

OFFLINE

Across Rca Project By:

Claudia Pascolini / Mariella Martins-Smilas / Georgina Docherty / Srinija Kambhampati

2025



The smartphone tool kit.



The impact of **smartphones** and **social media** on
young minds.



Brand Name and Logo



The thinking behind the packaging

2.2 UK Units
Per 175ml

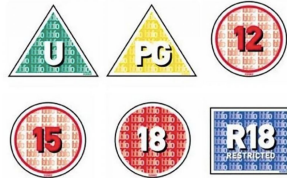
9.4 UK Units

Search: OneYou Alcohol

ALCOHOL CAN CAUSE CANCER

To keep health risks from alcohol to a low level it is safest not to drink more than **14 UNITS** a week on a regular basis

It is safest to avoid alcohol when pregnant or trying to conceive

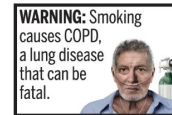


Health Warning Label for Vape Packaging



WARNING: This product contains nicotine which is a highly addictive substance.

WARNING: This product contains nicotine which is a highly addictive substance.



Methods and Methodologies

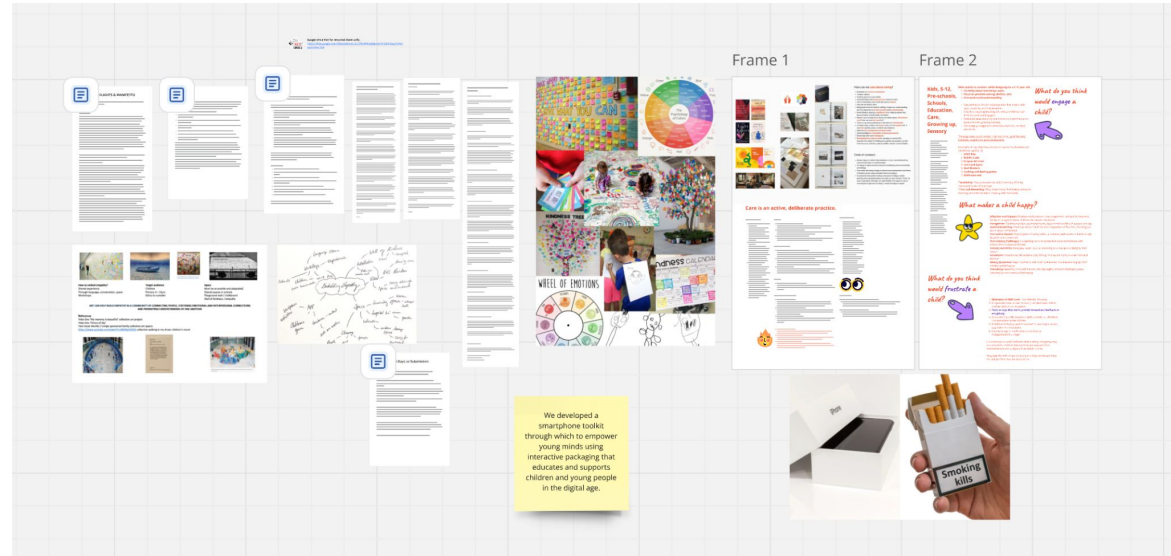
Ethnographic Research

Desk Research

Design Thinking

Empathy Mapping

Mind Mapping



Screenshot of our miro board.



"We do not learn from experience... we learn from reflecting on experience."
— John Dewey



The **On/Off** paradox



The journey...

Experiential
Collaborative
Interactive
Workshop/Games



Interactive Packaging



Problem, too broad



Narrowing our focus.
Identify a problem.



The smartphone tool kit.



MANIFESTO

Live life offline.

Where the mind goes, energy flows.

You are human, not a machine.

Privacy matters.

Your digital footprint is permanent.

Relationships have the power to make or break you.

Life is not a popularity contest.

There is no substitute for in-person experience.

Know yourself, grow yourself.

You only get one life.



