



INSTANTANEA

instantaneous pieces of advice
against CoVid19

by Chiara zhu | **colorchiara**



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against CoVid19



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Take a moment

Take an instant

to reflect

and to act

accordingly

to the crisis

FORWORD

As said by Alan Moore (2016) 'The act of creating something of beauty is a way of bringing good into the world'. Beautiful design not only attracts but most importantly it helps us survive. This is one of the principles for the social visual campaign I propose here.

My project uses shapes to build a 'common design language' that expresses and conveys some of the underlying messages that we hear from medical experts and politicians in the fight against the spread of Covid19.

The design takes a subtle approach through minimalism and playfulness, so it tries to give us clear directions on how people should behave towards themselves and to others.



AIM

‘Instantanea’ is a collection of graphics that takes a subtle approach to minimalism and playfulness with the aim to facilitate the spread of practical important messages for the emergency we are living in.

This project aims at facilitating the spread of sensible and practical pieces of advice.

HOW IT STARTED

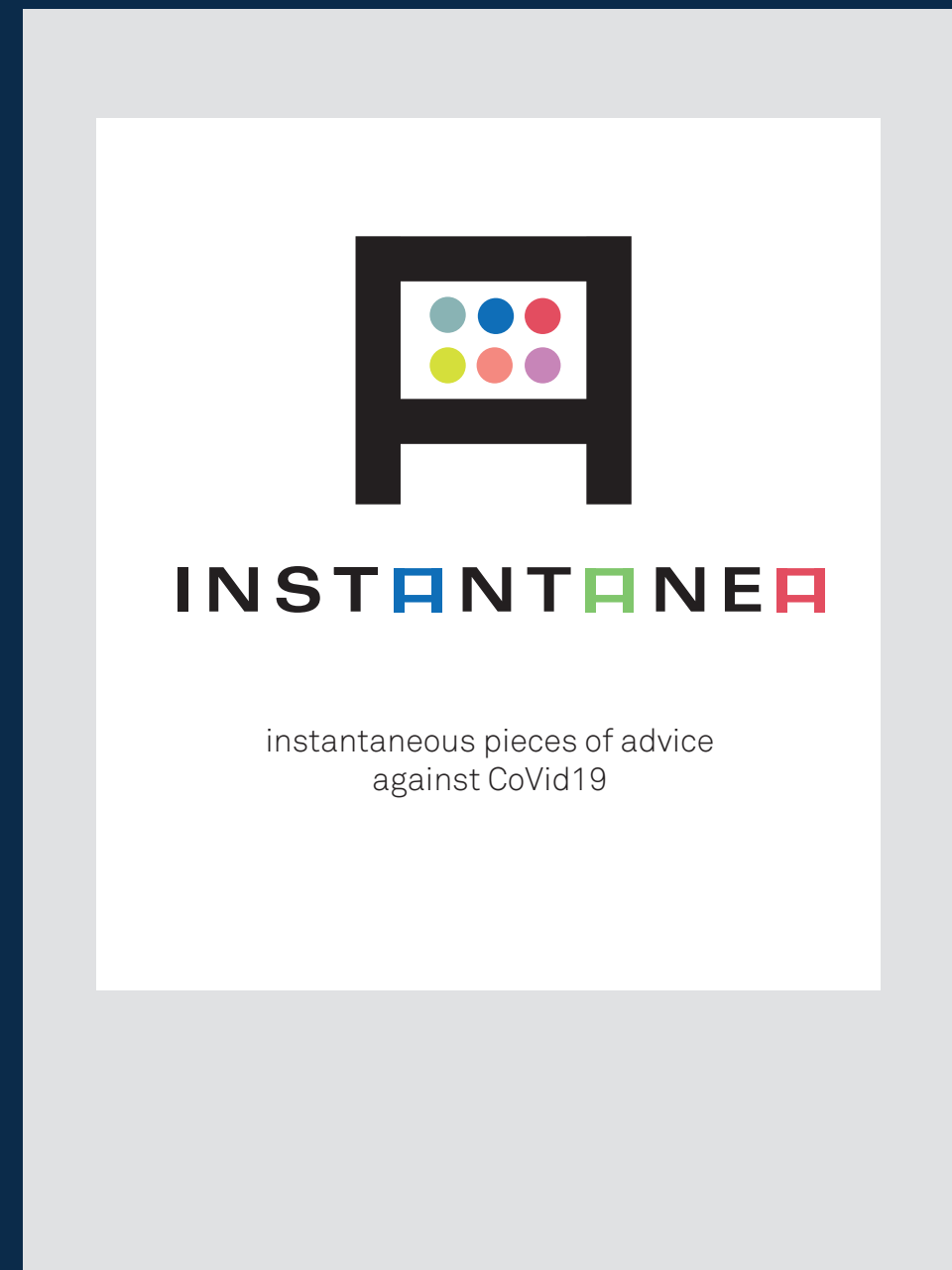
It started from the idea of synthetizing messages through the tools of visual and graphic design. The concept comes from the format of a polaroid, an instantaneous photo that captures important messages.

