

# ***Creative Project***

BUA 400

Cecilia Tian

## ***problem/issue want to address***



DSM

This is a mainly supplier of skin care and daily use products including sunscreen, face cream and shampoo etc. It's a client of insictif, my inter company. This is a company with a long history and a large scale. It has cooperation with L'Oreal, Estee Lauder and other companies. I helped them do a lot of image research and instagram design for their project.

## ***problem DSM Instagram face***

One of DSM's instagram account is about skin and bacteria, but this instagram lacks the most basic science popularization about skin and its problems, so in order to make up for this I was think about making a design about skin protection in the form of illustration.

I was thinking to design in a theory, a total of three pictures show the structure of the skin itself, the effects of sunlight and bacteria on people's skin.

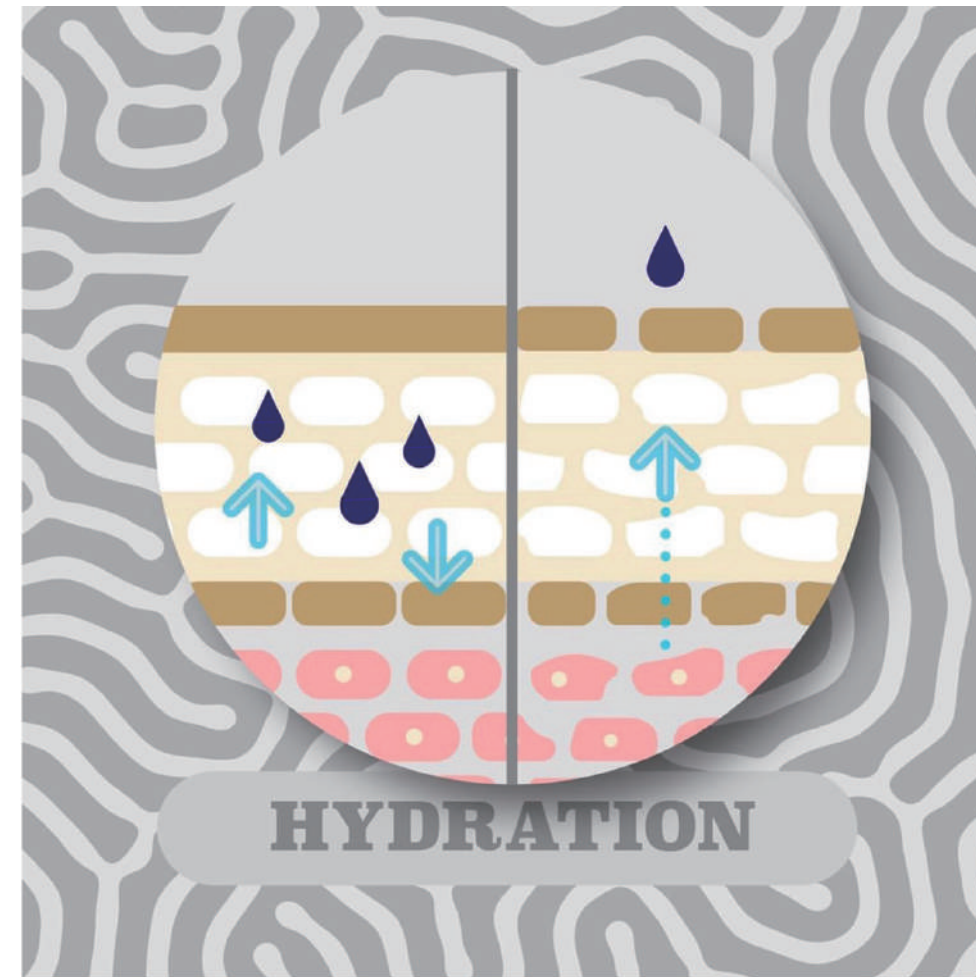
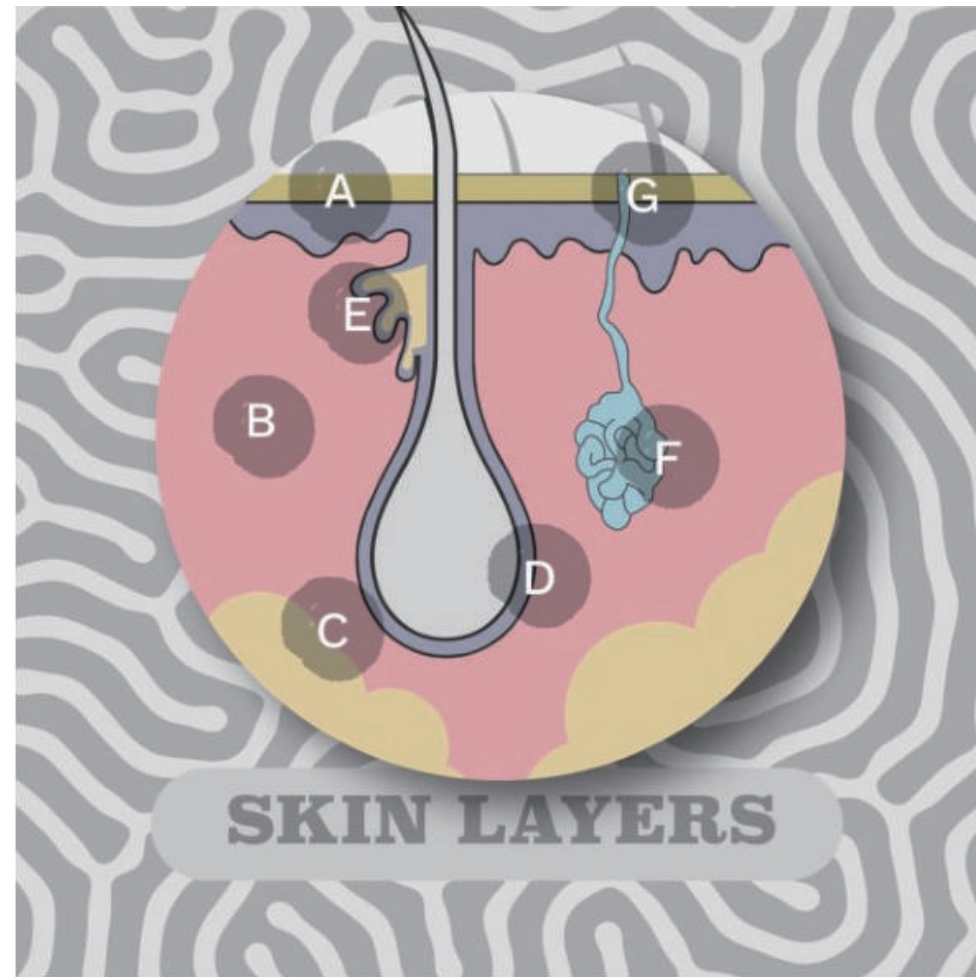
## ***Design problem I face***

