

AD6207

# RISE & RESET

D E V E L O P M E N T

PRESENTED BY  
JING LIN



# PLANNING & RESEARCH

## A U D I E N C E

### 2024 research:

1 in 5 over 16s in the UK are stressed every single day. A huge 63% of people in the UK are stressed at least weekly – up from just over a third 6 years ago. Only 6% of people say they are never stressed. Women are more likely to experience stress daily (24.52%) than men (15.33%). Over a third of people in Northern Ireland say they're stressed every single day.

Response	Proportion Who Gave That Response
Every day	20.06%
2-3 days a week	21.01%
4-6 days a week	8.13%
Once a week	14.02%
Once every 2 to 3 weeks	7.39%
Once a month	7.04%
Once every 2 months	1.95%
Once every 3 to 5 months	1.95%
Once every 6 months to 11 months	2.20%
Once a year	1.60%
Less than once a year, please specify	0.00%
Never	6.04%
I'm not sure how often I feel stressed	8.63%

### 2,004 people aged 16 and over in the UK in February 2024

How often, if at all, do you feel stressed?

Every day  
2-3 days a week  
4-6 days a week  
Once a week  
Once every 2 to 3 weeks  
Once a month  
Once every 2 months  
Once every 3 to 5 months  
Once every 6 months to 11 months  
Once a year  
Less than once a year, please specify  
Never  
I'm not sure how often I feel stressed



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## G E N D E R

Response	Proportion of Men Who Gave That Response	The proportion of Women Who Gave That Response
Every day	15.33%	24.52%
2-3 days a week	19.24%	22.67%
4-6 days a week	7.72%	8.53%
Once a week	15.43%	12.69%
Once every 2 to 3 weeks	7.61%	7.17%
Once a month	8.95%	5.23%
Once every 2 months	2.06%	1.84%
Once every 3 to 5 months	1.85%	2.03%
Once every 6 months to 11 months	2.26%	2.13%
Once a year	1.95%	1.26%
Less than once a year, please specify	0.00%	0.00%
Never	8.85%	3.39%
I'm not sure how often I feel stressed	8.74%	8.53%

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## A G E

### Stress and Age:

By far, the age group more likely to experience stress on a daily basis is those aged 16 to 24, where 29.23% say this happens to them.

Age	% Stressed Every Single Day	% Stressed At Least Weekly
16 – 24	29.23%	75.77%
25 – 34	20.54%	74.01%
35 – 44	25.94%	76.26%
45 – 54	20.00%	67.51%
55+	14.36%	47.21%

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## C A U S E S

### Causes of stress

36% of all adults who reported stress in the previous year cited either their own or a friend/relative's long-term health condition as a factor. This rose to 44% of adults over 55. Of those who reported feeling stressed in the past year, 22% cited debt as a stressor. Of people who reported high levels of stress, 12% said that feeling like they needed to respond to messages instantly was a stressor.

49% of 18-24-year-olds who have experienced high levels of stress felt that comparing themselves to others was a source of stress, which was higher than in any of the older age groups. 36% of women who felt high levels of stress-related this to their comfort with their appearance and body image, compared to 23% of men. Housing worries are a key source of stress for younger people (32% of 18-24-year-olds cited it as a source of stress in the past year). This is less so for older people (22% for 45-54-year-olds and just 7% for over 55s). Younger people have higher stress related to the pressure to succeed. 60% of 18-24-year-olds and 41% of 25-34-year-olds cited this, compared to 17% of 45-54s and 6% of over 55s).

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## S T R E S S M A N A G E M E N T

### **Get active**

Almost any form of physical activity can act as a stress reliever. Even if you're not an athlete or you're out of shape, exercise can still be a good stress reliever.

### **Eat a healthy diet**

Eating a healthy diet is an important part of taking care of yourself. Aim to eat many fruits, vegetables and whole grains.

### **Avoid unhealthy habits**

Some people may deal with stress with unhealthy habits. These may include drinking too much caffeine or alcohol, smoking, eating too much, or using illegal substances.



### **Get enough sleep**

Stress can cause you to have trouble falling asleep. When you have too much to do — and too much to think about — your sleep can suffer. But sleep is the time when your brain and body recharge. Most adults need about 7 to 9 hours of sleep each night.

### **Keep a journal**

Writing down your thoughts and feelings can be a good release for otherwise pent-up feelings. Don't think about what to write — let it happen. Write anything that comes to mind. No one else needs to read it. So don't aim for perfect grammar or spelling.

### **Get musical and be creative**

Listening to or playing music is a good stress reliever. It can provide a mental distraction, lessen muscle tension and lower stress hormones. Turn up the volume and let your mind be absorbed by the music.

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## **Practice self-care**

Self-care doesn't have to be elaborate or complicated. It simply means tending to your well-being and happiness. Engaging in self-care is associated with lower levels of stress and improved quality of life.

### **Examples of self-care include:**

- going for a walk outside
- taking a bath
- lighting candles
- reading a good book
- exercising
- preparing a healthy meal
- stretching before bed
- practicing a hobby
- using a diffuser with calming scents
- practicing yoga

## **Minimize screen time**

A 2021 review of literature points out that several studies have linked excessive smartphone use with increased stress levels.

## **R E D U C E A N X I E T Y**

### **Reduce your caffeine intake**

Consuming too much caffeine may worsen stress, according to a 2021 review of literature. Overconsumption may also harm your sleep, which can increase stress.

### **Spend time with loved ones**

Having a social support system is important for your overall mental health.

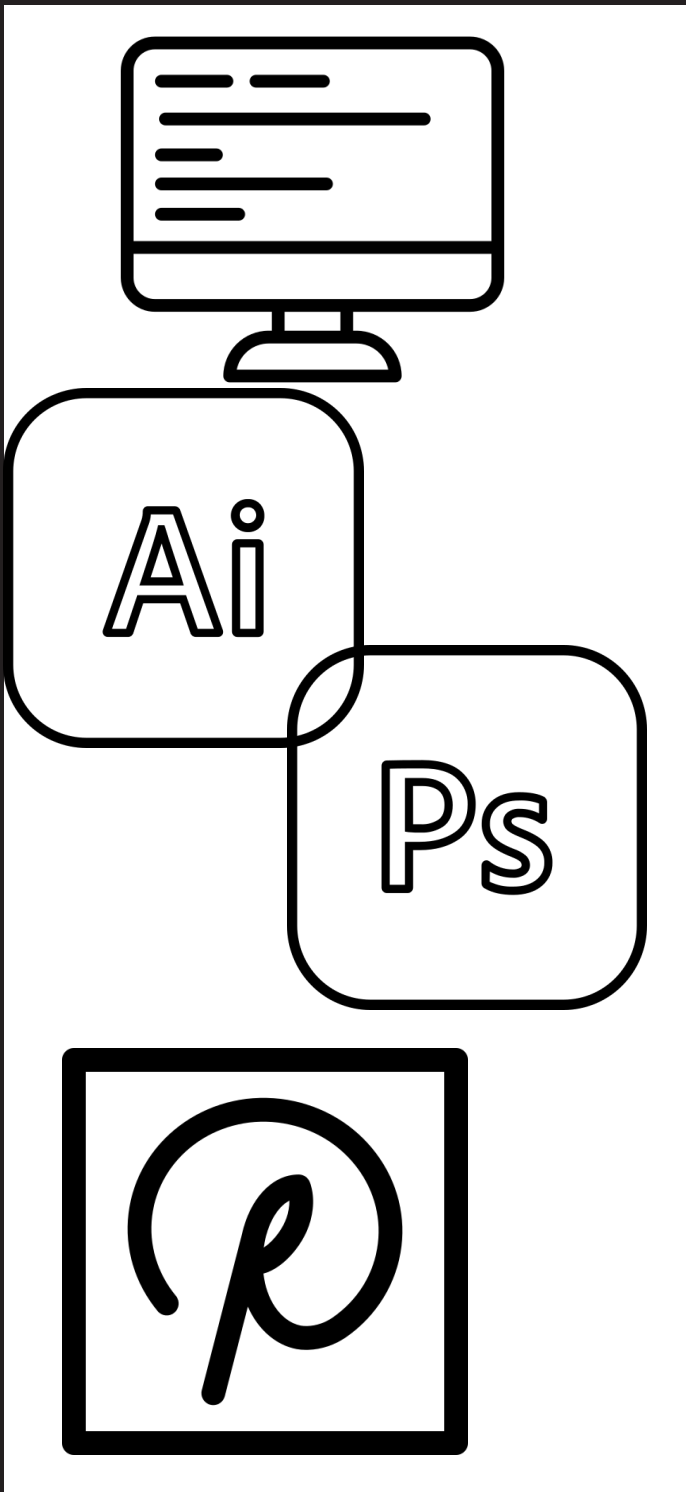
### **Avoid procrastination**

Procrastination can cause stress, which negatively affects your health and sleep quality. You may also be more likely to procrastinate in times of stress as a coping mechanism.



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## M A T E R I A L S

### 1. Design & Content Tools

Laptop or Tablet (for designing and writing)

#### **Design Software:**

Adobe Photoshop  
Adobe Illustrator / InDesign  
Figma

#### **Fonts:**

Soft, rounded sans-serif fonts (e.g. Poppins, Quicksand, Nunito)

#### **Mood Board & Color Palette**

##### **Tools:**

Pinterest  
Colors.co  
Adobe Colour



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## M A T E R I A L S

### 2. Card Production Materials

Doing DIY printing or professional production, the materials will vary a bit:

#### For DIY Printing:

stock Paper (at least 250–300 gsm)

Printer

Paper Cutter or scissors

Corner Rounder Punch (to give cards smooth, professional edges)

Box or Pouch to store the cards

#### For Professional Printing:

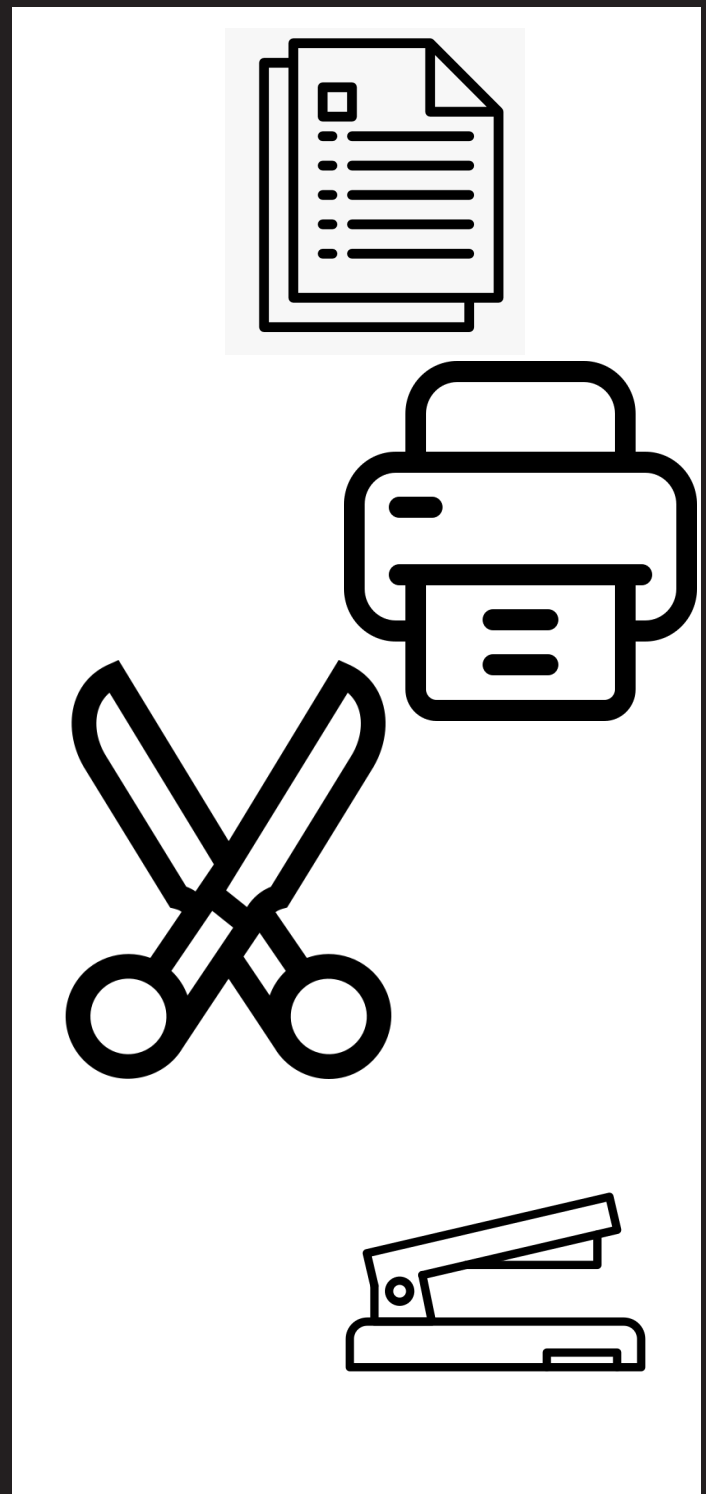
A Printing Vendor:

Moo

Vistaprint

PrintNinja

MakePlayingCards.com



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— Bleed — Trim — Crease

Manufacture dimensions

220.2 × 80.2 × 280.3 mm

Inner dimensions

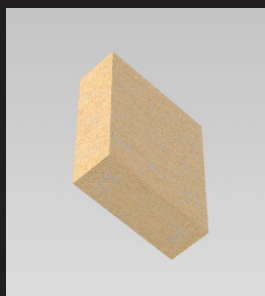
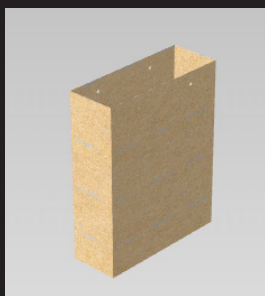
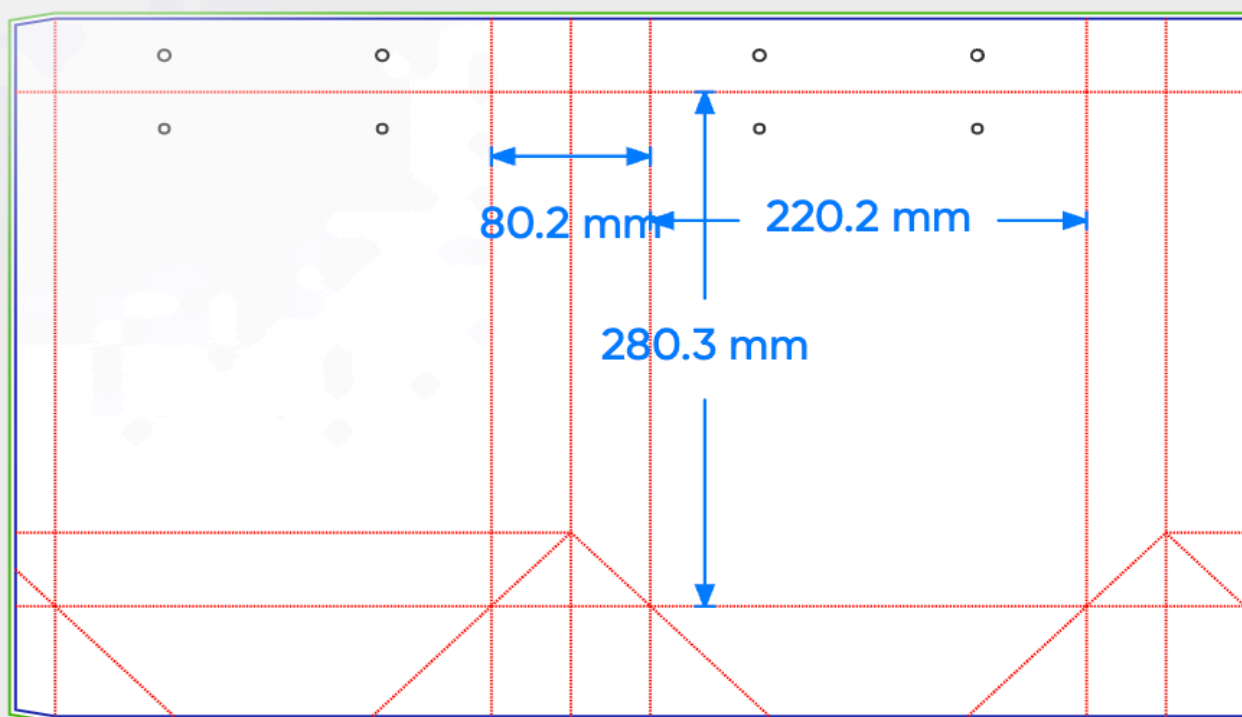
220 × 80 × 280 mm

Outer dimensions

220.4 × 80.4 × 280.5 mm

P A C K A G I N G -  
B O X 1

kraft shopping paper tote bag dieline





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— Bleed — Trim — Crease

Manufacture dimensions

302 × 204 × 61 mm

Inner dimensions

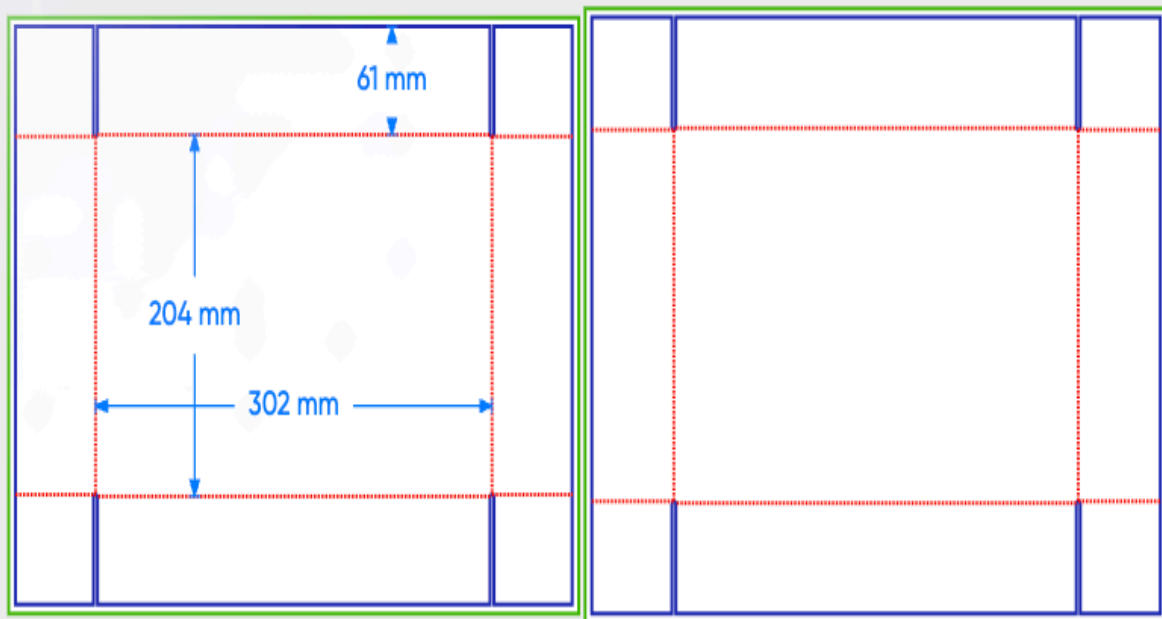
300 × 200 × 60 mm

Outer dimensions

309 × 213.5 × 63 mm

P A C K A G I N G -  
B O X 2

Shoe box with lid dieline



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— Bleed — Trim — Crease

Manufacture dimensions

120 × 60 × 160 mm

Inner dimensions

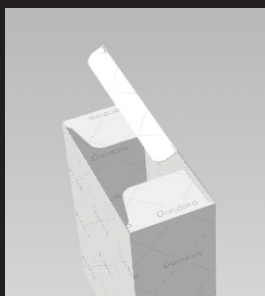
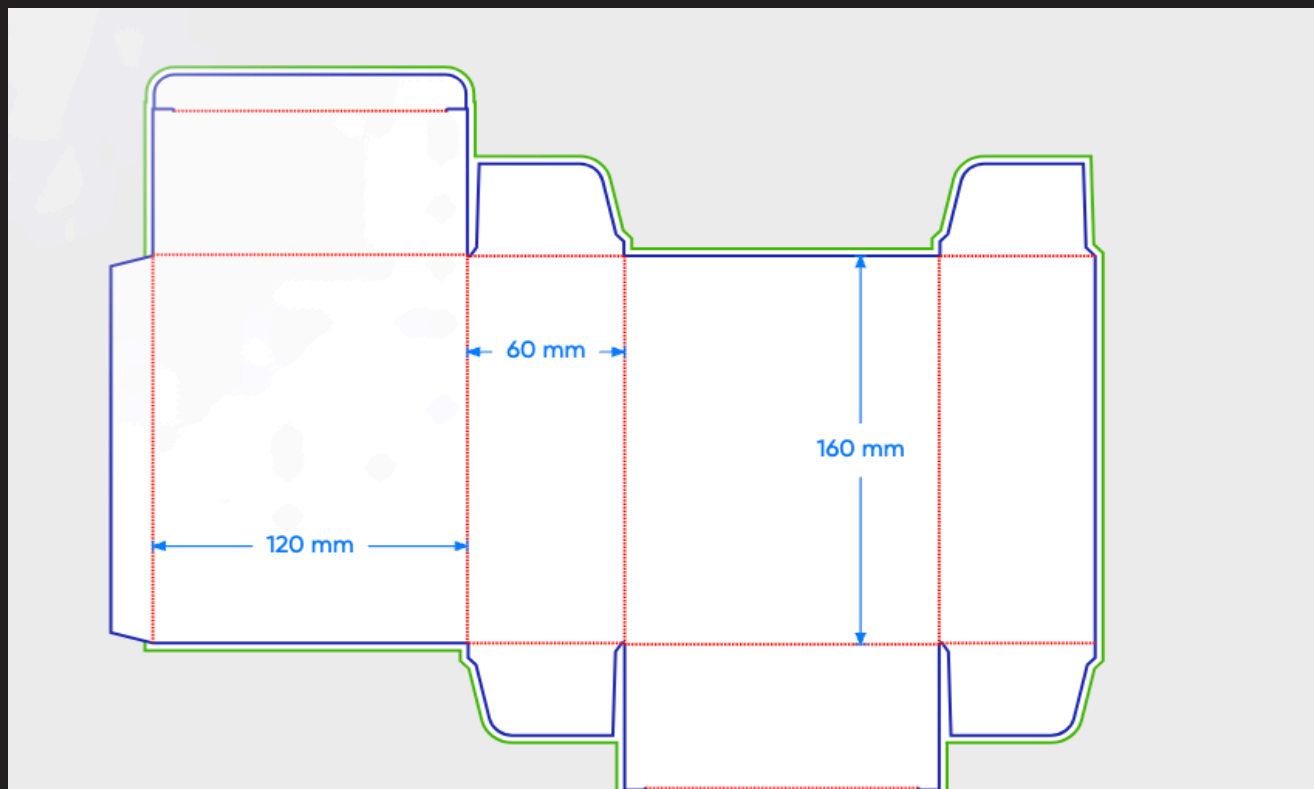
119.4 × 59.4 × 158.9 mm