MY MOTIVS

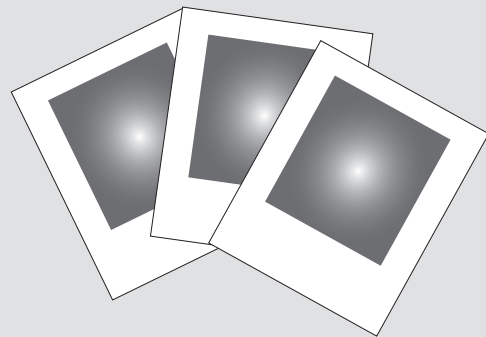
I believe that by incorporating colors and simple shapes the design proposed can make a difference in order to catch the attention of the viewer.

POSSIBLE DEVELOPMENTS

The idea is to develop the project into pieces of digital spots, advertising, a sort of virtual and digital ‘guerrilla’ which is meant to be both conceptually useful and visually enjoyable.



idea: the polaroid's format



logo / logotype



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colors

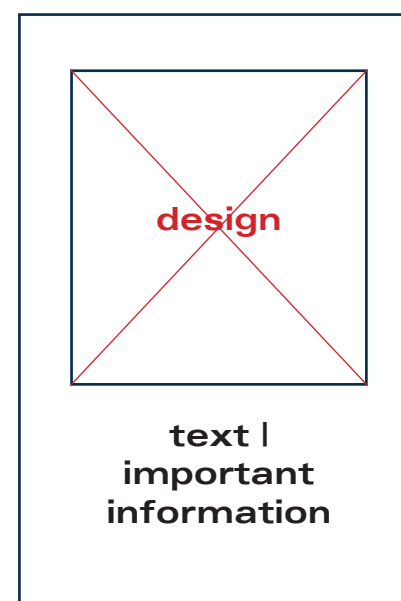
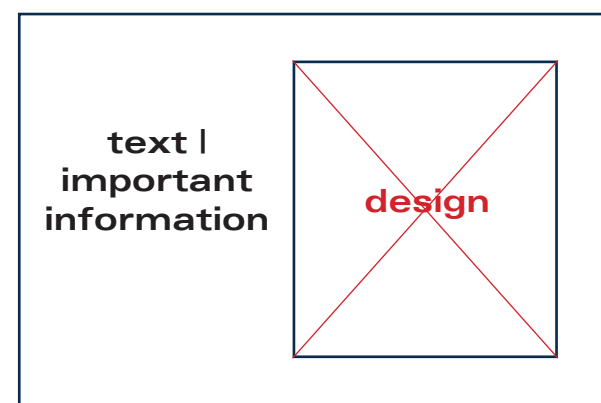


design





flexible and adaptable format according to the medium chosen: two options for both vertical and horizontal medium surfaces



