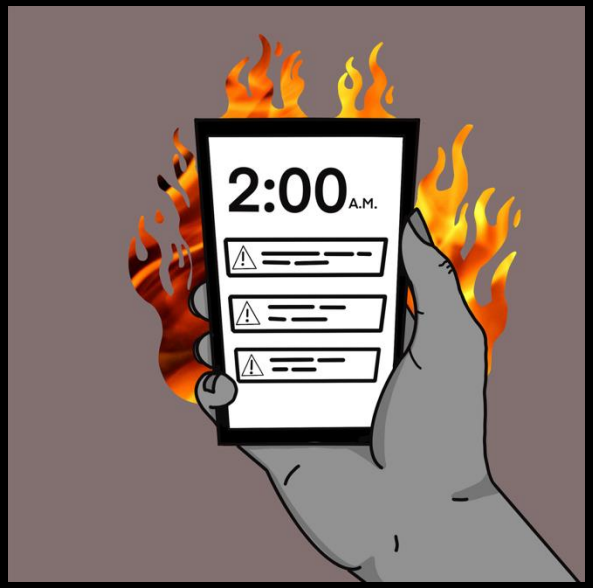
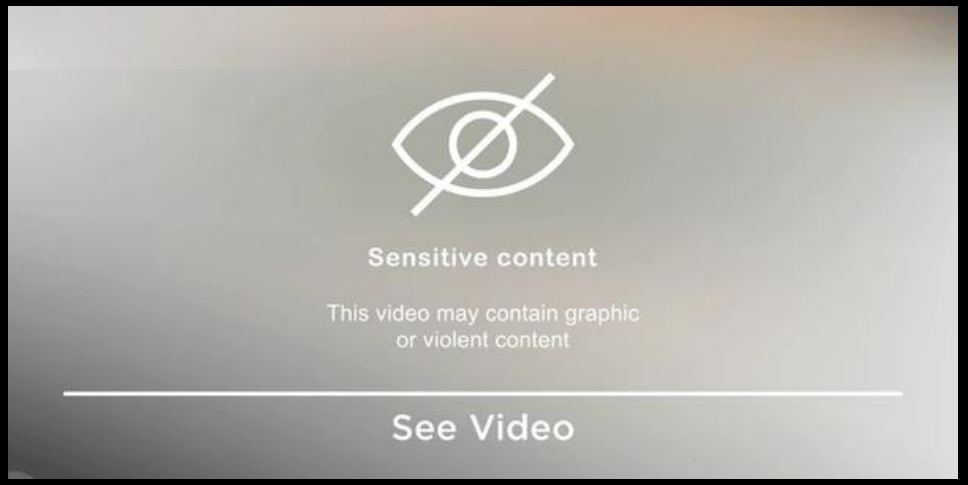
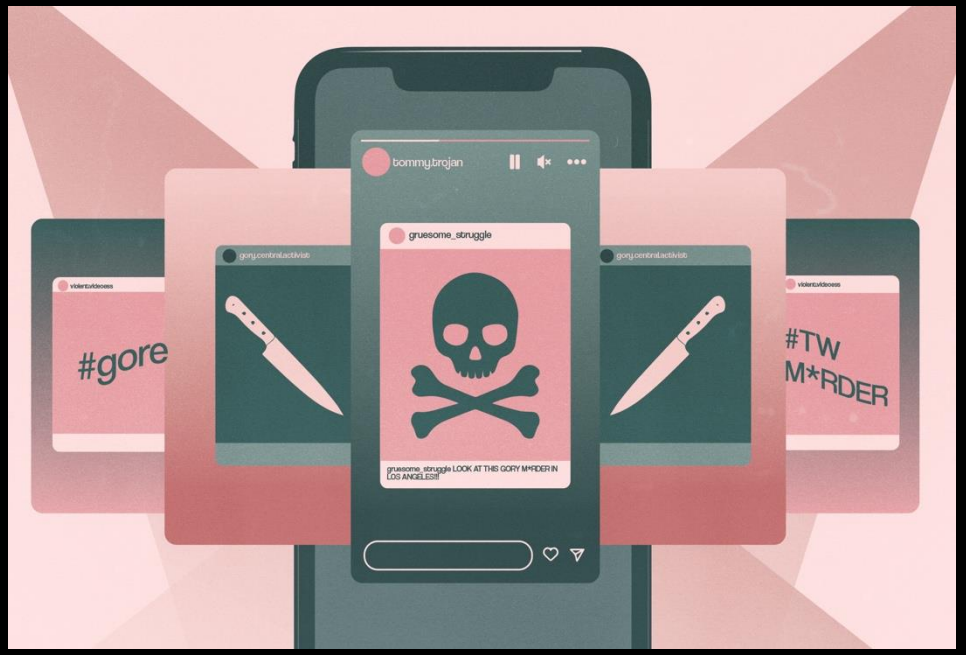
Social Desensitised
Back up work (module 3)









CREATIVE CONSCIENCE

Hello + welcome to building a new world!

We are Creative Conscience, we are positive, in action, creative activists: a group of outsiders, mavericks, who know and believe creative thinking can and has changed our world and can impact the course of history.

We invite you to join us, to become part of a global tribe, to use your talents and skills to make a positive difference in the world.

We're not interested in selling more crap to people who don't need it or green washing our way into a dysfunctional future. We're interested in supporting and celebrating those who choose to take action, who are solution focused, who love and care for each other and this amazing planet we call home.

If you'd like to be part of something bigger, something hope filled & authentic then take a look at these briefs and send us your stuff. It doesn't matter what your idea is as long as it sits in line with our aims to build a fairer, healthier, sustainable and regenerative world fit for generations to come, not lining the pockets of those who have already tried to steal all our futures.

Let's make some mischief, let's have fun and let's positively change our world for the better.

Thanks for listening, we can't wait to see your ideas if you choose to take part.

Happy Creative Game Changing.

CC Crew

Keep up to date and be inspired

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Get in touch

If you have any questions or problems, let us know:
hello@creative-conscience.org.uk

Our briefs touch on every single sustainable goal, our vision is big



Brief

Key dates:

APRIL 24TH 2026 General deadline for entries.

MAY 8TH 2026 Separate deadline for Architecture & Interior Design projects.

JUNE–JULY 2026 Work will be judged by our industry experts.

AUGUST 2026 You will be informed if you have won an award.

SEPTEMBER 2026 The awards ceremony will take place in London + virtually.

Subject picking- Problem

Creative conscience (collaboration brief)

Social issues:

- bullying, peer pressure
- high cost of living
- Stereotyping
- By standing effect- witnessing a problem, individuals are less likely to help because they assume someone else will.
- Online disinhibition
- Social comparison

Climate Crisis:

- People seeing climate change being far into the future
- Climate migration (flooring, rising sea levels)
- Social norms
- Lifestyle pressure
- food price increasing
- Heat stress

Structure - Title - problem-insight-campaign ideas -execution idea-

---

By standing Problem

Bystanding effect

Insight: Human psychology spreads responsibility across the group. When many people witness a Situation, individuals feel less responsibility, which reduces the chance that anyone will help.

Problem: When other people are present to a problem, each person assume someone else will step in, so no one take action.

Campaign idea: 1. on the floor chalked advertising 2. a billboard and ads to say in a way to just call say location then that's it 3. for if something happens like word to a bench saying just help them to here 4.

Execution idea:

Places to advertises:

- Billboards
- Bus stops
- Trian stations
- Digital screens in city centres
- Airports



Social comparisons

Insight: People understand themselves by comparing their lives to others. When others seem more successful or happier, it can make people feel worse about themselves, even if those comparisons aren't completely real.

Problem: Because of Social comparison theory, people naturally compare their lives to others. On apps like Instagram or TikTok, people often see ideal or edited versions of others' lives, which can make them feel like they are not good enough.

Campaign idea: "Behind the post" core idea- show the reality behind the perfect post people compare themselves to. People usually only see the final photo or video, not the effort, editing, or mistakes behind it.

Execution idea: Billboards show a **perfect social media post** (perfect body, luxury lifestyle, amazing holiday).

After a few seconds the screen **swipes back like a phone gallery** and reveals:

- 50 failed photos
- messy surroundings
- editing apps
- lighting setups

Tagline:
"You're comparing yourself to the final edit."

More ideas:

2. "Swipe Back" Social Media Posts

Create posts that look like normal influencer content.

But when users **swipe**, they see:

- the editing process
- awkward poses
- real life behind the image

Message:
"Comparison only sees the highlight."

3. Mirror Installations in Public

Install mirrors in places like malls or campuses.

Text on mirror:

"The person you compare yourself to… is comparing themselves too."

Insight: everyone is in the same comparison loop.

Lifestyle pressure

Insight:

People don’t just travel for the experience, they travel to keep up with what they see others doing, especially on social media.

Problem:

Travelling often, especially flying, increases emissions and contributes to Climate change, but people feel pressure to travel a lot because it is seen as part of an exciting lifestyle.

Research into desensitisation

Social Desensitisation ideas

Research:

- Moonwalking bear (looking out for cyclists)- https://www.bing.com/videos/riverview/relatedvideo?q=look+out+for+cyclists+awarness+test&mid=18E2DDD2286E5E2DAB4218E2DDD2286E5E2DAB42&churl=https%3a%2f%2fwww.youtube.com%2fchannel%2fUCv4FIIE23I3GKZFI8-Q4E_w
- Detective-https://www.bing.com/videos/riverview/relatedvideo?q=look+out+for+cyclists+awarness+test&mid=0569ED5CA16CEFF065C20569ED5CA16CEFF065C2&churl=https%3a%2f%2fwww.youtube.com%2fchannel%2fUCFsK_jxE6BghGx4d2QJLJzQ

https://www.bing.com/videos/riverview/relatedvideo?q=look+out+for+cyclists+awarness+test&mid=0569ED5CA16CEFF065C20569ED5CA16CEFF065C2&churl=https%3a%2f%2fwww.youtube.com%2fchannel%2fUCFsK_jxE6BghGx4d2QJLJzQ

https://www.bing.com/videos/riverview/relatedvideo?q=look+out+for+cyclists+awarness+test&mid=18E2DDD2286E5E2DAB4218E2DDD2286E5E2DAB42&churl=https%3a%2f%2fwww.youtube.com%2fchannel%2fUCv4FIIE23I3GKZFI8-Q4E_w

What people miss in public for desensitisation

Learn to notices:

- Cars on the road
- Oncoming traffic
- Traffic lights
- Pedestrian crossings
- Bikes and scooters
- Buses and taxis
- People around you (Links into the idea of empathy and care as well)
- Looking up from your phone
- Cars in car parks
- Road signs
- Uneven pavements
- Crowds
- Bad weather (rain, ice)
- Construction or obstacles
- Children or pets nearby

People around you (Links into the idea of empathy and care as well)

Random ideas

Ideas:

- App to spot different things out and about that is unseen most of the time, or to make you do good deeds and complements someone if you see that they look up set (notice it with awareness)
- Get in our head that anyone could rob you
- The lock out app
- **"Phone shadow" art** – street art that only makes sense if you're looking up, not down at your phone.
- **Sound stepping stones** – stepping stones in parks that make soft sounds when stepped on, making people notice others moving nearby.
- A app that takes you to nice viewpoints and areas.
- Arrows that lead you off track but are obvious that they do
- A place to put something that was a big part of their day, people then can look at it all and wonder on about somebody else and what they are meaning
- **People-watching journal** – a small notebook with prompts like *"Describe the last person who walked past you"* or *"What conversations can you hear around you?"*
- *A observation of looking at what things you like on people for their fashion and sketching the item or the logo to find it or name.*
- *Through embrarassment not being aware, take things that are normally muscle memory for people in public and change it or flip it, so they get it wrong to make people more aware. (Things to change: Buttons, Doors (open and push doors), bottles, The trip up or food dropper whole, Sinks and hand dryers,make the walking pathments have the same side, gate and something on buses or trains) Either making the product different than normal or having a small print.*
- **Standing in the wrong queue** and realizing after waiting.
- **Your card getting declined at checkout** with people waiting behind you.
- Walking into a glass door because you thought it was open.

- Having a 2 bill boards one further on and from that making the first one show somthing and the second one further on be asking if you saw it or remember what it look like.

desensitised side is more on the people not being aware side in public to not cause accidents.

Problem: Young adults are being desensitised by social media and making them lack awareness in public, causing accidents.

Insight: People embarrass themselves with mistakes. This makes people focuse and to be aware, and not to run on autopilot.

Idea: Subtly redesigning everyday objects and systems to beak people's muscle memories, this makes people snap out of autopilot.

What worked?

Work well with social media

What confused you?

The confusing on if they cause accidents

Its too mean for the seat idea

What would make it stronger?

Fake speed bumps is a good idea or pot hole

Frightening People lives without actually doing it

Illusions are better as they are harmless

Or a fake door

Video recording of a long video watching people be unaware

Then did a 7 word activity

Main one “Breaking habits, brings awareness”

Then did a 7 word activity

Main one “Breaking habits, brings awareness”

Would your idea make sense in south Africa and the UK?

Yes, it works in both South Africa and the United Kingdom because people everywhere rely on autopilot and feel embarrassment when it breaks.

Does the idea reply on local cultural knowledge?

No, it doesn’t rely on local cultural knowledge, because it’s based on universal habits and reactions like autopilot and embarrassment.

Could the insight exist in both places?

I would depend on what design or illusions I would do for both but the core idea of breaking auto pilot would be true.

Can this expand into a campaign?

Hero execution?

- Gorilla ads with illusions

Supporting executions:

- Billboards
- Social media
- Designs

More ways to do it:

- Subway gate
- Door for push or pull
-

Illusions:

Make it more specific

With what part I hate about phones and their awareness

Walking on the road with your phone and bumping into people

In the car with your phone on

People not caring in scenarios

Asking the copywriter to take her drink away

For desensitisation ideas

The news- physically giving a pedestrians to say what he thinks and his thought and let him talk

An app or something that flips with only your and others personal positivity

Relationships,

Avoid seeing things like that as it hurts our brain

Flip it to make it the opposite- always be using nice emotional things that relate to make your day and make you happy

Loosing compassion for people around you

Memes, video games, movies

Army men

Relationships

Plot twist memes

More personal side off the news from someone's perspective and their impact

A movie or tv advert

“I want to explore how repeated exposure to online content makes people less emotionally responsive to real human suffering.”

This is targeted at young adults

What I picked to be able to narrow it down

4 WAYS I CAN TAKE DESENSITISATION FROM RESEARCH

how constant exposure to bad news makes people emotionally numb

how social media turns serious issues into entertainment

how people stop seeing real human stories behind headlines or numbers

how desensitisation affects empathy within everyday relationships

First way

how desensitisation affects empathy within everyday relationships

Go with this

People have adapted to what you care about over time

“I want to explore how repeated exposure to people speaking on their problems makes people less emotionally responsive with real human care.”

- Boundaries windows-pick the way and style you do it in, over drinks, games, just sitting and talking, watching something
- Comes across better with voice rather than on text
- Delayed send for emotion messages
- In voice notes (e.g. Snapchat):
  After listening, it highlights:
  pauses
  tone drops
  Emphasis
- Empaty fategue

Tone of voice I want to convay

OR

This is another way

how people stop seeing real human stories behind headlines or numbers

Taking peoples stories for a news piece for thinks that are happening in the world and having what impacted them and what happened. Would make it a lot more young people focused this would be from using tik tok or some other younger social media and also maybe a connect social thing to the news.

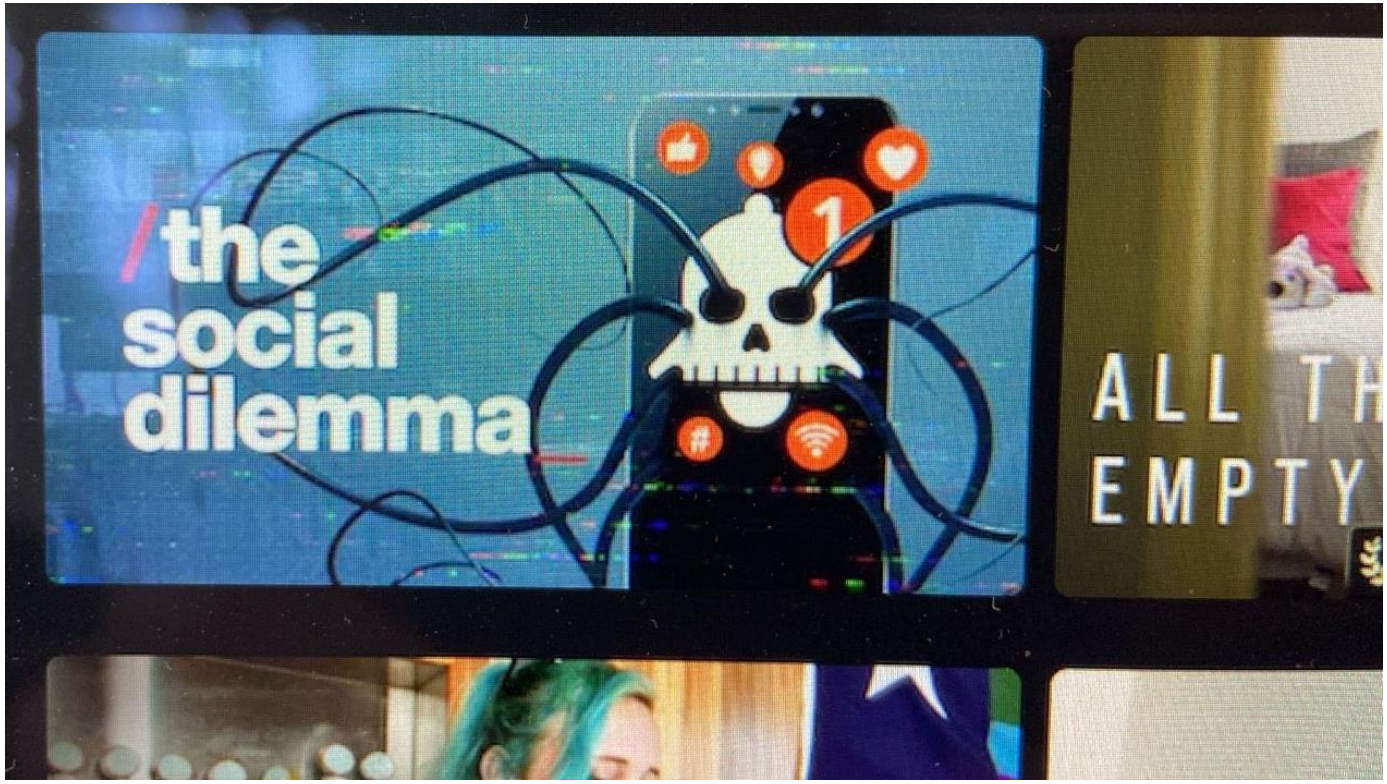
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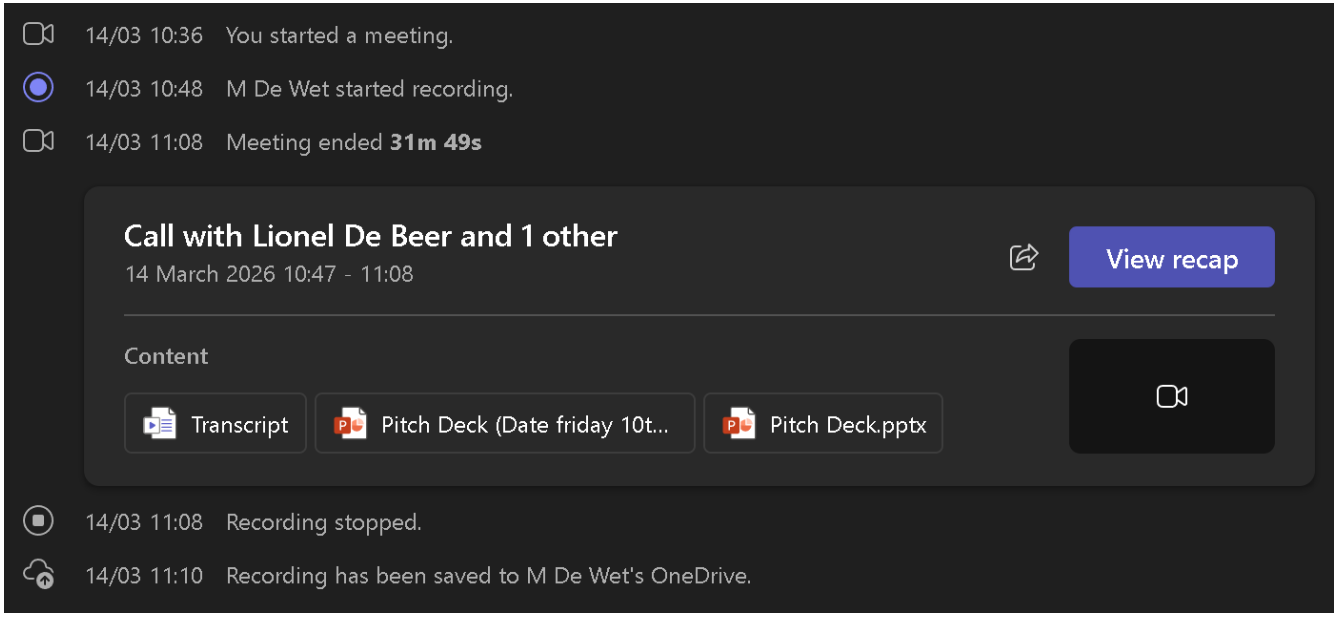
how social media turns serious issues into entertainment

Flipping the concept of memes or doing something that does against it.

Meeting (14th of march)

The First meeting was to work out what we want to choose and pick for the subject. We went for by standers at first then gave it sometime nothing seem to be picked and couldn't think of the best idea so called back not long after and chose our other very strong subject that was desensitisation.





And we ended the call their and I thought of a lot of ideas for it throughout the time we didn't call for.

Research Results

> “I want to explore how repeated exposure to people speaking on their problems makes people less emotionally responsive with real human care.”

How desensitisation affects empathy within everyday relationships.

Through exploring this, I found that many flaws in everyday relationships come from the way people communicate primarily through text and even voice notes, which often lack clear emotional expression. This repeated exposure to surface-level communication contributes to desensitisation, making it easier to overlook when someone is genuinely struggling.

Schedule Deadlines:

file:///C:/Users/jackd/AppData/Local/Packages/5319275A.WhatsAppDesktop_cv1g1gvanyjgm/LocalState/sessions/EFA77FCDD1E37DEFB1700EAB5B65CD8DDFF6D9E4/transfers/2026-16/Schedule.pdf

WEEK 1 (TODAY → MON 23 MAR)

IDEA LOCK + START IMMEDIATELY

TODAY (MEETING)

Choose ONE idea
Agree on:

- problem
- insight
- big idea direction

UK DEADLINE:

Sunday 22 March (night)
concept summary
initial copy ideas
direction

MONDAY 23 MARCH (CLASS)

Show:

- chosen idea
- insight
- early direction

WEEK 2 (START DESIGN EARLY)

UK DEADLINE:

Tuesday 24 March
insight (refined)
big idea
tagline options
tone of voice

WEDNESDAY 25 MARCH (CLASS)

Show:

- concept
- **moodboards + visual direction**

UK MINI CREATIVE BRIEF:

Friday 27 March
structured idea
campaign direction
messaging

WEEKEND (28–29 MAR)

SA:

- start designing:
  - poster ideas
  - layout systems
  - typography

WEEK 3 (FULL EXECUTION STARTS)

MONDAY 30 MARCH (CLASS)

Show:

- early design drafts
- visual system

UK FINAL DEADLINE:

Monday 30 March (night)

FINAL:

- copy
- campaign line
- messaging

NO changes after this

WEDNESDAY 1 APRIL (CLASS)

Show:

- refined designs
- stronger layouts

WEEK 4 (HEAVY DESIGN + REFINEMENT)

MONDAY 6 APRIL (CLASS)

Show:

- developed campaign visuals
- mockups

UK FINAL POLISH:

Sunday 5 April
small wording tweaks
presentation narrative

WEDNESDAY 8 APRIL (CLASS)

Show:

- near-final boards
- almost complete campaign

WEEK 5 (FINALISATION)

MONDAY 13 APRIL (CLASS)

Show:

- FINAL work
- print-ready

13–16 APRIL

- print
- submit

UK DELIVERABLE SUMMARY

- **22 March** → initial concept
- **24 March** → refined idea
- **27 March** → mini brief
- **30 March** → FINAL copy
- **5 April** → final tweaks

SA DESIGN TIMELINE

- **25 March → 13 April**
  ~3 WEEKS of design time

FINAL TAKEAWAY

- Today = **decision**
- 25 March = **design starts**
- 30 March = **everything locked**
- 13 April = **done**

Picking Problem, Insight and Solution

GRFO212 - LU2: Creative conscience campaign.

Problem identified: People who are chronically online are desensitized to the world around them. This is referred to as "absent presence" or "digital numbness".

Why is this a problem?: From an emotional point of view, it has been proven that individuals who are desensitized to the world have reduced empathy and social connection, this has a huge impact on people's interpersonal relationships. People also often experience Empathy burnout from overexposure to tragic news causing them to disassociate from real emotion.

People who started their problematic cell-phone use at a young age are more likely to develop depression as an adult.

Strategy: Make people painfully aware of how unaware they are. Target audience: young adults / teens.

Concept: Catch the attention of the unaware

How?: Placing signs asking if the person noticed something on a sign or banner further up the road. Like "Did you notice The dollar bill on the previous banner has a sloth on it?" Then the previous banner says "no you didn't".

Problem identified: The consumption of "red pill" content by men and especially young boys harms them and society.

Why is this a problem?: Men develop an unhealthy coping mechanism after consuming this content. This content promotes unrealistic expectations and insecure feelings to be the 'alpha male'. This is also harmful to the whole society as this promotes misogynistic behaviours and ideologies.

This can lead to poor self-esteem, mental-health problems and in some cases suicide. This content has also been linked to a rise in harassment and violence against women.

Strategy: Make people understand how severe the impact of this content is.

Concept: The choices men make at the expense of someone else's comfort.

How?: The "red-pill" is a reference from the 1999 film 'The Matrix'. We can implement a structure at bus stops or at park benches where a man holds out a red pill in one hand and blue pill in the other. A speech bubble above his head where he asks a question. The person chooses an answer by pressing the corresponding button on the bubble. Depending on your answer the red or blue pill will light up. This makes the individual evaluate their way of thinking.

Communication Goal

- awareness that leads to positive change
- group most affected: young adults
- young age exposure
- to stop parents from over-exposing their kids.

- ~~desinsito~~ desensitisation due to overexposure
- effects of overexposure

✓The communication goal is to create awareness of desensitisation that is caused by overexposure to digital media, furthermore also focusing on long term effects thereof.

strategy

- Possibilities:
  - → interrupting routine
  - → in your face advertising, making it hard to not pay attention.
  - → interactive, out of place advertising.
  - → people wearing strange items, & with focus on their phone to show unawareness.
  - → everyday normalisation strategy

Problem identified: There is a gap in understanding female-specific drug responses, symptoms, and disease manifestations.

Why is this a problem?: This can (and has) lead to delayed diagnosis and higher adverse drug reaction rates (52% more) and 36% higher mortality for women.

Even though female representation has increased, many trials still lack sex-disaggregated data.

Strategy: Use individuals lack of knowledge about this topic to shock them into asking questions.

Concept: The shock that comes with being uneducated.

How?: We can place huge pill bottles in public spaces with the label "This works to cure migranes! (for MEN, women? just try it ig)." Or writing on Billboards or signs "An Adam's Apple keeps the doctor away."

The problem: Overexposure to violence (bad news) causes empathy burnout which has a negative effect on interpersonal relationships.

The insight: People who experience empathy burnout don't realise it, the become emotionally numb which makes holding/having interpersonal relationships difficult/hard to manage.

The big idea: Help people identify when they start to experience empathy burnout, (or someone they know) so they can seek healthier coping mechanisms.

Common goal: Aid people in saving their interpersonal relationships and save themselves from unhealthy coping mechanisms.

Visual style: Sound and brainwaves.

Problem:
People are desensitized to violence due to overexposure of social media, results: Empathy burnout, "digital numbness", Reduced emotional resilliance.

Strategy: → Interactive, out of place advertising

What problem are we trying to solve?

Ideas:
- Break habit, change environment.
- Illusions
- Signs follow up on each other with details people miss, then ask "did you notice?":

No product, awareness campaign.

PROBLEM

The problem is that repeated exposure to others' struggles can dull our sensitivity, making us less likely to truly notice when someone needs real care.

INSIGHT

Communication on Snapchat is often brief and lacks emotional depth, people struggle to detect genuine distress, creating a need for more expressive ways, like voice, to convey how someone truly feels.

SOLUTION

The solution is to priorities voice notes on Snapchat, making tone, pauses, and feeling easier to pick up on, so signs of struggle are clearer, and users can respond with genuine care and have that realization.

THE CORE LINE

1.

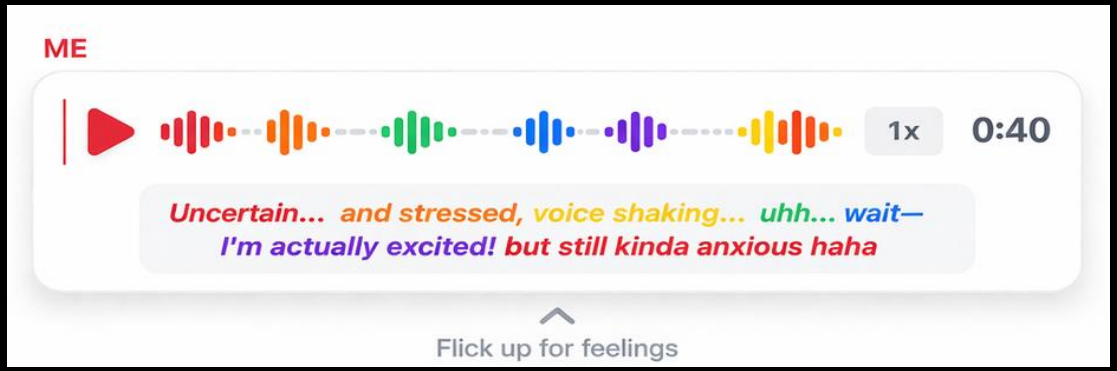
Hear it. Realize it. Care.

2.

