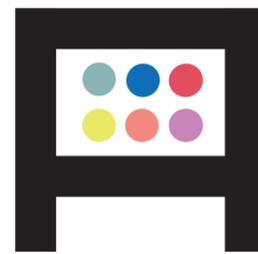


INSTANTANEA

instantaneous pieces of advice  
against CoVid19

by Chiara zhu | [colorchiara](#)



INSTANTANEA

instantaneous pieces of advice  
against CoVid19



# INSTANTANEA

Take a moment

Take an instant

to reflect

and to act

accordingly

to the crisis

## FORWORD

As said by Alan Moore (2016) 'The act of creating something of beauty is a way of bringing good into the world'. Beautiful design not only attracts but most importantly it helps us survive. This is one of the principles for the social visual campaign I propose here.

My project uses shapes to build a 'common design language' that expresses and conveys some of the underlying messages that we hear from medical experts and politicians in the fight against the spread of Covid19.

The design takes a subtle approach through minimalism and playfulness, so it tries to give us clear directions on how people should behave towards themselves and to others.



AIM

'Instantanea' is a collection of graphics that takes a subtle approach to minimalism and playfulness with the aim to facilitate the spread of practical important messages for the emergency we are living in.

This project aims at facilitating the spread of sensible and practical pieces of advice.

HOW  
IT  
STARTED

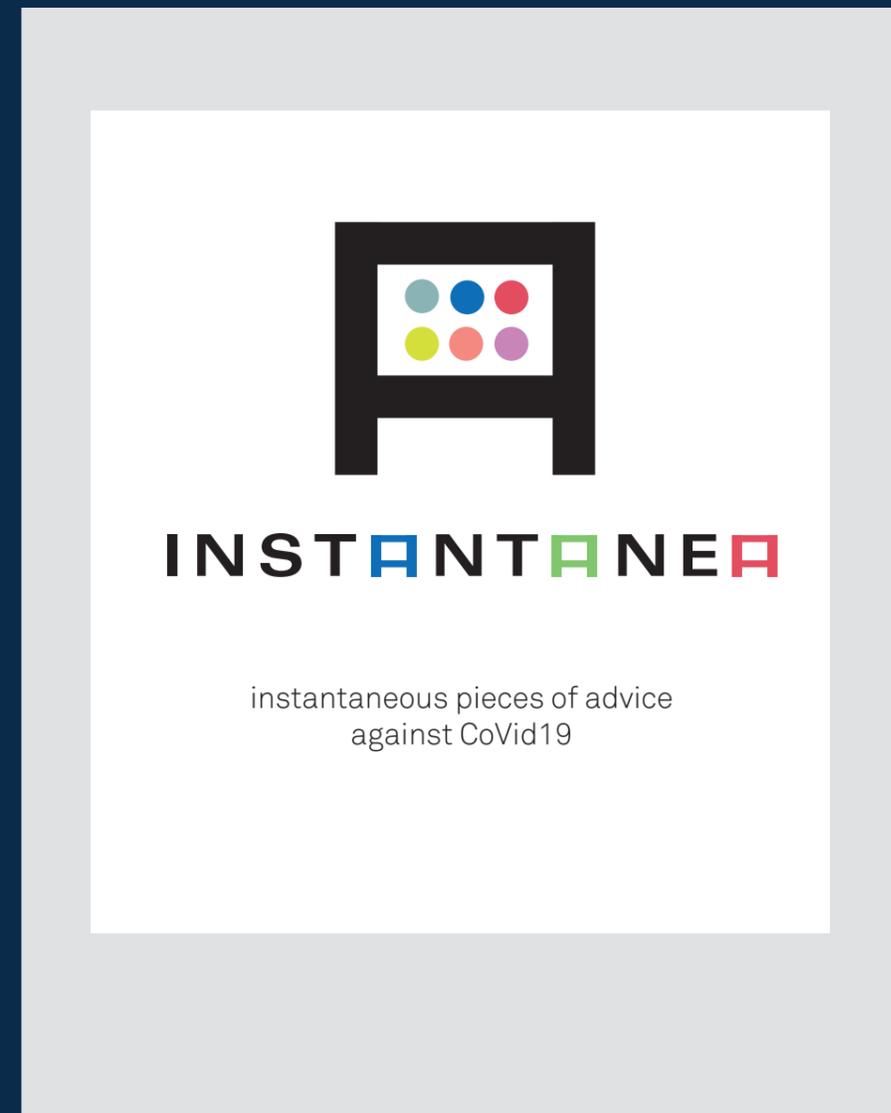
It started from the idea of synthetizing messages through the tools of visual and graphic design. The concept comes from the format of a polaroid, an instantaneous photo that captures important messages.

MY  
MOTIVS

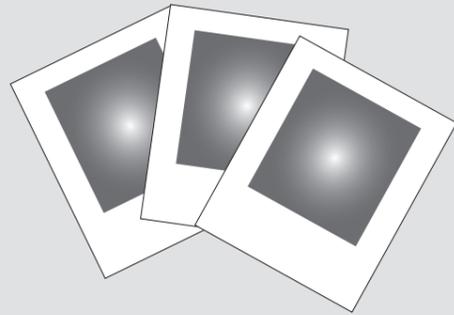
I believe that by incorporating colors and simple shapes the design proposed can make a difference in order to catch the attention of the viewer.

POSSIBLE  
DEVELOPMENTS

The idea is to develop the project into pieces of digital spots, advertising, a sort of virtual and digital 'guerrilla' which is meant to be both conceptually useful and visually enjoyable.



idea: the polaroid's format

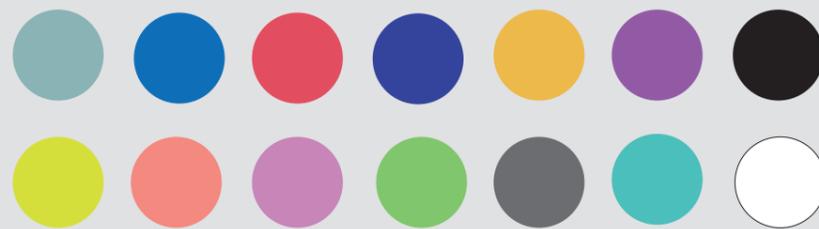


logo / logotype



INSTANTANEA

colors

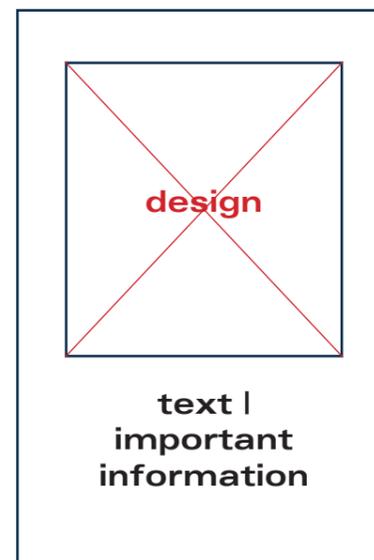
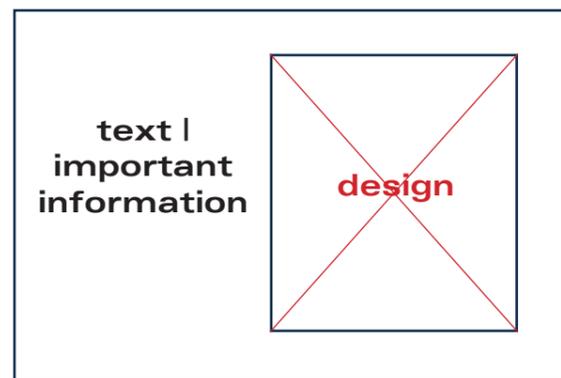


