
PRATT INSTITUTE

COMMUNICATIONS DESIGN
SPRING 2021

SENIOR THESIS

COMMUNICATIONS DESIGN
BRANDING • ART DIRECTION
PROFESSOR LORRAINE MCNEILL-POPPER

•

Ally

EVERY 40 SECONDS, SOMEONE DIES BY SUICIDE.

LET'S NOT WAIT FOR CRISIS TO HAVE CONVERSATIONS.





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RESEARCH

TERMS
STATISTICS
SURVEY
INTERVENTIONS
COVID-19

SUICIDE

IS DEFINED AS DEATH CAUSED BY SELF-DIRECTED INJURIOUS BEHAVIOR WITH INTENT TO DIE AS A RESULT OF THE BEHAVIOR.

SUICIDE ATTEMPT

IS A NON-FATAL, SELF-DIRECTED, POTENTIALLY INJURIOUS BEHAVIOR WITH INTENT TO DIE AS A RESULT OF THE BEHAVIOR.
A SUICIDE ATTEMPT MIGHT NOT RESULT IN INJURY.

SUICIDAL IDEATION

REFERS TO THINKING ABOUT, CONSIDERING, OR PLANNING SUICIDE.

MENTAL HEALTH

A PERSON'S CONDITION WITH REGARD TO THEIR PSYCHOLOGICAL AND EMOTIONAL WELL-BEING.

COMPROMISED MENTAL HEALTH

DIMINISHED COGNITIVE, SOCIAL OR EMOTIONAL ABILITIES BUT NOT TO THE EXTENT THAT THE CRITERIA FOR A MENTAL DISORDER ARE MET.

PREVENTION

A STRATEGY OR APPROACH THAT REDUCES THE LIKELIHOOD OF RISK OF ONSET, OR DELAYS THE ONSET OF ADVERSE HEALTH PROBLEMS OR REDUCES THE HARM RESULTING FROM CONDITIONS OR BEHAVIORS.

SUICIDE

THE 10TH LEADING CAUSE OF DEATH OVERALL IN THE UNITED STATES.

THE 2ND LEADING CAUSE OF DEATH AMONG INDIVIDUALS BETWEEN THE AGES OF 10 AND 34.

THE 4TH LEADING CAUSE OF DEATH AMONG INDIVIDUALS BETWEEN THE AGES OF 35 AND 54.

THERE WERE MORE THAN TWO AND A HALF TIMES AS MANY [SUICIDES](#) (48,344)
IN THE UNITED STATES AS THERE WERE HOMICIDES (18,830) IN 2018.

WIDELY REPORTED STUDIES MODELLING THE EFFECT OF THE COVID-19 PANDEMIC
ON [SUICIDE RATES PREDICTED INCREASES RANGING FROM 1% TO 145%](#)

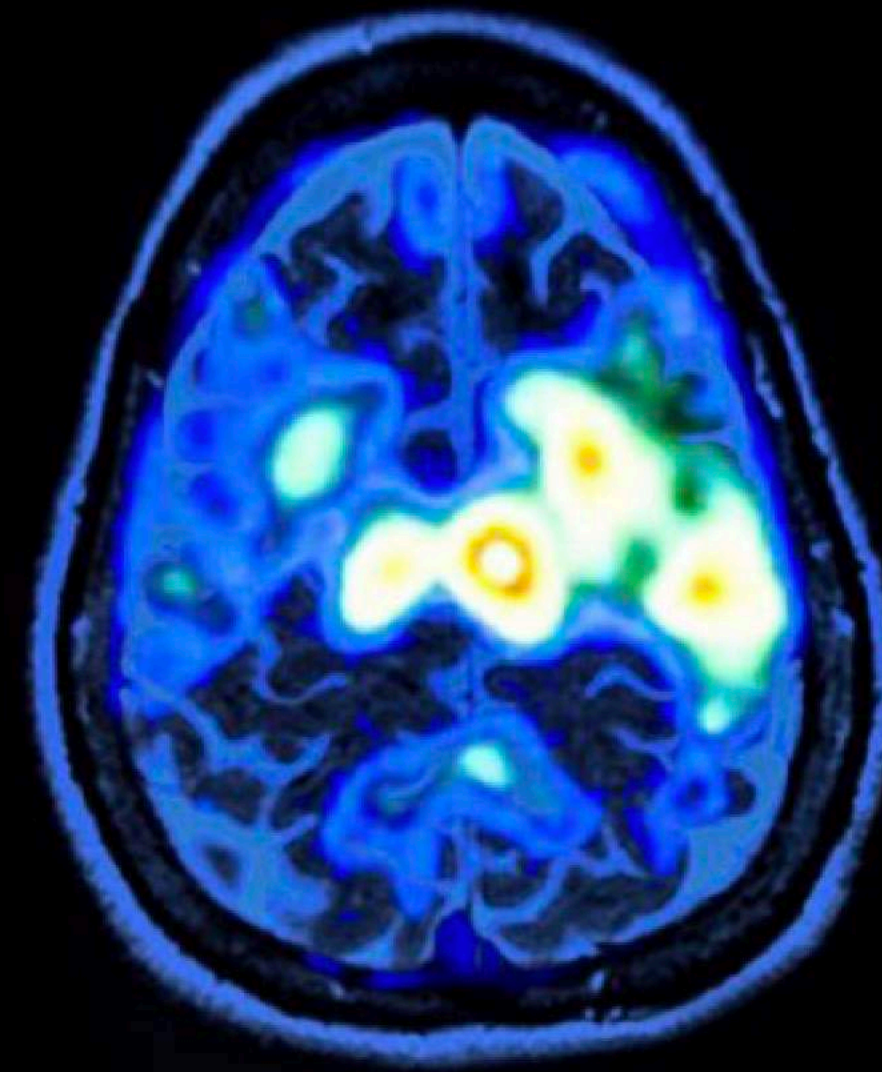
SINCE THE PANDEMIC BEGAN, \$175 BILLION IN EMERGENCY FUNDING HAS BEEN ALLOCATED TO HOSPITALS AND OTHER MEDICAL FACILITIES, BUT [LESS THAN 1% OF THAT HAS GONE SPECIFICALLY TO MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES.](#)

CENTERS FOR DISEASE CONTROL AND PREVENTION RECENTLY ASKED
YOUNG ADULTS IF THEY HAD THOUGHT ABOUT KILLING THEMSELVES
IN THE PAST 30 DAYS, 1 IN 4 SAID:

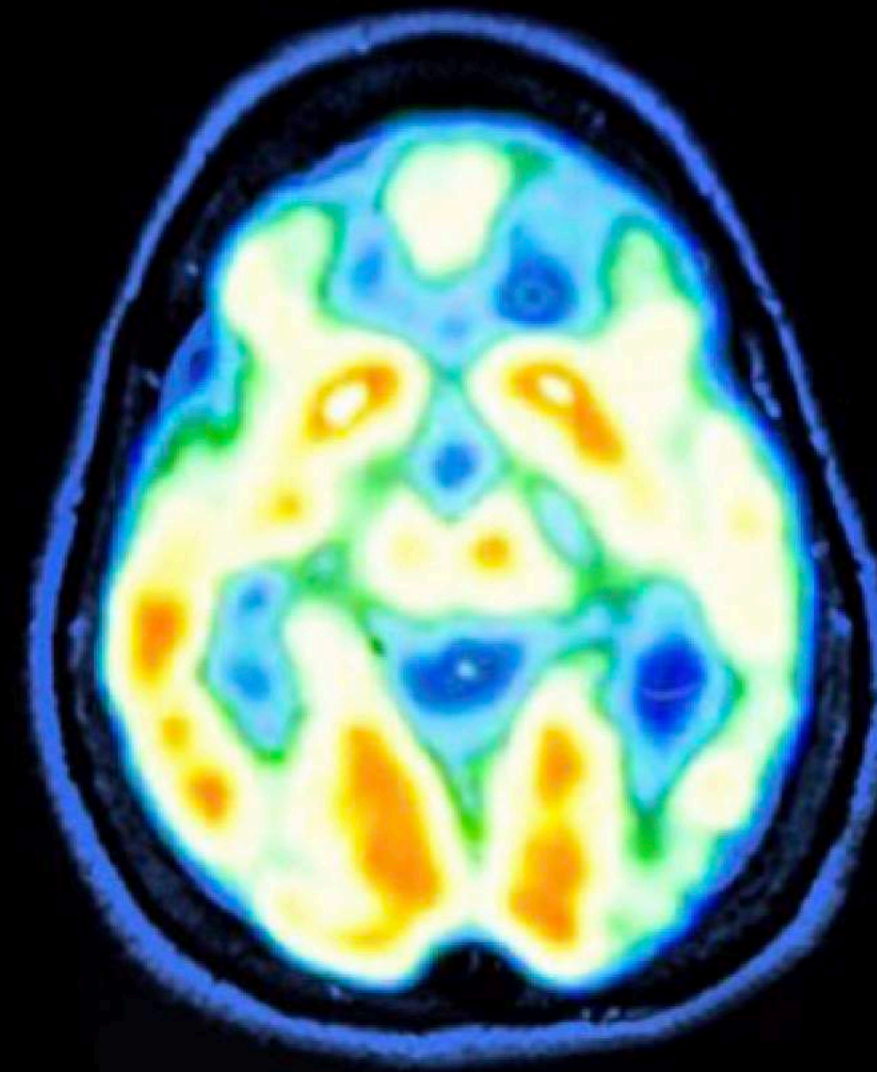
THEY HAD

FEDERAL SURVEYS SHOW THAT 40% OF AMERICANS ARE NOW GRAPPLING WITH AT LEAST ONE [MENTAL HEALTH](#) OR DRUG-RELATED PROBLEM. BUT YOUNG ADULTS HAVE BEEN HIT HARDER THAN ANY OTHER AGE GROUP, WITH 75% STRUGGLING.

BRAIN ACTIVITY



DEPRESSION



NO DEPRESSION

INTERVENTIONS

RESEARCH SHOWS THAT EVEN MODEST [INTERVENTIONS](#) —
SUCH AS ASKING PEOPLE IF THEY'RE OKAY — CAN REDUCE SUICIDES.

