finding your independence, you do not turn around and allow for it to be drained from you by someone who has not achieved such autonomy. The term interdependence comes into play here, which refers to the concept that if you have achieved a state of independence and intend to remain independent, the people you are close with must also be independent, or you will both become dependent (Post 10). Often, when a person's own self-confidence is low, they seek validation from others, and in doing so become very easily emotionally dependent when a close relationship is formed. Because women naturally form attachments more easily than men, 'your call.' hopes to discourage this kind of situation from happening and encourage women to seek validation from within and pursue their own independence. Once this independence

is achieved, they will be encouraged to surround themselves with people who are also independent, so they may thrive unhindered by any unintentional regressions into dependence.







**identity**

## name exploration

VALIDATION  
CHOICE  
FUTURE  
YOURS  
INDEPENDENCE  
VALUE  
INTERNAL  
REFLECTION  
REFLECT  
SELF  
REMINDER TO SELF  
CONSIDER YOU  
PAUSE  
**YOUR CALL**  
YOU DO YOU  
VALIDATE YOURSELF  
LOOK INSIDE  
GO AHEAD

NO BACKUP  
MOTIVATE  
FOR ME  
IT'S YOUR LIFE  
DO IT FOR YOU  
REFLECT FOR YOU  
BEST, ME  
TRANSITION  
YOUR LIFE  
OWN YOUR LIFE

## why?

The name for this project needed to encompass the concept of encouraging young women to find validation within themselves and not seek it from others while trying not to solely come across as a self-love campaign. The name also needed to convey the idea of women making choices for themselves to forge their own paths and foster their own independence.

After extensive group input, “your call” was the best option that was able to encompass both ideas. It accentuates the idea that it is the audience member’s choice to do what she wants: whatever that may be, and whatever is right for her. There was consideration of whether or not the name itself should have a call to gender, but since the notion of the female gender would likely come across in several other ways throughout the project—for instance, through the color in the logo—it was decided against.

## logo exploration

Your Call  
your  
scale  
Your Call  
your call  
your call  
your call

YOUR  
call  
YOUR CALL  
YOUR CALL  
YOUR CALL  
YOUR CALL  
YOUR CALL

YOUR CALL  
your call.  
your call.  
your call.  
your call.  
your call.  
your call.

## why?

Because this project calls to the many different paths young women can take to find their own happiness and independence in life, handwriting is an important quality for the logo to have. Handwriting represents creative expression and is unique to each individual. It also reflects the human quality in all of us, whereas using a typeface or generated handwritten type alone feels sterile and less approachable. Originally, the goal was to convey femininity through variations of hand lettered script, but setting the writing in all caps block lettering became the better option because it shows strength and boldness. The open face outlines were empty on their own so the goal of adding the scribbling was to portray the concept of filling in the letters with individual personality. The scribbles extend outside of the outlines to express the idea of choosing not to conform to what

women are “supposed” to be, and instead be exactly who they are. The outlines and scribbles alone still felt somewhat flimsy, which prompted the addition of the colored letter in the background and provided for a more bold feel. While this version of the logo fit conceptually with the idea of the project, it still didn’t feel quite sophisticated enough. This prompted the shift to using handwriting in combination with a typeface to provide a more mature feel, which became the new direction for the final logo.

final logo

**your** call.

## why?

It was important to express the same idea of individuality and breaking away from the expectations of others that was portrayed with the handwriting and scribbles. These of a modernist typeface such as Helvetica Neue in comparison with a handwritten version of it communicates this idea in the way that it challenges the modernist ideal of a perfect grid with all elements fitting flawlessly inside the lines. This handwritten outline calls to young women to forge their own path in the world, despite the opinions of others telling them to fit the mold of what is considered “woman”. The word “your” is bold and strong in color, adding a level of assertion, while “call.” exists in the handwritten outlines to emphasize to these women that the decision is in their hands, and can be whatever is best for them individually. The use of the bold pink is to maintain the connotation of “women”,

but it is meant to do so in a way that is assertive and not “girly”. It could not be a baby pink, as it would then read as little girls, nor could it be a more medium pink, as for the automatic association with “Barbie”, which is highly contrasting to the focus of the project. The final hue, more of a hot pink, is vibrant and full of life, while not sacrificing any strength. Having “your call.” set in all lowercase with a period expresses the same assertiveness that setting it in all caps did, while making the statement less aggressive. As the basis of this project is meant to educate women about their choices and not to be yet another communication telling them what to be, it is essential that this logo feel like a call to action rather than a command.

