

The Letters of

# EMPOWERMENT



GOAL

The goal of **The Letters of Empowerment** book was to help create **confidence** and empower those who will read it.

We focused on all parts of self-empowerment from body image and self care, to dreams and aspirations

Cover

Front and back cover design

D

D is for "Dream"

Y

Y is for "You"

Assigned Roles

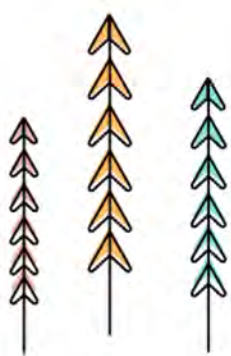
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# Cover

# design

Cover design was a challenge due to the eclectic nature of this assignment. There wasn't a cohesive style between everyone's designs, so I created one.

The cover reflects small parts of what is on the pages inside, just redone in a cute, wholesome, pastel style.



Using a new uniform color palette, I took screen shots of what I wanted to redesign from everyone's spreads (examples far left)



I then closely mimicked the visual outlines of the assets and applied the color palette, completing the fluid style seen on the cover.



Cover Design - Mood and Style

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Cover Design - Final Print Layout

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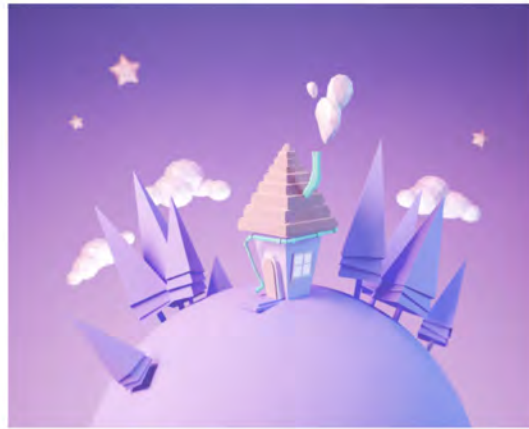
D is for

dream

**“D is for dream big. Take a step, a leap, a bound. If you keep your head up, and give it all you’ve got, in no time you’ll gain ground!”**

I chose dream for the letter D because people need to remember it’s ok to dream big when it comes to their future





