

## Project Details

### **I. Project Vision**

Matter Matter is a character IP centered brand who's goal is to create awareness of mental illness to both children and adults and to showcase the importance of creating a support group of trusted individuals to share and communicate emotions freely; dismantling the stigma that communicating such things is a weakness. Each of the six characters represent a certain mental illness or trait, stemming from my own personal struggles and relatable experiences.

### **II. Audience**

Matter Matter's balance of naive visuals with serious topics allows for both children to enjoy the brand while learning about mental health at an early age, and for adults to feel comfortable liking "childish things" with its personal relatability. A main goal for Matter Matter is for the characters to "grow with you," meaning that the brand is meant to be enjoyed through many different stages of life. Mixing this longevity and the personal topics, Matter Matter creates an emotional and relatable connection with its audience. While representing the importance of creating your own support group, Matter Matter Friends will be there for their audience to act as such.

### **III. Methods & Materials**

Brand identity (logo, color, type, system, etc), character turn around "sheets", with written character guideline that details the personality and relationships of the characters. Fully illustrated children's zine depicting a character in their daily life and struggle. Full spread Illustrations for each character depicting the group interacting with each other. Instagram acting as both the brand's social media reach and online platform for everything created within the brand to be

archived in. A 52 page, 6 color risograph book showcasing writings of my own thoughts on my mental idiosyncrasies, sectioned by the character in which the parallel. Physical merchandise featuring the brand's character's in the form of enamel pins and iron on patches.

#### **IV. Comparative Media**

Character IP brands: Mickey Mouse and Friends, Kakao Friends, Sticky Monster Lab, KAWS

Mental health awareness brands: Creative Confessions, Headspace, The Local Optimist, The Mind Map

#### **V. Marketplace Application**

Social media, home and lifestyle, fashion online publication, printed publication, flagship storefronts, e-commerce, collaboration.