

# Design as Activism

Redesigning the campaign

Jenna Freegard, Lizzie Glackin-Horne, Ceri Louise, Joshua  
McCarthy and Rachel Smith

Logo Rebrand  
Lizzie Glackin-Horne

#Uni



#you and i

raising awareness for student well-being



Gif and Poster  
Lizzie Glackin-Horne

**#Uni**  
raising awareness for student well-being

**1 in 4 students suffer with a mental illness**

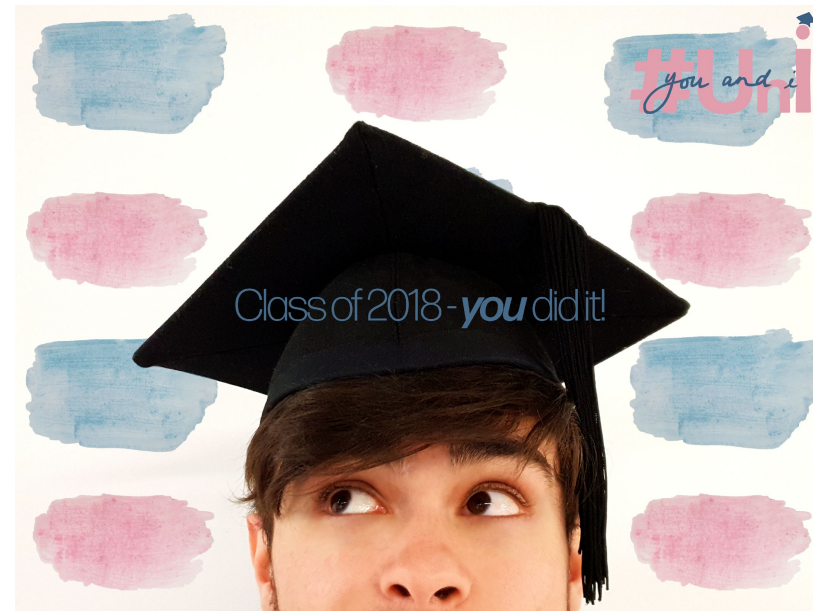
75% of young people with a mental health problem are not receiving treatment

**Student drop out rates are on rise due to mental health issues**

To get in touch:  
Tel: **0800246555**  
Follow for more information:  
<http://www.instagram.com/Uni>