Outer dimensions

120.4 × 60.4 × 160.9 mm

PACKAGING -  
BOX 3

Tuck end software box dieline



# PLANNING & RESEARCH

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— Bleed — Trim — Crease

Manufacture dimensions

120.6 × 60.6 × 161.1 mm

Inner dimensions

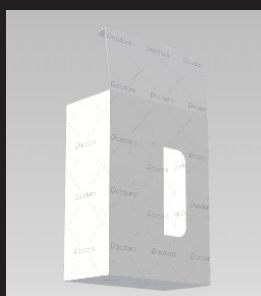
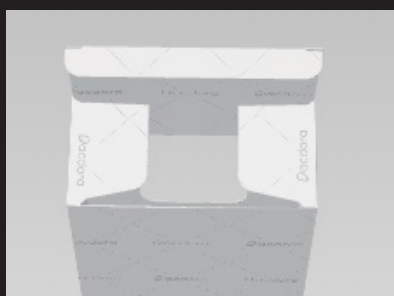
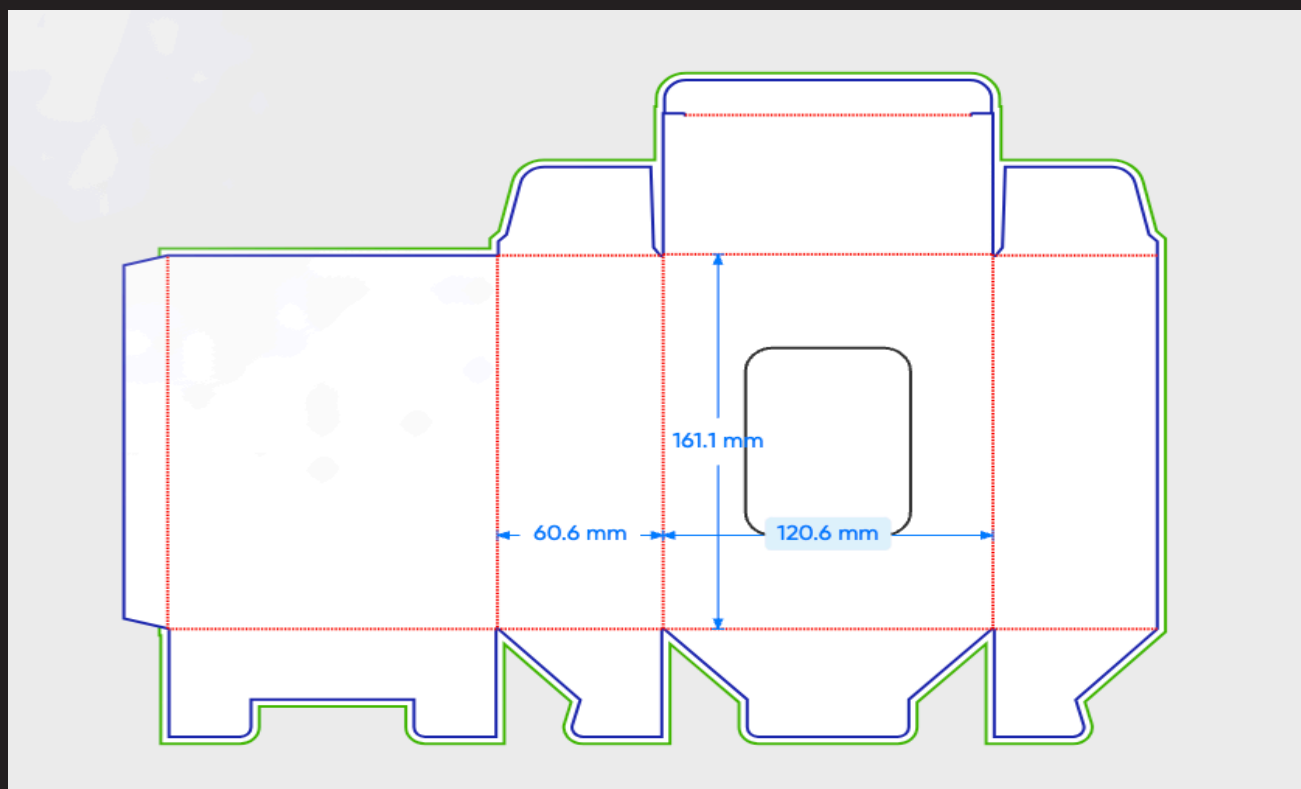
120 × 60 × 160 mm

Outer dimensions

121 × 61 × 162 mm

PACKAGING -  
BOX 4

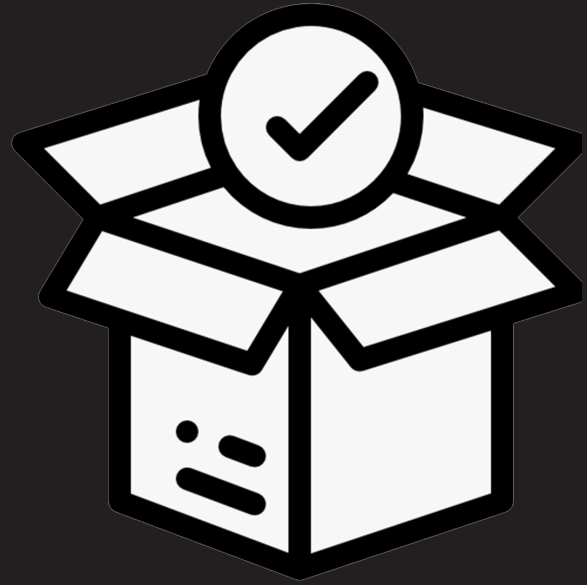
Flip top mailer box packaging dieline



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## P A C K A G I N G



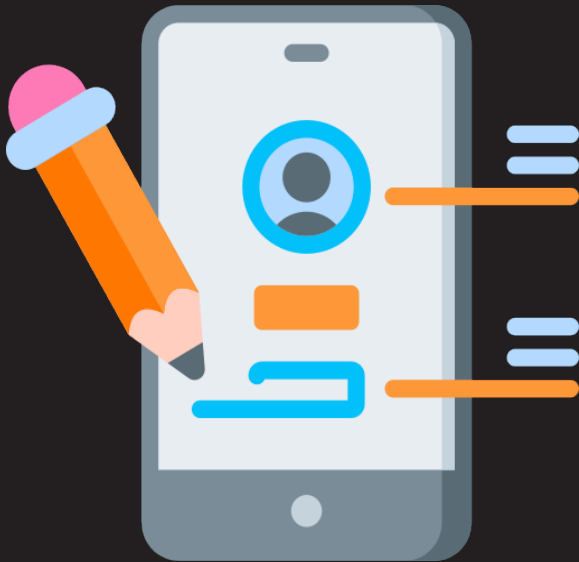
While researching packaging options for the activity cards, I came across several box designs that initially caught my attention. However, at first glance, it became clear that many of these boxes were significantly larger than the cards themselves. To create a more cohesive and practical final product, I would need to resize and adapt the packaging design to better fit the actual dimensions of the activity cards. Ensuring a snug, well-proportioned fit is important not only for aesthetics but also for enhancing the user experience — making the cards feel more personal, organized, and easy to handle. A smaller, custom-sized box will help maintain the minimalist and intentional feel of the RISE RESET brand, keeping everything compact, accessible, and visually balanced.



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## A P P D E S I G N



While exploring layout ideas for a digital version of the RISE RESET activity cards, I focused on creating a user-friendly interface that reflects the brand's calming and uplifting nature. The design centers around simplicity—each screen is easy to navigate, visually minimal, and uses clear typography to reduce cognitive load. A central “Daily Card” feature makes it easy for users to engage with one activity at a time, reinforcing the concept of doing small, manageable tasks for mental wellness.

A built-in mood tracker adds an interactive element, allowing users to reflect on how the cards impact their daily stress levels. The app layout also includes an intuitive bottom navigation bar, a grid view of all 30 cards, and subtle animations to make the experience more dynamic without feeling overwhelming. By keeping the design accessible and visually balanced, the app can appeal to a wide, inclusive audience and extend the physical product's reach into everyday digital routines.



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## M O O D B O A R D

The visual identity of the 30-day mental health activity cards will embrace a clean, minimalist aesthetic designed to soothe rather than overwhelm. Each card will feature one simple, uplifting activity, presented with generous white space and a soft, calming color palette of pastel blues, blush pinks, sage greens, and sandy neutrals. The typography will be clear and rounded—easy on the eyes and approachable—ensuring that every message is quickly understood without distraction. The goal is to create a moment of pause and clarity in the user's day, using design to reflect the peaceful and supportive nature of each activity. Nothing loud, nothing busy—just calm, gentle encouragement in a beautifully simple form.



# MOODBOARD - CARD DESIGNS





# MOODBOARD - CARD DESIGNS





# MOODBOARD - CARD DESIGNS

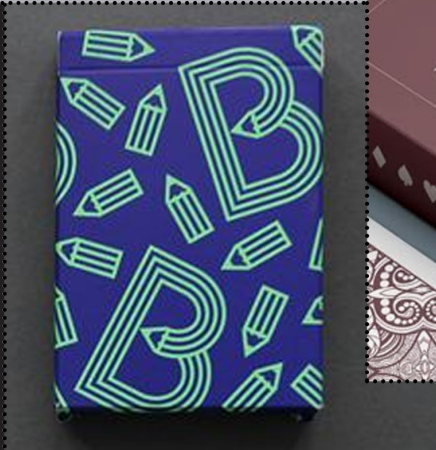
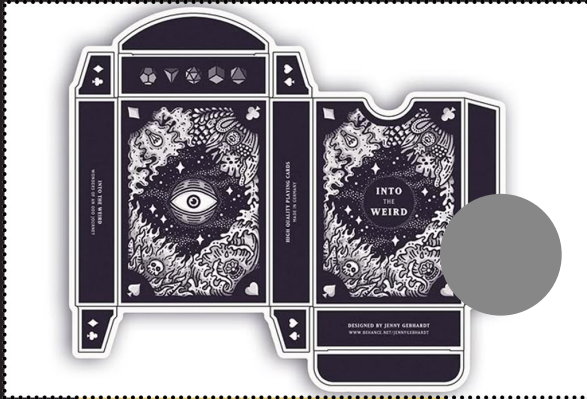


# MOODBOARD - PACKAGING

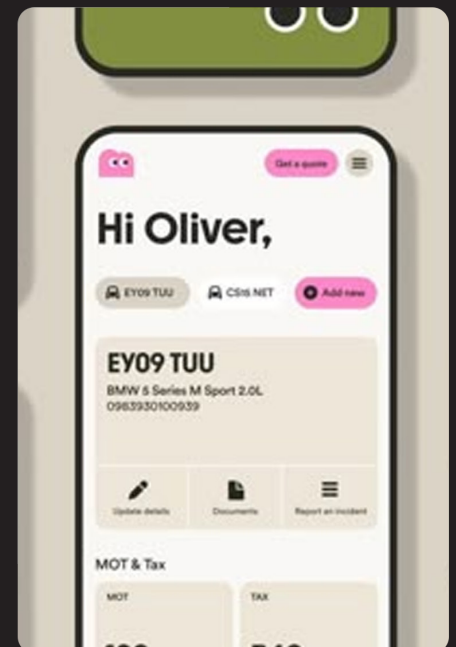
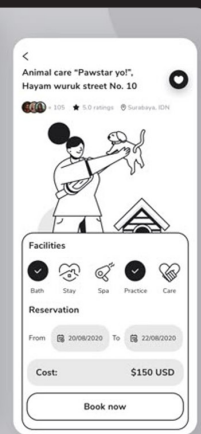
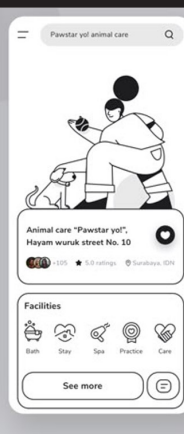
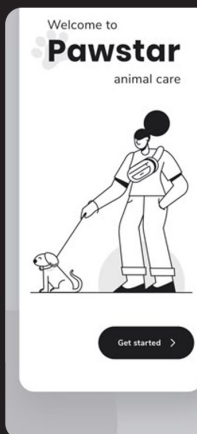
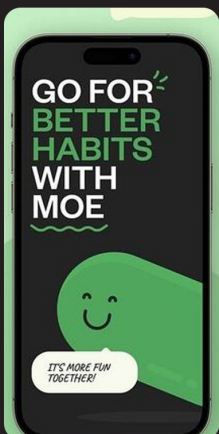
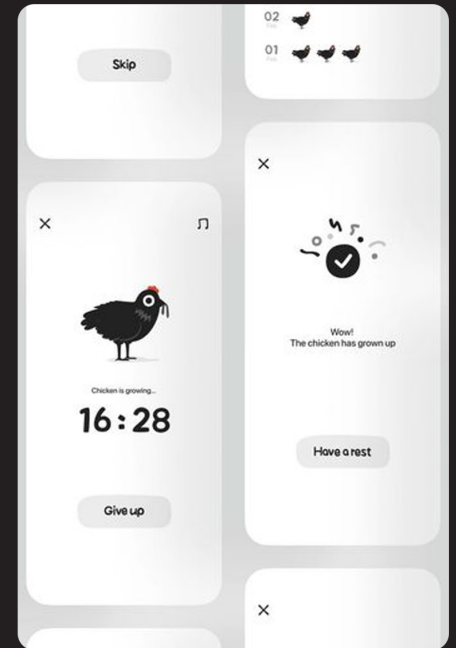
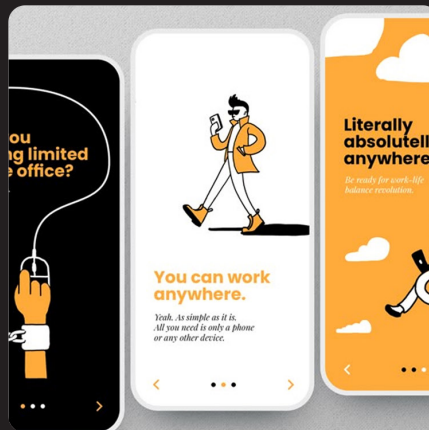
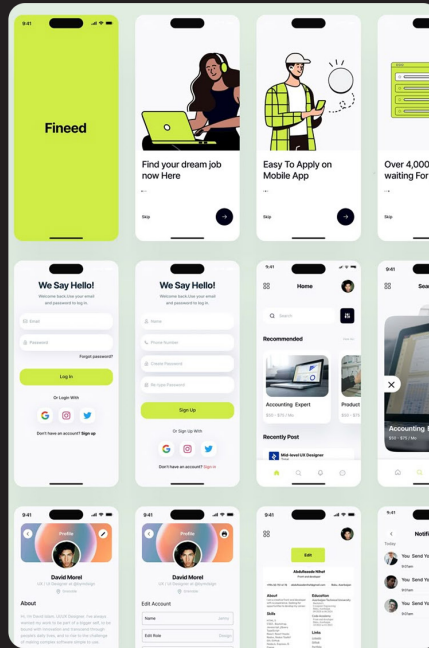
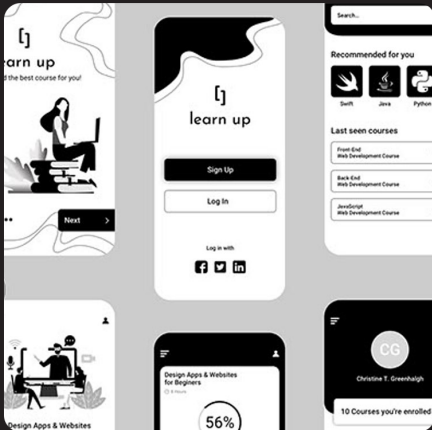




# MOODBOARD - PACKAGING

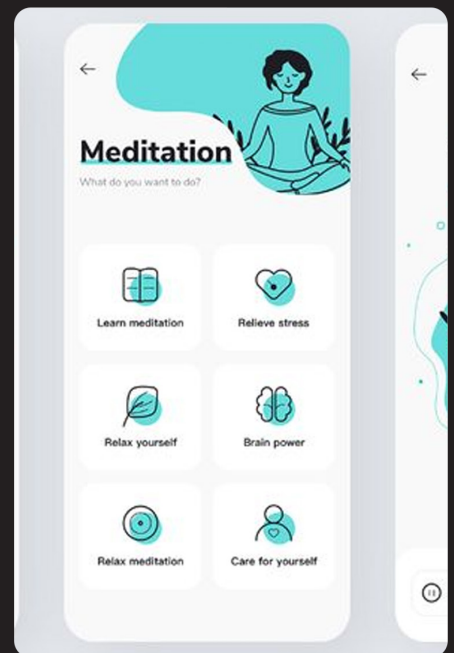
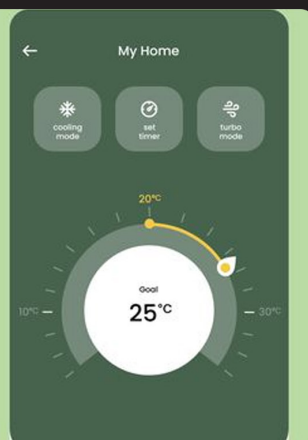
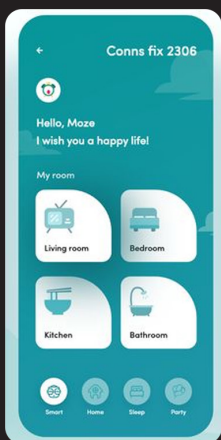
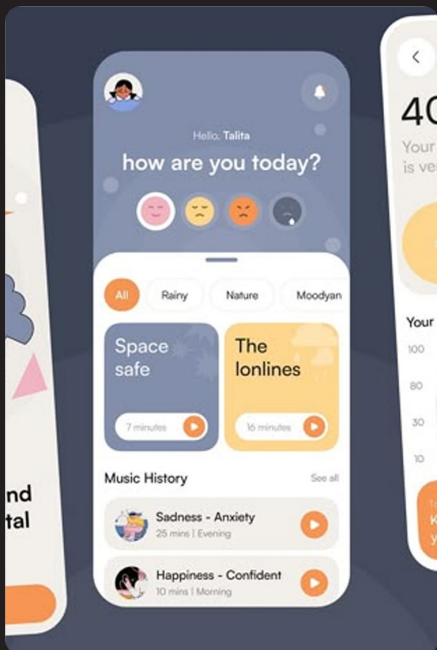


# MOODBOARD - APP DESIGN

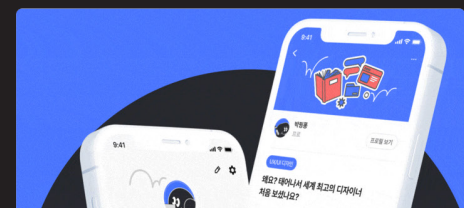
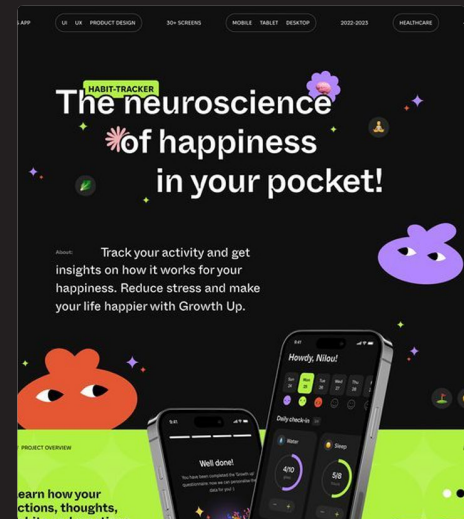
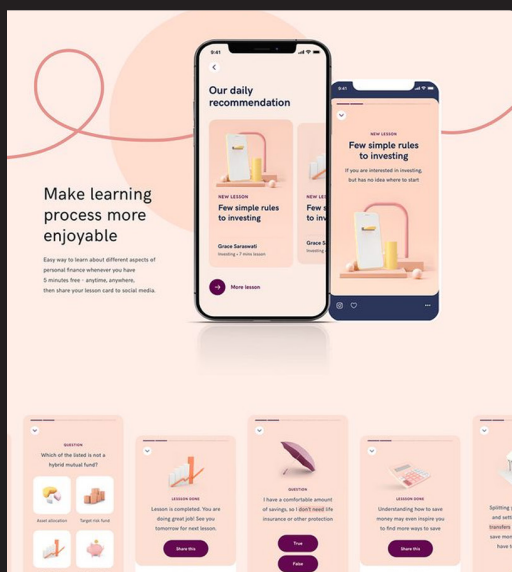
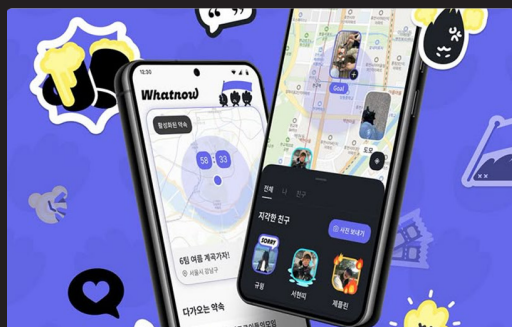
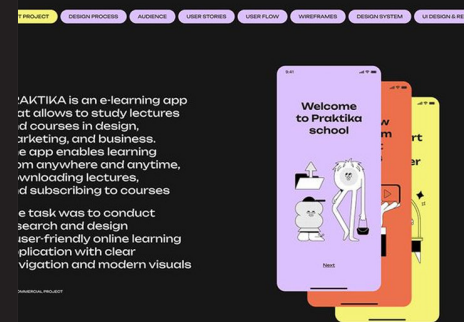
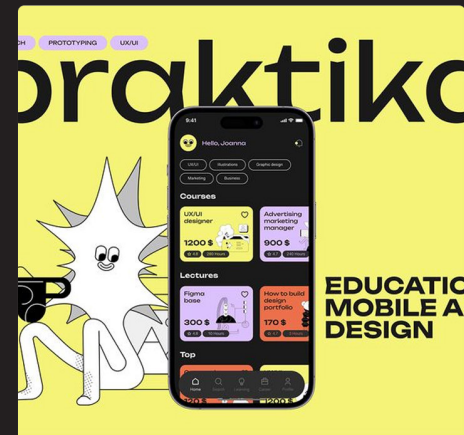
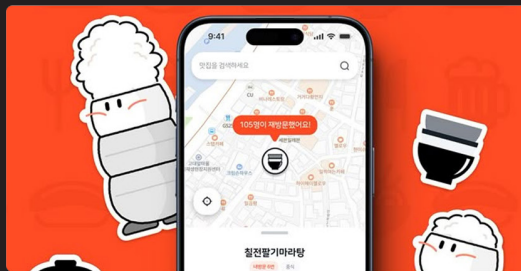
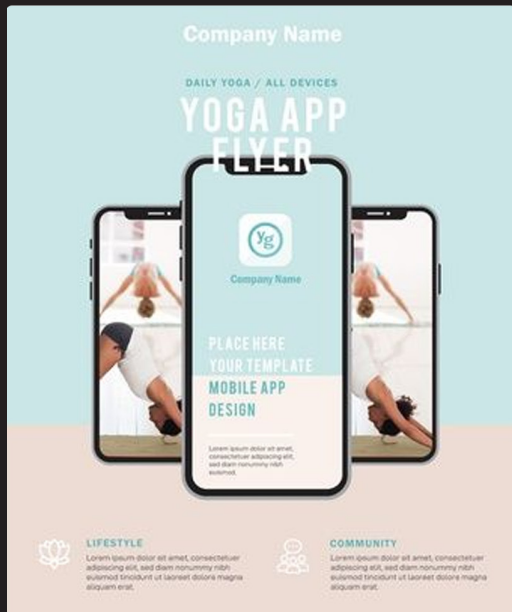




# MOODBOARD - APP DESIGN

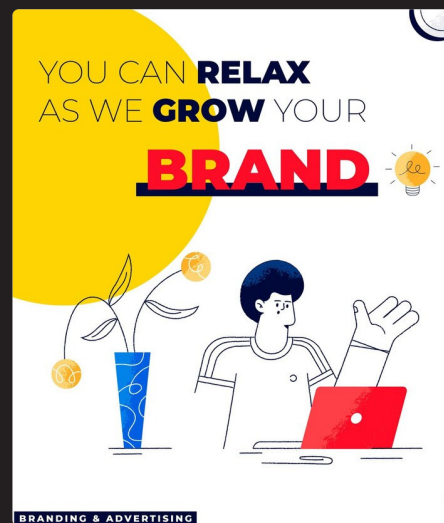
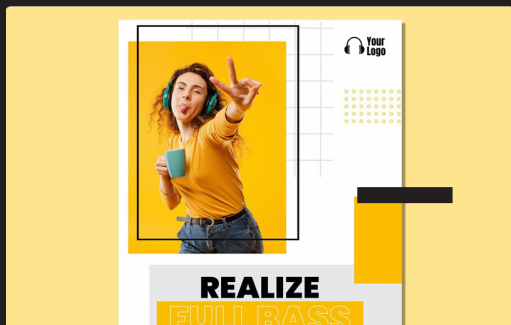
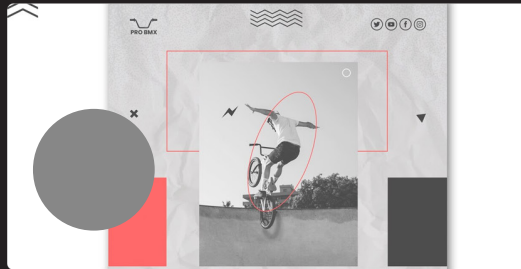
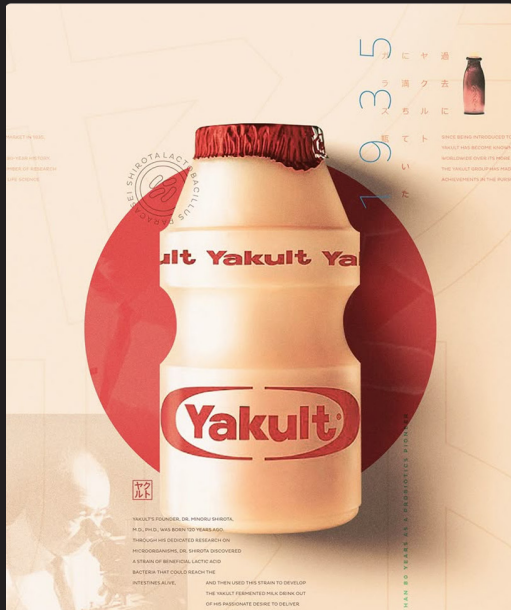