LARGE-SCALE STUDIES FOUND THAT WHEN HOSPITALS ASKED EMERGENCY ROOM PATIENTS IF THEY HAD HAD SUICIDAL
THOUGHTS AND THEN FOLLOWED UP, IT CUT THE RISK OF SUICIDAL BEHAVIOR BY HALF. ADDING SUCH SCREENING QUESTIONS
DURING THE PANDEMIC — AT SCHOOLS, PRIMARY-CARE OFFICES AND HOSPITALS — COULD SAVE THOUSANDS, EXPERTS SAY.

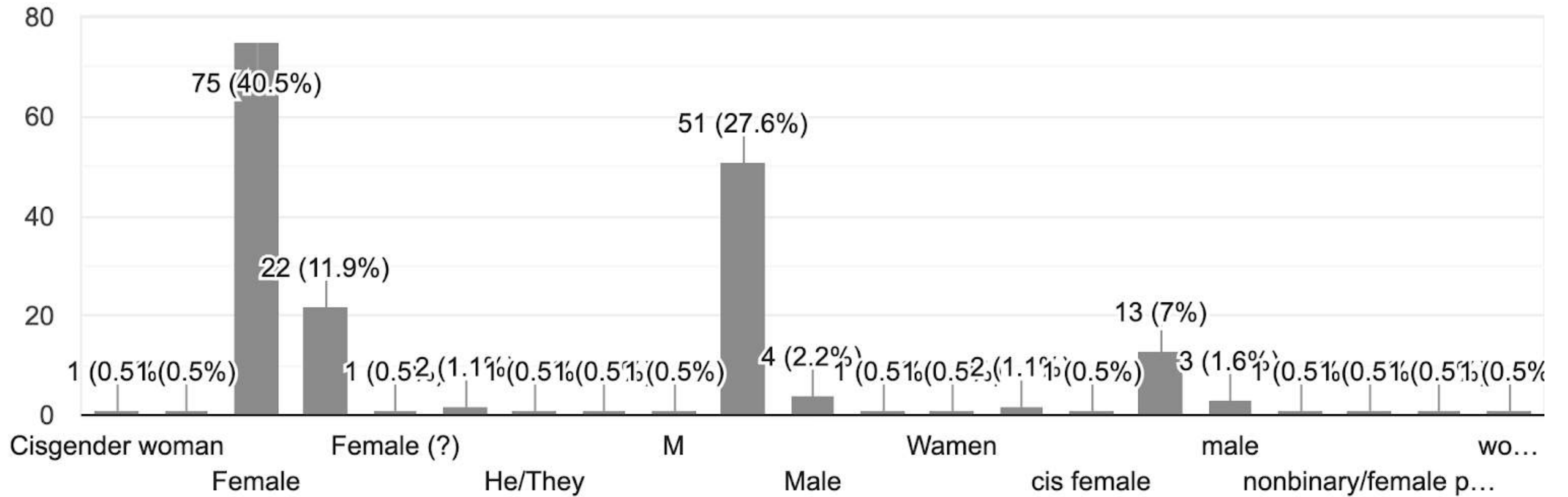
THIS IS ACTIONABLE; EVERYONE HAS THE POTENTIAL TO SAVE LIVES.

SURVEY

1. HOW OLD ARE YOU?
2. WHERE ARE YOU FROM? WHERE ARE YOU LIVING NOW?
3. WHAT IS YOUR RACE/ETHNICITY?
4. WHAT GENDER DO YOU IDENTIFY WITH?
5. WHAT IS YOUR SOCIOECONOMIC STATUS?
6. WHAT IS YOUR SEXUAL ORIENTATION?
7. HAVE YOU PERSONALLY STRUGGLED WITH MENTAL HEALTH BEFORE THE COVID-19 PANDEMIC?
8. HAVE YOU STRUGGLED WITH MENTAL HEALTH MORE OR LESS SINCE THE BEGINNING OF THE COVID-19 PANDEMIC?
9. HAVE YOU THOUGHT ABOUT SUICIDE BEFORE THE COVID-19 PANDEMIC?
10. HAVE YOU THOUGHT ABOUT SUICIDE SINCE THE BEGINNING OF THE COVID-19 PANDEMIC?
11. DO YOU BELIEVE THERE IS A STIGMA AROUND ASKING FOR HELP WHEN STRUGGLING WITH MENTAL HEALTH?
12. WHEN STRUGGLING WITH MENTAL HEALTH, WHAT ARE YOUR MODES OF REACHING OUT FOR HELP? DO YOU TEXT A FRIEND/FAMILY MEMBER/ETC?
13. HAVE YOU LOST SOMEONE CLOSE TO YOU TO SUICIDE? SINCE OR DURING THE COVID-19 PANDEMIC?
14. WHAT BARRIERS DO YOU THINK WOULD PREVENT YOU/OTHERS FROM REACHING OUT FOR HELP IF STRUGGLING WITH MENTAL HEALTH?
15. WHAT WOULD YOU SAY TO SOMEONE STRUGGLING WITH MENTAL HEALTH?
16. WHAT WOULD YOU SAY TO SOMEONE CONTEMPLATING SUICIDE TO HELP THEM?
17. WHAT HAS HELPED YOU DURING YOUR MENTAL HEALTH STRUGGLES?
18. WHAT BRINGS YOU JOY?

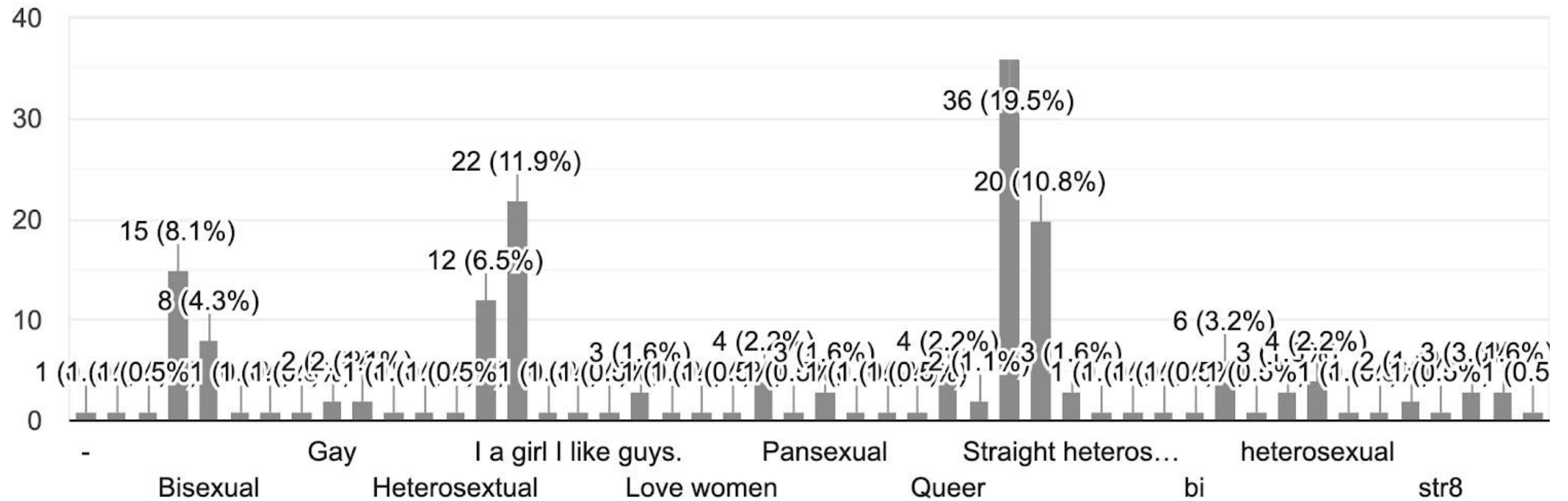
Which gender do you identify with?

185 responses



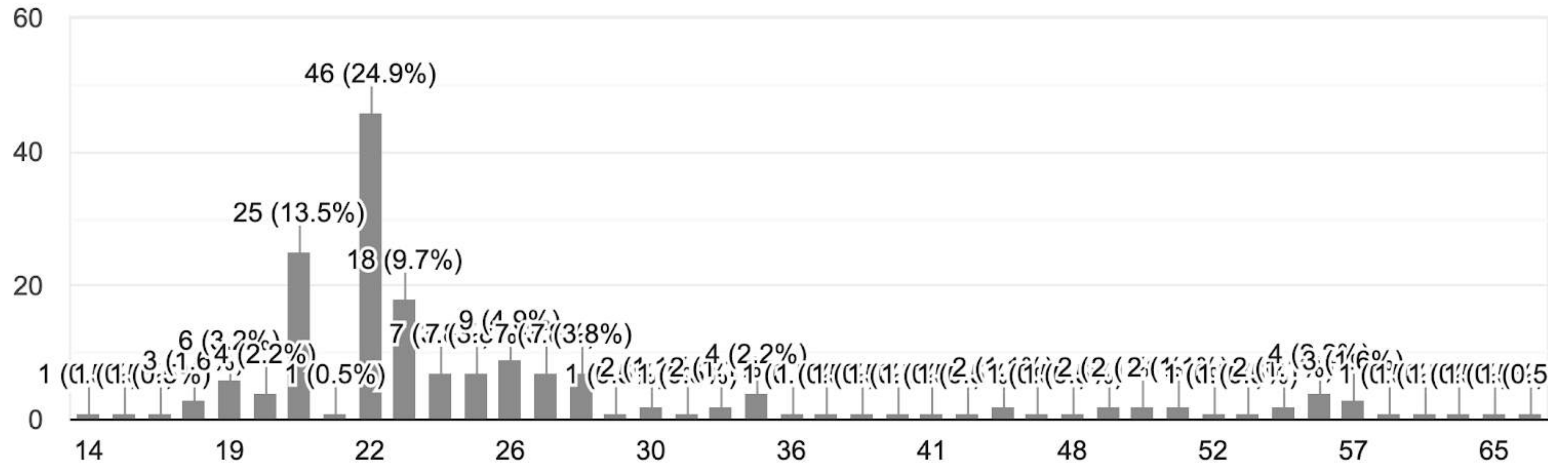
What is your sexual orientation?