design

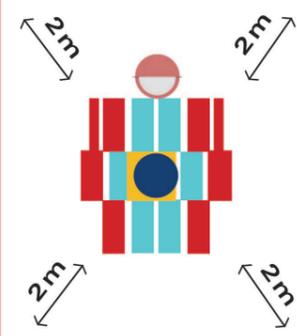




flexible and adaptable format according to the medium chosen: two options for both vertical and horizontal medium surfaces



INSTANTANEA



KEEP THE DISTANCE

INSTANTANEA



WEAR GLOVES AND MASKS

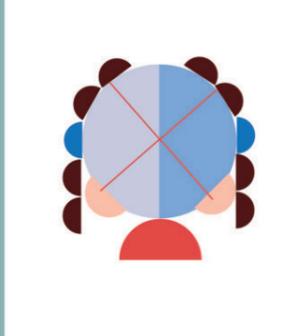
INSTANTANEA



PRACTICE CONTAGIOUS KINDNESS

DesignAgainstCovid19 April 2020

INSTANTANEA



AVOID TOUCHING YOUR FACE

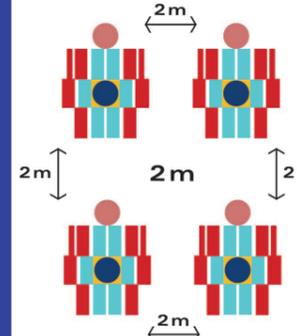
DesignAgainstCovid19 April 2020

INSTANTANEA



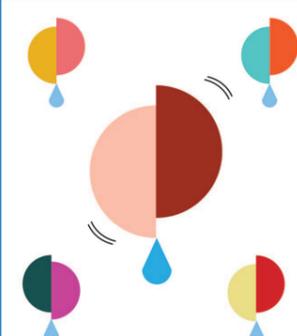
STAY SAFE STAY AT HOME

INSTANTANEA



KEEP THE DISTANCE

INSTANTANEA



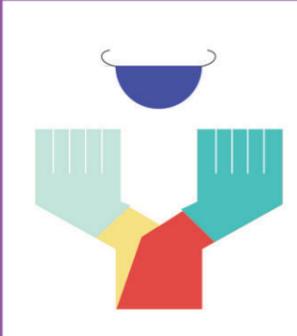
WASH YOUR HANDS FREQUENTLY

INSTANTANEA



COLLABORATE IN HOUSEWORK

INSTANTANEA



WEAR GLOVES AND MASKS

DesignAgainstCovid19 April 2020

INSTANTANEA



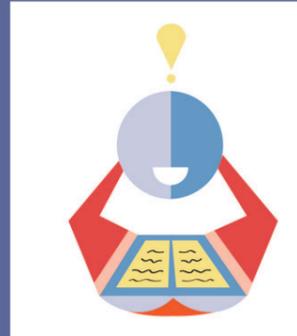
