



**THE BULLIED  
& THE BULLY**

**BROOKE TAYLOR LAURA INGEMAR CARLY MAGDA**

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**THE BULLIED & THE BULLY  
IS AN EXHIBITION THAT PROMPTS  
REFLECTION, CREATES HEALING,  
AND EXPRESSES BRAVERY.**

”

# HOW CAN DESIGN RESPOND TO A CULTURE OF BULLYING?

*brief:* In response to the question above, we wanted to create an interactive design that is focused on how each person can be both the bully and the bullied to create awareness of the problems surrounding bullying.

*audience:* The target audience for this design is middle school aged teens that are specifically those suffering from the effects of bullying.

*message:* We want students to reflect on their experiences of being a bully and/or being bullied. Our hope is to spread awareness and make students think about how they can help others instead of hurt them.

**IDENTITY**



**THE BULLIED  
& THE BULLY**



PANTONE 657 U



PANTONE 320 U



PANTONE 7615 U



PANTONE 136 U



PANTONE 711 U



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**FRANKLIN GOTHIC EXTRA CONDENSED BT**

franklin gothic book

**INFOGRAPHIC**



-  **READ** through the information and follow the steps.
-  Look into the mirror and **REFLECT** on experiences you have had being a bully.
-  **BE BRAVE.** Post about an experience you have had being bullied.
-  Use **BAND-AIDS** and take aways to heal and remember your experiences from today.