185 responses



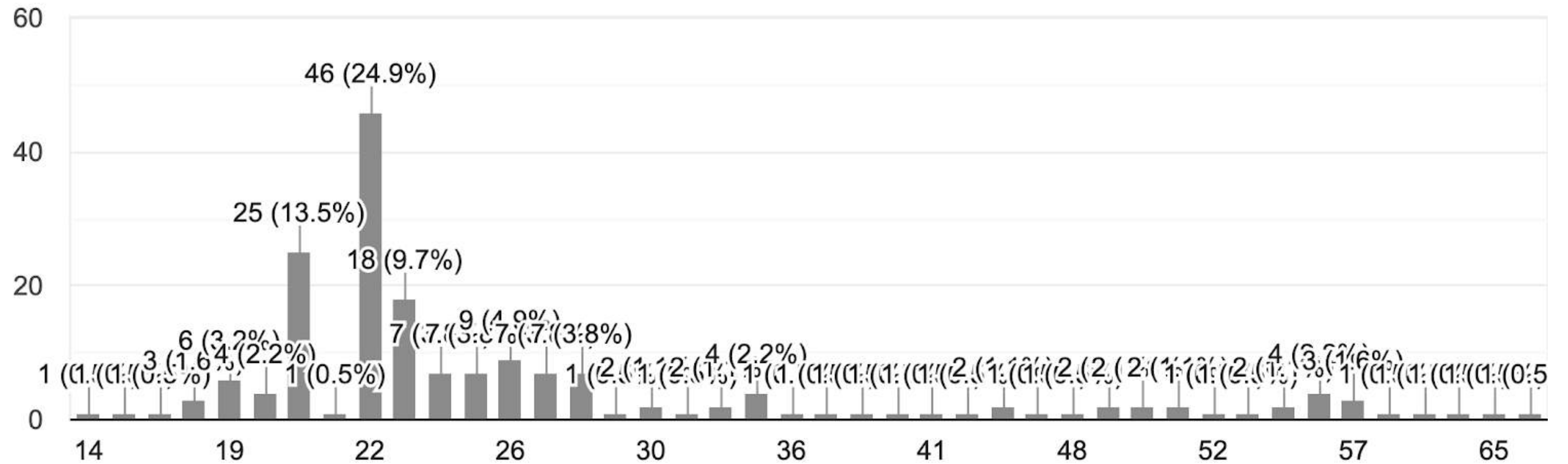
How old are you?

185 responses



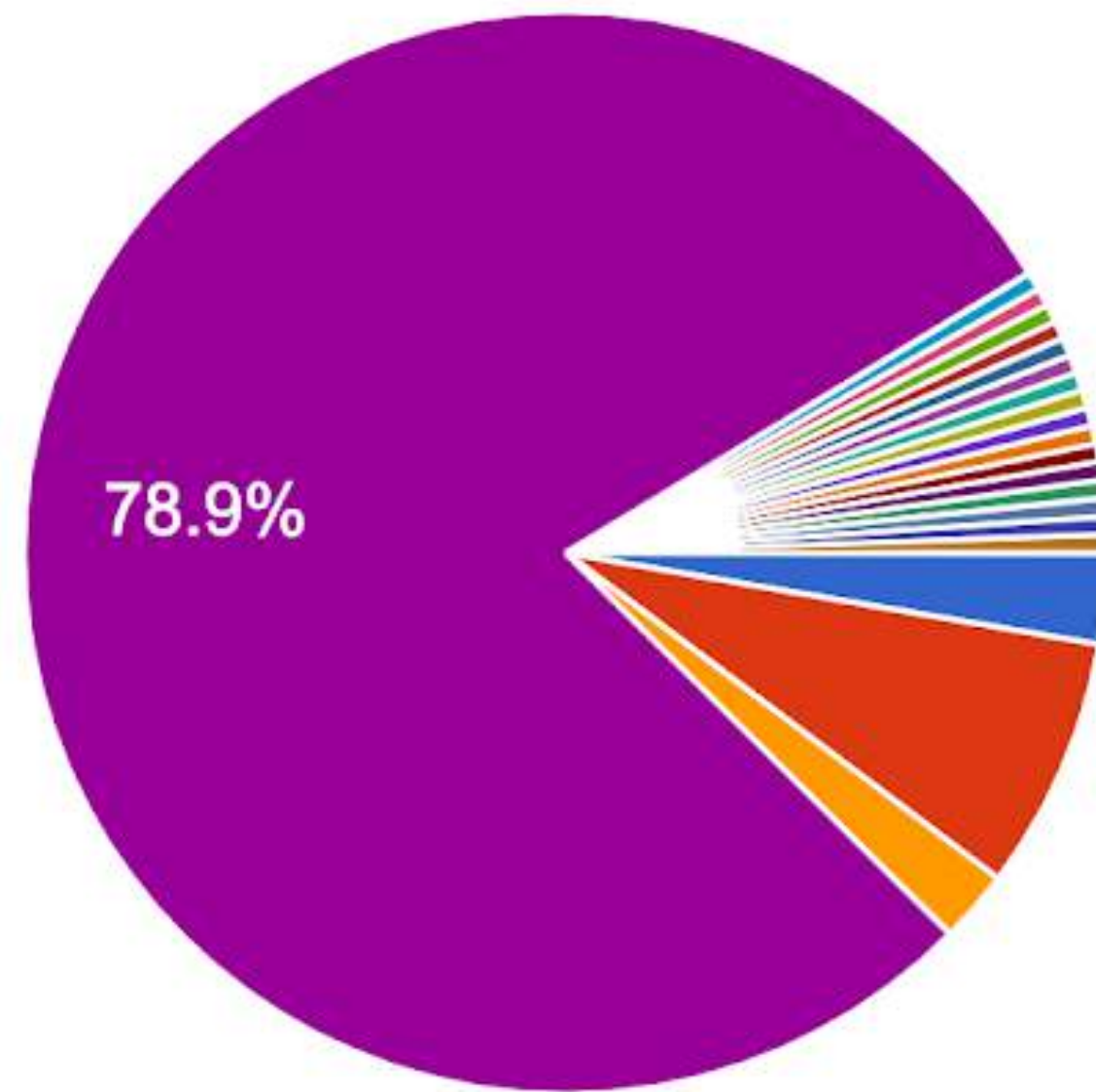
How old are you?

185 responses



What is your race/ethnicity?

185 responses

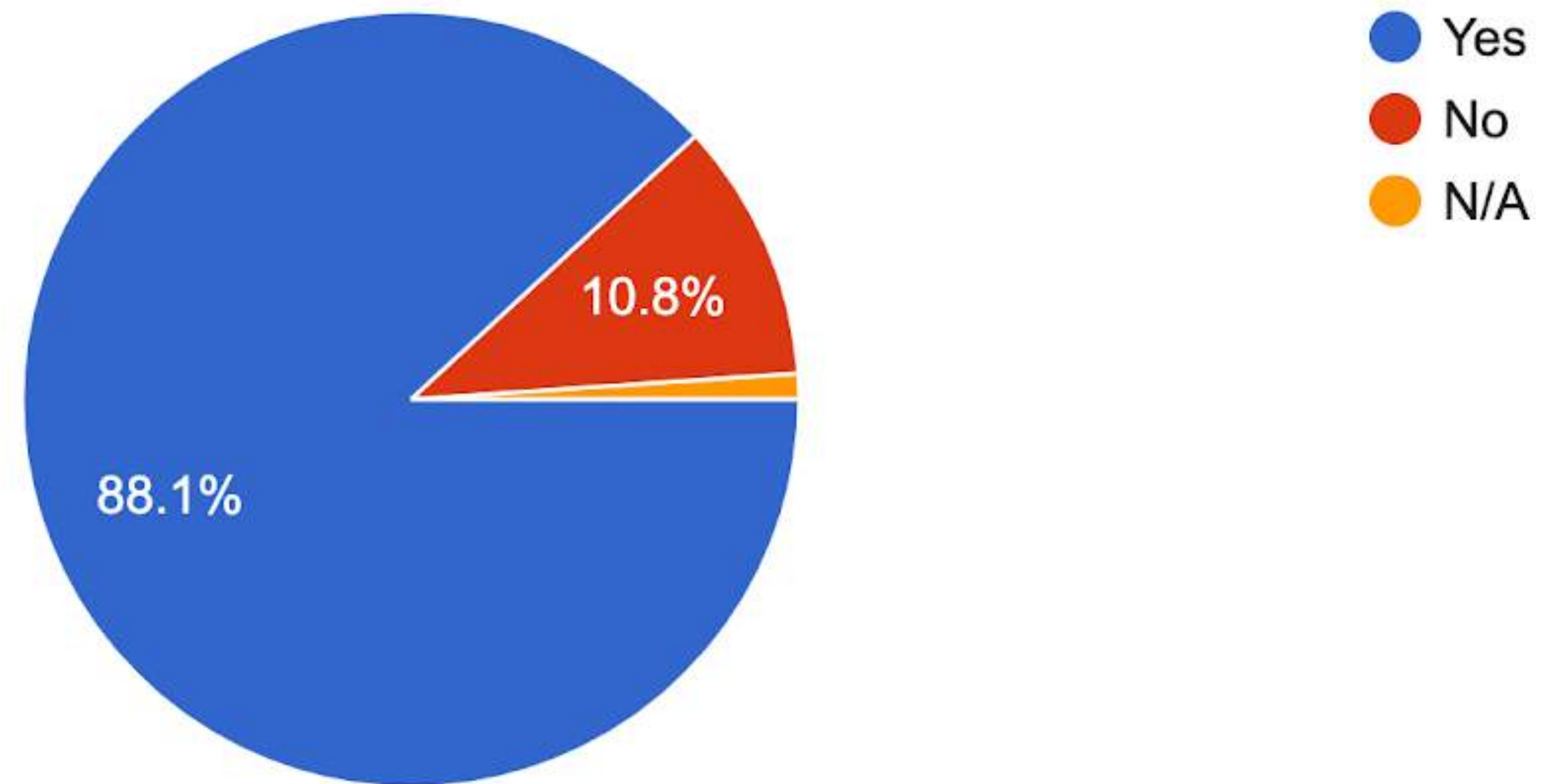


- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- Caucasian
- latino
- Puerto Rican
- Mixed Black and White