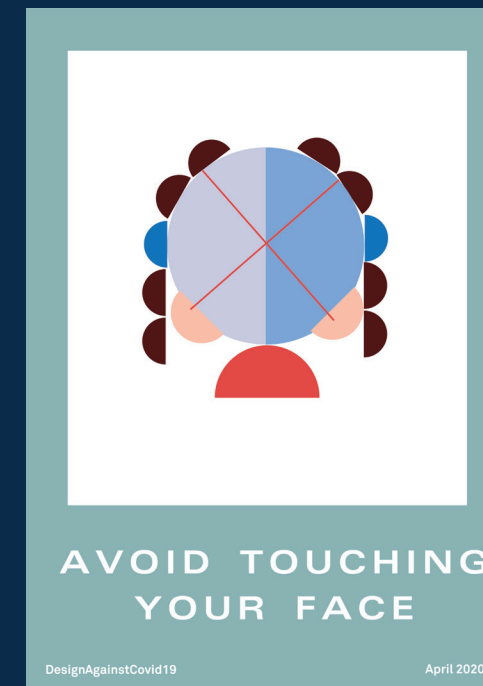
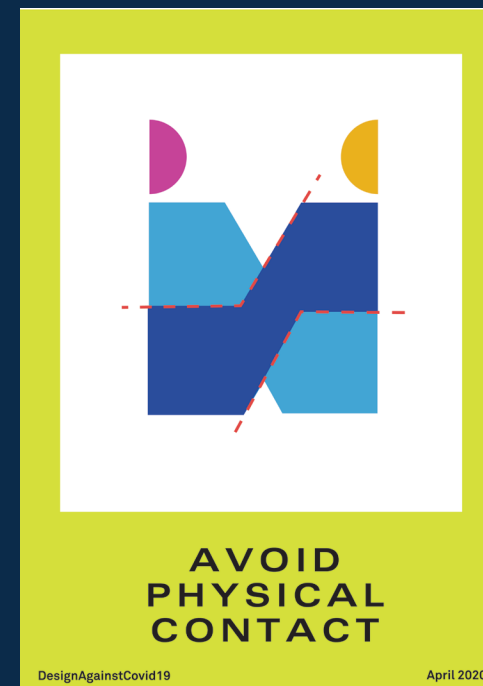




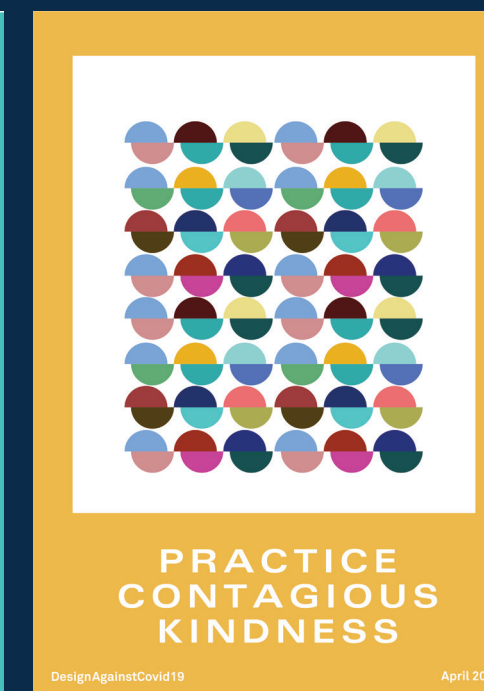
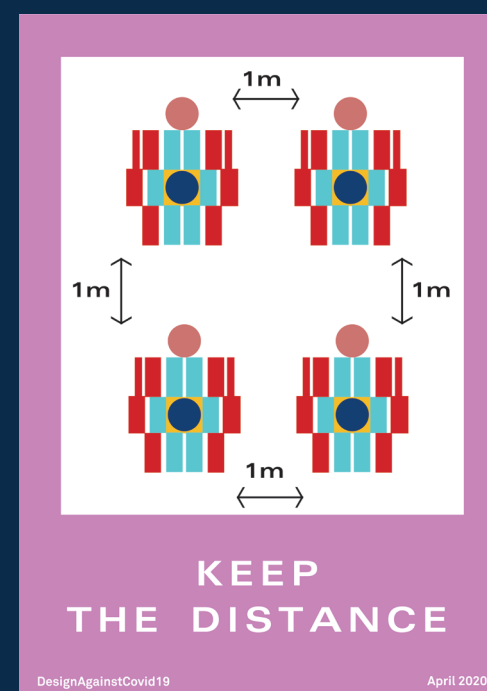
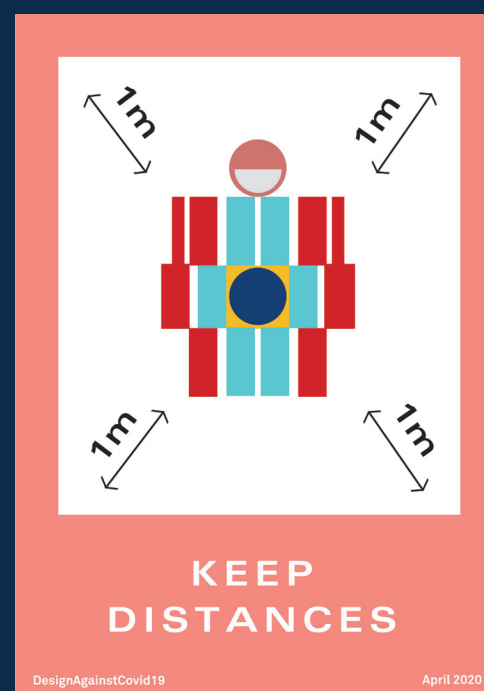
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Overview - Posters application
(the text and sub-messages can be adapted according to circumstances)