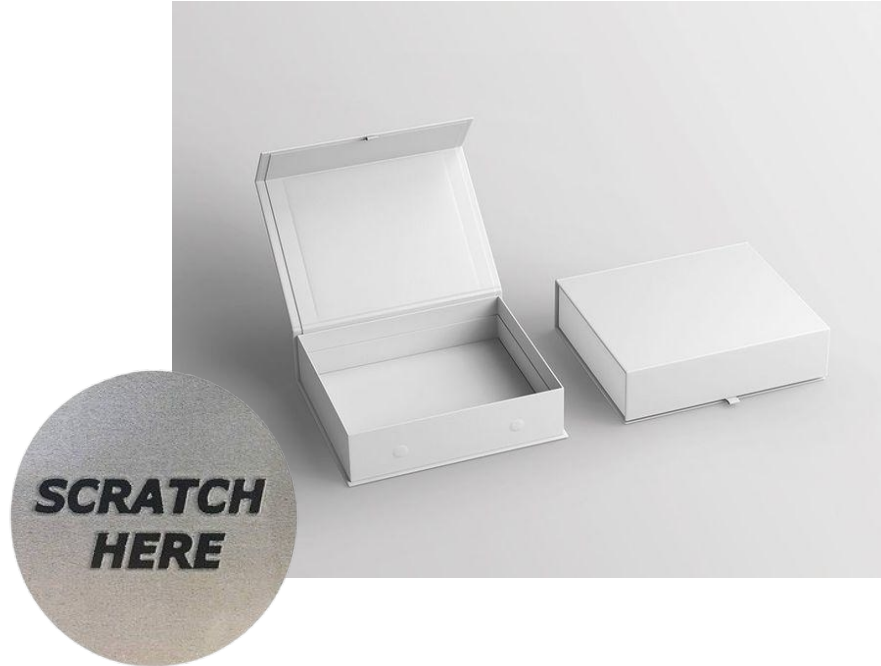
Interactive Design and Colour



1st LAYER,

magnetic lid with a hidden scratch-off message inside, for example:

"Ready to unplug?"



2nd LAYER,

stickers each representing a key element of our Manifesto





3rd LAYER,

chrome cards (information: helplines, signposting, etc)



4th LAYER,

each phone package will include a **mini poster** featuring one of our unique sticker designs, making every phone package one-of-a-kind.



5th LAYER,

our **booklet** contains important contacts and key information, similar to what you'll find on the website.

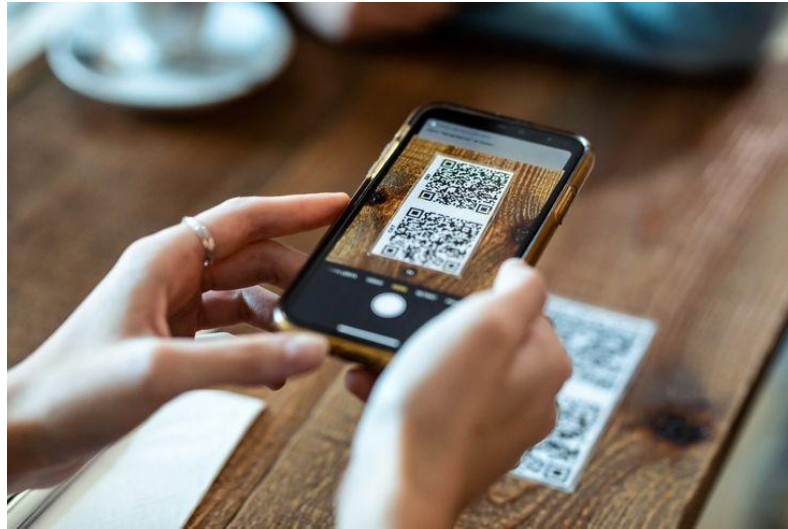


Then, the phone!



Last LAYER,

a **QR code** that directs you to a **website** with more information and research.



BRAND ETHOS

Values

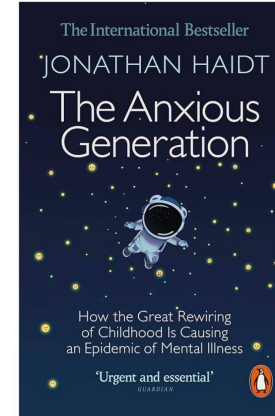
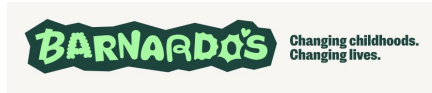
Mission

Vision

Community



Bibliography



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