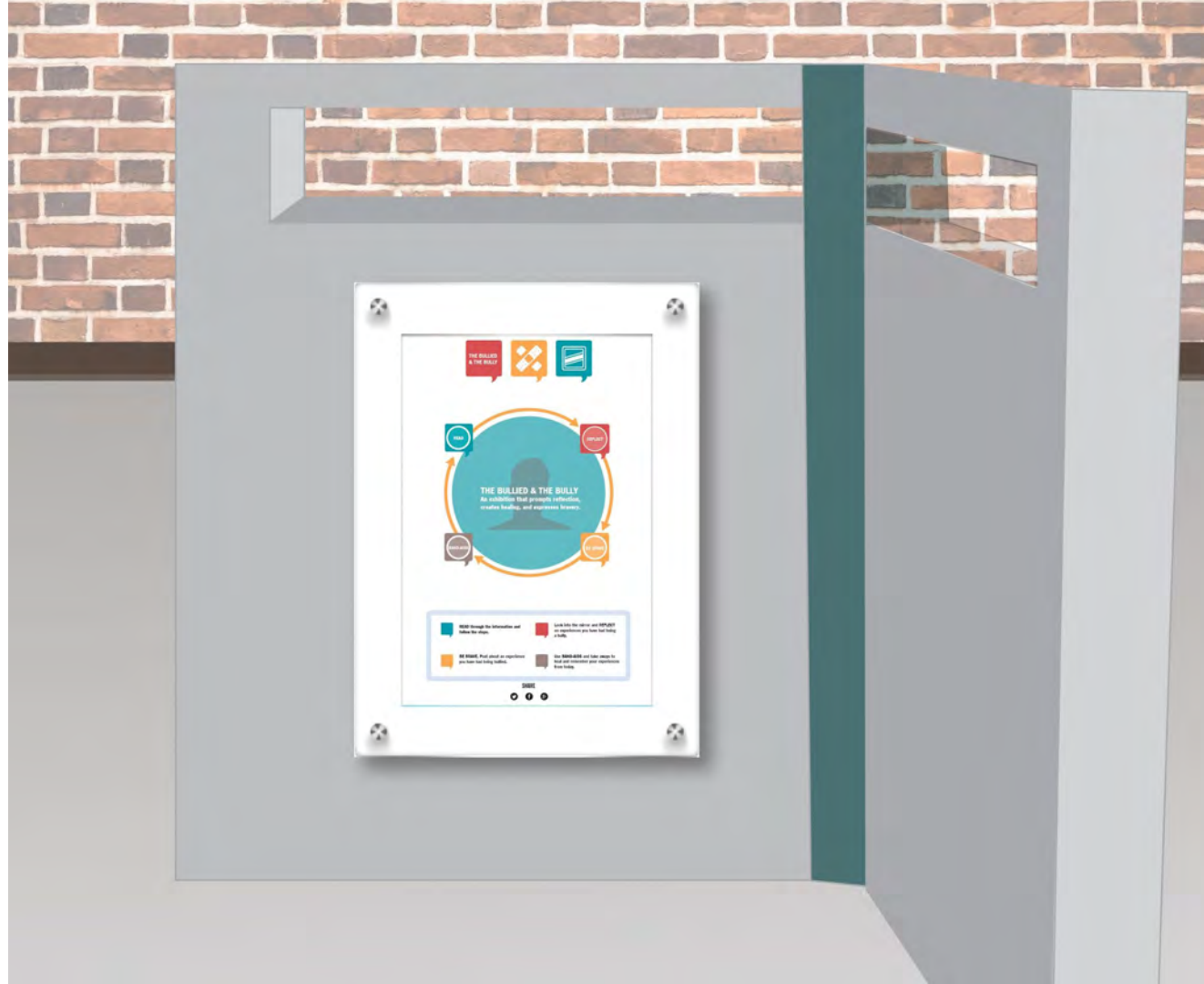


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SHARE









THE BULLIED & THE BULLY

READ

THE BULLIED  
An exhibition that  
creates healing, as

SHARE

READ through the information and follow the steps.

BE BRAVE. Put about an experience you have had being a bully or being bullied.

THE BULLIED & THE BULLY

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THE BULLIED & THE BULLY

READ

THE BULLIED & THE BULLY  
An exhibition that prompts reflection,  
creates healing, and empowers bravery.

SHARE

PROTECT

READ through the information and follow the steps.

BE BRAVE. Put about an experience you have had being a bully or being bullied.

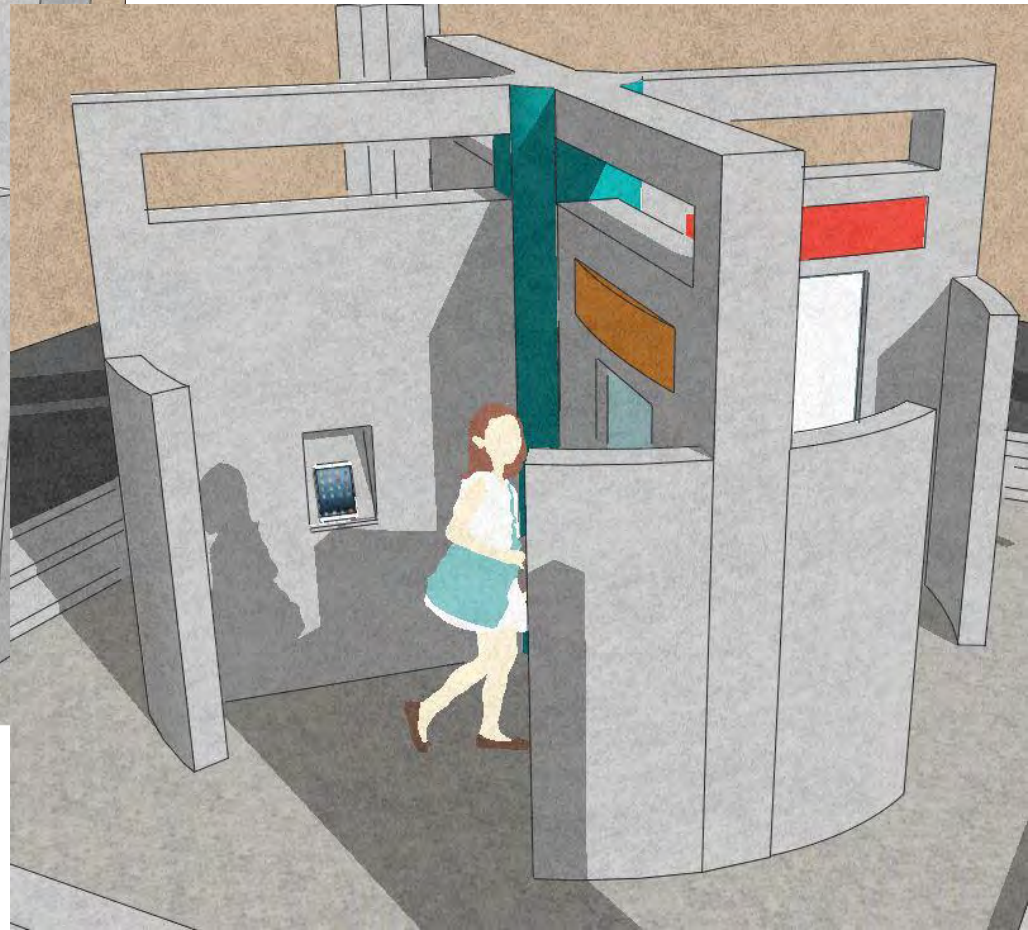
Look into the mirror and PROTECT an experience you have had being a bully or being a bully.

