



HERE

Things happen. It's normal. We're here to hear.

WHY WE ARE HEAR TO HERE

BECAUSE YOUR VOICE MATTERS

WE ARE ACCESSIBLE

Mental health should be a priority for college students. We believe all students should have access to professional guidance for a healthy mind regardless of their financial standing. This is why HERE is a free application dedicated to offering all college students with counseling, therapy, and community. Financing college is difficult already. Having someone here to hear shouldn't make it anymore difficult.

WE ARE CONVENIENT

Our emotions are not scheduled, planned, or timed. We feel when we feel. Meaning, we seek help at different times. We understand the frustration you feel when your school counselor tells you that their next closest opening is 3 months later. We understand what it feels like to long for an ear at 2 in the morning. We understand that your emotions are not scheduled, which is why we schedule around you. Get in contact with one of our professionals any time, anywhere.

WE ARE COMMUNITY

At HERE, we are also committed to building a safe, open community. We believe mental health should be openly discussed, expressed, and communicated. Things happen, and as humans, we feel. We believe we can lift each other up with the support of a strong, safe, and open community.

ACCESSIBLE

CONVENIENT

COMMUNITY

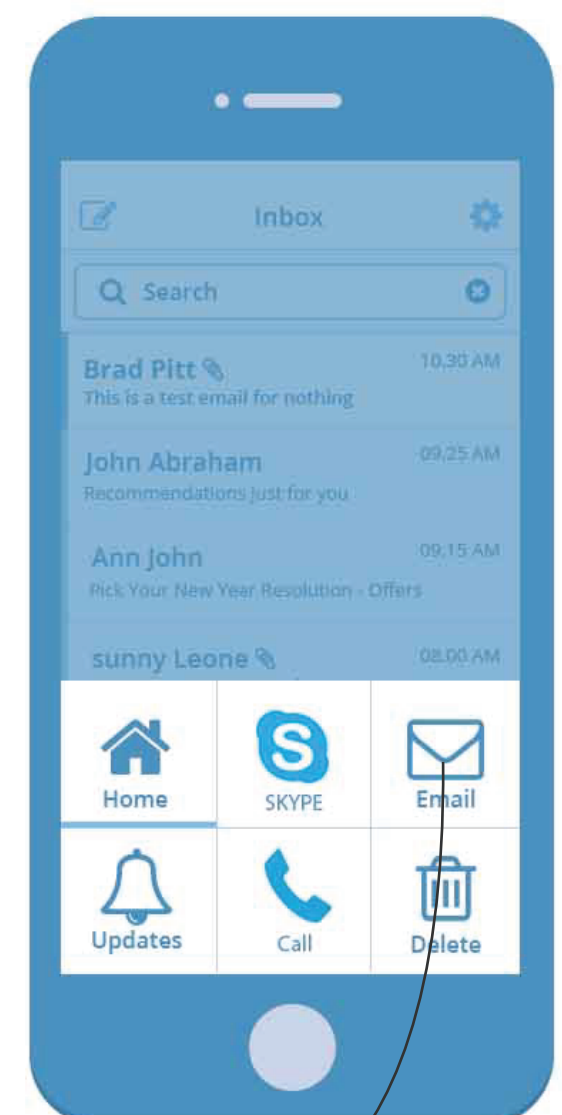
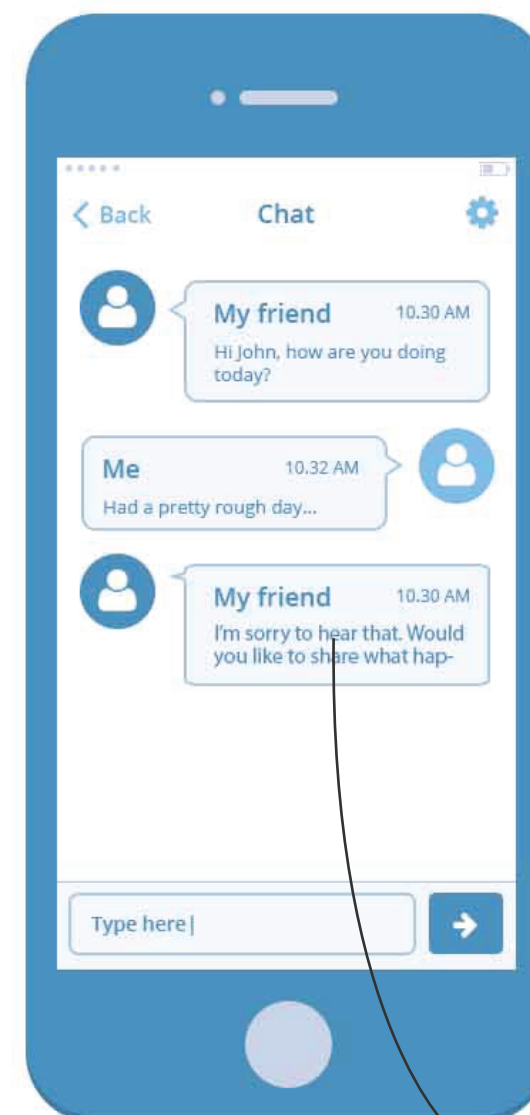
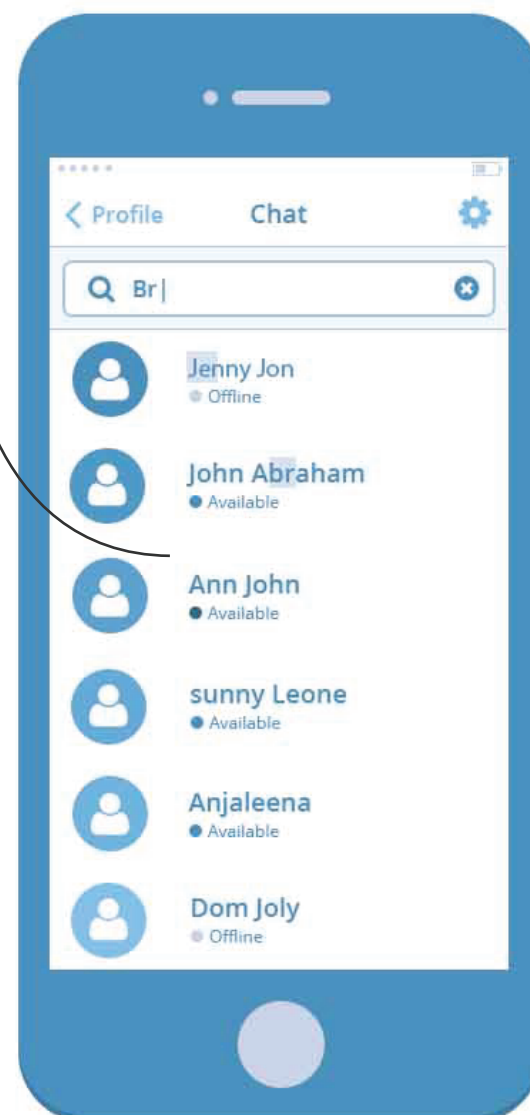
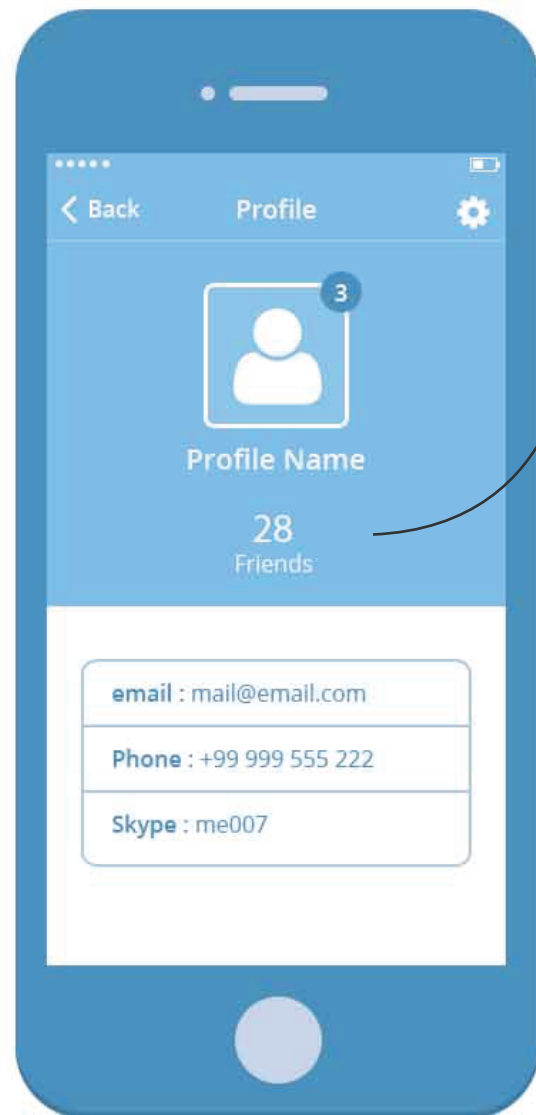
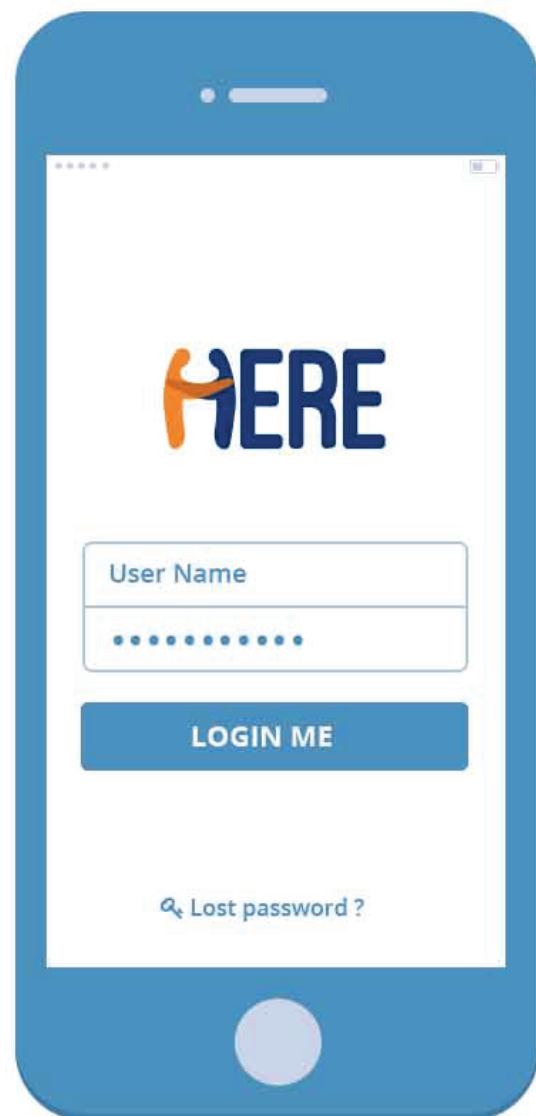
ENCOURAGING