I also faced certain design problems. Before I designed the instagram of this theory, there was no science Illustrations in these posts. Most of the instagram posts are in the form of documentary photos combined with pop colors in as shown in the pictures on the right.





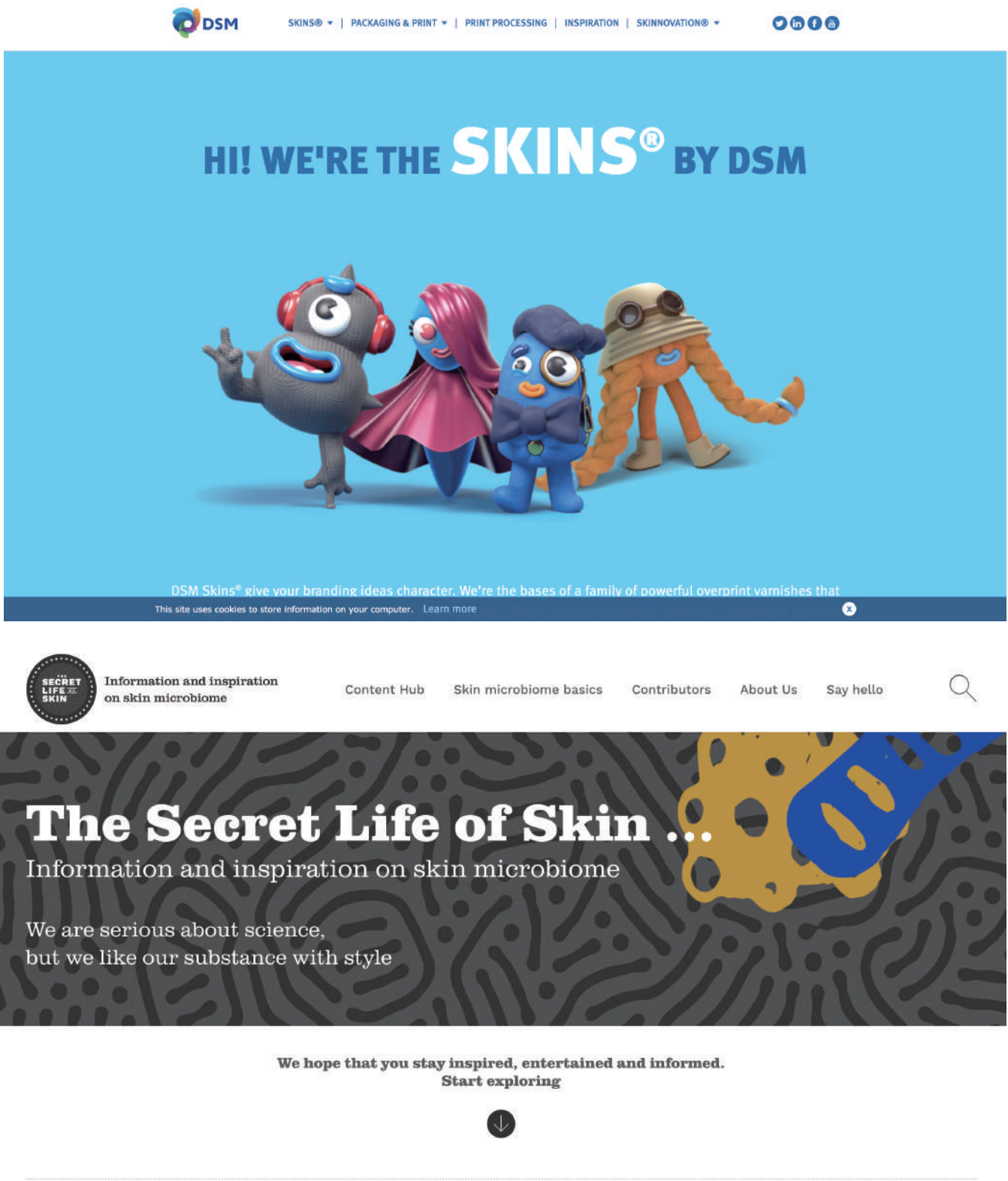
# Solution



In order to make my design suit the voice of other posts, I kept the black and gray background and font color, which can be cohesive with other posts, but I also added the elements of the brand, some bacterial patterns at the back. For the colors, I chose all the color that from the brand colors, so it matches other posts.

I used the most straightforward way to design graphic. A comparison between healthy and unhealthy skin is used in the damage to skin caused by sunlight and water loss. So that DSM audiences understand the importance of skin care more easily.

# How it matters



DSM focuses on the raw materials of skin care products. For people, the reason for skin care products is to solve skin problems. Only when customers really understand the most basic structure of skin and the problems brought by the outside world can they help DSM products to make better sales in the future.



