

Writing Portfolio

HANNAH NOWAK

I MAKE MAGIC.

As an intrinsic polymath, I focus on the intersection of storytelling from fact to fiction and innovation from process to prototype.

Story is my craft.

Portfolio Overview

Project One: Disney Imaginations Competition

Project Two: Nickelodeon Cocktail Book

Project Three: TMG Rebrand

Project Four: The Emotional Rollercoaster

The next four pages show the abridged overview of the project, whereas the copy and design follows title cards in depth.

Each project is fully comprised of my copy, writing, and design work.

Don't read it all in one place. Enjoy responsibly.

2019	CIELO DE ESTRELLAS	Walt Disney Imagineering 2019 IMAGINATIONS COMPETITION	Place SEMIFINALIST	Role COPY / STORY
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1

- IDENTIFYING NEEDS & CONSTRAINTS —
- RESEARCH —
- BLUE SKY —
- CONCEPT DEVELOPMENT —
- STORY DEVELOPMENT —
- INSTALLATION DESIGN —
- DRAFTING & REFINING —
- FINALIZED DESIGN —
- FINAL DECK DESIGN —



For the 2019 Disney Imaginations Competition, the prompt was to create an iconic installation in our hometown that serves as inspiration, honors the past, and is a vision of the future.

PROJECT ONE

In telling the very unique story of our chosen spot, we had to respect and integrate local traditions. Our icon also had to be a place to gather and celebrate, as well as reflect and educate the community.

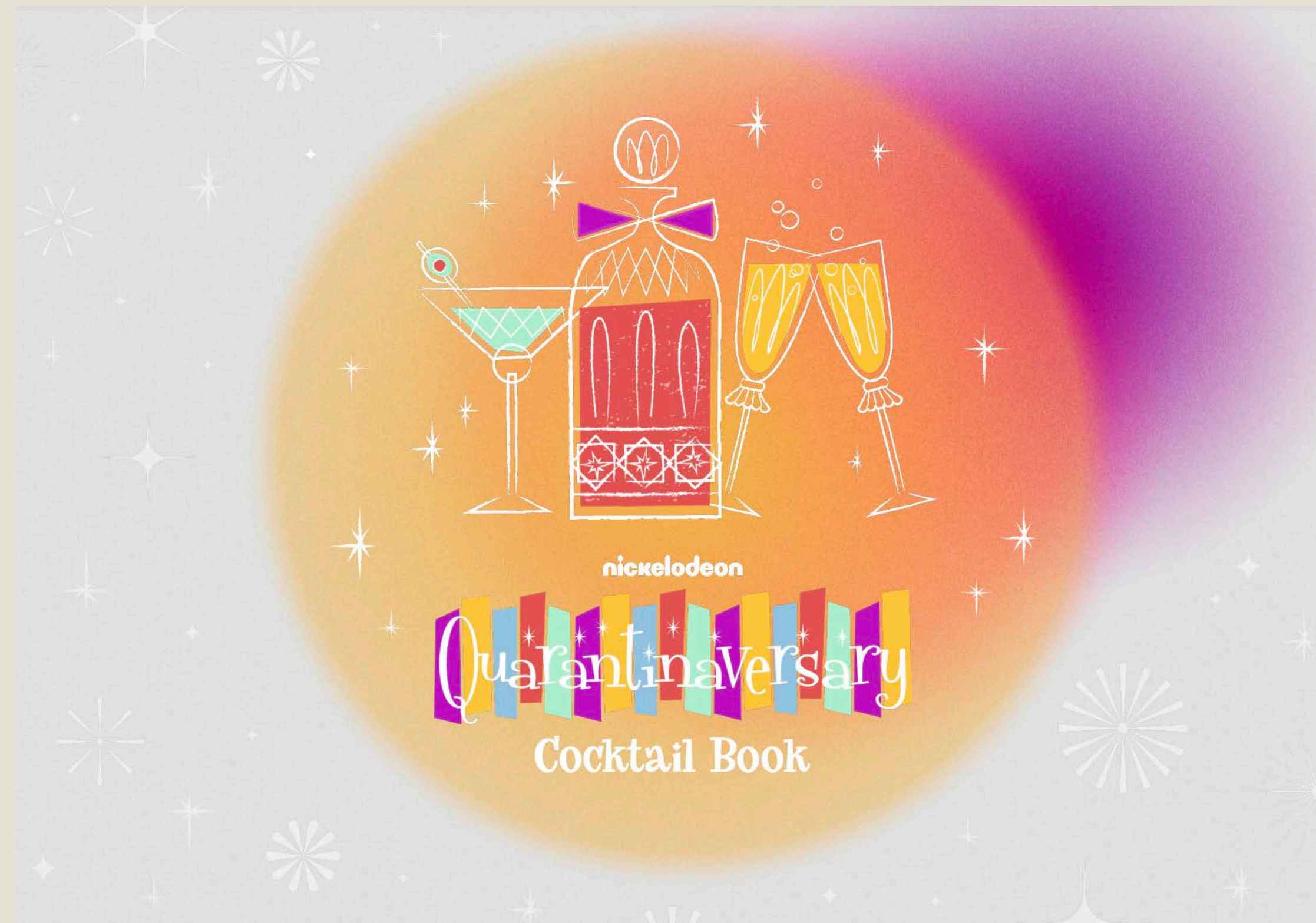
Since I was responsible for the story and overall idea of our installation, I dove deep into the history of Los Angeles. Inspired by my research, I led the team in our project to create a sky garden that's divided into the past, present, and future. Outside of the installments that were in each area, I was also sure that we included horticulture design that was native to its time. I wanted each guess to be immersed with an honest and authentic experience.

2020	Cocktail Book	2021	Hannah Nowak ART DIRECTOR	Role DESIGN	Role COPY	2
Nickelodeon Animation QUARANTINAVERSARY			Content HANNAH NOWAK	Recipes EXECUTIVE TEAM		

PROJECT TWO

For the one year anniversary of working from home, I was contracted by the President of Nickelodeon Animation and the executive teams to develop a digital cocktail book.

After collecting recipes from over a hundred employees, I standardized them, added my own twist, and topped it off with some custom illustrations.



- IDENTIFYING NEEDS & CONSTRAINTS
- DEADLINE DRAFT
- CONCEPT DEVELOPMENT
- RECIPE COLLECTION
- RECIPE COPY DRAFTS AND REVISIONS
- PASS AT DESIGN WITH VARIANTS
- DECK DESIGN & ILLUSTRATION
- FINAL DESIGN
- FINAL REVIEW & FEEDBACK

2020	Client TMG	Main Deliverable BRAND & VOICE GUIDELINES	BRAND RE-DESIGN	Role COPY / STORY
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3

PROJECT THREE

- IDENTIFYING NEEDS —
- RESEARCH —
- MOOD BOARDING —
- CONCEPT DEVELOPMENT —
- STORY DEVELOPMENT —
- PRESENTATION DESIGN —
- DRAFTING & REFINING —
- FINALIZED COPY —
- FINAL DECK DESIGN —



Trojan Marketing Group (TMG) is a full-service, pro-bono marketing agency at the University of Southern California. The catch? TMG is completely student led.

While TMG has their work and strategy down, their overall brand resonance and voice was lacking. I was brought in to identify the voice, mission, and visual identity of the brand and determine how that appears visually through logos, typography, photography, color palette, merch, and all other assets. It was really important to me that special care was taken when handling the core brand values and how that comes across all digital and print platforms.

I worked closely with the executive team of TMG to establish how they felt about their brand, what they liked, what they didn't, and what gets them excited to show up each week. From my own time in TMG, I was sure to pull in the current trends of Gen-Z and how this would be received from both external and internal points of view. I spent a lot of time differentiating and balancing a look that appealed to younger audiences, yet still looked professional and comprehensive.