▲ 1/3 ▼

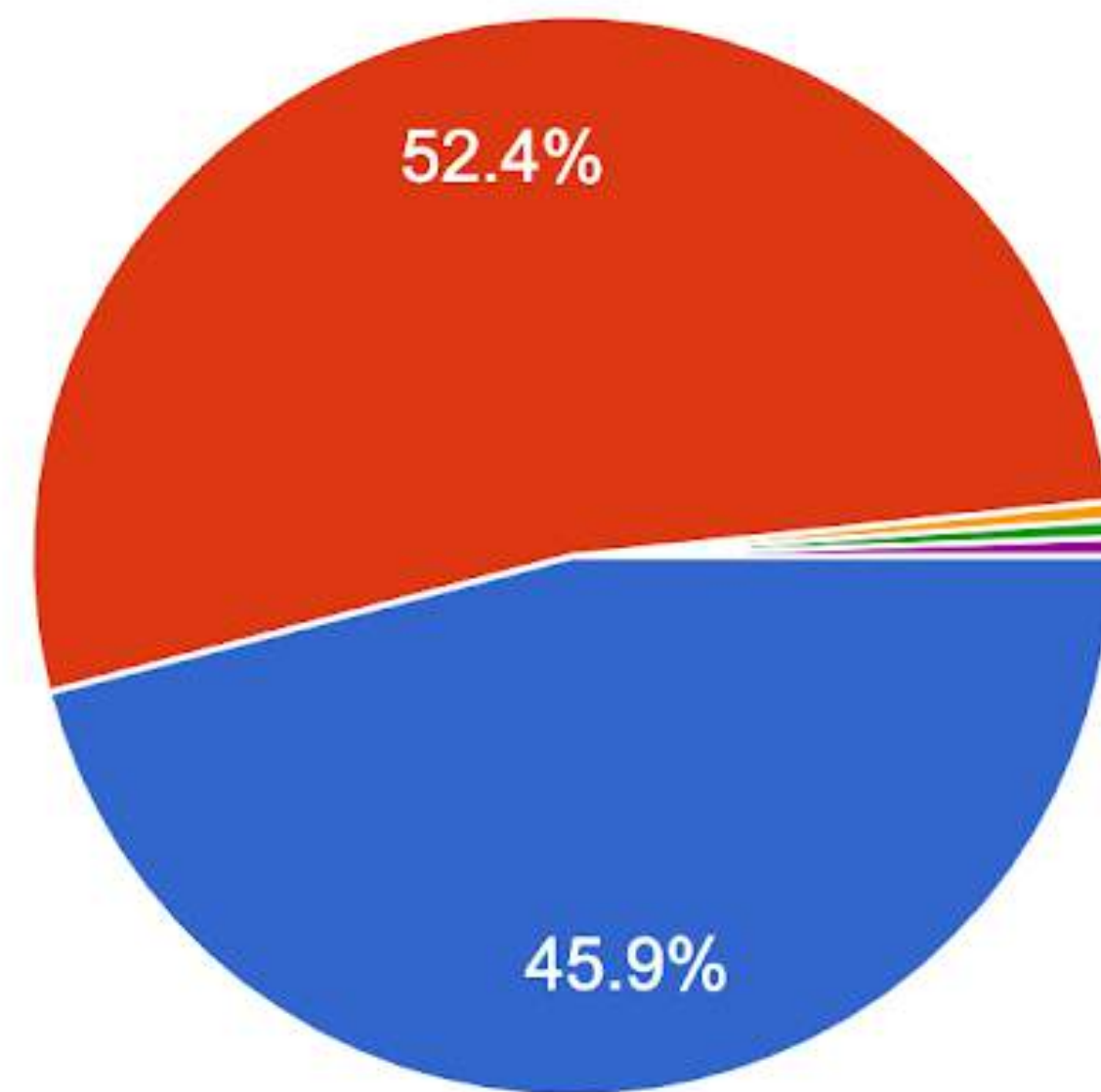
Do you believe there is a stigma around asking for help when struggling with mental health?

185 responses



Have you thought about suicide before the COVID-19 Pandemic?

185 responses



● Yes

● No

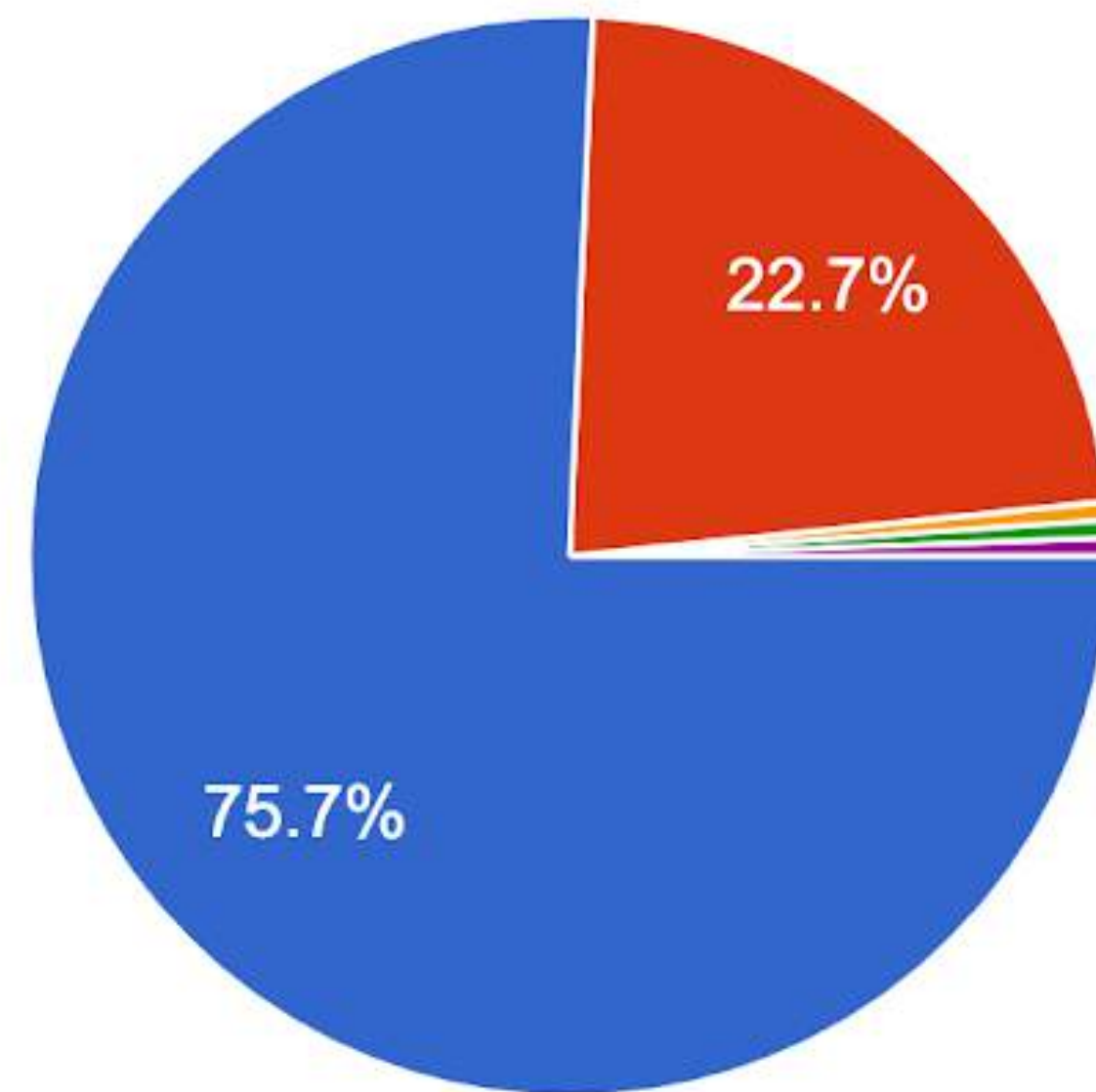
● While I have certainly thought of the consequences of suicide, I have never seriously considered going through with the act.

● I would have thoughts but always knew I was strong enough to move forward

● Yes because of the wrong medication

Have you personally struggled with mental health before the COVID-19 Pandemic?

185 responses



● Yes

● No

● A little bit but, easily handled

● Moved parents in. Addition took more time because of Covid. Getting materials and inspection was a long waiting game. So I think more stressful then anything else.

● Maybe / Not Diagnosed

What barriers do you think would prevent you/others from reaching out for help if struggling with mental health?

Insecurity of others knowing who I "really am" (constantly thinking very negatively about myself); Don't want to cause other people trouble

What barriers do you think would prevent you/others from reaching out for help if struggling with mental health?

The normalization that everyone is "good" and "well" in school, workplace, etc. It is considered unprofessional to be honest when asked "How are you?" casually in person or in a meeting. I think people should stop asking these questions if they do not truly want an honest response, and I have more or less started ignoring people who ask such stupid questions with no intention of wanting an honest response.