CARING



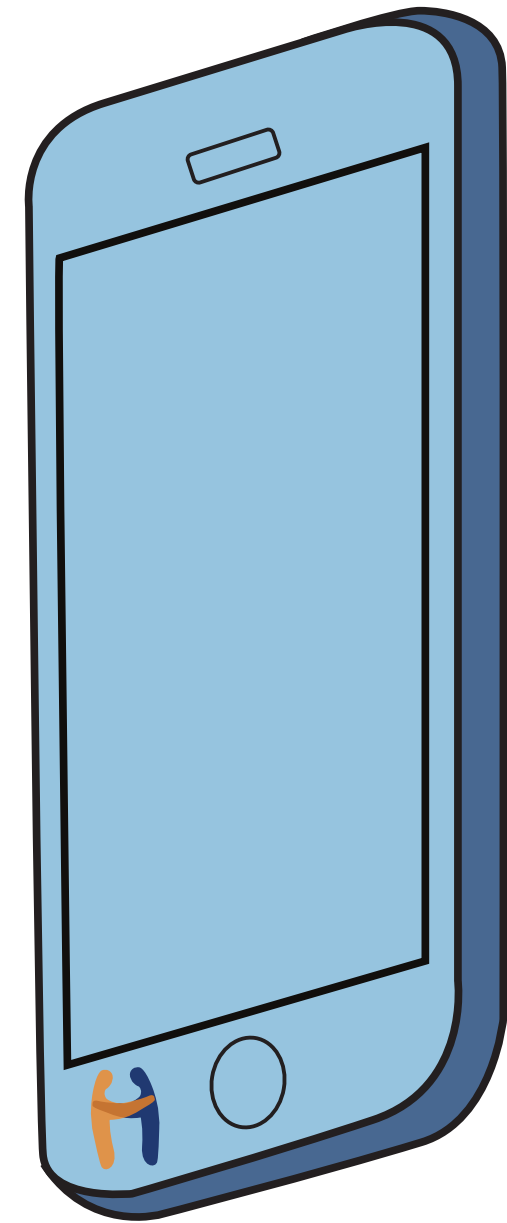
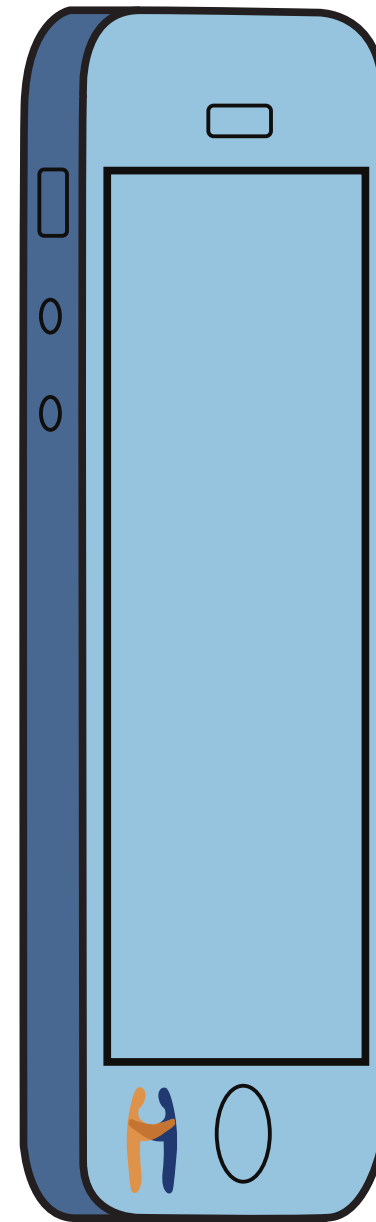
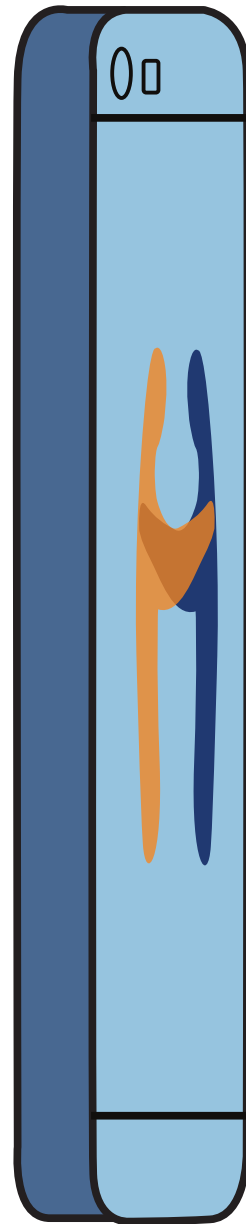
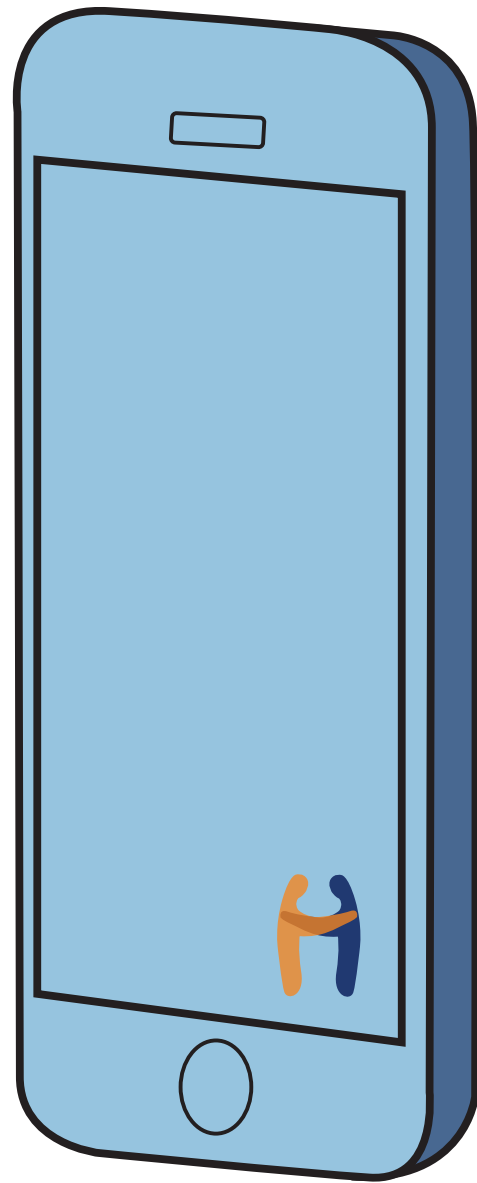
APPLICATION