CALL A FRIEND IF ALONE

INSTANTANEA



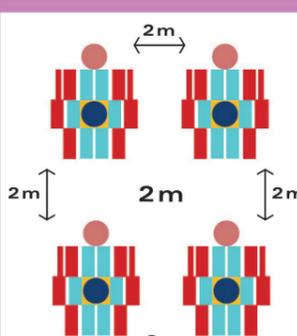
PRACTICE CONTAGIOUS KINDNESS

INSTANTANEA



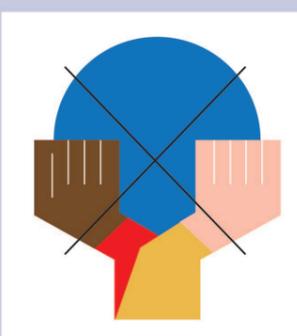
GET INSPIRED BY A READING

INSTANTANEA



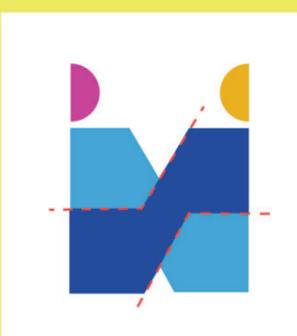
KEEP THE DISTANCE

INSTANTANEA



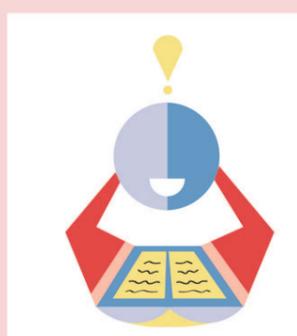
AVOID TOUCHING YOUR FACE

INSTANTANEA



AVOID PHYSICAL CONTACT

INSTANTANEA



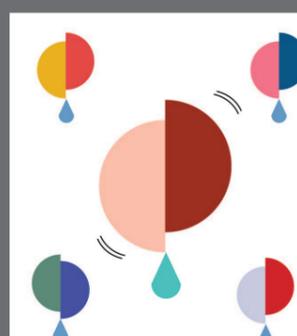
GET INSPIRED BY A READING

INSTANTANEA

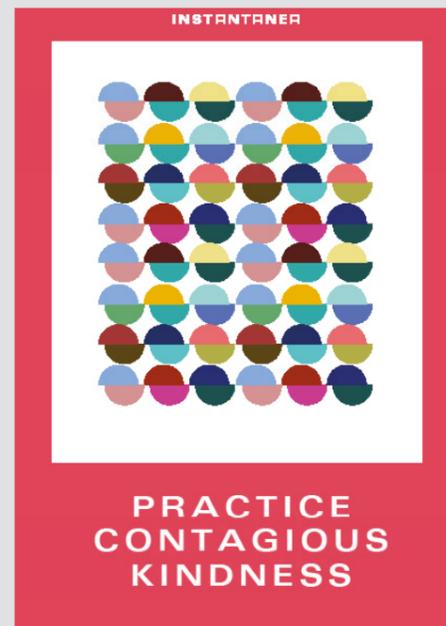
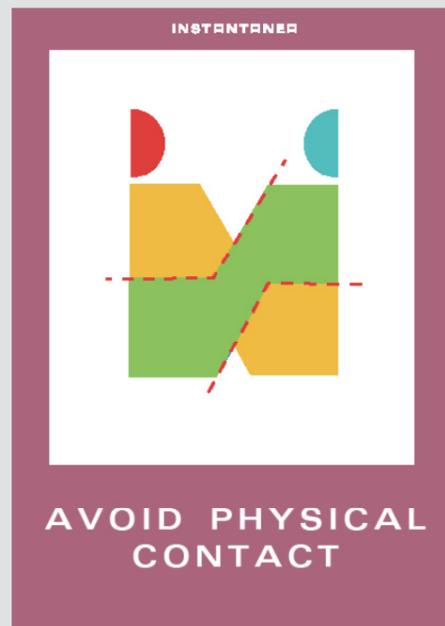
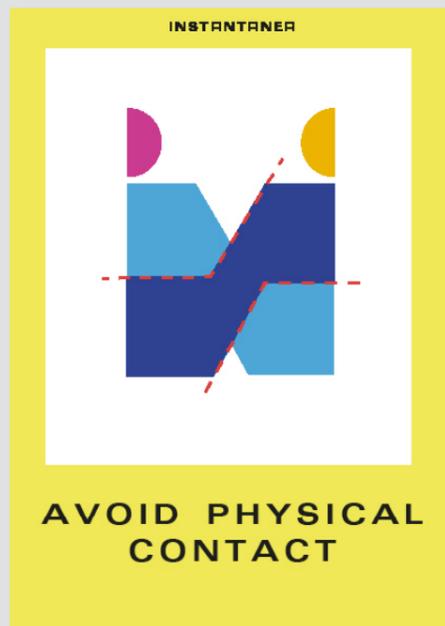
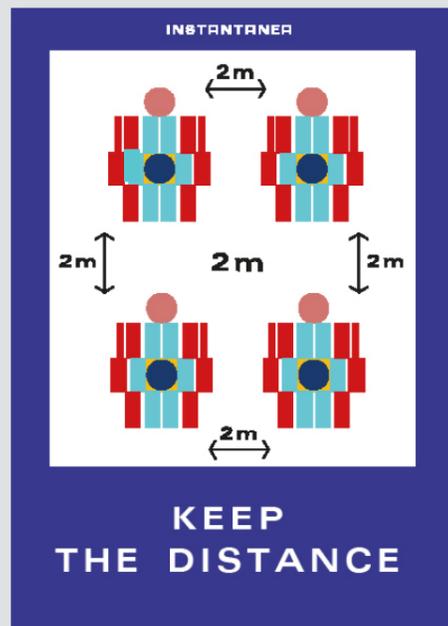
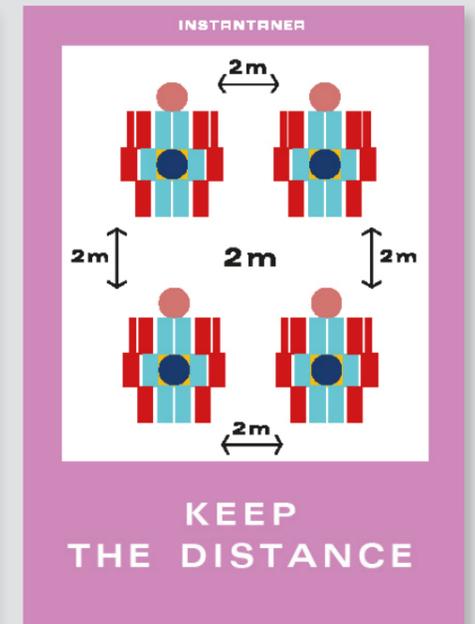
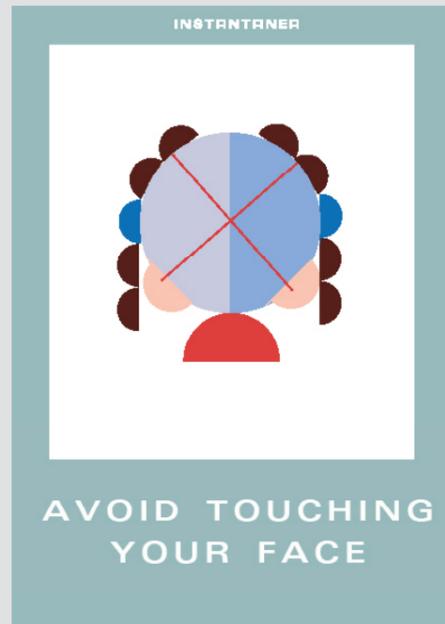
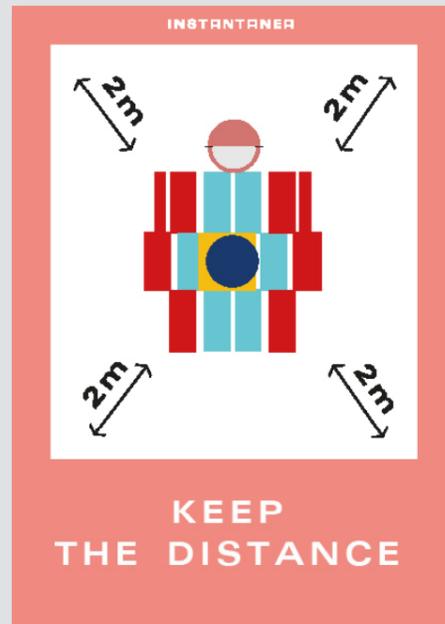
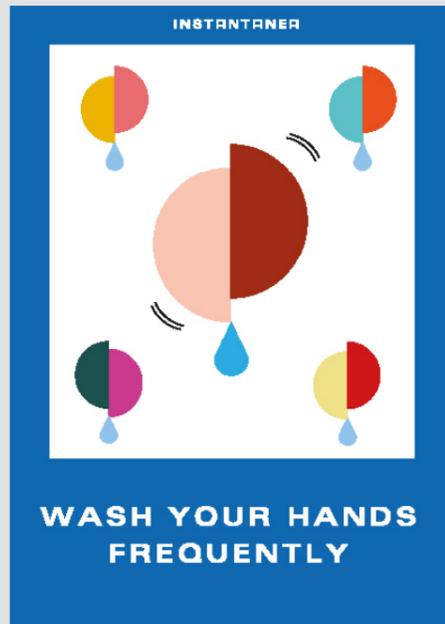
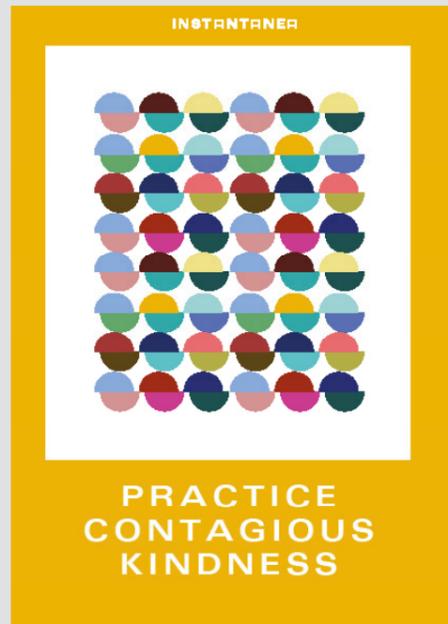