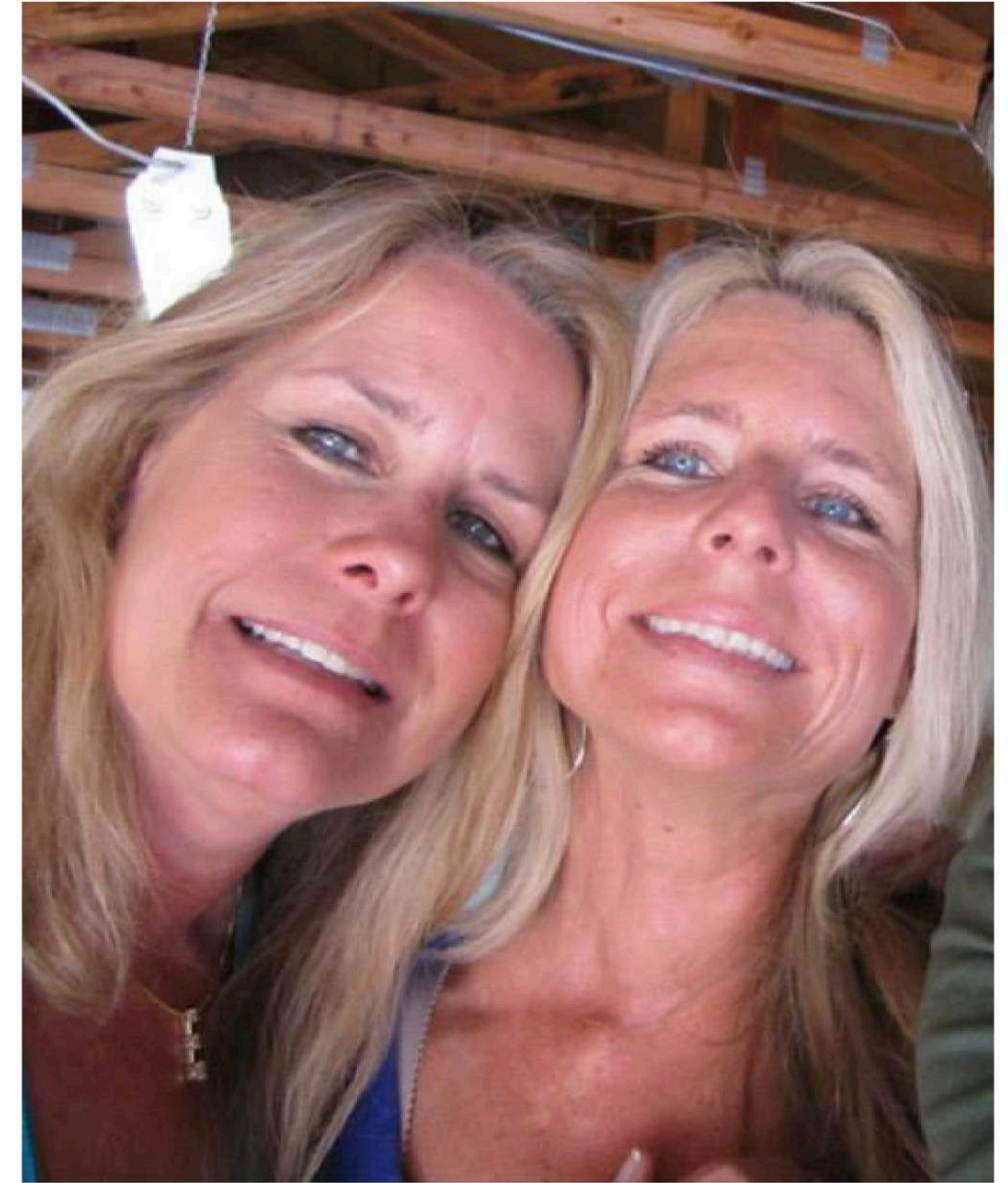
What would you say to someone struggling with mental health to help them?

There's nothing "wrong with you". Its like being physically sick. You don't beat yourself up whenever you get a cold right? And just like being physically sick, theres healing and an end to this too.

THE MOVEMENT

INSPIRATION
ABOUT
VISION
MISSION
TARGET AUDIENCE





JANUARY 1ST, 2021 - 6AM EST:

MY MOTHER ABRUPTLY RECEIVED A PHONE CALL FROM MY COUSIN PAIGE.
I WAS WOKEN BY ECHOES OF AGONY.
“NOT MY SISTER, NOT MY BEST FRIEND.”
MY AUNT SHARI HAD PASSED AWAY BY SUICIDE THAT NIGHT.
OUR LIVES CHANGED PERMANENTLY THAT DAY.



CURRENTS, AN EVER-EVOLVING SOCIOCULTURAL MOVEMENT,
EMBARKS TO BRING AWARENESS AND ACTION TO SUICIDE PREVENTION
AND DE-STIGMATIZE COMPROMISED MENTAL HEALTH.

THIS MOVEMENT IS CONCEPTUALIZED TO MANIFEST A BRIGHT
LENS THAT CELEBRATES SEEKING HELP WHEN STRUGGLING.

CURRENTS REPRESENTS DIFFERENT METAPHORS:

- CURRENT MENTAL COMPROMISES
- AN EVER-EVOLVING MOVEMENT
- BRAIN CURRENTS

MISSION

CURRENTS, AN EVER-EVOLVING SOCIOCULTURAL MOVEMENT,
EMBARKS TO BRING AWARENESS TO SUICIDE PREVENTION,
AND DE-STIGMATIZE COMPROMISED MENTAL HEALTH.

VISION

THIS MOVEMENT IS CONCEPTUALIZED TO MANIFEST
A BRIGHT LENS WHICH CELEBRATES SEEKING HELP IF STRUGGLING.

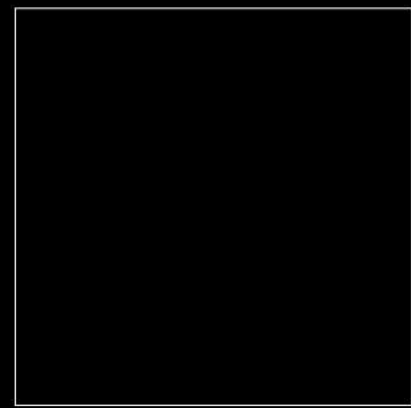
TARGET AUDIENCE

DIRECTED TOWARDS 15-35 YEAR OLDS TO ENFORCE PREVENTIVE PEDAGOGY.
BUT ALSO AIMS TO INCLUDE ANYONE WITH COMPROMISED MENTAL HEALTH.

BRANDING

COLOR PALETTE
TYPOGRAPHY
LOGO

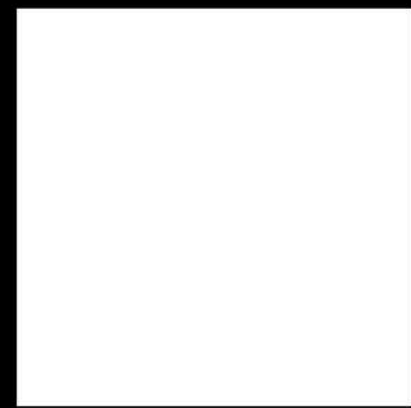
COLOR PALETTE



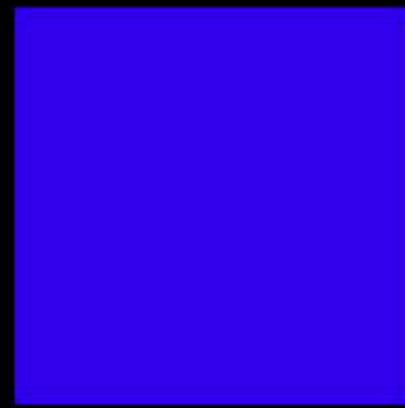
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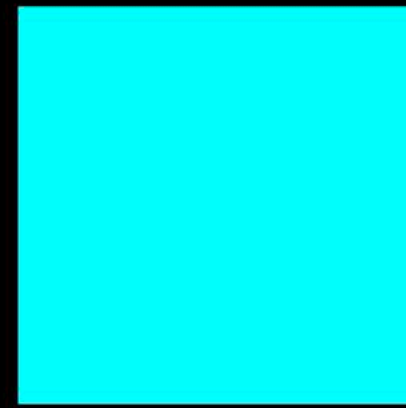
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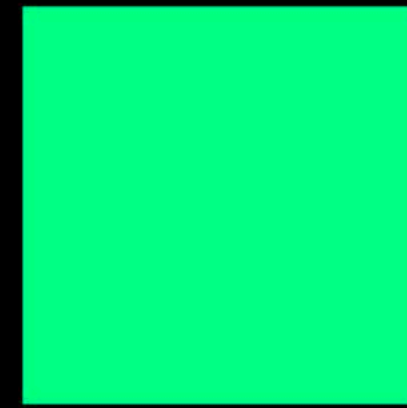
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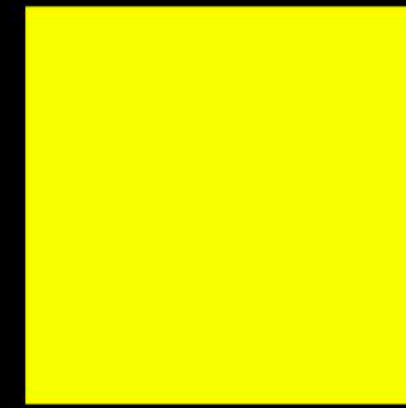
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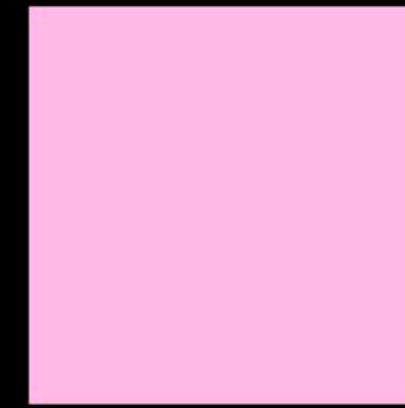
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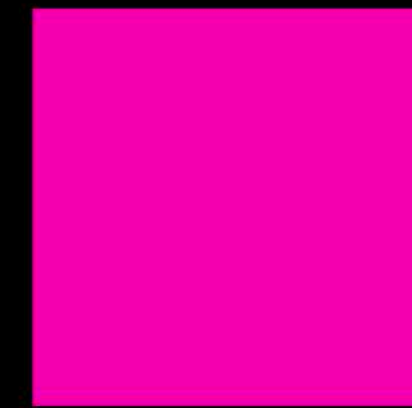
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LOGOTYPE

ANTARCTICA ULTRA EXPANDED BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234**