2019	Emotional Rollercoaster	2020	Hannah Nowak ART DIRECTOR	& TEAM LEAD	& STORY LEAD	4
Garage Experience SENIOR THESIS PROJECT			Janice Yi PSYCHOLOGY LEAD	Brent Nowak PHYSICS ADVISOR		

PROJECT FOUR

Born at the intersection of neuroscience, physics, and psychology, comes a rollercoaster meant to alter emotions.

Psychiatry and mental illness diagnoses are not based on science, but rather empirical evidence through a series of questions dictated by the DSM-5. The score you receive on the quiz determines if you have a mental illness or not.

Since 50% of patients do not respond to traditional forms of medicine and prognosis management, I decided to design an unconventional method of treatment that may alter the emotional experience of an individual.

For my senior thesis, I used my background in writing, rollercoaster design, physics, and psychology to lead a team with the goal of quantifying emotion. Our hope was that our research and a design process had the potential to result in tangible data points that can be measured, charted, and analyzed to create an experience backed by science.

DESIGNING A LITERAL EMOTIONAL ROLLERCOASTER.

Born at the intersection of neuroscience, physics, and psychology, I am developing a "rollercoaster" meant to alter emotions.

An idea designed by Hannah Nowak
(with the help of an amazing team of experts)

ABSTRACT

The Question

Could a scientific understanding of emotion influence ride design?

The Long-term Goal

Create a ride or attraction based on brainwave data, so that the design optimizes the guests' experience at an emotional and neurological level.

The Challenge

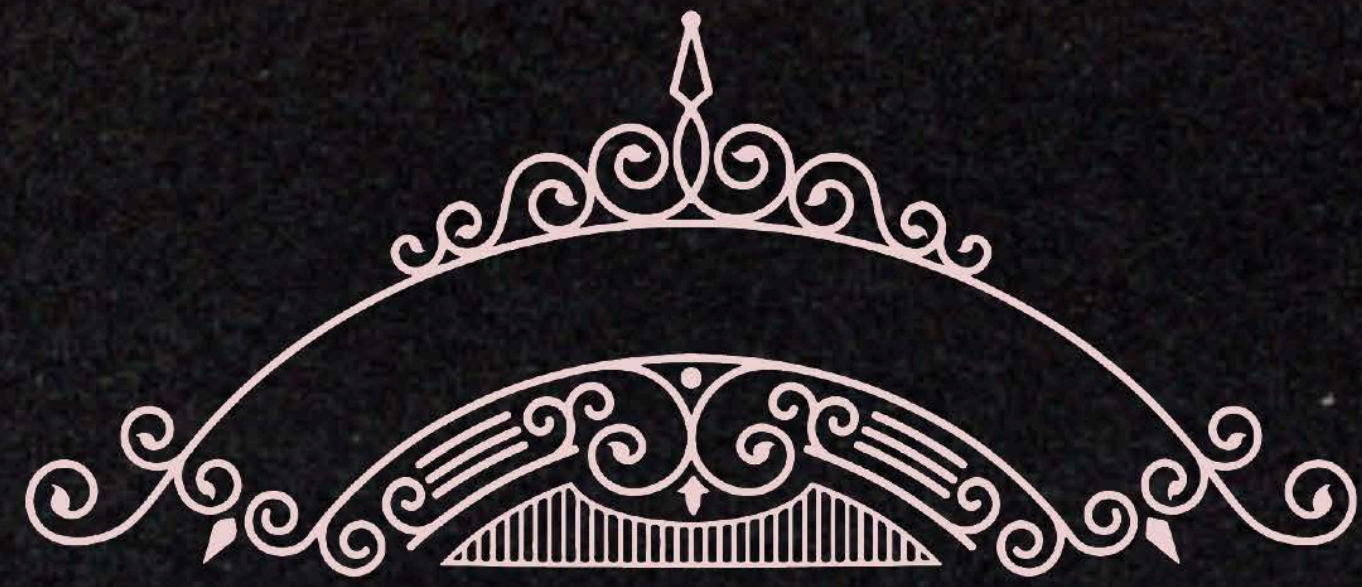
Rides and attractions promote excitement, but can their level of happiness has never been measured. There has been no research done thus far to determine how and which aspects of a ride affect a guest's emotional experience. If it could be tracked, a new type of design would emerge so that a track would reflect elements that trigger brainwave activity connected to emotions at exactly the right moments, optimizing the experience.

- IDENTIFYING NEEDS & CONSTRAINTS
- BLUE SKY
- CONCEPT DEVELOPMENT
- EXPERIMENT DESIGN
- EXPERIMENTING & DATA ANALYSIS
- RIDE DESIGN & WAYFINDING
- CONSTRUCTION, MODEL, & PLAYTEST
- FINAL DESIGN
- FINAL EVALUATIONS & ANALYSIS

project 1

disney imaginations competition

2019	CIELO DE ESTRELLAS	Walt Disney Imagineering 2019 IMAGINATIONS COMPETITION	Place SEMIFINALIST	Role COPY / STORY
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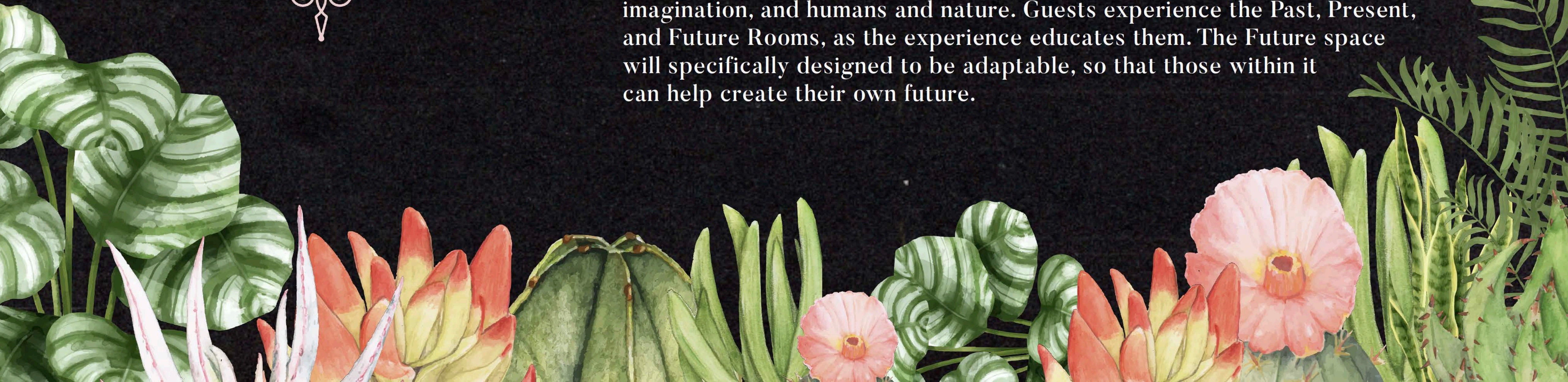


CIELO DE ESTRELLAS



Hidden amongst the concrete jungle that is Los Angeles, resides Cielo de Estrellas, a sky garden atop of the Petroleum Building. With 360 degree views of Southern California's Edenic landscape, guests find themselves experiencing the past, present, and future through a horticulture escape comprised of interactive agricultures and greenspaces within an immersive environment. Temperature controlled glass screens encapsulate the enclosure. Every fifty-two minutes, symbolic of the length of a year, the screens will replace the view with an overlay of what the same view would look like at different moments in time. Our garden is divided into three spaces, with the Past, Present, and Future, along with a combined restaurant and butterfly garden, that symbolizes growth and transformation.

The intent of our spaces is showcase in an interactive way the intersection, and the relationship, between nature and humanity. We intend to blur the boundaries between floor and ceiling, inside and outdoors, reality and imagination, and humans and nature. Guests experience the Past, Present, and Future Rooms, as the experience educates them. The Future space will specifically designed to be adaptable, so that those within it can help create their own future.

