

# PROJECT MOBIUS

**Even in chaos, there is order. Everything continues.**



# Project Mobius

## The Problem

- Student Burnout and high stress environment
- Limited help
- Traditional help

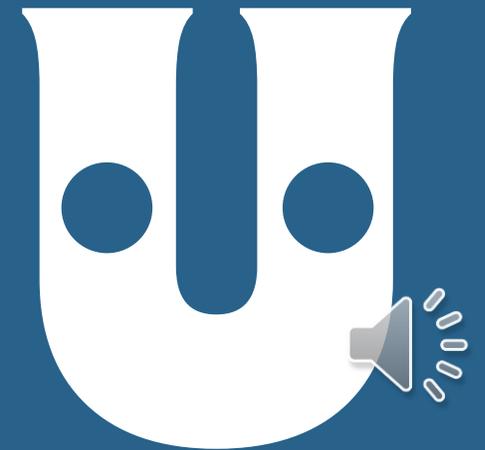
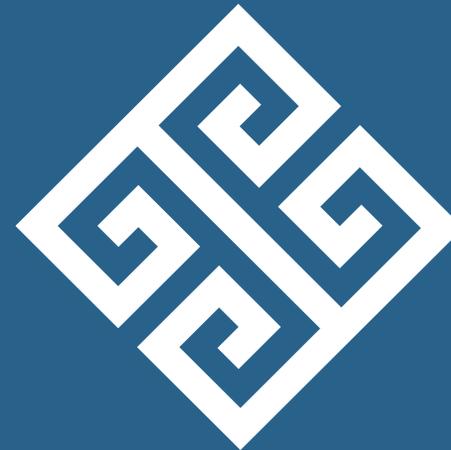
## Inspiration

This project was inspired by the ancient Stoic Scholars such as Marcus Aurelius, Lucius Annaeus Seneca and Epictetus.

## Solution

Different way to handle extreme amounts of stress with a different outlook that is backed by some studies on the practice of stoicism.

AR allows the experience to exist in the real world without requiring commitment, downloads, or explanation.





# PROJECT MOBIUS

Even in chaos, there is order. Everything continues.



If you are struggling with depression or anxiety.  
Please contact these charities:

- <https://andysmanclub.co.uk/>
- <https://togetherwomen.org/>
- <https://www.mind.org.uk/>



# PROJECT MOBIUS

Even in chaos, there is order. Everything continues.



If you are struggling with depression or anxiety.  
Please contact these charities:

- <https://andysmanclub.co.uk/>
- <https://togetherwomen.org/>
- <https://www.mind.org.uk/>

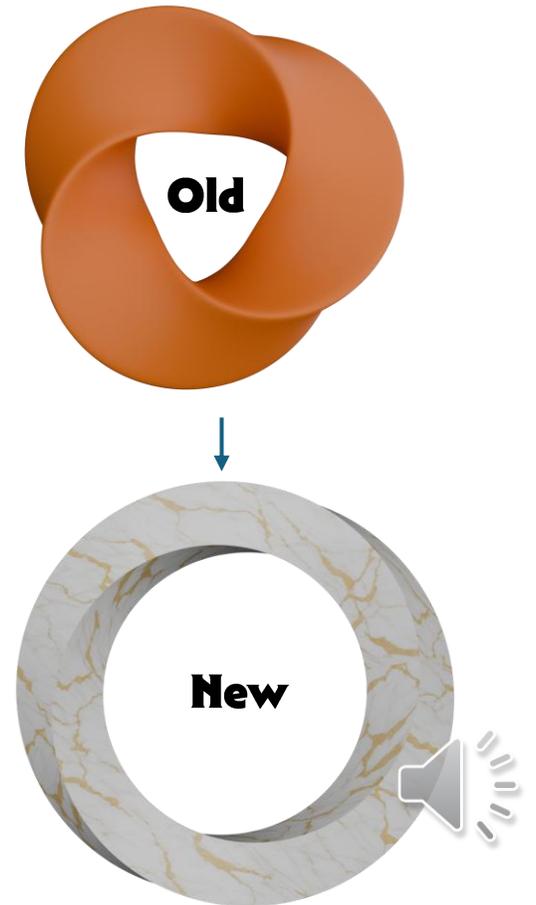


# Mock-ups

# Design and Development



Blender has been an essential tool for creating this experience. I created different variations of this design as they can be styled differently. Then lighting and texturing the model was done using node setups to get the marble effect.