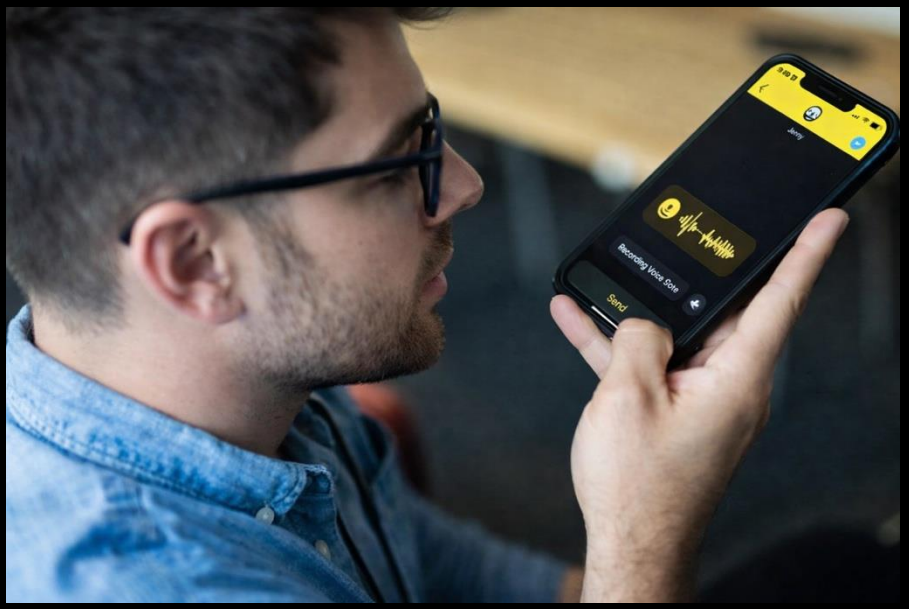
You hear the truth, now show care.

THE HERO EXECUTION

Snapchat’s voice notes could be improved in a number of different ways, such as adding a feature where pauses in speech are highlighted with no colour to show them clearly. It could also include a description analysing the feeling behind the voice. This would help people better notice when someone needs help, without desensitisation getting in the way.



Designed further along the line



CAMPAIGN SYSTEM

Uni areas/ in bus stops, tv ads for young adults shows or YouTube.

Marketing strategy more research

Ways to plan it:

- Have the message straight away not knowing how to take the message in what emotion, could show all the different ways people could take the message.
- Things happening and not knowing what's happening until closer to the end.
- People being confused on how to take the message (example- an Australian at a wedding about to say I do but from his accent sounds like he's questioning it).

Tone of voice:

Take a funny tone of voice and approach

Target audience: Young adults

Ways to market the idea:

- Radio ads
- TV adverts
- Bus stops near Uni areas (using quotes under the voice note)



https://www.youtube.com/watch?v=naleynXS7yo



https://www.youtube.com/watch?v=Bl7xl3IiAqE

Scenarios For Wording

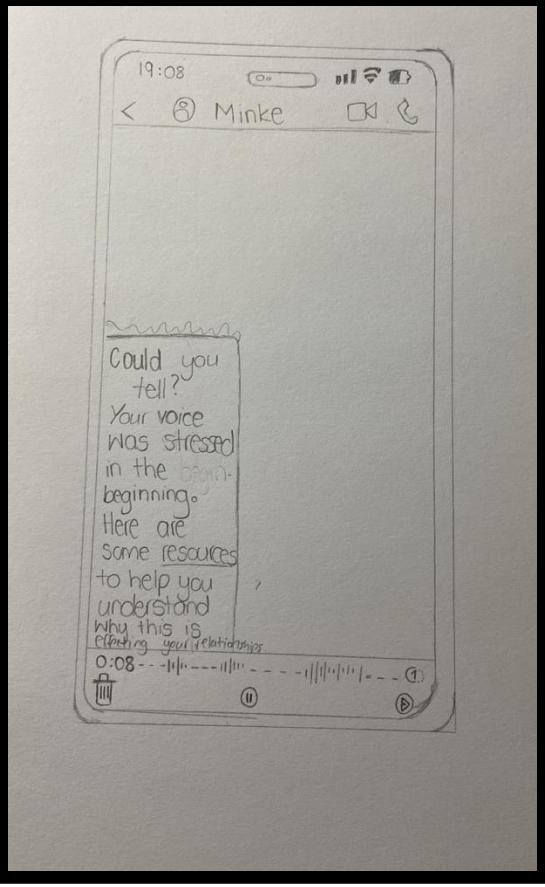
Words for confusion (or two meanings):

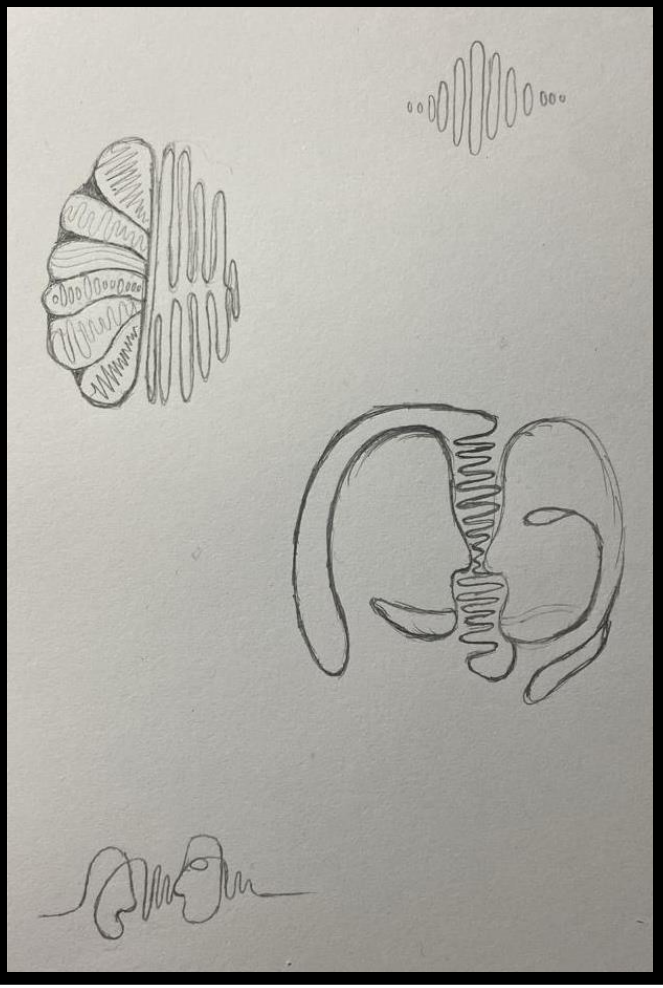
- “fair enough”
- “mad”
- “say less”
- “if you say so”
- “okayyy”
- “righttt”
- “interesting”
- “lol alright”
- “you do you”
- “sure thing”
- “calm”
- “it is what it is”
- “hmm”
- “i hear you”
- “go on then”
- “each to their own”
- “noted”
- “love that for you”
- “that’s crazy”
- “wow”
- “no way”
- “valid”
- “hahaha okay”
- “oh fr?”
- “if you like it”
- “say nothing”
- “if that makes sense”
- “I mean…”
- “yeah I guess”
- “whatever works”
- “cool cool”
- “alright then”
- “say swear”
- “you reckon?”
- “bit mad that”
- “lowkey”
- “highkey”
- “I see”
- “fair play”
- “snm” (say no more)
- “kinda mad icl”
- “idk about that”
- “you might be right”
- “depends tbf”
- “we move”
- “seen worse”
- “seen better”
- “could be worse”
- “makes sense I guess”
- “not too sure”
- “alright I hear it”

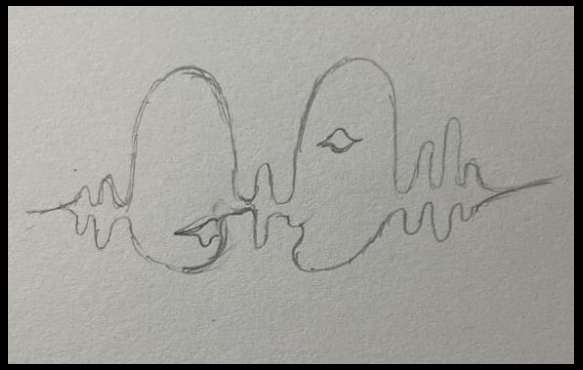
Scenarios that are funny where this could happen?

- Someone shows you their outfit and asks if it looks good
- Someone tells a long, boring story
- Someone flexes something unimpressive
- Someone asks for your opinion but you don’t agree
- Someone cancels plans last minute
- Someone is clearly wrong but confident
- Someone overshares personal drama
- Someone tries to impress you
- Someone sends a risky or controversial opinion
- Someone asks for reassurance (“I’m not wrong yeah?”)
- Someone brags about themselves
- Someone sends a random late-night thought
- Someone is chatting nonsense
- Someone sends a voice note you didn’t listen to
- Someone double texts you
- Someone tries to argue with you
- Someone asks a question you don’t care about
- Someone says something awkward
- Someone hypes themselves up too much
- Someone sends a dry “wyd” after hours
- Someone tries to make you jealous
- Someone sends a gym or progress pic
- Someone makes a weird life decision
- Someone asks for advice you don’t want to give
- Someone sends something that doesn’t need a reply

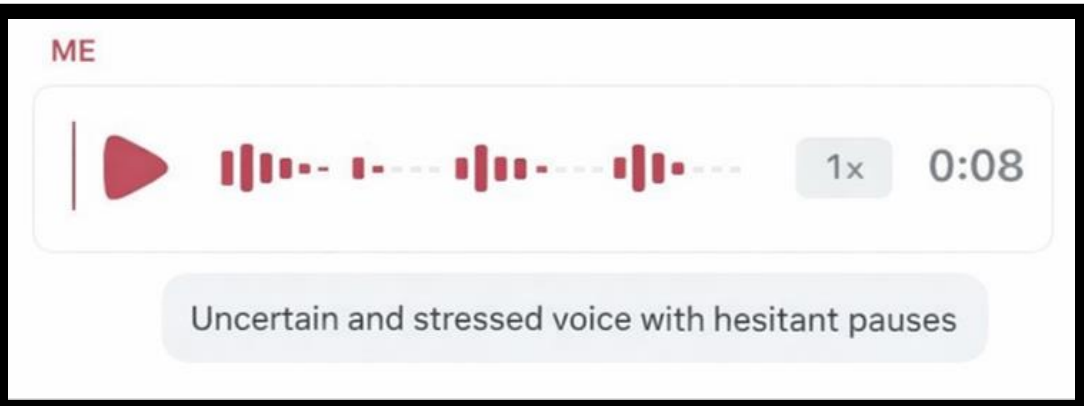
Voice note designing and sketches







Sketches and concept and thought to see what could be done and the style we want to create it like.

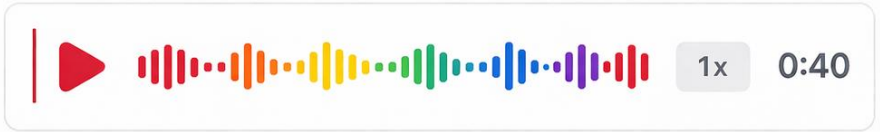


First attempt

Showing how it could look and be made when it paused and playing around with it to show off how it could be done for the designers. When I add in the colour for the emotion it works a lot better and a lot stronger of an idea.

Second attempt

ME



Uncertain... and stressed, voice shaking... uhh... wait— I'm actually excited! but still kinda anxious haha

Emotion Key

Happy · Sad · Depressed · Excited · Stressed

✨ What the Voice Note Sounds Like ✨

- **Happy** | *Brief laugh, smiling tone at the end*
- **Sad** | *Quiet, low tone, slowed down*
- **Depressed** | *Flat, heavy, no energy*
- **Excited** | *Voice lifts, faster talking*
- **Stressed** | *Fast, shaky, jittery tone*

Made for Snapchat · Clean · Expressive · You

ME

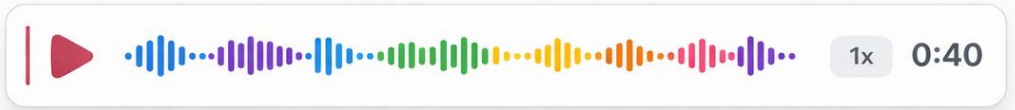


Uncertain and stressed voice with hesitant pauses

KEY — Voice Emotion & Color Guide

Happy – Bright, light, steady · **Sad** – Slow, low, heavy · **Depressed** – Flat, quiet, hollow · **Excited** – Fast, high, energetic

ME



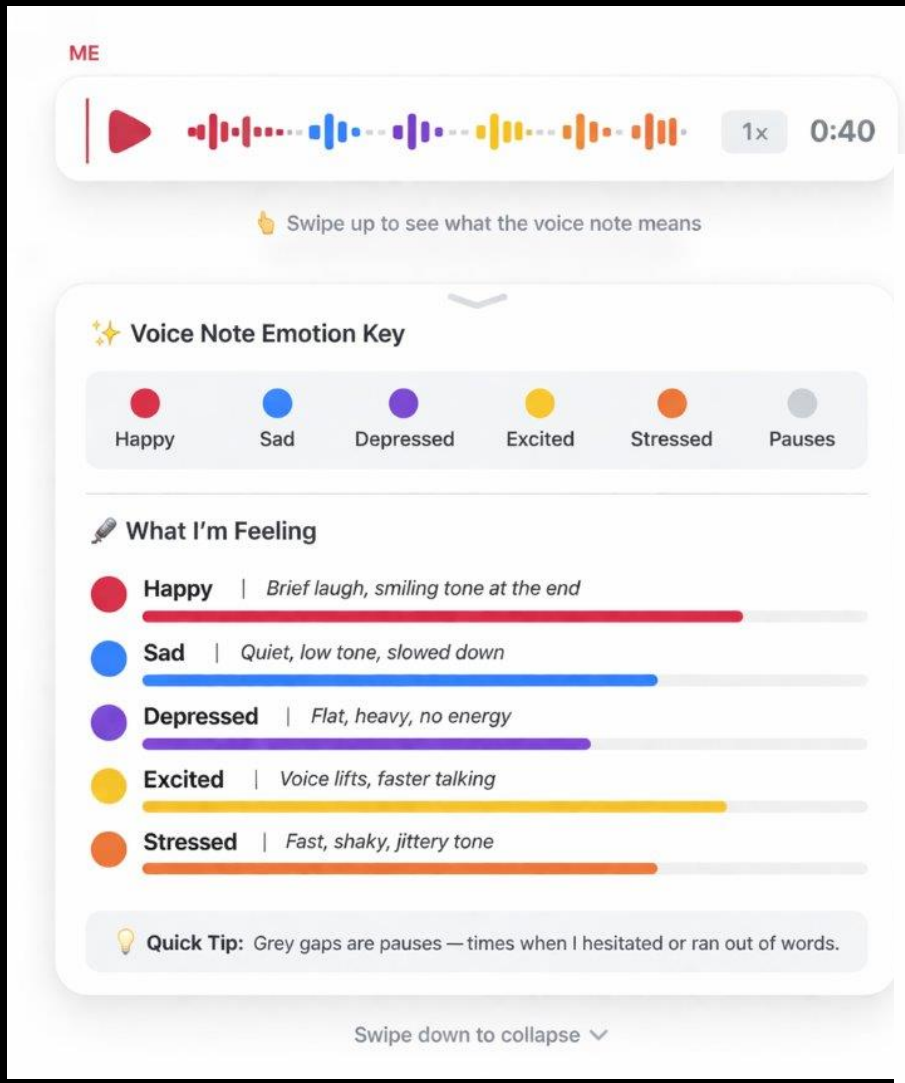
(40 seconds total)

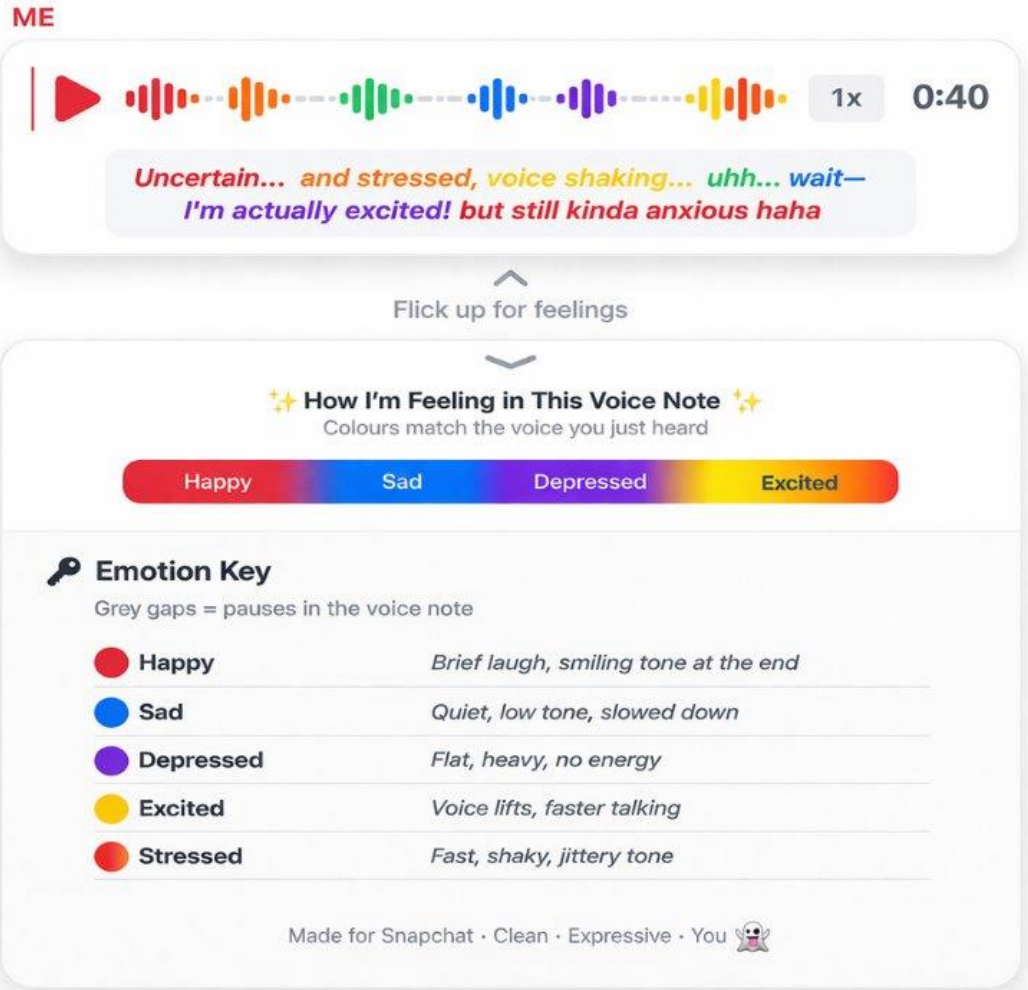
✨ What the Colors Match — How You Sound:

- **Happy** (0–8s) → Starting upbeat but a little unsure, forcing brightness
- **Sad** (8–16s) → Voice dips, slower and heavier, sounding down
- **Happy** (16–22s) → Brief lift — trying to stay positive
- **Depressed** (22–28s) → Energy drops — flat, quiet, emotionally low
- **Excited** (28–34s) → Sudden spike — faster, louder, more alive!
- **Excited** (34–38s) → Still riding the high — rushed, animated
- **Sad** (38–40s) → Fades at the end — slows down, unsure again

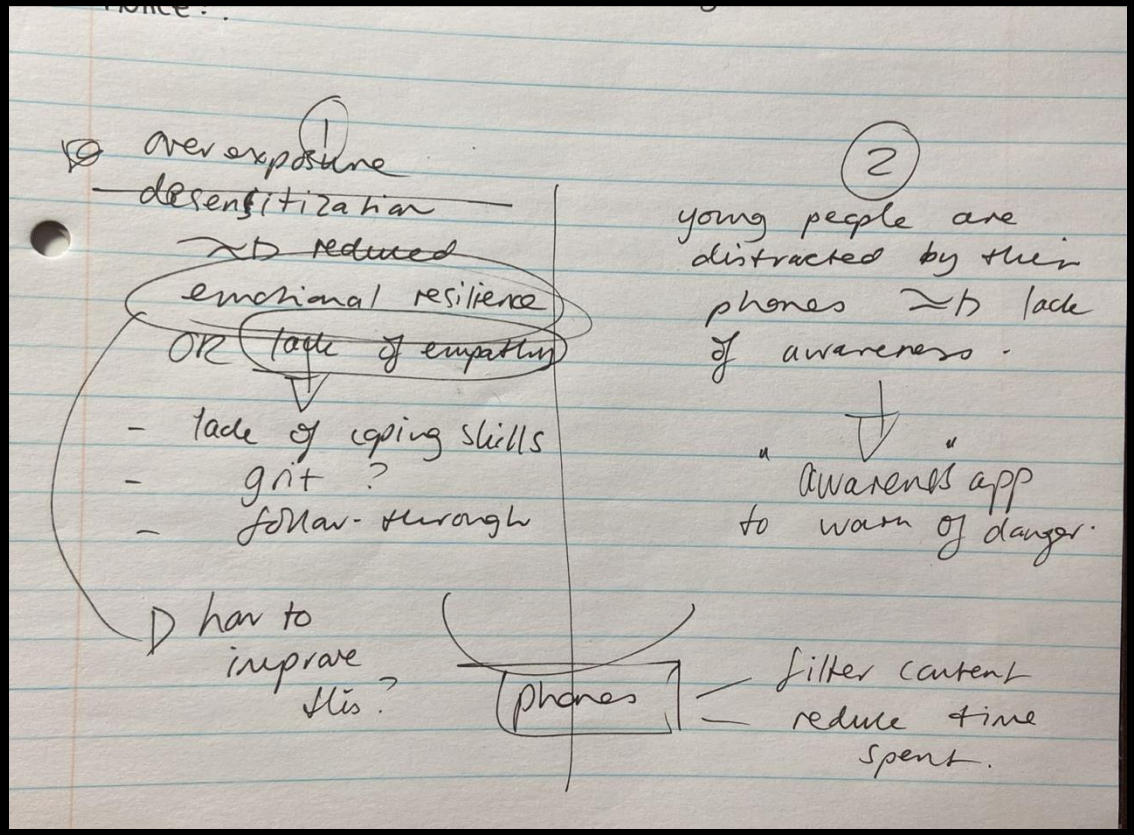
Overall Vibe: Up & down emotionally — starts shaky, dips low, then a burst of energy, ends uncertain.

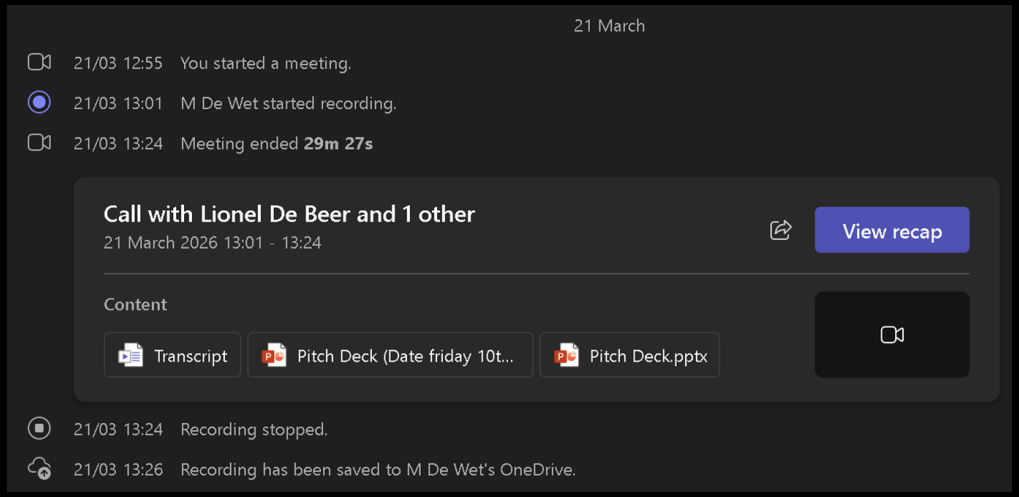
Third attempt





Feedback from their teacher and a meeting call





As I came up with the idea and had the process of the plans of whats happening they wanted to make sure they new what they were doing and they were happy with the way with the process was going. We sat in a call and made sure that we were happy with the whole way it was going and the plan for the future.

Me explaining through everything in the call helped them but the thing we changed was the idea of doing it as a software update for snapchat to now WhatsApp to include it more with south Africa which made sense. And making the idea of it being more of a orb style thing to speak into that changes colour instead of just through the voice note pitch changing colour.

Changing it all to better suit the WhatsApp choice.

PROBLEM

Constant exposure to messages and emotional content on social media has desensitised how we respond to others, reducing our ability to empathise as we begin to see more but feel less. On WhatsApp, where communication is often quick and text-based, emotional meaning is often lost, making it harder to notice when someone needs support.

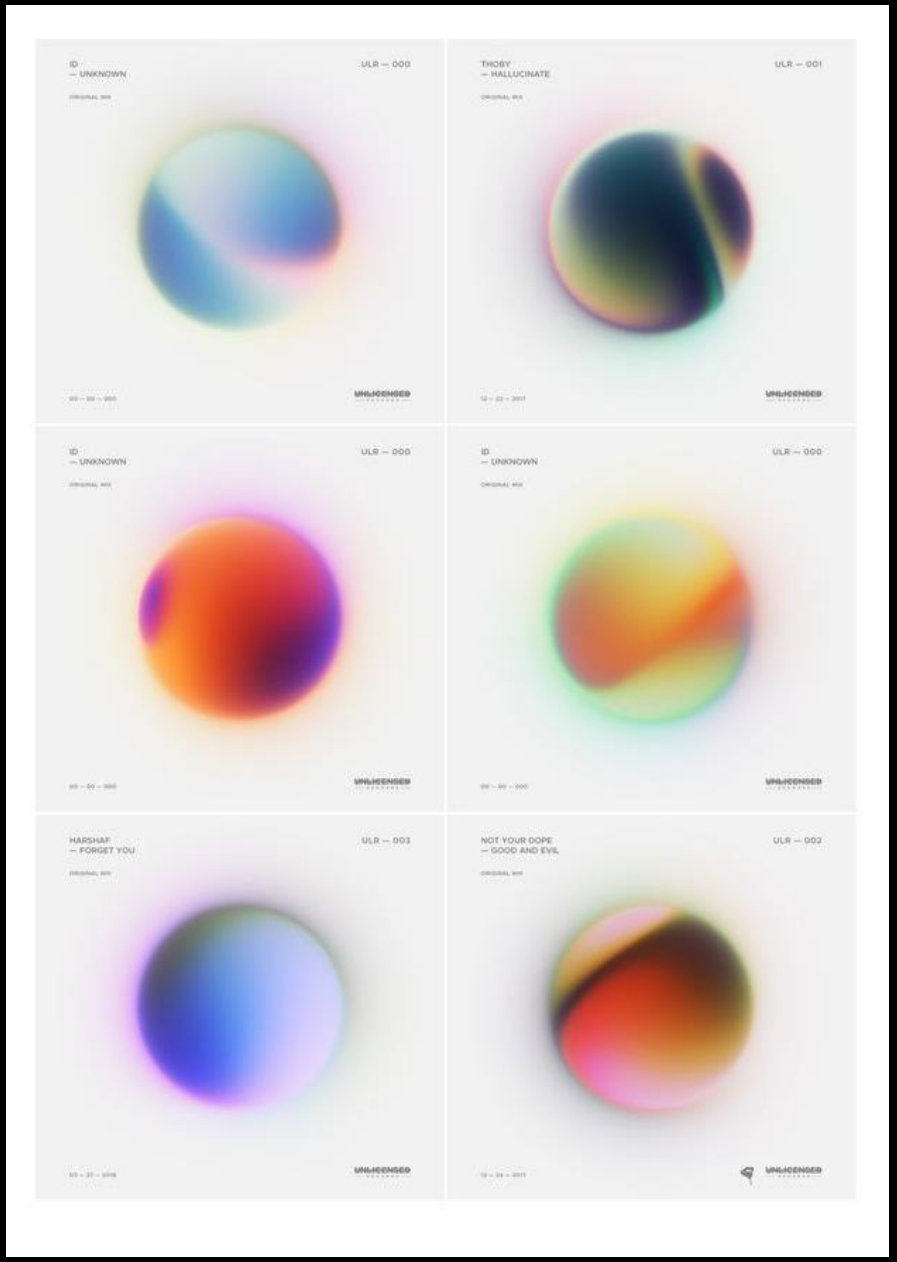
INSIGHT

Digital communication is efficient but often lacks emotional depth, as people express how they feel in ways that are not always easy to interpret. Voice notes carry tone, pauses, and energy, offering a richer layer of meaning, but these signals are often overlooked, creating an opportunity to better highlight emotional signals.

SOLUTION

An intelligent voice note feature within WhatsApp that highlights tone, pauses, and emotional patterns helps users understand how something is said, not just what is said, making it easier to recognise emotional signals and respond with greater empathy.

