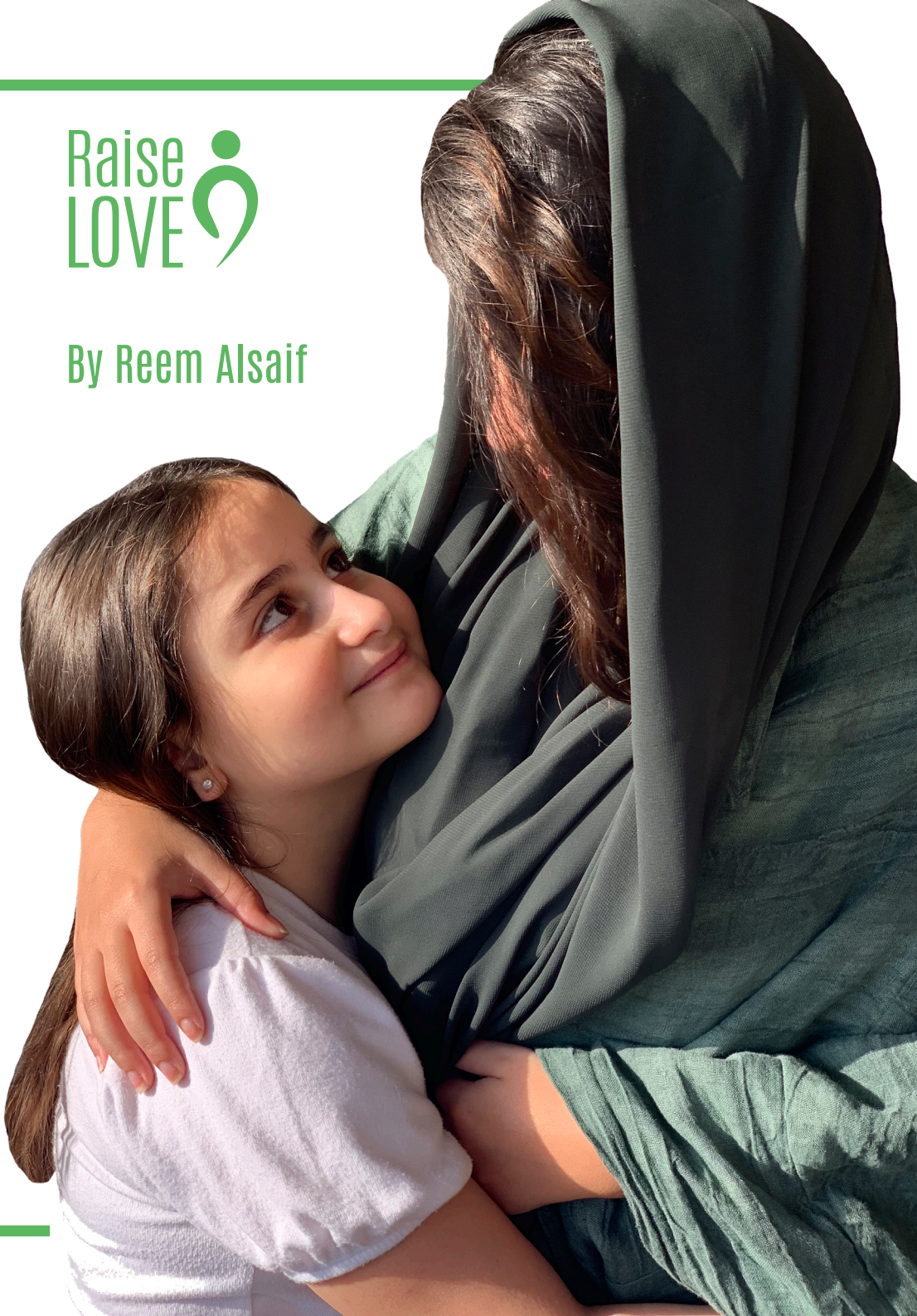
Raise LOVE

By Reem Alsaif



This book is dedicated to the people who experiecened fear while growing up and affected them negatively.

“The sign of great parenting is not the child’s behavior.

the sign of truly great parenting is the parenting behavior.”

- Andy Smithson

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01

Overview

Intoduction

Importance

Target Audience

Objectives

Methodology

Introduction

Raise love is an awareness campaign that aims to educate parents and schools on the importance of raising a child based on love rather than fear because the lifestyle a parent or school chooses to raise the children upon will take a huge impact on their lives and actions. The goal of the campaign is to educate as many parents about the issue of parenting lifestyle focused on fear rather than love, as well as allowing a personal change that leads to a transformation of the society.