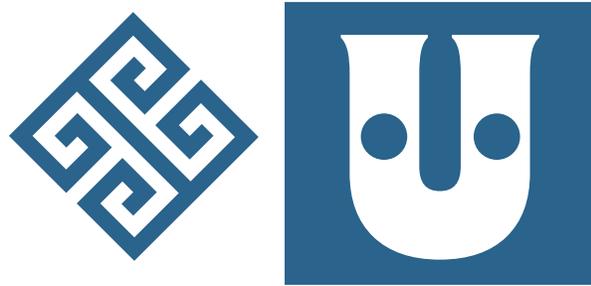
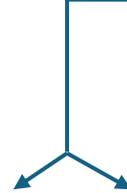
PROJECT  
MOBIUS



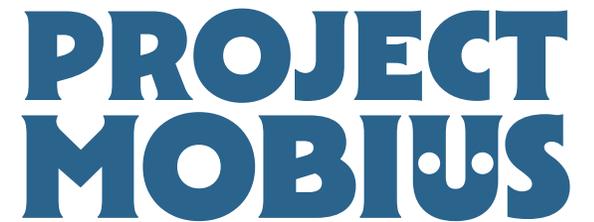
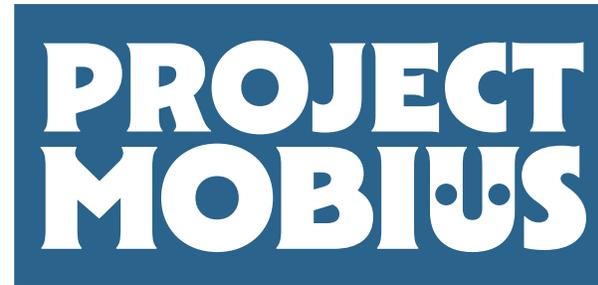
**PROJECT  
MOBIUS**



**PROJECT  
MOBIÛS**



**Icons**



**Final Logo Variations**





A vertical poster with a blue background and white text and graphics. At the top is a white square containing a blue geometric pattern of interlocking lines. Below this is the text "PROJECT MOBIUS" in large, bold, white capital letters. Underneath is the tagline "Even in chaos, there is order. Everything continues." in a smaller white font. A large white QR code is centered below the tagline. At the bottom, there is a small white icon of a speaker with sound waves, followed by the text "If you are struggling with depression or anxiety. Please contact these charities:" and three lines of white text providing website URLs.

**PROJECT MOBIUS**  
Even in chaos, there is order. Everything continues.

If you are struggling with depression or anxiety.  
Please contact these charities:

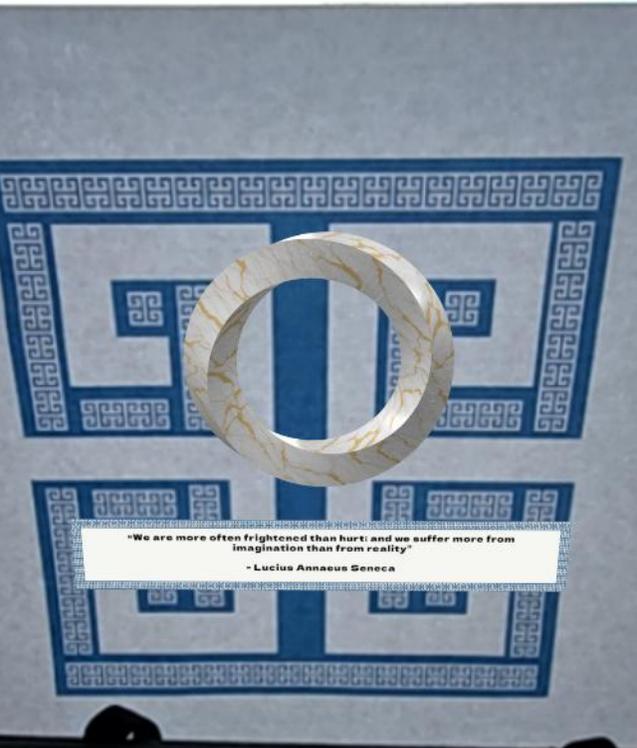
<https://andysmanclub.co.uk/>  
<https://togetherwomen.org/>  
<https://www.mind.org.uk/>

A vertical poster with a blue background and white text and graphics, mounted on a dark grey stone wall. At the top is a white square containing a blue geometric pattern of interlocking lines. Below this is the text "PROJECT MOBIUS" in large, bold, white capital letters. Underneath is the tagline "Even in chaos, there is order. Everything continues." in a smaller white font. A large white QR code is centered below the tagline. To the right of the QR code is a white icon of a speaker with sound waves. Below the QR code and speaker icon is the text "If you are struggling with depression or anxiety. Please contact these charities:" and three lines of white text providing website URLs.