Further process- and more research to design the orb



Still the website stuff to maybe put in

https://pmc.ncbi.nlm.nih.gov/articles/PMC4393354/

https://pmc.ncbi.nlm.nih.gov/articles/PMC4539292/#:~:text=Theoretically%2C%20desensitization%20to%20violence%20represents,violent%20movies%20and%20video%20games.

https://pmc.ncbi.nlm.nih.gov/articles/PMC7012622/

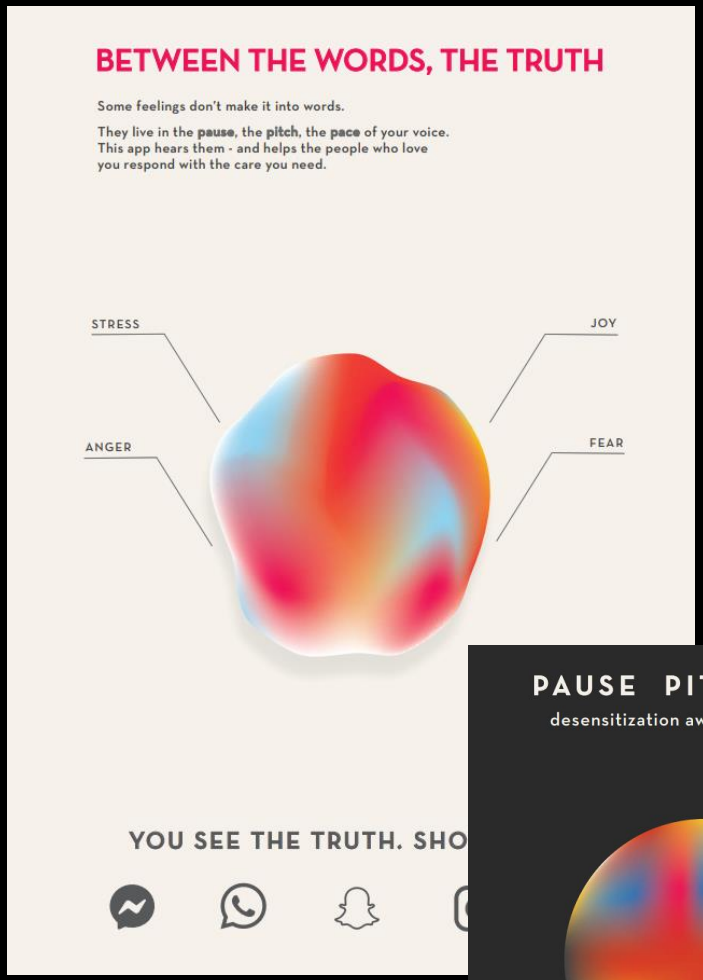
Pinterest research:

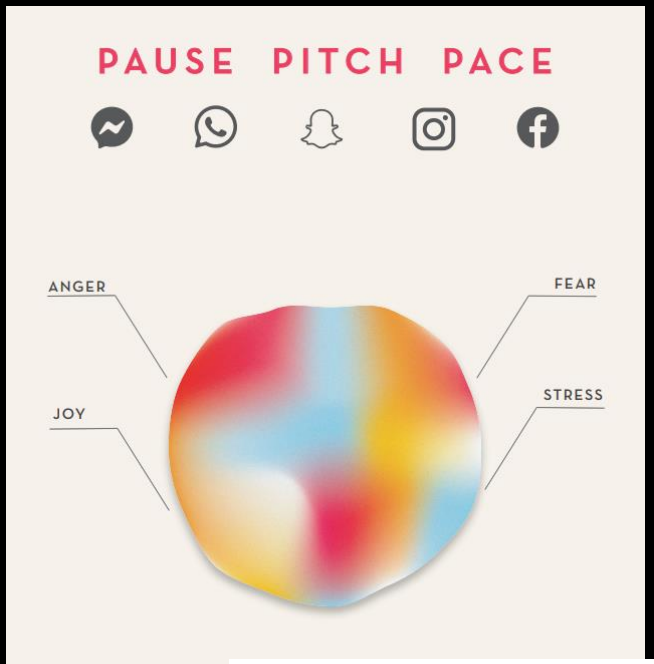
Empathy rubbing off side of stuff
GRFO212 LU2 (30) on Pinterest

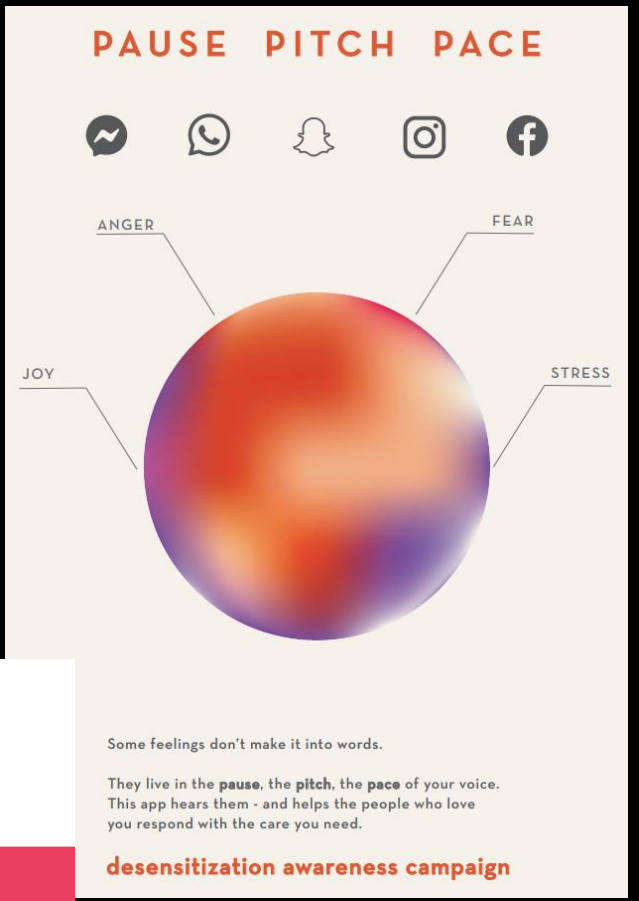
Here is another board I came up with for inspiration/visual direction
GRFO212 LU2 (75) on Pinterest

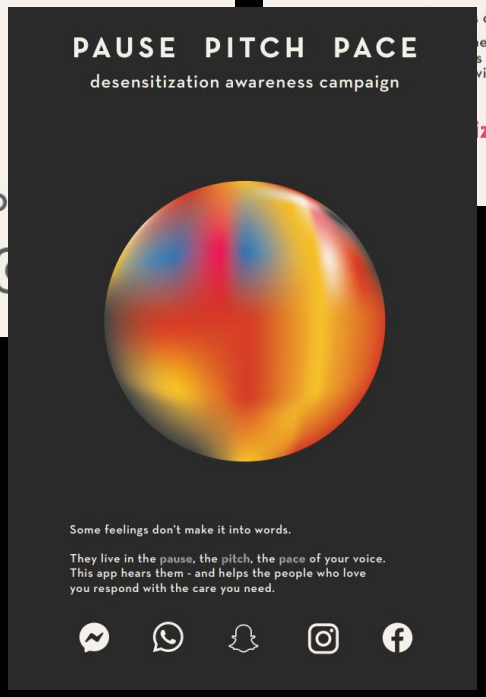
https://www.pinterest.com/minkedewet/grfo212-lu2-80/?invite_code=a621bef711954ccc9bbd5cf196128ff9&sender=772508279740864802

Picking and creating the colours











When they made these, they are good, but he didn't pick the emotions on them. So I asked and was scared of what was what.

Emotions Colours

JOY



STRESS



ANGER



FEAR

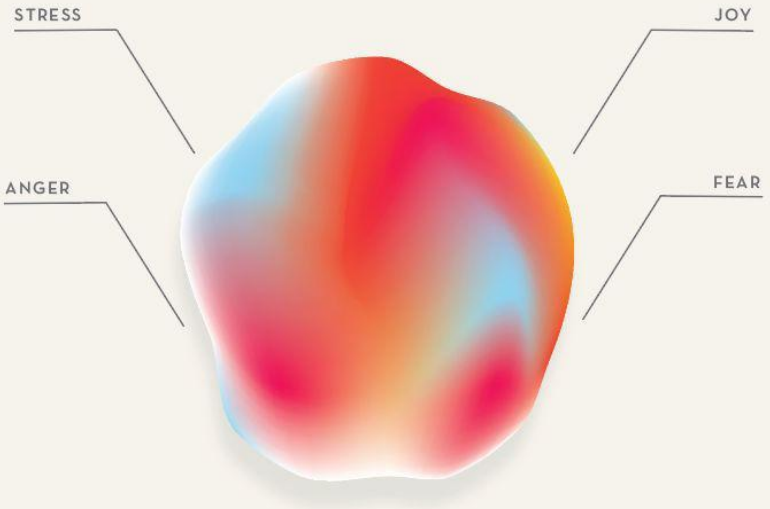


Quicky showed they what I was thinking to see if they should change it and make them different. As they didn't each really symbolise a colour yet.

BETWEEN THE WORDS, THE TRUTH

Some feelings don't make it into words.

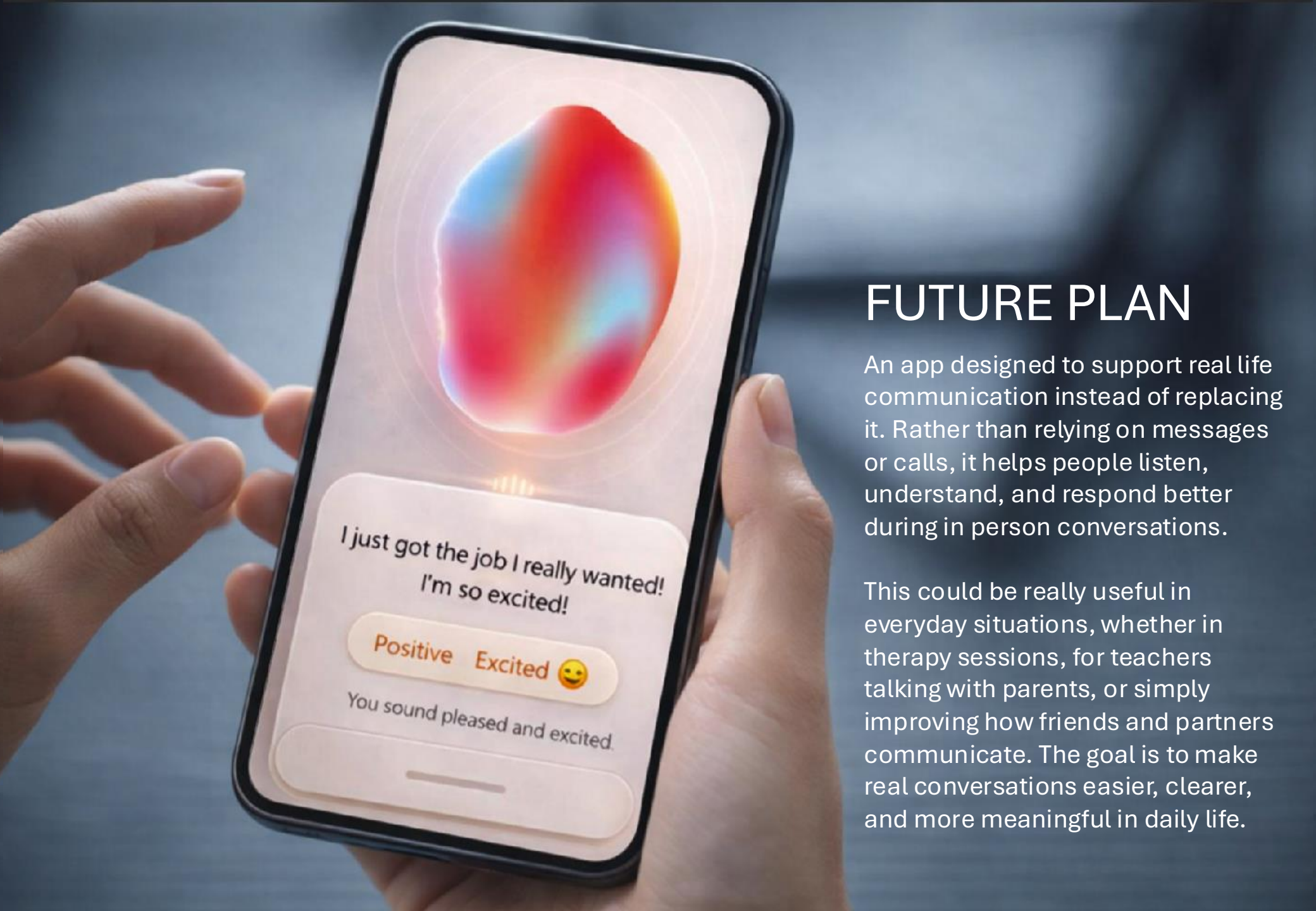
They live in the **pause**, the **pitch**, the **pace** of your voice.
This app hears them - and helps the people who love you respond with the care you need.



YOU SEE THE TRUTH. SHOW CARE



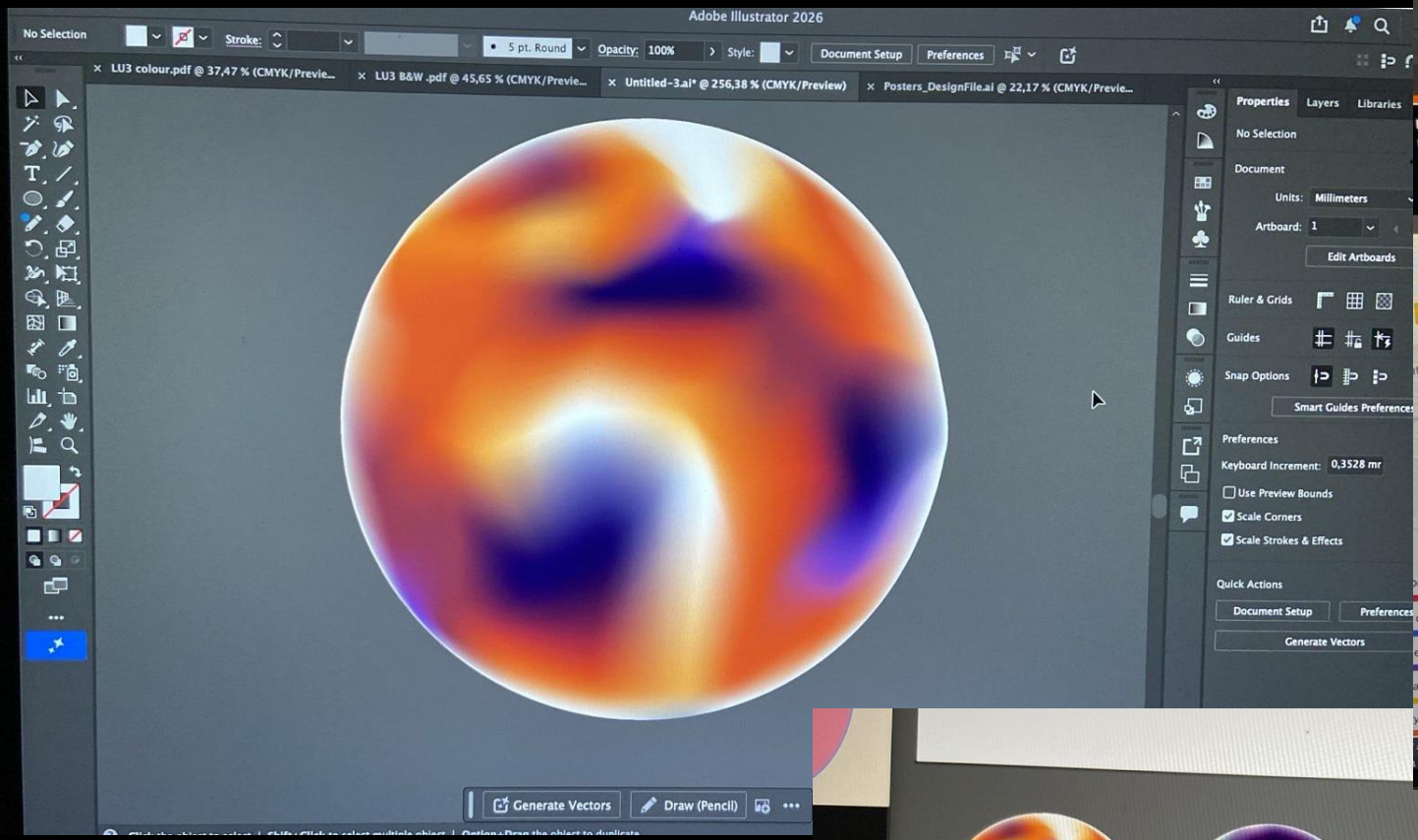
I turned it into an app style to be able to show how this idea can be furthered.

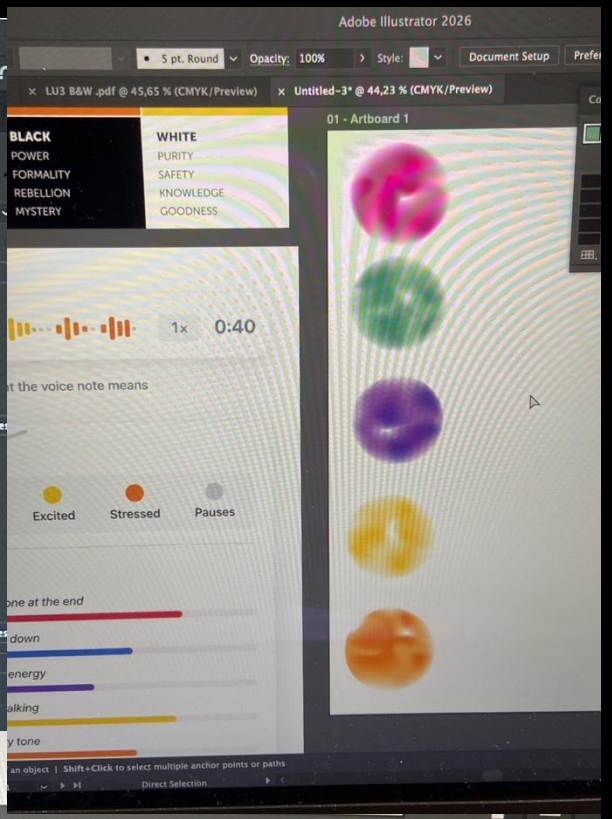


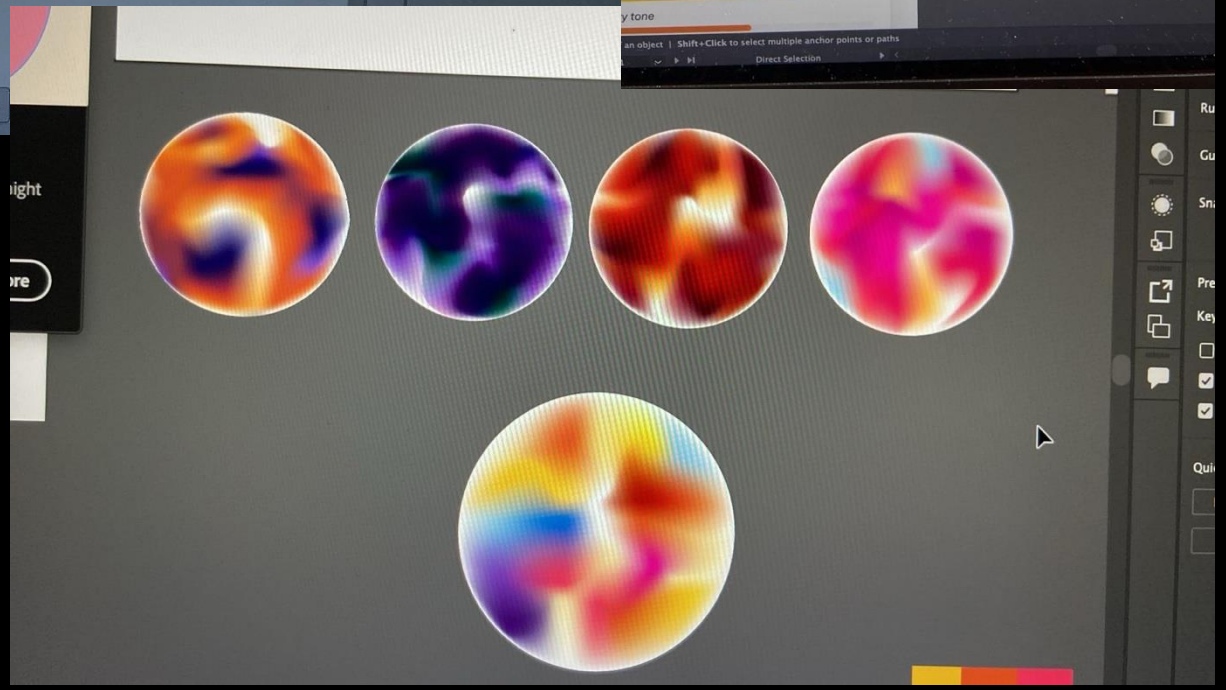
FUTURE PLAN

An app designed to support real life communication instead of replacing it. Rather than relying on messages or calls, it helps people listen, understand, and respond better during in person conversations.

This could be really useful in everyday situations, whether in therapy sessions, for teachers talking with parents, or simply improving how friends and partners communicate. The goal is to make real conversations easier, clearer, and more meaningful in daily life.



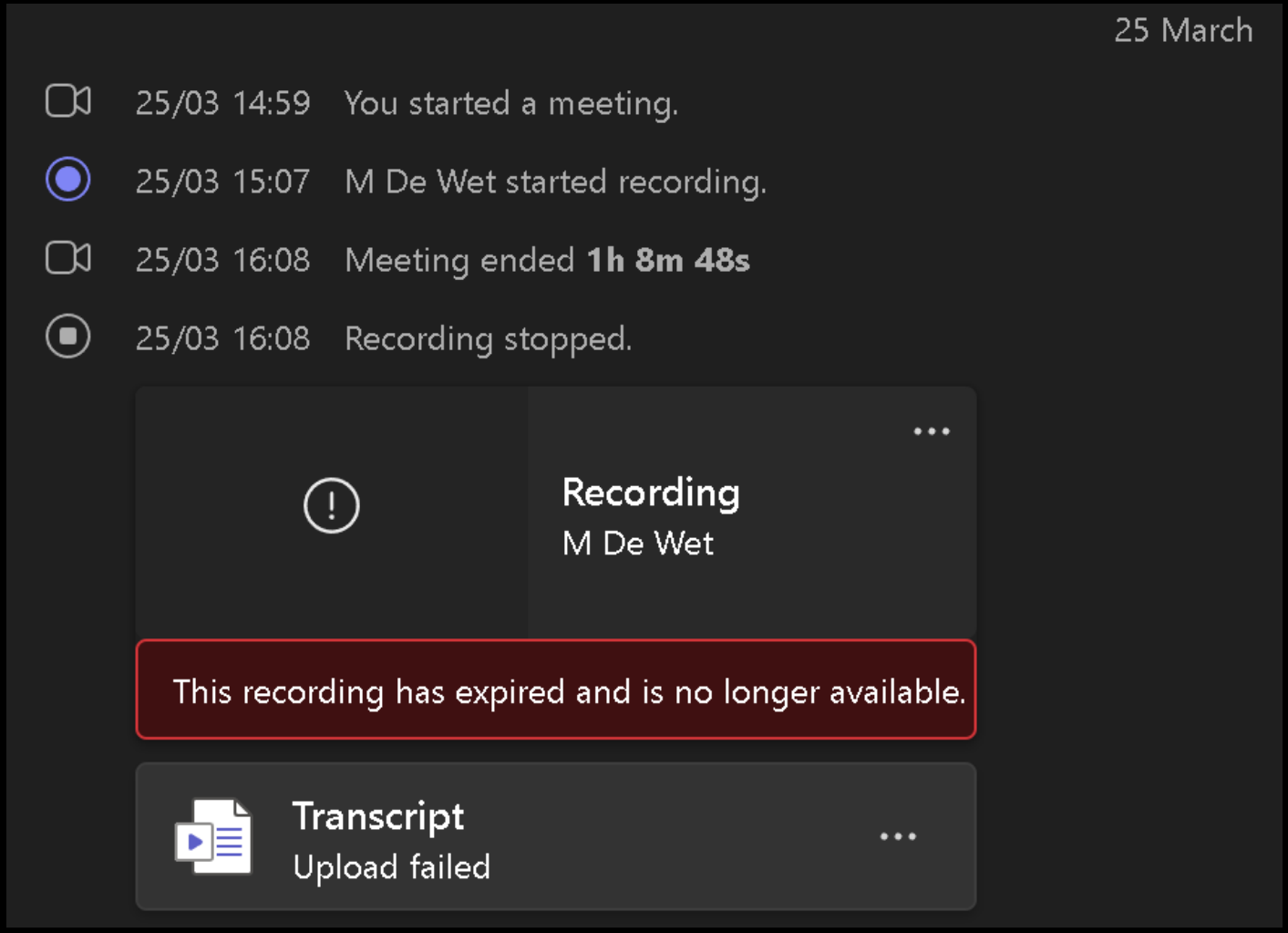




The process

-of them making the new orbs and giving them specific colours.

Meeting speaking into the advertising



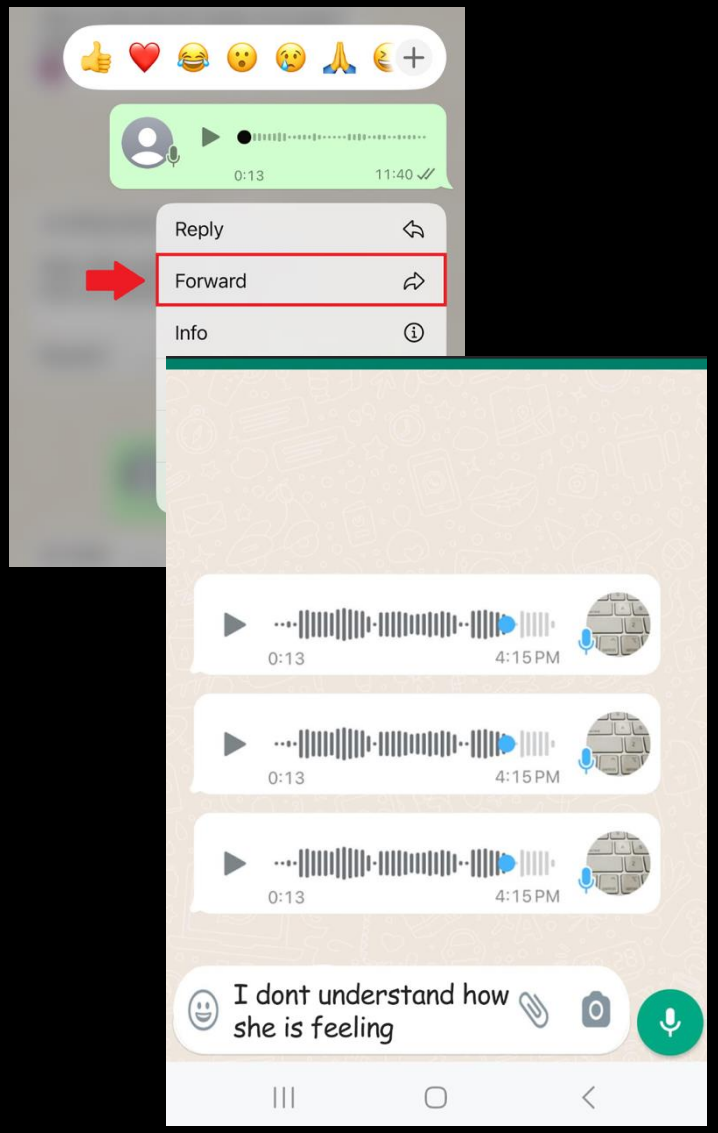
We decided on me making scamps as the finish up the orbs and ill make sure they are set on the plan for the advertising and what sort of advertising we will be doing. I have done a lot of research further up on it already but was all making sure the main design for the orbs looked good as that's the most important bit.