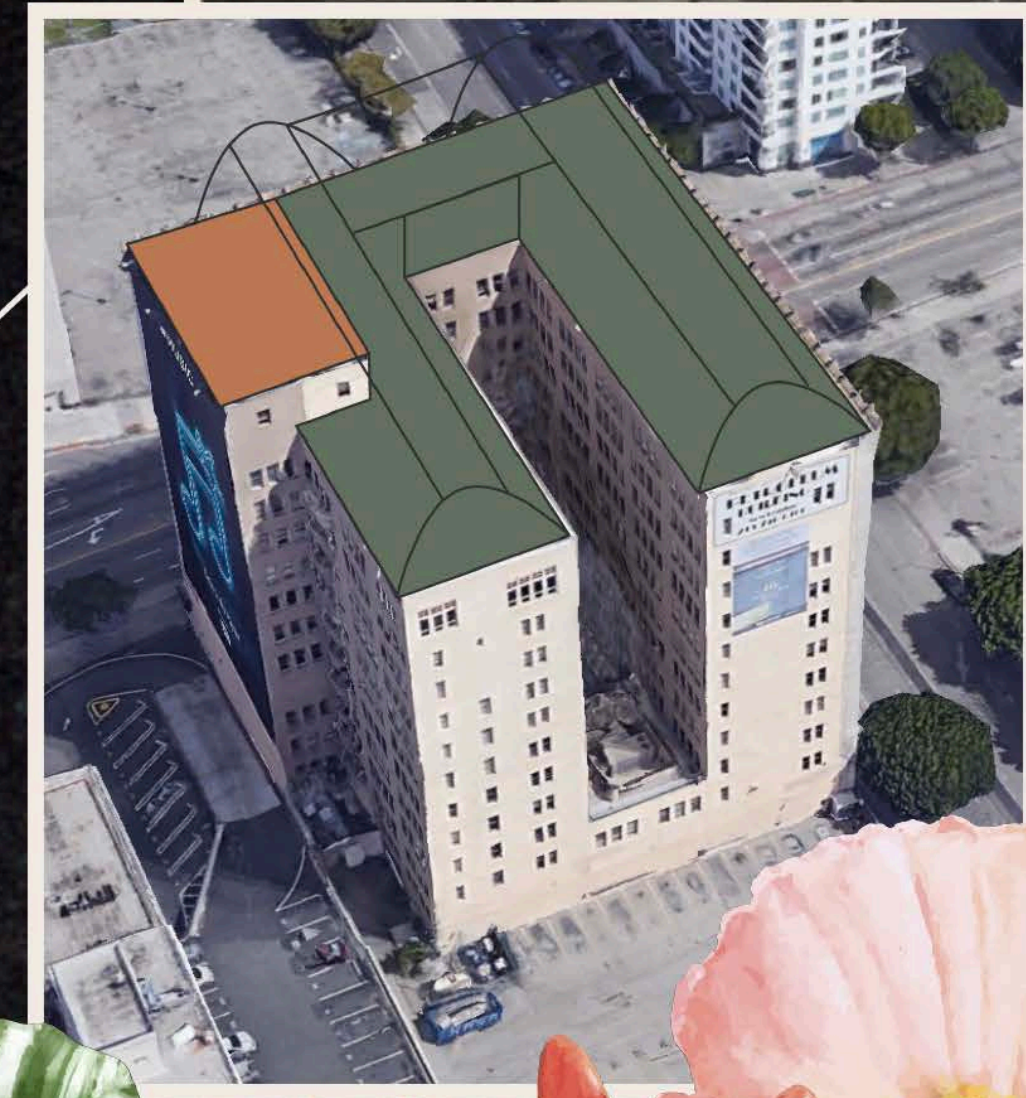
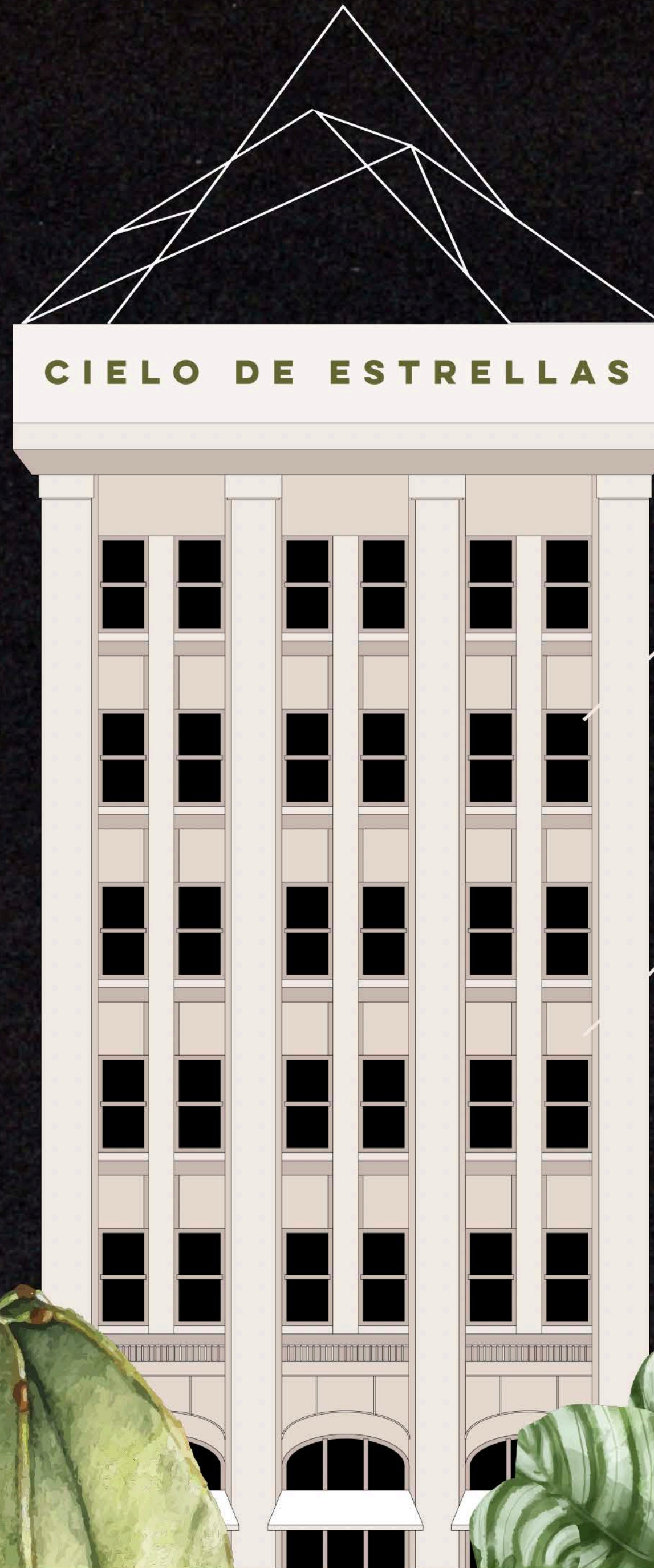


IMAGINATIONS

As an official Los Angeles Historic Cultural monument since its construction in 1925, the Petroleum Securities Building has both a rich history, as well as original charming architecture.

Juxtaposing our promising, yet historically accurate reminisce project with our chosen location and its darker history allows us to have the most authentic perspective.

Los Angeles was built on oil, yet it does not have to be its downfall. Our sky garden brings light to the darker sides of the past, without covering them up.