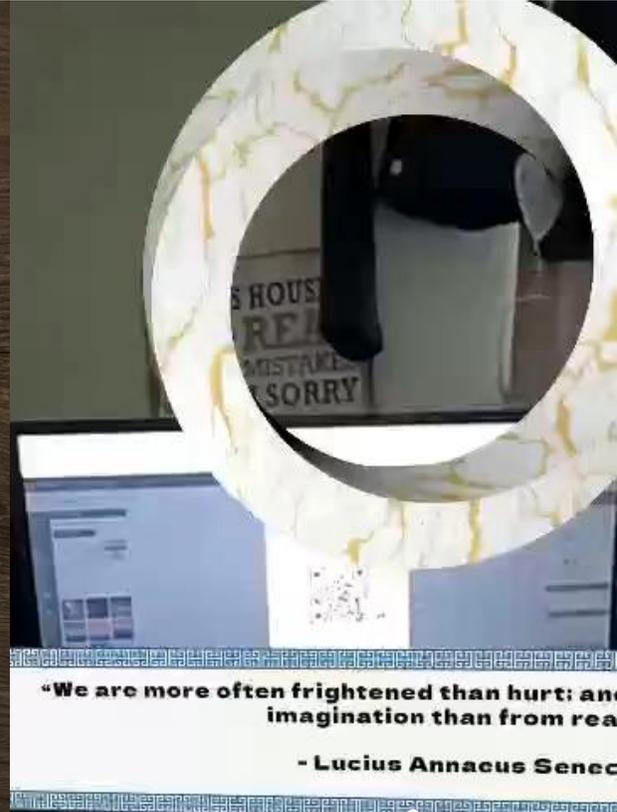
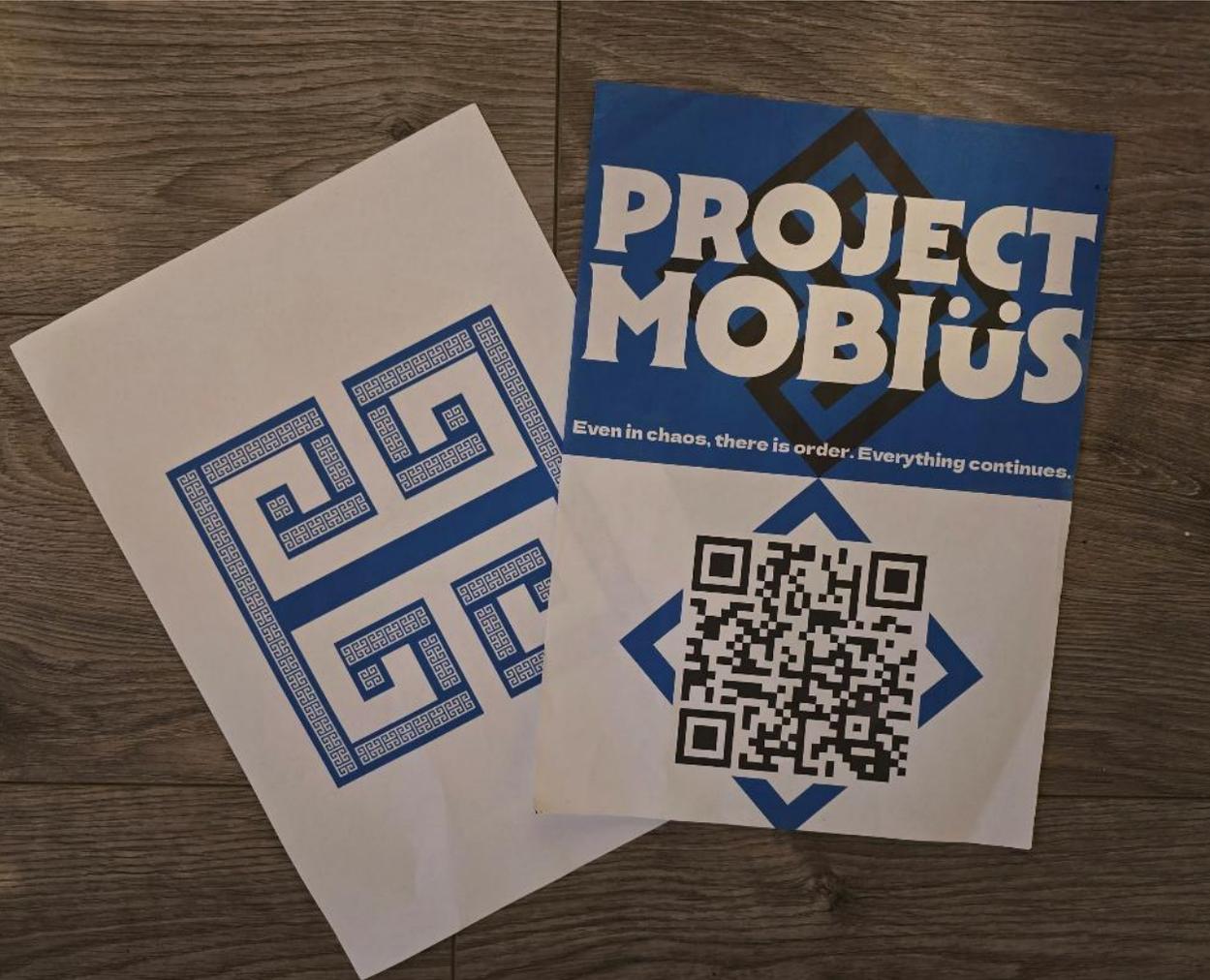
**PROJECT MOBIUS**  
Even in chaos, there is order. Everything continues.

