



## MENTAL HEALTH COLLECTION CREATIVE BRIEF

### GOALS AND MISSION

The goal of the Mental Health collection is to offer three tickets to people who may need to give themselves permission to take care of themselves. This collection serves as an artistic reminder that people can take up space, have their feelings validated, and make them for their mental health.

### TARGET AUDIENCE

This collection was designed during the COVID '19 Pandemic, where many people are struggling with loneliness, anxiety and depression. These were designed with men and women between the ages of 18 and 35 who were feeling the heavy effects of fear during the pandemic. These cards can be added to a wallet, wall decor, or bedstand to remind them that they should take care of themselves and they had constant permission to do so.

### RATIONALE

The dimensions and design of these mental health tickets are based off of vintage train ticket designs. The typewriter font used for the tickets is Courier New, designed for IBM by Adrian Frutiger, references the style used in punch card tickets. Each ticket is slightly different, outlining the different permissions it allows. Each card has a place where the owner can write their name, taking control and allowing themselves to take time to fulfill what each ticket says. These tickets are designed using the soft colors of Seeking Eden to give the viewer something calming to look at or hold in their hand if they are feeling overwhelmed. The card designs also have hole-punched letters for the customer to feel if they are feeling overstimulated.

### OBJECTIVES AND CHALLENGES

The challenges that face these product is their accessibility. These can be shared as a gift or bought for oneself, but the product is most effective if it can be digitally downloaded and printed. This decreases the amount of anxiety from COVID '19 and allows customers to print from their own home on any paper they would like. The customers would receive the files and be able to print out tickets, as seen in the images, and be able to punch the letters out themselves with a hole punch, if they were interested.

### DISTRIBUTION PLAN & PROMOTIONAL CONTENT

This product will be distributed as a physical product and digital download on Seeking Eden's Etsy site. Promotional images of these products and videos of people writing their name in the "card holder" slot will be advertised on Instagram and other social media sites.