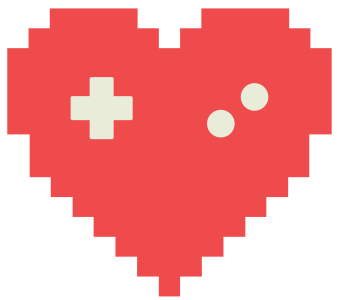


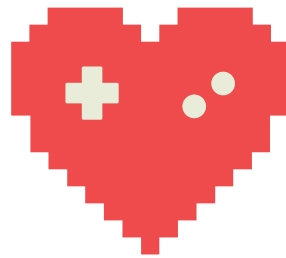
A
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OF
HELP

SERVICE DESIGN

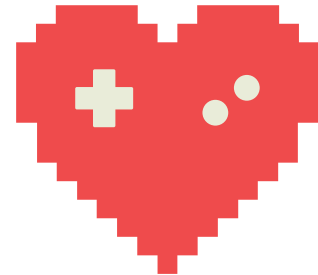
In a world full of addictions I think one that many of us overlook and or ignore is Video Game addiction. Online gaming has blown up over the last couple of years and slowly they have taken over the lives of thousands of people. In a recent research study more than 12% of gamers were clinically proven to be addicted to gaming. When talking about addiction I think the first thing that comes to mind is drugs, alcohol, gambling, pornography, but gaming can have just as much detrimental effects as any other addiction. This program is to help those in need and realize that games are hurting their lives and help them prioritize what is truly important to them such as family, friends, work and personal goals.



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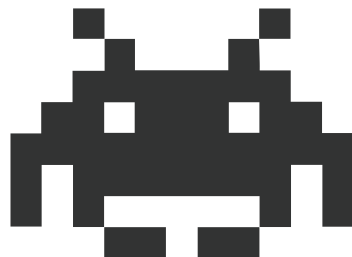


A BIT OF HELP

BEHIND THE LOGO



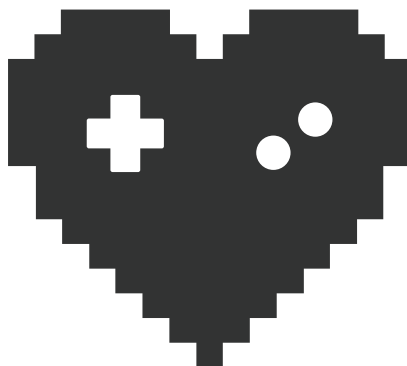
I chose the heart because I felt like the most powerful tool that we could use to help someone struggling an addiction is our love. Family and friends being there for that person that could help them along the way is the best support anyone could have.



I needed some sort of icon that was associated with gaming that even the people with the littlest knowledge of video games would understand. I felt that the 8-Bit era of Space Invaders, Tetris, Super Mario things of that nature are so world renowned and iconic that the heart would make sense.



Finally I used the Iconic D-Pad and buttons to place over the heart to kind of have a double meaning. One is obviously with any hobby you have a passion for it and you love doing what makes you happy which is gaming. It's juxtaposition is also saying don't let games control you, but instead you be the controller.



PURPOSE

The purpose of the program “A Bit of Help” is to help people realize priorities in their lives and to help them understand that what they are putting into these games, they aren’t going to get out of. Now the objective isn’t to make someone give up games entirely, everything in moderation is healthy for you. All we want people to realize is how much gaming is too much? And at what point can gaming be viewed as an addiction? We understand that gaming is a great way to have fun and relax, but know when you escape to the virtual world, your problems and responsibilities in this world don’t go away, they just continue to stack up. A little bit of help is a program that helps organize priorities and manages responsibilities to accomplish your goals here in this life while maintaining a healthy digital lifestyle as well.


DO YOU C.O.D.E ?

**CONTROL
OVER
DIGITAL
ELEMENT**

DON'T LET THE CONTROLLER CONTROL YOU.