CALL A FRIEND IF ALONE

INSTANTANEA



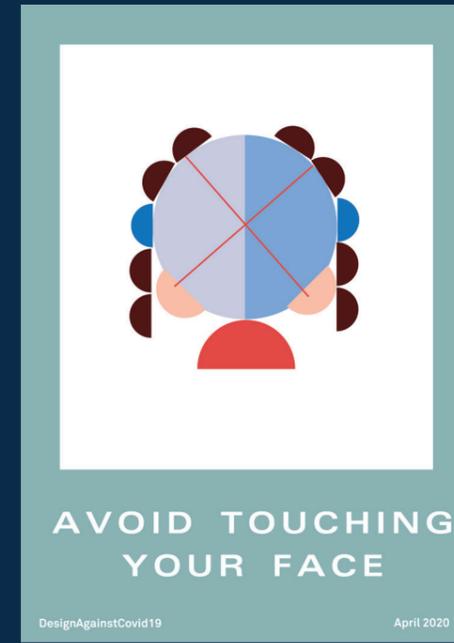
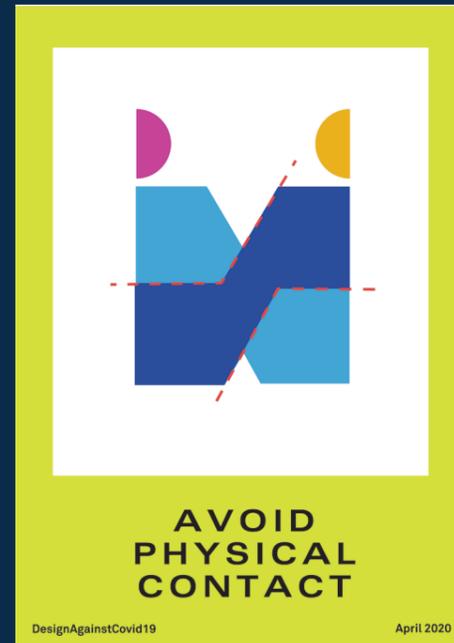
WASH YOUR HANDS FREQUENTLY



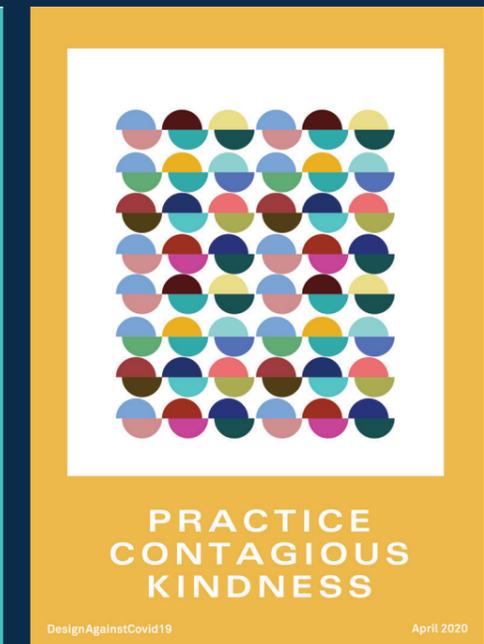
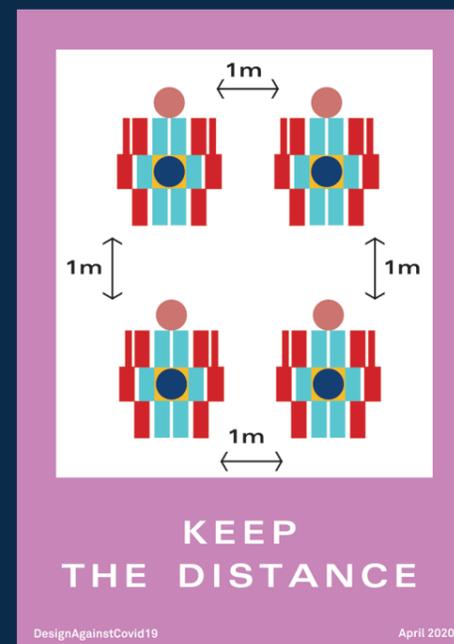
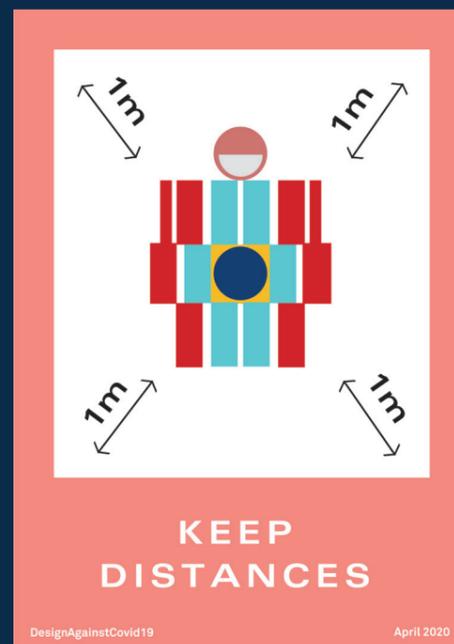
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Overview - Posters application  
(the text and sub-messages can be adapted according to circumstances)

# Hygiene



# Civic rules



Topics: help the public protect themselves | prevent spreading the virus to others

## Gender equality

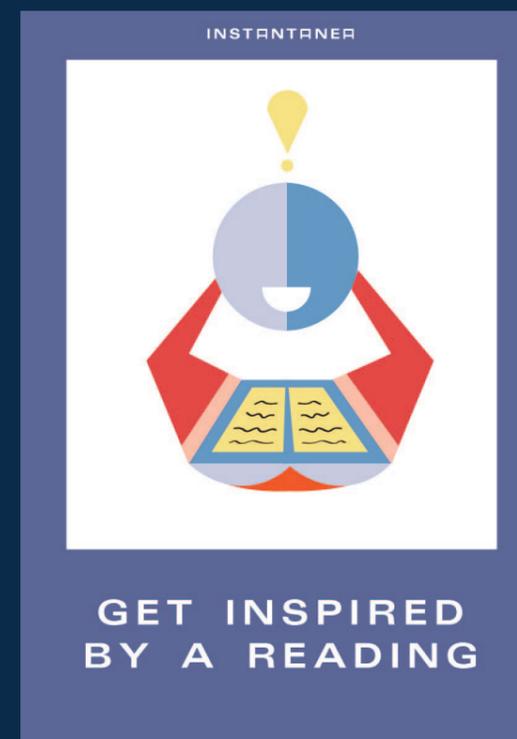
The crisis has brought about new dynamics also as far as gender equality issues are concerned. Some graphics refer to the topic of housework and shared household chores, which are too often delegated to the female presence.