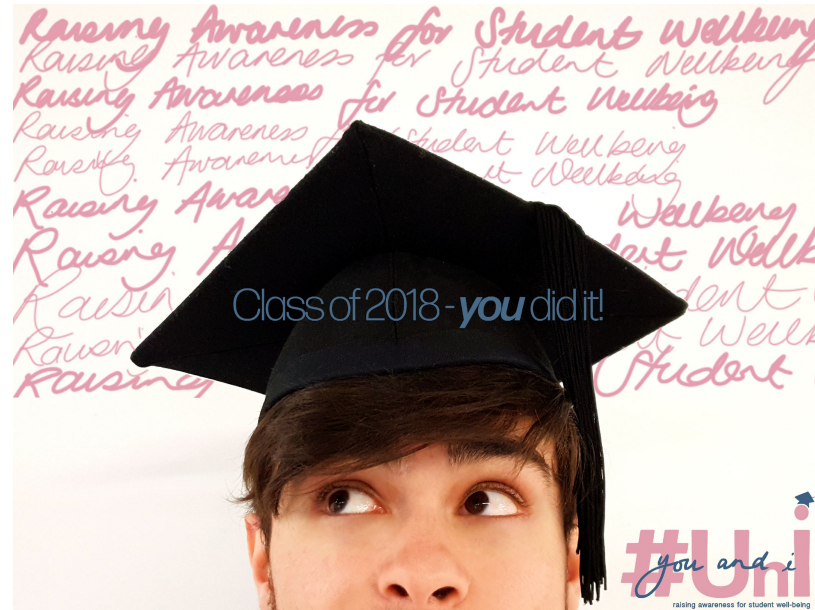
# Viral Images

Jenna Freegard



# Viral Images

Jenna Freegard



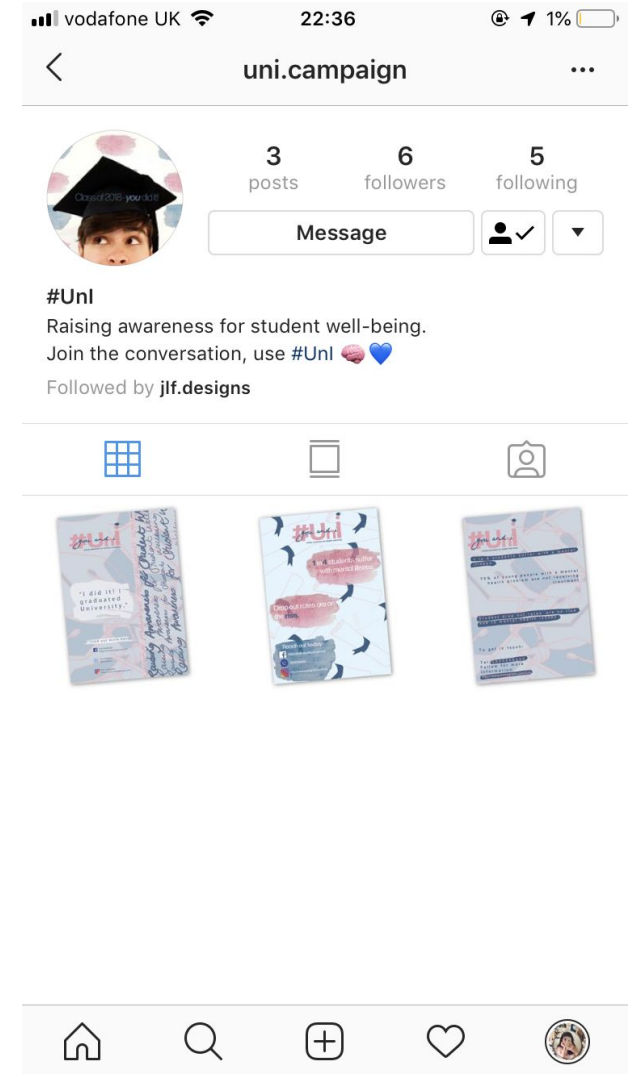
# Poster Design

Jenna Freegard



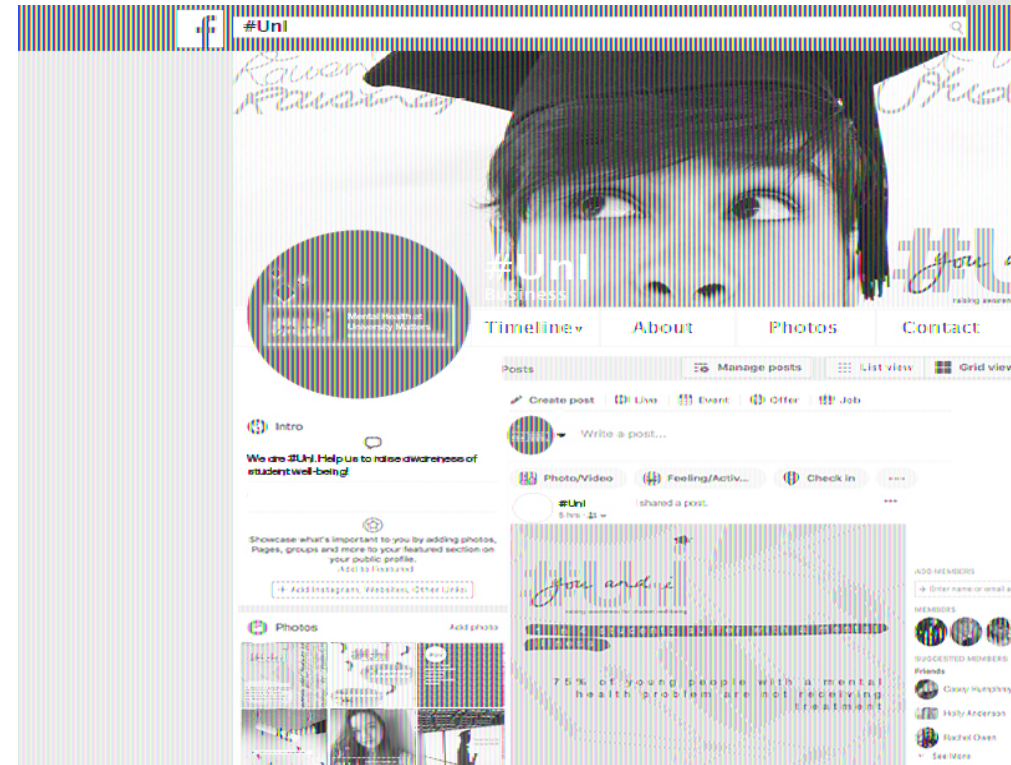
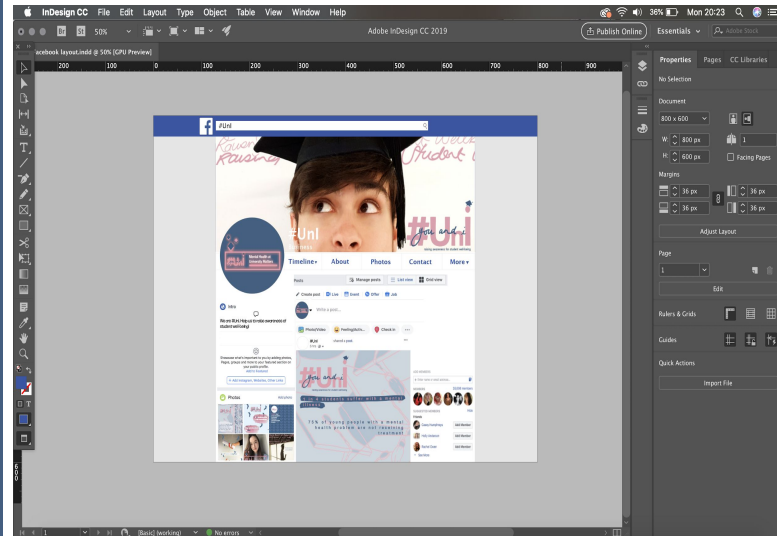
# Instagram Page