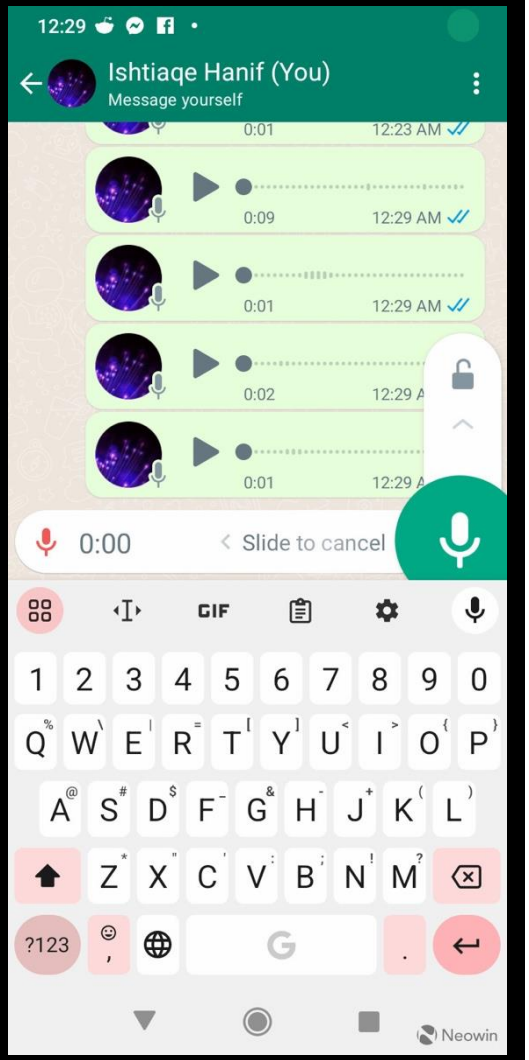
Scamps for advertising adverts ideas

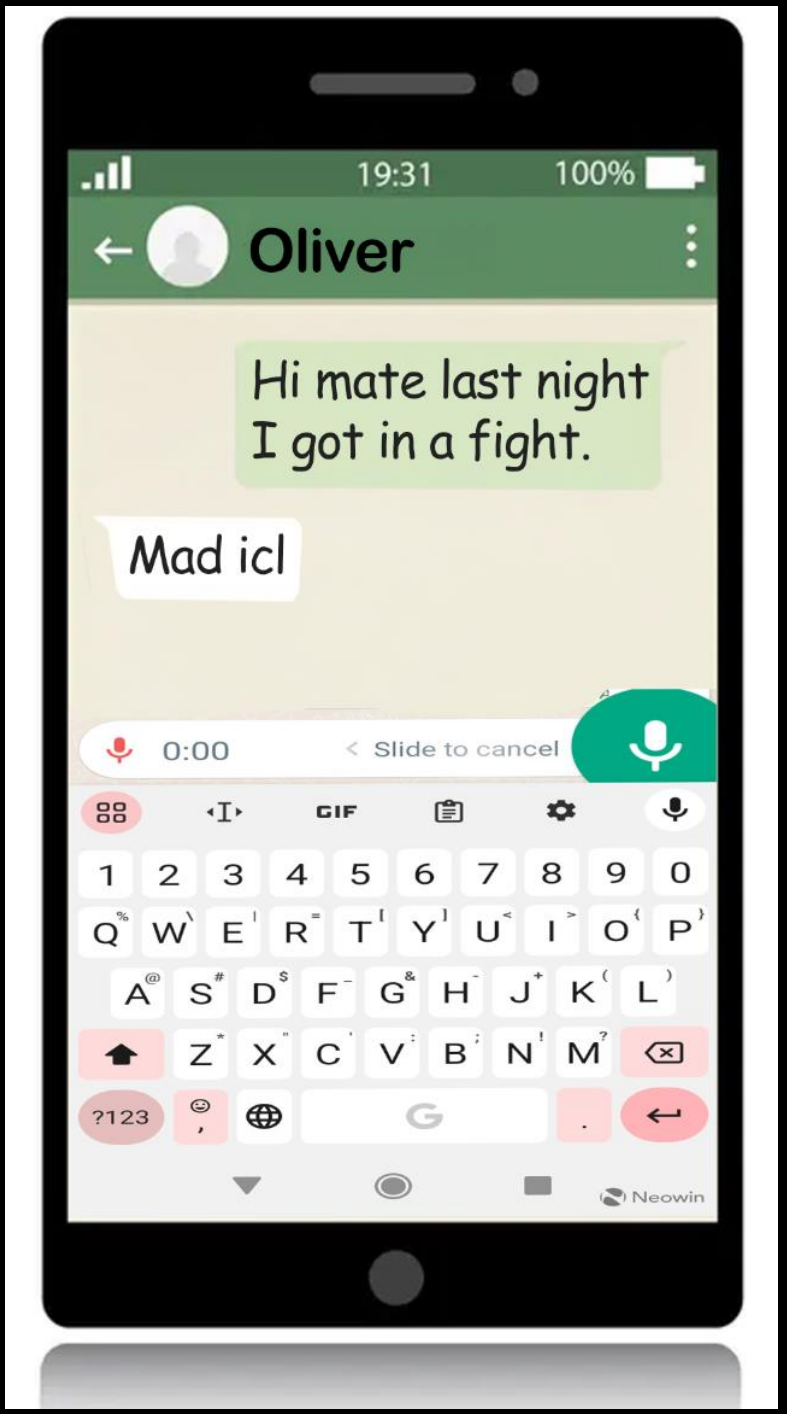
Different ways off saying things

A bunch off voice notes (From a friend or partner

Copywriting for scamps

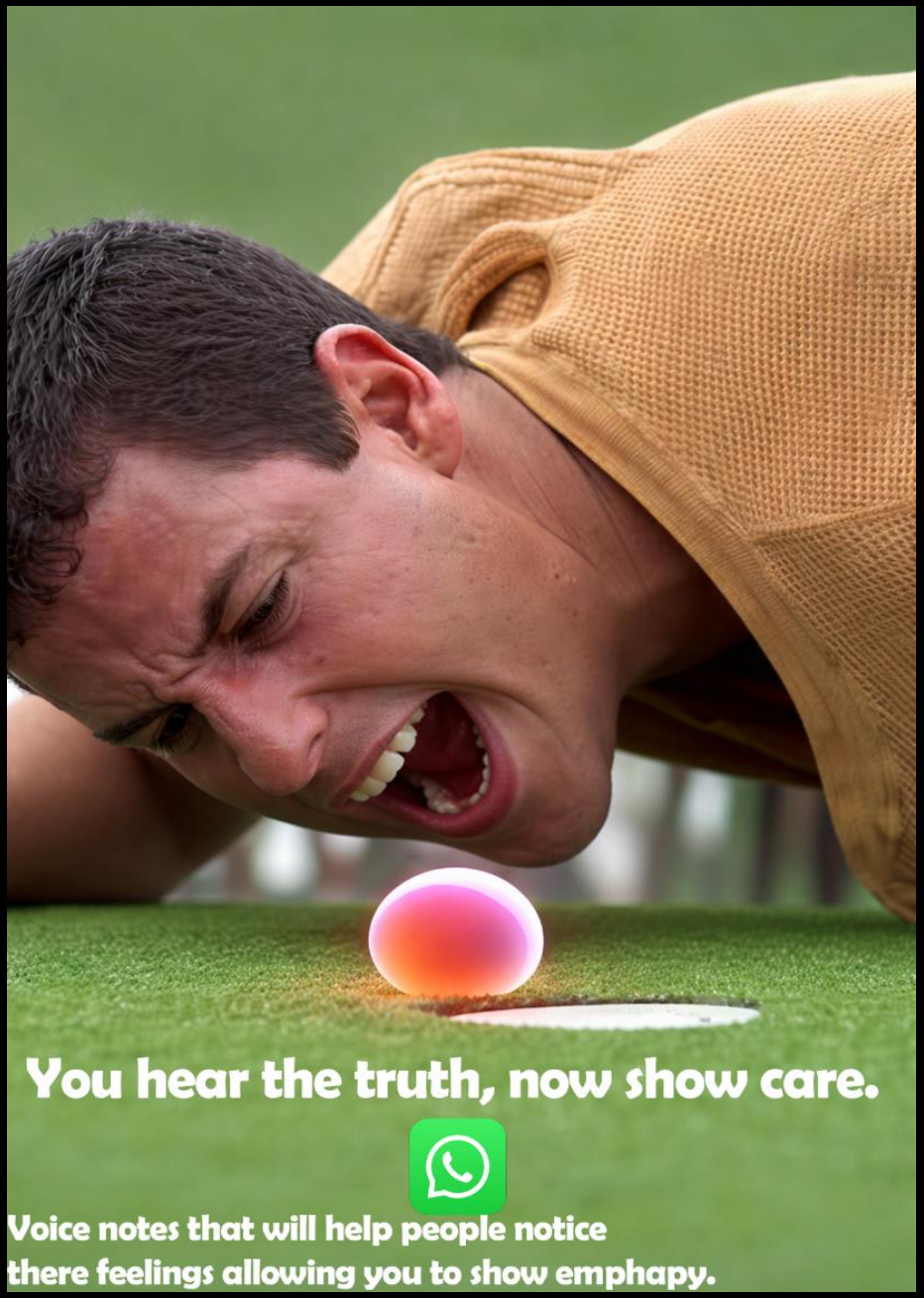


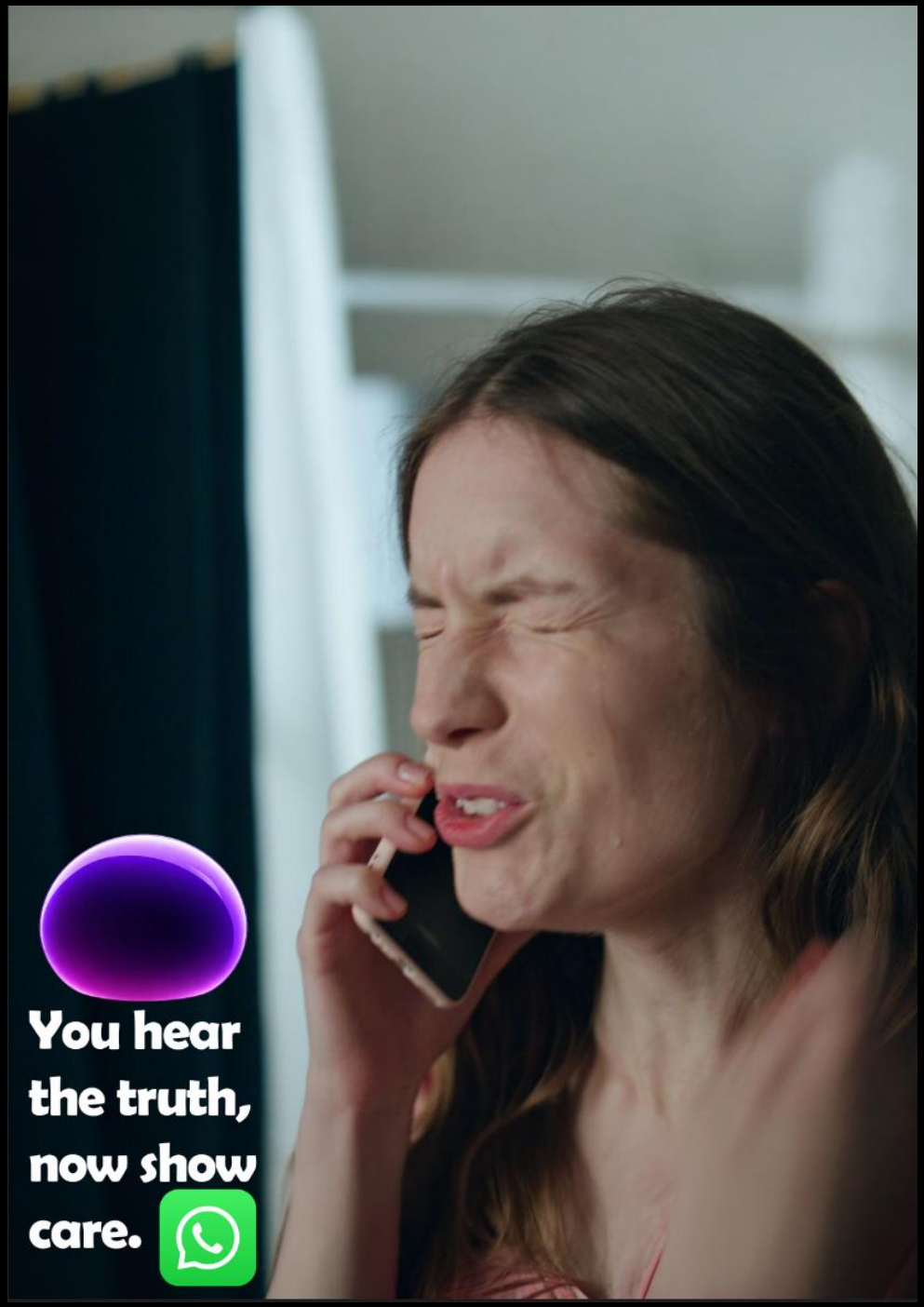




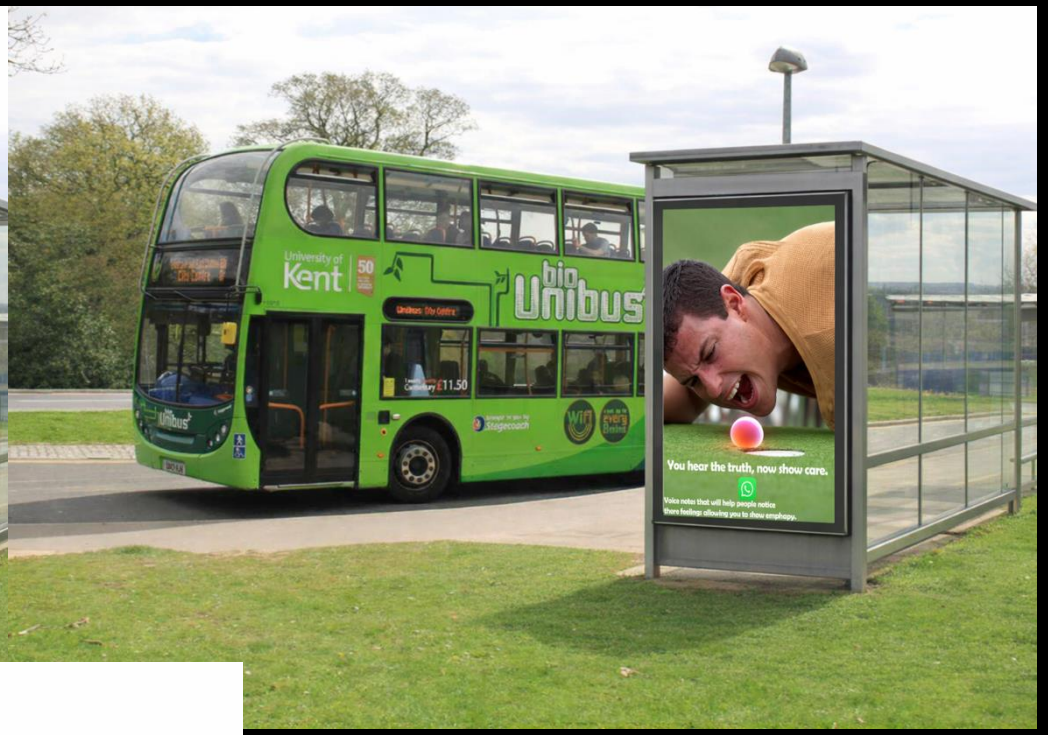
The silly quick designs on this page this is to show off how these designs could work.

Changing the idea for the advertising







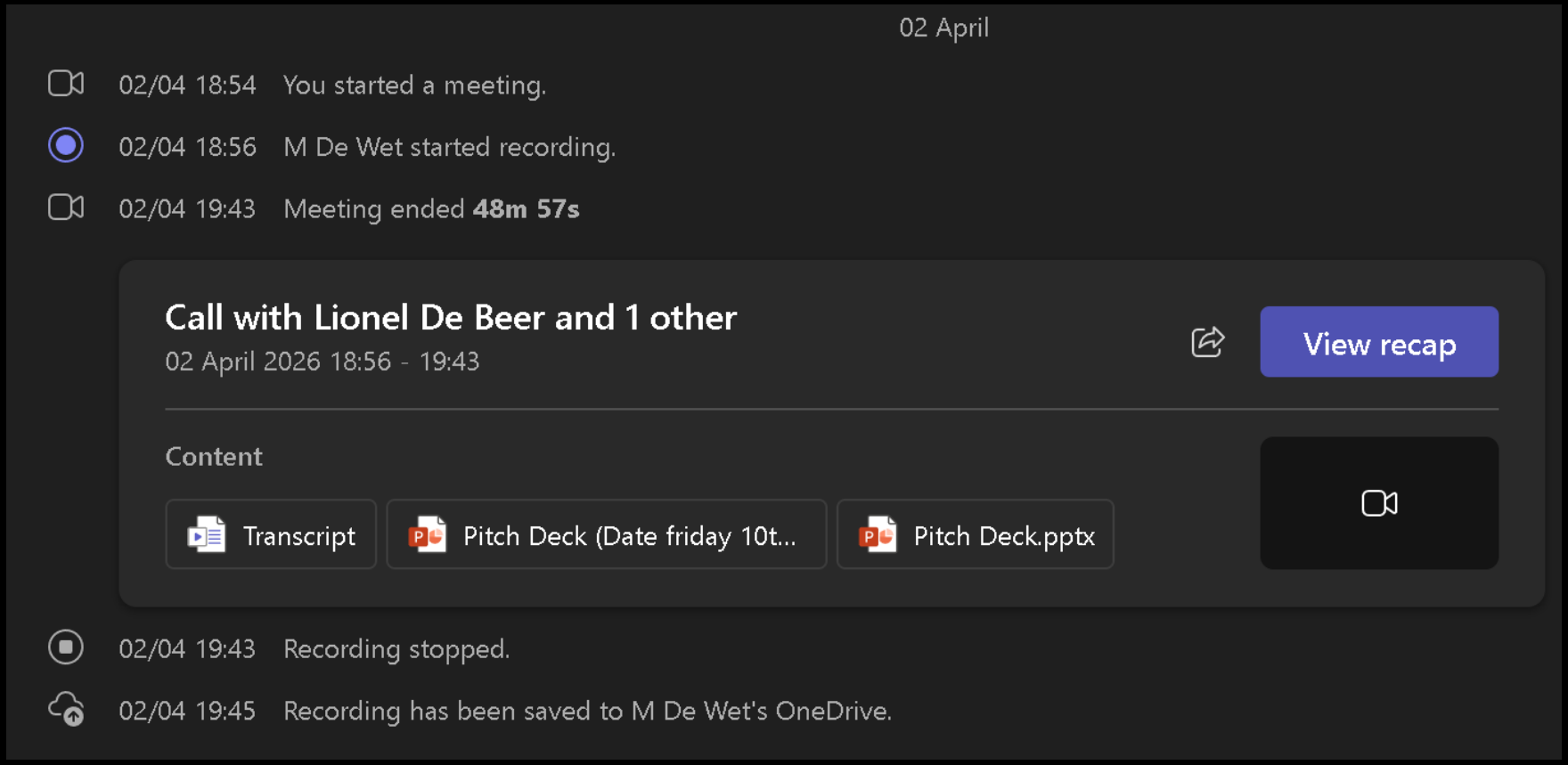




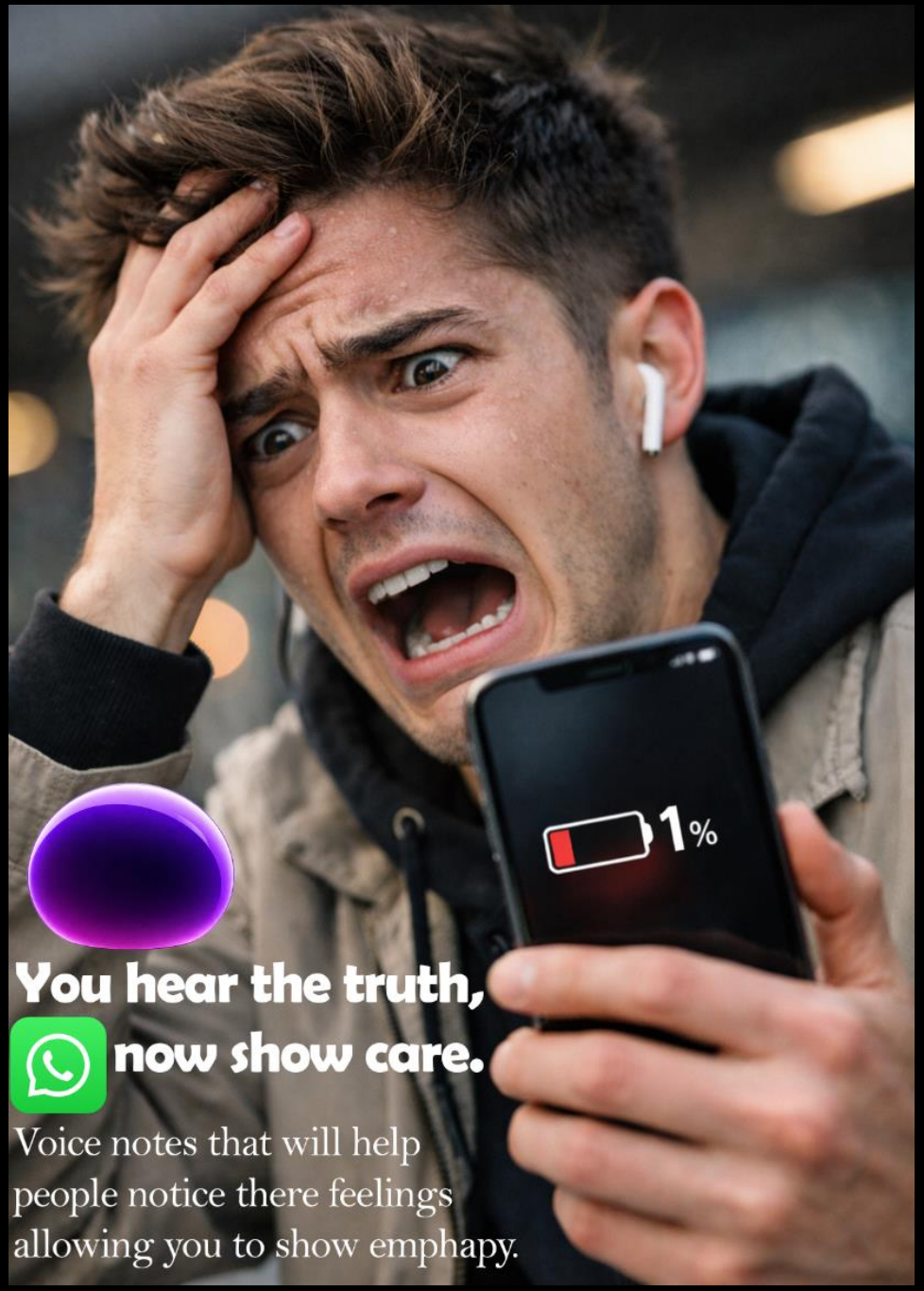
Marketing/ advertisement

The idea behind this is to have it be exaggerated on the emotion within the poster to allow people to notice how people can miss it.

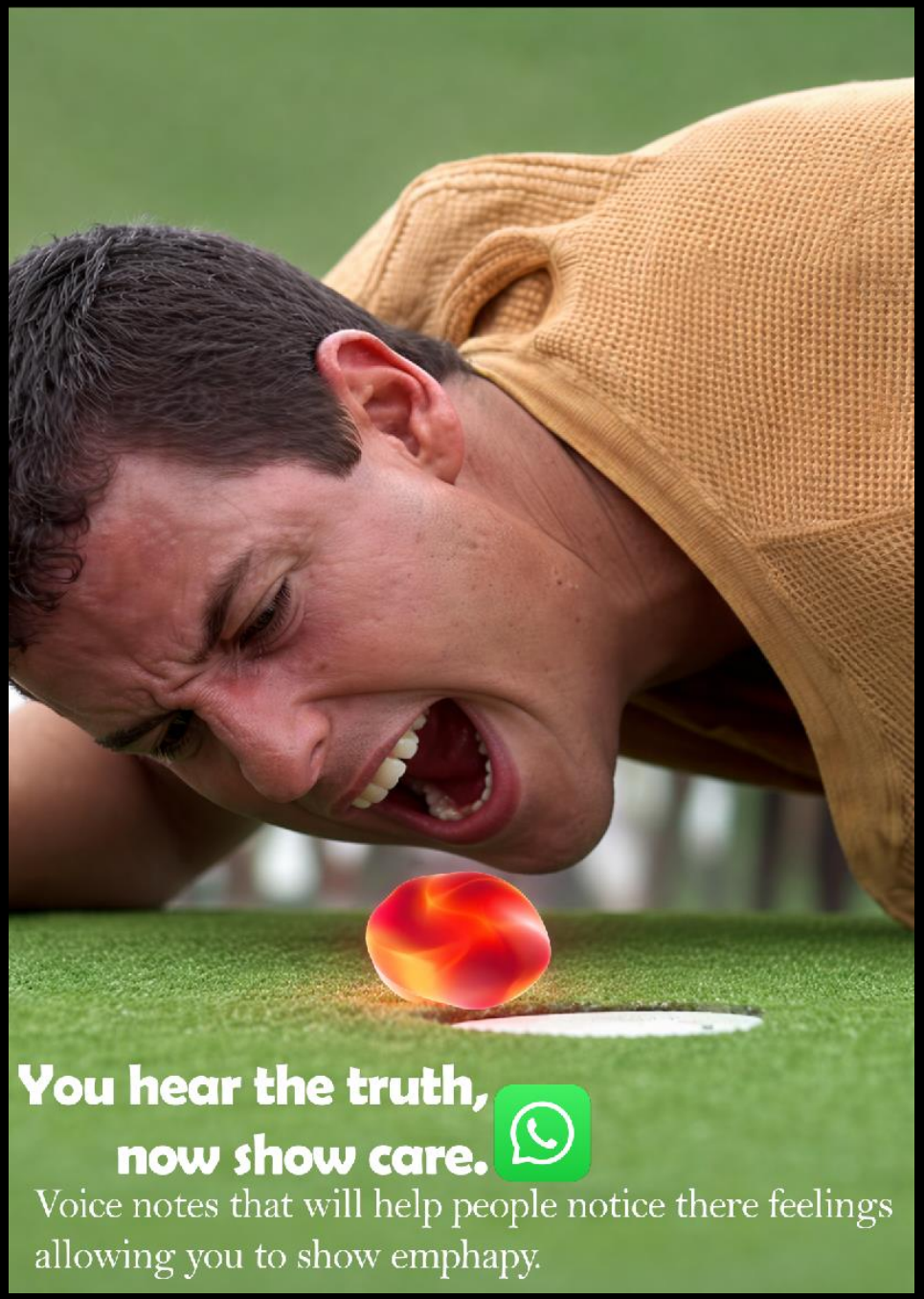
Meeting on how to bring it all together



When we made the plan for me to think of more senarios and then them finish the colour swats for the orbs and the way it would look on whats app. And the plan to do a lot of finishing touches to work everything out.

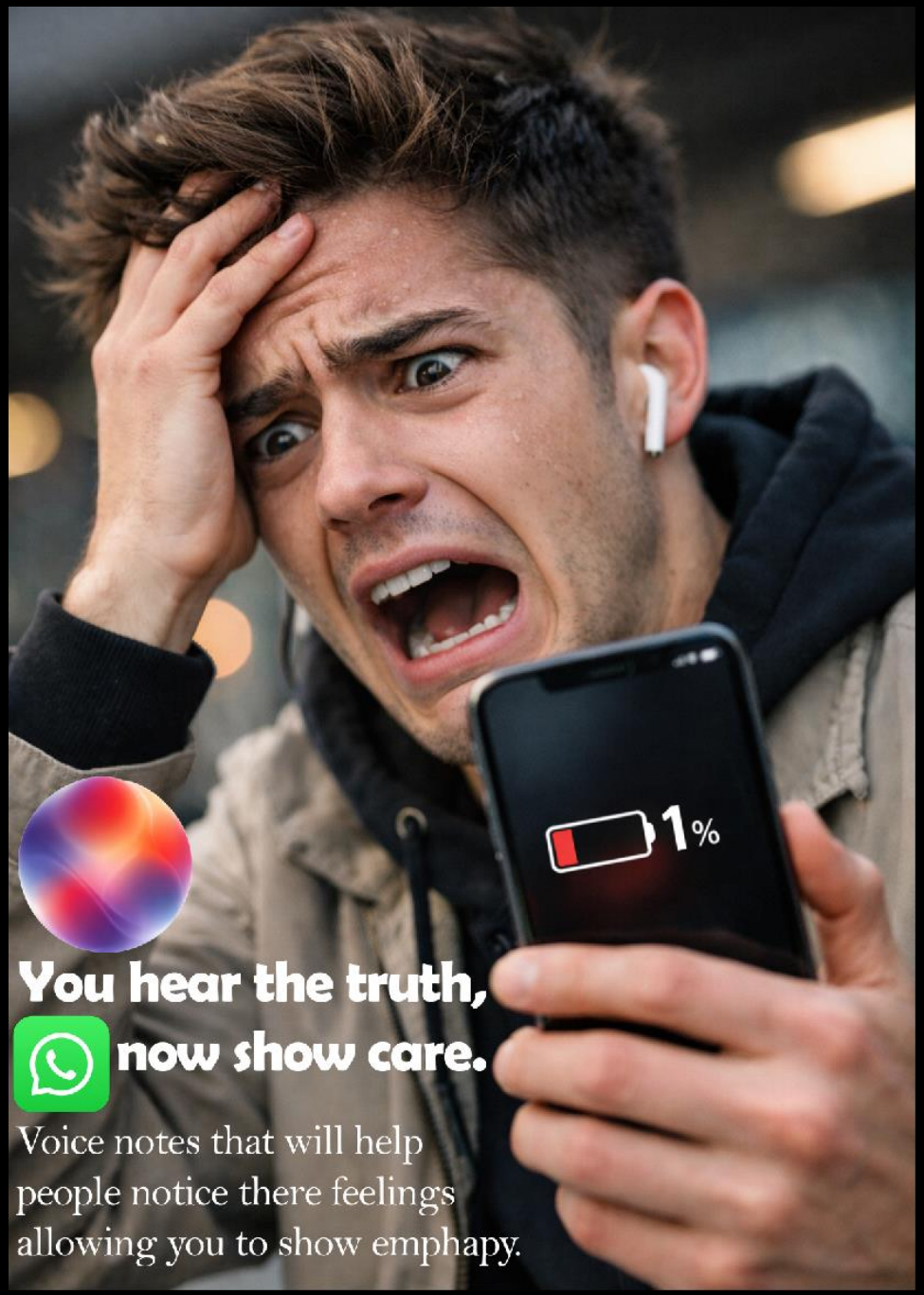

1%
You hear the truth,
now show care.
Voice notes that will help
people notice there feelings
allowing you to show emphapy.


You hear
the truth,
now show care.
Voice notes that will
help people notice there
feelings fllowing you to
show emphapy.