CIELO DE ESTRELLAS

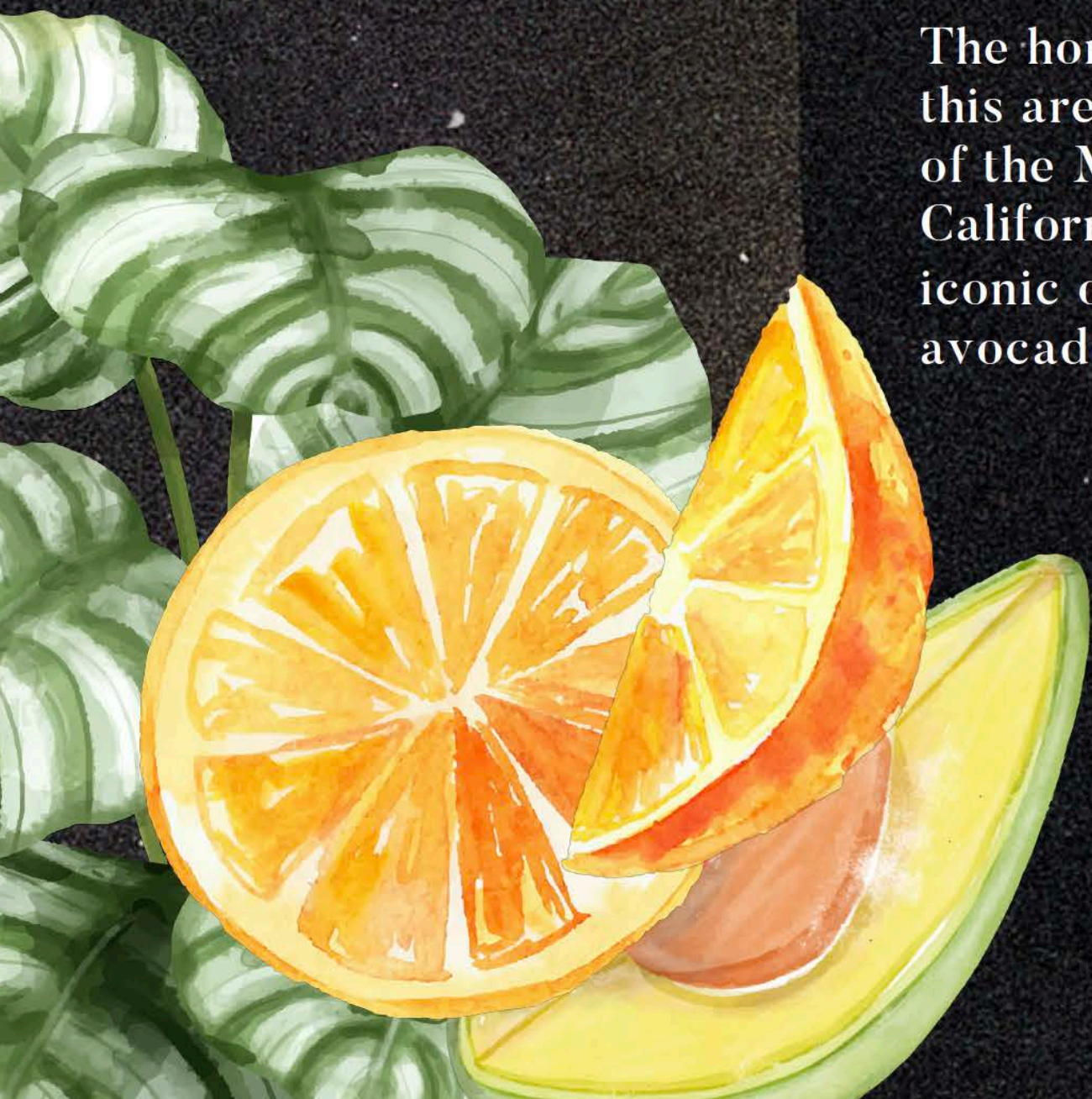


THE PAST

Explore the history of Los Angeles, by gazing into the looking glass. Similarly to the inter-workings of Walt Disney's Multiplane camera, this room consists of a series of layered sheets of glass, all adorned with an individual painting that when looked at down the line, creates one cohesive picture.

The sheets of glass are laid out in chronological order and supplemented with laser-engraved copy that adds context and information about each sheet. The sheets are representative of the cultures and demographics that founded the city along the L.A. River.

The horticulture within this area are reminiscent of the Mission Era of California, with its iconic orange grove and avocado tree symbolism.

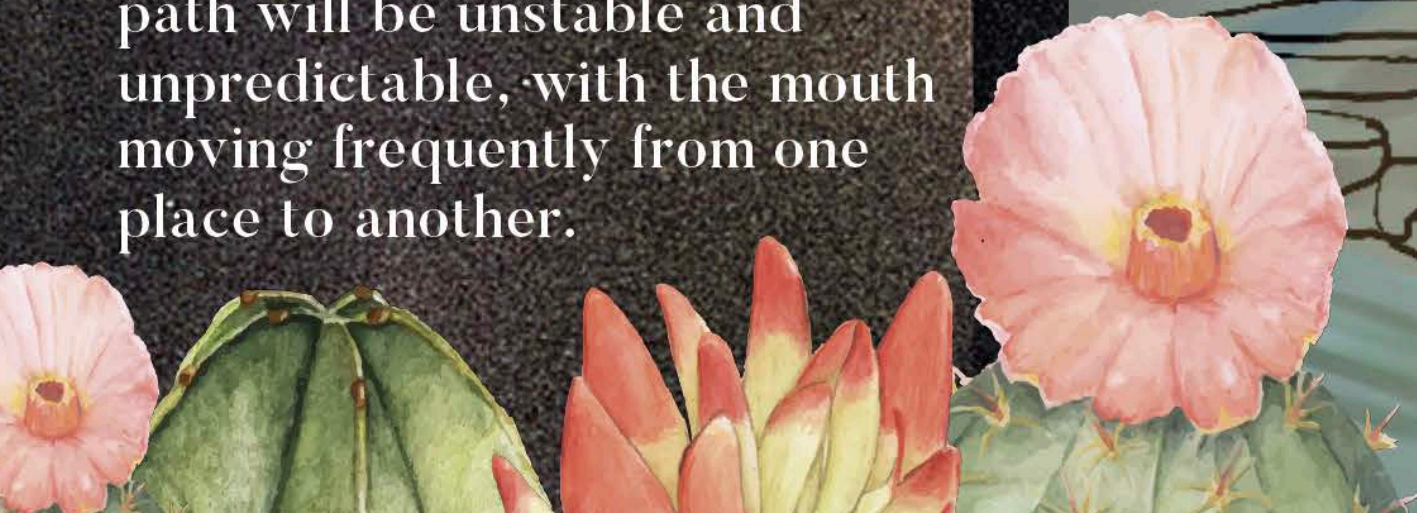
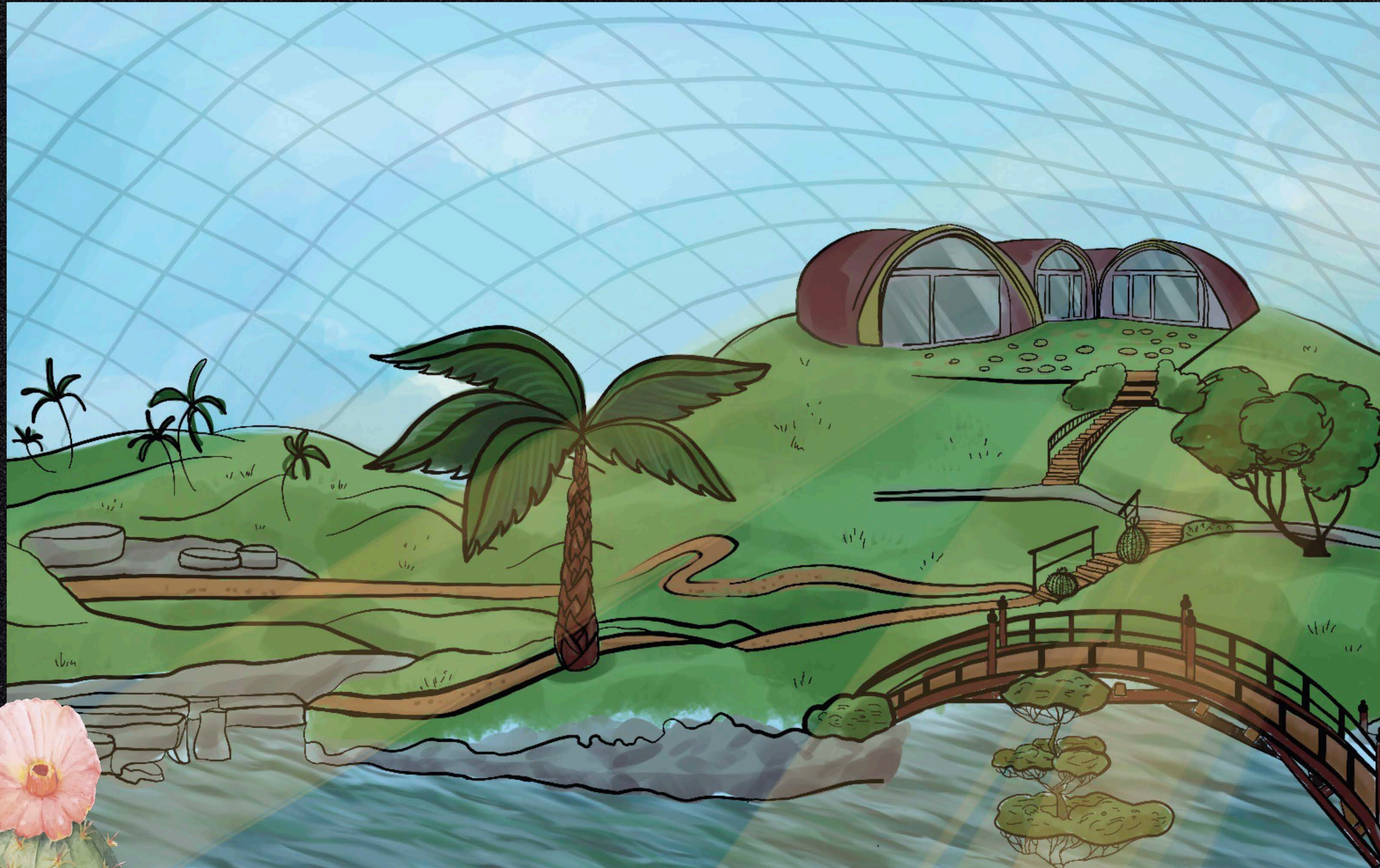