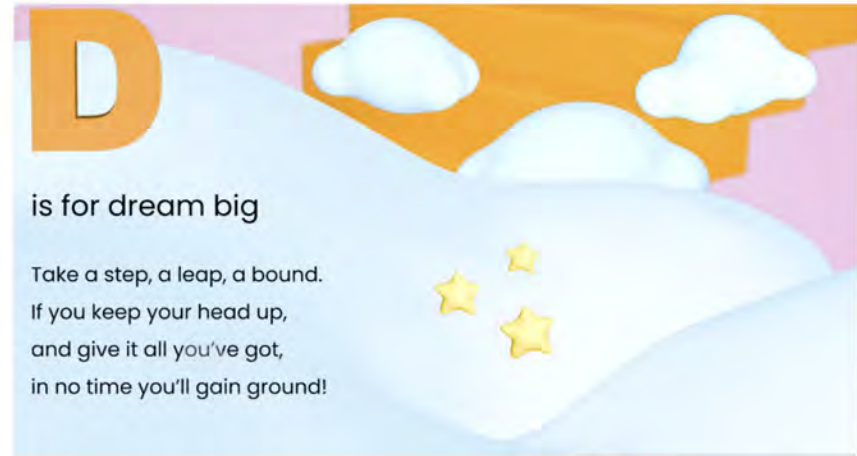
D is for Dream - Mood and Style

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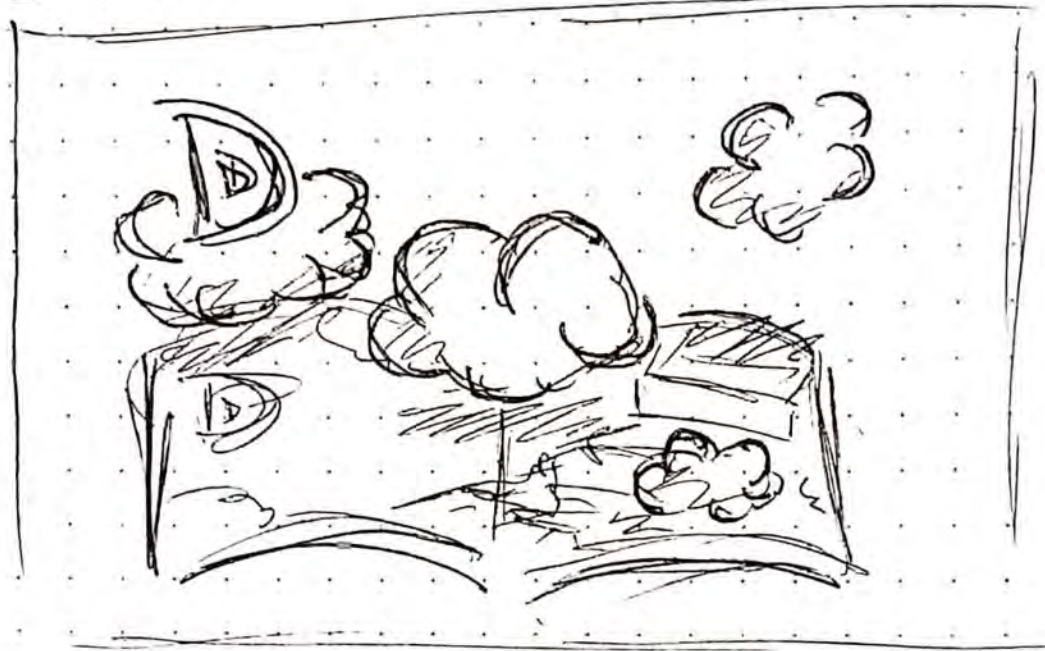
D is for Dream - Interaction



This interaction focuses on creating a **tapping interaction** that leads to the discovery of stars that “pop up” out of the clouds in a cute animation.

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# Dream AR



D is for Dream - AR Interaction Ideation

Passive hover up & down



Scanned with  
CamScanner

star appears on click



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D is for Dream - Final AR Interaction



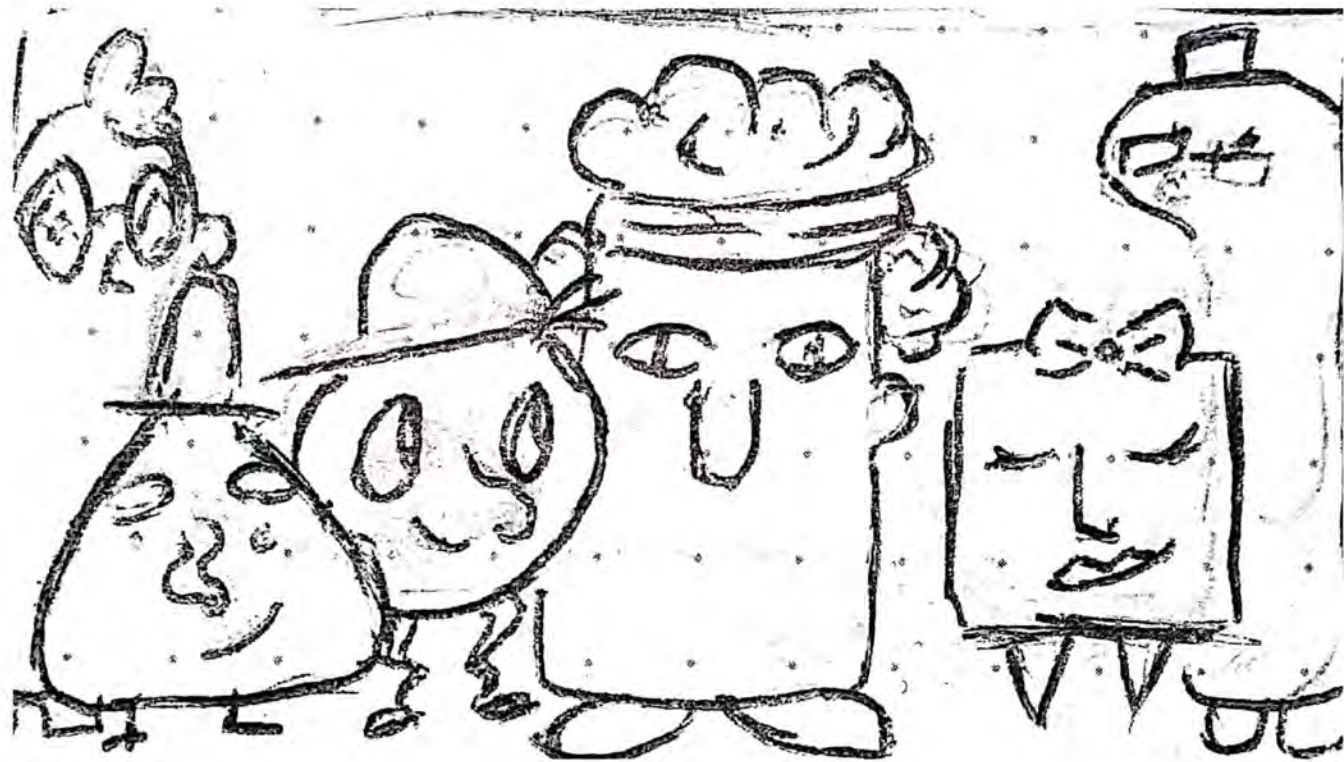
The AR interaction focuses on the clouds and taking the tapping interaction with the star into augmented reality.