Changing the orbs to see if it still works and looks good



Ideas behind why I picked these senarios

Fear
- Phone on 1%

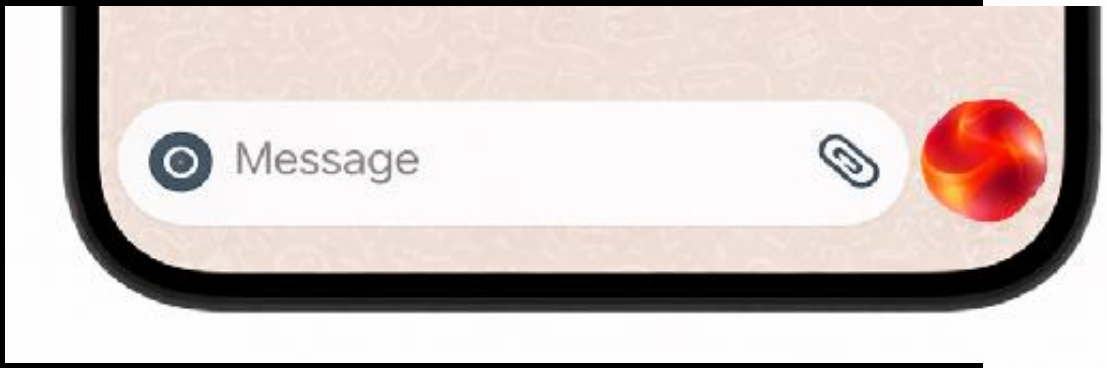
Joy
- Finding a pound on the floor
- Toast pops up perfectly

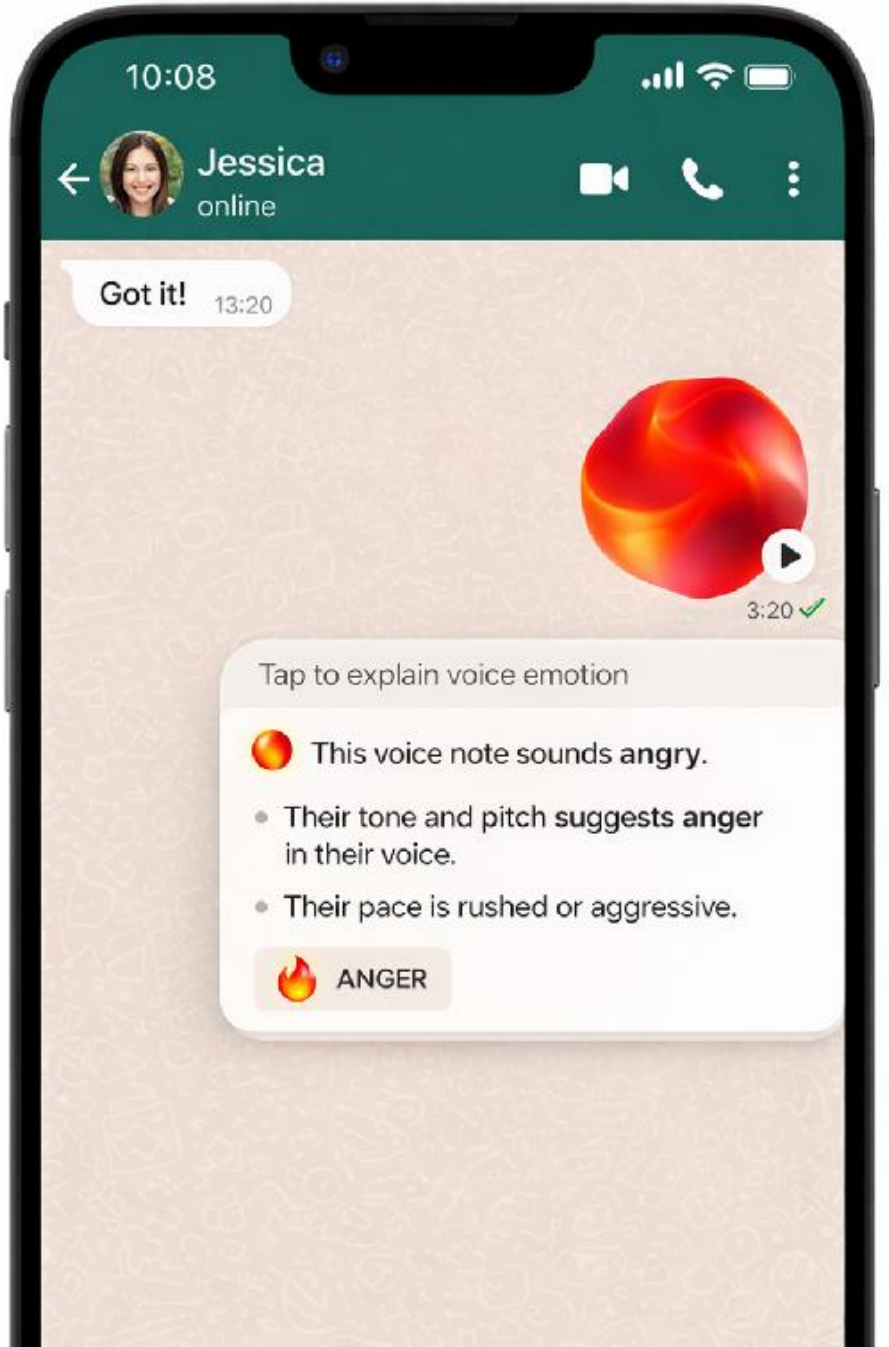
Anger
- Golf ball not gone in the hole (Happy Gilmore)
- Someone chews loudly

Stress
- Or for this Phone on 1%

I picked these ones as one is to make it at the target audience

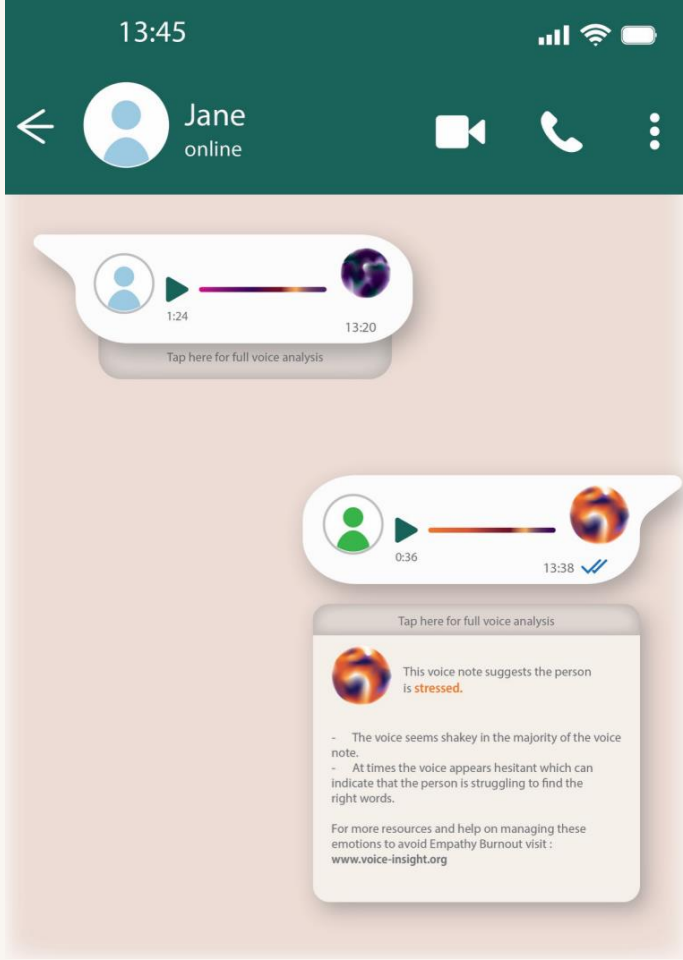
How it will be shown off

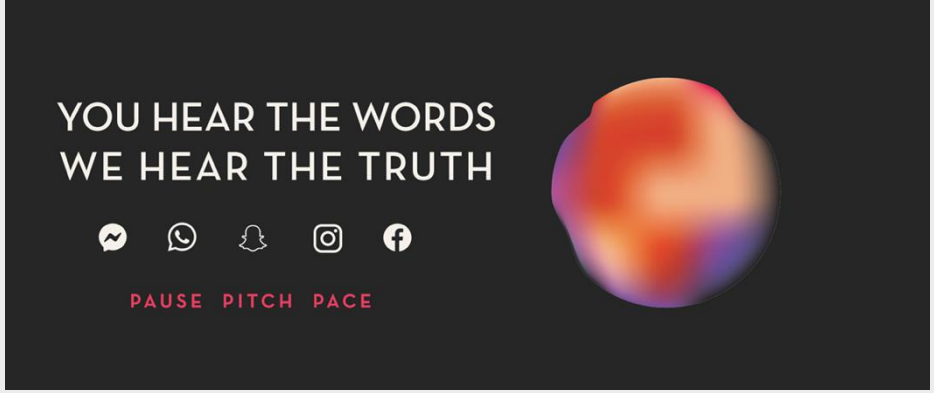


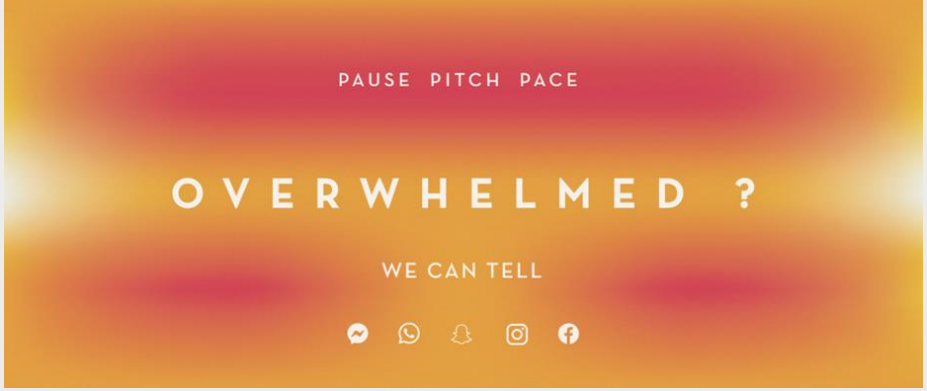


Change it to the other style

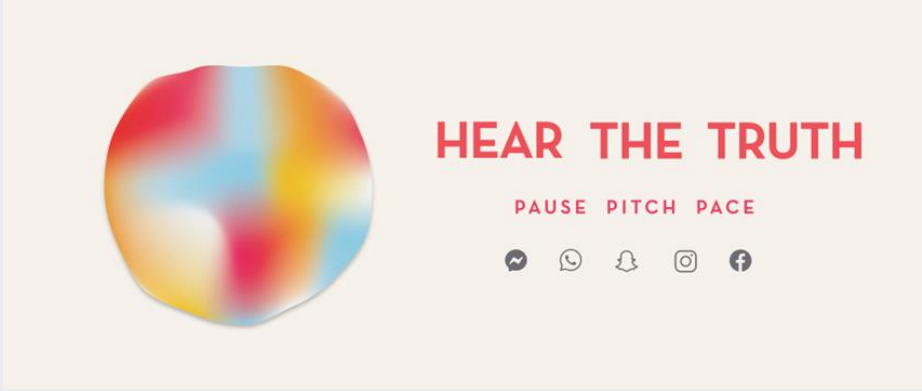








Billboards





Direct mail









"How are you doing?"
"Yeeaaaaaah Imm great!"

“Do you miss them?”
“Not at allll.”

Colour key chart:
Low tone
High pitch
Frustration
Anger

RADIO ADS

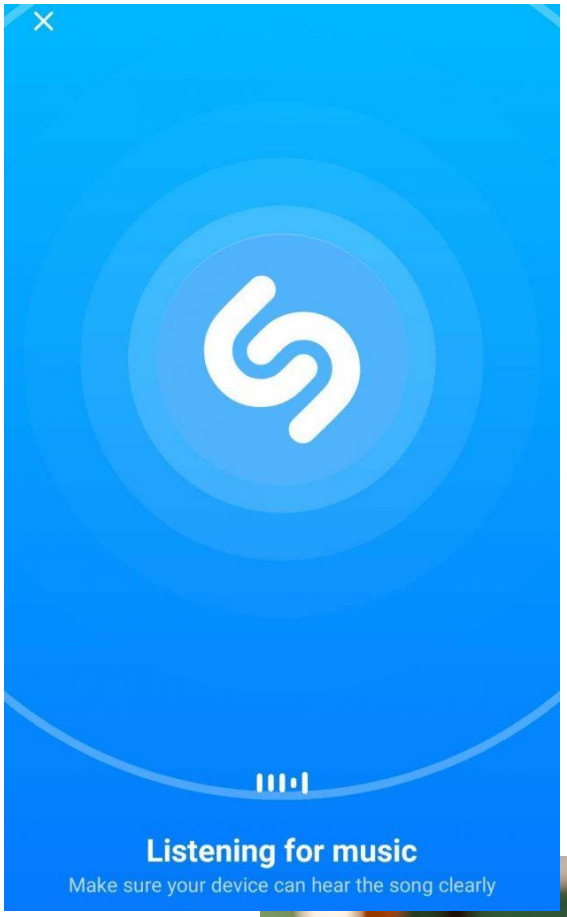
“You’ve been quiet, what’s wrong?”
“Nothing, I'M FINE!!.”

“Ready for the test?”
“Yeah, totally ready.”

“How's the project coming along?"
"Couldn’t beeee better"



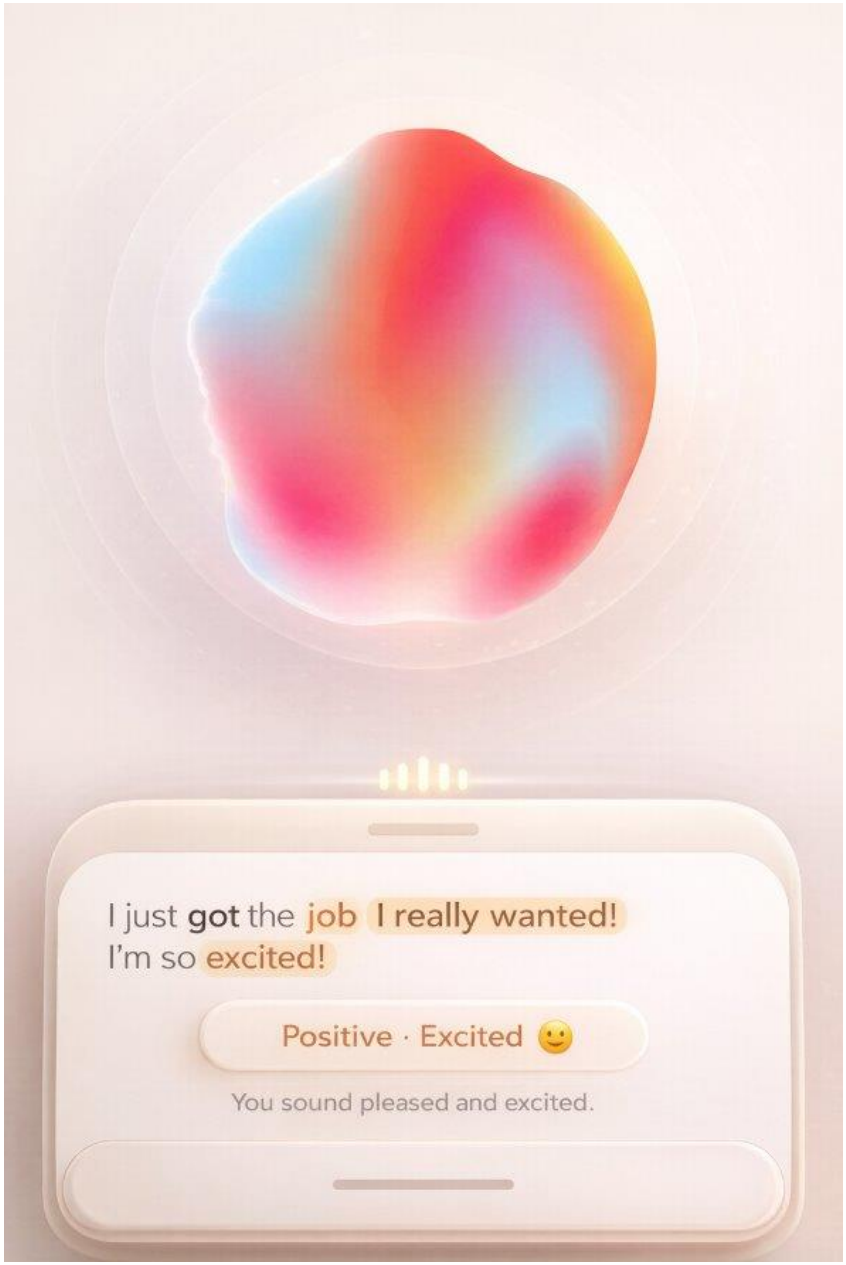
Make radio adverts that will highlight how phrasing and delivery can affect meaning, helping people spot the difference in the way it's being said.

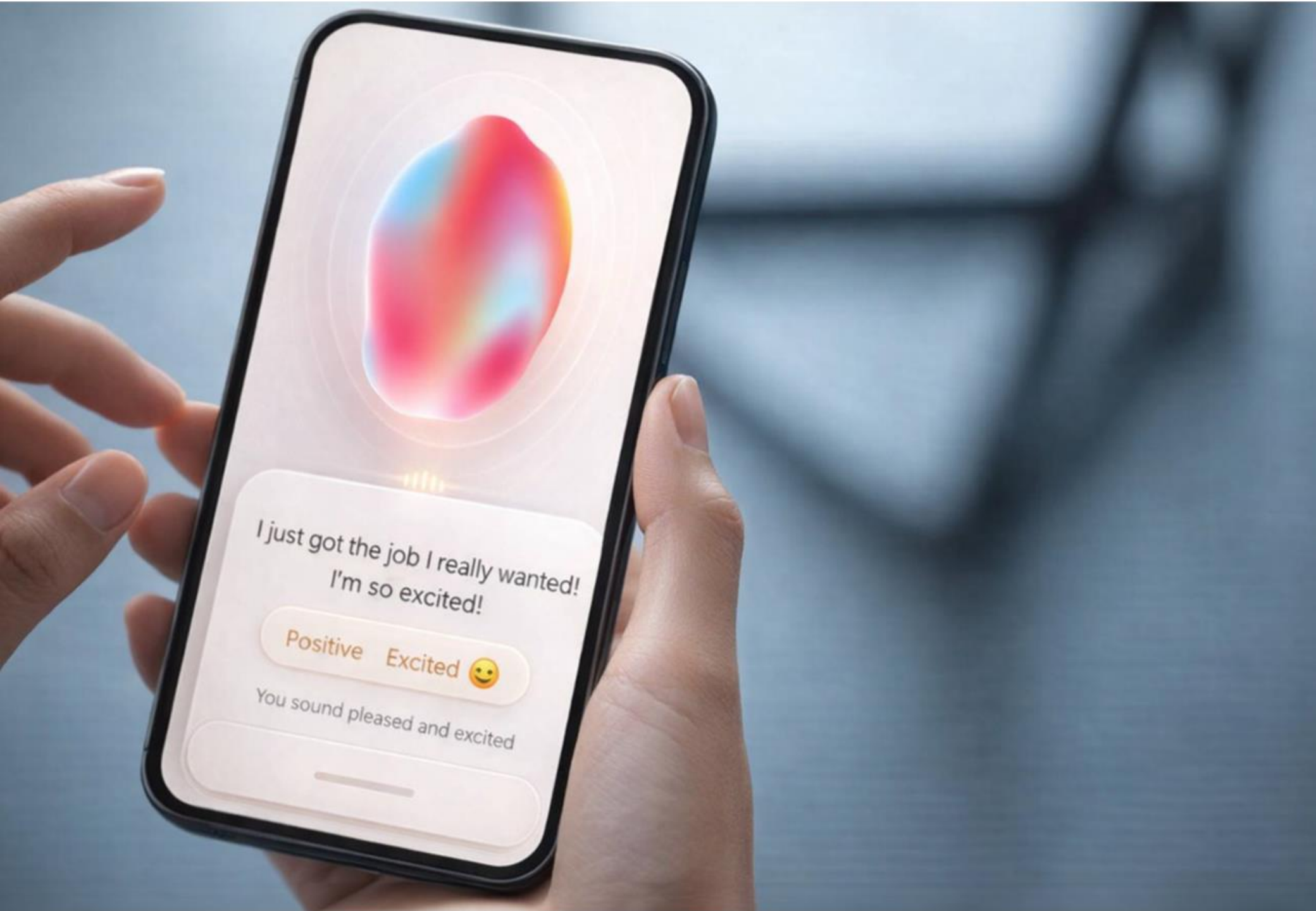


The plan after

The idea behind having this app would be a design that would be similar to shazam of how the app would be designed and layout to make it simple. And it would listen to you and analysis what they say. This would be used not online now for people speaking in real life, for therapist, teachers, parents and your friendships and relationships.






I just got the job I really wanted! I'm so excited!
Positive
Excited
You sound pleased and excited

What I sent them to show of how the layout would look and a starter of how the pitch deck will look



Voice Note Insight



PROBLEM

Constant exposure to messages and emotional content on social media has desensitised how we respond to others, reducing our ability to empathise as we begin to see more but feel less. On WhatsApp, where communication is often quick and text-based, emotional meaning is often lost, making it harder to notice when someone needs support.


10:08
WhatsApp

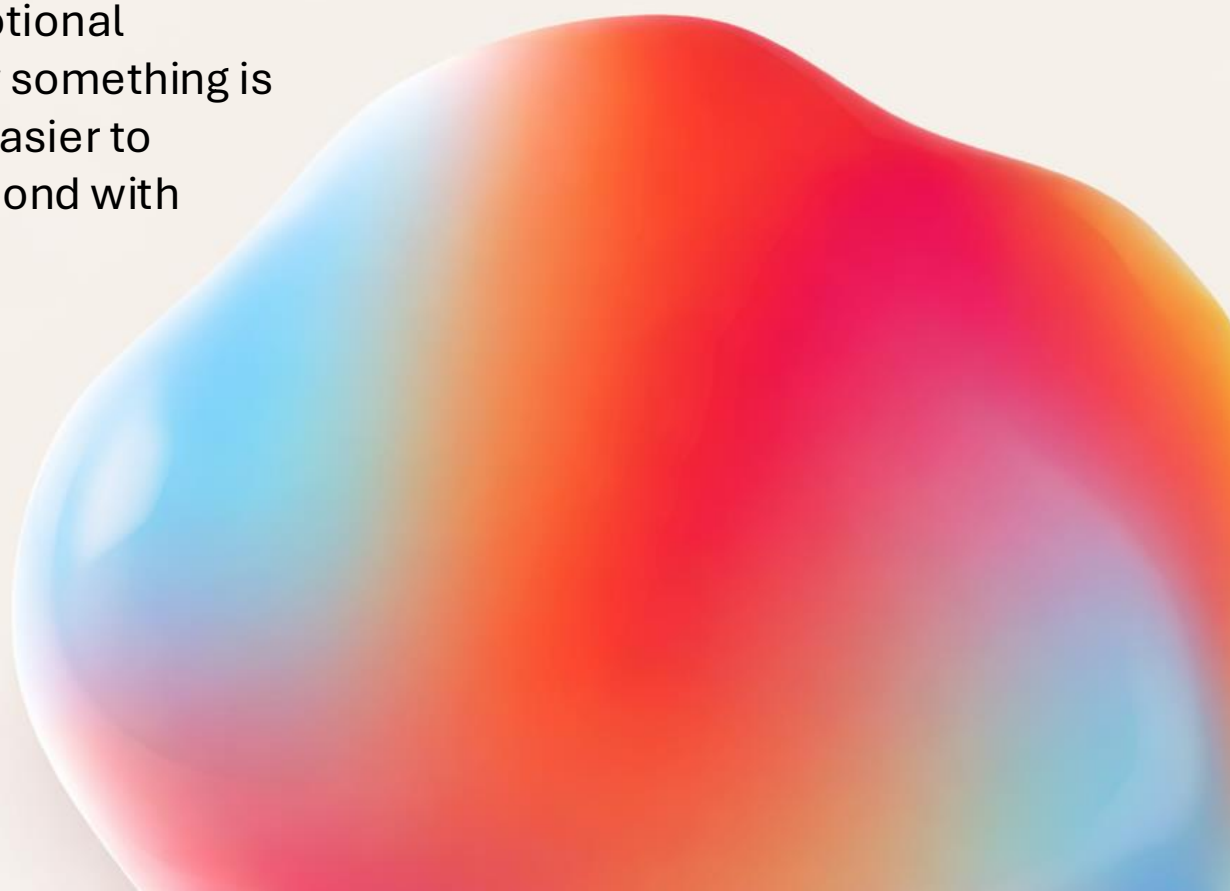


INSIGHT

Digital communication is efficient but often lacks emotional depth, as people express how they feel in ways that are not always easy to interpret. Voice notes carry tone, pauses, and energy, offering a richer layer of meaning, but these signals are often overlooked, creating an opportunity to better highlight emotional signals.

SOLUTION

An intelligent voice note feature within WhatsApp that highlights tone, pauses, and emotional patterns helps users understand how something is said, not just what is said, making it easier to recognise emotional signals and respond with greater empathy.



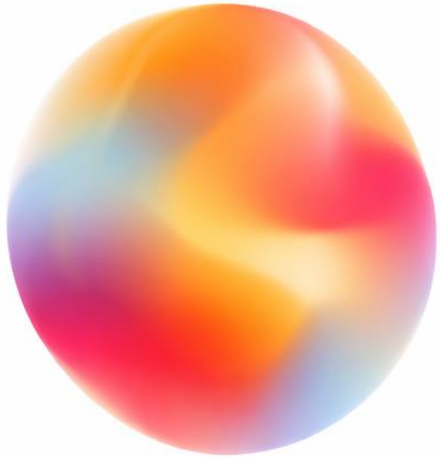


TARGET AUDIENCE

Young adults who are highly active on their phones and use WhatsApp daily, often experiencing the effects of digital desensitisation more strongly, while the feature is designed to support all users, with marketing focused on raising awareness among those most affected.