# MOODBOARD - POSTER DESIGN





# MOODBOARD - POSTER DESIGN



# MOODBOARD - COLOUR PALETTES

B5FFE1

Aquamarine

93E5AB

Celadon

65B891

Mint

4E878C

Dark cyan

00241B

Dark green

507255

Hooker's green

488B49

Sea green

4AAD52

Pigment green

6EB257

Mantis

C5E063

Pear

30362F

Black olive

625834

Field drab

A59132

Satin sheen gold

FFFBDB

Light yellow

DA7422

Cocoa Brown



# MOODBOARD - COLOUR PALETTES

2B4162

Indigo dye

385F71

Payne's gray

F5F0F6

Magnolia

D7B377

Ecru

8F754F

Chamoisee

D8DBE2

Platinum

A9BCD0

Powder blue

58A4B0

Moonstone

373F51

Charcoal

1B1B1E

Eerie black

BEBBBB

Silver

444054

English Violet

2F243A

Dark purple

FAC9B8

Pale Dogwood

DB8A74

Salmon

**KOMIGO**

TYPEFACE  
534 GLYPHS

CHARACTERS

UPPERCASE

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z**

LOWERCASE

**a b c d e f g h i j k l m n  
o p q r s t u v w x y z**

# MOODBOARD - TYPOGRAPHY



# MOODBOARD - TYPOGRAPHY

Chapuza

A 0065	B 0066	C 0067	D 0068	E 0069	F 0070	G 0071	H 0072	I 0073	J 0074	K 0075	L 0076	M 0077	N 0078
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>	<b>N</b>

O 0079	P 0080	Q 0081	R 0082	S 0083	T 0084	U 0085	V 0086	W 0087	X 0088	Y 0089	Z 0090
<b>O</b>	<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>	<b>U</b>	<b>V</b>	<b>W</b>	<b>X</b>	<b>Y</b>	<b>Z</b>

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103	h 0104	i 0105	j 0106	k 0107	l 0108	m 0109	n 0110	o 0111
<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>n</b>	<b>o</b>

p 0112	q 0113	r 0114	s 0115	t 0116	u 0117	v 0118	w 0119	x 0120	y 0121	z 0122
<b>p</b>	<b>q</b>	<b>r</b>	<b>s</b>	<b>t</b>	<b>u</b>	<b>v</b>	<b>w</b>	<b>x</b>	<b>y</b>	<b>z</b>

# Cheering Section

A 0065	B 0066	C 0067	D 0068	E 0069	F 0070	G 0071	H 0072	I 0073	J 0074	K 0075	L 0076	M 0077	N 0078	O 0079
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>	<b>N</b>	<b>O</b>

P 0080	Q 0081	R 0082	S 0083	T 0084	U 0085	V 0086	W 0087	X 0088	Y 0089	Z 0090
<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>	<b>U</b>	<b>V</b>	<b>W</b>	<b>X</b>	<b>Y</b>	<b>Z</b>

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103	h 0104	i 0105	j 0106	k 0107	l 0108	m 0109	n 0110	o 0111	p 0112
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q 0113	r 0114	s 0115	t 0116	u 0117	v 0118	w 0119	x 0120	y 0121	z 0122
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# BRANDING & IDENTITY

# 02

N A M E



## Uplifting & Playful

Mood Moves  
Daily Dose of Calm  
Headspace Hacks  
Feel Good Flicks  
Happy Little Habits  
Mindful Magic  
The Joy Deck  
Bright Bits

## Encouraging

Moments That  
Matter  
Little Light Cards  
The Better Days  
Deck  
Your Daily Spark  
Gentle Nudges  
Peace in Pieces

## Wellness - Focused

Mental Wealth  
Cards  
Breathe & Bloom  
Rooted Rituals  
Everyday Ease  
Calm Currents  
Mood Reset

## Brain/ Mind- Centric

Mind Sparks  
Brain Boosters  
Neuro Nibbles  
Cognitive Kindness  
Mental Moments  
Mind Boosters  
Neutral Mind

## Mindful & Grounded

Calm in a Card  
Moments of Still  
Serenity Snaps  
The Gentle Deck  
Grounded  
Glimmers  
Present Tense

## Motivational

The Reset Rituals  
30 Brighter Days  
Your Inner Spark  
Mood Momentum  
Thrive in 30  
**Rise & Reset**  
Self-Kindness  
Cards

# BRANDING & IDENTITY

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## T A G L I N E

### **Supportive & Soothing**

Small steps to a calmer you.

Gentle prompts for brighter days.

Tiny actions, big difference.

A softer way to start your day.

Reset your mind,  
one card at a time.

Support in 30 small moments.

### **Empowering & Positive**

Build a better mood in just minutes a day.

Feel better—one mindful moment at a time.

Because your mental health matters every day.

Spark joy, ease stress, repeat.

Confidence. Calm. Clarity.

Boost your mood, your way.

### **Mindful & Reflective**

A mindful ritual for every day.

Your pause button in a deck.

Inspiration for your inner world.

Make space for what matters.

A moment of calm in your pocket.



# BRANDING & IDENTITY

## COLOUR MEANING

### **Calm & Reassuring (Mental Wellness Focus)**

Soft Sage Green – symbolizes healing, balance, and calm

Muted Teal – for clarity, peace, and emotional balance

Dusty Blue – trusted, serene, and gentle

Warm Taupe or Beige – grounding and nurturing

- Use soft gradients or minimalist combos for a clean, calm look

### **Modern & Gender-Neutral (Stylish + Approachable)**

Terracotta + Cream – earthy but fresh

Dusty Rose + Midnight Blue – soft meets strong

Soft Lilac + Olive – balanced and trend-forward

Warm Gray + Aqua – calm but cool

- Pair muted tones with a pop color to guide the eye

### **Uplifting & Joyful (Mood-Boosting Focus)**

Sunshine Yellow – optimism, energy, and happiness

Peach or Coral – warmth, friendliness, and comfort

Sky Blue – clarity and emotional openness

Lavender – gentle creativity, stress relief

- Great for playful or youthful branding

### **Symbolic Color Pairings for Mood/Emotion**

Blue + Yellow – calm + energy = emotional balance

Green + Pink – healing + compassion

Purple + White – transformation + clarity

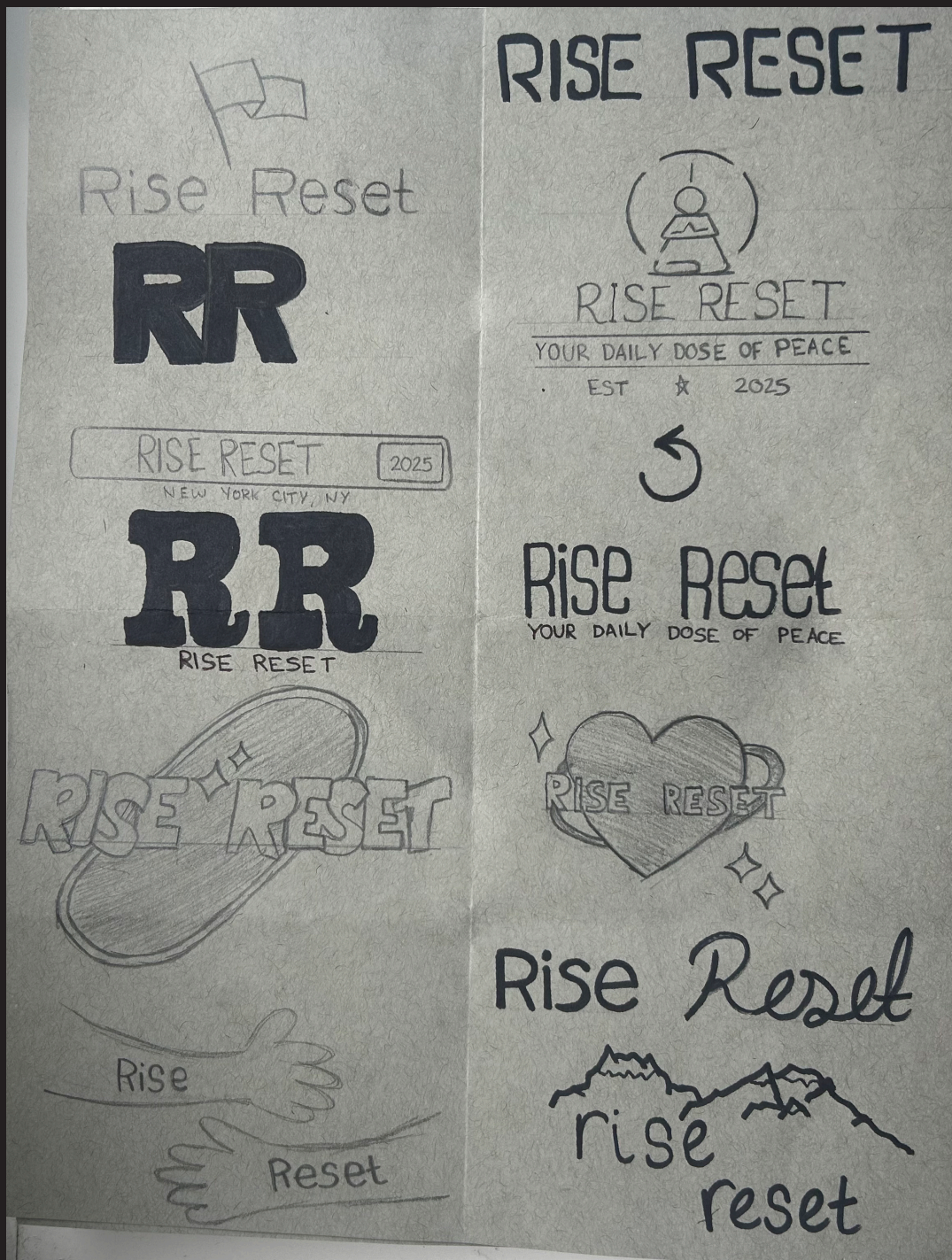
Coral + Mint – creativity + calm





# BRANDING & IDENTITY

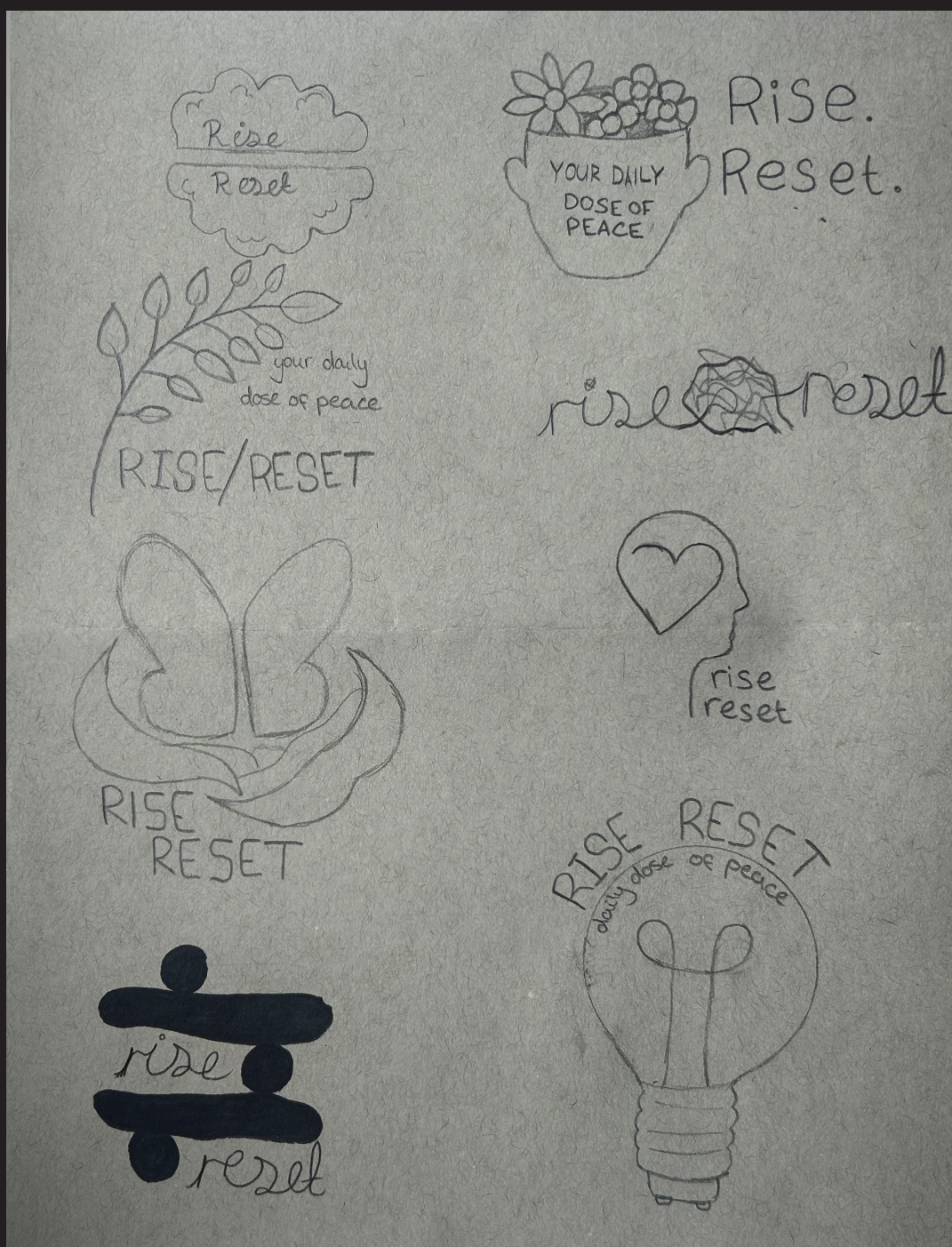
LOGO  
DRAWING





# BRANDING & IDENTITY

LOGO  
DRAWING



# BRANDING & — IDENTITY

L O G O



# BRANDING & IDENTITY

LOGO  
VARIATION



# BRANDING & IDENTITY

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L O G O  
A P P



# CARD CONTENT

# 03



## A C T I V I T I E S

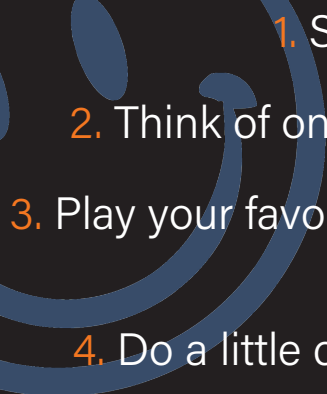
During research, I came up with a set of 30 simple, mood-boosting, micro-activities for my card deck. Each one is designed to be light, quick, and impactful — most can be done in under 2 minutes.



# CARD CONTENT

## A C T I V I T I E S

### Mood Boost:

- 
1. Smile—just for yourself.
  2. Think of one thing you're looking forward to.
  3. Play your favorite feel-good song (or hum a happy tune).
  4. Do a little dance—even if it's just a shoulder wiggle.
  5. Say out loud: "I've got this."



# CARD CONTENT

## A C T I V I T I E S



### **Calm & Grounding:**

6. Take a slow, deep breath in... and out.
7. Name 3 things you can see around you.
8. Sit still for 30 seconds and just notice your breath.
9. Close your eyes and imagine your favorite peaceful place.
10. Touch something around you and focus only on how it feels.





# CARD CONTENT

## A C T I V I T I E S

### Gratitude & Reflection:

11. Name one small thing you're grateful for today.
12. Think of someone who made you smile recently.
13. Remind yourself: Not everything needs to be perfect.
14. Say "thank you" to yourself—for showing up today.
15. Look in the mirror and give yourself a little nod of respect.



# CARD CONTENT

## A C T I V I T I E S

### Connection:

- 16. Send a kind message to someone.
- 17. Compliment someone (even if it's just in your mind).
- 18. Think of someone you love and picture them smiling.
- 19. Leave a kind comment online.
- 20. Share something that made you laugh recently.



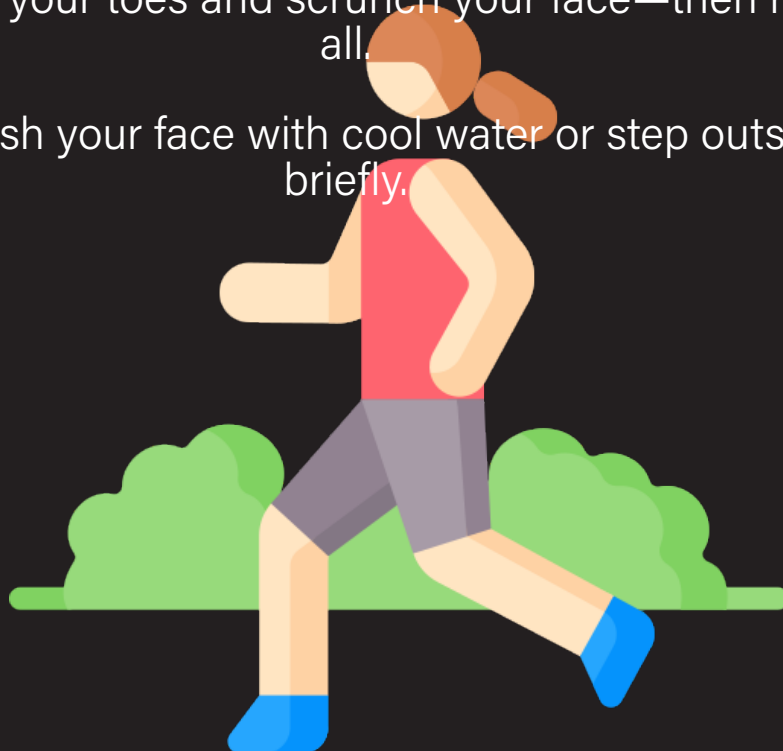
# CARD CONTENT



## A C T I V I T I E S

### Energy & Movement:

- 21. Stretch your arms overhead and take a breath.
- 22. Roll your shoulders back. Twice.
- 23. Stand up and shake out your limbs for 10 seconds.
- 24. Wiggle your toes and scrunch your face—then relax it all.
- 25. Splash your face with cool water or step outside briefly.



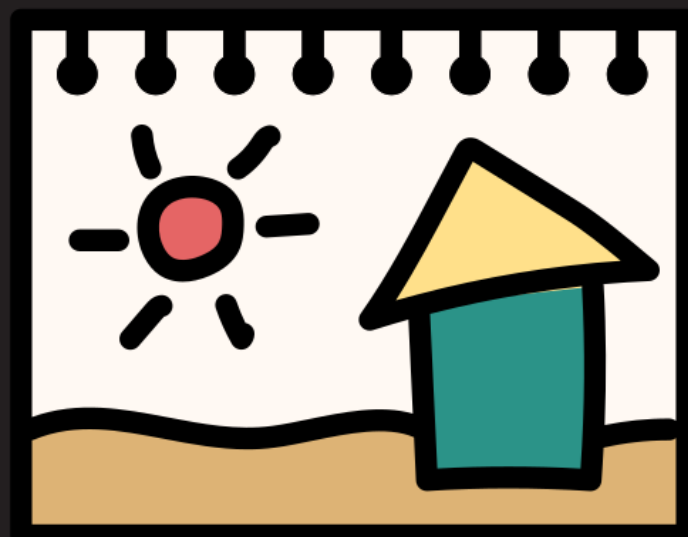
# CARD CONTENT



## A C T I V I T I E S

### Lighthearted & Fun:

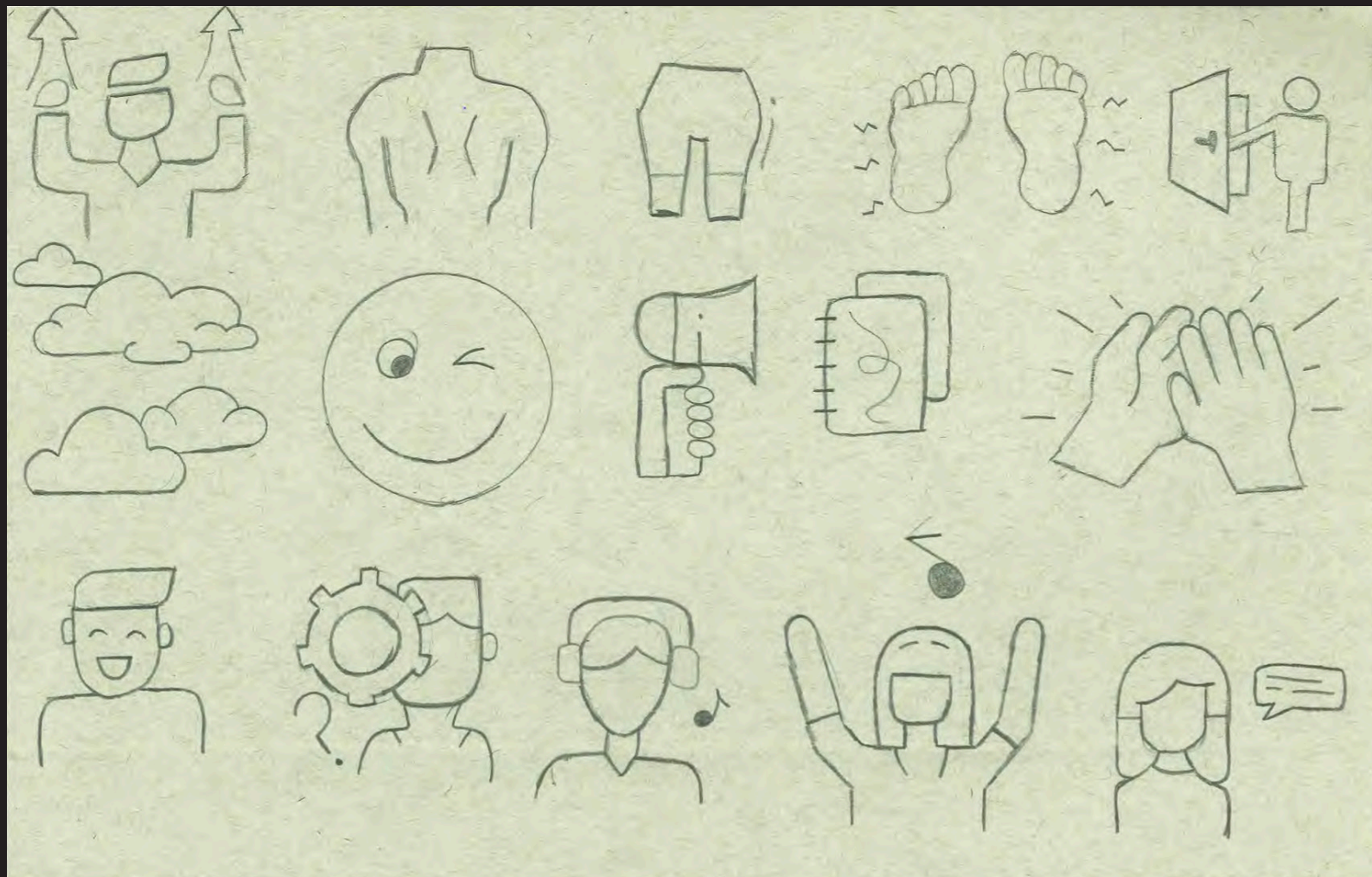
- 26. Look up at the sky—what's it doing today?
- 27. Try to smile with your eyes only.
- 28. Say something silly out loud. ("Banana toast pants!")
- 29. Doodle a tiny face or heart on a piece of paper.
- 30. Pretend you're high-fiving future-you for making it through the day.