list of available
therapists/friends



chatroom, skype,
calls, email options

STATIONARY: STICKERS



MERCH: TOTE BAGS



MERCH: TOTE BAGS



GRAPHIC

MINIMAL

USE OF
SPEECH BUBBLES

DIRECT

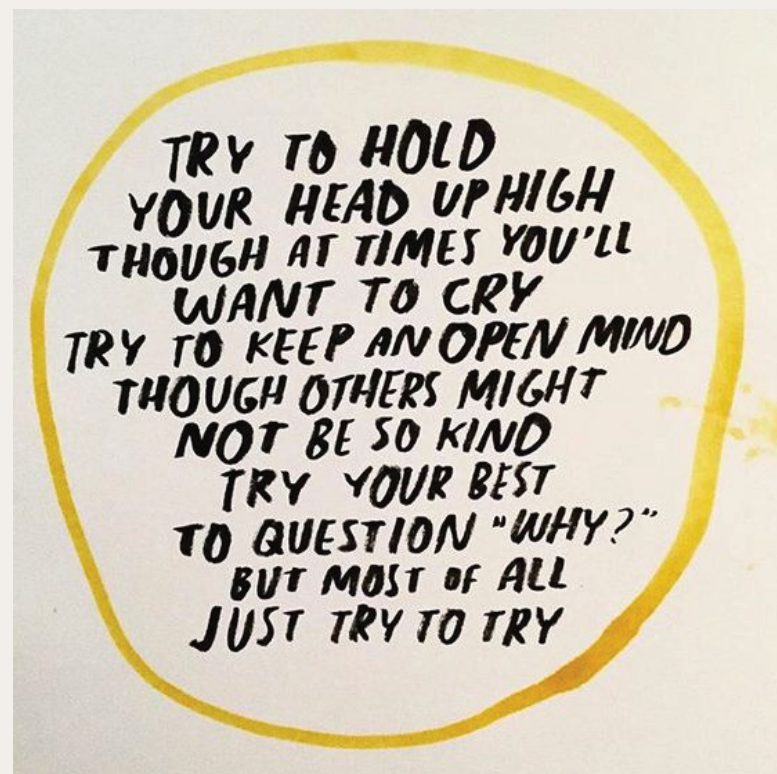
RELATABLE



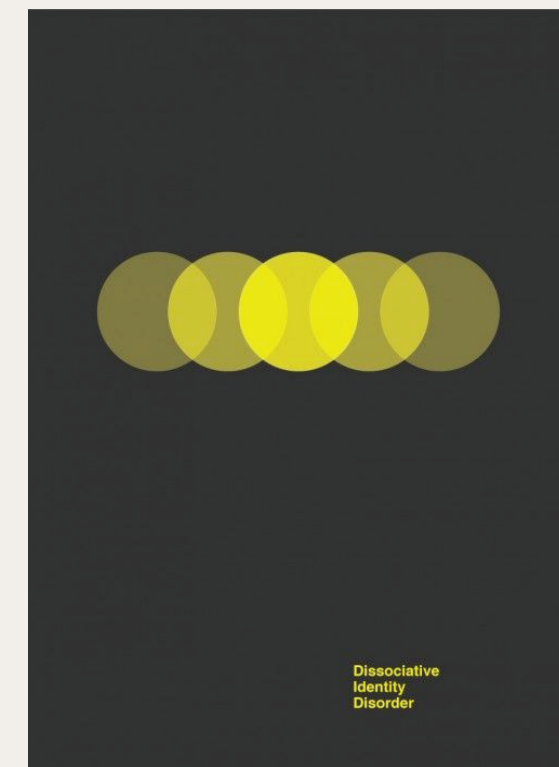
- Use of speech bubbles make a casual conversation
- Relating to chat application of HERE.
- Inviting viewer into conversation
- Perhaps relatable conversations?
- Idea: making conversation between mental illness and _____.



- Graphic poster matching graphic logo of HERE.
- Minimal poster may appeal to younger audience of college students
- Discreet graphic illustrations



