

ASHOKA ART DIRECTION

Goal: To engage new and already interested social entrepreneurs with new ways to explain Systems Change. The series of 3 explain films and microsite should be memorable, and easy to understand, and expand to a collection of worksheets that users can download to engage further with the topic.

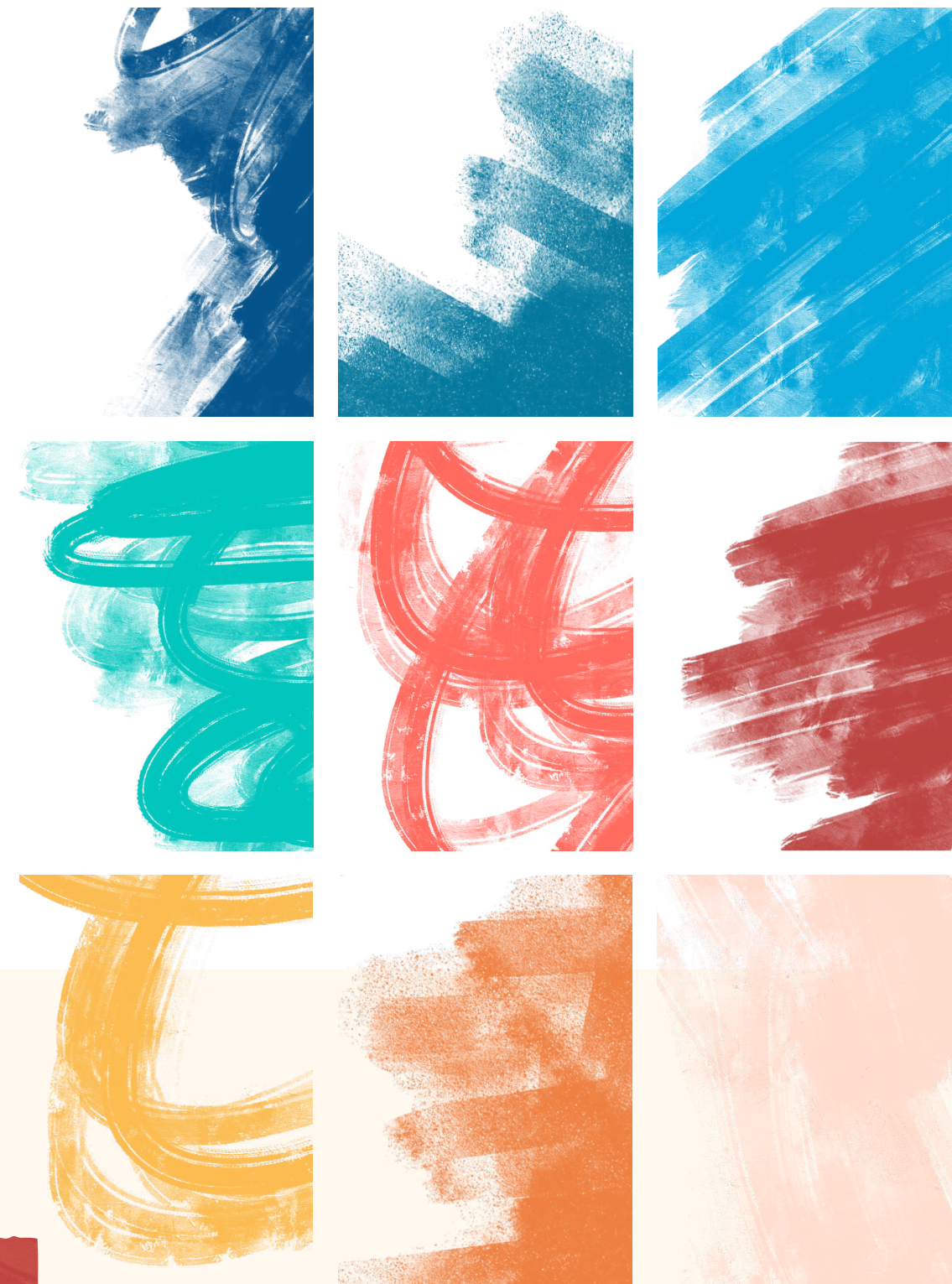
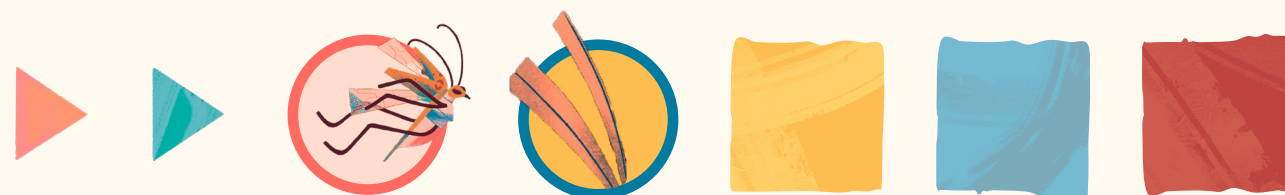
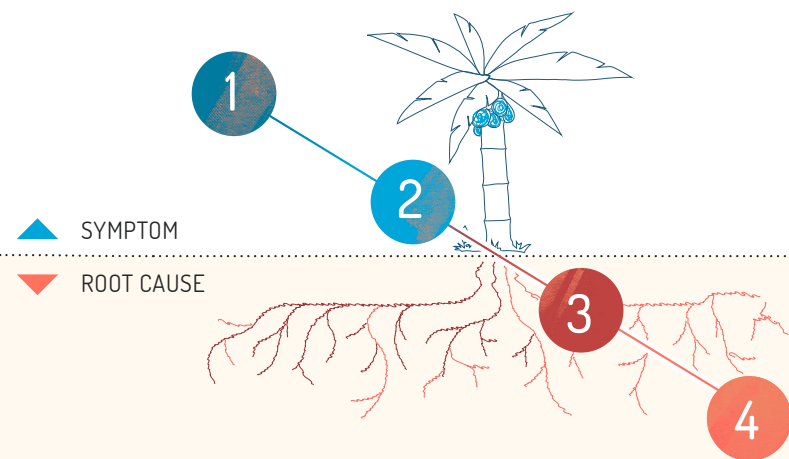
For this normally dry, academic topic, we wanted to celebrate this exploration of ideas with a diverse, illustrated world – infused with color and textures – inspiring viewers to find beauty and purpose in our imperfections.



HEADLINE

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POSTER



STYLE FRAMES



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SHAREABLE TOOLS