# CARD DESIGN & LAYOUT

# 04

ICON  
DRAWING

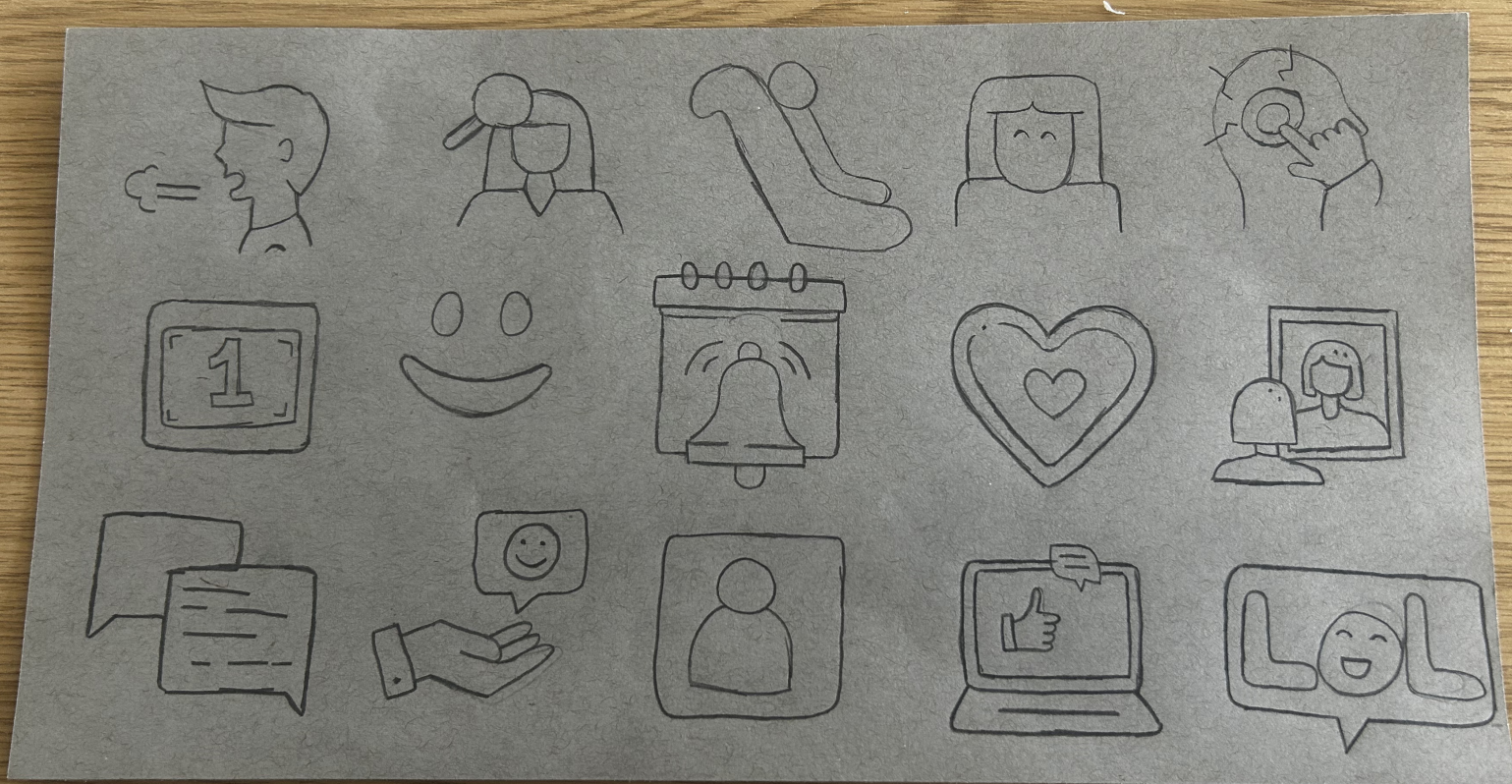




# CARD DESIGN & LAYOUT



I C O N  
D R A W I N G

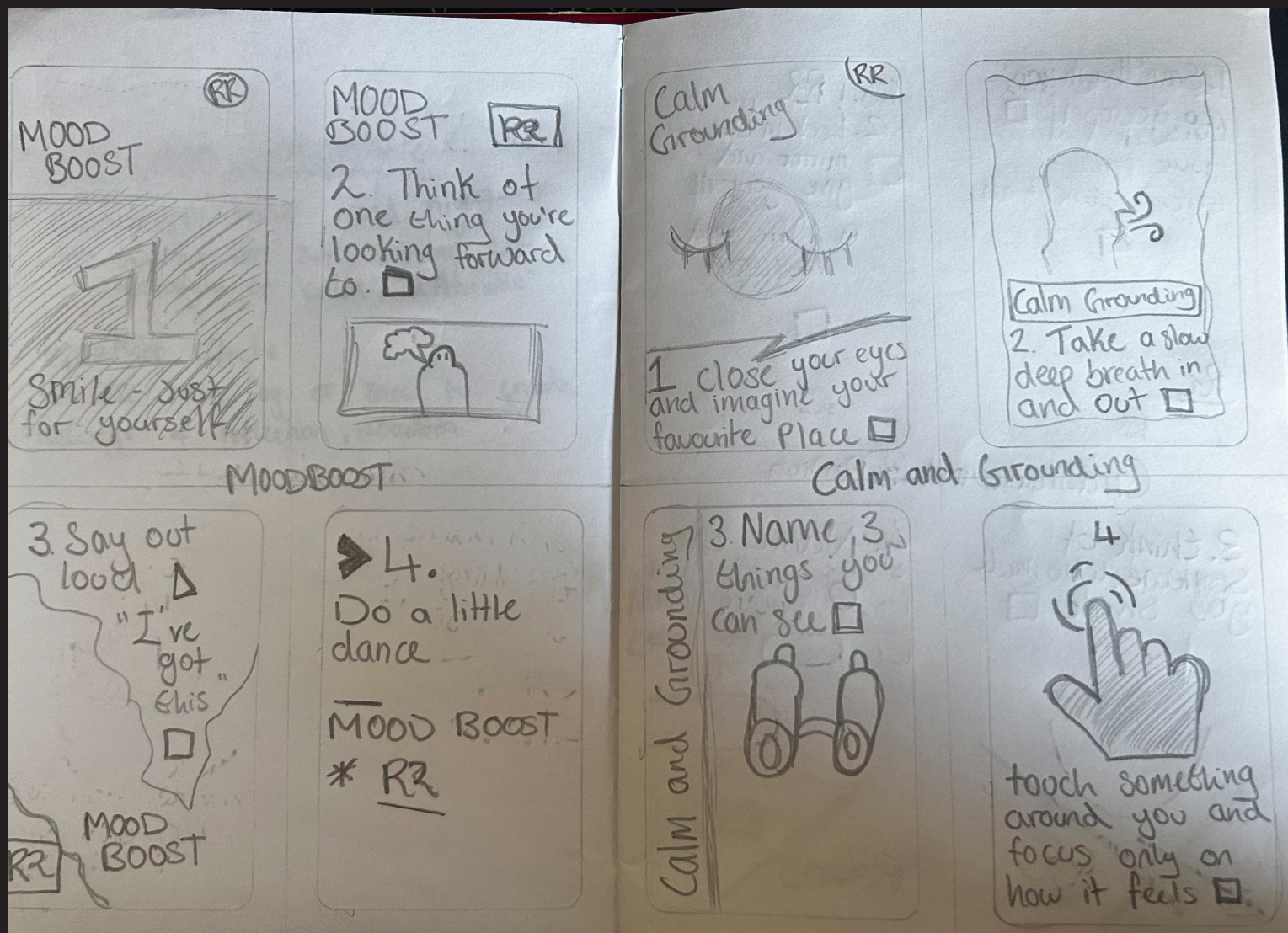




# CARD DESIGN & LAYOUT



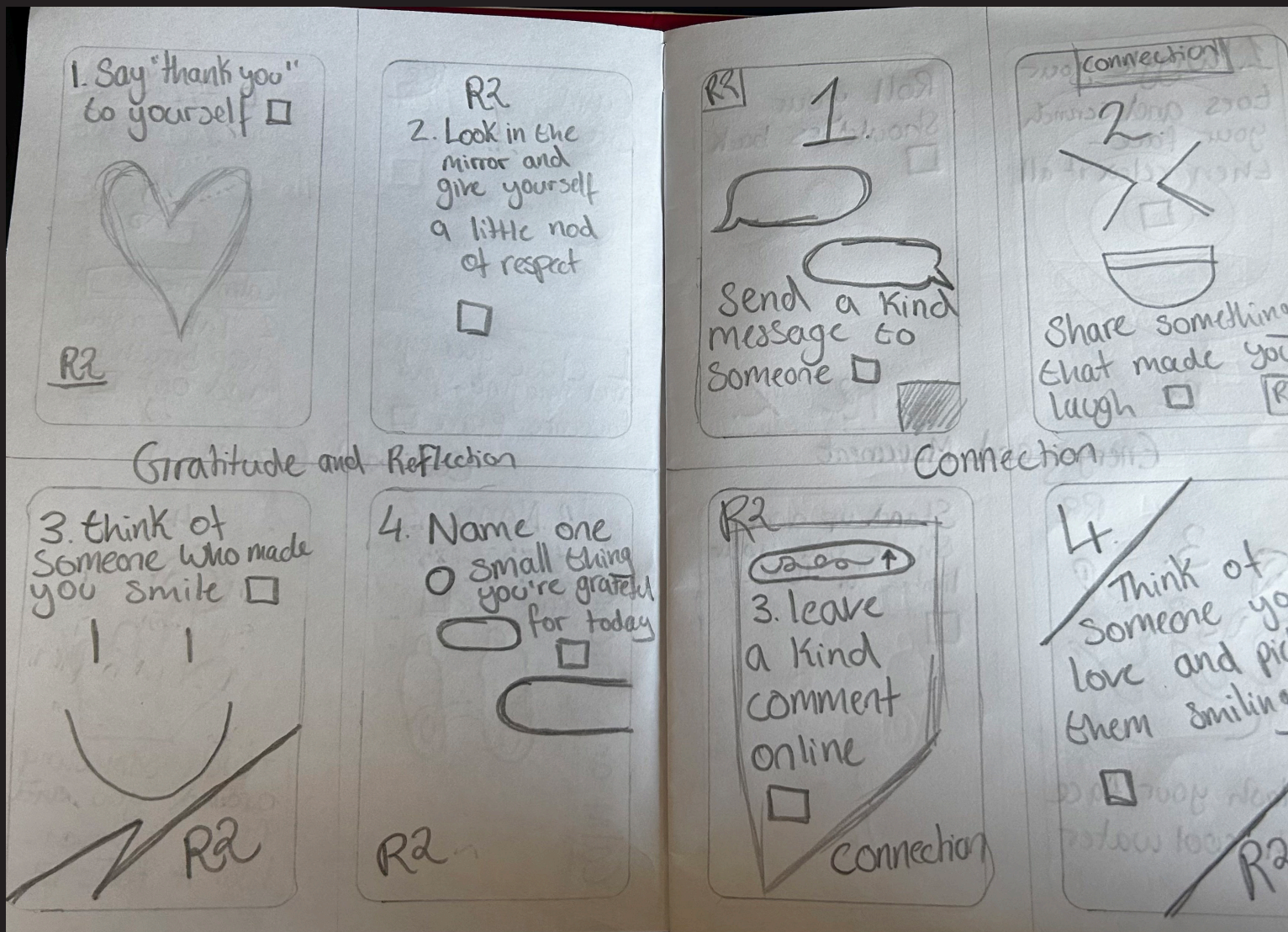
## LAYOUT DRAWING





# CARD DESIGN & LAYOUT

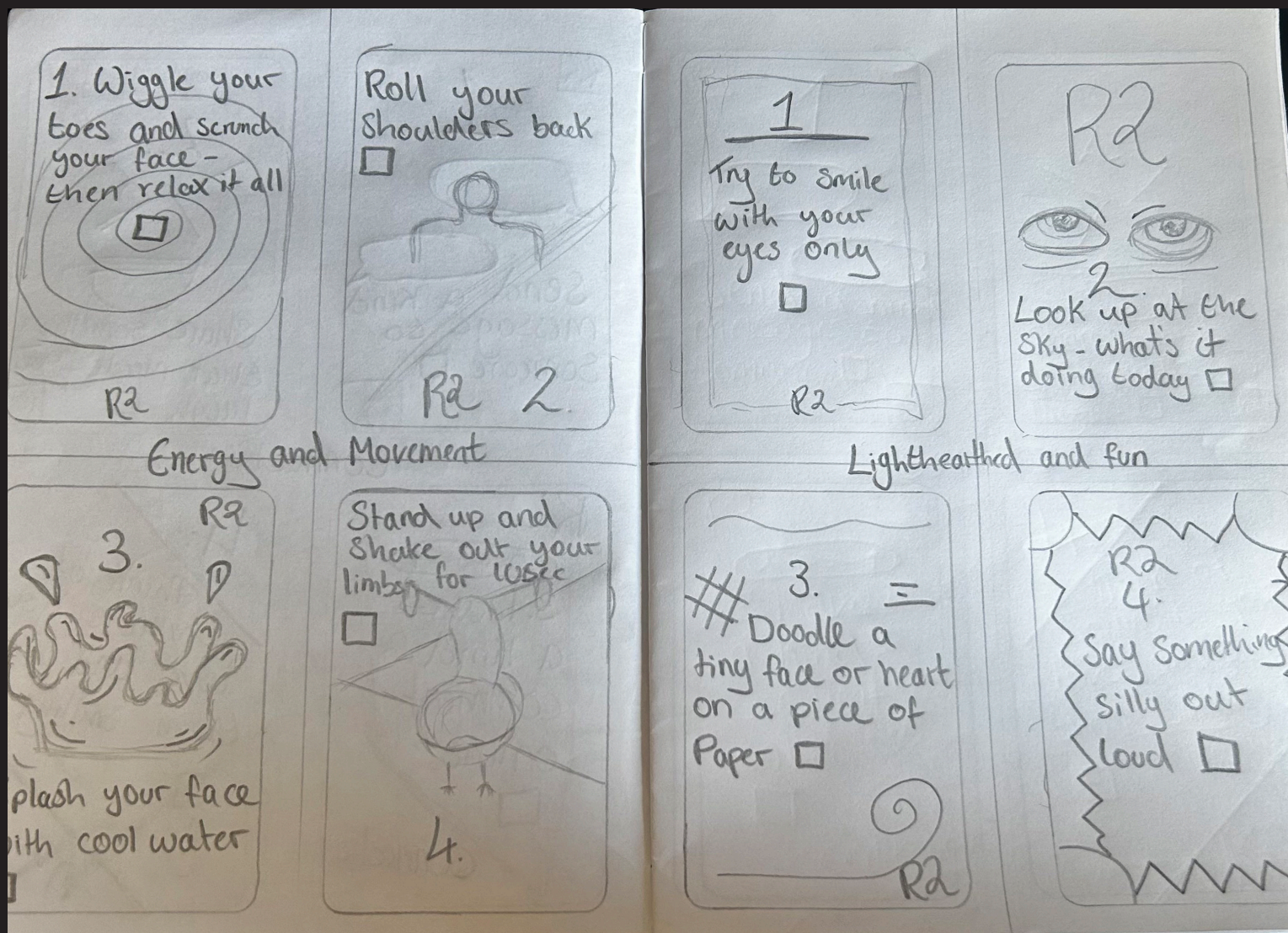
## LAYOUT DRAWING





# CARD DESIGN & LAYOUT

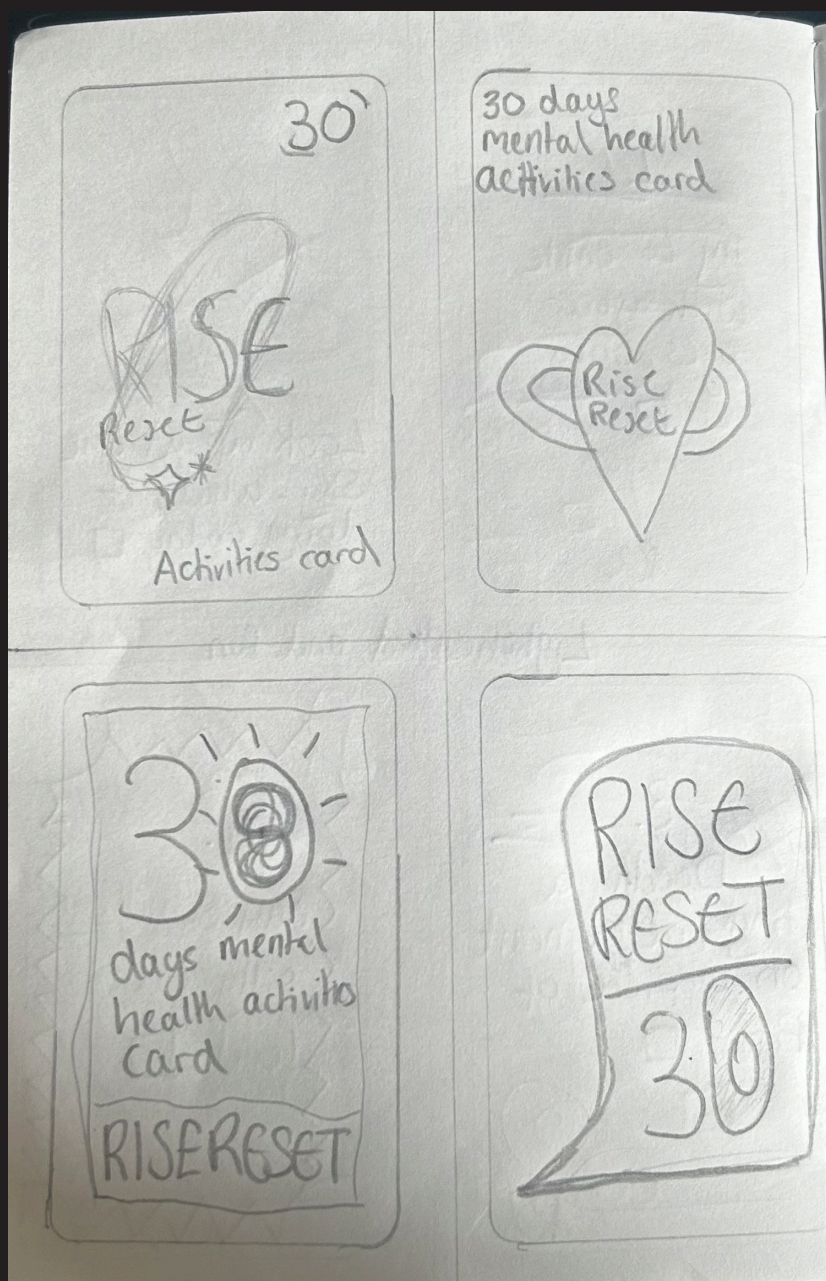
LAYOUT  
DRAWING





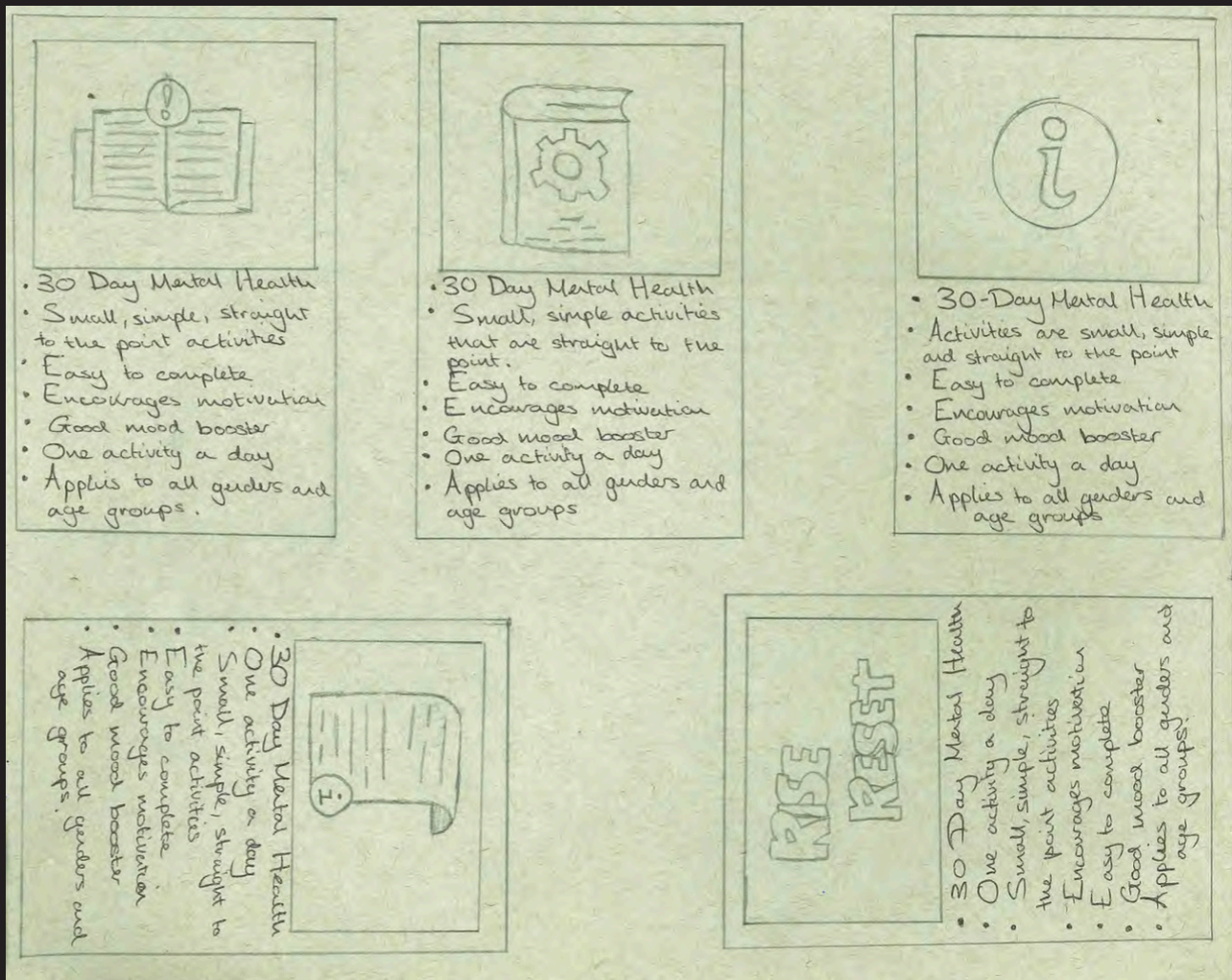
# CARD DESIGN & LAYOUT

L A Y O U T  
D E S I G N S ( B A C K )



# CARD DESIGN & LAYOUT

## LAYOUT DESIGNS (INFO)





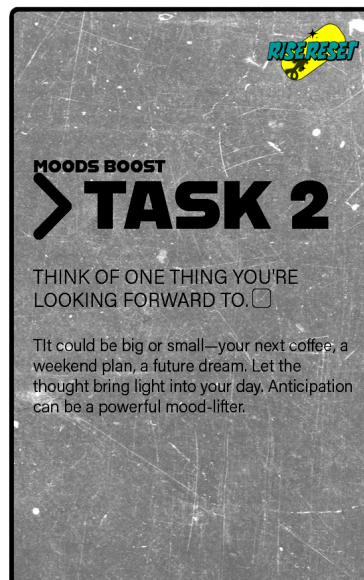
# CARD DESIGN & LAYOUT

L A Y O U T  
D E S I G N S ( B A C K )



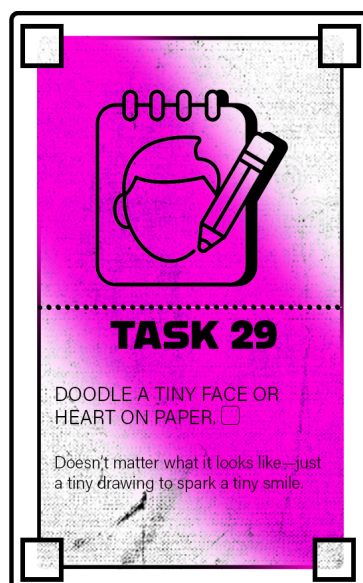
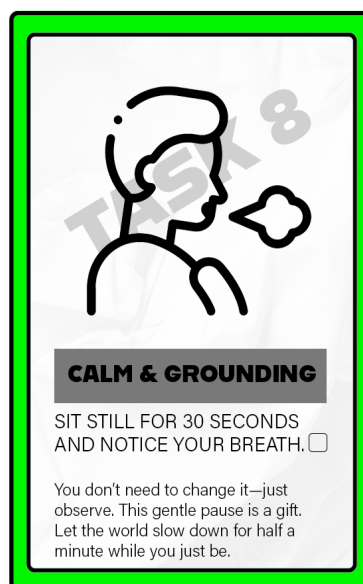
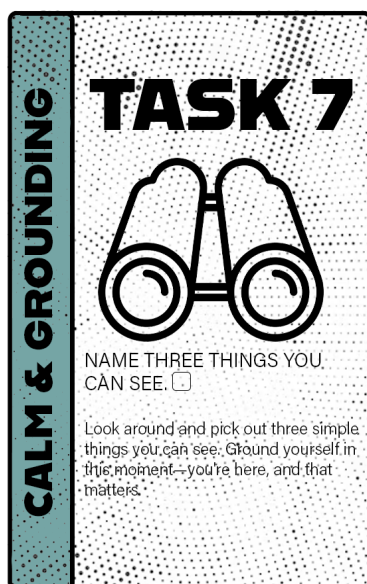
# CARD DESIGN & LAYOUT

## LAYOUT DESIGNS



# CARD DESIGN & LAYOUT

## LAYOUT DESIGNS



# CARD DESIGN & LAYOUT

L A Y O U T  
C O L O U R S

Section	Main Feel	Key Colours
☀️ Mood Boost	Uplifting, Energising	Yellow, Coral, Sky Blue
🙏 Gratitude & Reflection	Warm, Calm	Blush, Sage, Mauve
🤝 Connection	Open, Caring	Peach, Powder Blue, Coral
⚡ Energy & Movement	Dynamic, Motivating	Orange, Electric Blue, Lime
🎉 Lighthearted & Fun	Playful, Joyful	Bubblegum Pink, Aqua, Yellow, Lavender



# CARD DESIGN & LAYOUT

## FINAL DESIGNS





# CARD DESIGN & LAYOUT

FINAL  
DESIGNS



# CARD DESIGN & LAYOUT



FINAL  
DESIGN (BACK)



# CARD DESIGN & LAYOUT

FINAL  
DESIGN (PRINT OUT)