Emotions Colours

JOY



STRESS

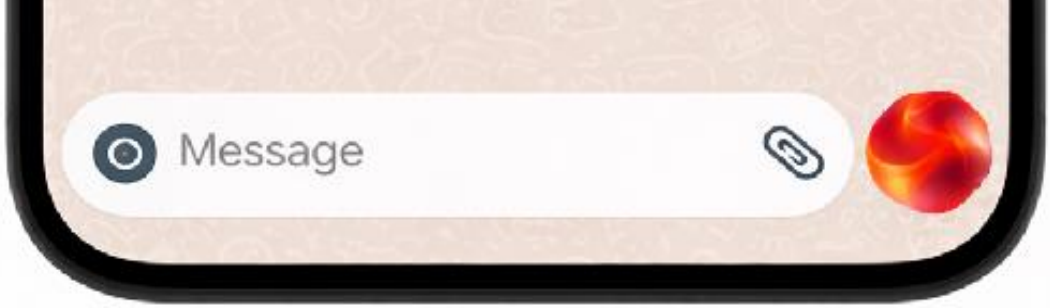


ANGER



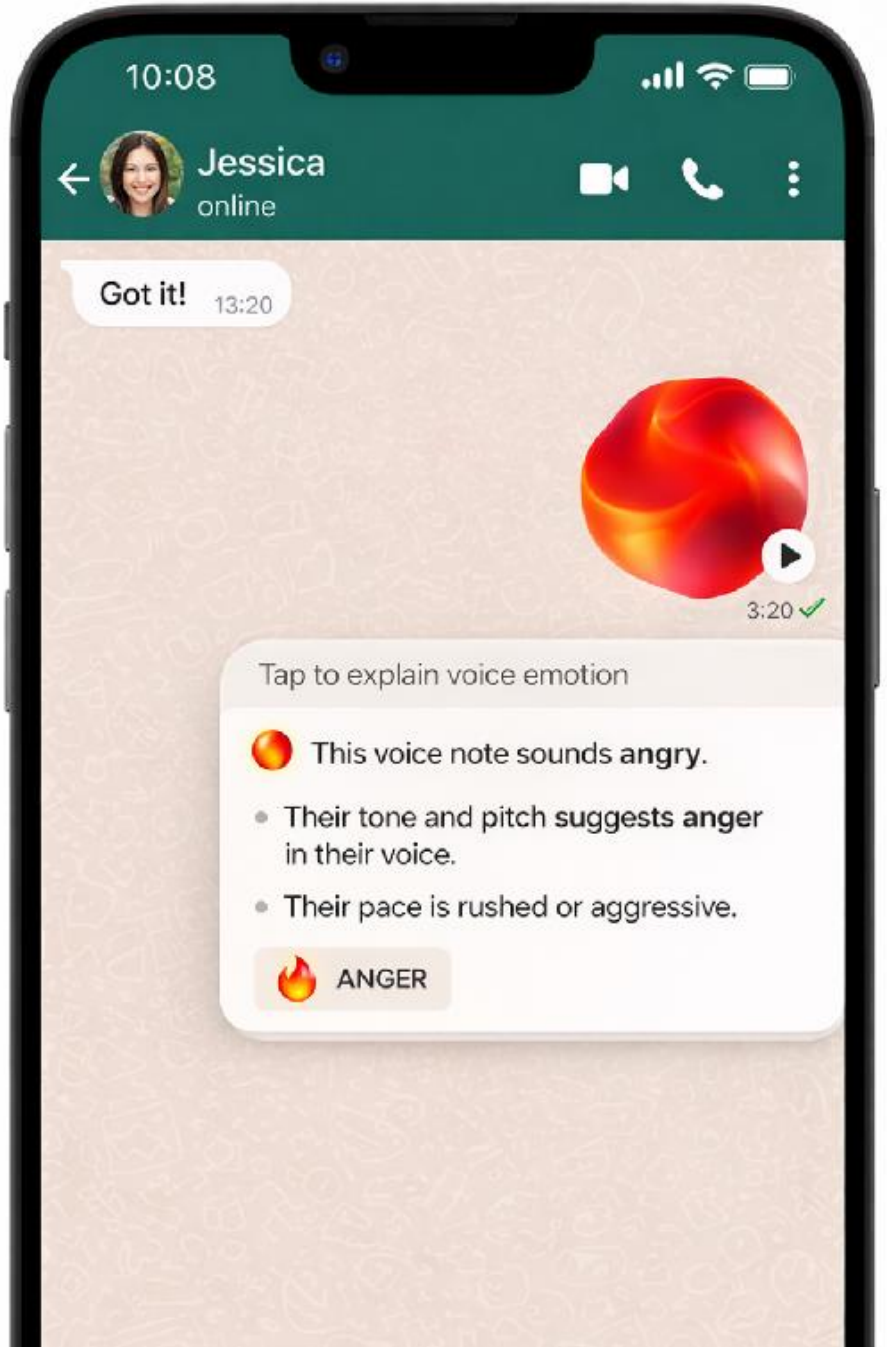
FEAR





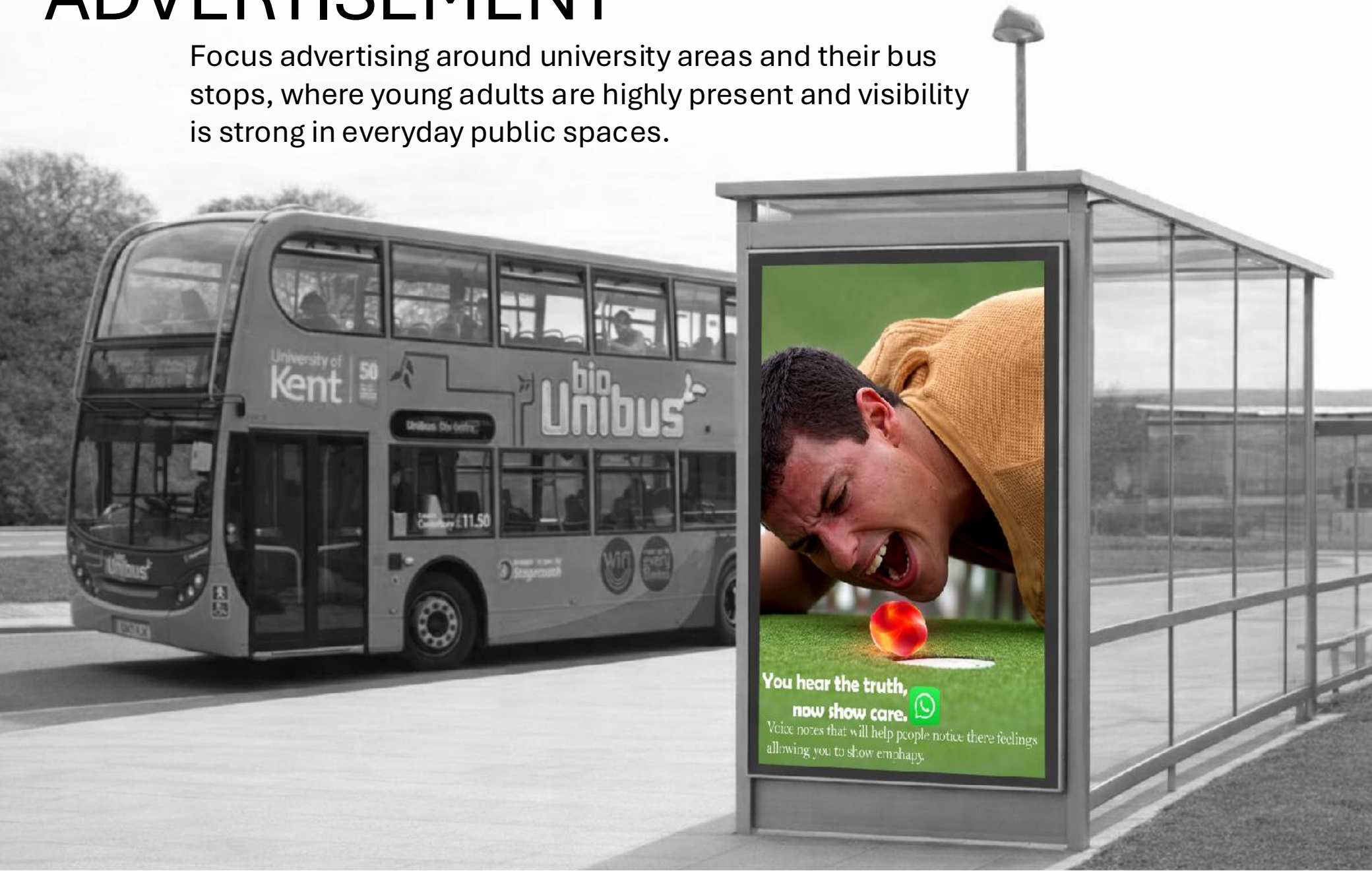
HOW THE PRODUCT WORKS

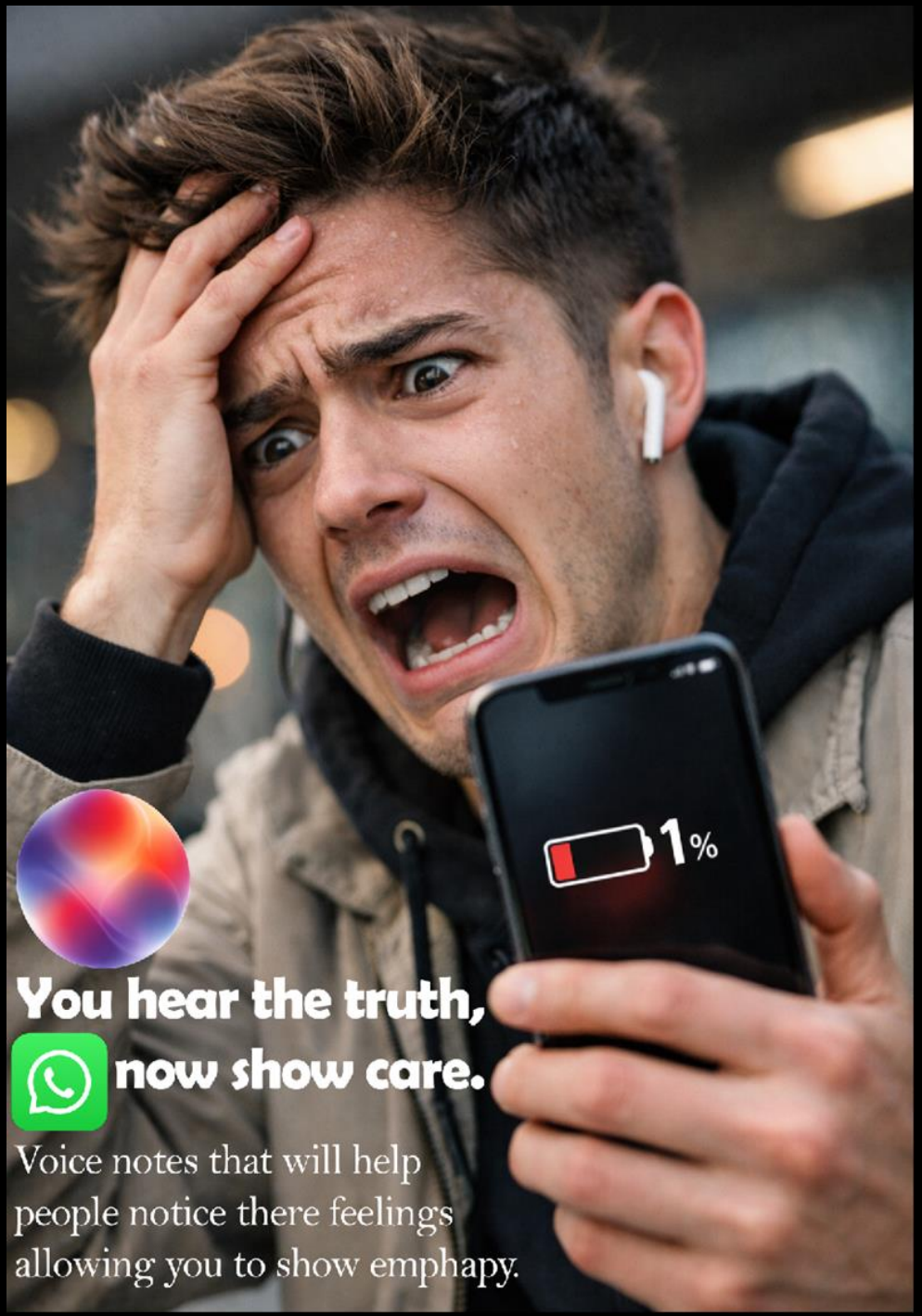
This shows of how it will look within the app and work when you let go and the voice note sends through. There will be a tab you can open below as well to describe the emotion within what they are speaking about.

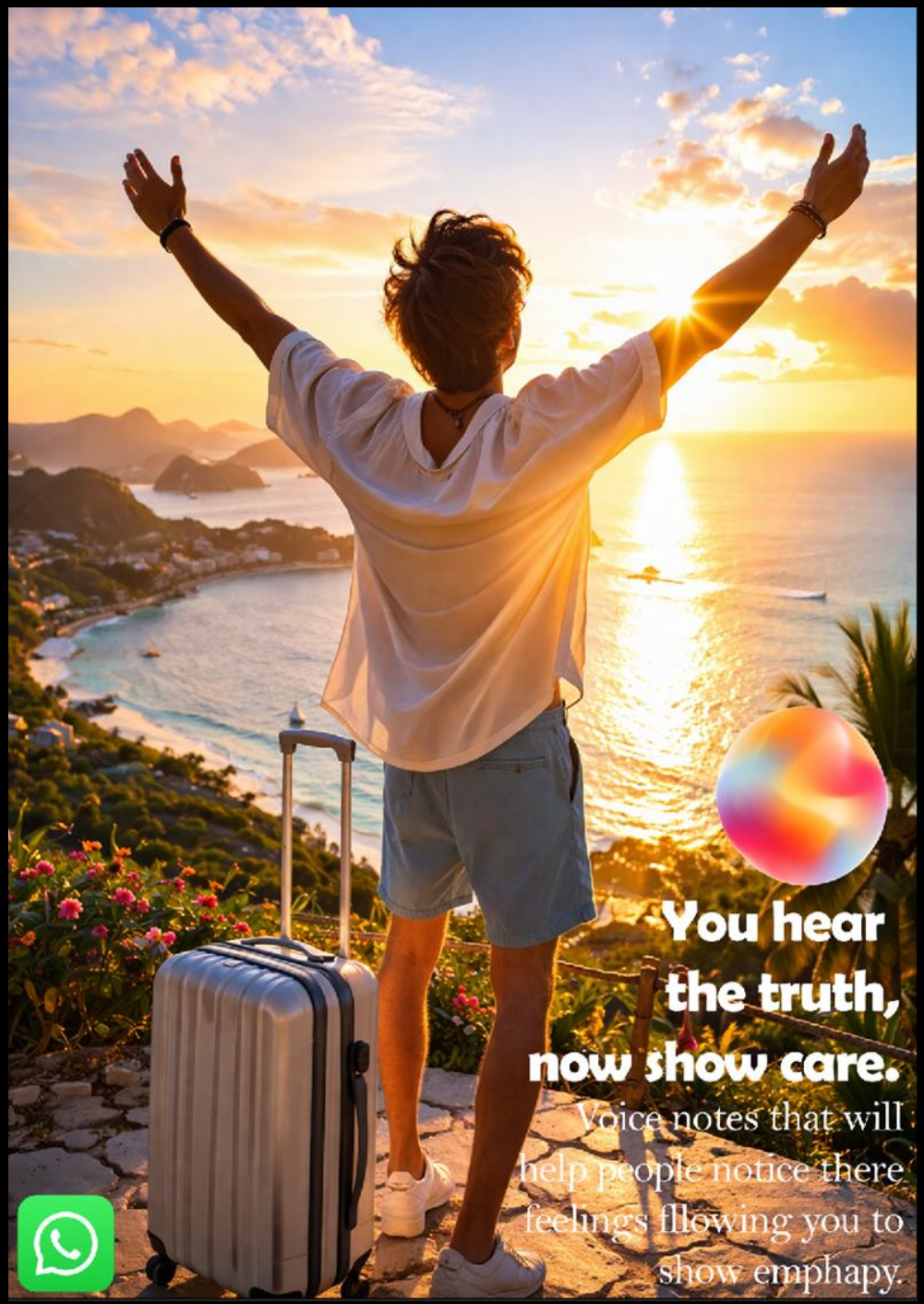


ADVERTISEMENT

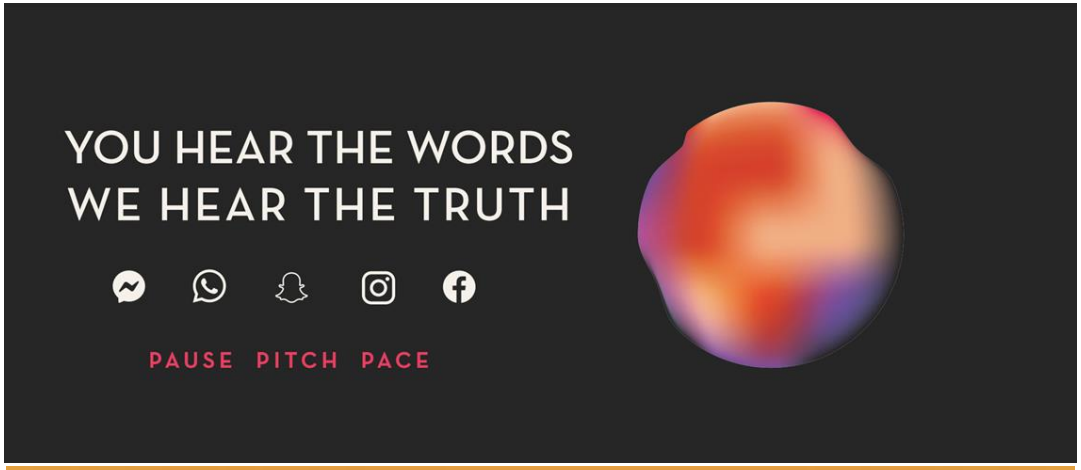
Focus advertising around university areas and their bus stops, where young adults are highly present and visibility is strong in everyday public spaces.

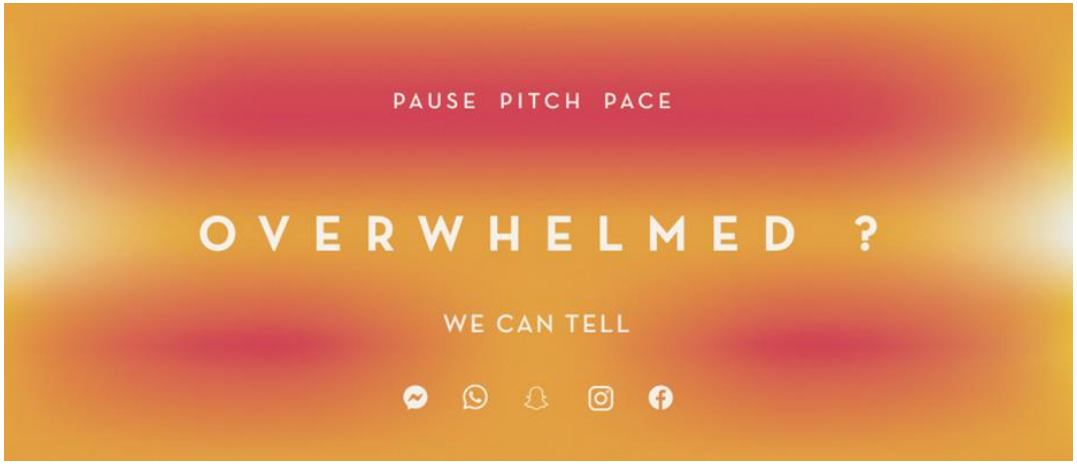


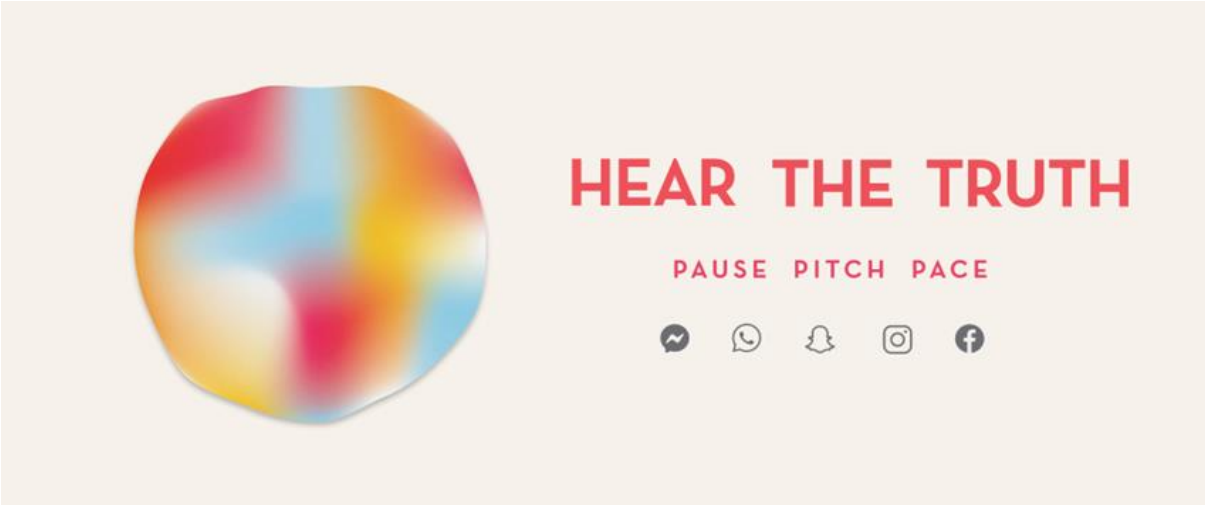

1%
You hear the truth,
now show care.
Voice notes that will help
people notice there feelings
allowing you to show emphapy.

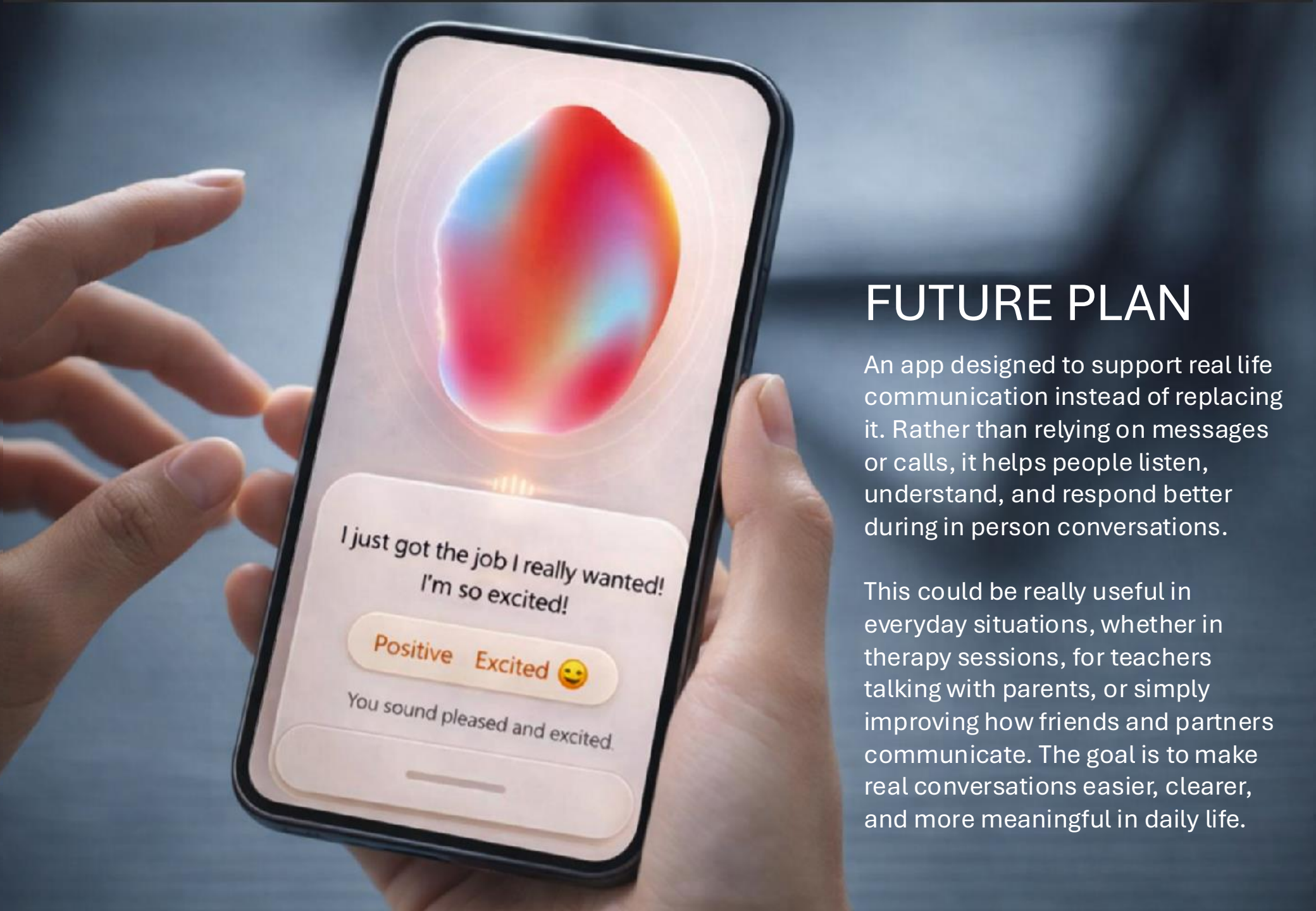

You hear
the truth,
now show care.
Voice notes that will
help people notice there
feelings fllowing you to
show emphapy.

Mission slide







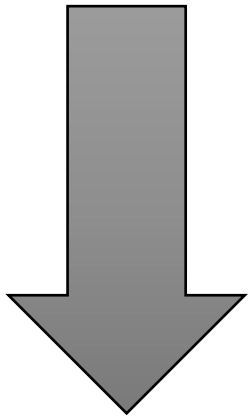


FUTURE PLAN

An app designed to support real life communication instead of replacing it. Rather than relying on messages or calls, it helps people listen, understand, and respond better during in person conversations.

This could be really useful in everyday situations, whether in therapy sessions, for teachers talking with parents, or simply improving how friends and partners communicate. The goal is to make real conversations easier, clearer, and more meaningful in daily life.

Final pitch style that we did in the end



VOICE INSIGHT

PAUSE PITCH PACE



desensitization awareness campaign

YOU SEE THE TRUTH. SHOW CARE



PROBLEM

Constant exposure to messages and emotional content on social media has desensitised how we respond to others, reducing our ability to empathise as we begin to see more but feel less. On WhatsApp, where communication is often quick and text-based, emotional meaning is often lost, making it harder to notice when someone needs support.



INSIGHT

Digital communication is efficient but often lacks emotional depth, as people express how they feel in ways that are not always easy to interpret. Voice notes carry tone, pauses, and energy, offering a richer layer of meaning, but these signals are often overlooked, creating an opportunity to better highlight emotional signals.

SOLUTION

An intelligent voice note feature within WhatsApp that highlights tone, pauses, and emotional patterns helps users understand how something is said, not just what is said, making it easier to recognise emotional signals and respond with greater empathy.

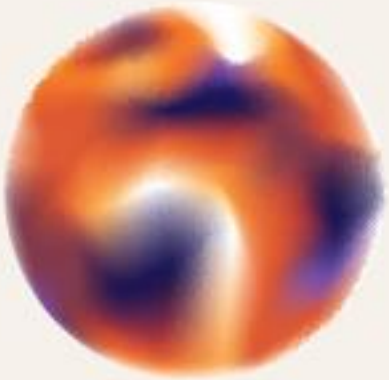


TARGET AUDIENCE

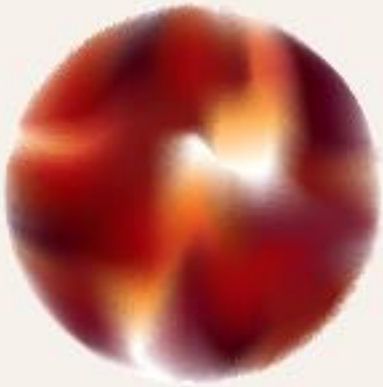
Young adults who are highly active on their phones and use WhatsApp daily, often experiencing the effects of digital desensitisation more strongly, while the feature is designed to support all users, with marketing focused on raising awareness among those most affected.


10:08
WhatsApp

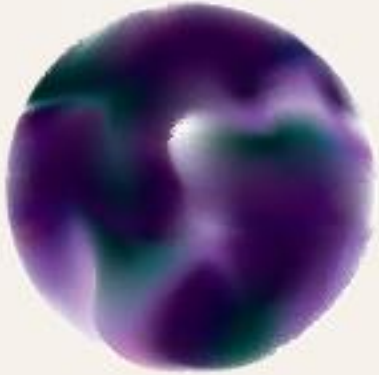
THE EMOTIONS



STRESS



ANGER



FEAR

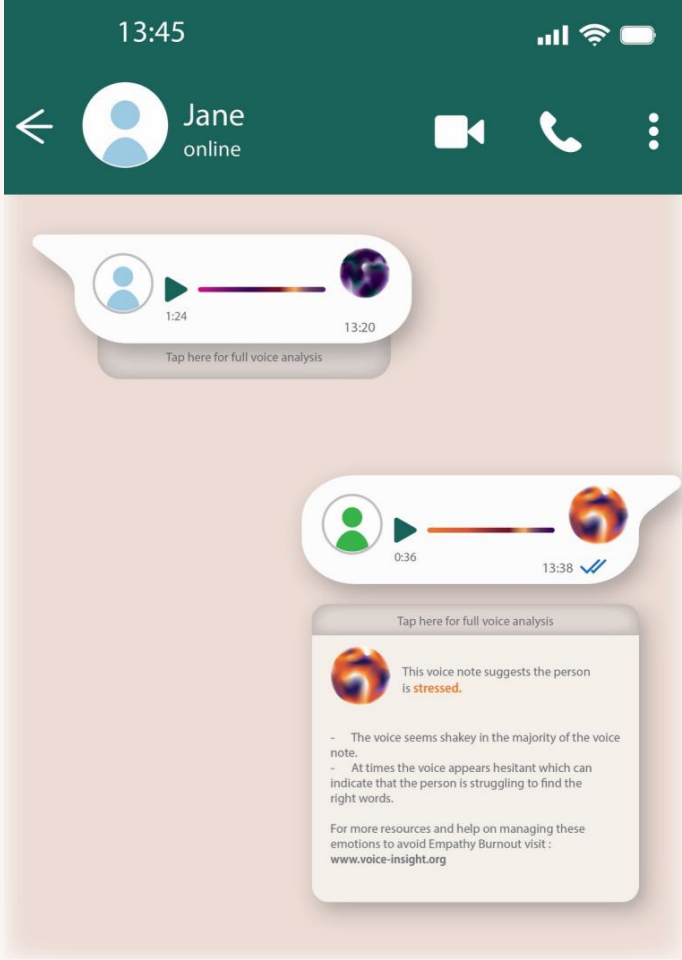
JOY



HOW THE PRODUCT WORKS

This software update we are bringing to the messenger app WhatsApp will have the knowledge and resources Voice Insight has gained integrated into WhatsApp. Now when a person makes a voice note, the person's voice will be analised and a quick summary will be available for the sender and receiver to read through and reflect on. Voice Insight will provide clarity on the voice note, making communication between individuals clearer and more precise.

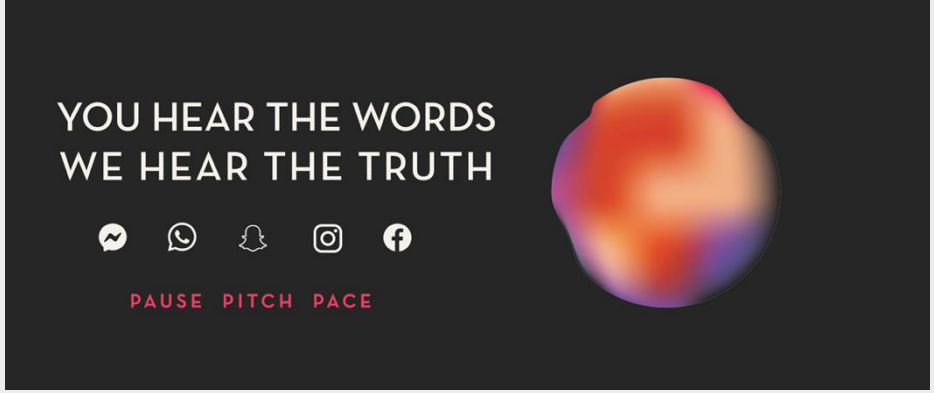


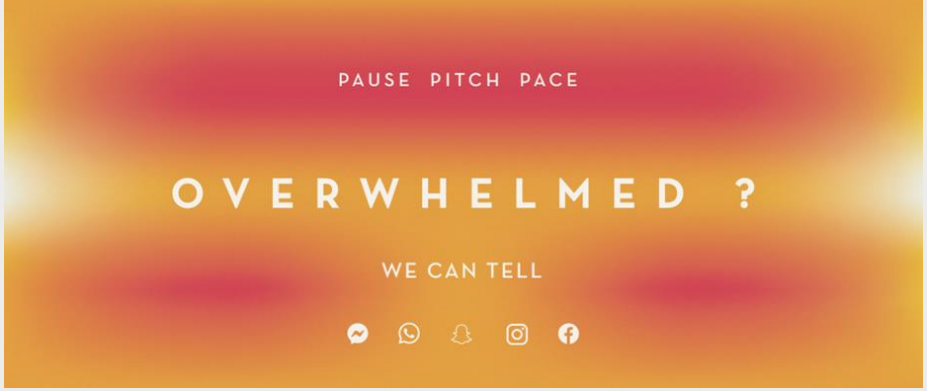


ADVERTISEMENT

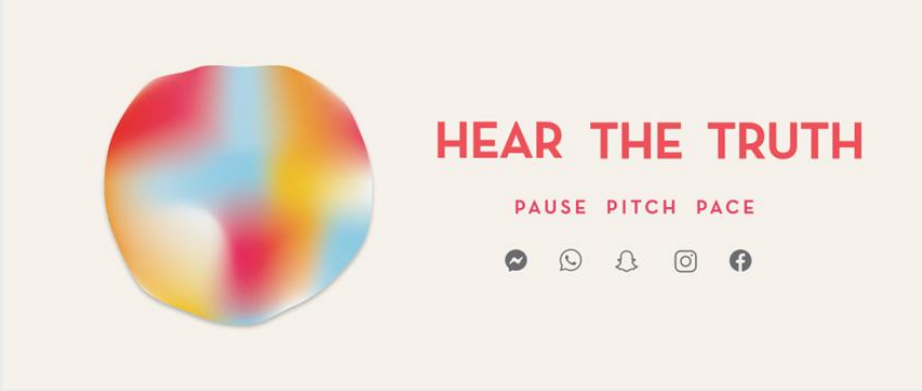
Focus advertising around university areas and their bus stops, where young adults are highly present and visibility is strong in everyday public spaces.







Billboards





Direct mail









"How are you doing?"
"Yeeaaaaaah Imm great!"

“Do you miss them?”
“Not at allll.”

Colour key chart:
Low tone
High pitch
Frustration
Anger

RADIO ADS

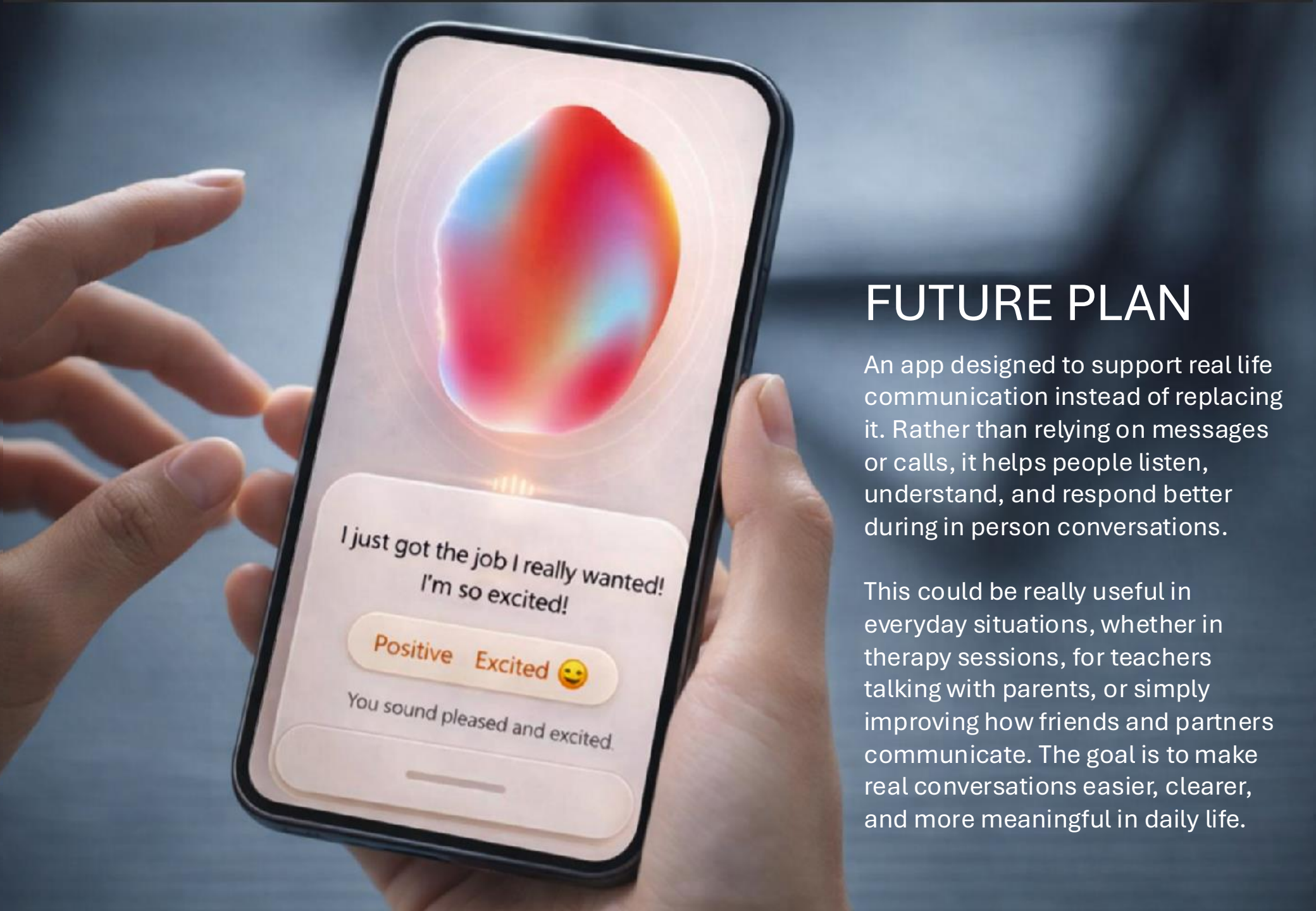
“You’ve been quiet, what’s wrong?”
“Nothing, I'M FINE!!.”