PRESENT

Step into our garden to experience the Present as humans and nature coexist. Stone slab seats are nestled within our room covered in herbs, moss, bougainvillea, ferns, cacti, and succulents—all plants that are able to sustain arid seasons and draughts.

Guests can visit inside our sky domes to connect to WIFI to work or can find a book from our selection of classics, and of course, children's books and fairy tales. Once they select a book, they can enjoy the space from our handcrafted recycled willow bench or reading nook.

Following the history of the L.A. River, our water feature runs throughout the entire experience, in ebb and flow, depending on the time region. Just like the river, our water path will be unstable and unpredictable, with the mouth moving frequently from one place to another.



FUTURE

Space-distorting mirrored walls shine on a sea of starch-based polymer clear balls are colored globe lights, and see-through eco-friendly TPU orbs that can be crawled into. At the back of the room is a small theater— which shows a fun animation explaining the science behind climate change. Adjacent to the theater is an orange slide, allowing the young ones to feeling like they're entering the future.

Similarly to the ideology behind the horticulture at Tomorrowland, all plants will be edible and hydroponic based, emulating our vision of what a sustainable future will look like. The hope of this room is to educate those about environmental choices that can help protect our Los Angeles.



project 2

nickelodeon cocktail book

2020	Cocktail Book	2021	Hannah Nowak ART DIRECTOR	Role DESIGN	Role COPY
Nickelodeon Animation QUARANTINAVERSARY			Content HANNAH NOWAK	Recipes EXECUTIVE TEAM	



nickelodeon

Quarantiversary

Cocktail Book



Cheers!

This book is made with one goal: to celebrate the time we've had apart, together.

It's been a long year in quarantine, forcing many to get creative. From bread baking to teaching our kids from home, we've had to find ways to get through the day. For some of us, we've become master mixologists and crafty concoction creators.

Since we can't go out, stock up your bar cart and make a cocktail from home! Comprised of cocktail recipes from some of Nickelodeon's very own, this book invites you to dive into buzzy and boozy recipes that have helped your co-workers get through quarantine.

Bottoms up, mask on.

nickelodeon

“Got your secret recipe, Mr. Krabs. You have no idea what I went through to get here.”

–SpongeBob SquarePants



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IT'S WATER

By Leah Koerwer

INGREDIENTS

WATER

A GLASS

A STRONG DESIRE FOR 2021

Instructions

After sitting on the couch for two hours, you decide it would be healthy for you to take a stroll. You stroll right into the kitchen. You're not hungry, but you ARE bored. You take a glass from the cupboard. Just kidding, you pick up the glass you left on the counter from breakfast. You pause for a moment. Holding the glass reminds you of holding hands with your best friend. You tear up as you remember what human contact felt like. Okay, focus, back to the drink. Water. Cold and refreshing. You pour it into your glass and spill a bit, despite the fact that you've had 10 straight months to perfect your water-pouring technique. You remember when you were at a restaurant and the waiter spilled a bit of water as well. You find comfort in the fact that even professionals make this mistake. A restaurant. Gosh, that must have been, what, 45 years ago?

Anyways, back to the water. It is now in the glass. You drink it.



TEQUILA SUNRISE, SUNSET, SUNRISE, SUNSET, SUNRISE...

By Dana Vasquez-Eberhardt

Pour the tequila and orange juice into glass over ice. Add the grenadine, which will sink to the bottom. Do not stir.

Garnish with Cherry, Orange slice and serve repeatedly because, quarantine.

INGREDIENTS



1 1/2 OZ

TEQUILA



1/2 OZ

GRENADINE



3 OZ

ORANGE JUICE



TEQUILA SUNRISE
EAGLES

*"It's another tequila sunrise
Starin' slowly 'cross the sky said goodbye
He was just a hired hand
Workin' on the dreams he planned to try
The days go by."*

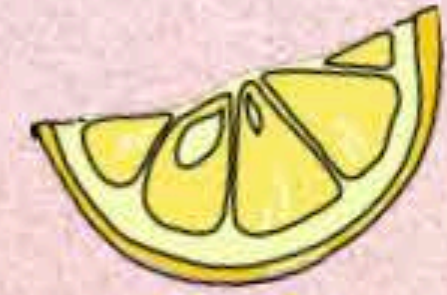


WHISKEY



WFH

By Niki Williams



WFH



Swirl it around and throw it back.

INGREDIENTS

3 OZ OF WHISKEY

ONE SPLASH OF BITTERS (OPTIONAL)

LEMON GARNISH

By Niki Williams

Drunk History:

Whiskey or Whisky? Both the “Whisky” and “Whiskey” words are correct. “Whisky” derives from the Gaelic term “usquebaugh” which translates as “water of life”. In modern usage, “Whisky” is from Scotland and “Whiskey” is from Ireland.

project 3

trojan marketing group rebrand

2020	Client TMG	Main Deliverable BRAND & VOICE GUIDELINES	BRAND RE-DESIGN	Role COPY / STORY
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INTRODUCING

TROJAN MARKETING GROUP

LOS ANGELES

We are Storycrafters.

We're a multi-hyphenate bunch who are diverse in ability, fluent in digital dialect, and hungry to leave their mark. We don't fit neatly into one category or definition; we blend we are all creatives, makers, planners, and strategists. We can do it all, but Story is our craft.

We use a mix of stellar insights, unparalleled strategy, and a refined production process to make stories come alive. And we do it all **while** being a talented **family** of diverse creatives, makers, and planners built on fun and a desire to develop really cool things.

This guide has been crafted to help you create effective, compelling and on-brand messaging for TMG. To help you craft this messaging, we've included sample type/logo treatments, color palettes, layouts, photography, and example headlines and copy. This guide is intended to help internal and external partners manage the brand's offering across all consumer touch points. It provides the executional guidelines necessary to ensure that TMG's presentation and brand experience internally (and beyond) is consistent.