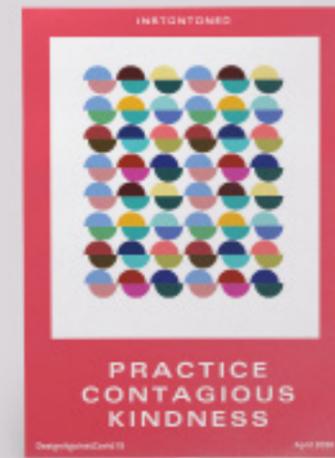
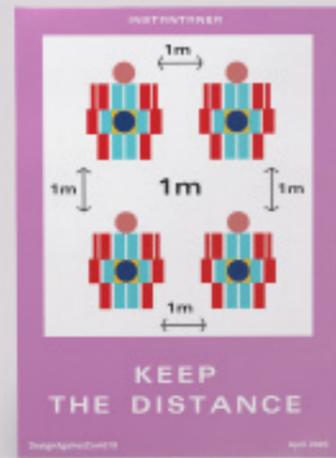
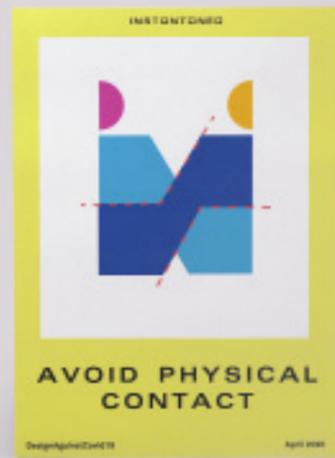
The graphics talk about this problem, conveying egalitarian values that need to be preserved both out and within the ambient of the house.

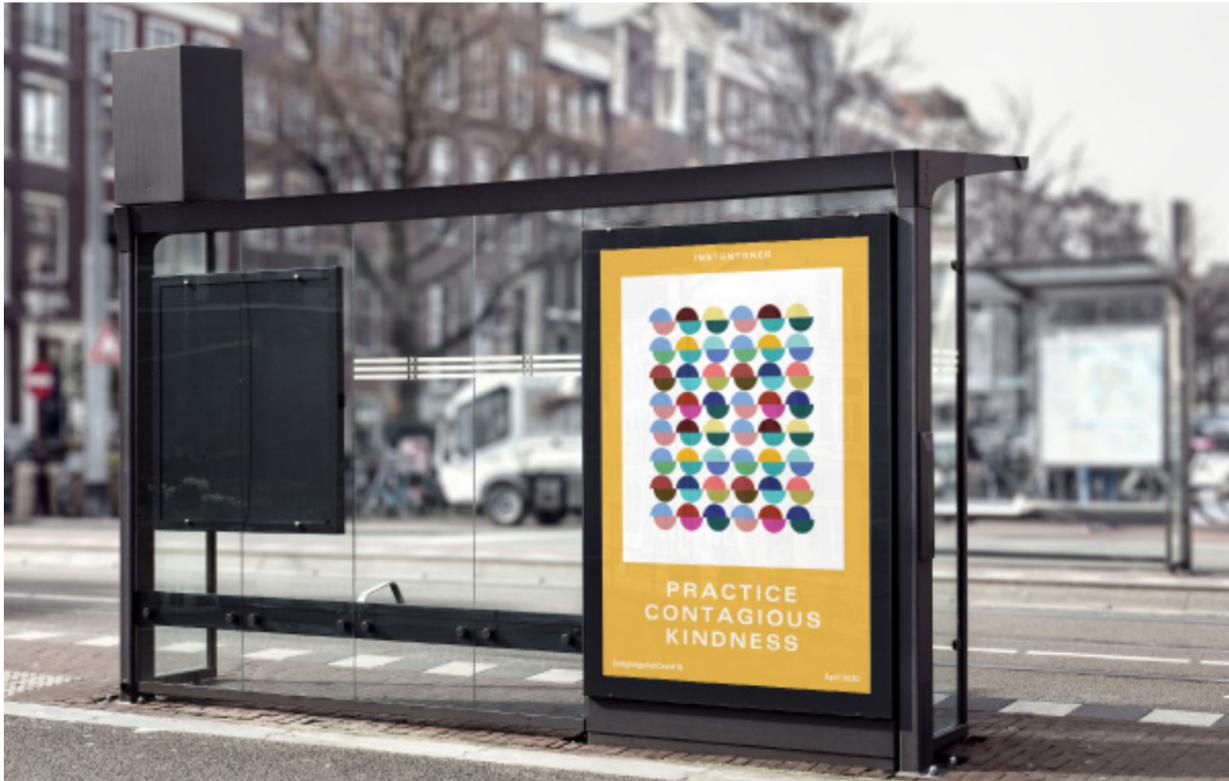


## Loneliness

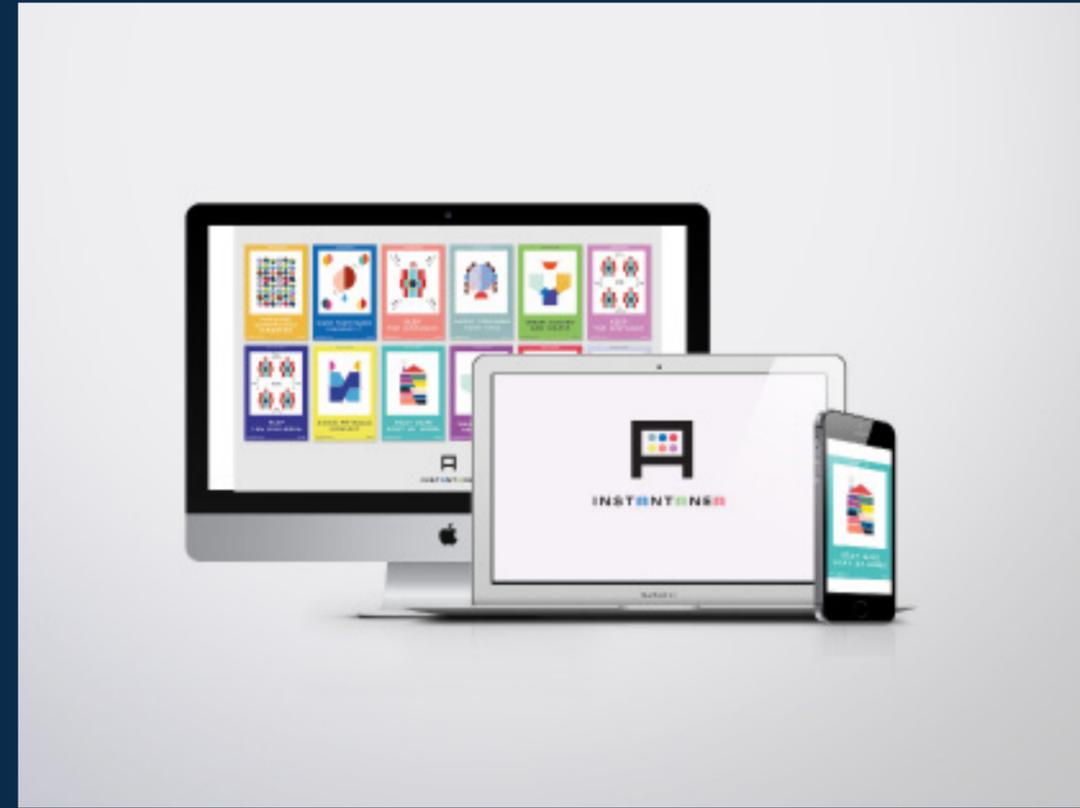
The lockdown and the current situation of isolation highlight another problem of our contemporary society which is loneliness. 'Get inspired by a reading' or simply 'calling a friend' are some simple pieces of advice that can fight feelings of solitude and loneliness.