Y is for

you

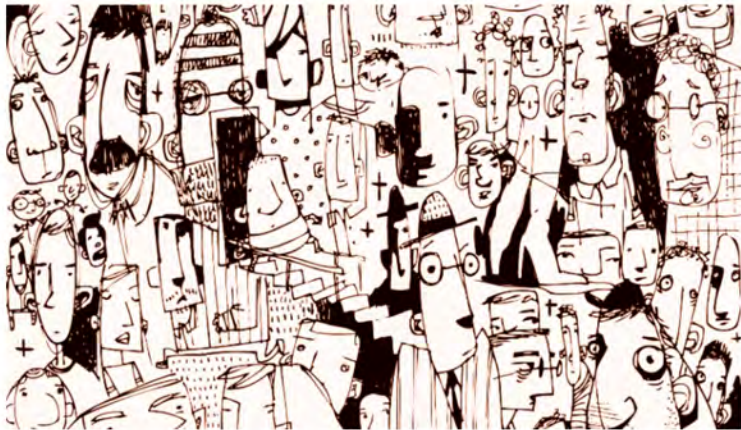
**“Y is for you. You’re one of a kind. You’re unique, it’s true! Love yourself, your body, your mind. You’re special through and through”**

I chose you for the letter Y to reiterate what the whole book has been saying at this point: You’re unique, love yourself!



Y is for You - Ideation

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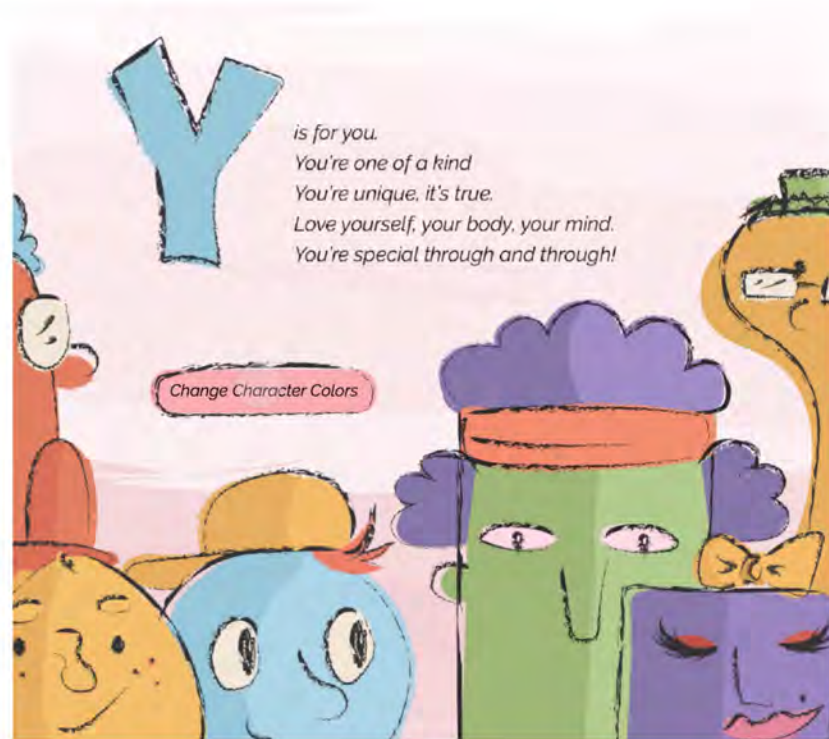


Y is for You - Mood and Style

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Y is for You - Final Interaction

In this interaction I focused on using a main button to **“shuffle” the colors of the characters.** There are three color iterations for each character.



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THANK

YOU