## logo variations

**your** call.

**your** call.

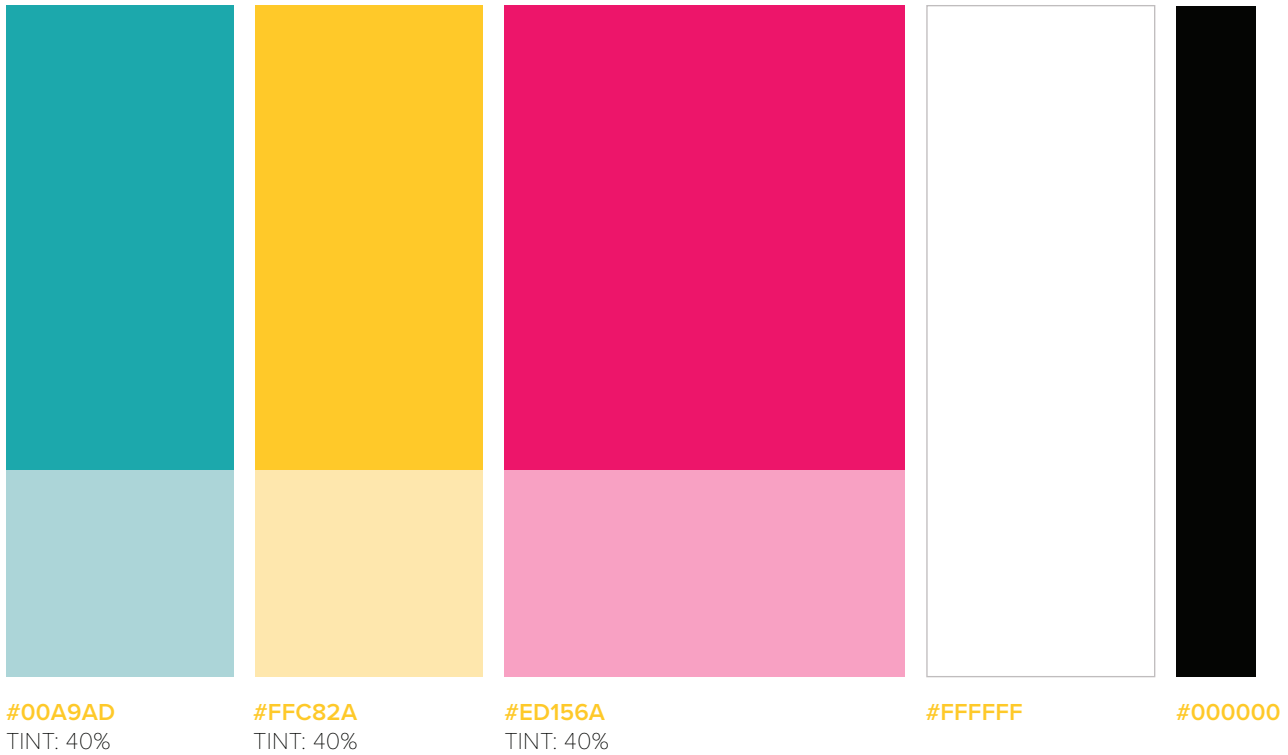
**your** call.



## why?

The final logo is shown both in its pink and black form, as well as in a knocked out version to be used in conjunction with large color blocking that will be consistently used in the design system. Using this knocked out version of the logo works conceptually as different colors will be able to shine through and take form within the outlines, calling to the idea of young women filling it in with whatever is best for them.

## color



## why?

The colors for this project are vibrant and full of life, including a hot pink, teal and golden yellow alongside substantial use of white and some sparse instances of black. The overall feel is meant to be bright, welcoming, and young, while not appearing childish. The pink, as used in the logo, will be heavily incorporated into the design of the outcomes, with the teal and yellow coming in as secondary but still prominent color choices. The teal and yellow also have a feminine feel to them while not being strictly feminine colors and they broaden the color scheme to prevent the branding from coming across as too saturated with pink. The use of white will come in to keep the design feeling light and bright and maintaining the sophisticated quality of negative space. Black will be used sparingly to keep from overpowering the design and making it too heavy. The tints wouldn't necessarily be used on their own, only to accentuate their full-value counterparts. Overall, color will play a large part in the design system that will be used to create the outcomes.