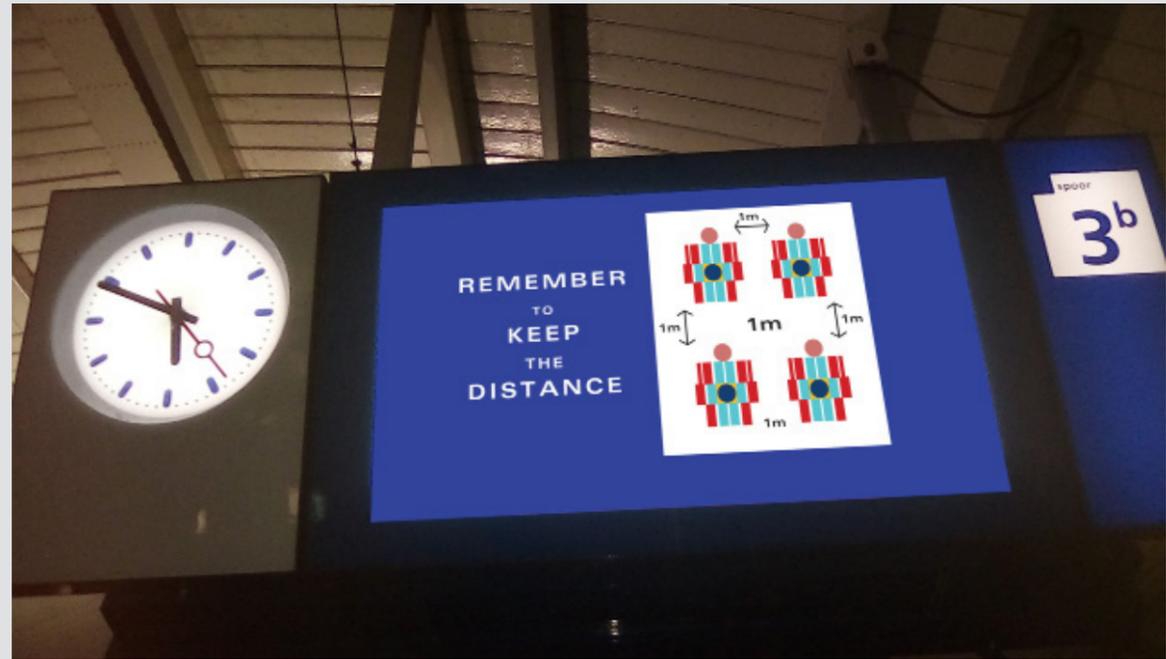




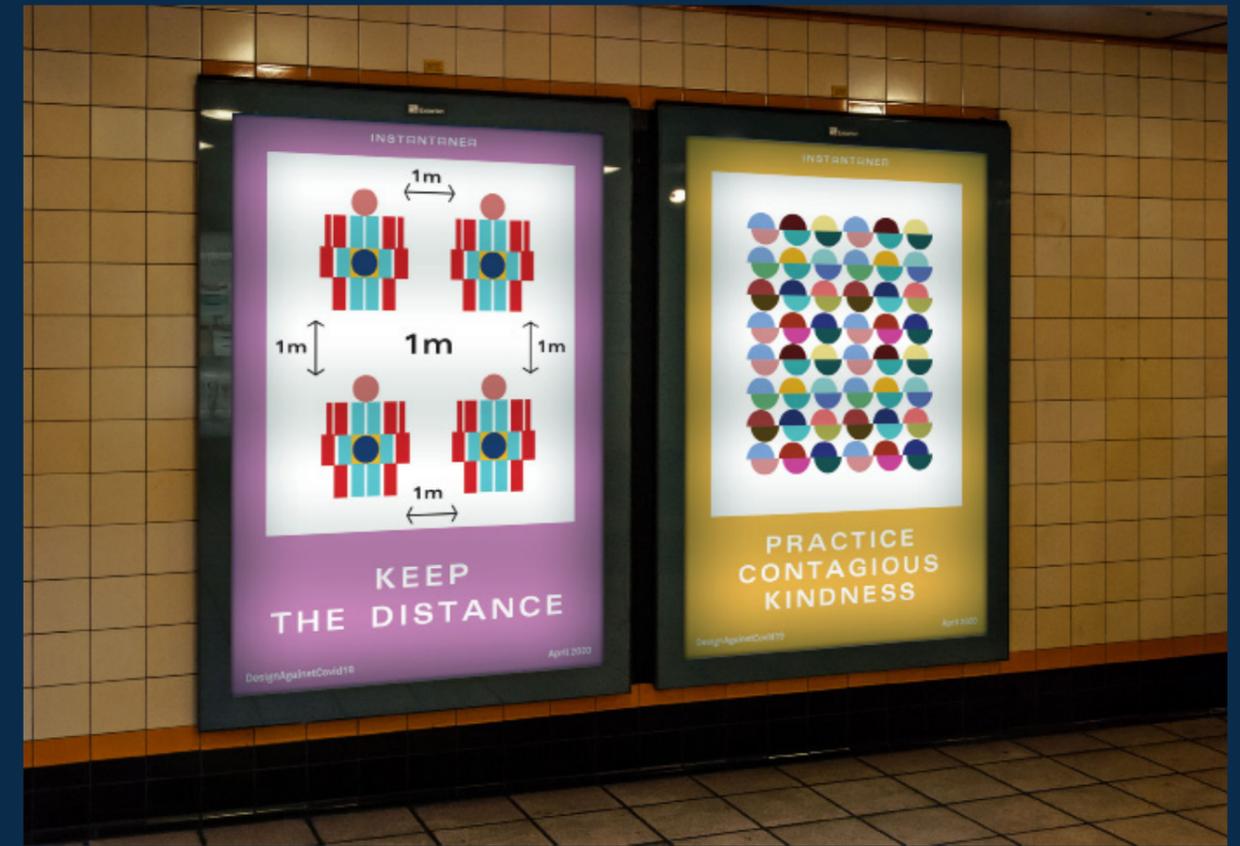


Design Applications





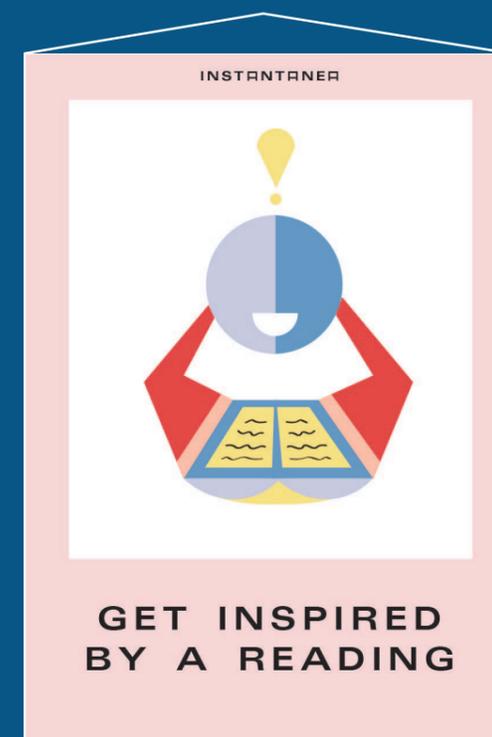
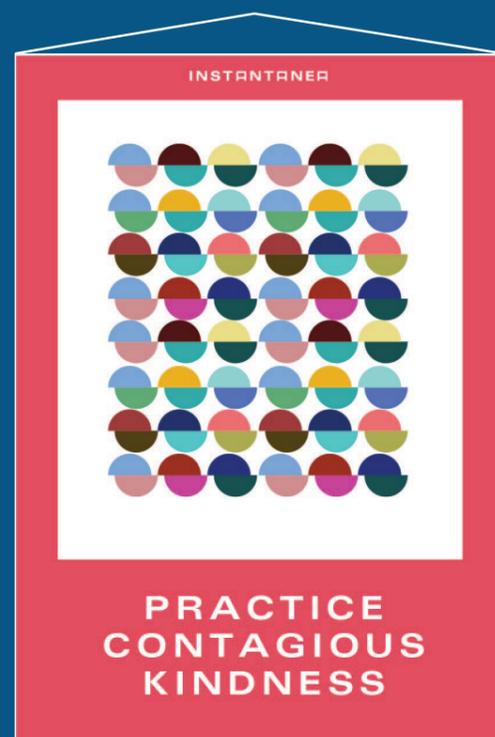
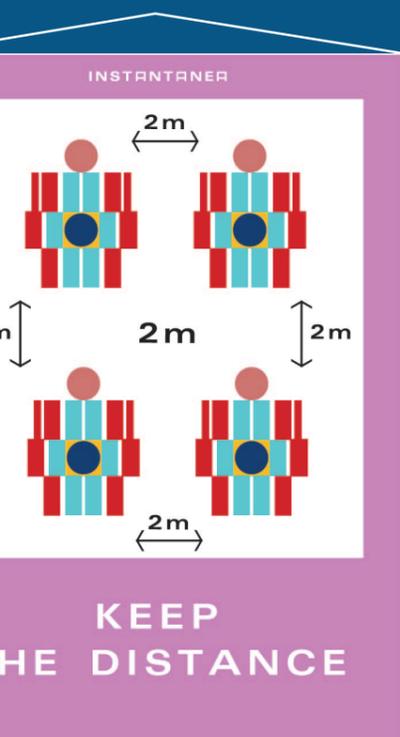
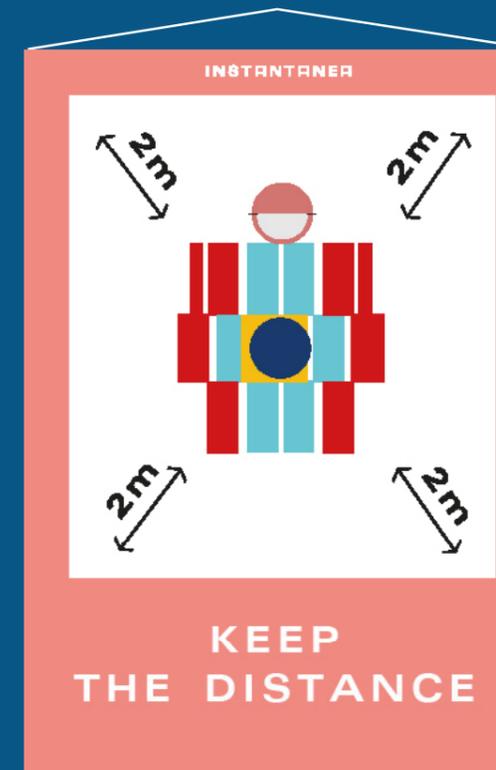
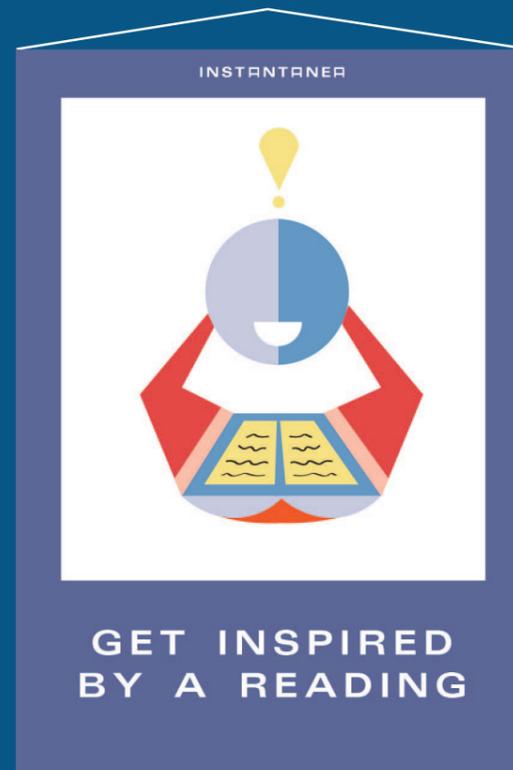
Design Applications: horizontal format



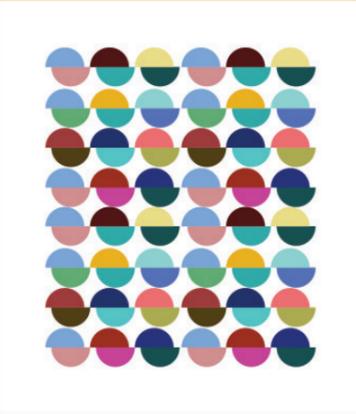
Design Applications: vertical format

# An abstract language suitable everywhere

It is important to bear in mind that text and image are not to be divided as they are complementary for each other. The visual campaign can be hanged on walls in public spaces as well as in schools, playgrounds, and private spaces.