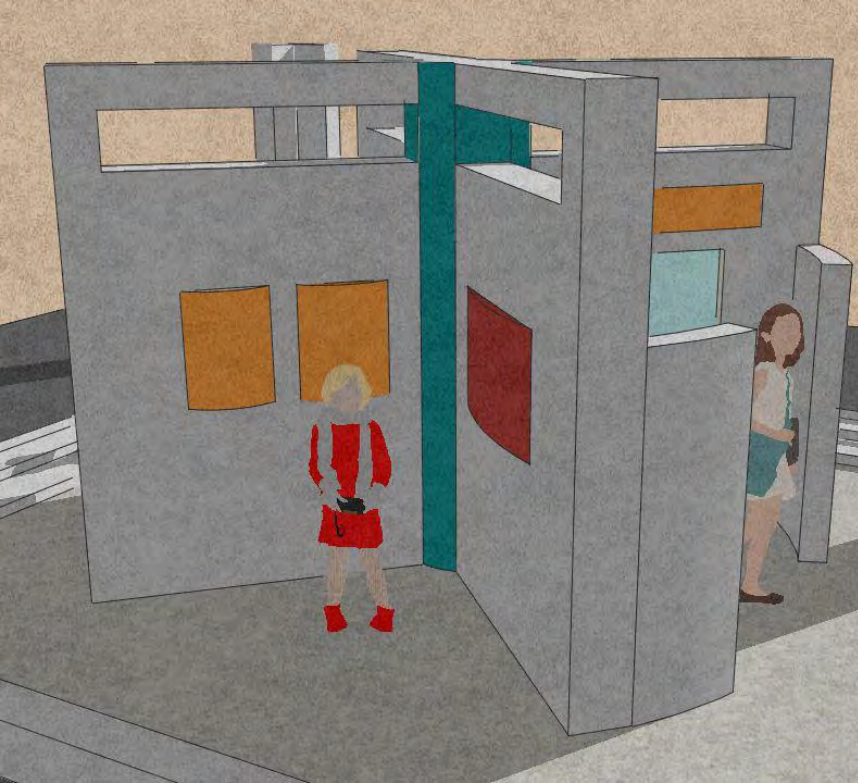
The BULLIED and take over to lead and transform your experience from today.