***project accessible***

The audience of the post is mainly DSM followers but also including all people, so it is very important for the post tells its meaning to all people in a simple way, and the words using to explaining graphic are very clear.







64 次赞

**thesecretlifeofskin** Our skin is made up of 3 basic layers and each has an important role in human health:

A) Epidermis – the outermost layer which acts as a protective, waterproof barrier and where most of our skin bacteria are found.

B) Dermis – the middle layer beneath the epidermis which contains our hair follicles (D), our sebaceous (oil-producing) glands (E) as well as our sweat glands (F) which release sweat to the skin's surface through sweat pores (G). This layer also provides sensations related to touch!

C) Subcutaneous tissue (fat) – this bottom layer protects our bones and muscles, helps maintain our body temperature, and acts as a passageway for nerves and blood vessels from the dermis to the muscles.

Together, these layers help protect us from our external environment. Skin conditions occur when something external or internal disrupts this harmony – read our blog to find out how our microbiome is involved!

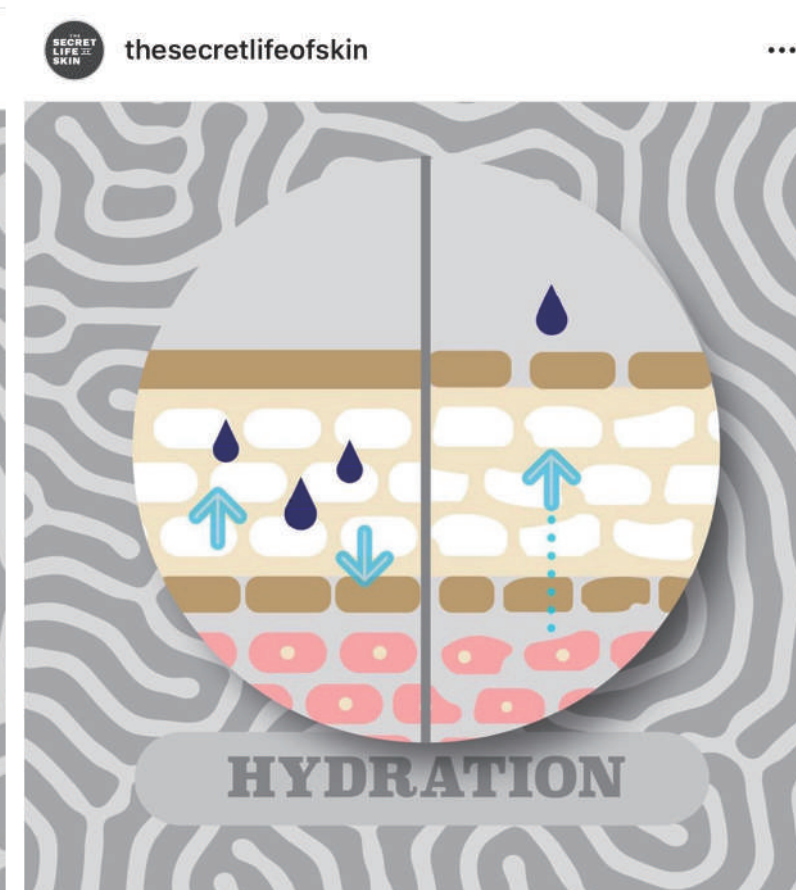
#thesecretlifeofskin #skin #microbiome #skinmicrobiome  
#microbiomebasics #skinbasics #skinhealth #structure  
#healthyskin #science