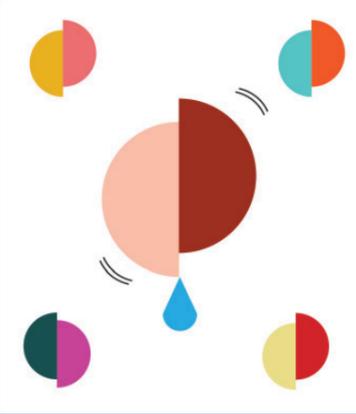
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**PRACTICE  
CONTAGIOUS  
KINDNESS**

DesignAgainstCovid19 April 2020

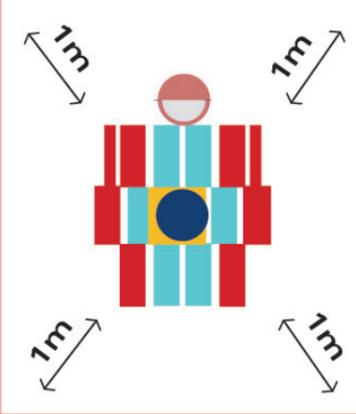
INSTANTANEA



**WASH YOUR HANDS  
FREQUENTLY**

DesignAgainstCovid19 April 2020

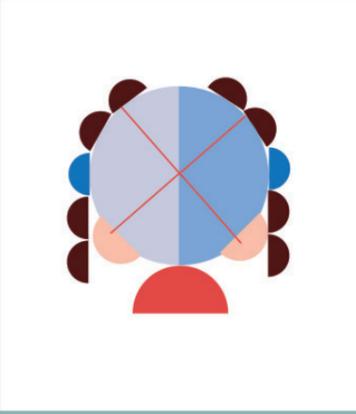
INSTANTANEA



**KEEP  
THE  
DISTANCE**

DesignAgainstCovid19 April 2020

INSTANTANEA



**AVOID TOUCHING  
YOUR FACE**

DesignAgainstCovid19 April 2020

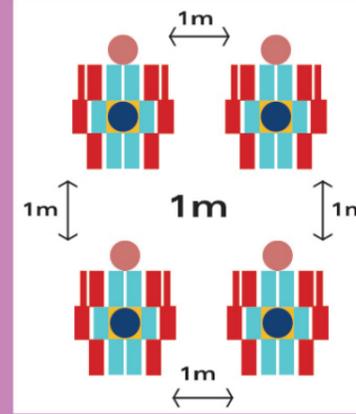
INSTANTANEA



**WEAR GLOVES  
AND MASKS**

DesignAgainstCovid19 April 2020

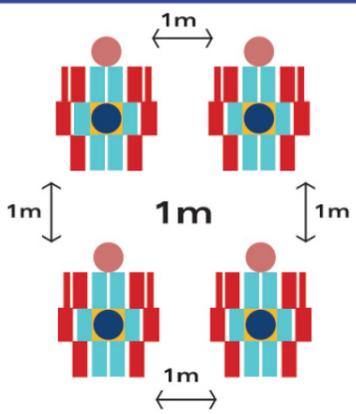
INSTANTANEA



**KEEP  
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DesignAgainstCovid19 April 2020

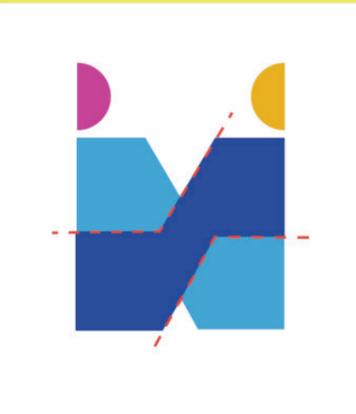
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**KEEP  
THE  
DISTANCE**

DesignAgainstCovid19 April 2020

INSTANTANEA



**AVOID PHYSICAL  
CONTACT**

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**STAY SAFE  
STAY AT HOME**

DesignAgainstCovid19 April 2020

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**WEAR GLOVES  
AND MASKS**

DesignAgainstCovid19 April 2020

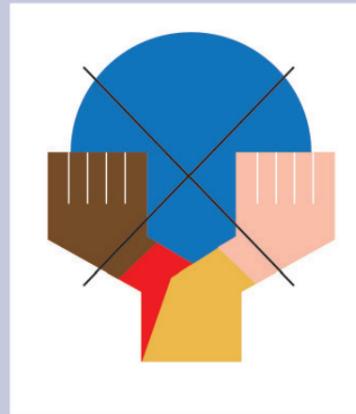
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**PRACTICE  
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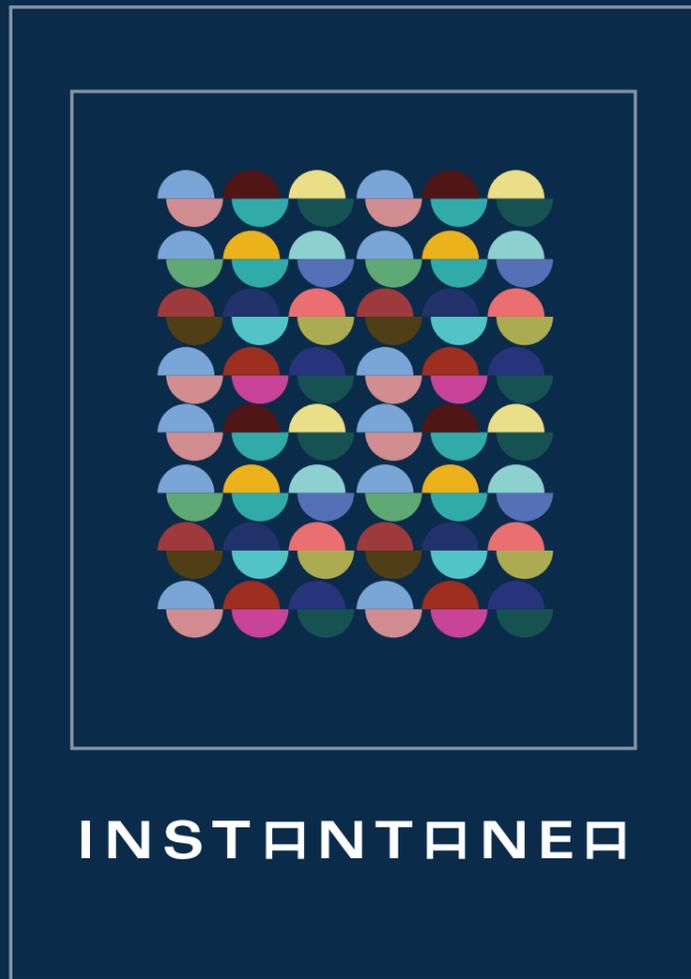
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**AVOID TOUCHING  
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instantaneous pieces of advice  
for your life

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