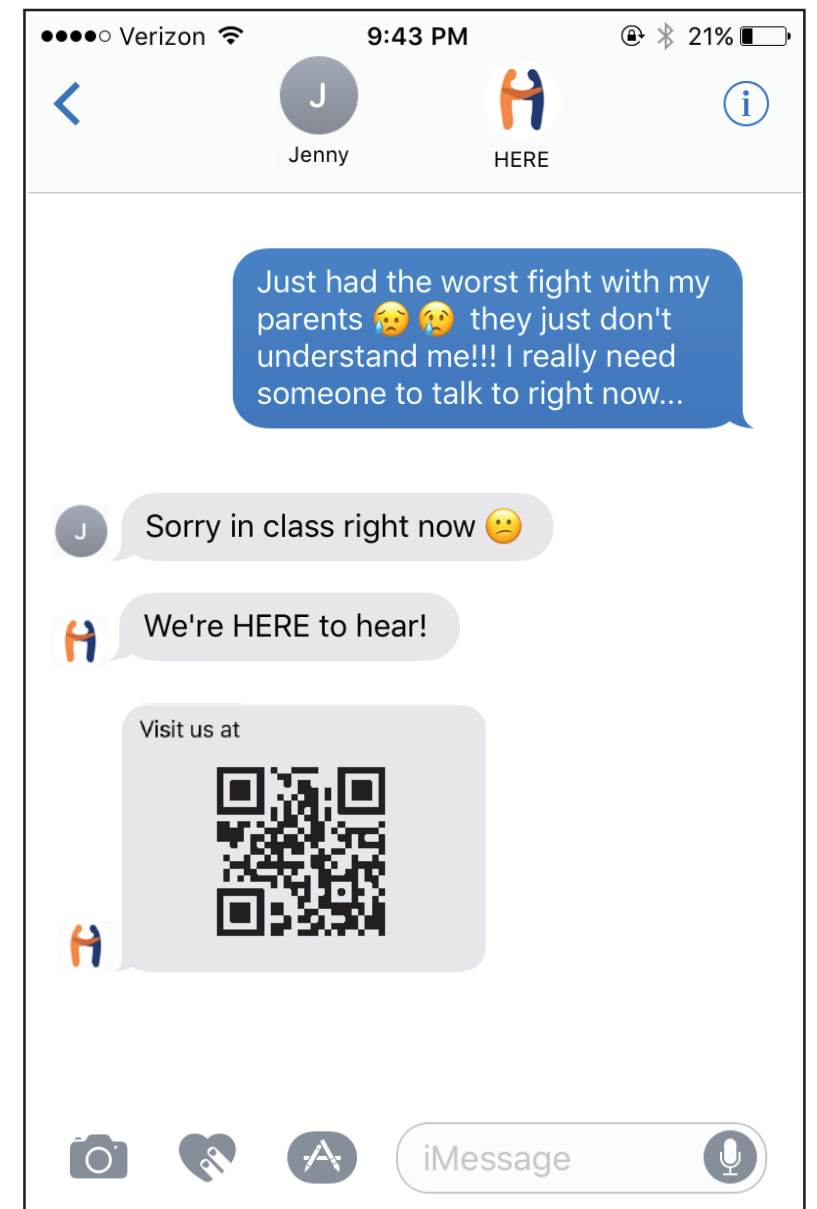
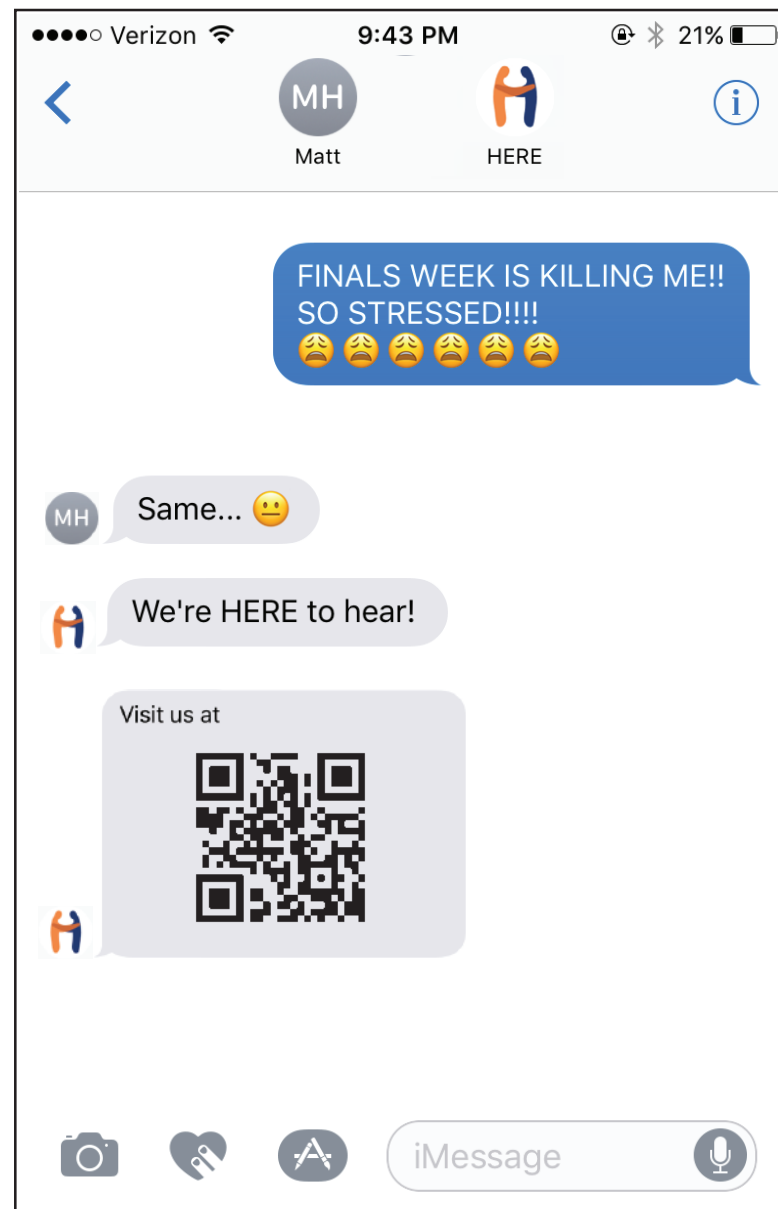
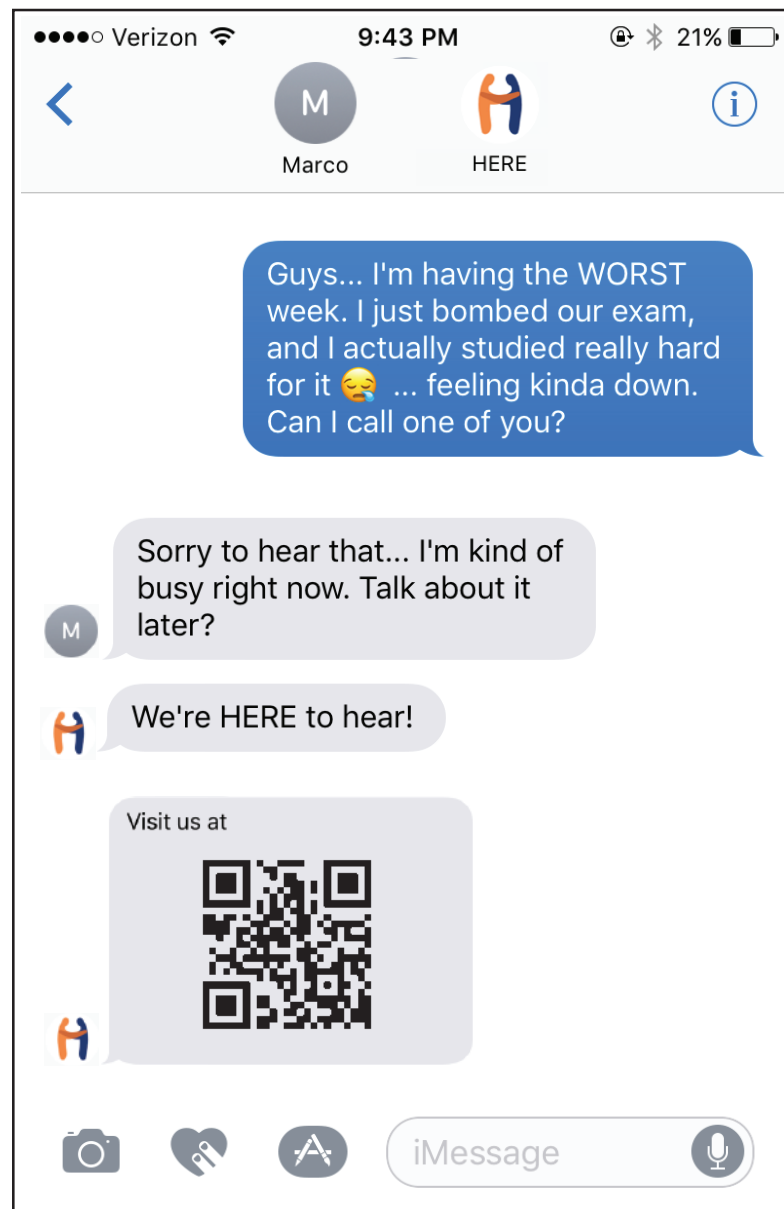
- Words of encouragement
- Hand written script makes it personal and casual
- Idea: Including anonymous confessions, words of encouragement of college students. Making it relatable and open to conversation.