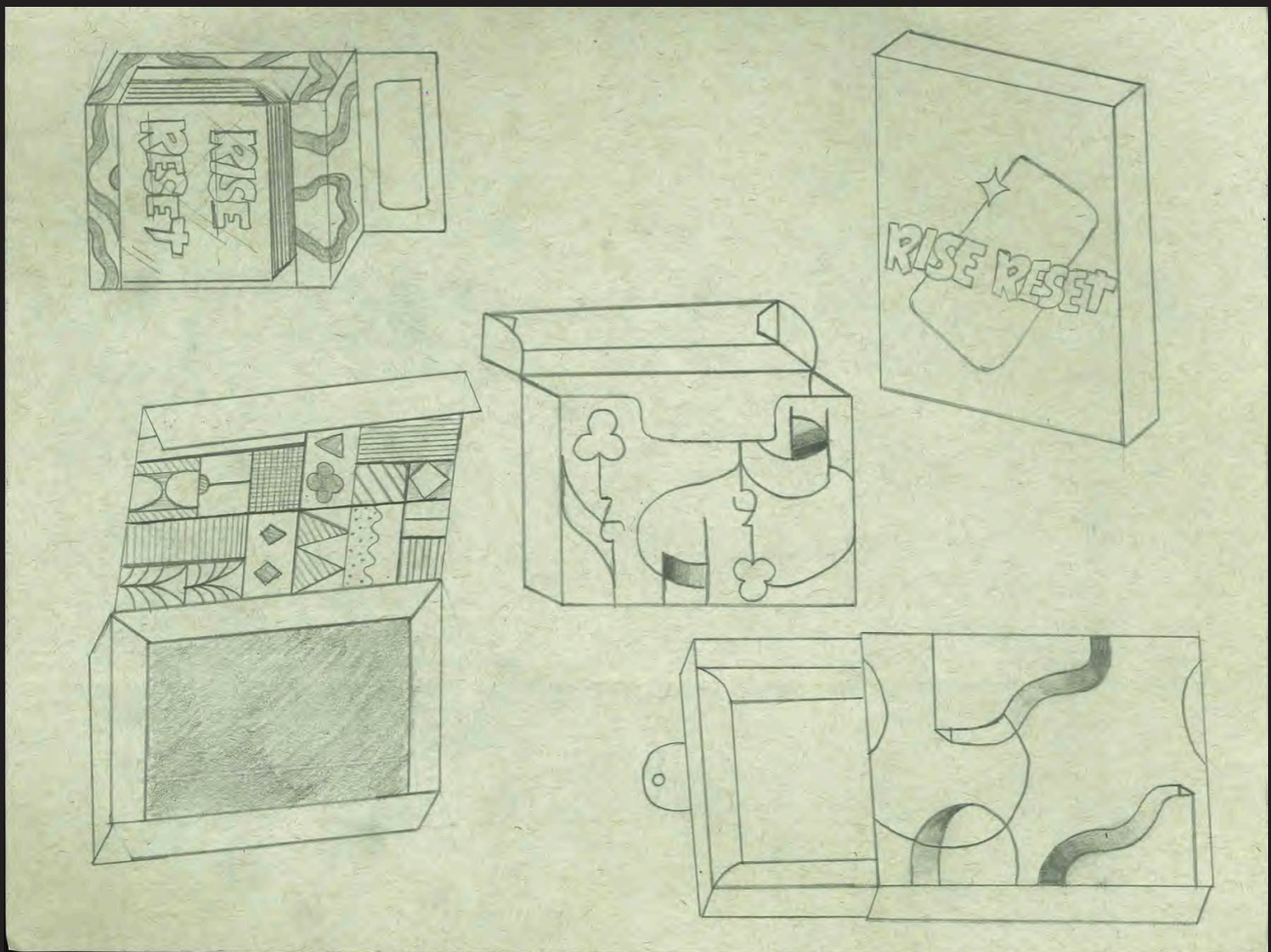


# PACKAGING DESIGN

# 05

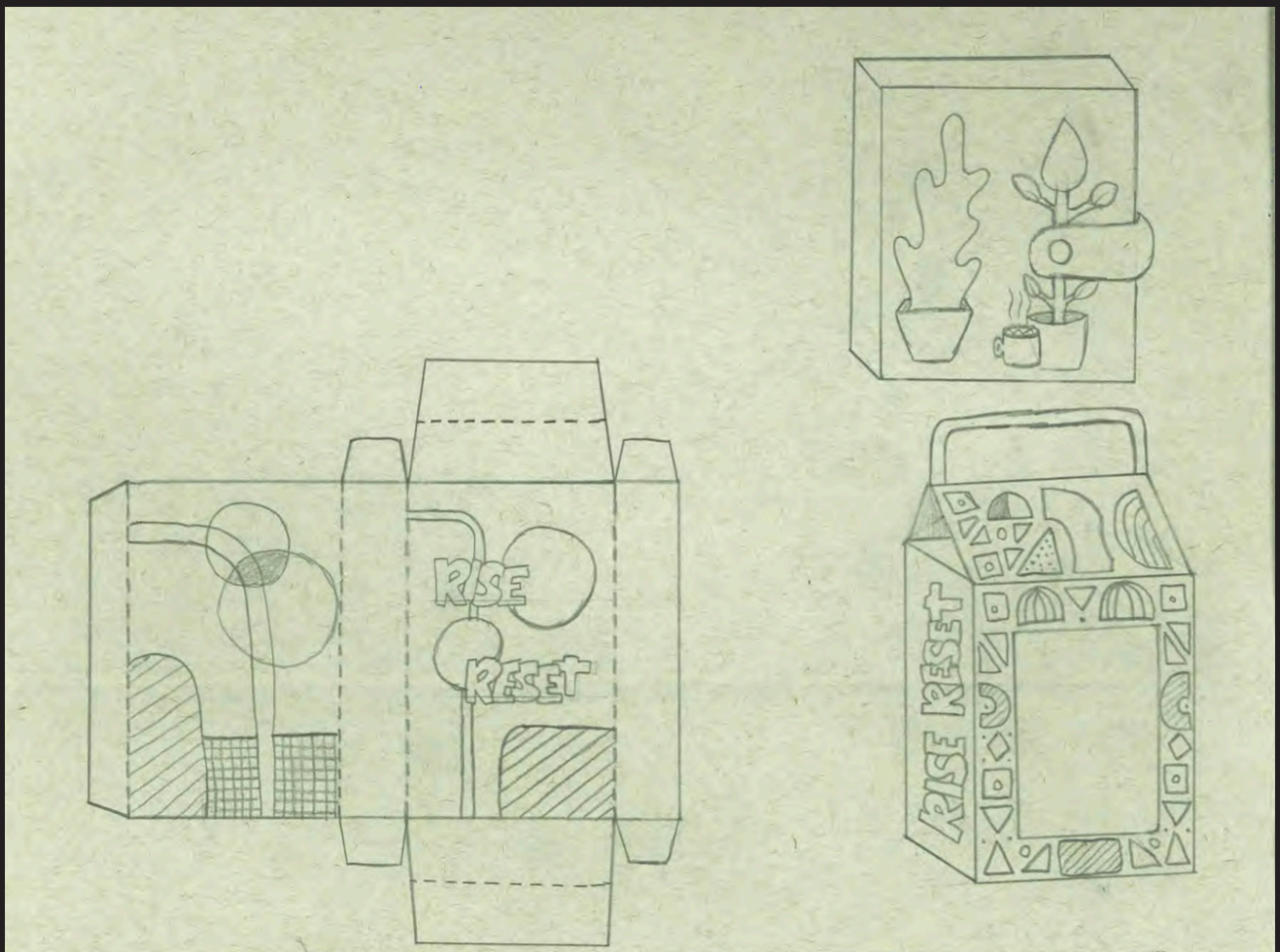


B O X  
- D R A W I N G



# PACKAGING DESIGN

B O X  
- D R A W I N G



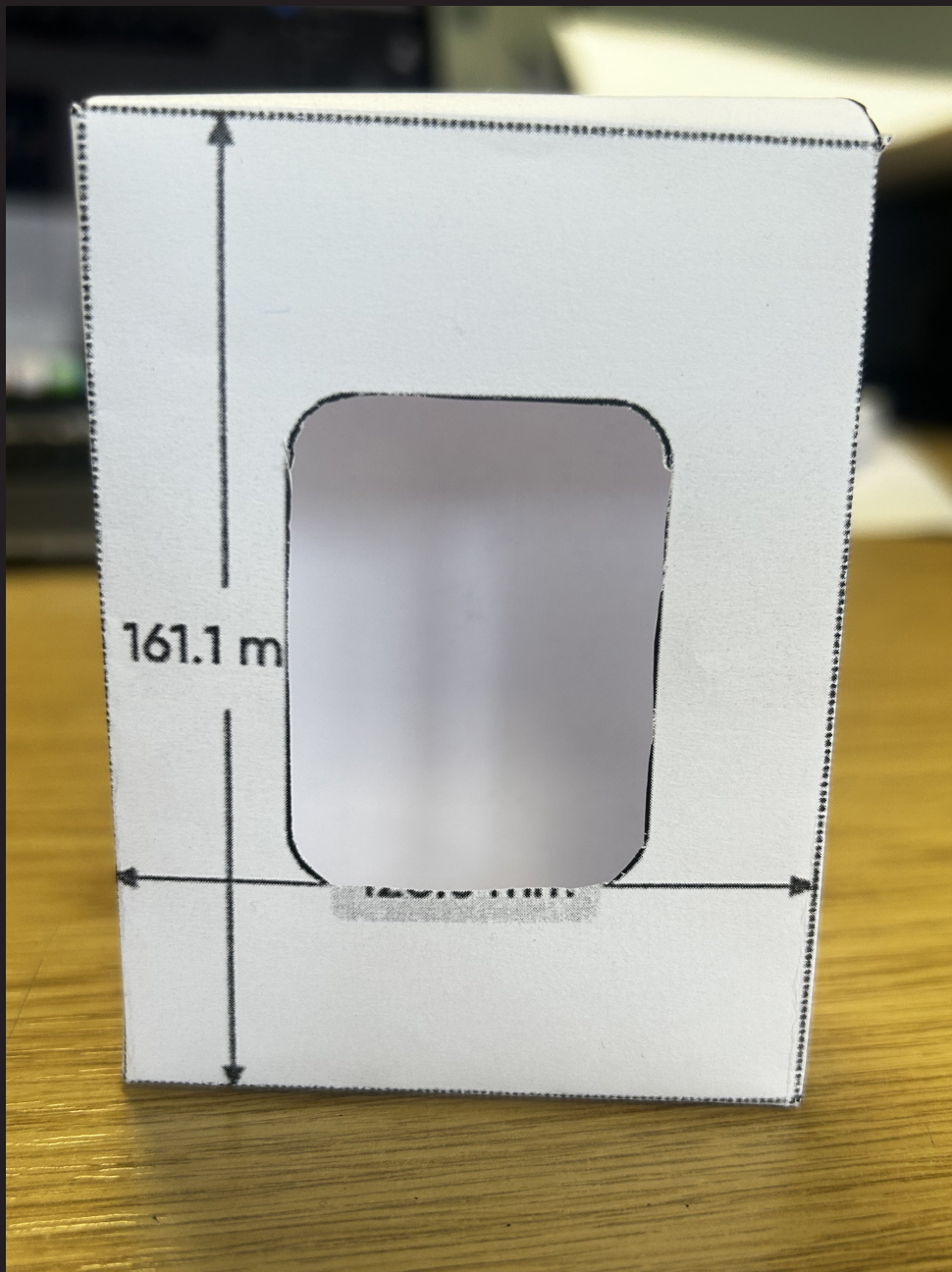


# PACKAGING DESIGN

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M O C K U P S

- 1



# PACKAGING DESIGN



M O C K U P S

- 1



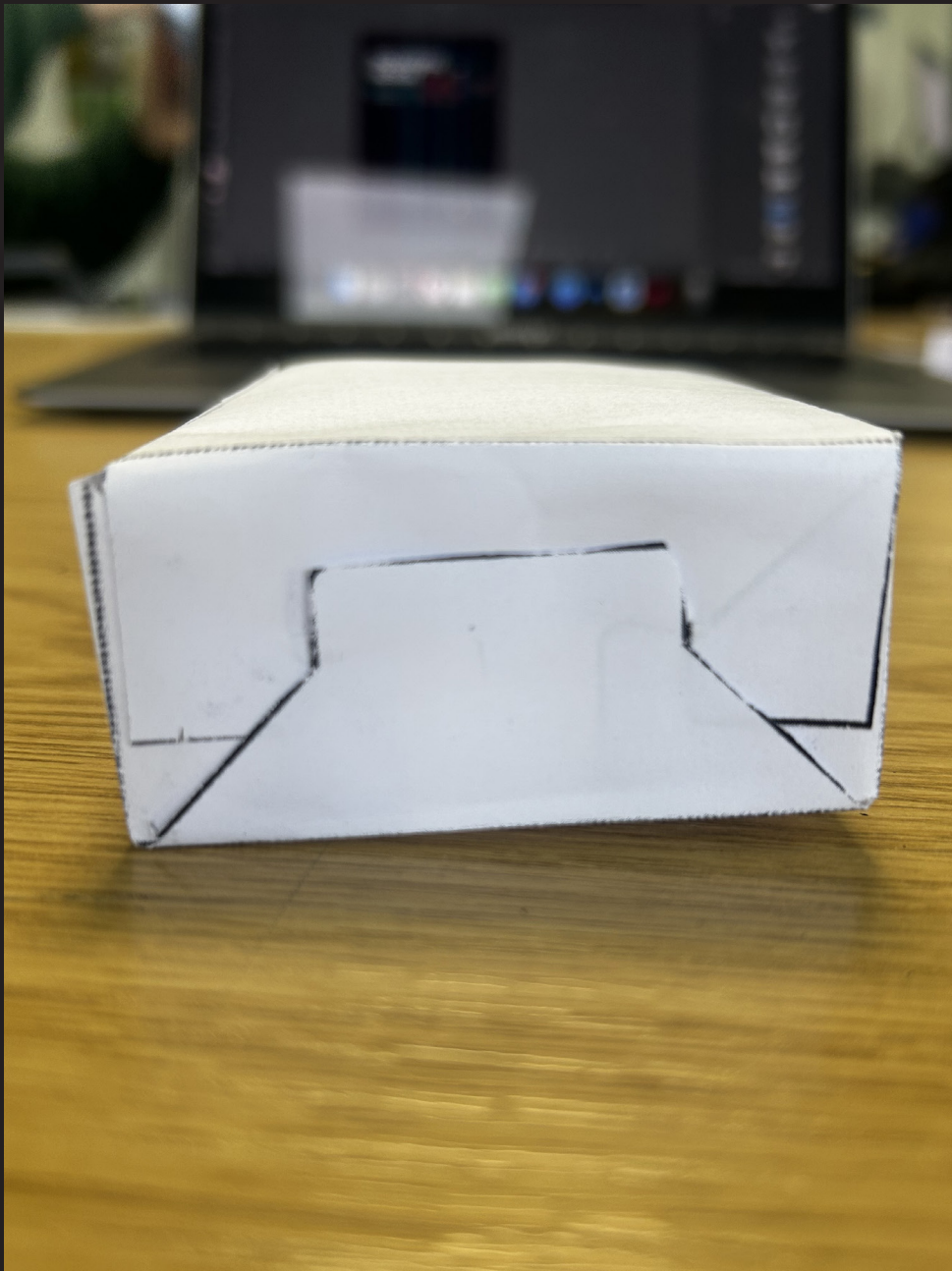


# PACKAGING DESIGN

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M O C K U P S

- 1



# PACKAGING DESIGN



M O C K U P S

- 2



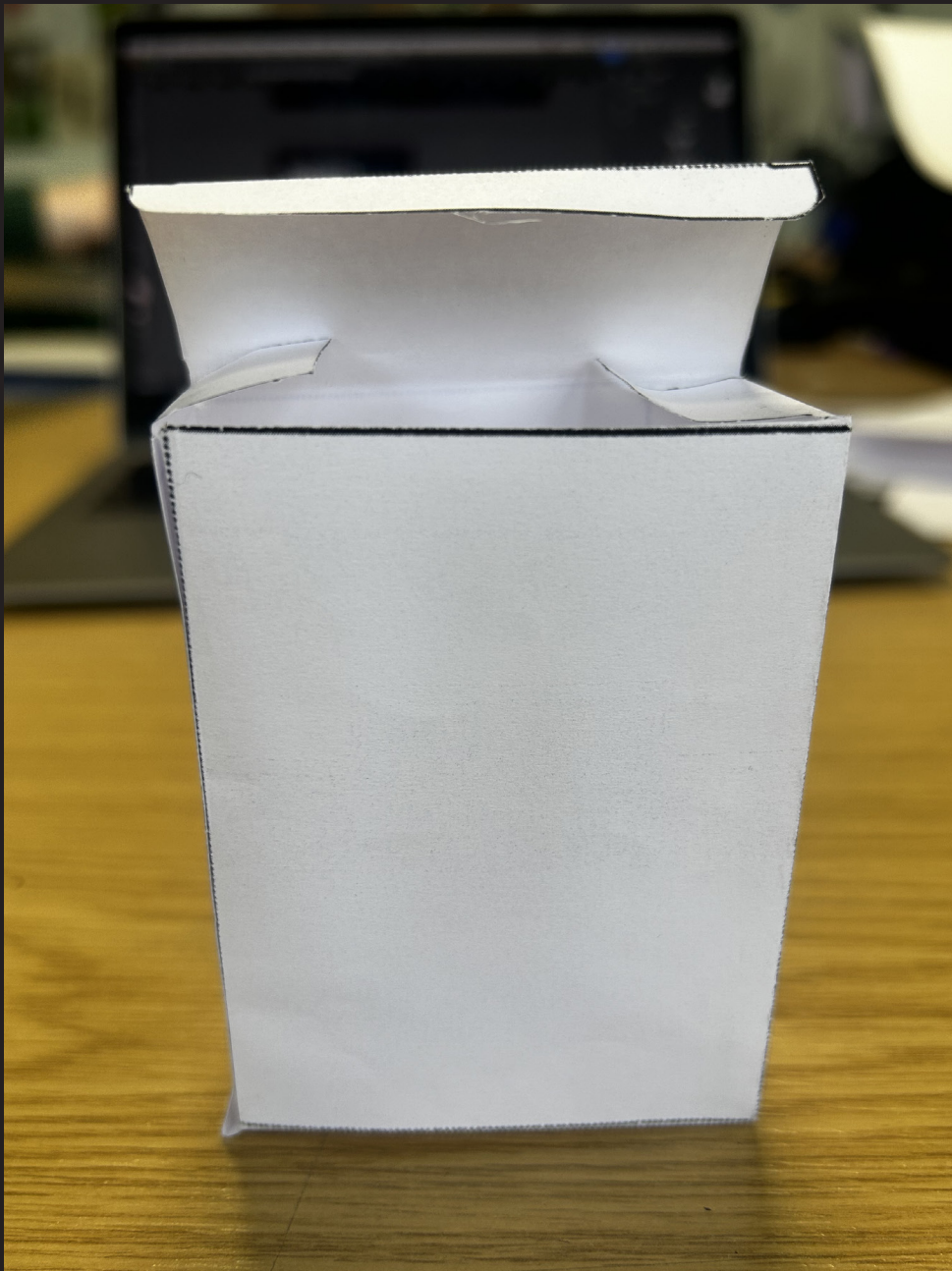


# PACKAGING DESIGN

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M O C K U P S

- 2





# PACKAGING DESIGN

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M O C K U P S

- 3

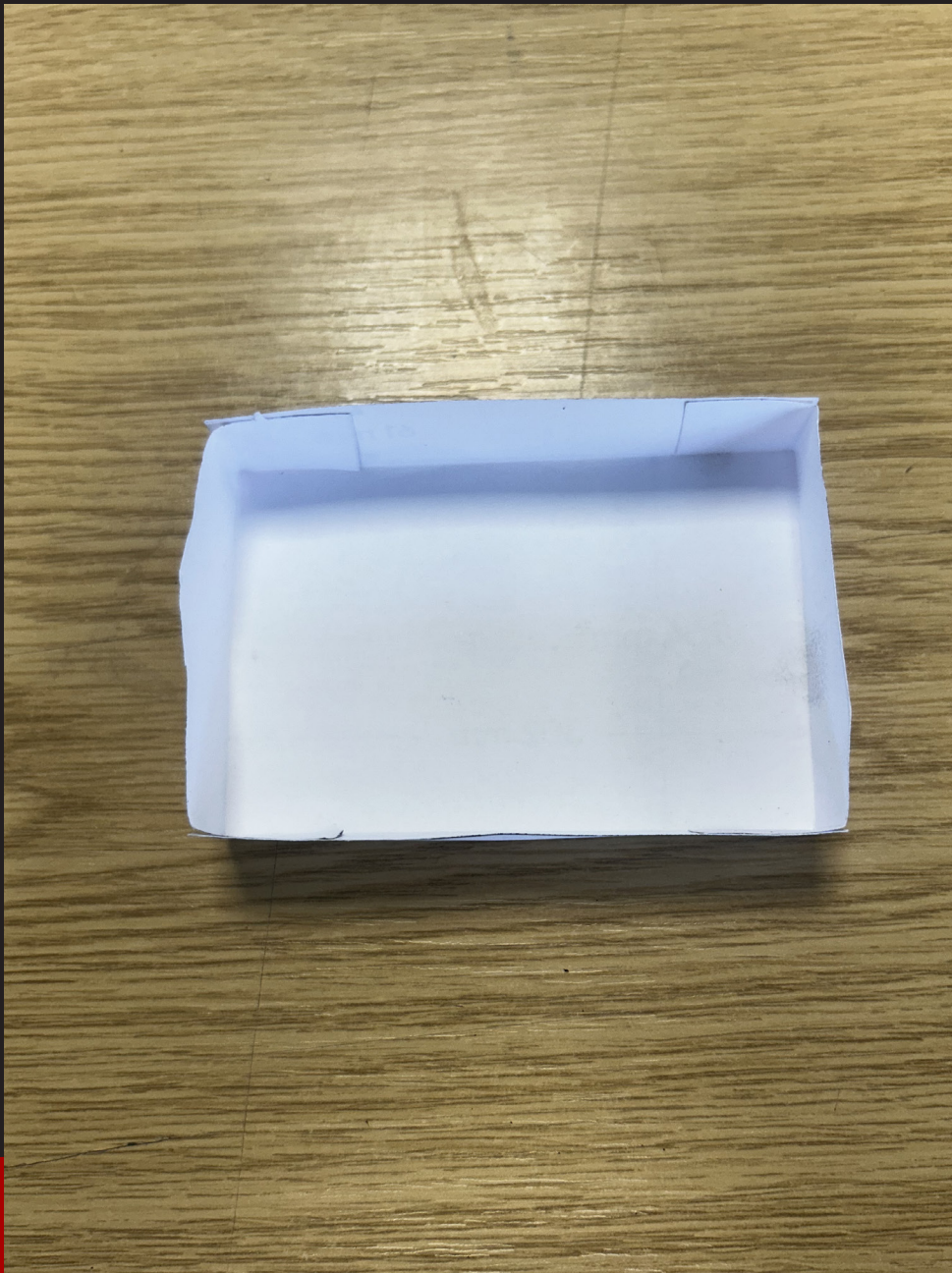


# PACKAGING DESIGN

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M O C K U P S

- 3



# PACKAGING DESIGN

---

M O C K U P S

- 3





# PACKAGING DESIGN

---

M O C K U P S

- 3





# PACKAGING DESIGN

---



M O C K U P S

- 3



# PACKAGING DESIGN



M O C K U P S

- 3



# PACKAGING DESIGN



D E S I G N



# PACKAGING DESIGN



D E S I G N





# PACKAGING DESIGN



P A C K A G I N G  
- W I T H D E S I G N



# PACKAGING DESIGN

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P A C K A G I N G  
- W I T H D E S I G N





# PACKAGING DESIGN

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P A C K A G I N G  
- W I T H D E S I G N





