



STUDIO SERENITY

A creative way to be mentally aware



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Introduction

Overview

The purpose of this project is to explore how mental health awareness can be further explored through the used of art and creative expression.

Statement

Students at Champlain College should have a space where they can experiment with different art forms in order to improve mental health.

Design Strategy

The project is designed around the students as Studio Serenity is meant to be a safe space for all students, to come and exercise creativity for the betterment of mental health. It is flexible and aware and is just as unique as all the people who participate in the event.

Audience

This project is meant for college students ages 18 - 23.
Who currently experience mental health issues and or complex
emotional issues.

Though the space is open to every student to participate.

Reasoning

The reasoning behind this project is that I've always cared for other people. Mental health to me is important because its an important part of what makes all people function. Even though the world is a stressful place there should be a type of event that's open to everyone that not only draws your attention away from the stresses of the world but allows people to express themselves in multiple different ways, meet new people, make friends and foster a warm and accepting community.



What is Mental Health?

Mental health is the well-being of our emotional, psychological and social state according to the CDC (Center for Disease Control).

Mental Health is important since our mental state coincides with how our brains function. The brain is our most important organ as it is responsible for all bodily functionality, from simple movements to memory storage.

While scientists haven't pinned what exactly causes mental illness they believe that it happens when there is a miscommunication in neurotransmission, meaning how the neurons of the brain communicate with one another. This can cause the symptoms of depression and anxiety.

Why is this Important?

Depression, anxiety and other types of mental health issues can cause a multitude of problems for a person. Such as lack of motivation, sleep problems, the feeling of guilt and or worthlessness, substance abuse, emotional outbursts, etc.

It's important to address these problems and to aid those who may be suffering from these issues, before they become a harm to themselves. While there are crisis lines for people to contact for severe mental health issues not everyone is comfortable with using words or talking to others about their feelings. Hence why Studio Serenity uses art as a gateway to explore these emotions; the events hosted are not meant in anyway to get people to openly talk, but create safe spaces for students to process complex emotions and connect with members of their college communities who may be going through similar problems.

Art Form Therapy

There are all different types of therapy to deal with bad mental health.

Most sit down and talk with a therapist in a one on one session. But in art therapy patients use different art mediums to process complex emotions.

Studio Serenity aims to use art form therapy in a way that not only helps students process emotion, but also connects them with their college communities .



Design



work

Naming

The naming for this project was difficult in its own way as there are many different names and ways of addressing mental health, the name needed to stay away from stereotypical and overused terms; giving the project a fresh and welcoming feeling that didn't feel like it was deceiving.

At first using the name "The Creative Mind Scape" sounded like the best option, but it didn't feel like it was the right fit for the project as its main title.

Eventually after a long thought process the name "Studio Serenity" was created; the word 'Studio' to identify the creative aspects of the project and 'Serenity' to fill in that blank space of how to identify the mental aspect of the project without sounding stereotypical as serenity is a term used to describe "peace of mind".

It was the perfect fit.

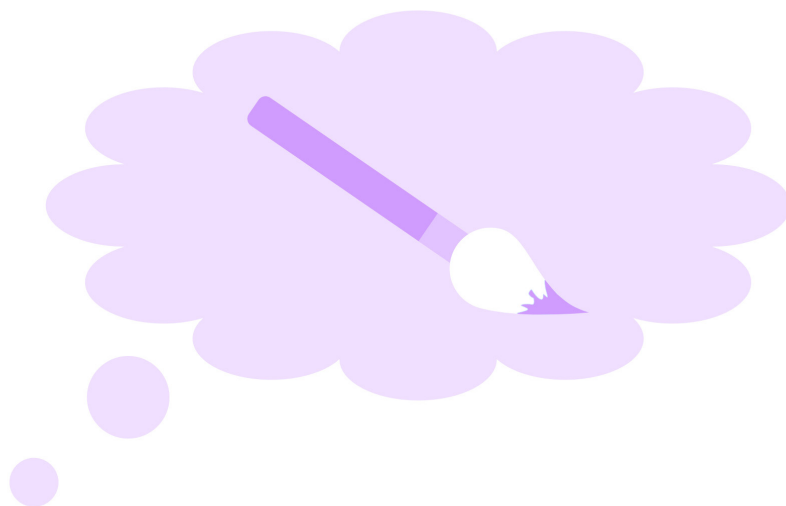
Using the words “Mental” and “Creative” a starting point to craft a good name. “Mind Scape” was added to the list after some conversation and “Creative Studio” soon followed.

Examples of past names are shown below.

Creative Mind Scape - Mental Studio - Studio Mind Scape

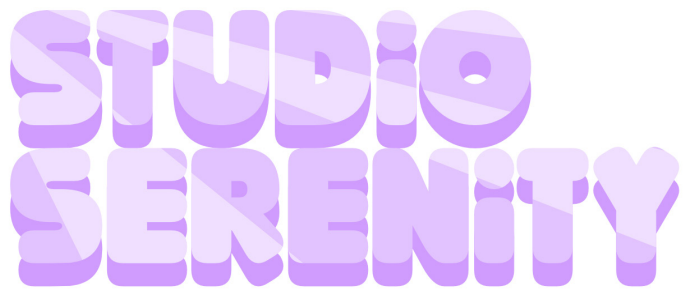
Logo Design & Mark

STUDIO
SERENITY



The inspiration behind the design comes from a game called "Melatonin". A cozy rhythm game about different aspects of a persons life based in small dreams. The design resembles something you'd see in a dream, it has a light and airy feeling with both the overall design and color palette. With large bubbly letters and fluffy clouds it feels warm and comforting as is the goal behind the brand, it's kept simplistic while also using all the colors chosen, since it not only symbolizes creativity but also how mental health shouldn't be over thought.