“Ready for the test?”
“Yeah, totally ready.”

“How's the project coming along?"
"Couldn’t beeee better"



Make radio adverts that will highlight how phrasing and delivery can affect meaning, helping people spot the difference in the way it's being said.



FUTURE PLAN

An app designed to support real life communication instead of replacing it. Rather than relying on messages or calls, it helps people listen, understand, and respond better during in person conversations.

This could be really useful in everyday situations, whether in therapy sessions, for teachers talking with parents, or simply improving how friends and partners communicate. The goal is to make real conversations easier, clearer, and more meaningful in daily life.

Lines for pitch (voice insight)

Slide 1

- our project was Corley focused on desensitising
- Where we create a product that would help people out
- Called voice insight

Slide 2 problem

But firstly

- The problem we end up focusing on within desensitisation was people's exposure on social media
- This exposure made people struggle to show empathy and care to there friends or partners through the lack of noticing
- This exposure made people struggle to show empathy and care to there friends or partners through the lack of noticing
- Which is a strong problem through texting and a voice notes on your phone

Slide 3 insight

- We found that digital communication often lacks depth
- Voice notes are overlooked and hard to spot from people's desensitisation even though it's the strongest style to communicate through apps
- This allows Creating opportunities to better highlight the emotions
- And make people notice them

Slide 4 solution

- The solution will be an intelligent voice note feature that will highlight tone pauses and emotional patterns
- Helping users to be able to notice and have the persons emotion they are feeling right in there face to notice it
- Allowing the person receiving the voice note to not lack the knowledge of how they truly feel and can show care

Slide 5 target audience

- the target audience would be for young adults
- they are the people that are mainly on social media
- The feature will be made and design to help all users anyway but

Slide 6 what's app

- we would give this idea for WhatsApp
- This is also to target the young adults and work within South Africa and England

Slide 7 emotion colours

- These would be some of the emotion that would be used when the voice note analyses there tone
- There would be more emotions than just these. They are just the key 4 we wanted to show off

Slide 8 what it looks like

- this is how the process would look within WhatsApp
- Allowing you to be able to flick open a description under the the orbe and see the analysing it would have on there voice note

- This would pop through, and both will be able to see it, but won't have the description part before it is sent through to allow the other person to be able to see how you truly feel

Slide 9 advertising bus

- Our target audience would be target here through this advertising allowing them to see it around uni areas and uni bus stops
- The idea is to exaggerate the emotion within the poster to allow people to notice how people can miss it.

Slide 10 other advertising

- these are some more advertising ideas that we would do to show off and to get people knowing off this style of voice notes on what's app
- With direct mail and billboards
- Again the direct mail could be targeted into uni accommodation

Slide 11 radio

- the radio ads would be showing off the differences in how people say phrases
- Really digging into ways people might say something in many different ways. And how easy you could be wrong

Slide 12 future

- these future plans would be to create it into a app that allows you to use it in real life not through messages only
- This would be a app that you would click the orb in the center and would analysis people feeling through their tone of voice
- This would be handy in so many ways from being just friends or in a relationship as well as for therapy talks with your teacher or your parents.
- Allowing so many people life's to be help from this

Any questions

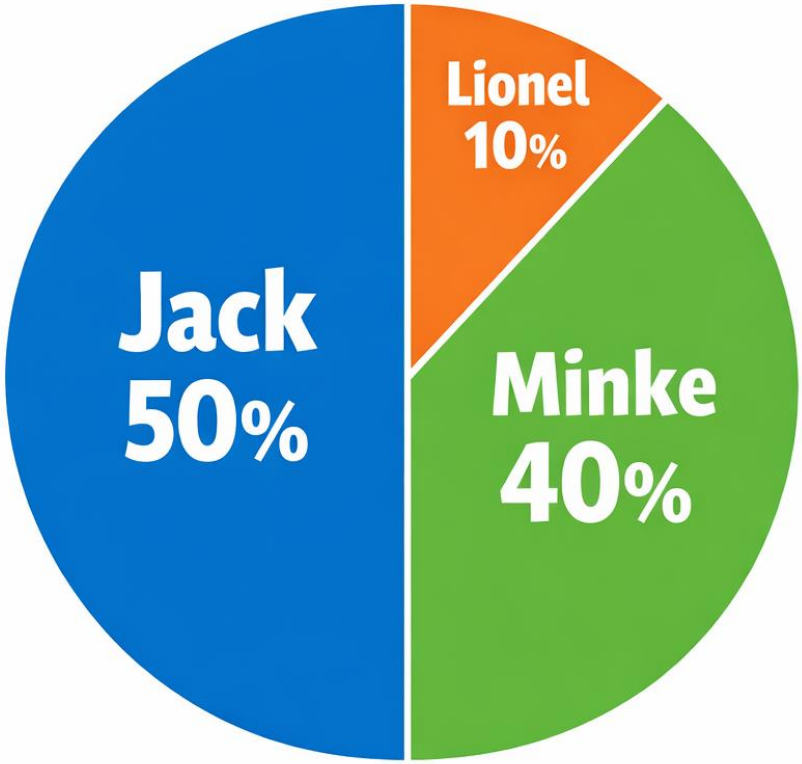
Challenges we faced, the subjects being stuck on by standard idea
Something to do with getting the designs sorted

What to tell the group
I think we should make more emotions and make sure we are happy on the one liner

How did it go?

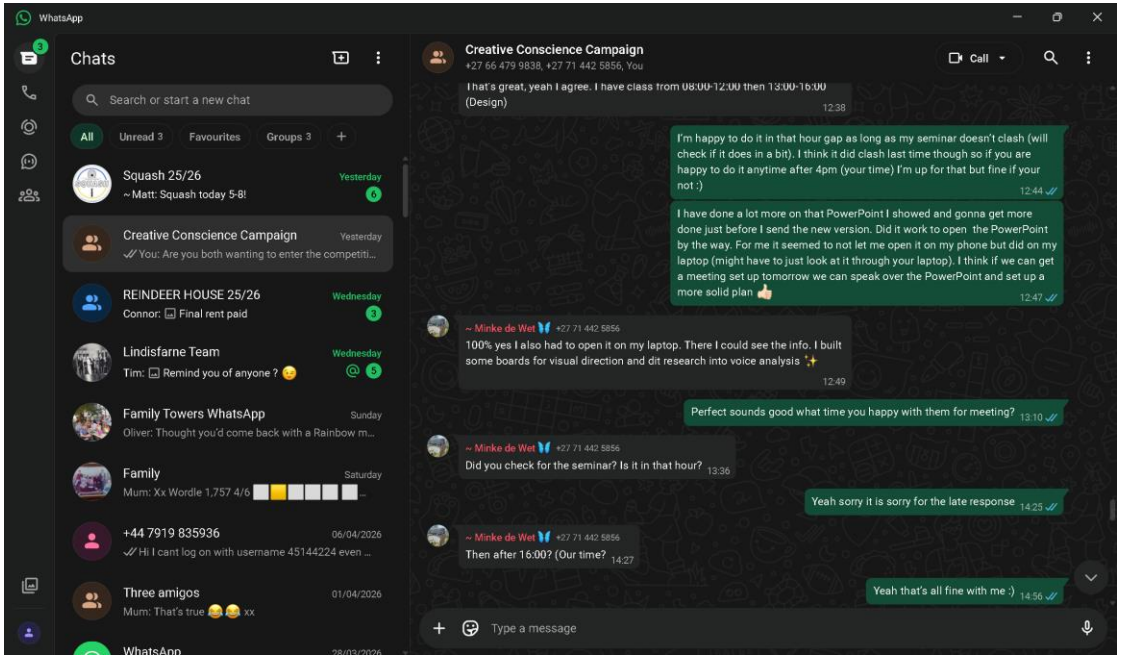
At the start there was struggles from picking an idea as we was first on the problem within bystanding. Once we worked that out, we Moved to desensitisation where it was a lot better, only struggled at the start to get the concept of the idea across. The communication was good mostly within responses but find out what work they were actually doing throughout the process was not really said that often and kept showing what ever I could to try get that started. I got the concepts very late on near the end when really having to prompt them to get it sorted.

Split up



Communication

The communication was good Minke was very good at it Lionel didn't put much. In general, I lead most things and setting up most meetings.



Next is the work
they have
brought together
After the project
was finished

GRFO212 Learning Unit 2: Creative Conscience Campaign

Process Book

Date: 17 April 2026

Minke de Wet

55331378

Lionel De Beer

55586945

Table of Content:

Research.....pg 3- 25

Visual Research.....pg 5-8, 25- 29

Bibliography.....pg 35-36

Lionel's Research:

23 March 2026

Definitions:

1.) Burnout

Burnout is defined as a physchological syndrome that involves physical depletion, feelings of helplessness, negative self-concept and negative attitudes towards work, life and others. (Wilkinson *et al.*, 2017)

2.) Empathy

Empathy has been widely discussed within the context of medical, nursing and other healthcare professions in relation to its role in therapeutic relationships and quality of care. (Wilkinson *et al.*, 2017)

Empathy burnout

Empathy burnout, or compassion fatigue, is a state of emotional, physical, and mental exhaustion resulting from prolonged, intense caring for others, often leading to withdrawal, cynicism, and decreased empathy. It commonly affects healthcare workers and caregivers, causing detachment and diminished ability to care. Coping involves setting boundaries and prioritizing self-care.

Signs of Empathy Burnout

- Emotional Exhaustion: Feeling overwhelmed, drained, and emotionally empty.
- Detachment and Apathy: Developing a cynical, indifferent, or detached attitude towards others' suffering.
- Withdrawal: Avoiding individuals you usually support or social situations.
- Reduced Effectiveness: Feeling incapable of providing effective care or support.
- Physical Symptoms: Insomnia, irritability, and reduced energy.

Causes and Risk Factors

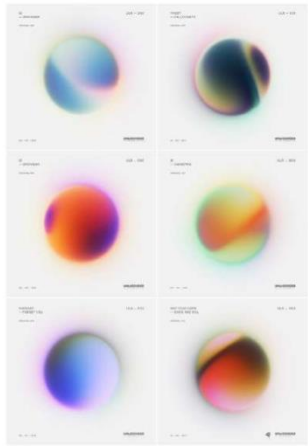
- Emotional Absorption: Taking on the pain and distress of others as your own, rather than maintaining healthy boundaries.
- High-Stress Roles: Working in healthcare, social work, or acting as a family caregiver.
- Lack of Self-Care: Constantly putting others' needs before one's own.
- Perfectionism: Feeling responsible for solving every problem.

How to Manage and Recover

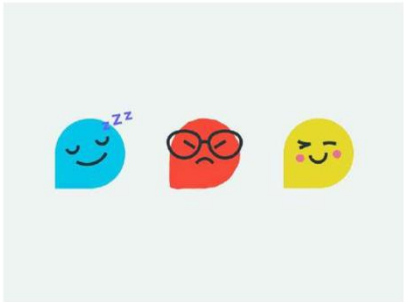
- Set Boundaries: Establish clear limits on time and emotional energy spent assisting others.
- Practice Self-Care: Regularly engage in activities that help you recharge, such as exercising, hobbies, or spending time in nature.
- Cultivate Self-Compassion: Acknowledge that you cannot support others when your own "emotional cup is empty".
- Practice Mindfulness: Use deep breathing or grounding techniques to stay present and manage stress.
- Seek Support: Discuss your feelings with peers, colleagues, or a professional therapist.

Persuasive stories: The problem, the insight, the Big Idea, the

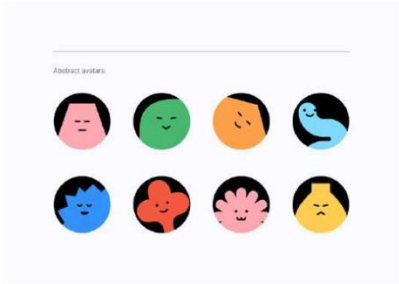
Visual World, Campaigns, working toward common goals

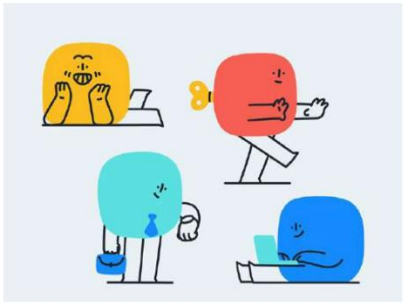






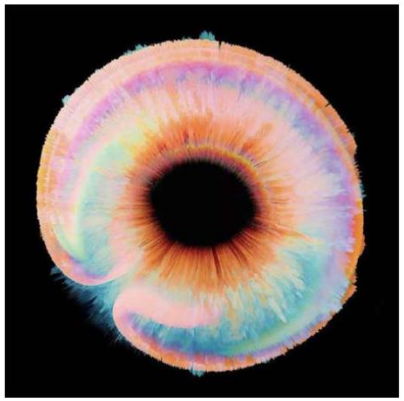



Abstract avatars

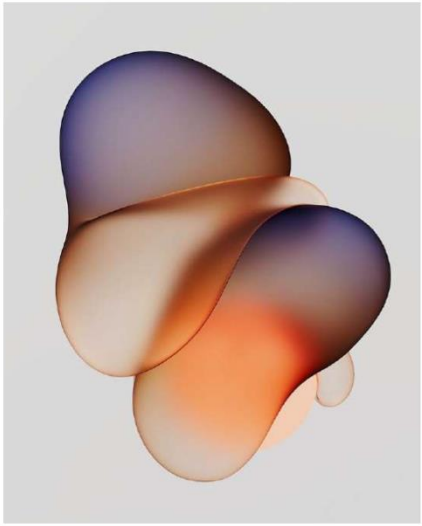


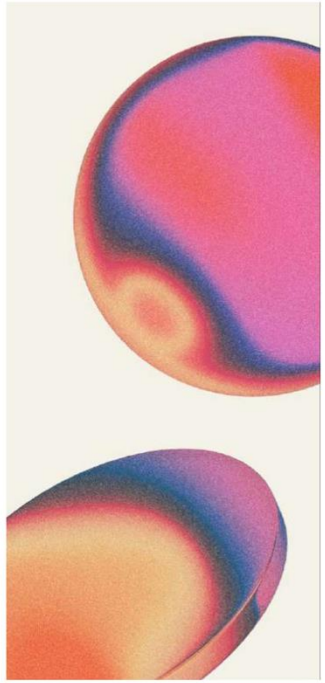


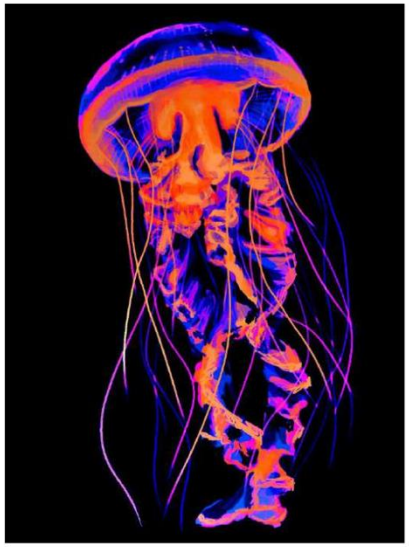





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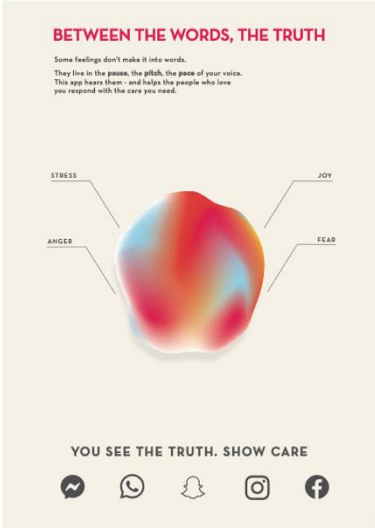




Energetic sensitivity.
Subtle shifts are loud to me.

Soft boundaries.
Unseen, but undeniable.

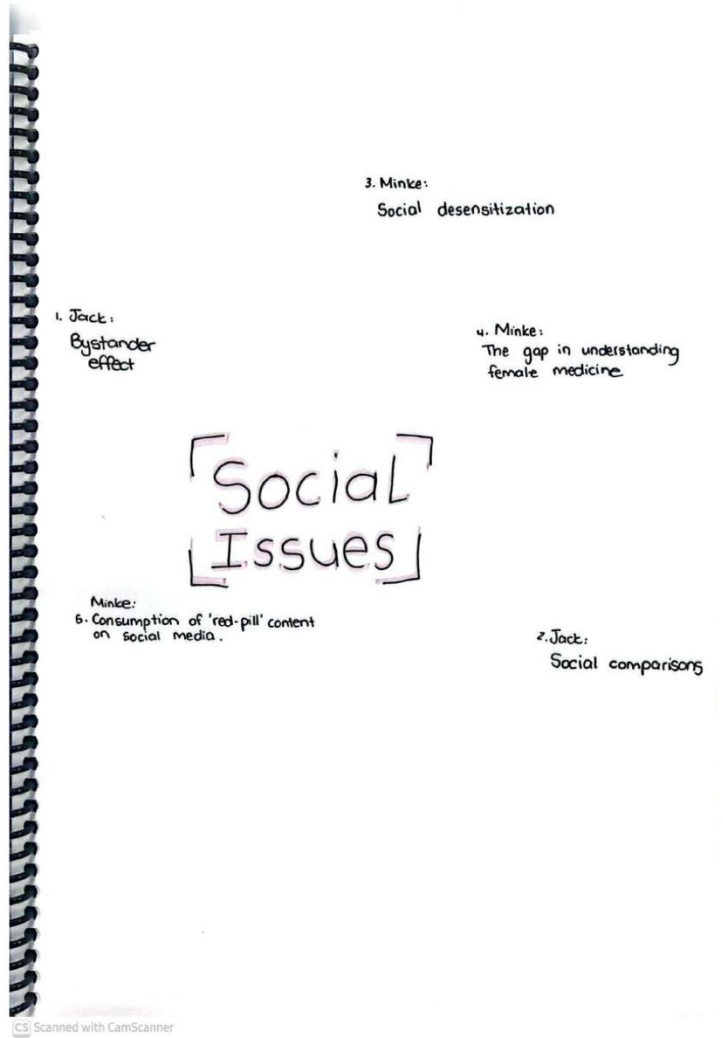
Translucence.
Nothing to hide, nothing to prove.





Merchandise can also be used to include the target audience more in the advertisment process. Items such as mood rings that rather take the form of keyrings with the visuals of different colour orbs on them.

Minke's Research:



GRFO212 - LU2: Creative conscience campaign.

*

Problem identified: People who are chronically online are desensitized to the world around them. This is referred to as "absent presence" or "digital numbness".

Why is this a problem?: From an emotional point of view, it has been proven that individuals who are desensitized to the world have reduced empathy and social connection, this has a huge impact on people's interpersonal relationships. People also often experience Empathy burnout from overexposure to tragic news causing them to disassociate from real emotion.

People who started their problematic cell-phone use at a young age are more likely to develop depression as an adult.

Strategy: Make people painfully aware of how unaware they are. Target audience: young adults / teens.

Concept: Catch the attention of the unaware

How?: Placing signs asking if the person noticed something on a sign or banner further up the road. Like "Did you notice The dollar bill on the previous banner has a sloth on it?" Then the previous banner says "no you didn't".

Scanned with CamScanner

Problem identified: The consumption of "red pill" content by men and especially young boys harms them and society.

Why is this a problem?: Men develop an unhealthy coping mechanism after consuming this content. This content promotes unrealistic expectations and insecure feelings to be the 'alpha male'. This is also harmful to the whole society as this promotes misogynistic behaviours and ideologies.

This can lead to poor self-esteem, mental-health problems and in some cases suicide. This content has also been linked to a rise in harassment and violence against women.

Strategy: Make people understand how severe the impact of this content is.

Concept: The choices men make at the expense of someone else's comfort.

How?: The "red-pill" is a reference from the 1999 film 'The Matrix'. We can implement a structure at bus stops or at park benches where a man holds out a red pill in one hand and blue pill in the other. A speech bubble above his head where he asks a question. The person chooses an answer by pressing the corresponding button on the bubble. Depending on your answer the red or blue pill will light up. This makes the individual evaluate their way of thinking.

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Problem identified: There is a gap in understanding female-specific drug responses, symptoms, and disease manifestations.

Why is this a problem?: This can (and has) lead to delayed diagnosis and higher adverse drug reaction rates (52% more) and 36% higher mortality for women.

Even though female representation has increased, many trials still lack sex-disaggregated data.

Strategy: Use individual's lack of knowledge about this topic to shock them into asking questions.

Concept: The shock that comes with being uneducated.

How?: We can place huge pill bottles in public spaces with the label "This works to cure migranes! (for MEN, women? just try it ig)" Or writing on Billboards or signs "An Adam's Apple keeps the doctor away."

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GRFO212 W2

Meeting notes: 14/03/2026

Bystander:

Stickers on places on where what happened

Billboards

Trains

Tone of voice

Desensitized.

- Tone of voice.

▷ Lighthearted.

Consultation:

Reduce time on social.

Ignorance is not bliss.

What you wante to say/solve

Man search for meaning - Victor fern

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As written down this is also some notes from Lionel:

Lionel notes:

Communication Goal:

- Awareness that leads to positive change
- Group most affected : young adults
- Young age exposure
- To stop parents from over-exposing their kids.
- Desensitization due to overexposure.
- Effects of overexposure

- The communication goal is to create awareness of ~~desenti~~ desensitization that is caused by overexposure to digital media, furthermore also focusing on long-term effects ~~therefore~~ thereof. -

Strategy:

- Possibilities:
  - → Interrupting routine
  - → In your face advertising, making it hard to not pay attention.
  - → Interactive, out of place advertising.
  - → People wearing strange items, with focus on their phone to show unawareness.
  - → Everyday normalisation strategy

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Minke consultation : 18/03/2025

Problem: People are desensitized to violence due to overexposure of social media, results : Empathy burnout, "digital numbness", Reduced emotional resilliance.

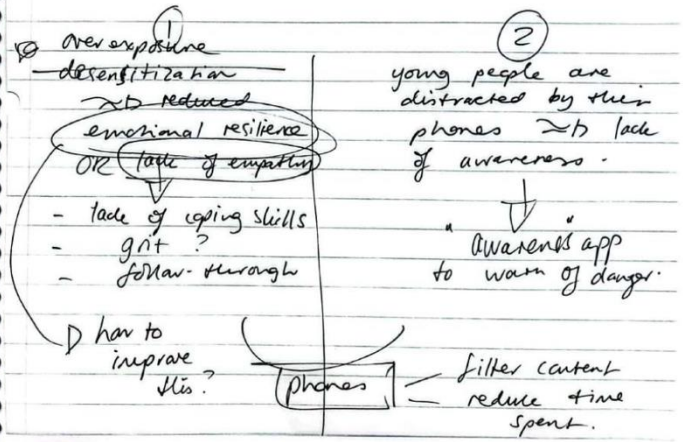
Strategy: → Interactive, out of place advertising

What problem are we trying to solve?

Ideas:

- Break habit, change environment.
- Illusions
- Signs follow up on each other with details people miss, then ask "did you notice?":

No product, awareness campaign.



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Call 2d March 2026

Main 4 problems:

- How constant exposure to bad news makes people emotionally numb.
- How social media turns issues into entertainment.
- How people stop seeing human stories behind headlines
- How desensitisation affects empathy within everyday relationships.

↑ overexposure to stress or trauma

- How overexposure to ~~bad news~~ violence makes people desensitized to violence, and develop violent behaviour.
-

▷ Jack identified the main 4 Problems

CS Scanned with CamScanner

My Notes/Research on topic before call:

Main problem: Over exposure to bad news on social media
Target audience: Young adults
Why is this a problem?: Effects Empathy → relationships.

- Insight: People experience empathy burnout and put on an emotional armour as a ~~phy~~ psycological coping mechanism.

  - "empathy fatigue" recently more experienced by health-care workers and first responders. If left unchecked can turn into depression.

  - This is not a healthy coping mechanism. People are not always aware of coping mechanisms they use they just know ~~they~~ they are coping.

↓

How to fix: Help people fight empathy burnout by developing a app to suggest better coping mechanisms.

- Ambient Advertising: ~~In~~ In a room show a screen showing traumatic content, before the event reaches it's climax the screen goes black and takes a picture of the viewers. The picture is ~~shown~~ pointing out people who looked away or squinted. "You still have a small piece of empathy intact, but for how long. On the doors of the room are alternative coping mechanisms.

CS Scanned with CamScanner

We decided the main problem we want to focus on:

- How desensitisation affects empathy within everyday relationships.

Idea: Develop software integrated into apps that analyse voice recordings to help the individuals communicating understand each other in an effort to save interpersonal relationships.

CS Scanned with CamScanner

Research:

Topic: Exposure to violence on social media / television causes (over) reduced empathy (burnout), and in turn has an effect on interpersonal relationships.

The main targeted age groups of this research is late ~~adults~~ adolescents and emerging adults (ages 18-22). This age group is ideal for this area of research as they are more likely to experience / be at risk for the negative effects of exposure to these types of violence as they are more likely to feel / see community violence and severe types of violence. (Mrug et al., 2014)

This is why our target audience is young adults.

"Exposure to televised violence was generally unrelated to emotional functioning. However, those with medium levels of exposure to TV / movie violence experienced lower elevations of blood pressure when viewing violent videos compared to those with low exposure, and those with higher levels of exposure evidenced rapid increase in blood pressure when viewing that quickly declined over time. The results point to deminished empathy and reduced emotional reactivity to violence as key aspects of desensitization to real-life violence, and more limited evidence of physiological desensitization to movie violence among those exposed to high levels of televised violence."
This is research from Mrug et al. (2014).

This to me shows that its not just the content on ~~soc~~ social media that causes these issues, but also movies that are being produced.

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More research of above

During research it become clear that the problem we are facing is that people are experiencing reduced empathy / empathy burnout. Now let's do research / look into what empathy burnout is and what are the effects of empathy burnout.