# PACKAGING DESIGN



P A C K A G I N G  
- W I T H D E S I G N

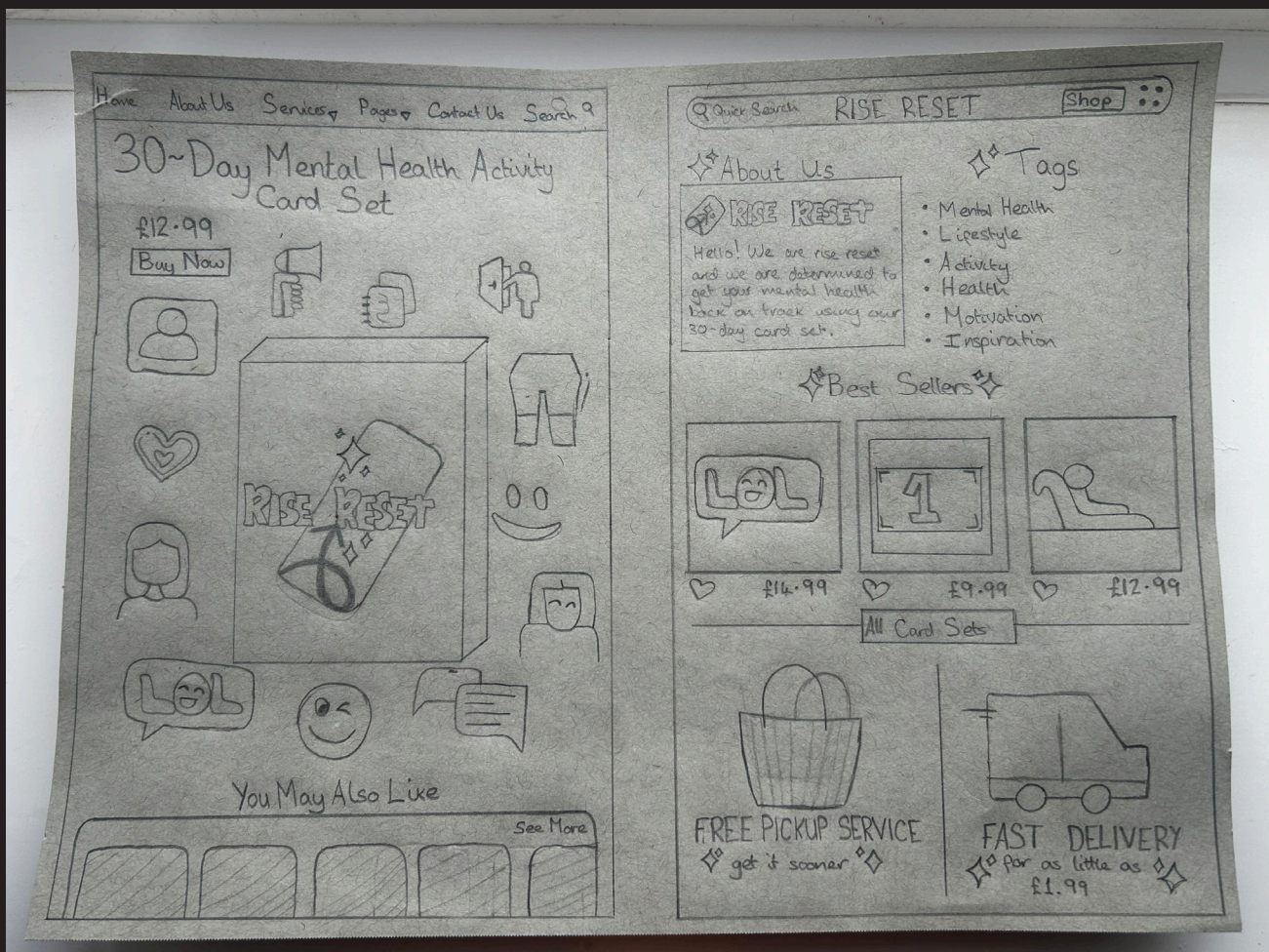




# APP DESIGN

# 06

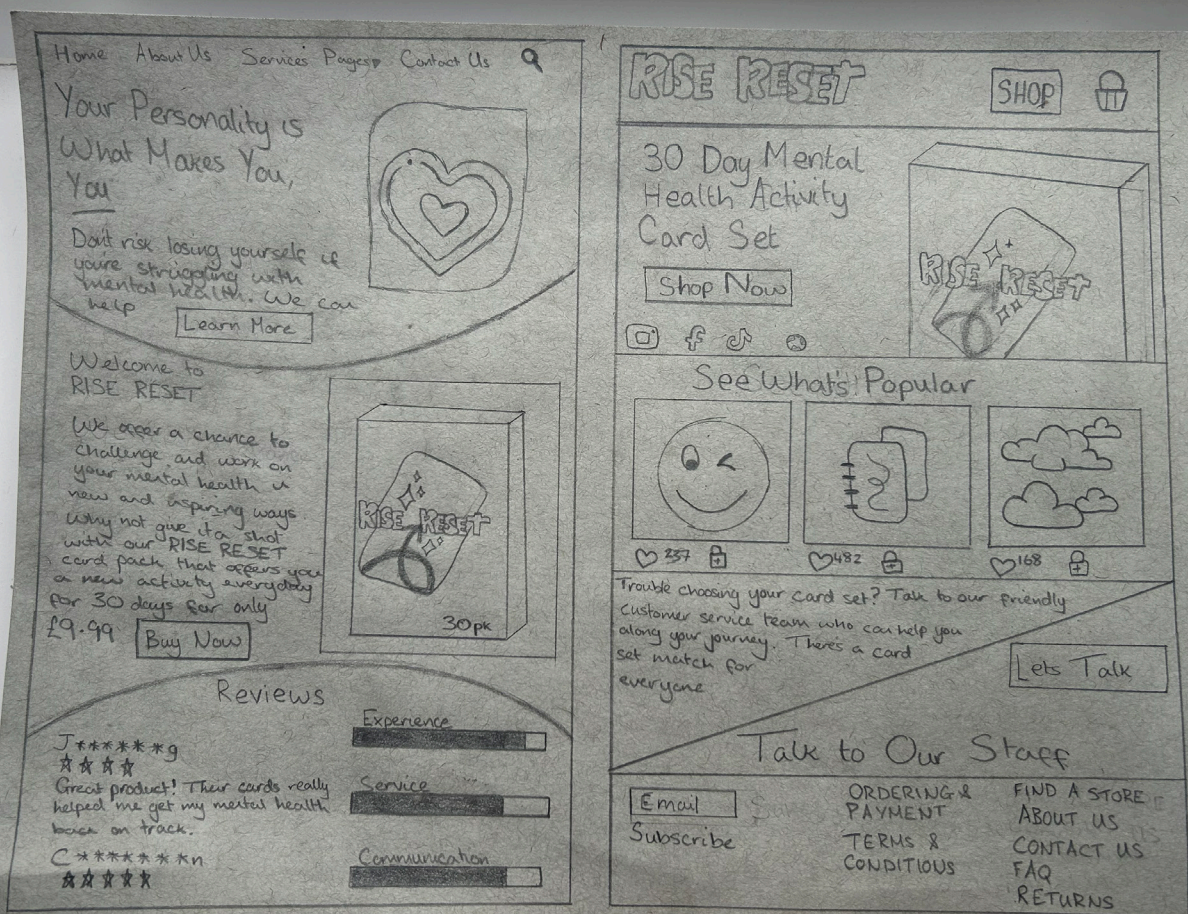
APP LAYOUT  
- DRAWING





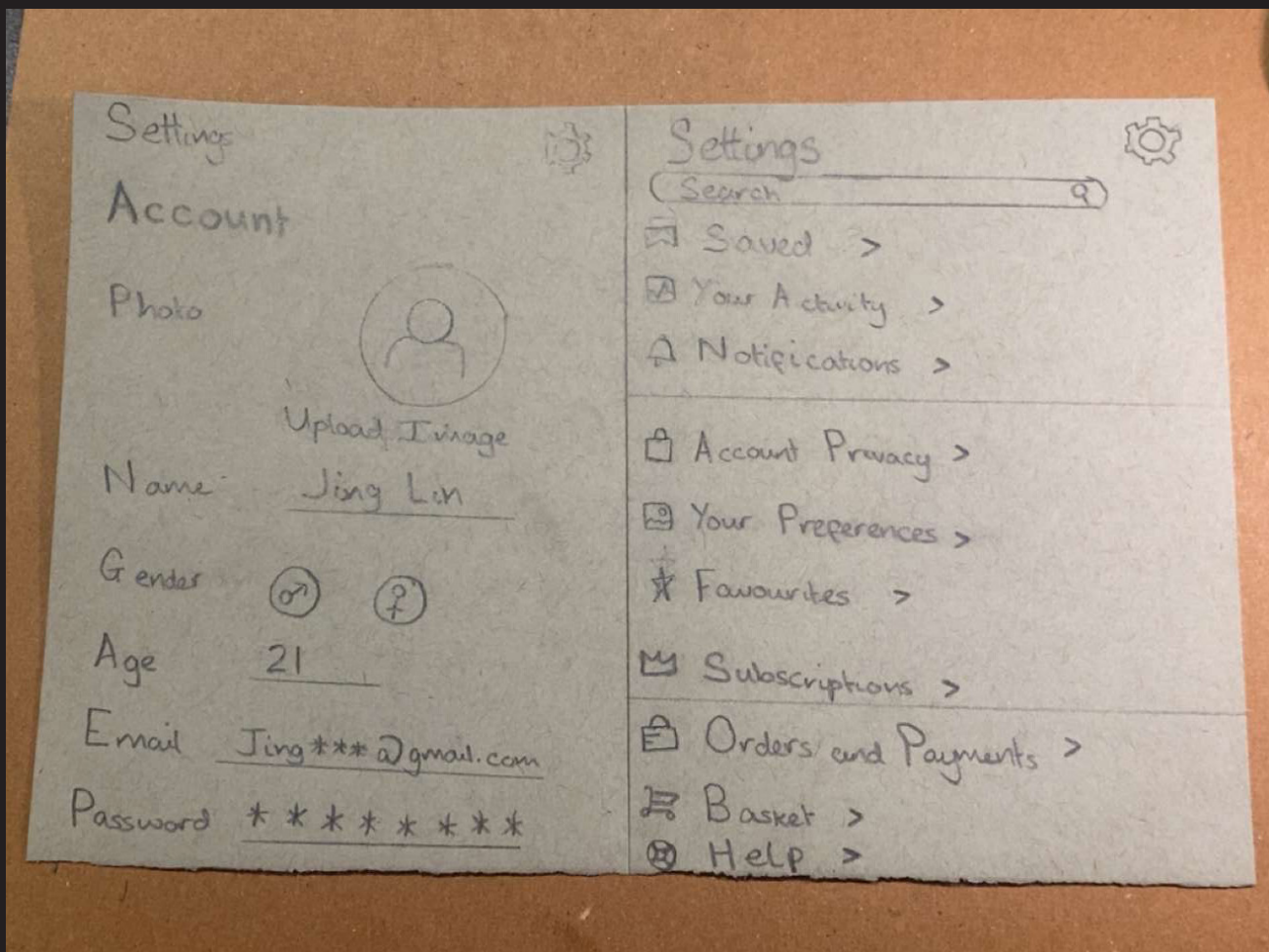
# APP DESIGN

## APP LAYOUT - DRAWING



# APP DESIGN

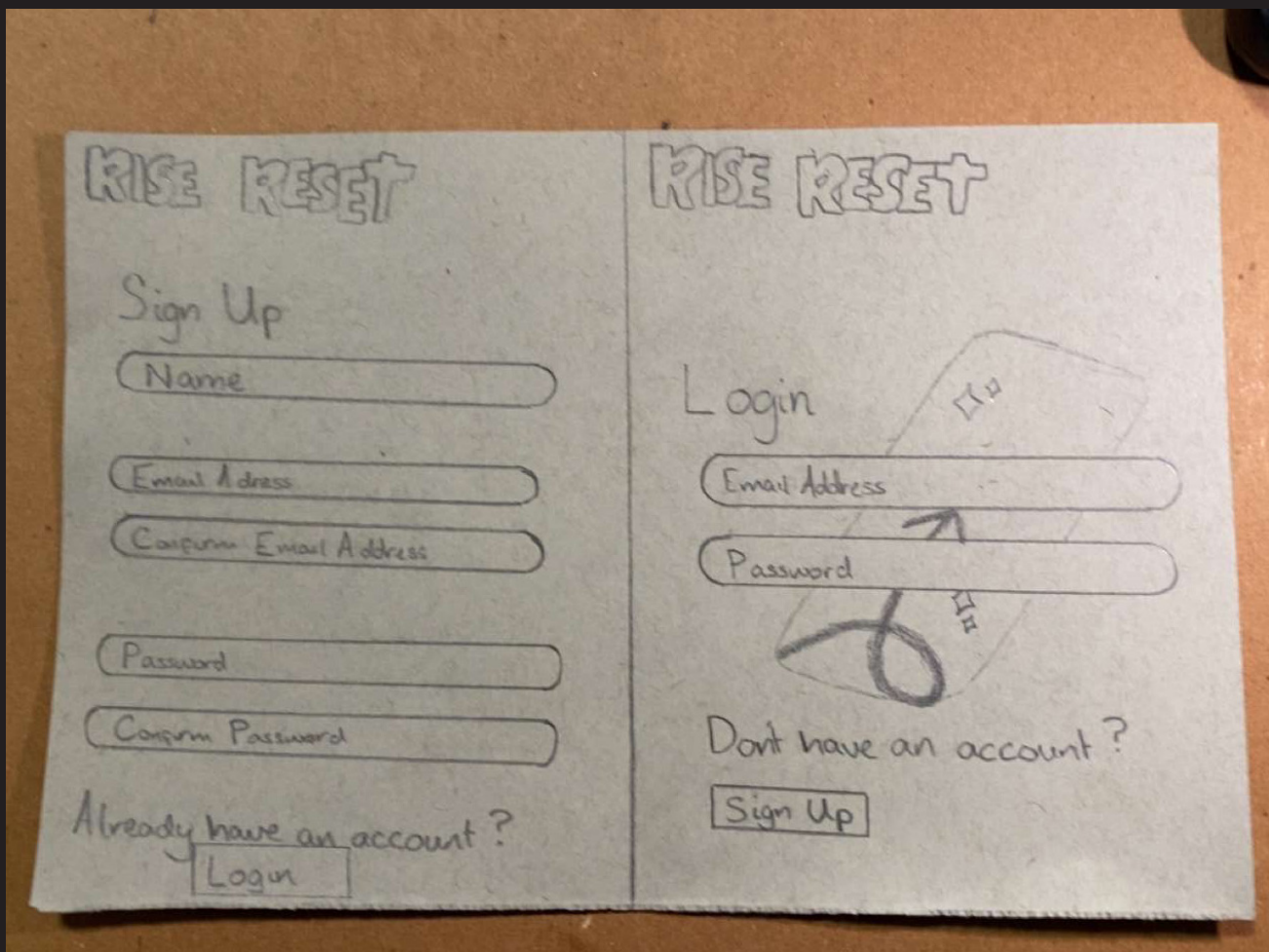
APP LAYOUT  
- DRAWING





# APP DESIGN

APP LAYOUT  
- DRAWING

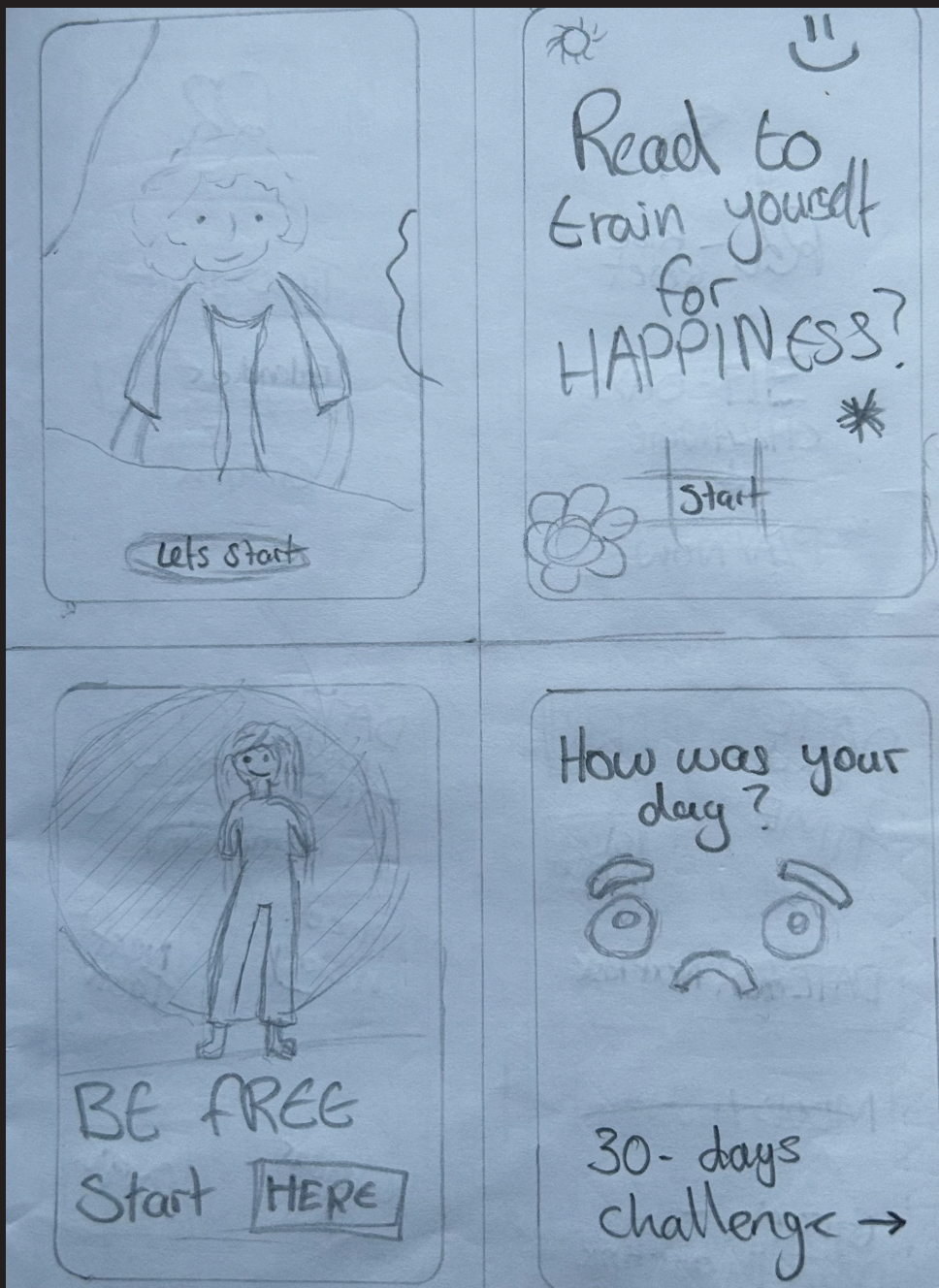




# APP DESIGN

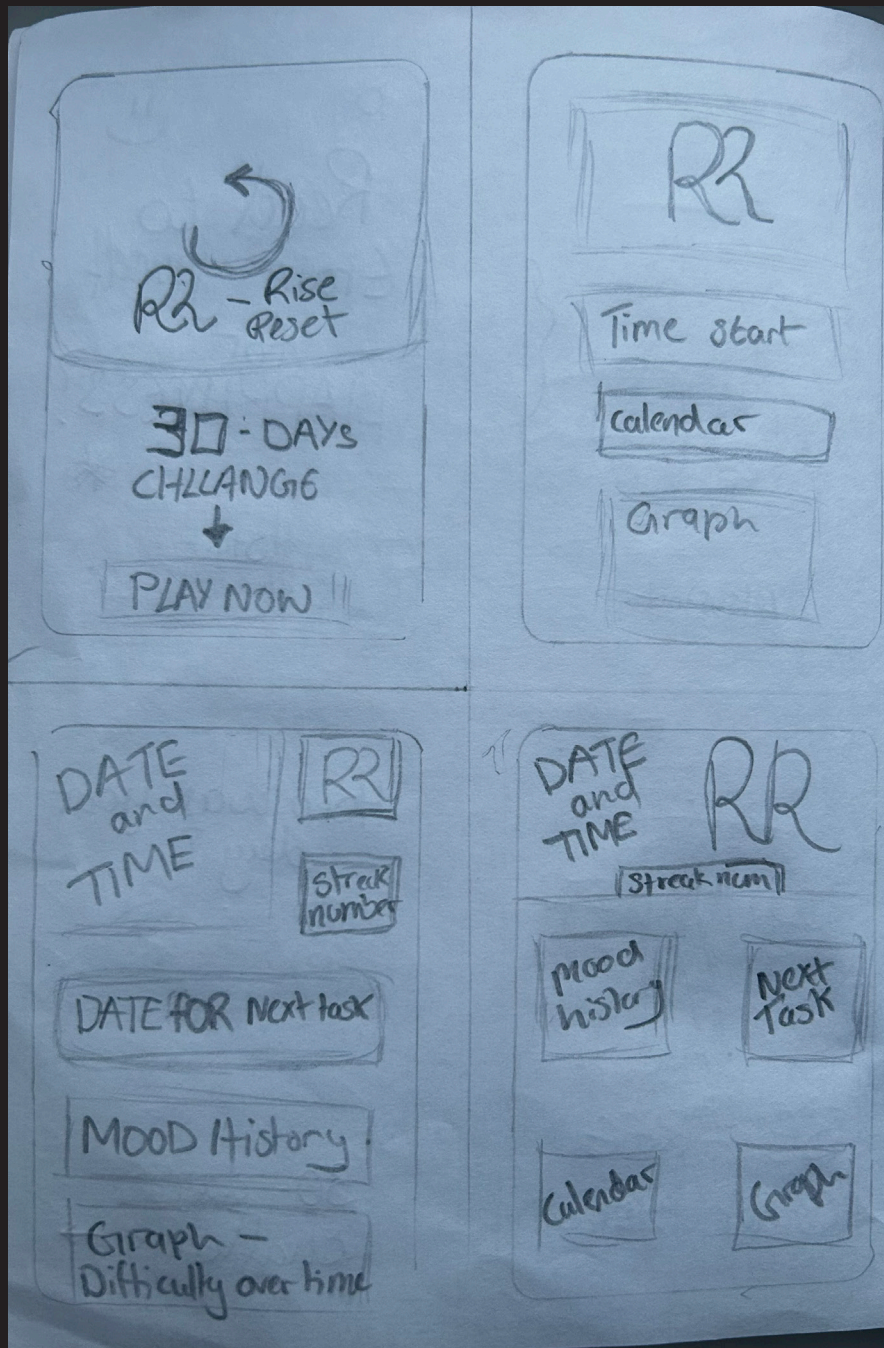
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APP LAYOUT  
- DRAWING