Hygiene



Civic rules



Topics: help the public protect themselves | prevent spreading the virus to others

Gender equality

The crisis has brought about new dynamics also as far as gender equality issues are concerned. Some graphics refer to the topic of housework and shared household chores, which are too often delegated to the female presence.

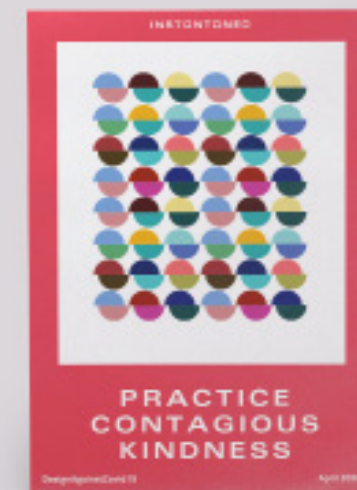
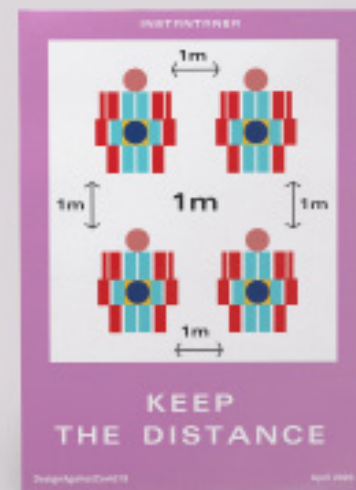
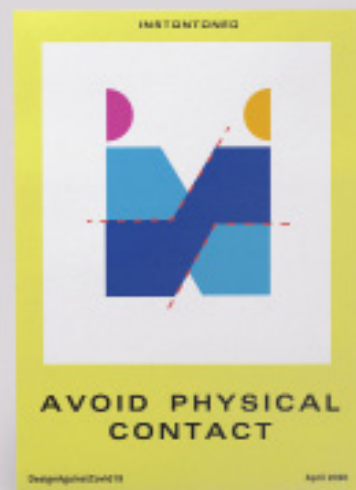
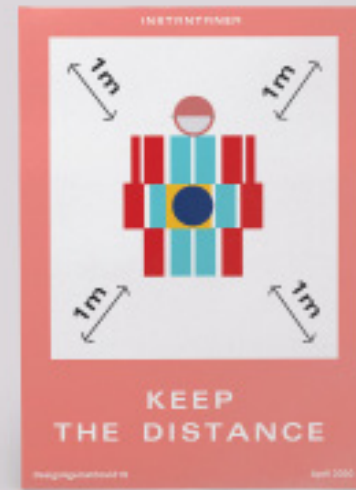
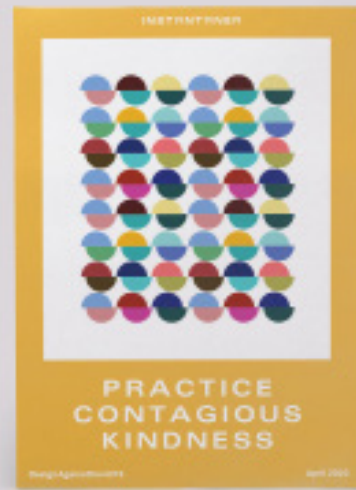
The graphics talk about this problem, conveying egalitarian values that need to be preserved both out and within the ambient of the house.