Other concepts are shown below.



Color Pallete



HEX: #f0dfff
RGB: (240,223,255)
CMYK: (6,13,0,0)



HEX: #e2c3ff
RGB: (226,195,255)
CMYK: (11,24,0,0)



HEX: #d09cfe
RGB: (208,156,254)
CMYK: (18,39,0,0)

Fonts

Bubble Boddy

A B C D E F G H I J K L M N P O Q R S T U V W X Y Z
a b c d e f g h i j k l m n p o q r s t u v w x y z

Avenir Next Condensed

A B C D E F G H I J K L M N P O Q R S T U V W X Y Z
a b c d e f g h i j k l m n p o q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Futura

A B C D E F G H I J K L M N P O Q R S T U V W X Y Z
a b c d e f g h i j k l m n p o q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Deliverables

My final deliverables for this project is to host a small event where students can come and experiment with different art forms, socialize, and freely be able to express themselves in a healthy environment.

Other deliverables include this process book, two posters; one for decor and the other for information, as well as an Instagram page and several pieces of merchandise.



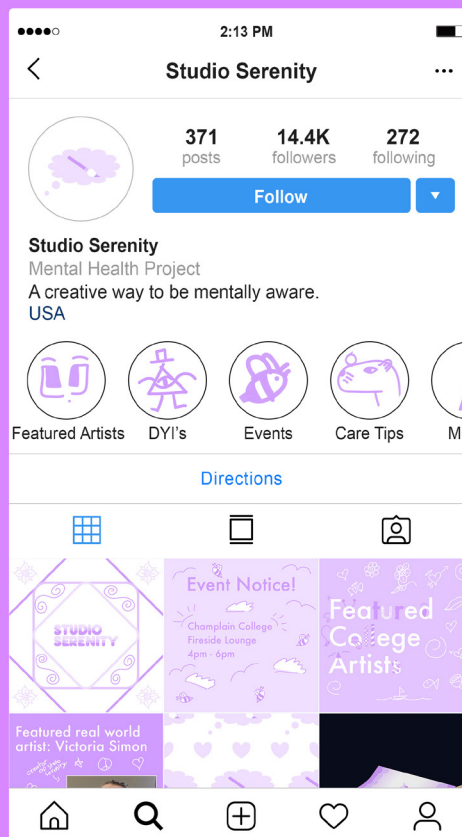
Magazine Mock-Ups



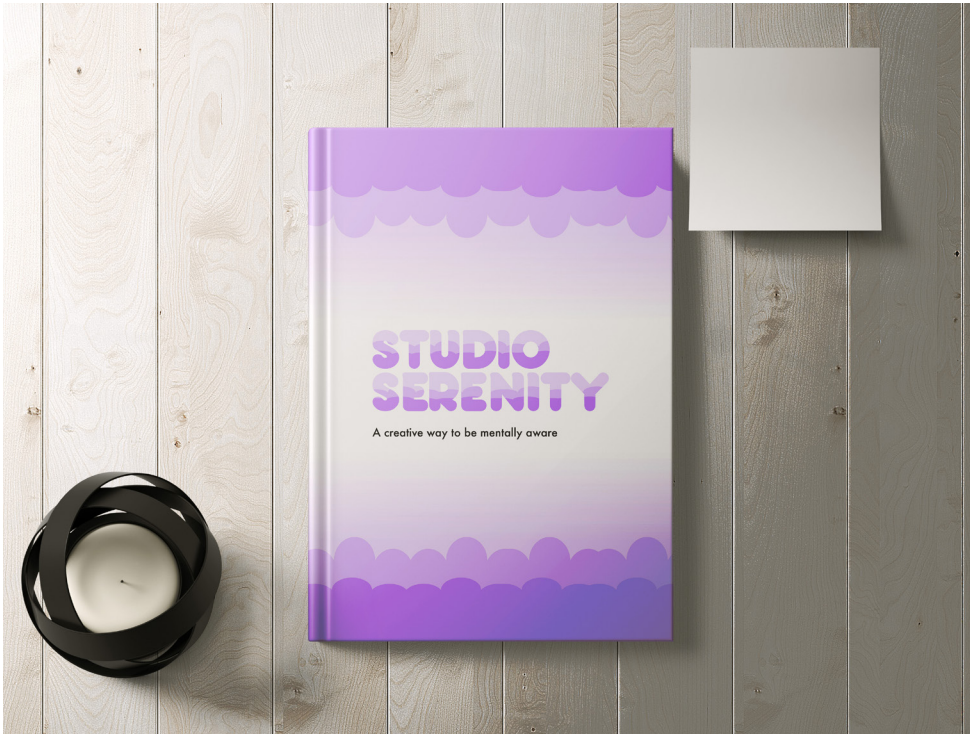
Repeating Pattern Design



Instagram Mock-Ups



Journal Mock-Ups



Other Product Mock-Ups