BODY TEXT

SPACE TEXT REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234

TRACKING -25
KERNING - OPTICAL
HORIZONTAL SCALE - 77

TRACKING -40
KERNING - OPTICAL
HORIZONTAL SCALE - 107

	CURRENTS	

CURRENTS

CURRENTS

CURRENTS

CURRENTS

CURRENTS

CURRENTS

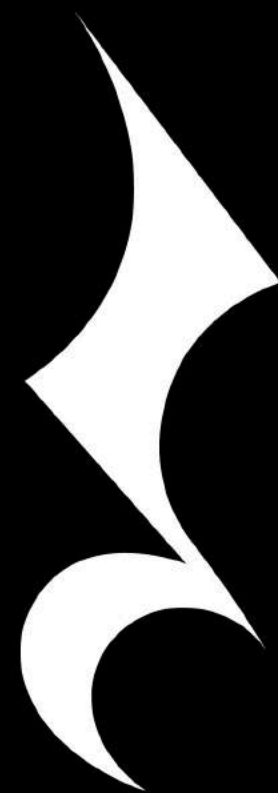
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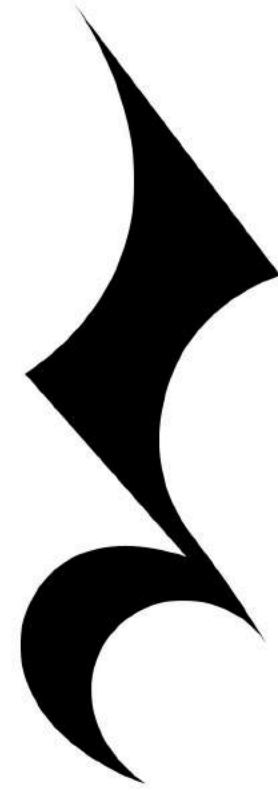
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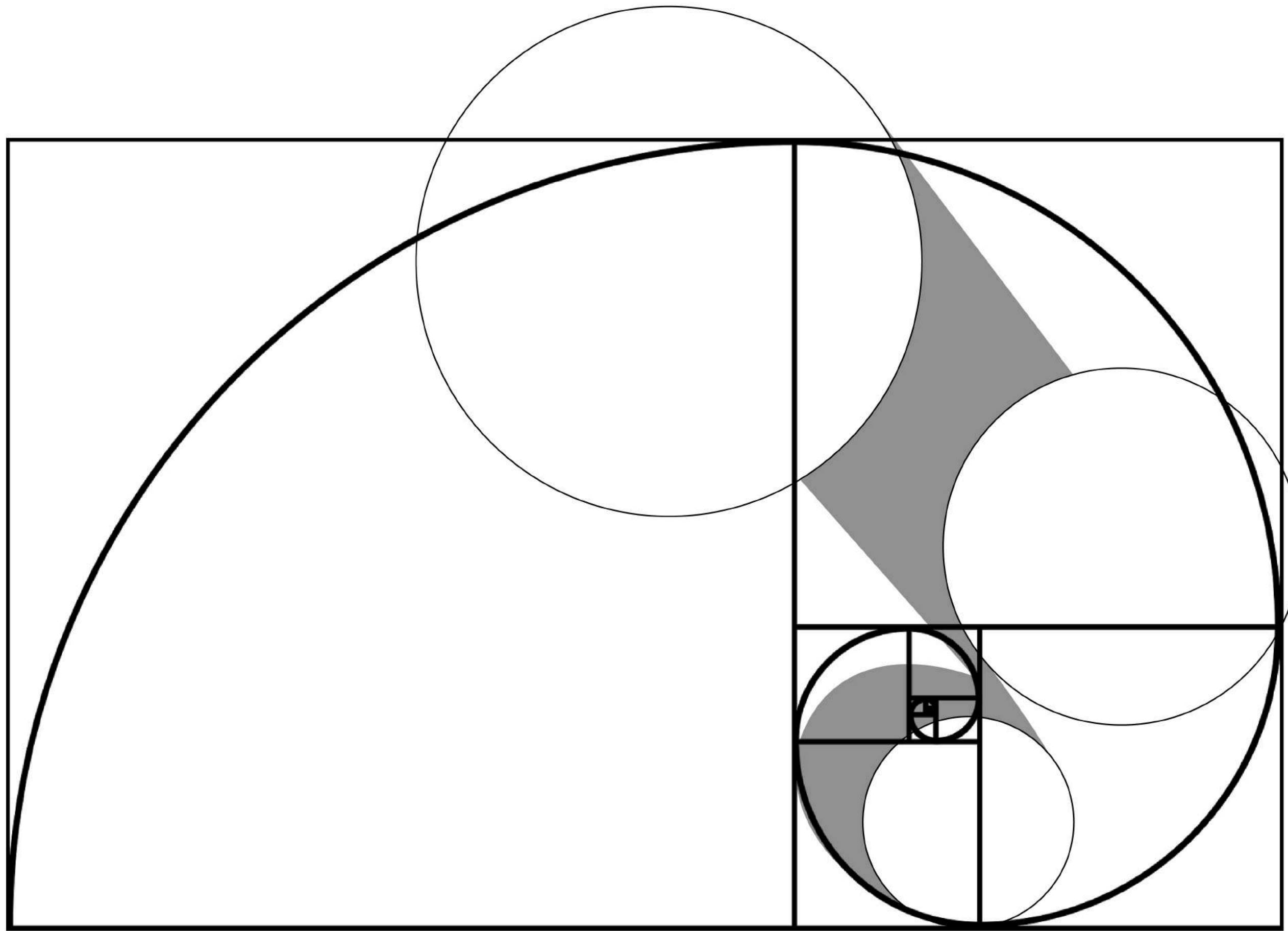