Jenna Freegard



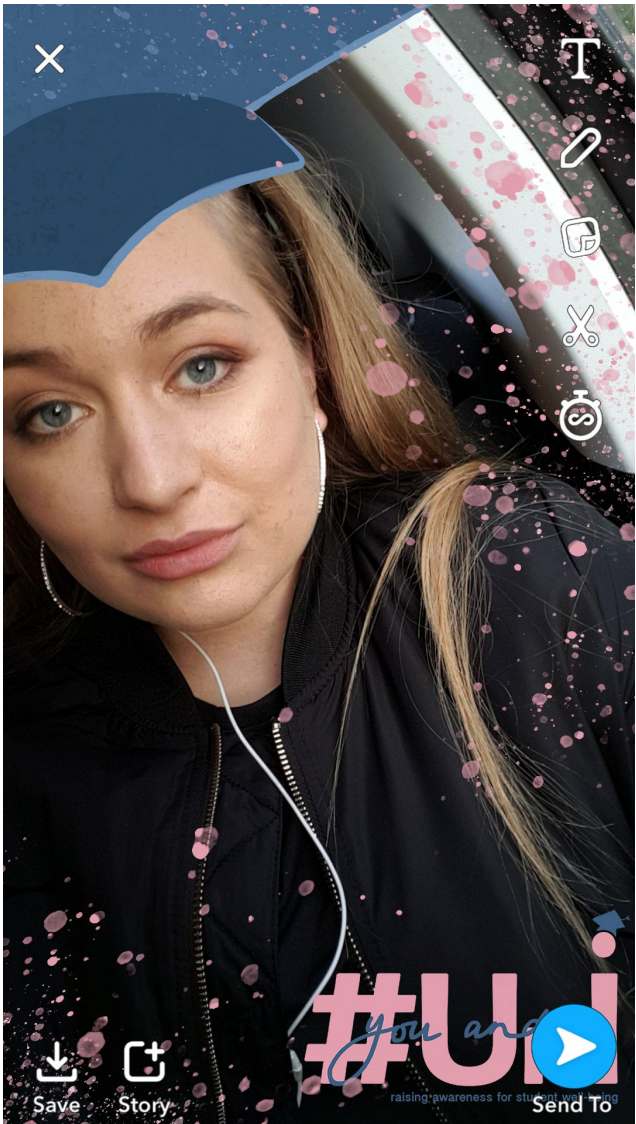
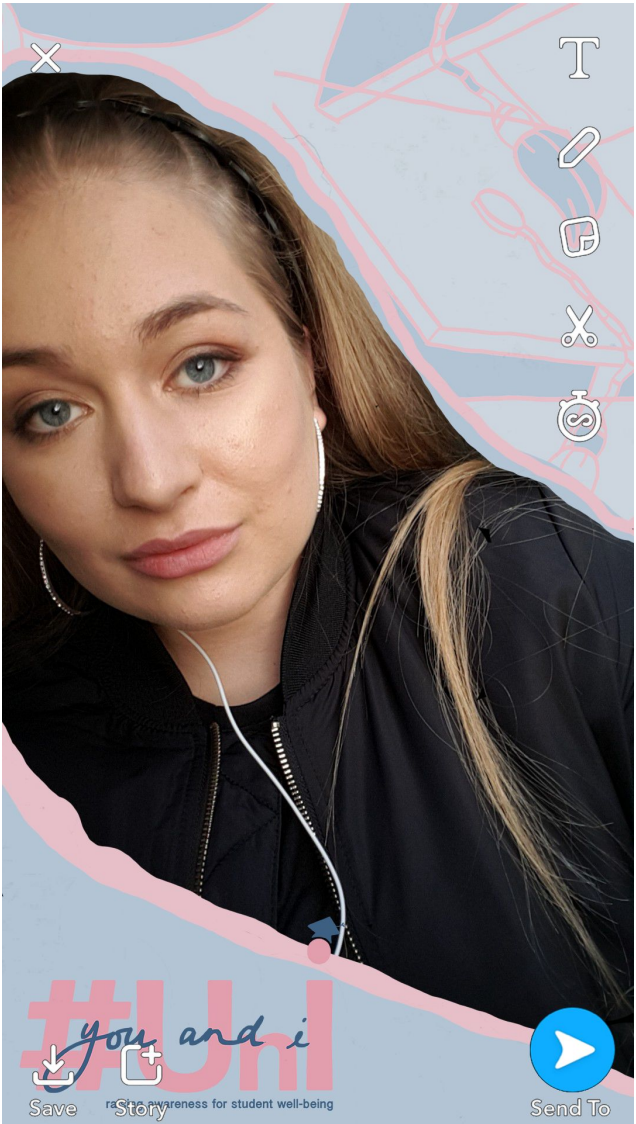
# Facebook Page