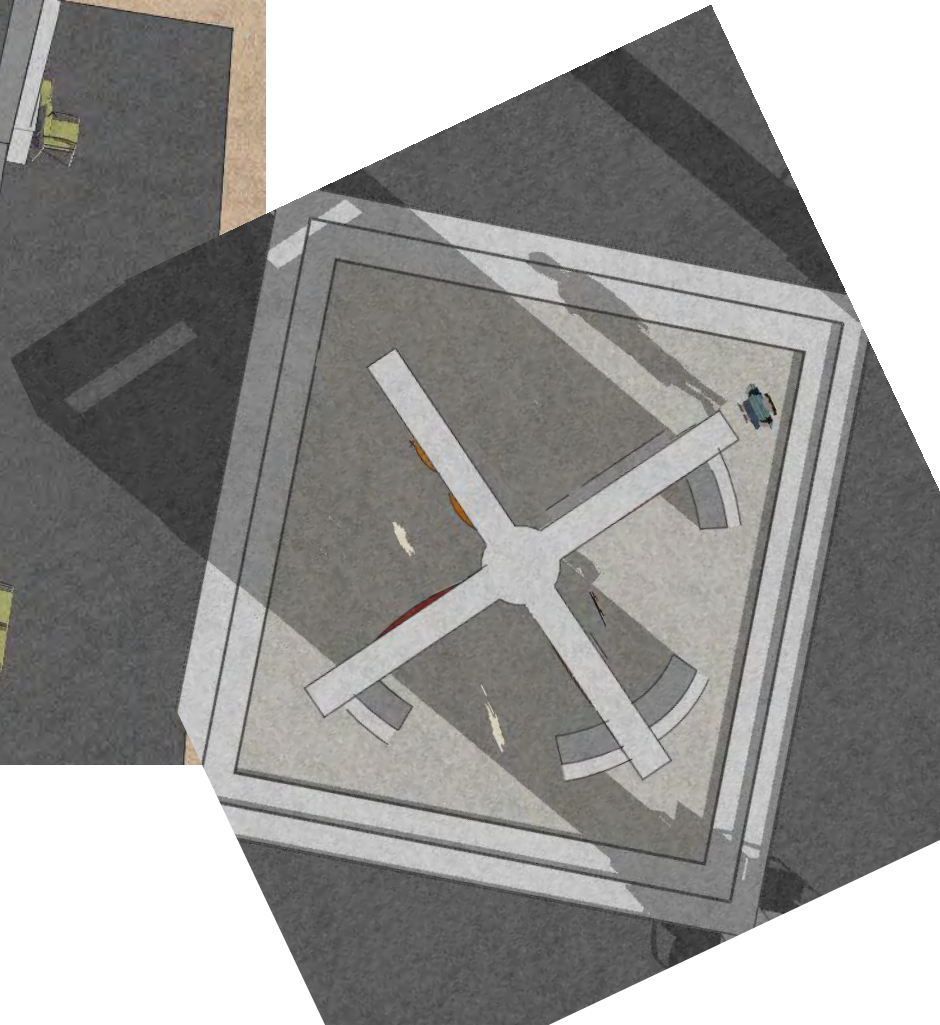
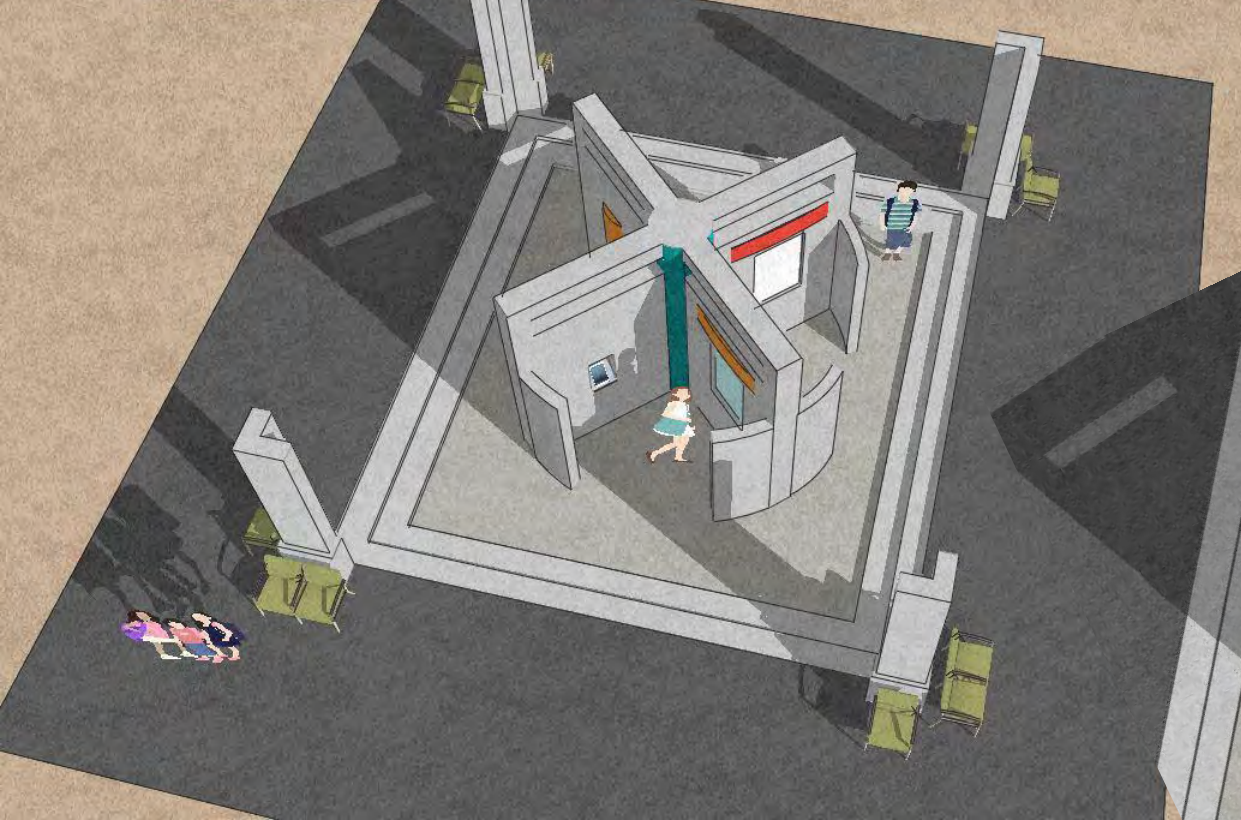