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It is found that children who are exposed to violence on social media/media sites show cases of stunted empathy towards the suffering of other people as well as a higher level of aggression and a bigger chance of being involved in criminal activity further down the road. (Writer, 2024)

It is clear that the exposure to violence on social media can be connected to the rise of violence as well as the increase in loneliness. Since the problem of overexposure to violence on social media can cause an increase in violent behaviour, it is fair to assume that this can influence the relationships of the individual. The relationship can suffer due to the person experiencing empathy burnout can find it difficult to connect intimately with another person and struggle to connect to others. This can cause the person to become distant and emotionally unavailable. ("Understanding Empathy Burnout", 2025)

Make no mistake overexposure to violence is a concern that needs to be paid attention to across all ages, especially in the ages of youth development. The age group 18-22 years might be of greater risk of this (empathy burnout) will be apparent in their lives. They most likely will experience the negative effect s of this problem more severely as they are more likely to experience community violence and real life violences. This age group is also more on their cellphones which increases chances to exposure. (Mrug *et al.*, 2014b)

Repeated exposure are often shown to reduce a person's concern or discomfort when experiencing violence on social media. ("Viral and harmful: Violence in media and its impact on empathy | Magazine issue 9/2025 - Issue 63 | In-Mind", 2025)

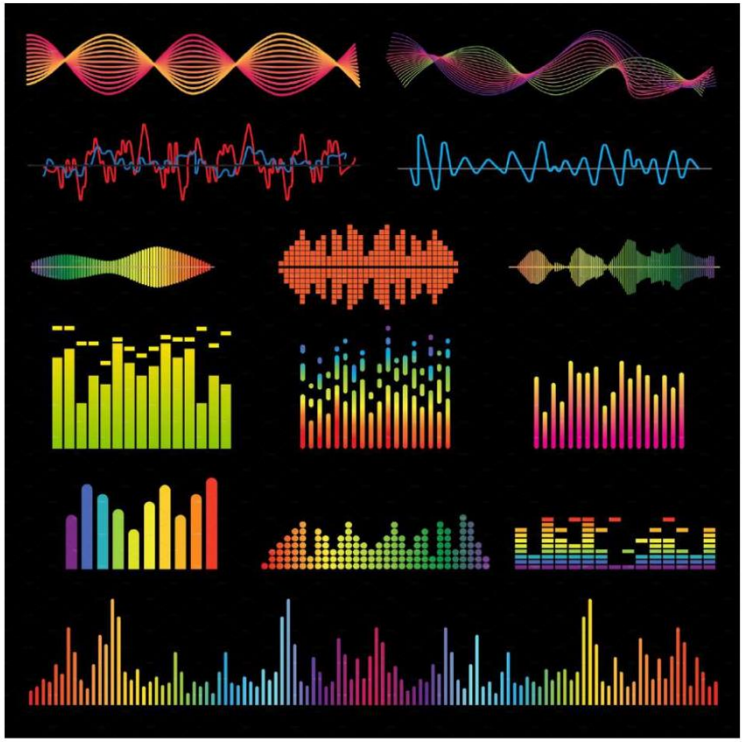
A lack of empathy is a certain type of desensitization, (Sustain Recovery, s.a.) this is why our product focusses on empathy burnout. When you leave empathy burnout unchecked it can often times lead to depression, this is why it is important to catch it before it gets worse. (Knott, 2022b)

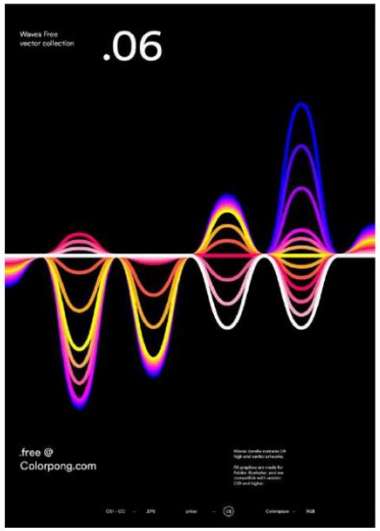
How does emotions impact the voice:

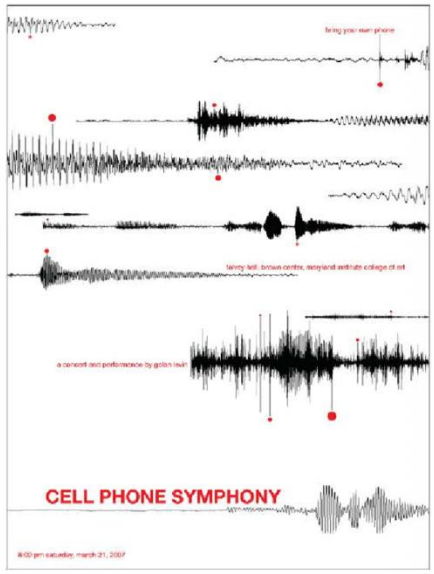
Stress can cause the voice to appear weak, unreliable or strained. (in, 2025)

The emotional state of a person can show up in their voice by recognising breathing patterns and the labour of the voice . ("Understanding Empathy Burnout", 2025)

Visual Research:

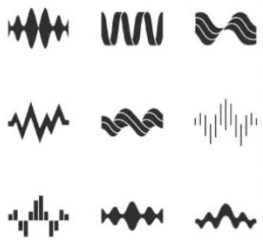


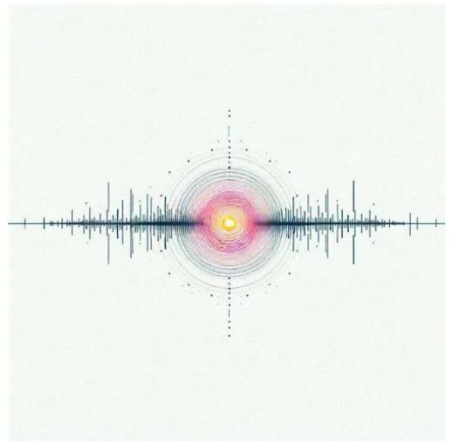


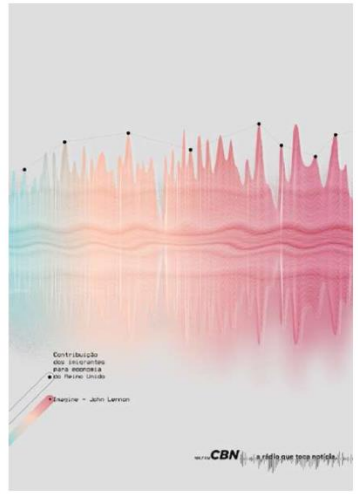


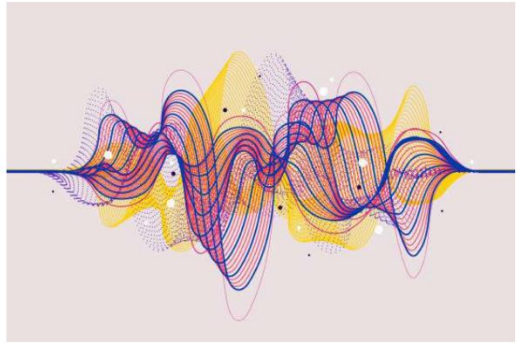
Each phone number is represented with a wave form
from an audio recording. Bill Pechi

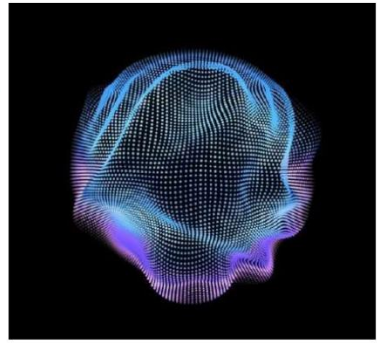




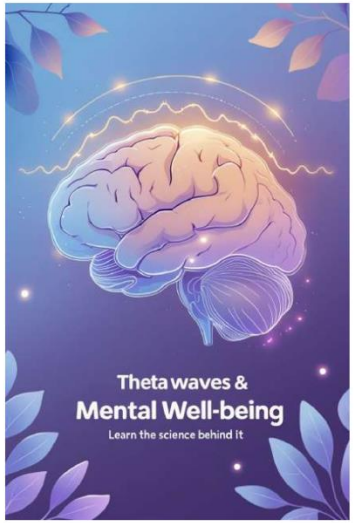


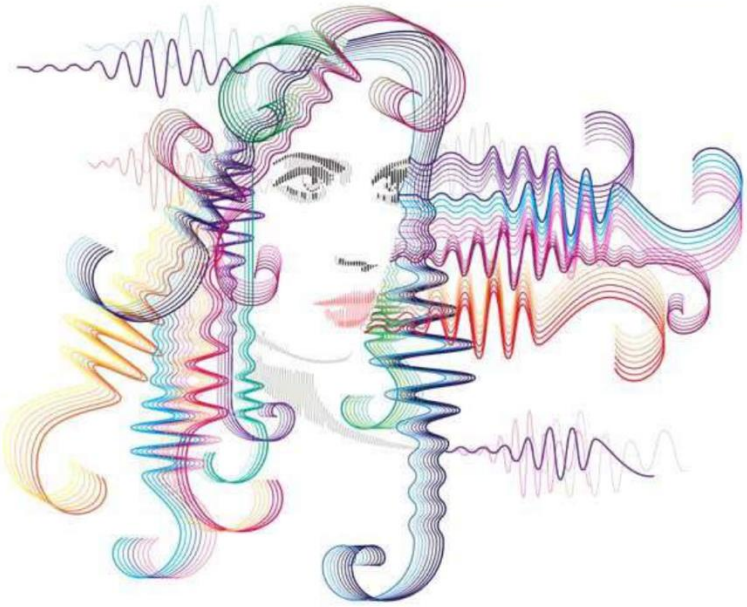












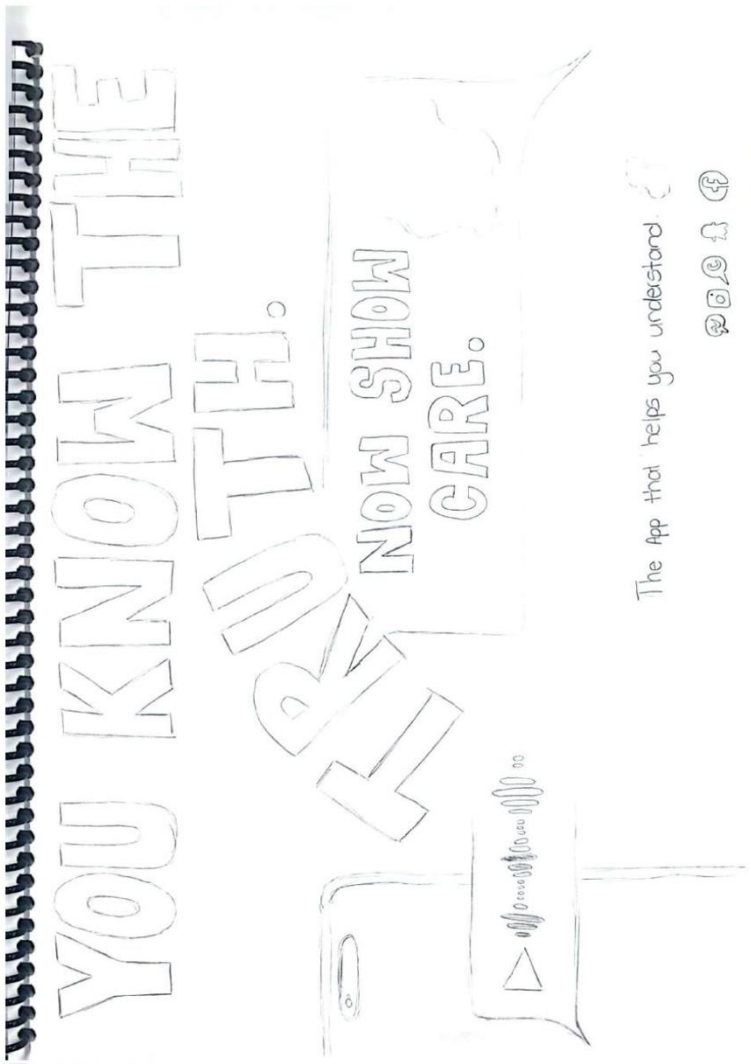




https://za.pinterest.com/minkedewet/grfo212-lu2-75/

("15 GRFO212 LU2 (75) ideas in 2026 | sound waves design, sound waves, data visualization design", 2026)

Scamps:



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Scanned with CamScanner

Scanned with CamScanner

Back

YOU SEE THE TRUTH NOW SHOW CARE.

Front

Scanned with CamScanner

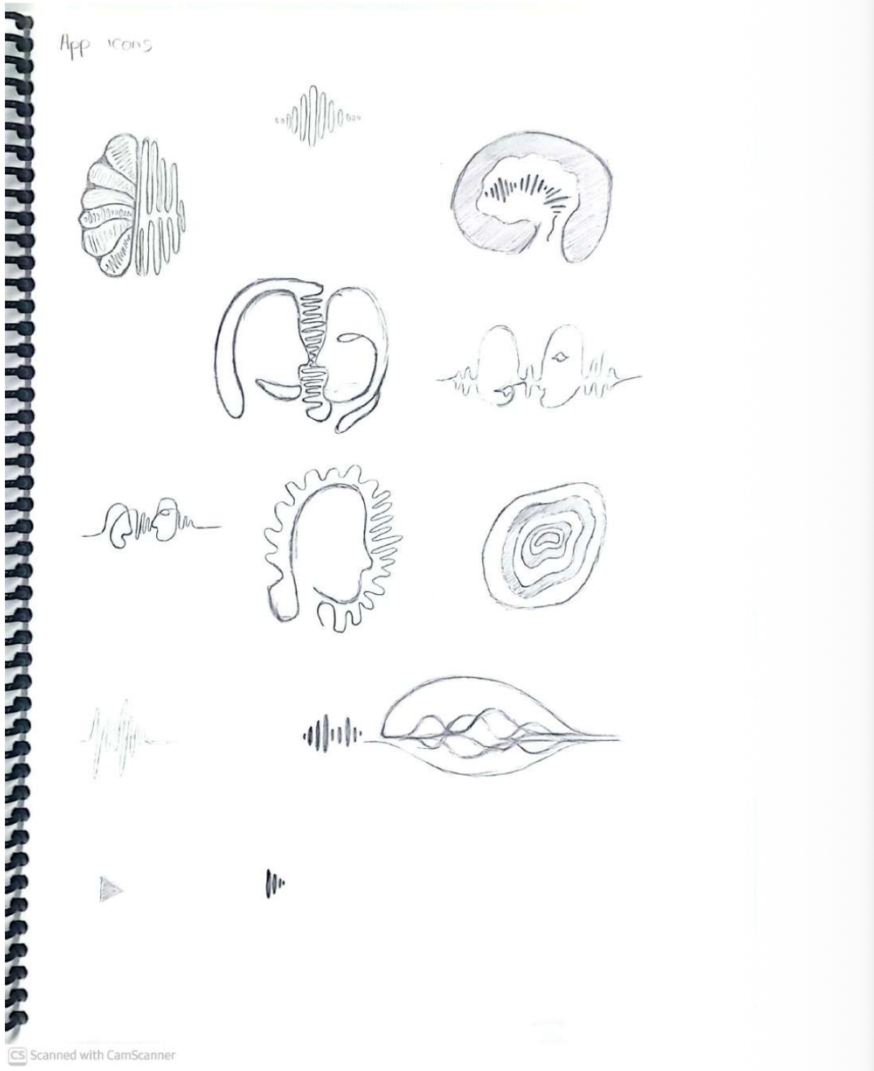
Analyse :

Insight

Result

Research

YOU SEE THE TRUTH. NOW SHOW CARE.



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Mrug, S., Madan, A., Cook, E.W. & Wright, R.A. 2014b. Emotional and physiological desensitization to real-life and movie violence. *Journal of Youth and Adolescence*. 44(5):1092–1108.

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Viral and harmful: Violence in media and its impact on empathy | Magazine issue 9/2025 - Issue 63 | In-Mind. 2025. *In-mind.org*. https://www.in-mind.org/article/viral-and-harmful-violence-in-media-and-its-impact-on-empathy?gad_source=1&gad_campaignid=343237259&gbraid=0AAAADg-6I1jLMhcXbhEBOzxvI2lMYi9r&gclid=Cj0KCQjw4PPNBhD8ARIsAMo-

icw15CPGtSJ3AR_feGt18hChJ4CuR5D9vC3E58I1LeYVZMpvrVWuq0AaAgrJEALw_wcB Date of access: 16 Apr. 2026.

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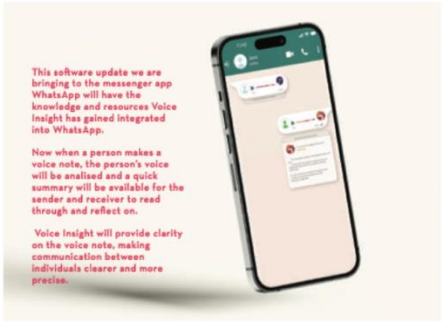
LU2 Creative Conscience Campaign Process Work

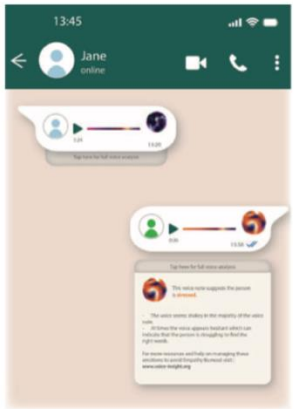
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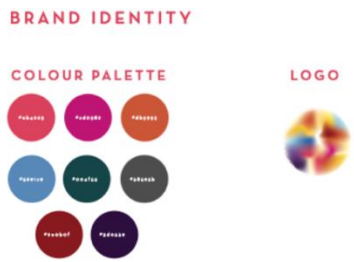




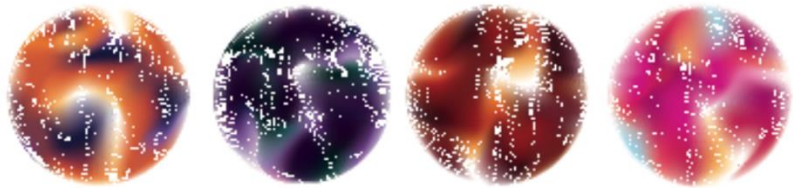






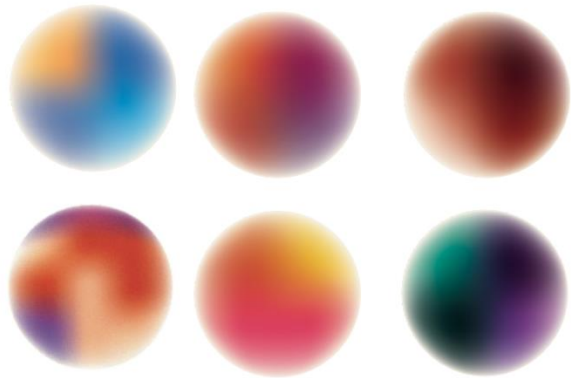


First version of the orbs:



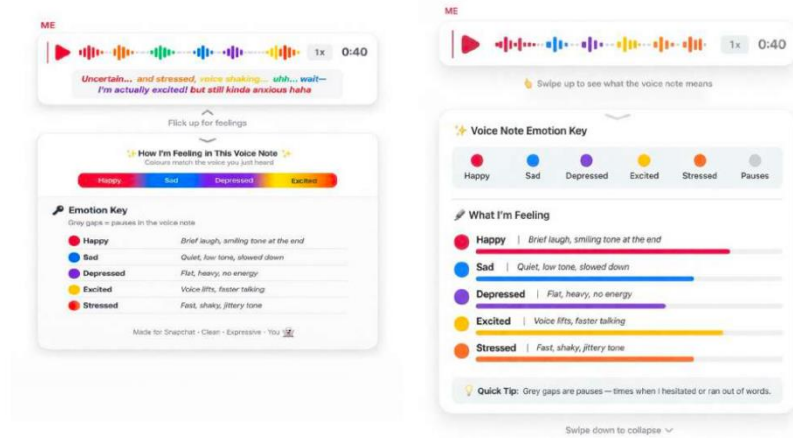


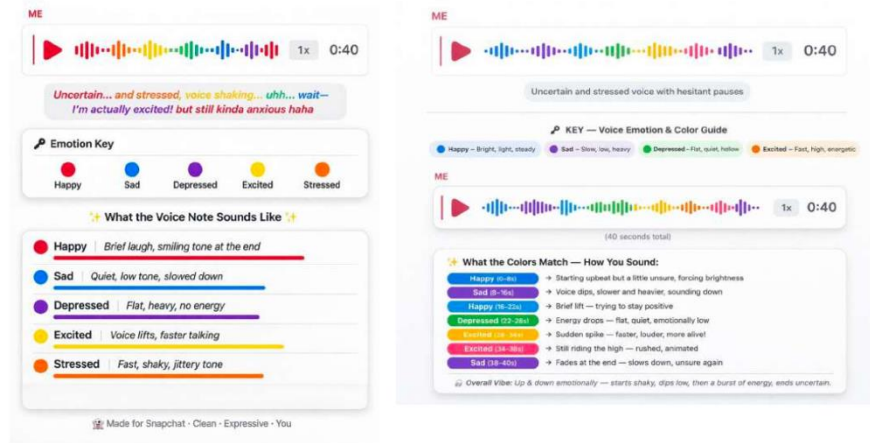
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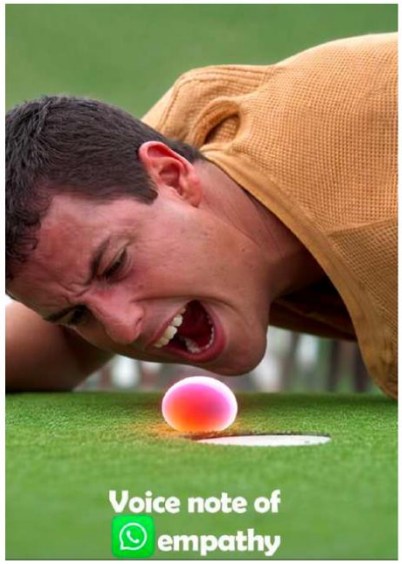


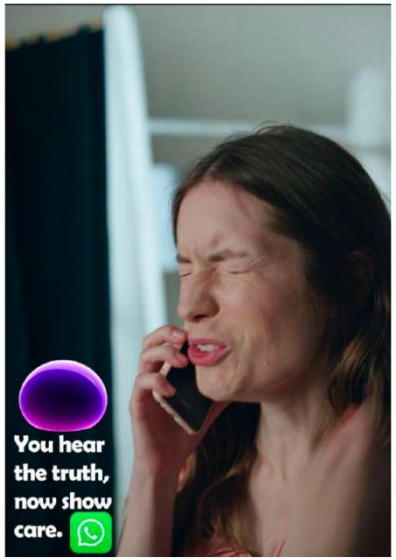
Imagery given to us from Jack (UK) - These are AI generated

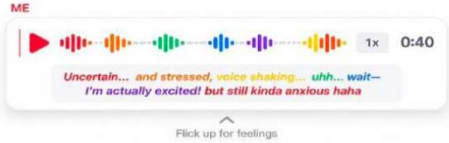














These are the first draft of the keychain mockups:



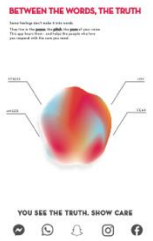


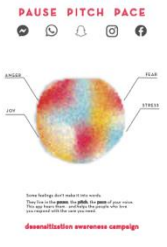


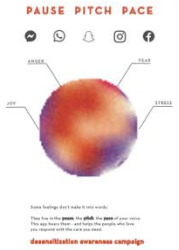


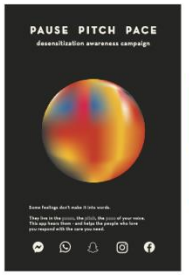


These are the first drafts of the posters





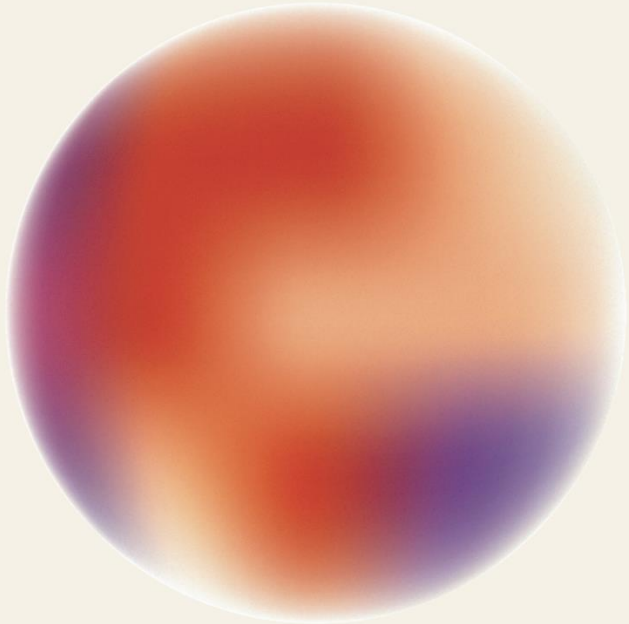






VOICE INSIGHT

PAUSE PITCH PACE



desensitization awareness campaign

YOU SEE THE TRUTH. SHOW CARE

PROBLEM

Constant exposure to messages and emotional content on social media has desensitised how we respond to others, reducing our ability to empathise as we begin to see more but feel less. On WhatsApp, where communication is often quick and text-based, emotional meaning is often lost, making it harder to notice when someone needs support.

INSIGHT

Digital communication is efficient but often lacks emotional depth, as people express how they feel in ways that are not always easy to interpret. Voice notes carry tone, pauses, and energy, offering a richer layer of meaning, but these signals are often overlooked, creating an opportunity to better highlight emotional signals.

SOLUTION

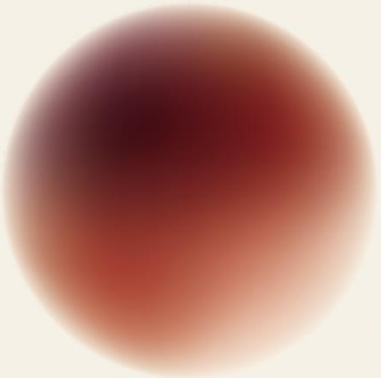
An intelligent voice note feature within WhatsApp that highlights tone, pauses, and emotional patterns helps users understand how something is said, not just what is said, making it easier to recognise emotional signals and respond with greater empathy.

THE EMOTIONS THIS APP CAN DETECT

THE APP WILL SHOWCASE THESE ORBS AS THE EMOTIONS YOU WILL SEE ON THE APP.



STRESS



ANGER



FEAR



JOY

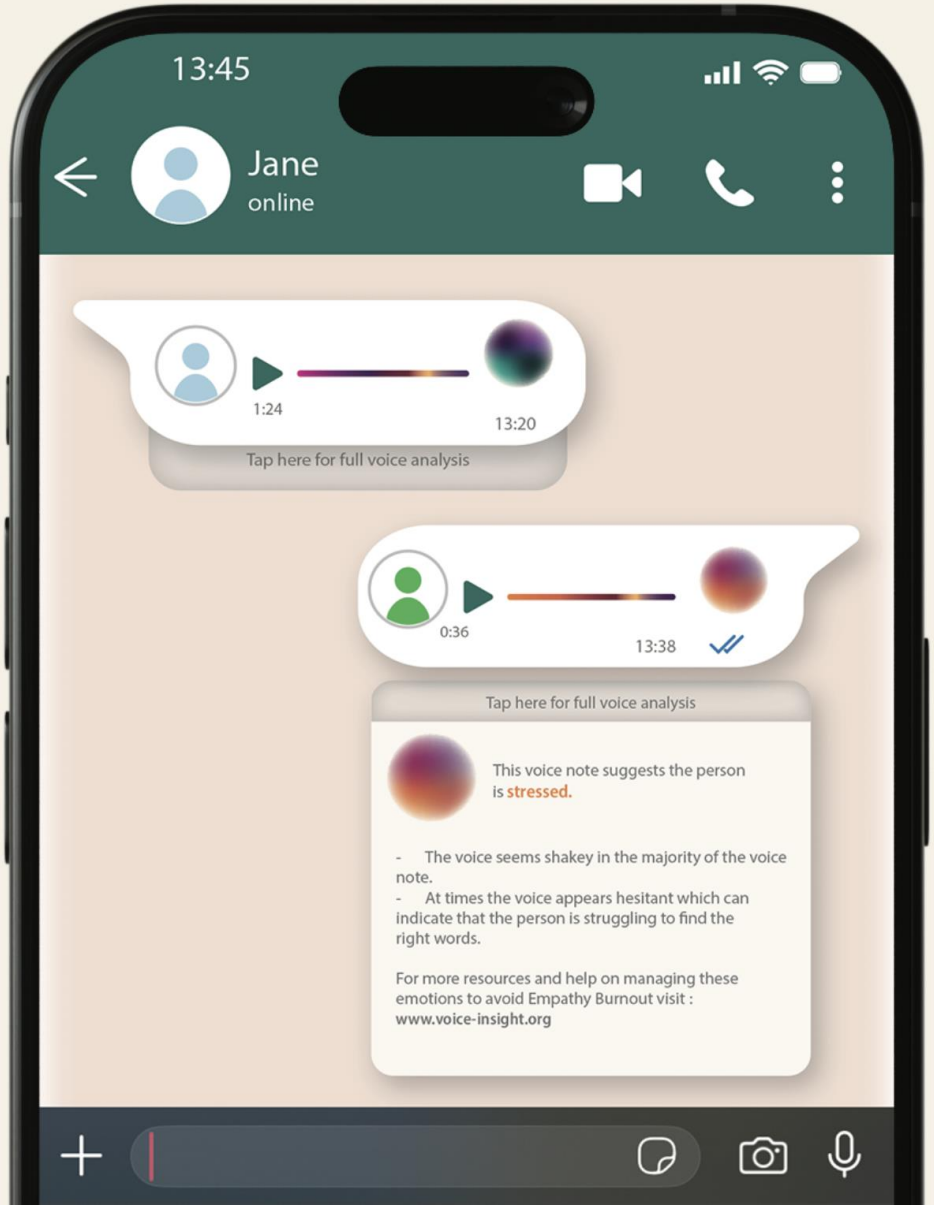
HOW IT WORKS

This software update we are bringing to the messenger app WhatsApp will have the knowledge and resources Voice Insight has gained integrated into WhatsApp.

Now when a person makes a voice note, the person's voice will be analised and a quick summary will be available for the sender and receiver to read through and reflect on.

Voice Insight will provide clarity on the voice note, making communication between individuals clearer and more precise.

APP INTERFACE



FUTURE DEVELOPMENT



The goal of future development for this product is to create an app that allows users to record real-life conversations and receive instant feedback, similar to SHAZAM. This can help users become more confident in their speech and pay greater attention to their delivery, by providing a tool to aid individuals with empathy burnout from overexposure to traumatic events on social media, it can help them better handle their interpersonal relationships and improve their relationships with others by sharing their feelings while also learning from them.

POSTER


PAUSE PITCH PACE
desensitization awareness campaign
BOTHERED
NERVOUS
DISTANT
DEFEATED
Some feelings don't make it into words.
They live in the pause, the pitch, the pace of your voice.
This app hears them, and analyses them for you, allowing for the care you need from the people you have.
coming soon to multiple platforms

KEYCHAIN PROMOTIONAL ITEM

THE KEYCHAIN WILL BE HANDED OUT AT A CAMPAIGN STALL ON OPEN DAYS OF UNIVERSITIES. THIS IS WHAT THE PACKET WILL LOOK LIKE AS WELL AS THE CARD YOU WILL RECEIVE IN THE PACKET. THE KEYCHAIN WILL CHANGE COLOUR BASED ON THE MOOD OF THE PERSON HOLDING THE KEYCHAIN.



THIS KEYCHAIN IS A TANGIBLE ITEM

THIS MEANS YOU CAN TOUCH IT, IT TAKES UP SPACE IN THE PALM OF YOUR HAND. SOMETHING YOUR EMOTIONS ARE UNABLE TO DO. THEY ARE OFTEN NOT SEEN AS THEY TRULY ARE.

HOLD THIS ITEM IN YOUR HAND. SEE THE COLOURS CHANGE AND SEE THAT EMOTIONS CAN BE PERCIEVED IN DIFFERENT WAYS.

THIS APP WE DEVELOPED WILL HELP OTHERS SEE WHAT YOU TRULY FEEL.

FRONT



BACK





BRAND IDENTITY

COLOUR PALETTE

#eb4263 #cd0382 #db5933

#5691c9 #004f55 #58595b

#9e0b0f #3d0559 #eca561

FONT

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

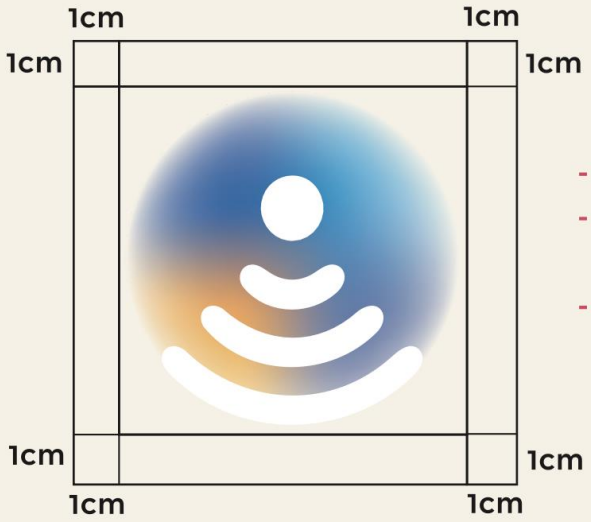
abcdefghijklmno
pqrstuvwxyz

NEUTRAFACE TEXT

This is the primary and only font we used for the project.

LOGO Two main variants





- keep original colours
- no black and white versions
- smallest size to be 1cm x 1cm


BILLBOARD
OVERWHELMED ?
PAUSE PITCH PACE
VOICE INSIGHT
ANALYSE YOUR VOICE
ON THESE PLATFORMS