Jenna Freegard



# Snapchat Filters

Rachel Smith



# Infographic

Rachel Smith




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"I did it! I graduated University. The best decision for was seeking help about my Mental Health."

Find out more here:

 Our Facebook  
<https://www.facebook.com/Uni>

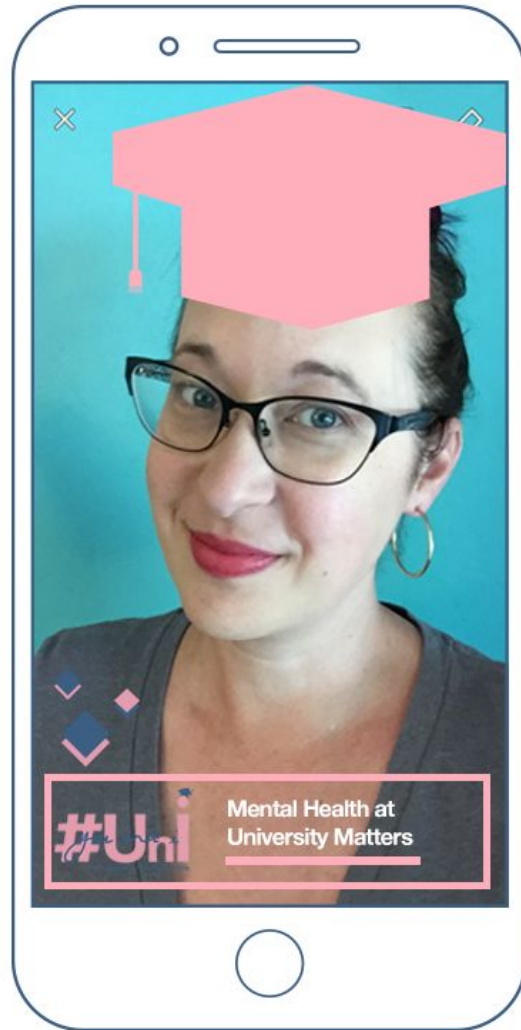
 Our helpline  
08002466555

 Our Instagram  
<https://www.instagram.com/Uni>

Poster Design  
Rachel Smith

# Snapchat + Facebook filters

Joshua McCarthy





**15,000** first  
year students  
currently  
disclose  
mental health  
issues.

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or contact us on our helpline on:  
0800246555

Poster Design  
Josh McCarthy