# typography

## LOGO

**Helvetica Neue Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## HEADINGS

**Proxima Nova Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## SUBHEADS

**Proxima Nova Semibold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## BODY

Proxima Nova Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## why?

Helvetica Neue Bold is the font that is used in the logo, as it holds significance with the conceptual ideas expressed in the logo explanation, being that it stems from modernism. Proxima Nova is the main typeface that will be used for headings, subheads, and body copy in this project. It fits well with the tone of the branding with its sleek and clean nature, while maintaining a round and friendly feel. It's approachable and inviting, especially in its bold setting, which will be used for headings. A sans serif is the best choice for this branding as the clean letter forms balance out the unevenness presented with the word mark. A serif also would have come across too dated and educational, whereas the branding should instead allow for the audience to feel comfortable to come in and take in the information that they want and not feel like they are being told what to do. It is also important to recognize that this project is appealing to a younger audience, a generation that responds more commonly to an online presence, where a serif type would not be as appropriate.



A large, solid yellow shape that is a triangle pointing downwards, located on the left side of the page.

**outcomes**





## website

A website is the best form of communication for this project to take place in as it can house all of the many resources that will be available to these young women. Creating a website will be most effective because the target audience is one that will connect more with online material than with print media. This platform will also be able to make use of more interaction capabilities which will both draw the audience in as well as create a more approachable environment for this information.

'your call.' will make use of large expanses of color and negative space, especially in the website, to create an environment that is both bold and clean and appeals to its young audience. Keeping the established visual approach defined in the logo, hand drawn line illustration will appear throughout. The communication will allow for an overall humanistic and beautifully flawed tone which immediately connects to the audience.



## social media campaign

The social media campaign for 'your call.' will be focused around the platform of Instagram, as it is the most relevant form of social media for the intended audience. This is where the campaign will be able to express its voice and mission while also calling attention to the website. Using this platform allows for the use of fun and artistic design elements such as illustration and motion graphics to help draw the audience in.

The bold color blocking used in the website, paired with either illustrations or attention-grabbing quotes, will continue in the Instagram posts. Photography, women's advice and stories will also be used. The posts will work individually and as a whole, unified visually, towards the common mission of empowering young women. Static posts will be supplemented by motion graphics to answer the increasing demand in mainstream media.



## promotional materials

Promotional materials will also serve the purpose of encouraging young women to follow 'your call.' on social media and go to the website to find more information. These will include a poster series, postcards to be passed around, stickers, and potentially t-shirts or tote bags. These items, especially the stickers and shirts, will be fun ways to connect with the audience and get 'your call.'s name and premise out there.

These items will be vibrant, artistic, and impossible to ignore. To best reach the audience, the posters will be hung up in high schools and college campuses. Instead of text, they will primarily utilize color and illustration. Attention-grabbing, the posters will direct students to the website and social media to find out more. Stickers are one of the most successful promotional materials for this age group. They are often placed on a laptop or water bottle and serve to remind the user of the message. Logo stickers in three different colors will be produced. Lastly, postcards will be artistically designed so that they will be saved and perhaps added to a wall or bulletin board.



## reflection

This project has changed and expanded immensely over the many variations of the initial concept and mission to become this fully-formed, ambitious goal of truly impacting the lives of young women and aiding them in furthering themselves and their futures. I am hopeful that it will reach its potential and transform into a complete experience upon the completion of the outcomes.

## foreseen consequences

### POSITIVE

This campaign has the ability to change the perspectives of young women who are unsure of themselves and where they fit in. It can help women to become more educated about the ways they can improve their self-confidence and image, and hopefully can give them an environment ripe with information to help them better understand the societal structures that they are fighting.

### NEGATIVE

'your call.' is meant to be helpful to these young women in showing and teaching them about the ways they can be healthier, happier, and more confident versions of themselves, but it could potentially come across as trying to preach to them about how to improve themselves. It could potentially be taken as trying to tell them what to do and force the information upon them instead of allowing them the choice to come in and take the information that they want, as intended. It is also possible that the information provided will be scrolled through without really being taken in and given the ability to make a difference. It is important that the content be written and presented in a way that really pulls the audience in and causes them to stop and think.







## conclusion

All in all, the premise of 'your call.' is very simply to inspire young women, at points of major transition in their lives, to consider themselves and their wants and needs, outside of the influences of others. The branding and design system are set up to transfer over to the proposed outcomes in a way that supports and communicates the true mission of the campaign.

## references

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