Loneliness

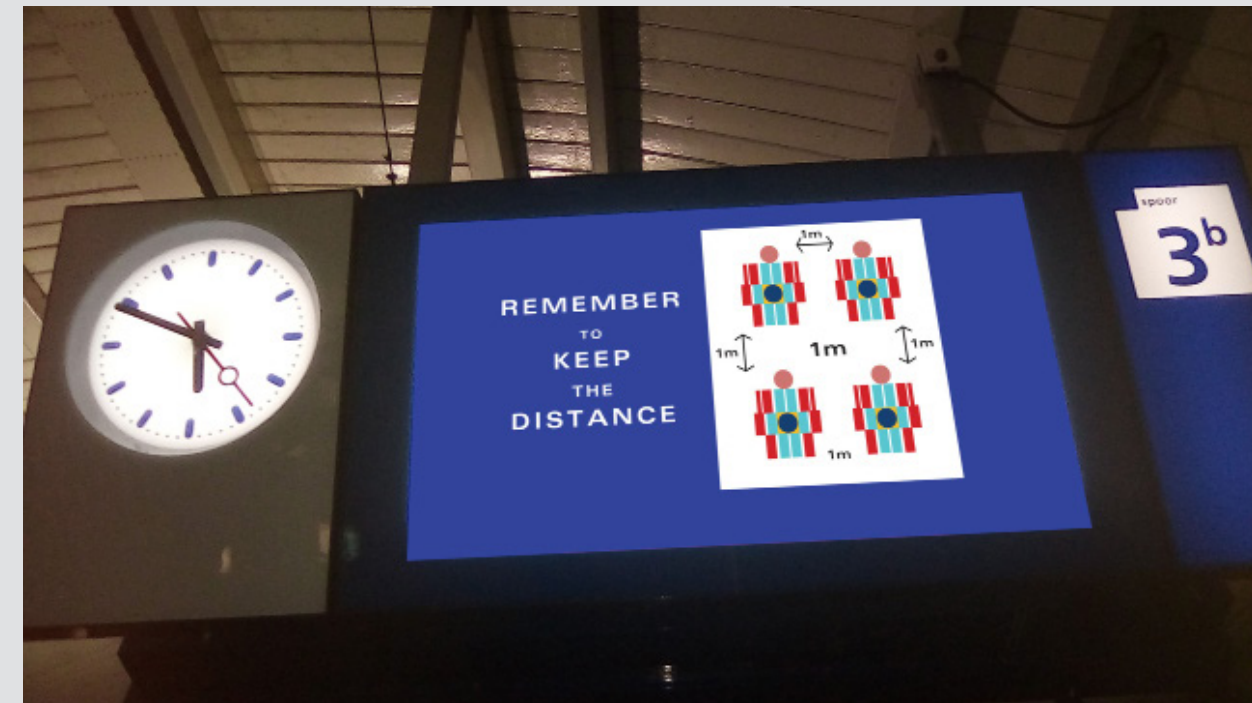
The lockdown and the current situation of isolation highlight another problem of our contemporary society which is loneliness. 'Get inspired by a reading' or simply 'calling a friend' are some simple pieces of advice that can fight feelings of solitude and loneliness.