Definitions

Fear: “an unpleasant often strong emotion caused by anticipation or awareness of danger” (“Definition of FEAR”, 2020)

Love: “strong affection for another arising out of kinship or personal ties” (“Definition of LOVE”, 2020)

Importance

Personal Importance:

This topic is important to me because I was one of the children who grew up based on fear rather than love. I feel that I want to raise and teach my children to have a love-based lifestyle instead of being afraid and lose their confidence.

Global Importance:

This topic is important globally because children are raised and being pressured by the society and traditions which make them live a lifestyle based on fear rather than love. This also effects the children's emotions, actions, and specially the way they think, which might cause long-lasting effects in their futures.

Target Audience

Primary:

Parents.

Secondary:

Schools.

Objectives

1- Recognize the difference between actions based on fear and love.

2- Understanding both the negative aspects of raising children based on fear and the positive aspects of raising children based on love.

3- Investigate the lifelong effects of fear on the mental health and behavior.

4- Research traditional motivations behind the reason why children in Saudi Arabia grew up based on fear.

5- Offering a solution to educate parents and schools on the importance of love-based lifestyle.

02

Visual Research Process

Visual Research

FATO. APRESENTA
Nosotros
É HORA DE OLHAR PARA DENTRO.
LLOYD KEENE
PANAMÁ
EM NOVEMBRO NO +GLOBOSAT

Together we can make a difference
HOPE
LOVE
faith

Process

CHOOSE
LOVE

Raise
LOVE

CHOOSE
LOVE

Raise
LOVE

Raise
LOVE

Raise
LOVE

FOR A
BETTER
FUTURE,
SHOW
THEM
LOVE
Raise
LOVE

Raise
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FEAR
Raise
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Raise
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LOVE
FOR A BETTER FUTURE, SHOW THEM LOVE

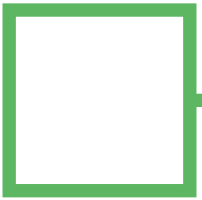
03

Color Scheme

Typography

Logo Variations

Color Scheme



White: # FFFFFF

Children, people, peace and purity.

Black: # 000000

Fear and depth.

Green: # 61B662

Love, family, youth, health, peace and environment.

Typography

Two different typefaces were used in the deliverables.

Antonio

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.

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.

0 1 2 3 4 5 6 7 8 9.

Arial Black

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.

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.

0 1 2 3 4 5 6 7 8 9.