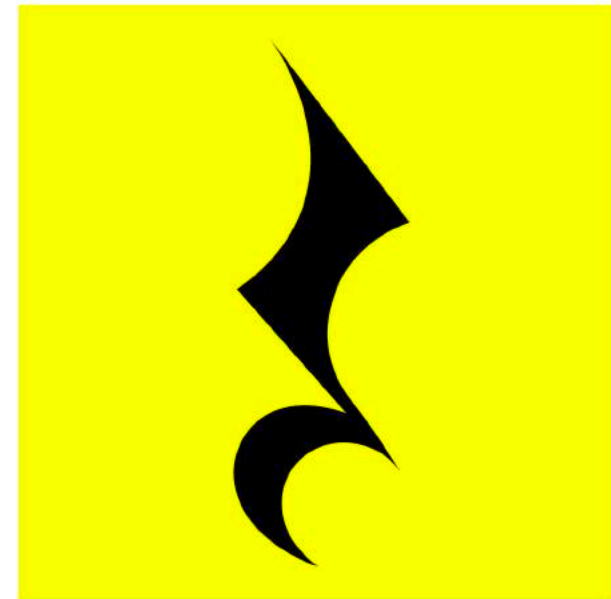
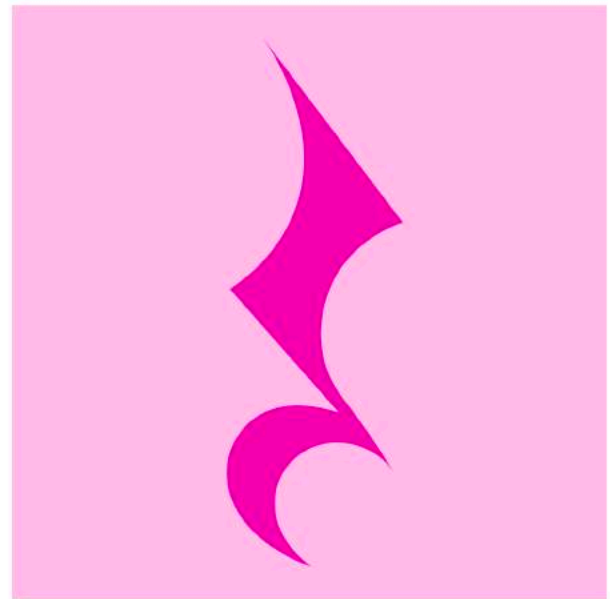
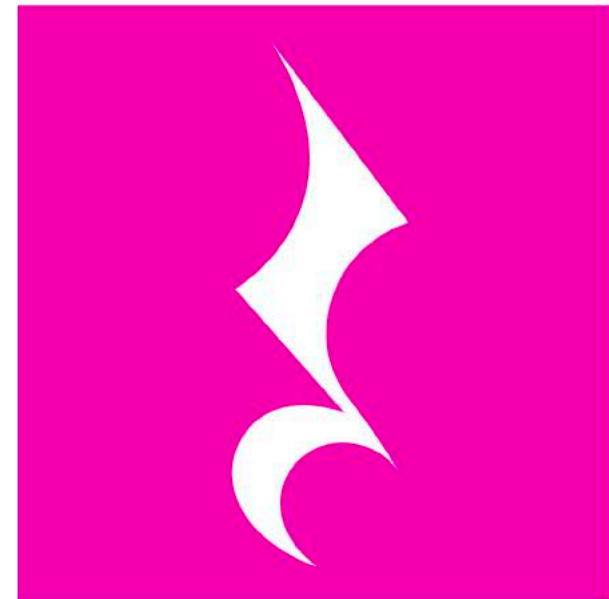
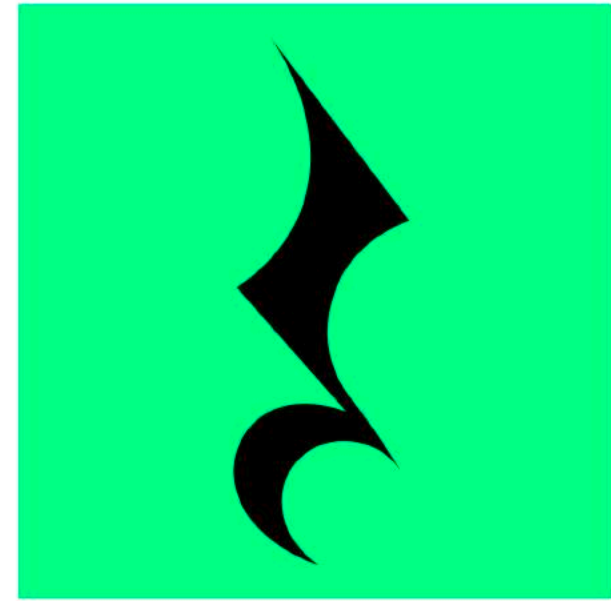
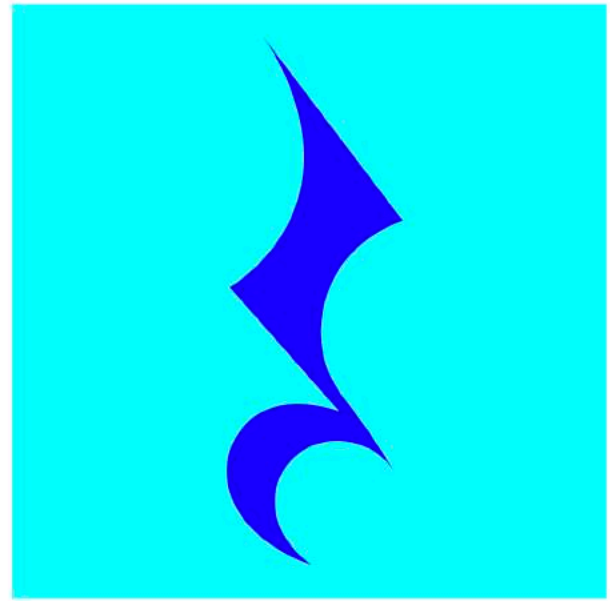
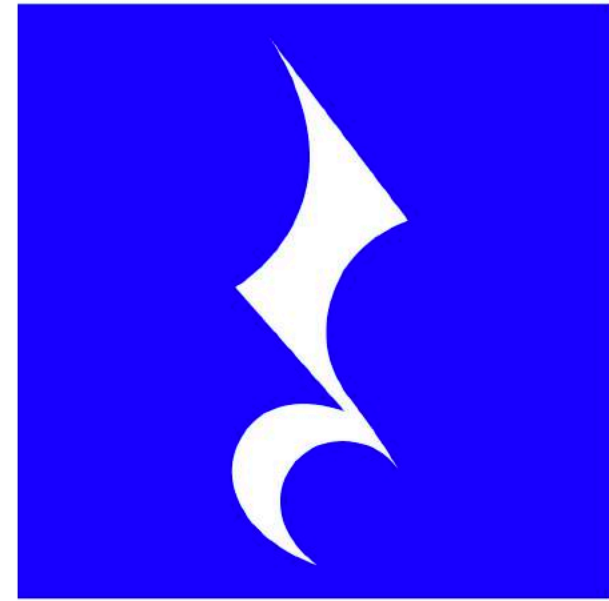
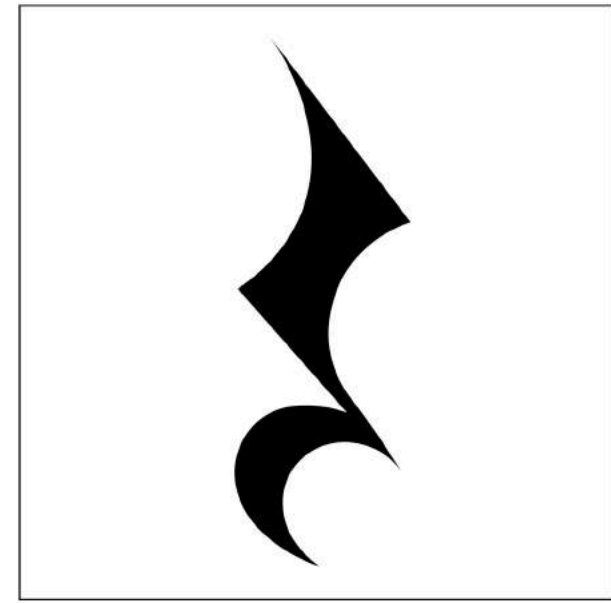
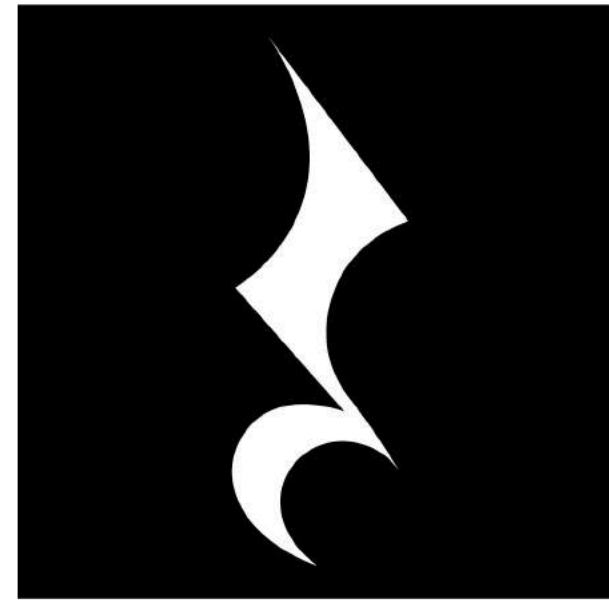


CURRENTS' LOGO IS A REST SYMBOL, A MUSICAL NOTATION THAT INDICATES THE ABSENCE OF A SOUND. REST SYMBOLS MARK EACH BEAT OF REST DURING MULTIPLE UNITS OF SILENT BEATS. THIS SYMBOL METAPHORICALLY NUANCES THE COMMONLY-USED SEMI-COLON TO REPRESENT SUICIDE PREVENTION. REST IS ALSO SUBLIMINALLY FOUND IN 'CURRENTS'.





Hierarchy of curvilinear contours
Inspired by the Golden Ratio



EXECUTION

CAMPAIGN
WEBSITE
SOCIAL MEDIA
GUERRILLA MARKETING

**MENTAL HEALTH
IS EVERYONE'S
BUSINESS.**

**LET'S BREAK
THE STIGMA.**



**THIS SIGN IS
REPLACEABLE.**

YOU AREN'T.



Florida

a L. N. Alem y J. M. de Rosas

RED DE SUBTE
MONITOREADA



GET YOUR
LIFESTYLE
GOING.



Subte

Subte

la red de Subtes



Días hábiles
de 7 a 19 h.



SEÑALIZACION
DE PASADIZO
DE PEATONES



BREAK THE STIGMA
BREAK THE STIGMA
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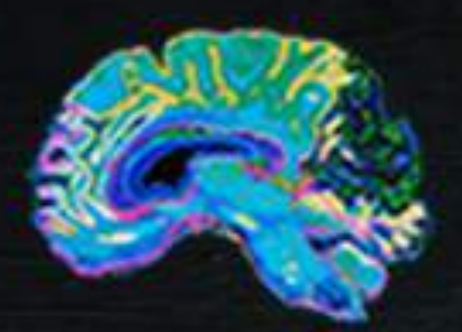
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**MENTAL
WELLBEING
IS
EVERYONE'S
BUSINESS.**



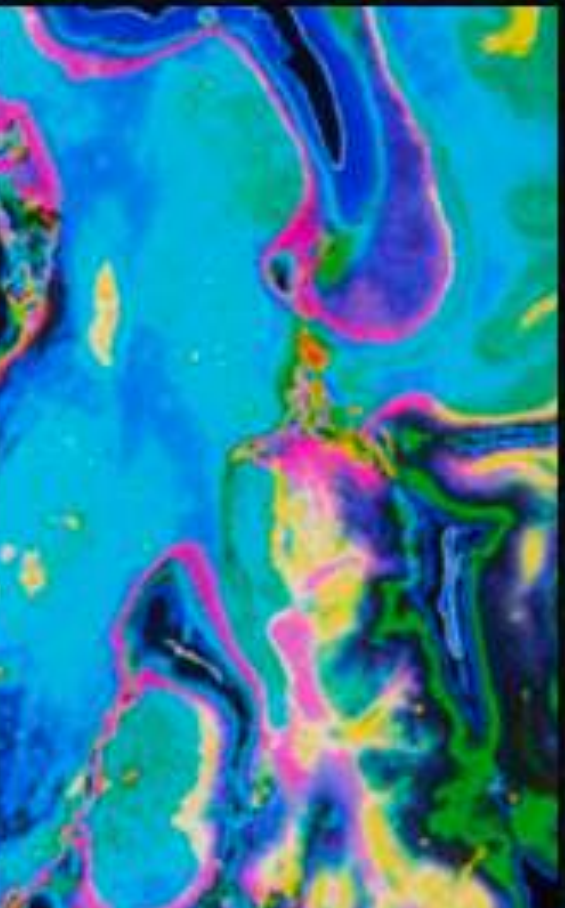
**M
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LET'S NOT
WAIT FOR
CRISIS TO HAVE
CONVERSATIONS.



CURRENTS



**A
L**

LET'S TALK
ABOUT
MENTAL HEALTH.
LET'S MAKE
THE INVISIBLE
VISIBLE.



Budweiser
THIS BUD'S FOR YOU.

LET'S MAKE
THE
INVISIBLE,
VISIBLE.

LET YOUR
FANTASIES
UNWIND
THE
PHANTOM
OF THE OPERA

FEEL A DIFFERENT KIND OF
CHILL.

EXPRESS EXPRESS EXP
EXPRESS EXPRESS EXP
EXPRESS EXPRESS EXP

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NOVOTEL

HOTEL

10 IMPRE

Maddin

ILLUSIONISTS

McDonald's
Restaurant
m m m m m

EXPRESS

THE SHOW FOLKS SHOW



THIS SHIRT IS REPLACEABLE



YOU AREN'T





WHAT IS MENTAL HEALTH?



MENTAL HEALTH REFERS TO COGNITIVE, BEHAVIORAL, AND EMOTIONAL WELL-BEING. IT IS ALL ABOUT HOW PEOPLE THINK, FEEL, AND BEHAVE

A COMPROMISED MENTAL CONDITION AFFECTS ALL THESE ABILITIES

THESE CONDITIONS DEEPLY IMPACT DAY-TO-DAY LIVING AND MAY ALSO AFFECT THE ABILITY TO RELATE TO OTHERS. IF YOU HAVE OR THINK YOU MIGHT HAVE COMPROMISED MENTAL CONDITION, THE FIRST THING YOU MUST KNOW IS THAT YOU ARE NOT ALONE.