- Representation of different disorders with the use of graphic shapes
- Makes viewer curious as to what it is about

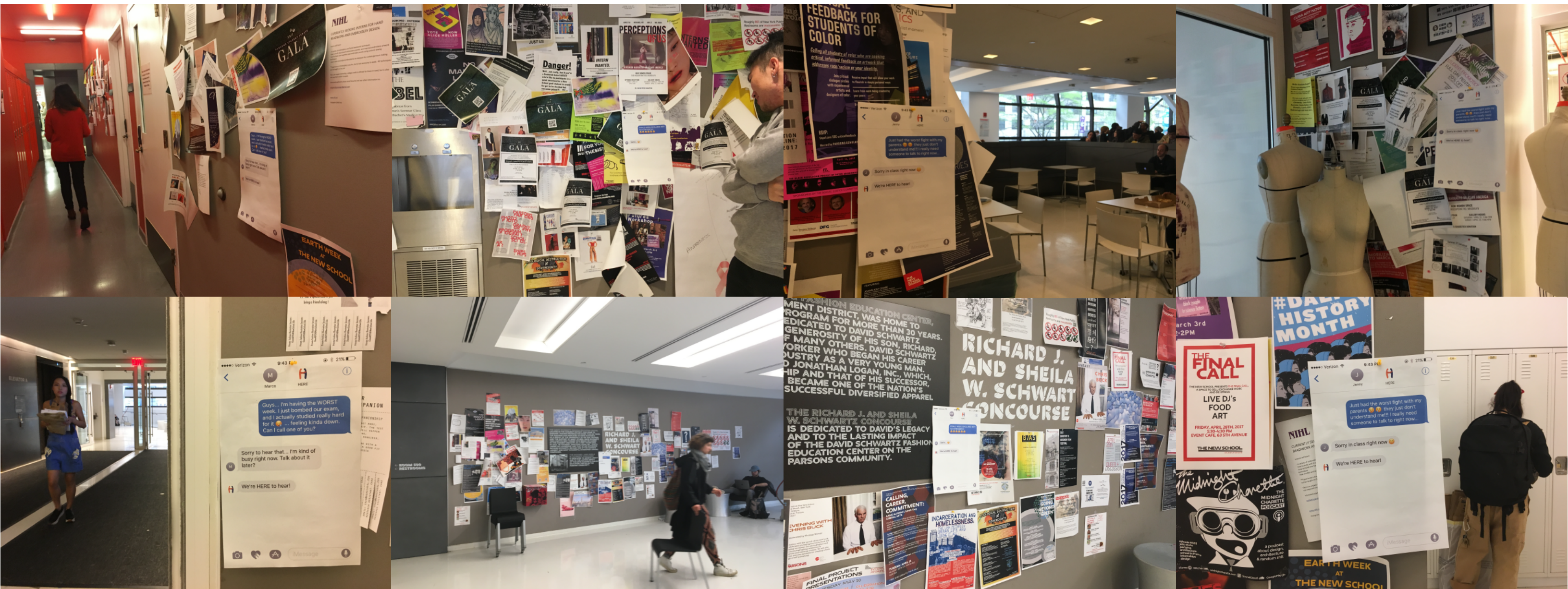
POSTER SERIES

17 in.