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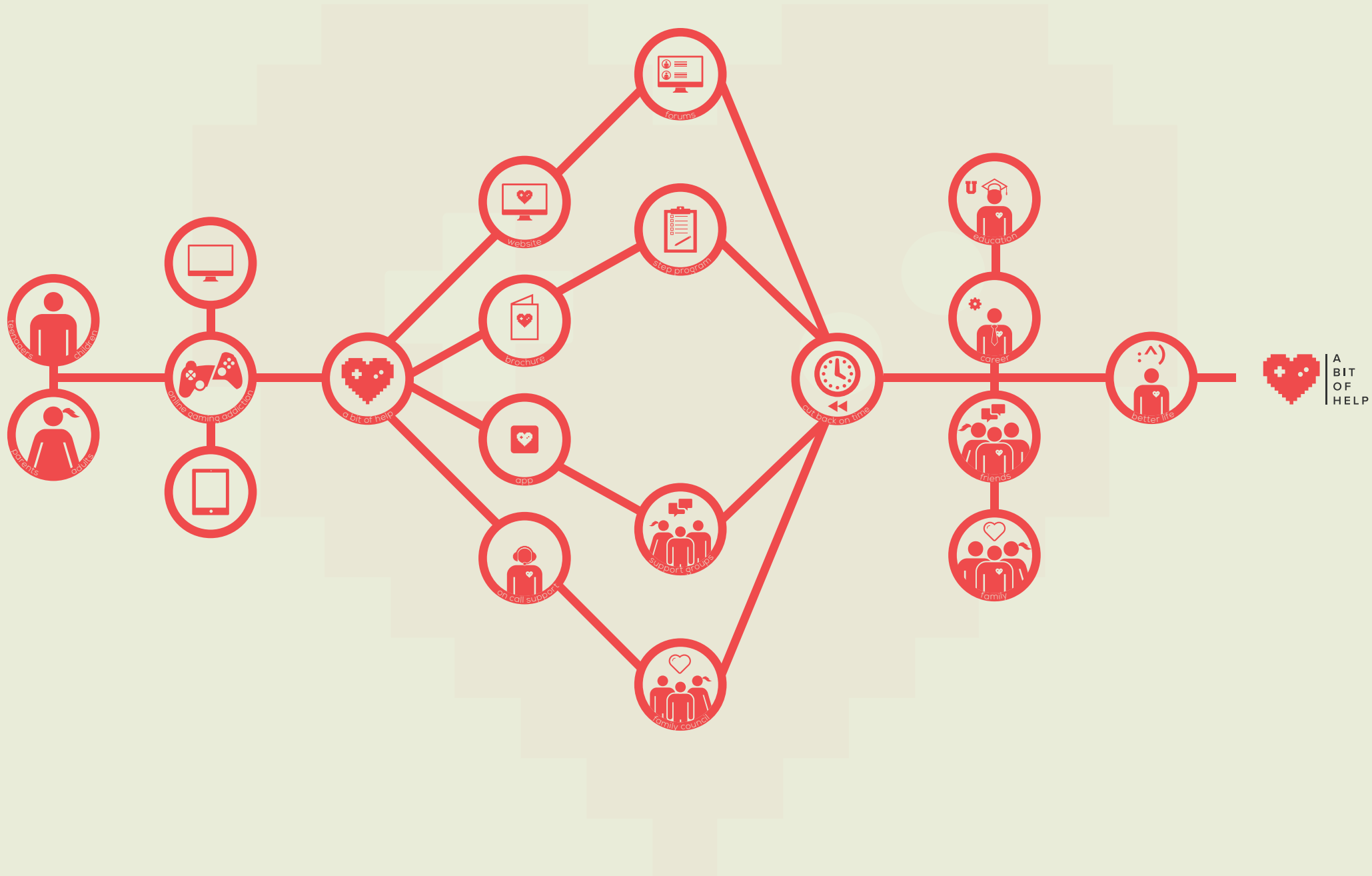
www.abitofhelp.org   

YOU DON'T GET OUT WHAT YOU PUT IN.

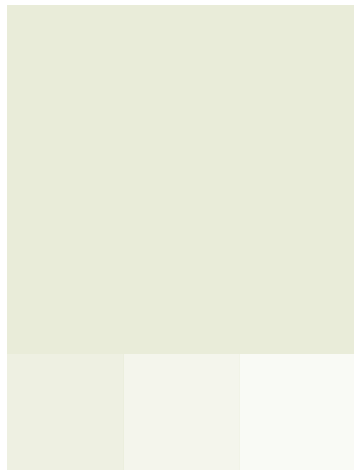


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COLOR PALETTE



HE X // E8E9D7

R G B // 232 233 215

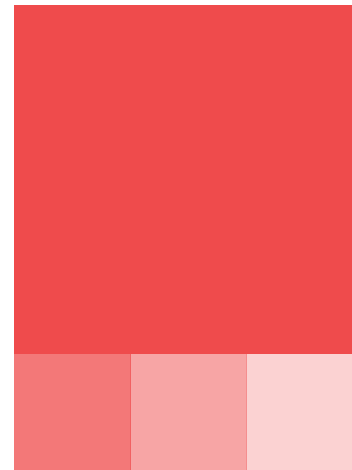
C M Y K // 8 4 16 0



HE X // 333333

R G B // 51 51 51

C M Y K // 69 63 62 57



HE X // EF4B4C

R G B // 239 75 76

C M Y K // 0 86 69 0

TYPOGRAPHY

Proxima Nova (Semi-Bold)

Ad Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Nexa light

Ad Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890