Logo Variations

04

Posters

Instagram Posts

Stickers

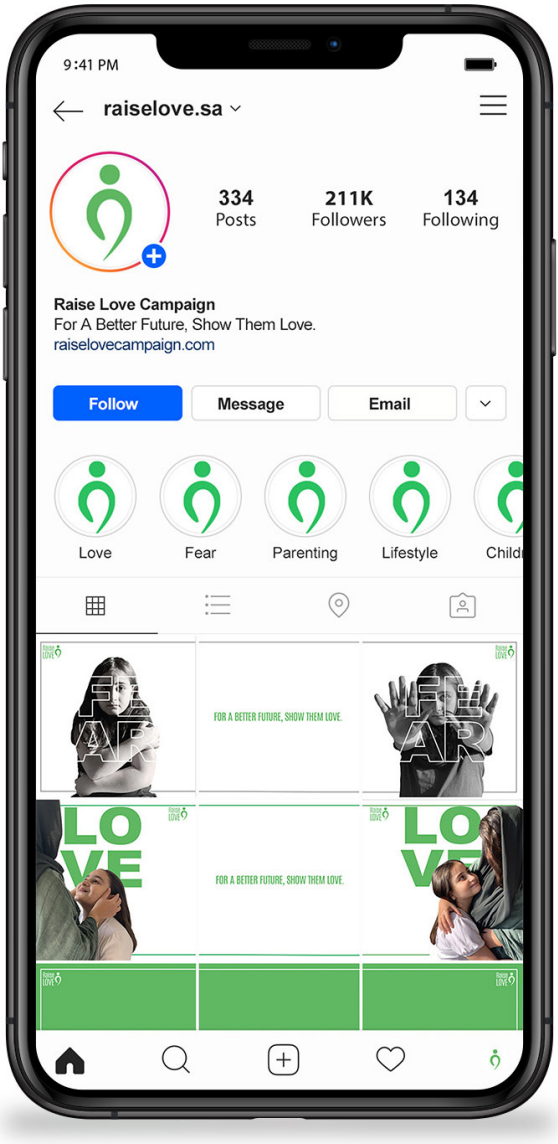
Posters

Raise
LOVE
FOR A BETTER FUTURE, SHOW THEM LOVE
LOVE

Raise LOVE
FEAR
FOR A BETTER FUTURE, SHOW THEM LOVE

Raise LOVE
FOR A BETTER FUTURE, SHOW THEM LOVE
LOVE

Instagram Posts



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9 MINUTES AGO · SEE TRANSLATION
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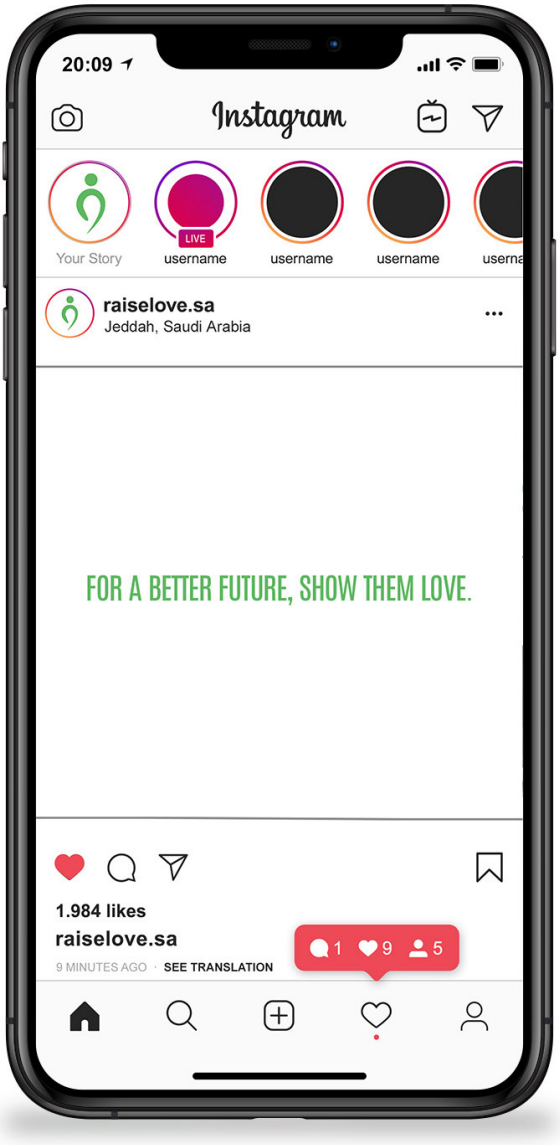
9
5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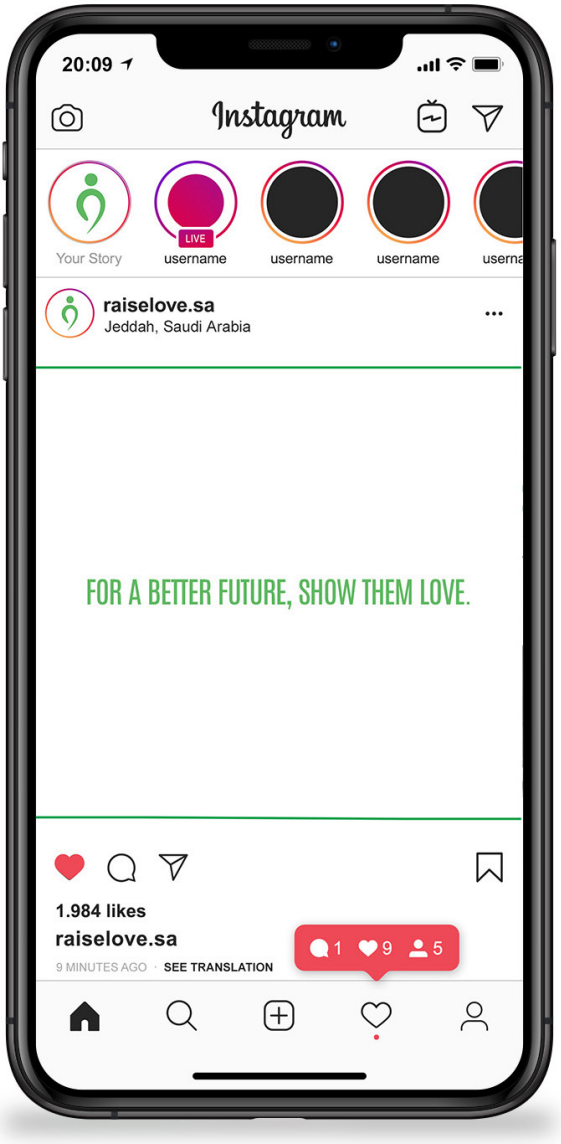
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