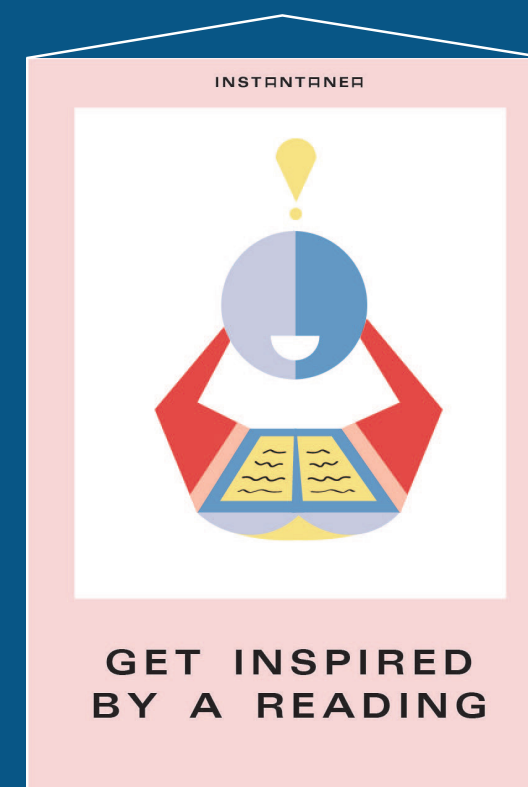
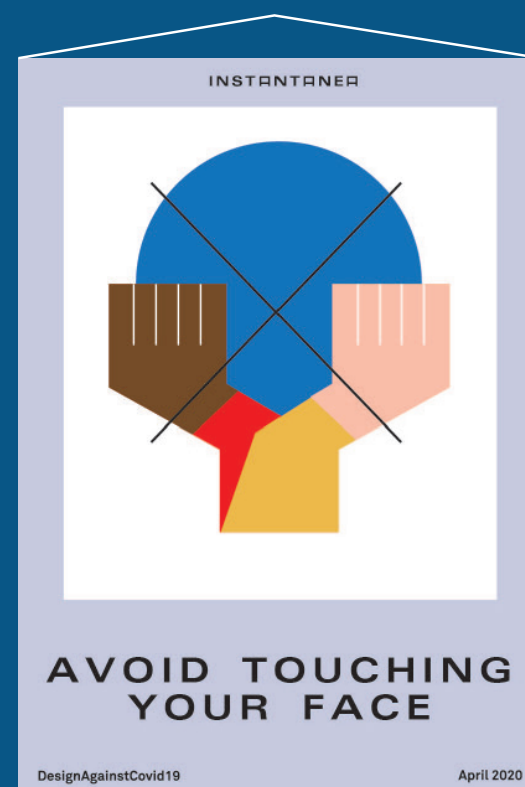
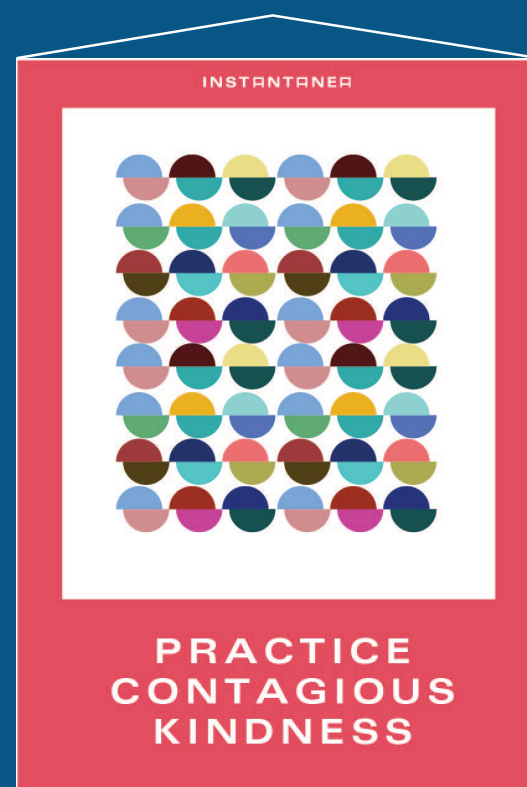
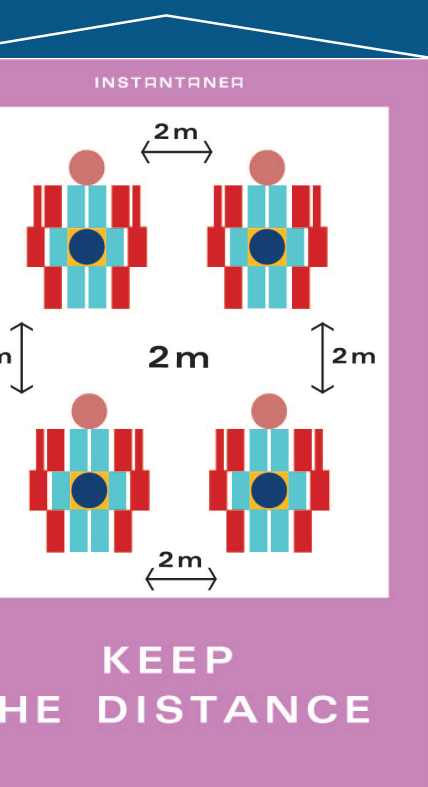
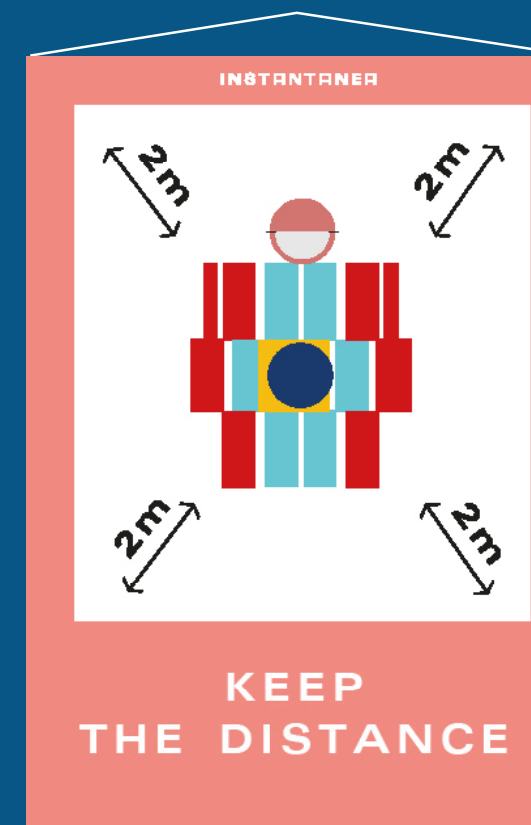
Design Applications: horizontal format