**MOCK-UP**









**MIRRORS**





# THE BULLY.



I convinced everyone that they changed schools.

I've been self-esteem and putting others down because the feel better.

I've been judgemental of people my whole life.

I make fun of gay people because I'm not in the world.

I make fun of fat people because they're lazy.

I teased someone for years before I even knew their name.

I got a divorce. It was sad, and I wanted to be the one in control.

 THE BULLIED & THE BULLY



# THE BULLIED.



My nickname was gummy because I kept it soft.

Suicide was an option for many years of my life.

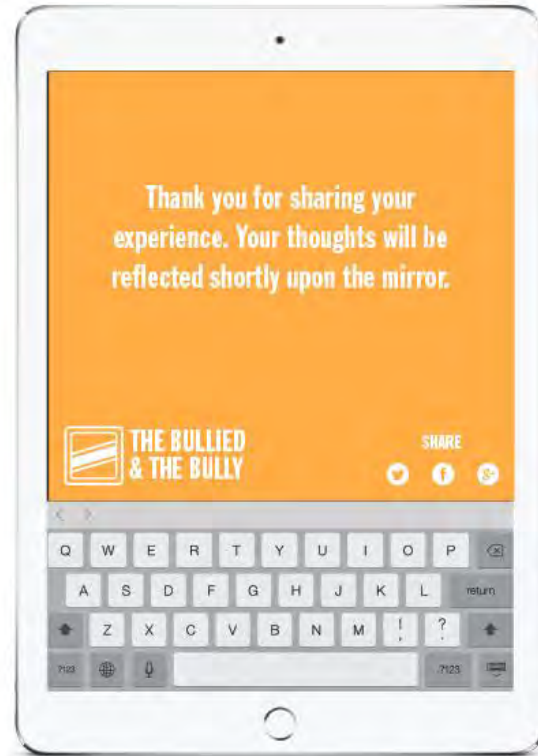
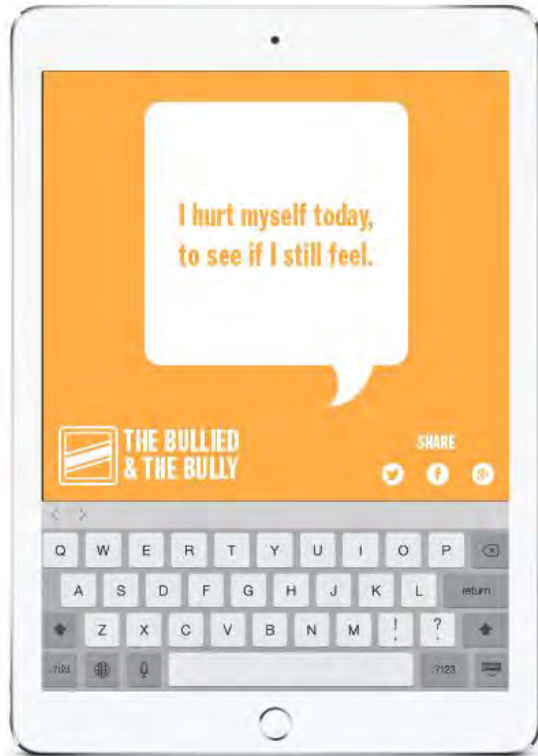
I feel made fun of every day because I had an accent.