This guide also provides the rationale behind TMG branding. It is not intended to limit creative development, but to provide executional parameters for the best possible brand experience.

OFFICIAL TMG ASSETS AND IMAGERY ARE AVAILABLE FOR DOWNLOAD WITHIN THE TMG GOOGLE DRIVE.

A low-angle photograph of a person holding a large, crumpled paper bag against a blue sky with yellow flowers. The person is wearing a white shirt and a dark vest. The bag is the central focus, held up by the person's hands. The background is a clear blue sky with several branches of yellow flowers in the foreground and midground. The overall mood is bright and positive.

Brand Pillars

WHAT WE ARE ALL ABOUT

BUILDING TMG'S

PROFESSIONAL BRAND

BRAND PILLARS

Diverse in Skillset

Togetherness is the essence of TMG. While we share the same passion for storytelling, we also represent ten different academic schools. We're still finding our way- we are finding ourselves. We have future artists, software engineers, designers, consultants, filmmakers, product managers, and writers. Regardless of what we choose to do, we all possess a diverse array of perspectives and skillsets. We were each selected for something that only we can bring to the table. We come together to grow, make, and learn from each other.



BRAND PILLARS

Story at our Core

Storytelling is intrinsically ingrained in each of us. Narrative comes to us like Shakespeare once wrote, "some are born great, some achieve greatness, and some have greatness thrust upon them". We all possess the ability to craft meaning into what we do. It's the expression of this fascination that differentiates us. From inception to implementation, our goal for everything we do is always to establish a fresh narrative that actually means something. While we do love turning stats into scripts, and connecting ideas and industries together in inventive ways, story is what makes us shine.



① brand pillars

DEVELOPING A GLOBAL

COMMUNITY TO LEAN ON



A group of diverse young people are gathered together at night, celebrating. They are smiling and some have their arms raised. Confetti is falling from the top of the frame, creating a festive atmosphere. The background shows a window with a grid pattern. The overall lighting is dark with a blueish tint, typical of night photography.

Photography

ART DIRECTION FOR WEBSITE & SOCIAL



② photography

PHOTOGRAPHY

Social

Details in film, photos, posts, or design assets for all aspects of social should be curated with similar tones and textures. Organic and diversified crops of lifestyle details evoke a familiarity with TMG as a family of fun.

Since we are so dynamic, our assets should showcase varied environments with different styles, lighting, texture, color, and detail. Film grain symbolizes our authenticity and outspoken characteristics. Headshots may be too serious for social, but clean, high-quality photos or spotlights will showcase that we have personality. Social shouldn't be perfect, and show a mix of it all- just like us.

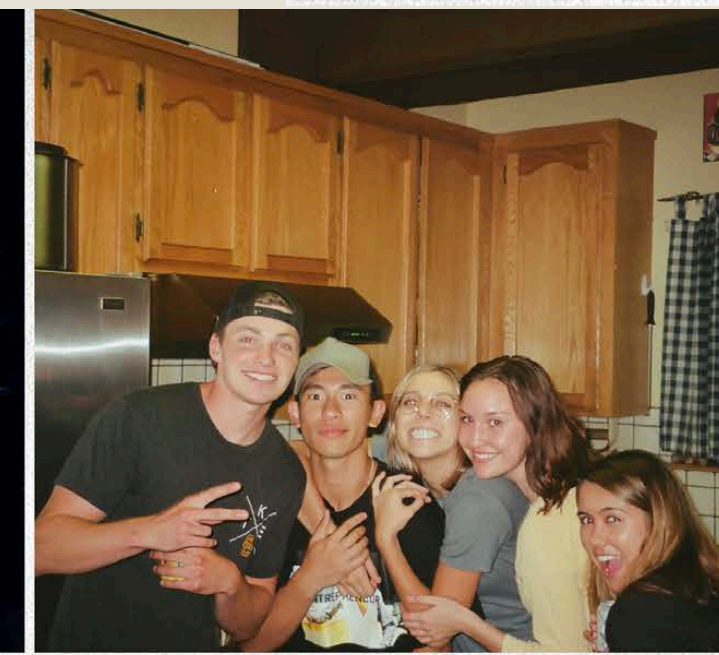
*Similar to Expat Society's instagram, but more scrappy.

PHOTOGRAPHY

Website

Singular subjects (or group shots) in vast surroundings, deliberate framing and simplification amplify the intention of the image while transforming it into a cinematic moment worth taking notice. These photos should be clean and not overwhelmed with backgrounds or colors in a way that competes at an agency level. Headshots, professional, and appropriate photos from events are a great addition here. We still have to show that we have a bit of fun, but refined.

It's important that all steps of our process are captured when displaying our portfolio. We want clients to know that we know exactly what we are doing. Behind the scenes shot at a layer of professionalism.



The Color Code was created to help distinguish the departments on a more human level.

③ the color code

Applications

WEBSITE


The Color Code can be used for different sections, or as a hover tool. These colors will be able to serve as the “confetti” we want to sprinkle into the website to give it more personality.

SOCIAL CHANNELS + MERCH

The colors can be used as highlights, shadows, or overlays during recruitment or in general on selected photos. These colors could also be used in future merch.

IN-CLUB EXPERIENCE

These colors can be used during games to easily divide the departments from a visual stance.

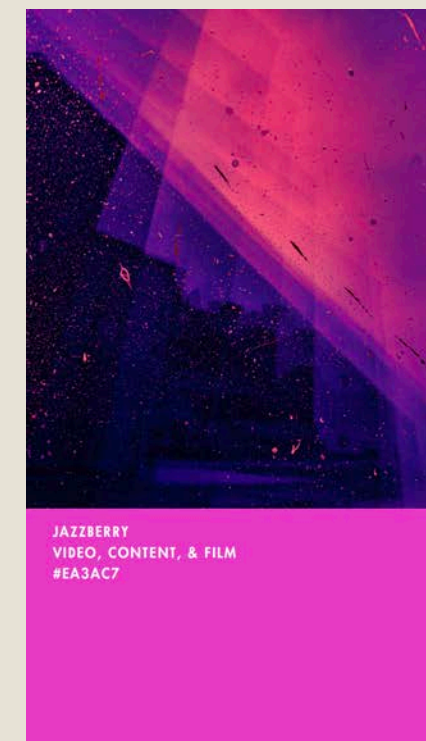


TANGERINE
DIGITAL STRATEGY
#F9A620

THE COLOR CODE
Digital Strategy

Since orange is the perfect compliment to blue, we have selected Tangerine to work in unison with Babyish. In the same way, our Digital Strategy department works in tandem with our Creative Strategy department. But just because their work stems from pixels, does not mean that they are less creative or don't grab your attention.

Tangerine, a calm sweetness that packs a punch, is the color of joy and creativity. Being associated with meanings of enthusiasm, success, encouragement, change, determination, stimulation, fun, balance, expression, and fascination, Tangerine reflects our digital strategists and the way that they build out ideas. Digital strategists take facts and stats to inform the truth behind our campaign. This shining department is the core, while Creative is the expression.




JAZZBERRY
VIDEO, CONTENT, & FILM
#E83AC7

THE COLOR CODE
Video

Video is a team, rather than just a department, because they function in harmony instead of on a client-basis. Jazzberry is the color of communication and excitement. The Video team comprises all of our insights and ideas and finds a way to communicate them with tenderness, playfulness, and excellence.

Like Jazzberry, they are approachable, but leave an impact. Behind the camera and during post, they are collected and serene. When they step out of the lens, they bubble with excitement and creativity that cultivates friendship, affection, and contentment that puts everyone at ease. While everything we create is meant to shine, Video makes us pop. They offer us insights, advice, and content that other departments don't have the technical insight on. They always have it together, and yet they still make us look good.