Design Applications: vertical format

An abstract language suitable everywhere

It is important to bear in mind that text and image are not to be divided as they are complementary for each other. The visual campaign can be hanged on walls in public spaces as well as in schools, playgrounds, and private spaces.



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PRACTICE
CONTAGIOUS
KINDNESS

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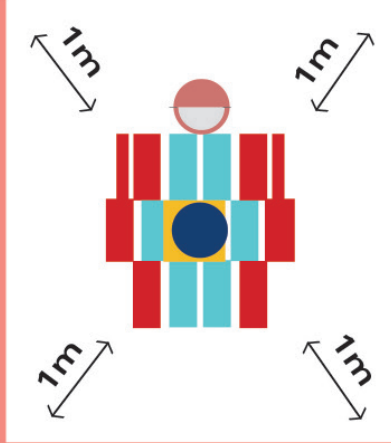
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WASH YOUR HANDS
FREQUENTLY

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KEEP
THE DISTANCE

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AVOID TOUCHING
YOUR FACE

DesignAgainstCovid19 April 2020

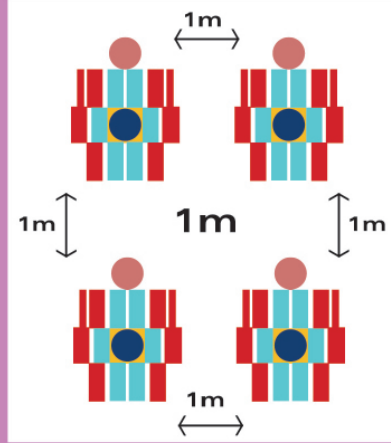
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WEAR GLOVES
AND MASKS