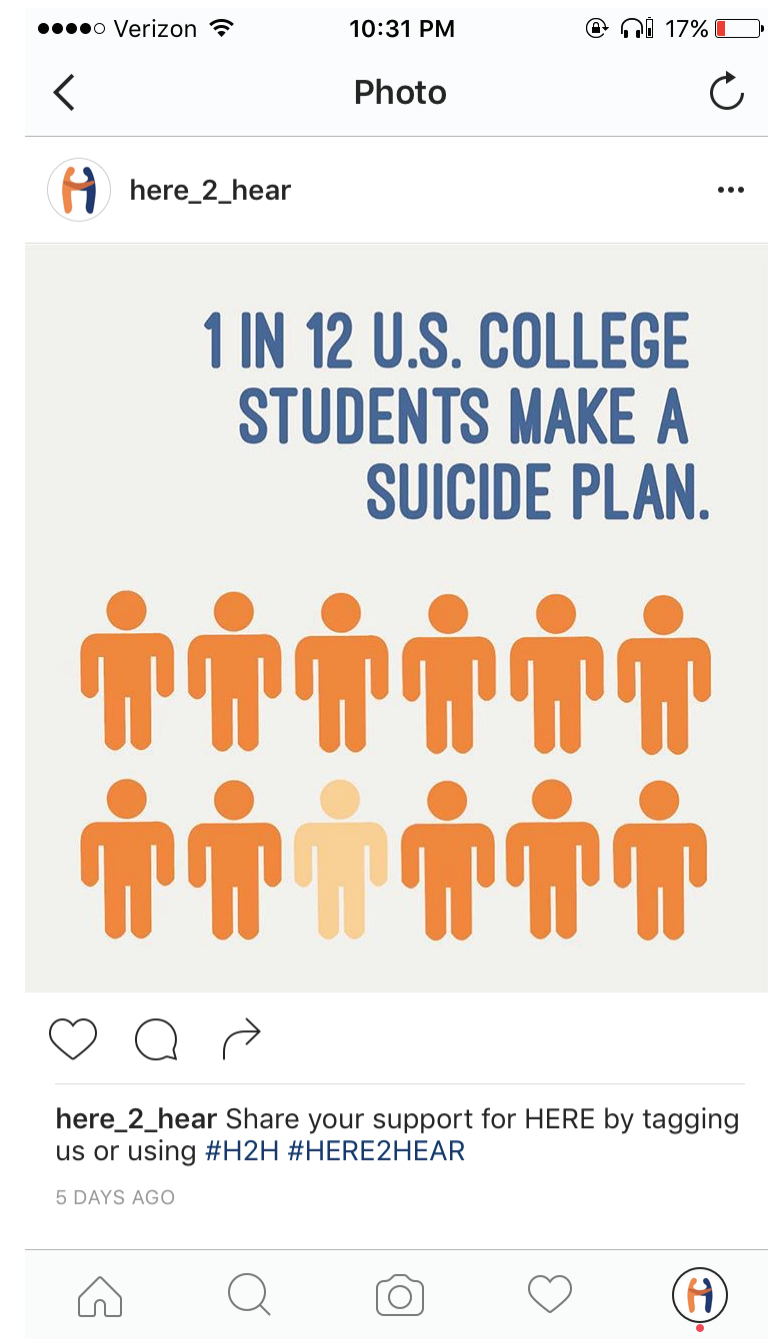
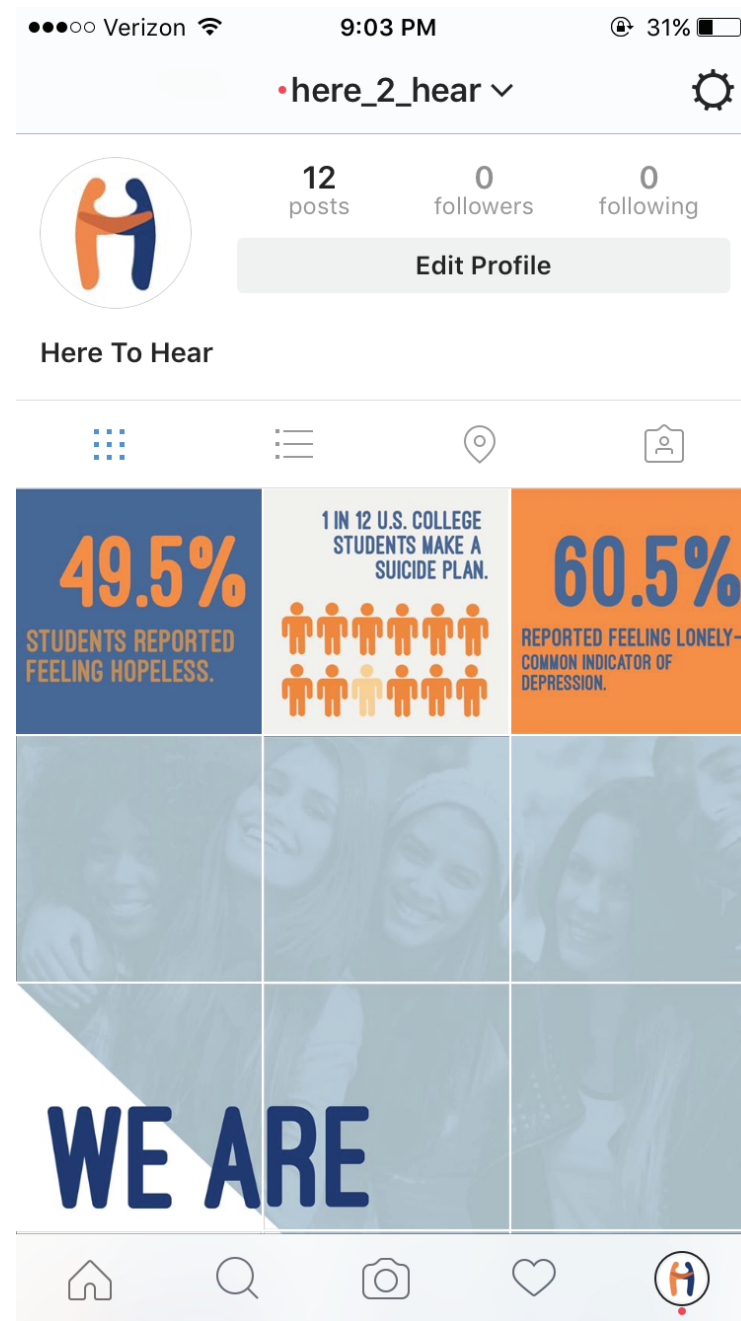
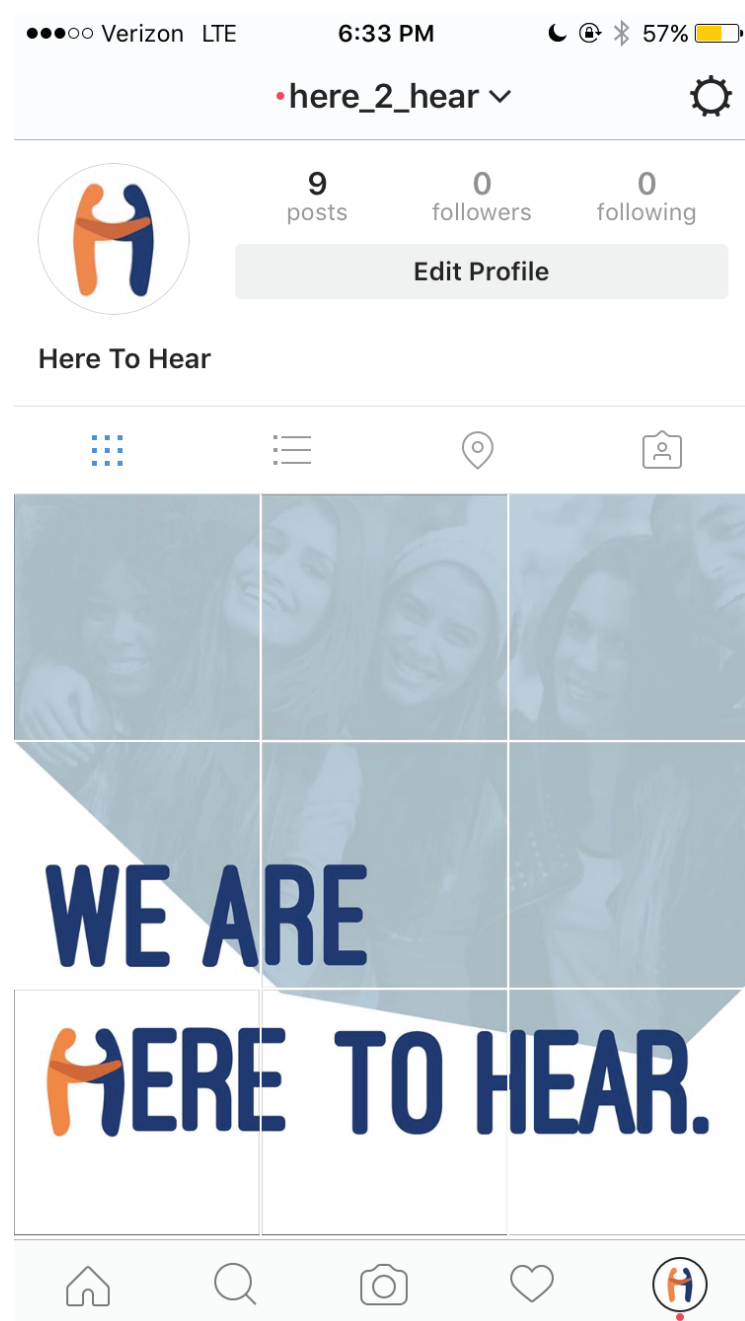


11 in.

POSTERS IN THE NEW SCHOOL



SOCIAL MEDIA



MEET THE CREATOR: JOYCE KO

Currently a student at The New School in the fast-paced city of New York, Joyce Ko realized the lack of mental health services and awareness in the college community. In response to her and fellow students' frustrations and concerns, Joyce created **HERE**, a free application dedicated to offering all college students with counseling, therapy, and community. Joyce believes your voice matters, which is why we are **HERE** to hear. At **HERE**, we are accessible, convenient, and community.

