



**THE
LOVE
YOURSELF
CLUB
BRIEF**

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Introduction

Our body is a representation of our selves and the core of our identity as human beings in this world. As we all know body image is a big part of our self-esteem, if we don't like the way we look or we are dissatisfied with our bodies, our self-esteem will suffer, Big time. Body issues can also lead to eating disorders, emotional distress, low self-esteem, unhealthy eating habits, anxiety, depression, social withdrawal, isolation and in some extreme cases, it can lead to suicide.

While negative body image doesn't always lead to the issues mentioned above, it can certainly be a contributing factor and it should not be ignored. Especially when we live in a society that is constantly exposed to idealised images of flawless human beings and their perfect lifestyles. It is not surprising to see an increasing number of people with body image issues.

This project in particular has a very special meaning for me, for those who knew me from the age of 17 - 28 when I had BDD (Body Dimorphic Disorder) and Gynecomastia (an enlargement or swelling of breast tissue in males) and you probably know how badly it affected me on a day to day basis. Physically and mentally. I hated my whole body, but not just that, my whole self. I spent years and years believing that I wasn't good enough.

Physically I suffered from severe neck and back pain due the excessive action of pulling down my under shirt to cover my chest and make it look as flat as possible, avoiding sitting straight so

it doesn't show, having to buy shirts and t-shirts two size larger than my regular size. Mentally it started as being annoyed by this and it developed into an obsession that I couldn't run away from, this lead to BDD (Body Dimorphic Disorder), I had an extreme low self-esteem to the point I didn't want to exist (age 23), I restrained myself from my favourite sport, swimming, I would never dare to take off my shirt in public, and for 11 years I hid my problem from everyone. But thanks to the INA (Irish Nourist Association) I overcame my darkest fear and I was accepted for who I am as a person and not for what I had.

Identifying the problem

In our modern day society we are constantly exposed to an unrealistic beauty standard in the form of photoshopped celebrities or stick thin fashion models.

A systematic review of 20 papers published in 2016 found that photo based activities, like scrolling through Instagram or posting pictures of yourself, were a particular problem when it came to negative thoughts about your body. (BBC- Social media, March 2019). With that said our self love and worth are affected by these unrealistic standards.

We need to fall in love with ourselves and our bodies but we are constantly bombarded through social media, advertisement, TV, magazines and other sources to only think about the perfect body image.

Research

As part of my primary research I conducted a survey aimed towards the general public in order to understand a little better what do people think about their bodies and if they do indeed have a body issues. The survey consisted of a few questions that grouped people by their gender, age, religion, and whether or not they feel comfortable in their own bodies, along with few other questions of course. *(Survey, February 12, 2020)*

I also conducted a second research aimed towards the general public again to see if they knew anything about naturism, what was their definition of naturism, what do they think of it and if they would personally try it. *(Survey, February 16, 2020)*

A third questionnaire was conducted but it was aimed towards the INA (Irish Naturist Association) in which I asked members to explain in a few words how naturism can be beneficial in today's society and to see if people who tried naturism overcame their negative body image, with a few other questions that helped me define, shape and lead the direction for this project. *(Survey, March 15, 2020)*

Solution

We need to start our days with positive affirmations, focusing on the good things, however small they are and most importantly we need to learn to transform negative self talk into positive self talk.

This project began as a photographic piece, in which I was going to photograph people in their natural state and it was going to share a few stories to encourage people to love themselves.

Due to the current circumstances of Covid-19 pandemic we are experiencing in 2020, the project needed to go back to the drawing board, carefully reviewing the surveys and trying to think outside the box to come up with a solution that is suitable and doable within the limitations of Covid-19 lock-down regulations but fully realise the objectives of my project because photography was no longer an option, I decided to design a series of illustrations to be used on my deliverables.

The best solution for this was:

- To develop a website that is live and running 24/7 worldwide.

- Create an Instagram account to fuel the mind and soul with positive messages delivered daily.