# APP DESIGN

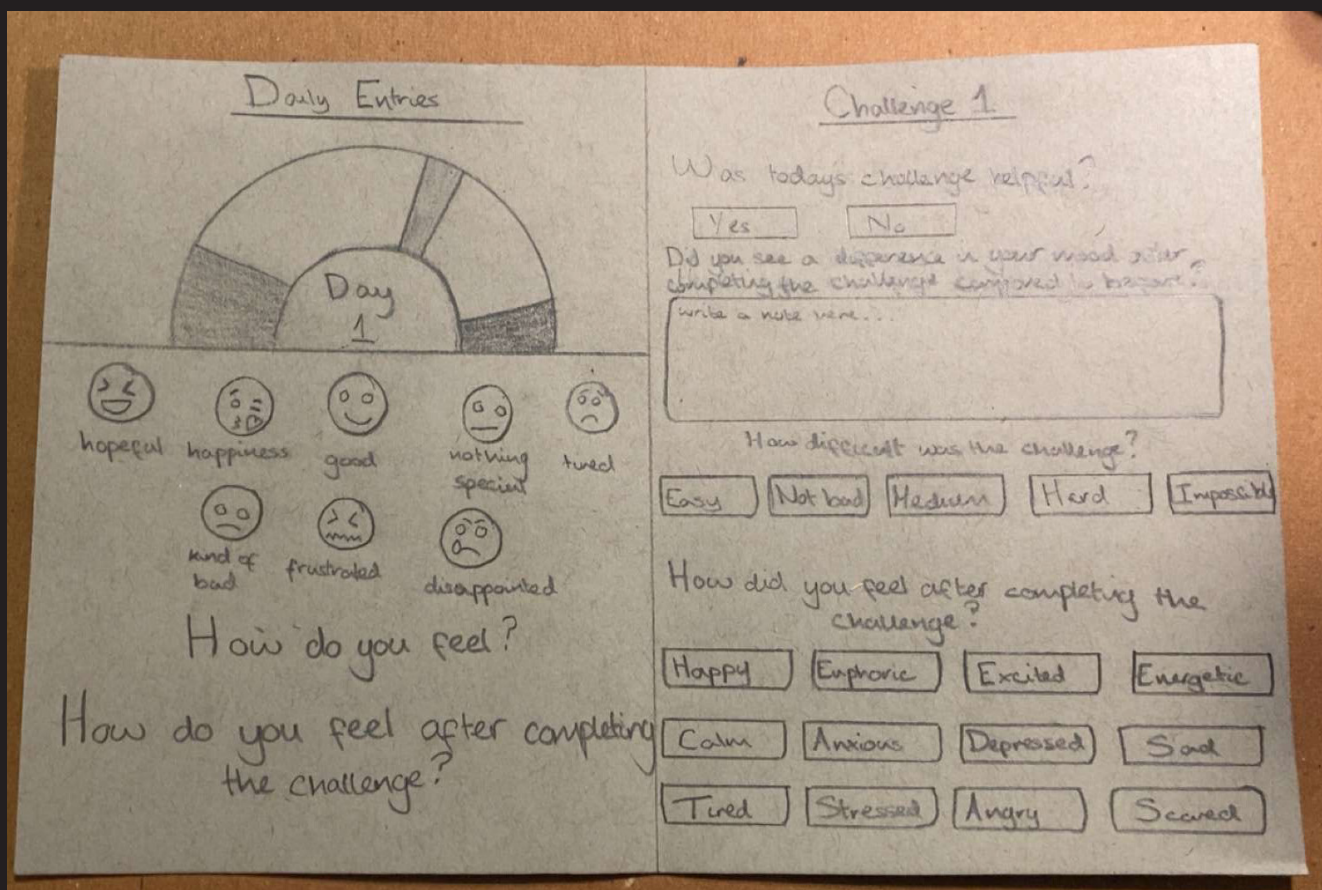
## APP LAYOUT - DRAWING





# APP DESIGN

APP LAYOUT  
- DRAWING

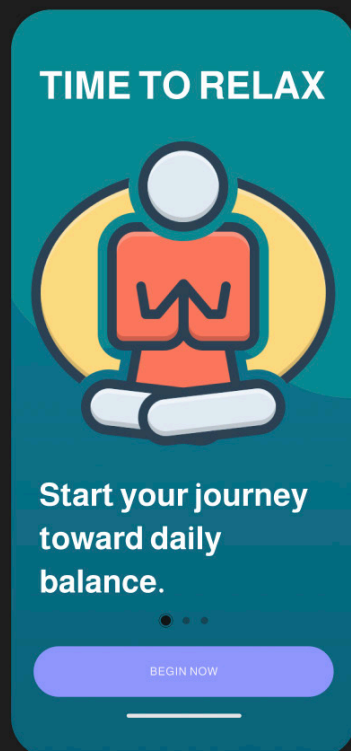




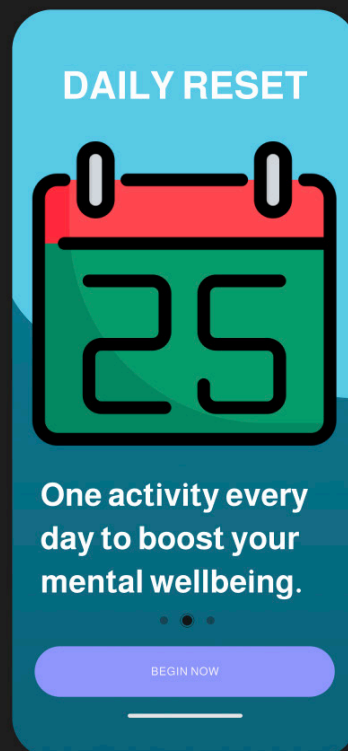
# APP DESIGN

A P P  
- F I G M A

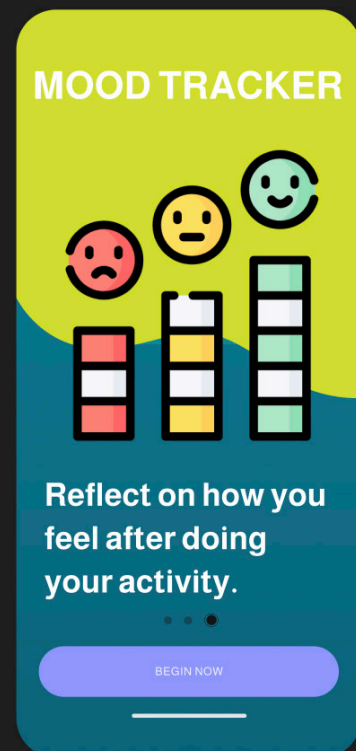
Intro



Intro 2



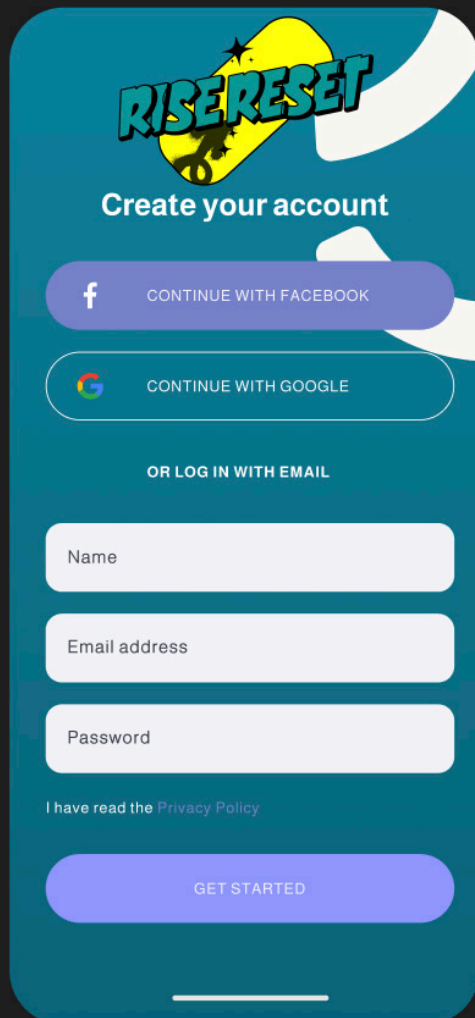
Intro 3



# APP DESIGN

A P P  
- F I G M A

Sign up



The sign up screen features a teal background with a yellow and black 'RISE RESET' logo at the top. Below the logo is the text 'Create your account'. There are three main sections for authentication: social media logins, email login, and a 'GET STARTED' button. The social media section includes buttons for 'CONTINUE WITH FACEBOOK' and 'CONTINUE WITH GOOGLE'. The email section includes a link 'OR LOG IN WITH EMAIL' and three input fields for 'Name', 'Email address', and 'Password'. At the bottom, there is a link 'I have read the Privacy Policy' and a 'GET STARTED' button.

**RISE RESET**

Create your account

f CONTINUE WITH FACEBOOK

CONTINUE WITH GOOGLE

OR LOG IN WITH EMAIL

Name

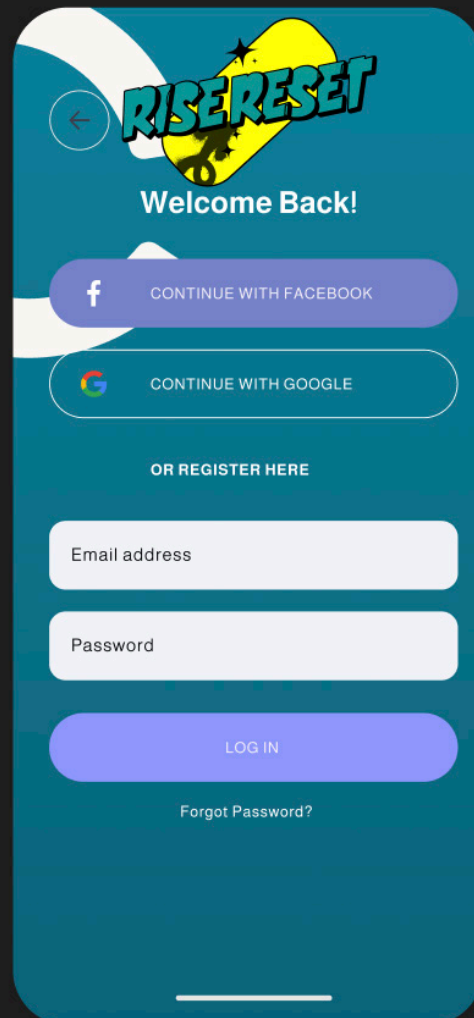
Email address

Password

I have read the [Privacy Policy](#)

GET STARTED

Sign in



The sign in screen features a teal background with a yellow and black 'RISE RESET' logo at the top. Below the logo is the text 'Welcome Back!'. There are three main sections for authentication: social media logins, email login, and a 'LOG IN' button. The social media section includes buttons for 'CONTINUE WITH FACEBOOK' and 'CONTINUE WITH GOOGLE'. The email section includes a link 'OR REGISTER HERE' and two input fields for 'Email address' and 'Password'. At the bottom, there is a 'LOG IN' button and a link 'Forgot Password?'.

**RISE RESET**

Welcome Back!

f CONTINUE WITH FACEBOOK

CONTINUE WITH GOOGLE

OR REGISTER HERE

Email address

Password

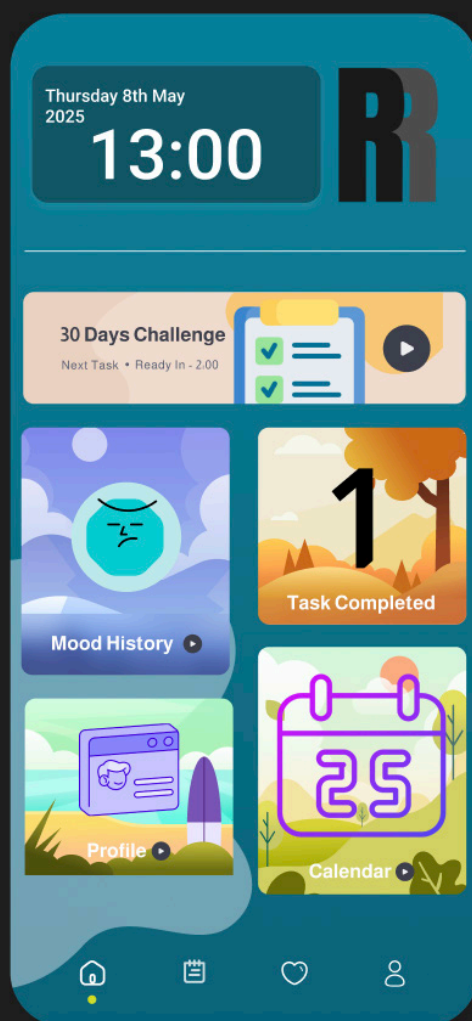
LOG IN

[Forgot Password?](#)

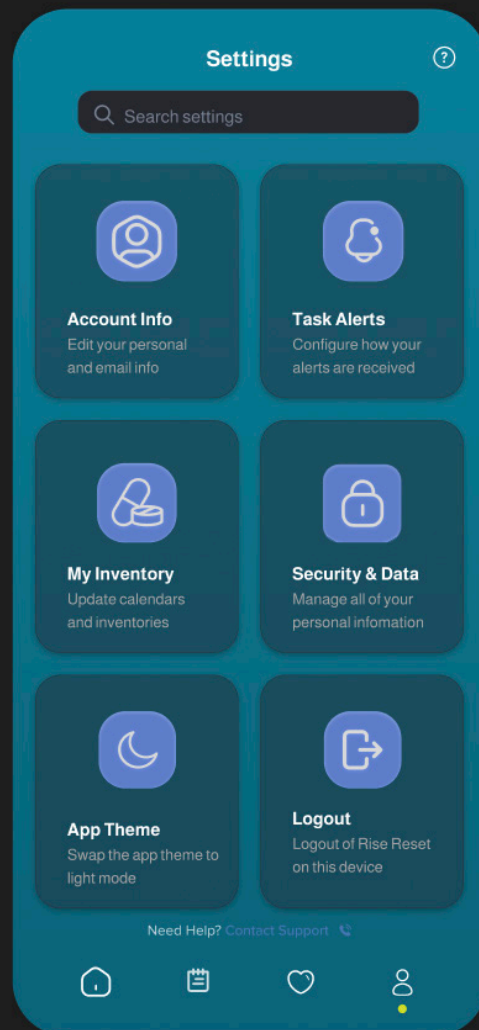
# APP DESIGN

A P P  
- F I G M A

Home



Settings

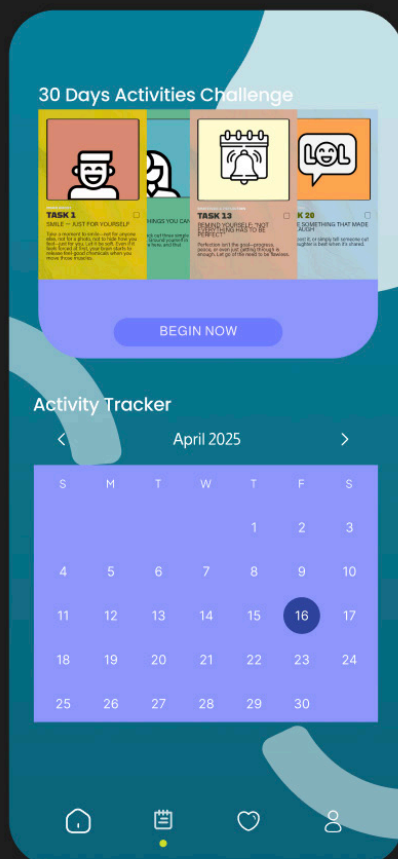




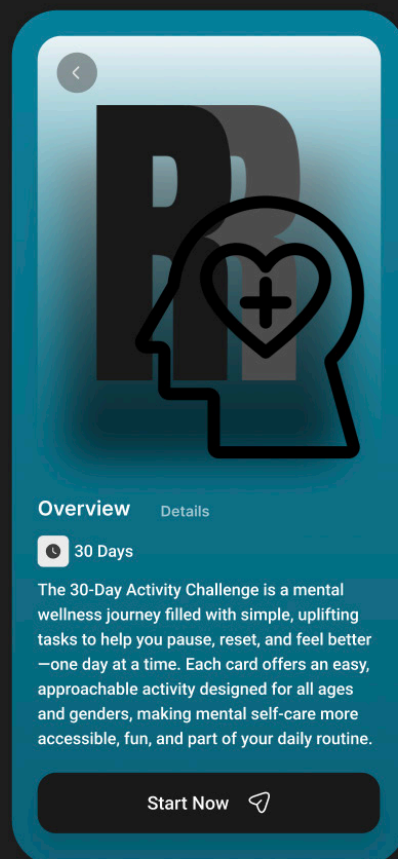
# APP DESIGN

A P P  
- F I G M A

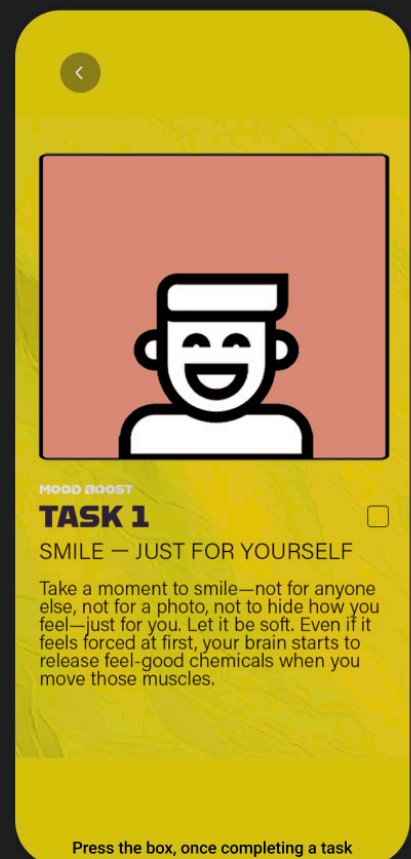
Challenge



Challenge 2

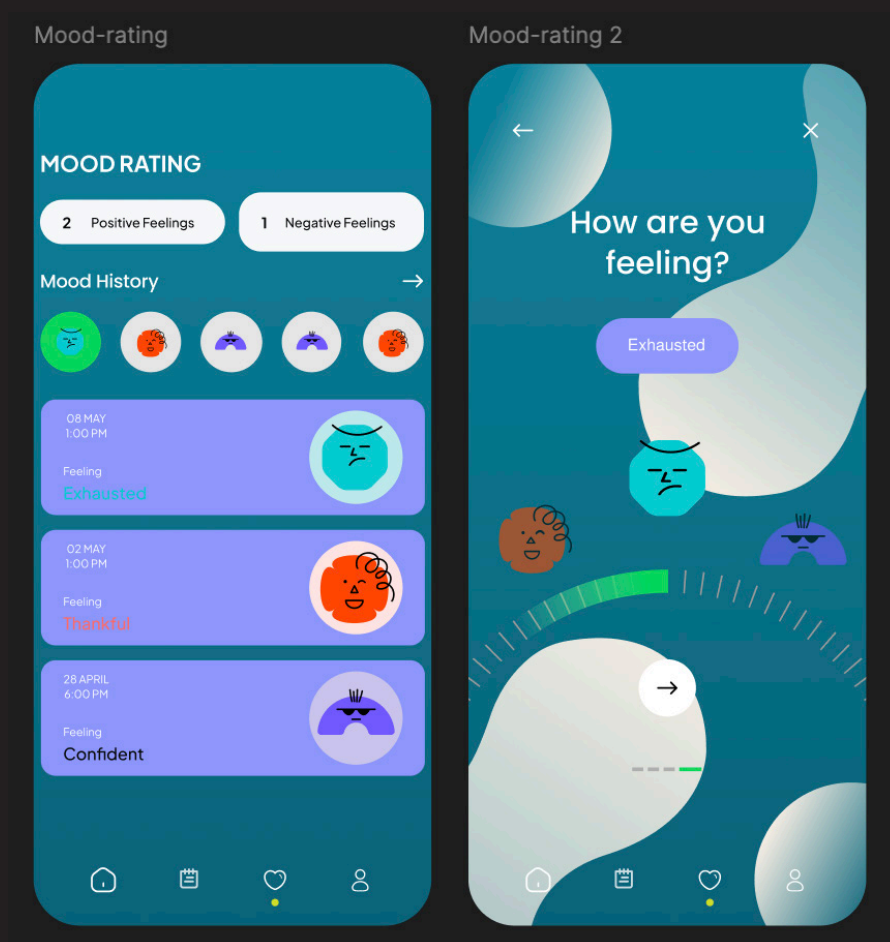


Challenge 3



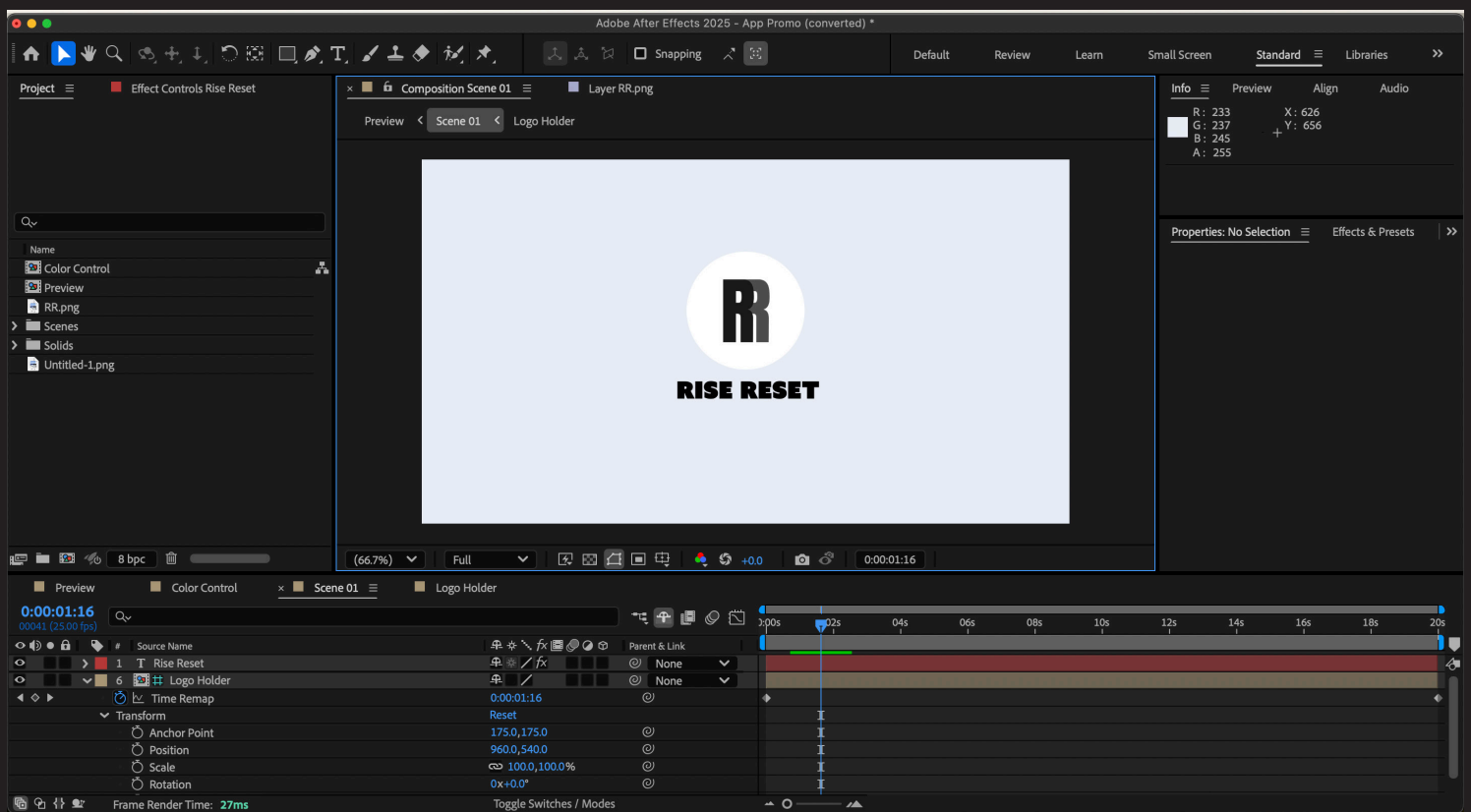
# APP DESIGN

A P P  
- F I G M A



# APP DESIGN

## APP PROMO - VIDEO



After Effect

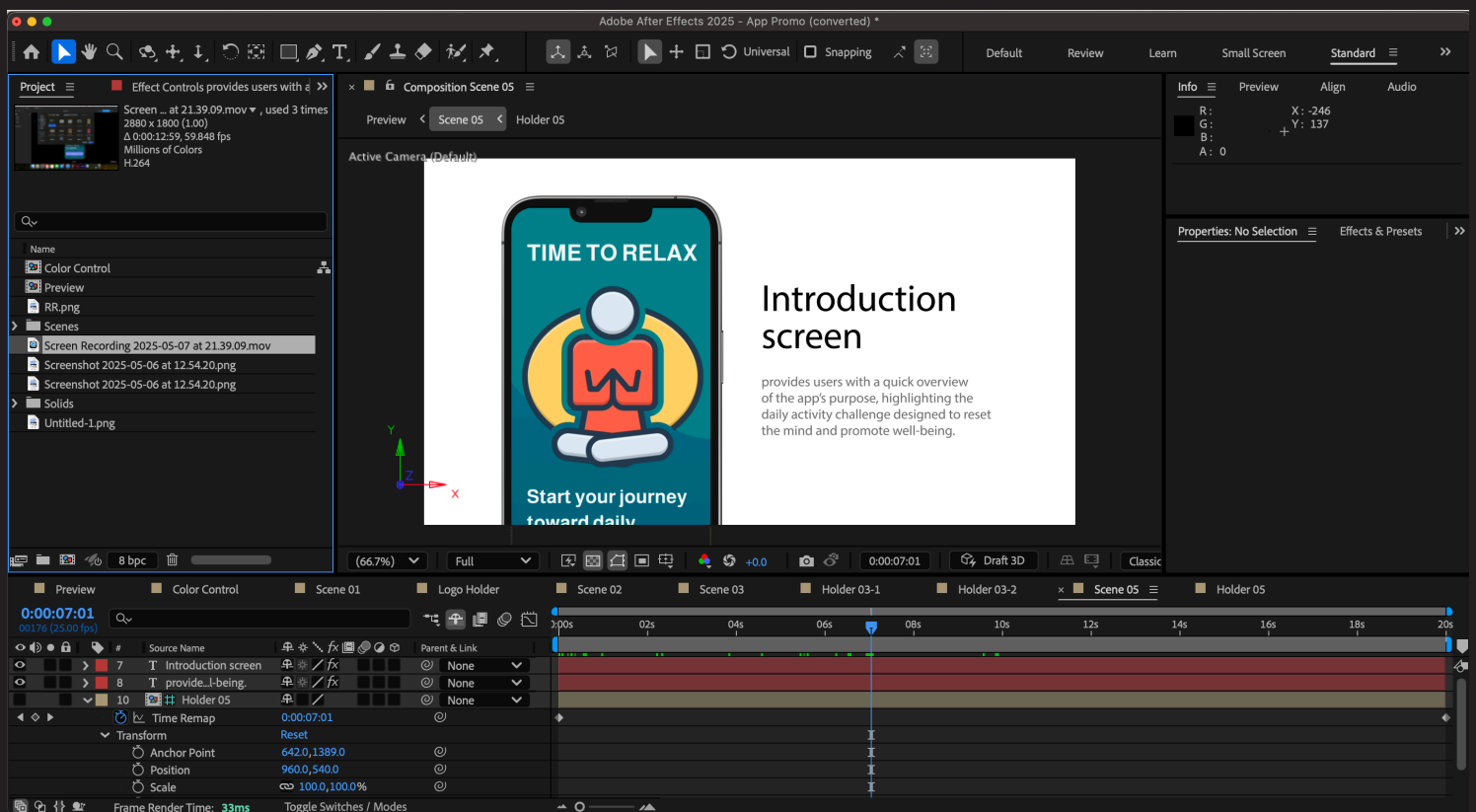
Creating Simple Logo Intro:

The video begins with a brief logo animation, establishing brand identity and setting the tone. Using After Effects, the logo was animated with subtle movements and effects to grab attention without being overly complex.