If you are struggling with depression or anxiety.  
Please contact these charities:

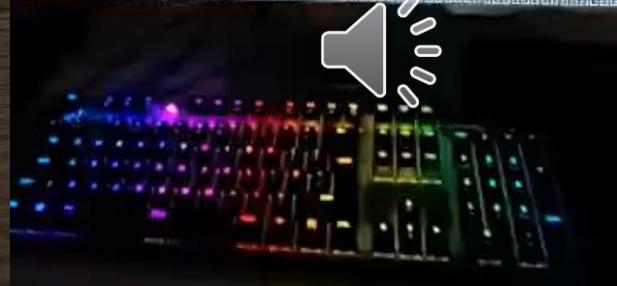
<https://andysmanclub.co.uk/>  
<https://togetherwomen.org/>  
<https://www.mind.org.uk/>



"We are more often frightened than hurt; and we suffer more from imagination than from reality"  
- Lucius Annaeus Seneca



"We are more often frightened than hurt; and we suffer more from imagination than from reality"  
- Lucius Annaeus Seneca



# Project Management & Evolution

The screenshot shows a Figma design board for a project named "Project: Mobius". The board is organized into several sections:

- Top Left:** A navigation bar with the project name "Mobius" and a copy icon.
- Top Center:** The main title "Project: Mobius" in a large, bold font.
- Top Right:** A table with four columns: "Colours", "Fonts", "General ideas", and "quotes".
- Left Side:** Three mobile app mockups showing different views of the project, each with a "View" button.
- Right Side:** Two images of philosophers with their quotes: Epictetus and Seneca.
- Bottom:** A toolbar with various design tools like selection, lasso, eraser, and text.

Colours	Fonts	General ideas	quotes
	<p>Noto Serif</p> <p>Dela Gothic One</p>	<p>Each mobius strip in augmented reality should have similar colours and have their own individual quote</p> <p>have them around campus and make it a hunt challenge</p>	<p>"The essence of philosophy ... A man should so live that his happiness shall depend as little as possible from external things" - Epictetus</p> <p>"We are more often frightened than hurt, and we suffer more from imagination than from reality" - Lucius Annaeus Seneca</p> <p>One is that things do not touch the soul, for they are external and remain immovable; but our perturbations come only from the opinion which is within. - Marcus Aurelius</p>



# Career Aspirations



**Integrated Branding:** I aim to work at the intersection of traditional graphic design and emerging technology, creating brands that exist seamlessly across both physical and digital spaces.



**Experiential Design:** This project reflects my desire to build "Living Brands" that go beyond static imagery to provide interactive user experiences through tools like WebAR and 3D visualisation.



**Creative Problem Solving:** I am passionate about using design as a service, specifically for mental health and social causes, by applying philosophical theories like Stoicism to modern UX challenges.



# Project Management

## Planning for this project was set out as the following.

- Week 1-2: Research & Philosophy (Stoicism & Student Needs).
- Week 3-4: Identity Design (Adobe Illustrator iterations).
- Week 5-6: 3D & AR Development (Blender modeling & WebAR testing).  
However I did already have a version of the Mobius strip made in Blender before that I had been working on.
- Week 7: Final Compositing & Mockups (Photoshop).