- A sticker campaign.

Other deliverables include a set of greeting cards with positive messages.

- Bookmarks with positive messages.

- Tote bag with the mascot printed.

- Illustrative prints

Branding and name

I want to connect with the people around me, as human we want to connect with the people around us and we have the need to be accepted into relationships with others or to be part of social groups. Having a sense of belonging is a common experience. Belonging means acceptance as a member or part of something. Such a simple word for a huge concept. The feeling that we belong is most important in seeing value in life and in coping with our emotions. Some people find belonging in a church, some with friends, some with family, and some on twitter or other social media.

This is why I decided to use the word club at the very end of the name. The Love yourself club mission is very simple, To encourage self love and create a positive environment for everyone to feel worthy of self love.

Logo

For the logo I've chosen a black cat that's lying on its back with its paws up and its belly exposed, this indicates in cats a feeling of confidence and contentment.

A cat loves itself, it take care of itself and is a strong independent but lovable animal.



Schedule

TERM 2

Week 2

-Research different topics, look into areas that interest me, find topics and think of problem that can be solved through graphic design.

Week 3

-Make a list of the topics and problems found in that area.
-Keep doing research.

Week 4

-Discuss ideas with tutors and stick to one topic, generate a survey with questions that have been discussed in class with some tutors.
-Keep doing research.
-Discuss with colleagues and friends,
-Send survey.

Week 5

-Review responses from the INA (Irish Naturalist Association)
-Start writing down my brief
-Use feedback from Fiona and Laura and incorporate it.
-Write second survey aimed at the general public.
-Send second survey ASAP

Week 6

-Research
-Experiment with photography
-Print out all surveys done
-Check survey for potential candidates

Week 7

-Analyse all answers.
-Further research

Week 8

-Possible product outcome research.
-Prepare for research presentation in week 9

Week 9

-Research presentation.
-Based on the feedback proceed to designing a specific product.

TERM 3

Week 1

-Product design / come up with two design concepts

Week 2

-Presentation next week

Week 3

-Concept development presentation

Week 4

-Work on finalising designs and start testing

Week 6

-Prepare for exhibition

Week 7

-Final review of the work

Target Audience

Key demographics:

Gender: 60% Female, 40% male

Age range: 18-45 Anyone 18 years and older.

Key psycho-graphics:

Wants to look stylish, but doesn't like to follow trends,

Strongly values friendships and community.

Loyal to a certain brand or brands.

Challenges:

Desire to have the perfect body in order to fit into society.

Preferred content type:

Social media posts

Image-rich articles

Videos

Books

Currently this project is aimed at young adults, male and female, between the ages of 18 through to 45 or older.

However, it is openly accessible to the greater community that have an appreciation for the beauty of the human form.

Critique

This project has taken many turns since its beginning. It was first heading towards a book publication, but unexpected circumstances of Covid-19 shaped and moulded the project into something else. Another was the sudden death of my uncle's friend. A young man in his mid 30's who was very talented that people greatly admire but sadly he didn't believe in himself and died of drug overdose. This was an eye opening experience for me that I wasn't the only one who lacks self love. Upon doing my primary research I found out that 68% of the participants had body issues and lacked self love (*Research conducted February 12, 2020*), they strongly felt that they needed to be within their ideal weight in order to feel happy about themselves and their bodies.

This project began as an idea that has taken me further and further into making it a reality, not just for the sake of my major project, but to reach those who really struggle with their body image.

I'm committed 100% to take this project even further after graduating as there's a lot of potential into growing this website into something meaningful for my target audience.

I would like to thank everyone who believed in me because I too lacked self love. But this project has taught me a lot. I want to end this with quote.

"I finally realized that being grateful to my body was key to giving more love to myself"

- Oprah Winfrey

References

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Oprah Winfrey - Quotes

<https://www.goodreads.com/quotes/52871-i-finally-realized-that-being-grateful-to-my-body-was>