# APP DESIGN

## APP PROMO - VIDEO



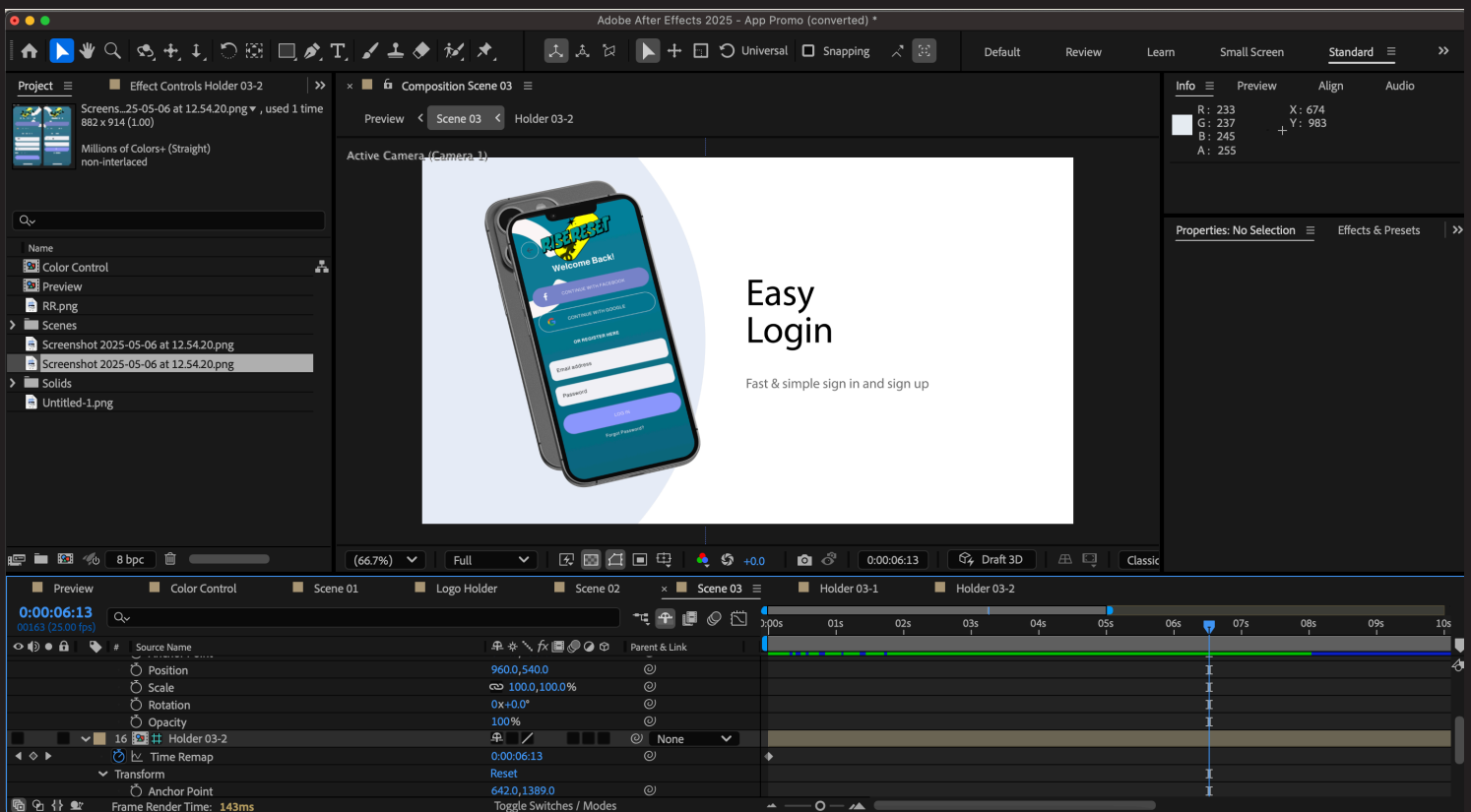
After Effect

App Introduction Screen:

The introduction screen presents the app's main purpose and visually guides the user through its core concept. This section was designed to be simple yet impactful, using clear typography and engaging visuals to convey the message effectively.

# APP DESIGN

## APP PROMO - VIDEO



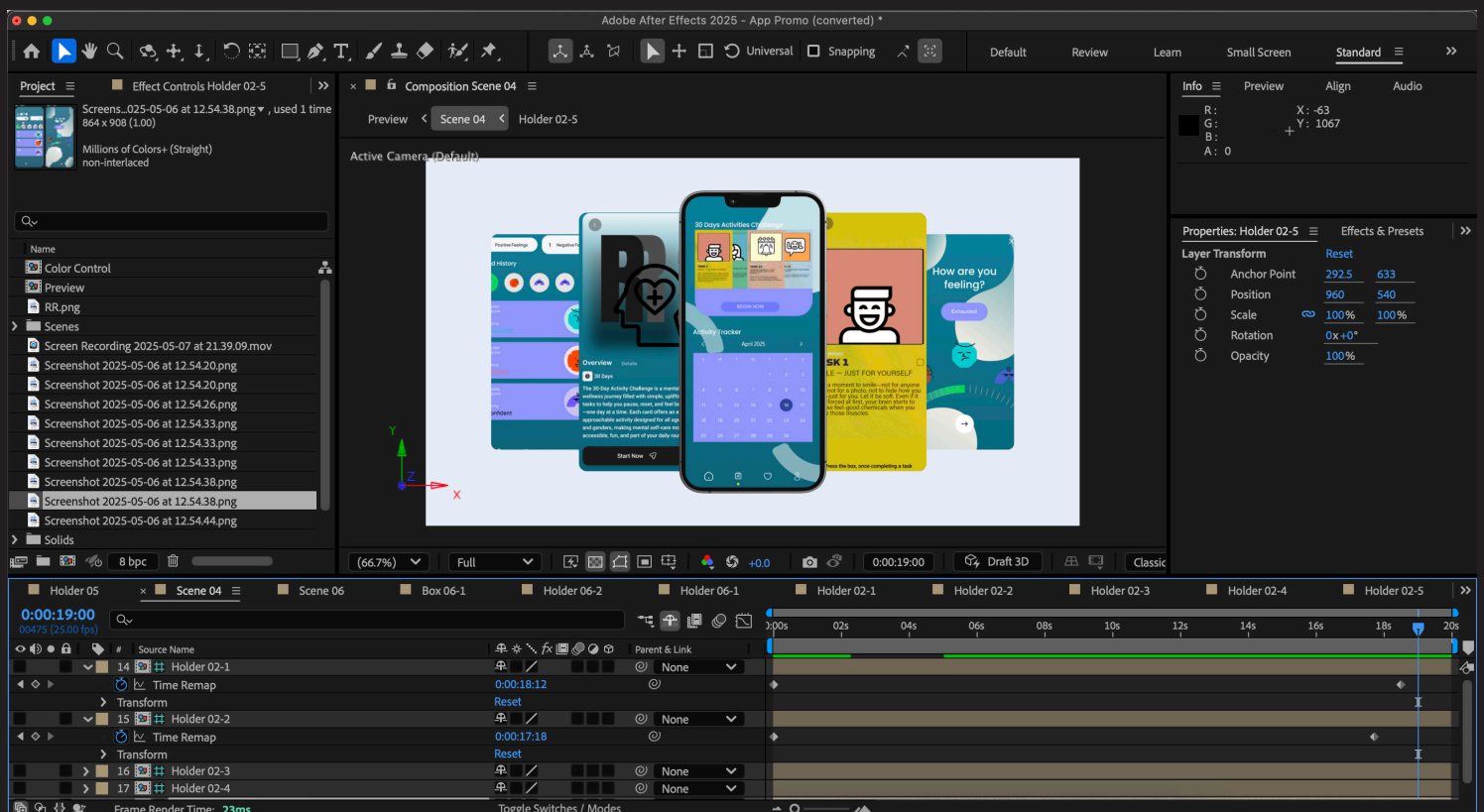
After Effect

Sign In / Sign Up:

A seamless transition introduces the sign-in and sign-up screens, showcasing the user interface and the app's accessibility. Animation was kept minimal yet fluid to maintain visual consistency and user focus.

# APP DESIGN

## APP PROMO - VIDEO



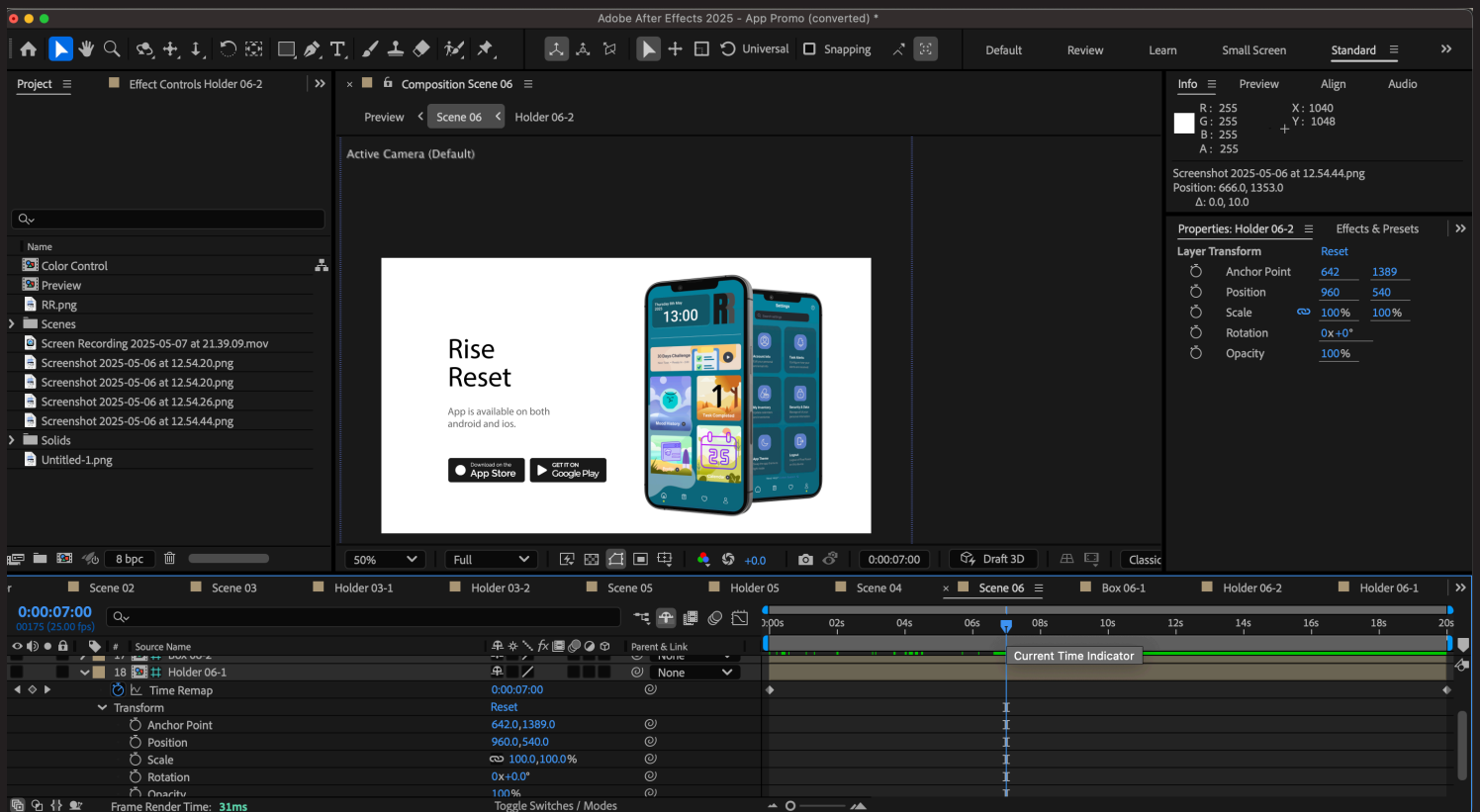
After Effect

Features:

Highlighting the app's key features was essential to communicate its value. Each feature was presented as a distinct scene, using smooth transitions and on-screen text to keep the flow engaging and informative.

# APP DESIGN

## APP PROMO - VIDEO



After Effect

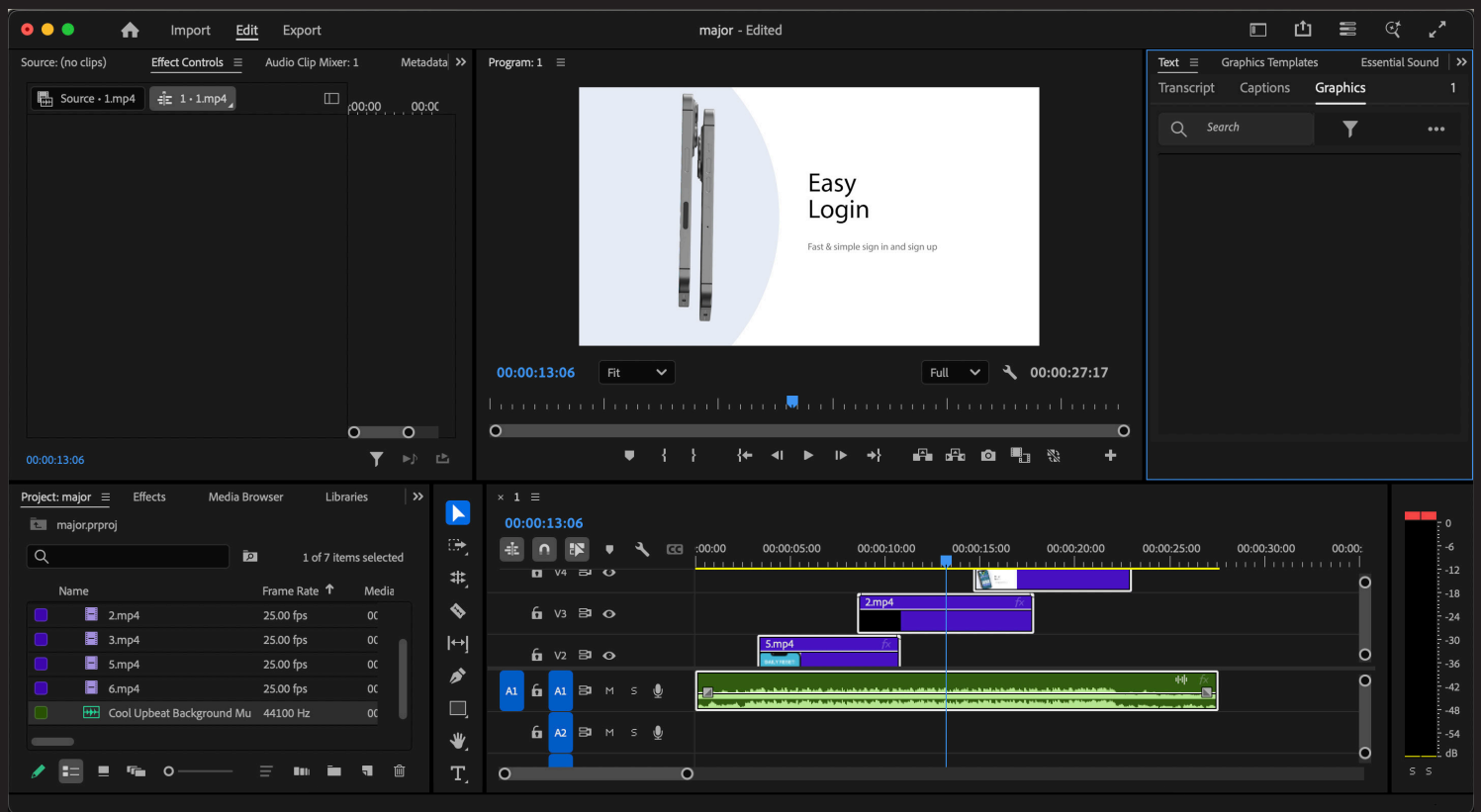
Available to Download on iOS and Android:

The final After Effects scene emphasizes the app's availability on both iOS and Android platforms, accompanied by recognizable app store icons and a call to action.



# APP DESIGN

## APP PROMO - VIDEO



### Premiere Pro

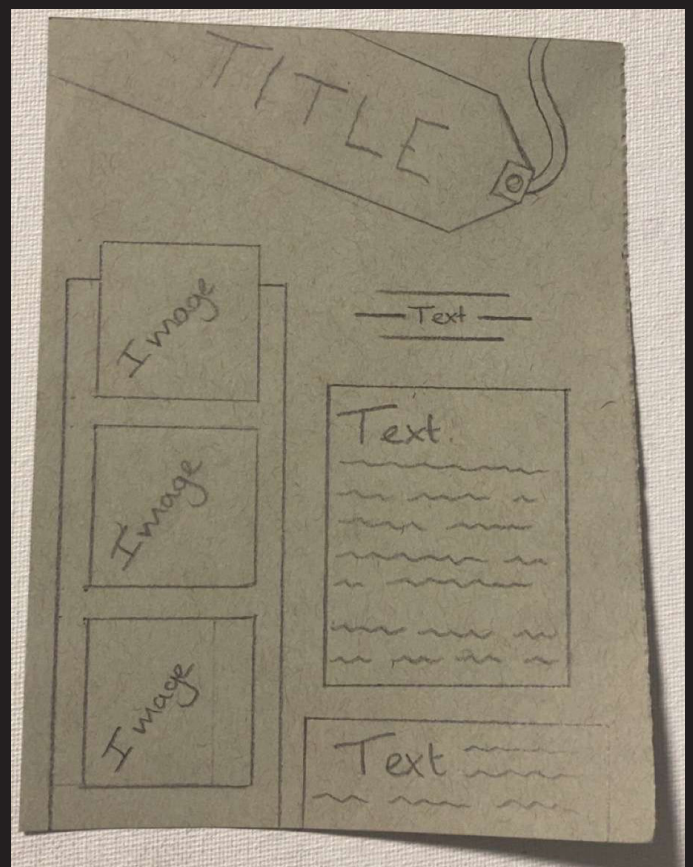
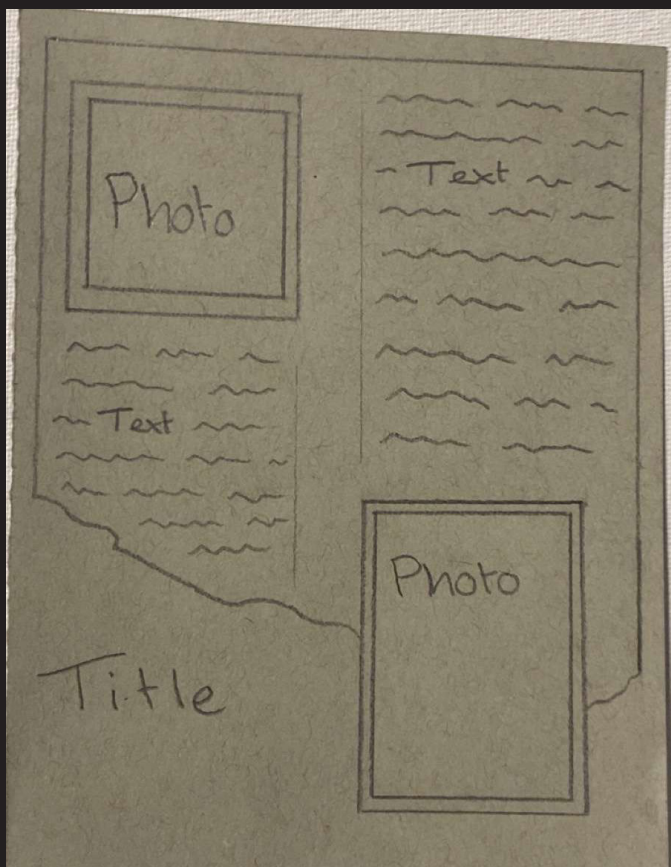
#### Assembling in Premiere Pro:

Once the individual segments were created in After Effects, they were imported into Premiere Pro for assembly. Here, transitions were added to ensure smooth flow between scenes, creating a cohesive viewing experience. To enhance the visual impact, non-copyrighted music was selected and layered under the video. Transitions were further refined, and final touches like color correction and minor effects were applied before exporting the completed video.

# POSTER DESIGN

# 07

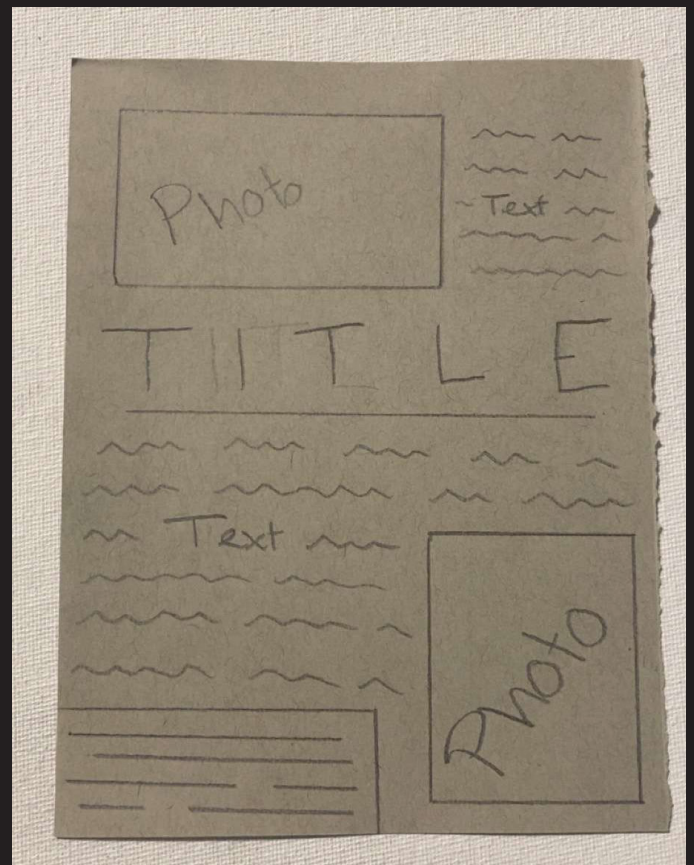
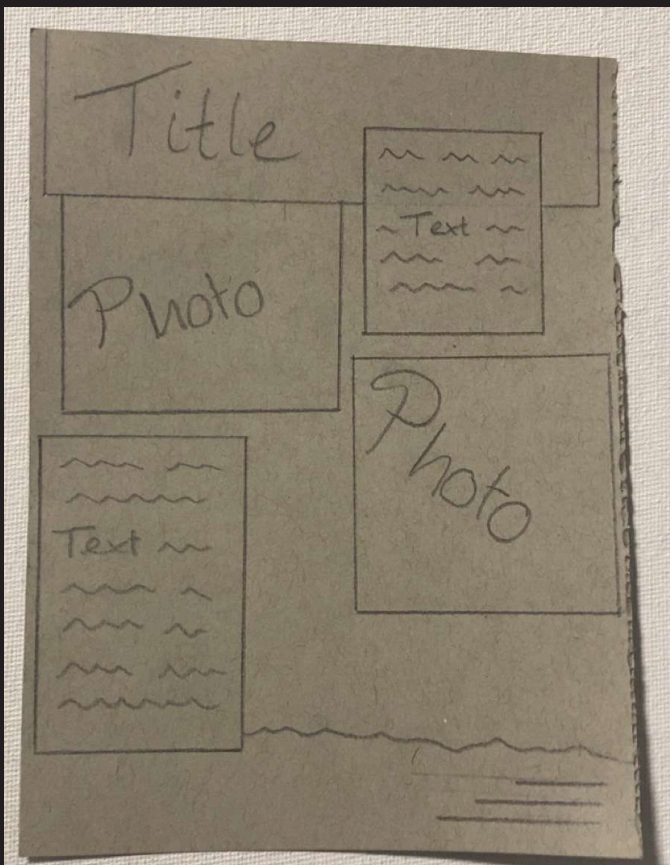
POSTER LAYOUT  
- DRAWING



# POSTER DESIGN

—

POSTER LAYOUT  
- DRAWING





# POSTER DESIGN

---

POSTER MOCKUP  
- DESIGN





# POSTER DESIGN

---

POSTER MOCKUP  
- DESIGN



# POSTER DESIGN

---

## P O S T E R   M O C K U P -   F E E D B A C K

For the mockup design, I initially printed it out in colour on A3 paper to evaluate how it would look in a real-world context. Upon reviewing the printed version, I quickly noticed that the layout felt incomplete — there were several empty spaces and a lack of visual balance, which made the design feel unfinished. Key elements like icons, supporting graphics, and finer details that could enhance the overall visual storytelling were either missing or underrepresented.

This prompted me to revisit the design and incorporate additional components to make it more engaging and cohesive. I added more visual elements such as subtle textures, background patterns, and accent illustrations to create depth and guide the viewer's eye through the poster. I also introduced stronger typography hierarchy and refined spacing to ensure clarity and better communication of the message. These updates not only made the mockup more visually appealing but also ensured that the poster aligned more closely with the branding and purpose of the app or product being promoted.

# POSTER DESIGN

POSTER MOCKUP  
- FINAL DESIGN





# POSTER DESIGN

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POSTER MOCKUP  
- FINAL DESIGN