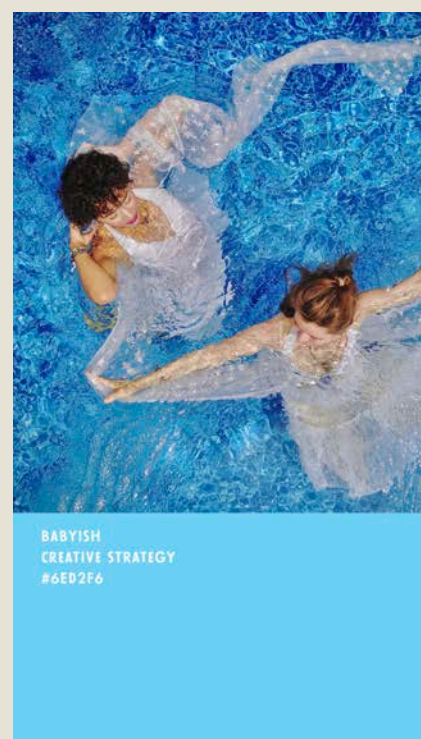


LAVENDER
DESIGN & CONTENT
#C9C3FF

THE COLOR CODE
Design

The color lavender is all about uniqueness and specialness. Like our designers, it is a rare occurring color in nature and as a result is often seen as having sacred meaning. Our designers create work that expresses our vision. Often understated, they have nurturing tendencies and sensitivity, and encourage imagination and creativity.

Our designers are the force that creates the visual content for our clients with the guidance of the Creative Strategy team. Like lavender, they re-energize our learning and brainstorming, and add technical elements that boost creativity. So while it may seem that they are only creating website layouts, presentation decks, ads, posters, and logos, they are responsible for so much more. The Design team is essential to TMG and is responsible for bringing our innovations to life.




BABYISH
CREATIVE STRATEGY
#A6E2F6

THE COLOR CODE
Creative Strategy

Our Creative Strategy department juggles infinite possibilities, so its color should too. Babyish is associated with open spaces, freedom, intuition, imagination, expansiveness, inspiration, and sensitivity. This shade of blue also represents meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, and intelligence. It's a color that is both steadfast and strong, and light and friendly. Like our strategists, Babyish communicates significance, importance, and confidence without dampening spirits.

Creative Strategists help guide the creative process. They lead brainstorming sessions and ensure that the group is on task and encourages fresh, creative content throughout the group. Strategists' color can communicate just like them—molding and expanding into whatever it needs to be. We aren't out of the box, the strategists just make us feel free to create.




BUMBLEBEE
ACCOUNT MANAGEMENT
#FFD556

THE COLOR CODE
Account Management

For the Account Management department, we have chosen Bumblebee to represent them. As the “connective tissue” between the internal team and the client, our account managers shine with positivity, professionalism, and patience. The atmosphere surrounding Bumblebee reflects their nature and working style.

The color yellow in general helps activate memory, encourage communication, enhance vision, and build confidence. But just like our communication with our clients, it has to be used in perfect balanced. Too much yellow is overwhelming. Since they facilitate communication between the client and the team—representing TMG to external parties while conveying the needs of the client internally—a warming tone and attitude like Bumblebee is necessary.



CYAN
TECH
#419AC7

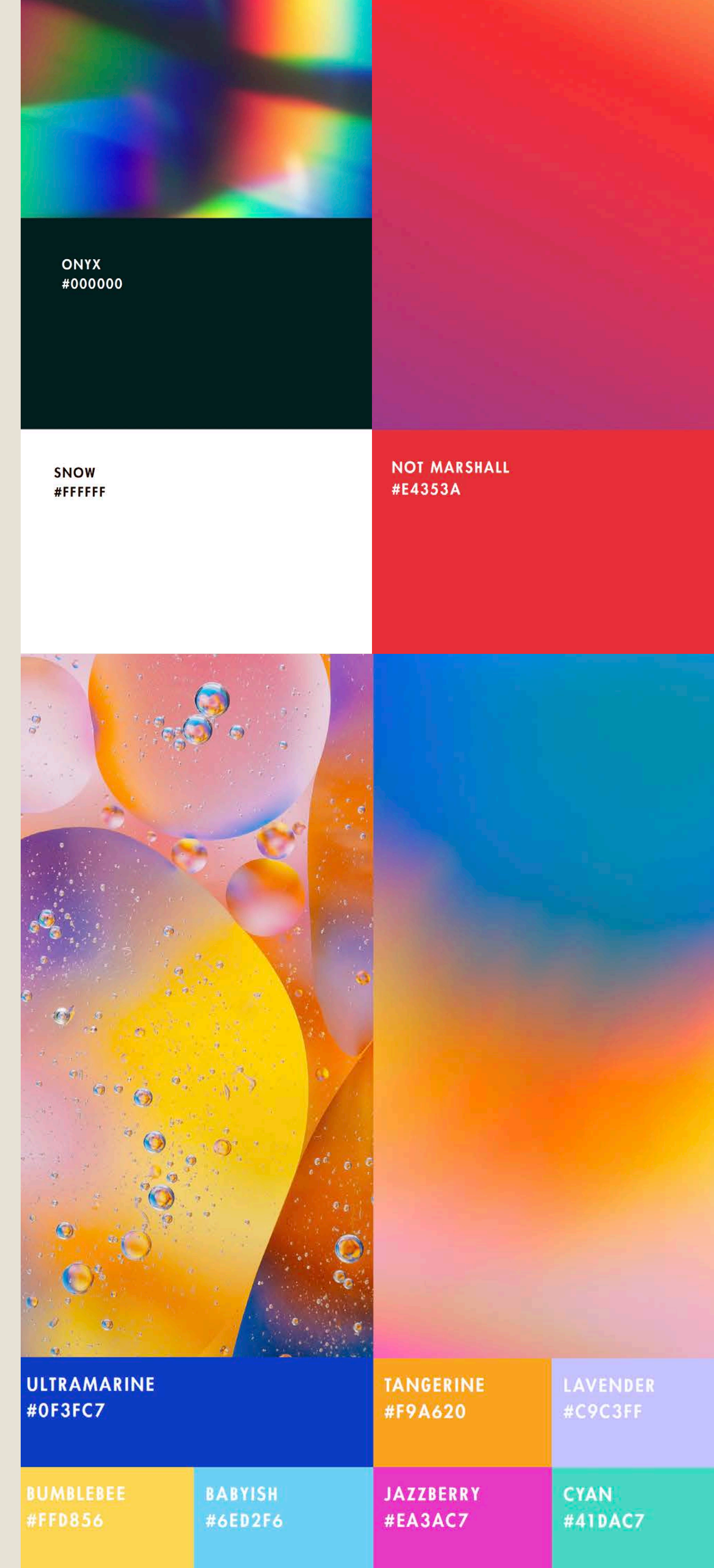
THE COLOR CODE
Tech

While tech may seem to only live in a digital sense, cyan is one of the cornerstones of the subtractive color model and, as a result, is hugely important in print. Our indispensable team of dedicated coders, computer whizzes, and digital geeks are the inward thinking, highly intuitive people that represent cyan. When they aren't “beep, boop, bopping,” our techies are using their unique thinking and skillsets to manifest itself outward expressions and choices that go beyond the screen to help out all accounts and departments.

Tech is the perfect pair for all departments. Like it's department, cyan's compliment is red, which represents TMG on a larger scale. Our vanguard developers are responsible for keeping pace with the ever-changing industry and all of its emerging trends, and passing these innovative insights along to our projects and clients.

④ the color palette

TMG's color palette is designed to evoke the various aspects of our diversified personalities. TMG lives on a canvas that's just as familiar and colorful as its members.





Brand Voice

WE ARE LOUD AND WE SAY WHAT WE MEAN

We're refined confetti.

We are an explosion of talent and diversity, in the same way that confetti is an array of colors coming together. Alone each one of us is significant, but together we are more.

Regardless of how the club changes and grows over the years, some things will always remain true to our mission:

We are crafting because we come from a place of curiosity, creativity, camaraderie, and candidness.