DesignAgainstCovid19 April 2020

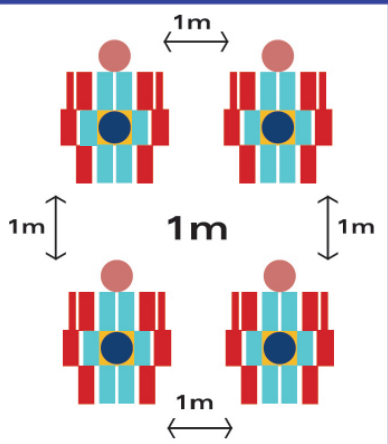
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KEEP
THE DISTANCE

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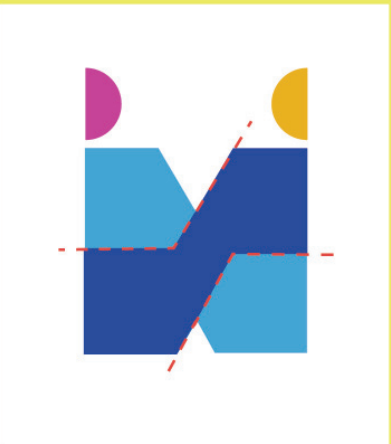
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KEEP
THE DISTANCE

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AVOID PHYSICAL
CONTACT

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STAY SAFE
STAY AT HOME

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WEAR GLOVES
AND MASKS

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PRACTICE
CONTAGIOUS
KINDNESS

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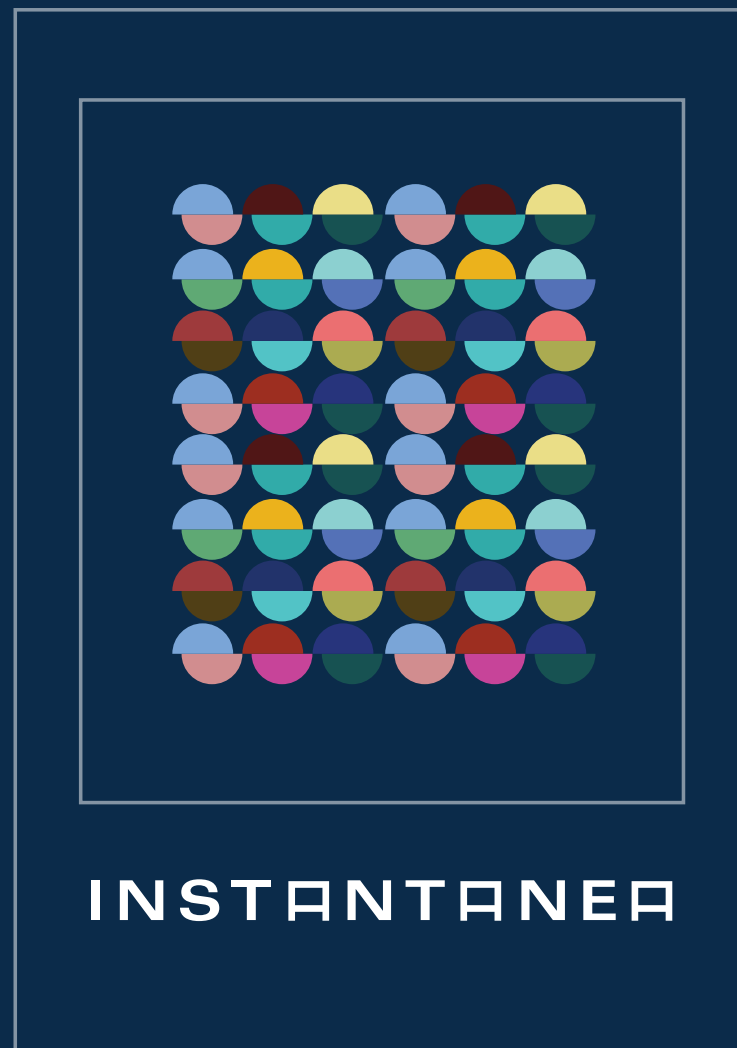


AVOID TOUCHING
YOUR FACE

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