共3条评论

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4月1日 · 查看翻译







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**these cret life of skin** The outermost layer of the skin, the epidermis, acts as a protective barrier serving multiple functions which are largely attributed to its top layer of cells; the stratum corneum (SC). These cells work collectively to maintain healthy skin, allowing for natural shedding and retaining a smooth texture, elasticity, and ability to respond to forces without rigidity or breakage. The SC layer is also where most of our skin bacteria can be found. One of the SC's key functions is keeping our skin hydrated. Moisturizers that we put on our skin impact the SC layer by binding water to it to improve surface hydration and prevent moisture evaporation. Water is crucial for microbial growth so hydrated skin keeps our healthy skin bacteria happy!

When the SC barrier is disrupted, water can leak out of the skin leading to dry skin and its associated problems. Sometimes, this barrier disruption is caused by changes to the skin microbiome.

In atopic dermatitis (eczema), barrier disruption is associated with greater prevalence of the bacterium *Staphylococcus aureus* (though its exact role is unclear). Click the link in our bio for more skin microbiome basics...

#thesecretlifeofskin #skin #microbiome #skinmicrobiome  
#microbiomebasics #skinbasics #skinhealth #structure  
#hydration #healthyskin

naturallynourishedlondon Love this! 

**thesecretlifeofskin** @naturallynourishedlondon  
thank you 🙏🧴💖👉👈

4月6日 · 查看翻译



37次赞

**thesecretlifeofskin** As well as keeping us hydrated, the top layer of our skin – the epidermis – is our first line of defense against infection. It protects us in 2 key ways:

- 1) It acts as an antimicrobial barrier, protecting against harmful microorganisms and other foreign bodies, blocking them from entering the body.

2) It encourages our own immune responses (innate and adaptive) to recognize harmful microorganisms and other foreign bodies.

While we often focus on the effect of external factors on the skin microbiome it also has an important relationship with our own immune system, with each helping shape the other.

In fact, research is increasingly showing that disturbances to our microbiome disrupts the natural activities of our immune responses, in some cases enabling disease, and this applies to the skin. These findings challenge the previous perception that simply 1 pathogen = 1 disease.

For more on the skin microbiome, click the link in our bio!

#thesecretlifeofskin #skin #microbiome #skinmicrobiome  
#microbiomebasics #skinbasics #skinhealth #structure  
#antimicrobial #antibacterial #infection #healthyskin

**naturallynourishedlondon** I'm loving these posts and the graphics! 💕💕

4月7日 · 查看翻译



# Some other works I did

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**thesecretlifeofskin** The skin microbiome has been named one of Harpers Bazaar's Top 13 trends to watch in 2020 and we can see why!

Thanks to ongoing scientific research backed by increased public interest, we are increasingly learning more about the inhabitants of our skin and how we can encourage or inhibit their growth to benefit our skin health.

Our latest blog coming out tomorrow tells you what experts have to say about the current state of the skincare landscape.

SECRET LIFE OF SKIN

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**thesecretlifeofskin** Is less really more when it comes to what we put on our skin in the context of the microbiome?

Experts Lavienja Schruers-Braam of [@vavin\\_nl](#), [@skinminimalist](#) and [@faceworkshops](#) share their views in our blog on the skincare landscape! Click the link in our bio to find out more...

[#thesecretlifeofskin](#) [#microbiome](#) [#skinmicrobiome](#) [#skin](#) [#healthyskin](#) [#probiotics](#) [#trend](#) [#trending](#)

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SECRET LIFE OF SKIN

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**thesecretlifeofskin** For a long time it was widely thought that microorganisms outnumbered human cells in the body by a staggering 10 times. A 2016 study busted this myth, finding that a more accurate ratio of bacteria to human cells is 1.3:1 in an average male. This is still 38 TRILLION bacteria to an estimated 30 trillion human cells! It's no wonder we need to take such good care of them! What's your favourite microbiome friendly tip?

Data from Sender, Fuchs and Milo, 2016 (published in PLOS Biology)

***Thank You !***