⑤ brand voice

Core Values

FAMILY

Family first, co-workers second.

DIVERSITY

We harbor a unique and conglomerate set of personalities and mentalities to avoid homophily.

OPEN-MINDEDNESS

Always look at things from every angle, and be open to being wrong.

HONESTY

We have to be blunt, abrupt and frank with each other, but without bruising egos.

EMINENCE

We're not showing off. We're just overly enthusiastic about going above and beyond.

GRIT

We're educated, down to earth, tough as nails, and down for any challenge.

Applications

WEBSITE

When speaking on the website, the voice should be focused on the highest level of information, keeping things succinct but still inspirational. In partnership with creative images, we'll lean toward short, punchy headlines and captions that will educate or inspire the reader on TMG as a general concept, without getting into too much detail. Details should be reserved for longer copy sections, but bits of our personality, "our confetti," should be sprinkled throughout.

SOCIAL CHANNELS + MERCH

When speaking on the social channels, the voice should focus on distinguishing us as a family, not just a club. It should be natural to who we are, and should feel like TMG in photos. It should meet somewhere between edgy and clever, with plenty of humor mixed in. We're not "cool" we're a "family of fun." It's important to be relevant and aware of events and info sessions – but should focus on showcasing our socials, hiking trips, and spontaneous meet-ups.

CLIENT EXPERIENCE

When speaking to clients, the voice should be the most informative and educated on each individual detail of our process and how that interacts with their brand. Expansive answers are good here, because– despite our professionalism– we might still be seen as just "students," so we might be reassuring them more than we feel is necessary. Don't be afraid of technical terms or for standing up for yourself, but be sure to always explain in a way that feels natural to your relationship with the client.

project 4

the emotional rollercoaster

2019	Emotional Rollercoaster	2020	Hannah Nowak ART DIRECTOR	& TEAM LEAD	& STORY LEAD
Garage Experience SENIOR THESIS PROJECT			Janice Yi PSYCHOLOGY LEAD	Brent Nowak PHYSICS ADVISOR	

**hey there!
how are you?**

**i hope you're washing your
hands and staying healthy.**

origin story

My entire childhood was filled with fairytales and magic, and the Disney ideology of perfection was engrained in me since day one. I have always been fascinated by the way that Disney overcomes elements of “bad show”— essentially the guest will only see what they want you to see, so that the guest will not be disillusioned.

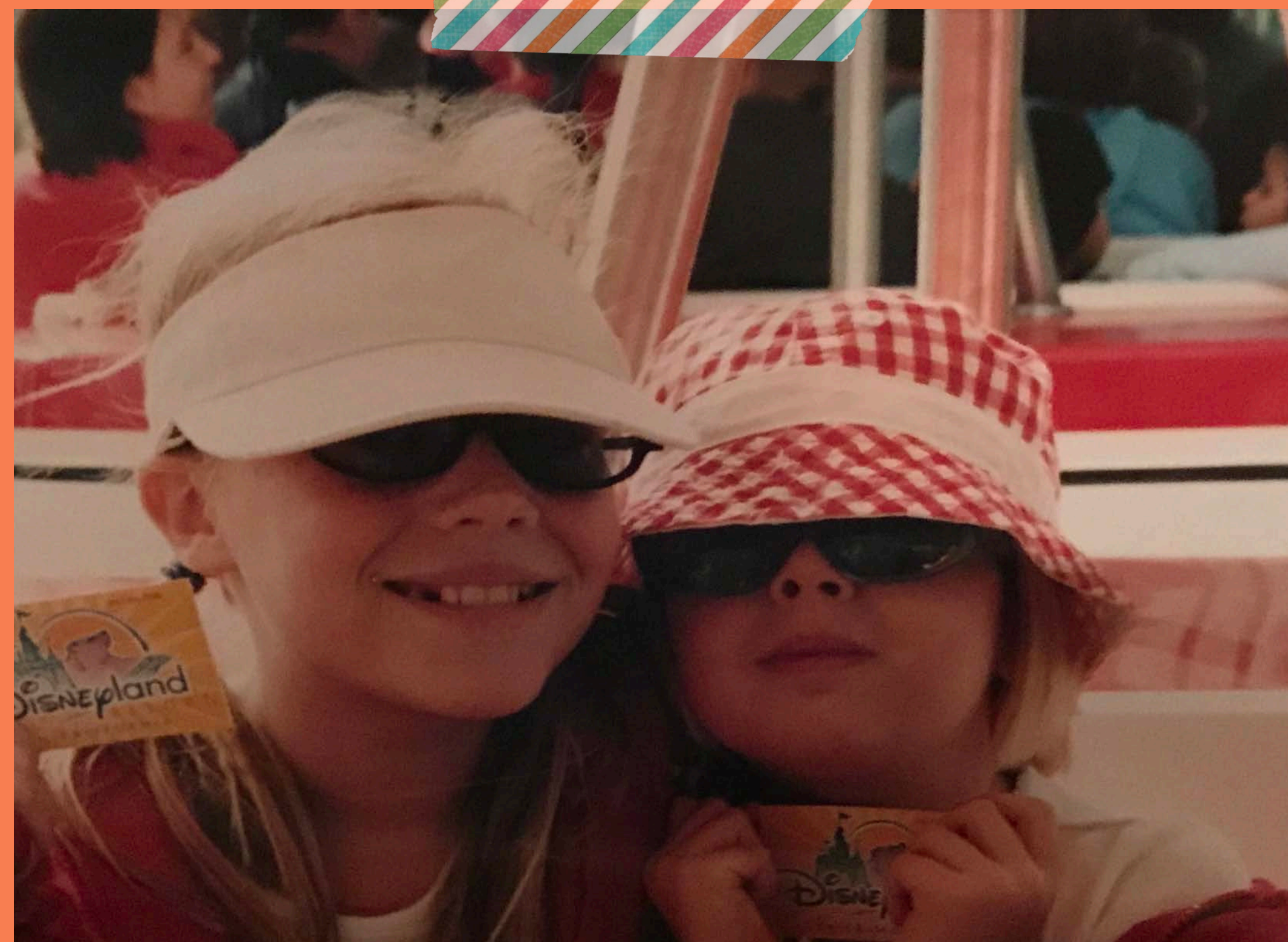
I began to wonder if the experience itself could go above and beyond, and be modified to better sustain the feeling of magic by ways of actually producing a feeling of happiness in the brain.



i'm doing
whatever
i want now

I really wanted part of the core identity of my GX to involve mental health. I have to be cognizant of my feelings constantly, and always be managing my mental illnesses.

The original idea was sparked during therapy when I realized my life is truly an emotional rollercoaster.





the
mission

is to

provide little moments of joy, aimed
at making people feel good, through
altruistic and scientifically proven
ways of maximizing happiness
through fun.

an emotional rollercoaster, if you will.

specifics

millennials who feel dissatisfied about life need a new way of approaching treatment, but are limited by traditional treatment options.



transparency

& the gaps we found

1.

Psychiatry and mental health diagnoses are not based on science, but rather empirical evidence.

there's little research at the intersection of these fields.

2.

“The idea of amusement park outings being good for your health is a new one for Dick Andrew, vice president of marketing at Lagoon in Farmington, who says he’s never seen any studies or research on the subject.”¹



benefits

Rides cause people to be totally absorbed.

Complete concentration blanks out everything else temporarily, relieving people from all conflicts.



LIFE

what we hope to find:

Hypothesis:

Changes in brainwave activity associated with characteristics of theme ride experience can be used as a biophysical measure to temporarily treat mental health disorders



the
real break d

o
w
n

what we did





Bartone!

BRAINS

what we know



1. NASA Behavioral Unit
2. Neuroscience Gap
3. Our research



part one!

BEAUTY

what it looks like

1. Concept art
2. Final physical model

*all of this will be based off chromotherapy and theories of color emotion synesthesia

ok bye!

fun as an
art form



THAT'S ALL.

Thanks for dropping by.