MENTAL HEALTH CONDITIONS ARE FAR MORE COMMON THAN YOU THINK, MAINLY BECAUSE PEOPLE DON'T LIKE TO, OR ARE SCARED TO, TALK ABOUT THEM.

HOWEVER 1 IN 5 U.S. ADULTS EXPERIENCE COMPROMISED MENTAL CONDITIONS EACH YEAR



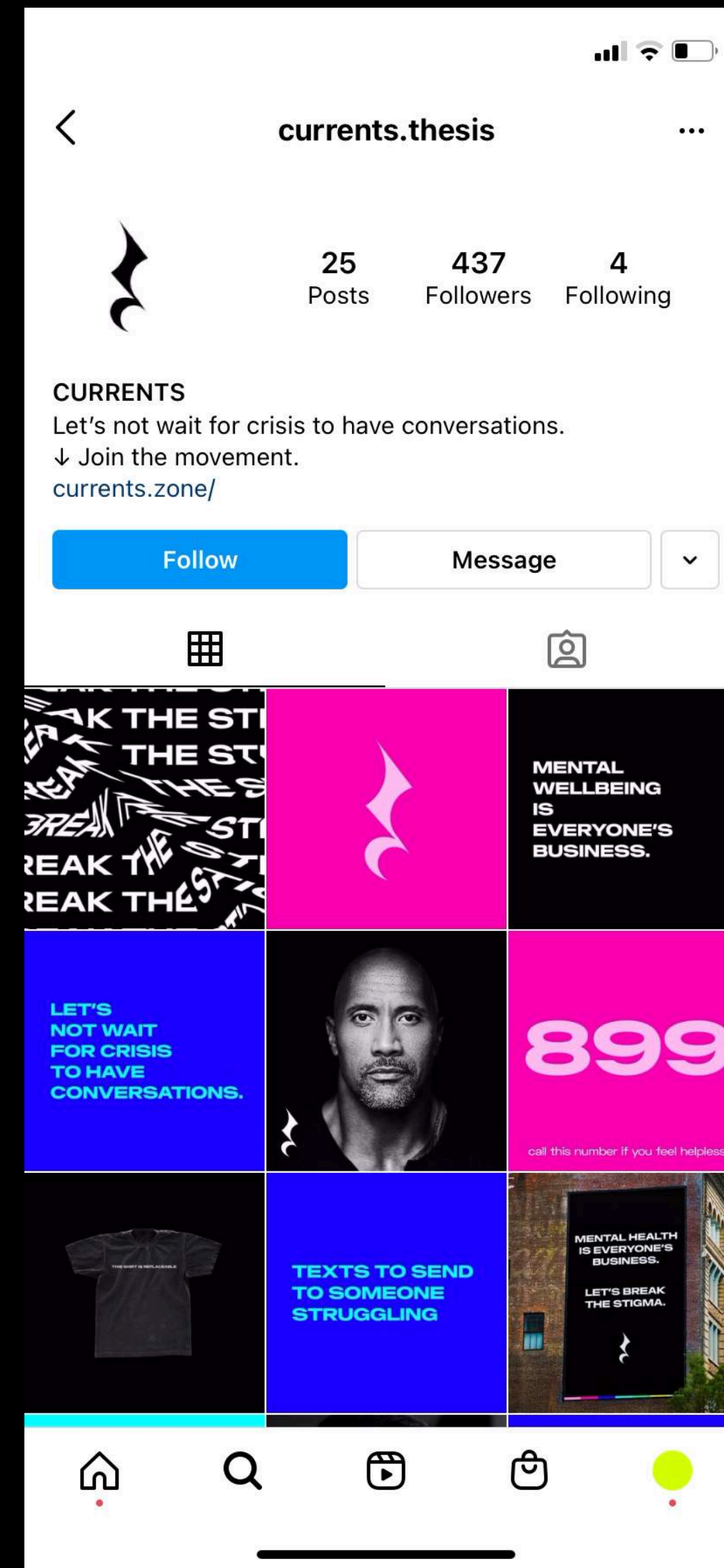
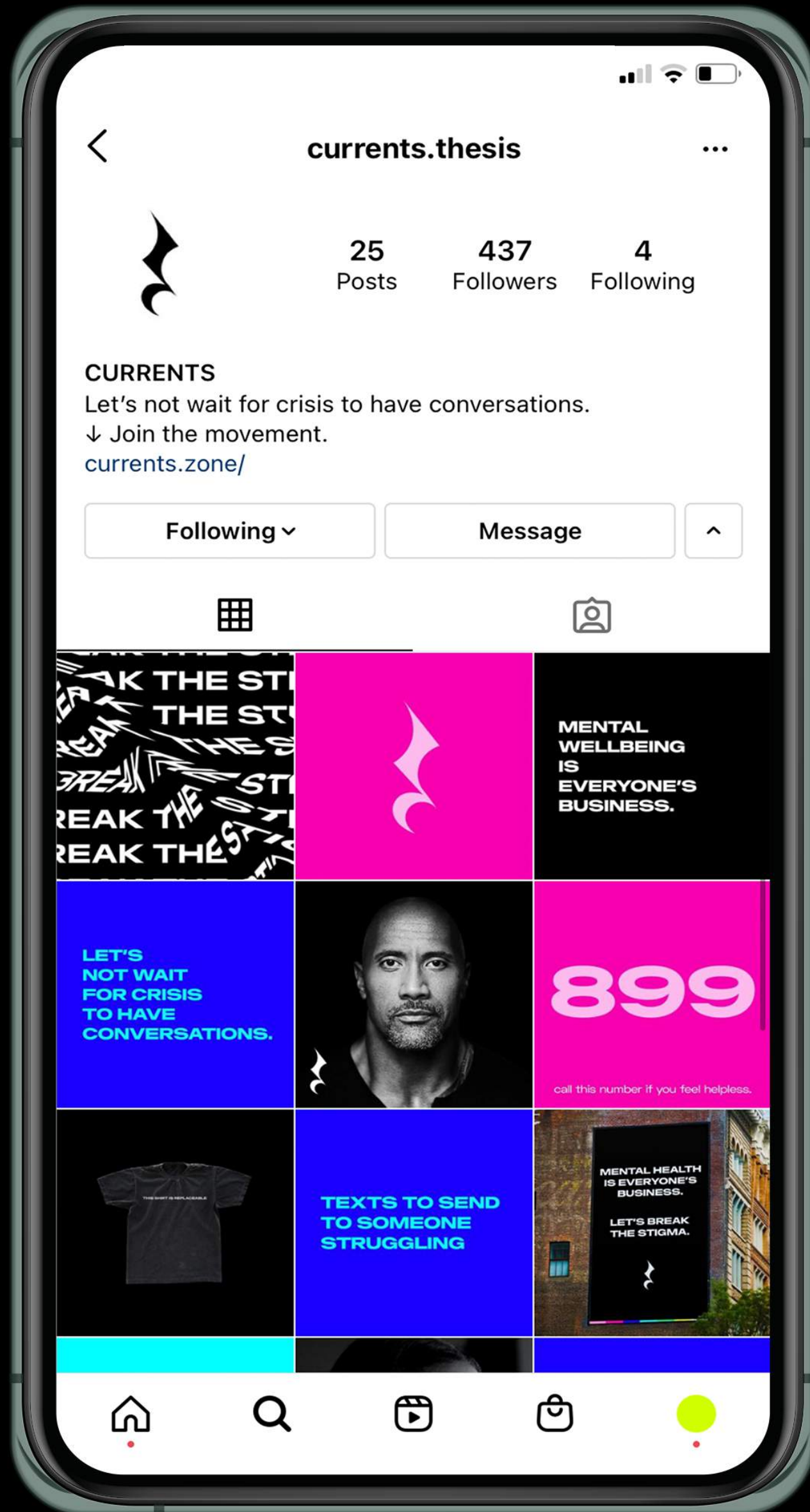
FOR QUITE SOME TIME, STRUGGLING WITH MENTAL HEALTH HAS BEEN STIGMATIZED, ASSOCIATED WITH CONDITIONS OF A WEAK CHARACTER, ATTENTION-SEEKING BEHAVIORS, AND A CHOICE TO ACT IN WAYS THAT WERE AGAINST SOCIAL NORMS.

MANY PEOPLE WITH DEPRESSION ARE TOLD TO SNAP OUT OF IT, OR IF YOU'D ONLY GET A JOB, YOU WOULDN'T BE DEPRESSED. THOSE SUFFERING FROM ANXIETY WERE SEEN AS NERVOUS PEOPLE WHO WERE ADVISED TO JUST CALM DOWN, AND THOSE AFFLICTED WITH BIPOLAR ILLNESS OR SCHIZOPHRENIA WERE CONSIDERED TO BE JUST PLAIN CRAZY.

COMPROMISED MENTAL HEALTH CONDITIONS ARE INVISIBLE TO THE NAKED EYE IN THAT AN INSTRUMENT CANNOT ACTUALLY SEE ANXIETY OR DEPRESSION OR THE ACCOMPANYING PAIN ASSOCIATED WITH IT.

ONE DICTIONARY DEFINITION OF STIGMA IS A MARK OF DISGRACE ASSOCIATED WITH A PARTICULAR CIRCUMSTANCE, QUALITY, OR PERSON. IT HAS BEEN ESTABLISHED THAT A COMPROMISED MENTAL CONDITION IS SEEN AS A DISGRACE, WHEREAS A COMPROMISED PHYSICAL CONDITION IS VIEWED WITH COMPASSION.

PEOPLE WHO SUFFER FROM COMPROMISED MENTAL CONDITIONS DO NOT WANT TO BE ILL, NOR DID THEY ASK FOR THEIR CONDITIONS. IT IS A BODILY DISEASE LIKE PHYSICAL CONDITIONS, ONLY WITH AN INVISIBLE PRESENTATION.





CURRENTS

Waiting for cache...



THANK



YOU