I don't have one single friend.

My self image is determined by others and not myself.

I still feel that I don't belong in this world entirely.

 THE BULLIED & THE BULLY



**APP**



**THE BULLIED  
& THE BULLY**

USERNAME

PASSWORD



THE BULLIED  
& THE BULLY

**REFLECT**

**ENCOURAGE**

**BAND-AIDS**

**SEARCH**



THE BULLIED.  
& THE BULLY.

**REFLECT**

**ENCOURAGE**

**MY BANDAIDS**

**SEARCH**

THE BULLIED  
& THE BULLY

# REFLECT

I'VE HURT PEOPLE

I'VE BEEN HURT

# I'VE BEEN HURT

I don't think life is going to get any better.

BE BRAVE

SAVE

# I'VE HURT PEOPLE

I called her fat today. I think I'm the reason she is depressed.

BE BRAVE

SAVE



THE BULLIED  
& THE BULLY

**YOU ARE  
BRAVE.**

**Thank you for your post!**



**REFLECT**  
**I'VE HURT**  
**I'VE BEEN HURT**

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**ENCOURAGE**  
**POST**  
**SEARCH**

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**BAND-AIDS**

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**SEARCH**

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**Thank you for your post!**





THE BULLIED  
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## ENCOURAGE

I don't know exactly what is happening, but know that you aren't alone. I know how you feel and it sucks.

SEND



THE BULLIED  
& THE BULLY

**YOU ARE  
ENCOURAGING.**

Thank you for your encouragement!



THE BULLIED  
& THE BULLY

# BAND-AIDS



OCT  
21



OCT  
24



NOV  
03



DEC  
14



THE BULLIED  
& THE BULLY

# BAND-AIDS



OCT  
24

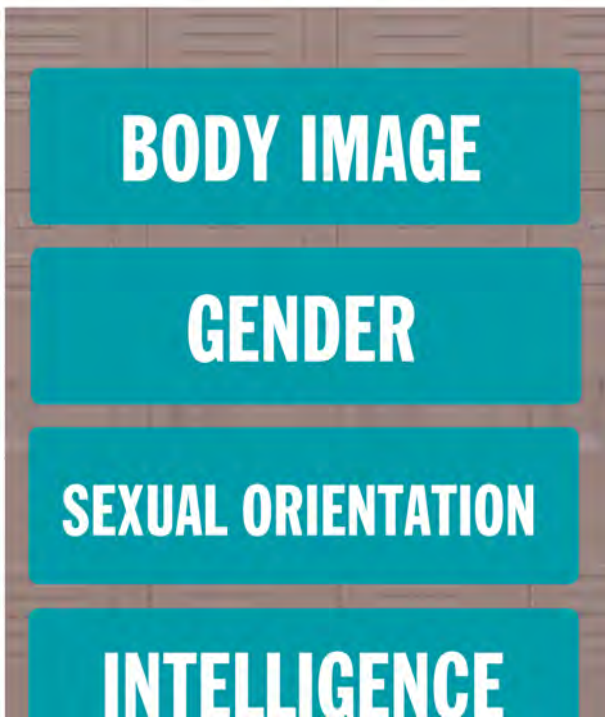


I don't think life is going  
to get any better.

BE BRAVE



# SEARCH



# BODY IMAGE



**TAKE AWAYS**





**DON'T BE  
A BULLY  
BE A FRIEND**



**STAND UP  
SPEAK OUT**





DON'T BE  
A BULLY  
BE A FRIEND



BULLYING  
STOPS  
HERE



