

Can Graphic Design Really Save Your Life?

By Kiran Buckle

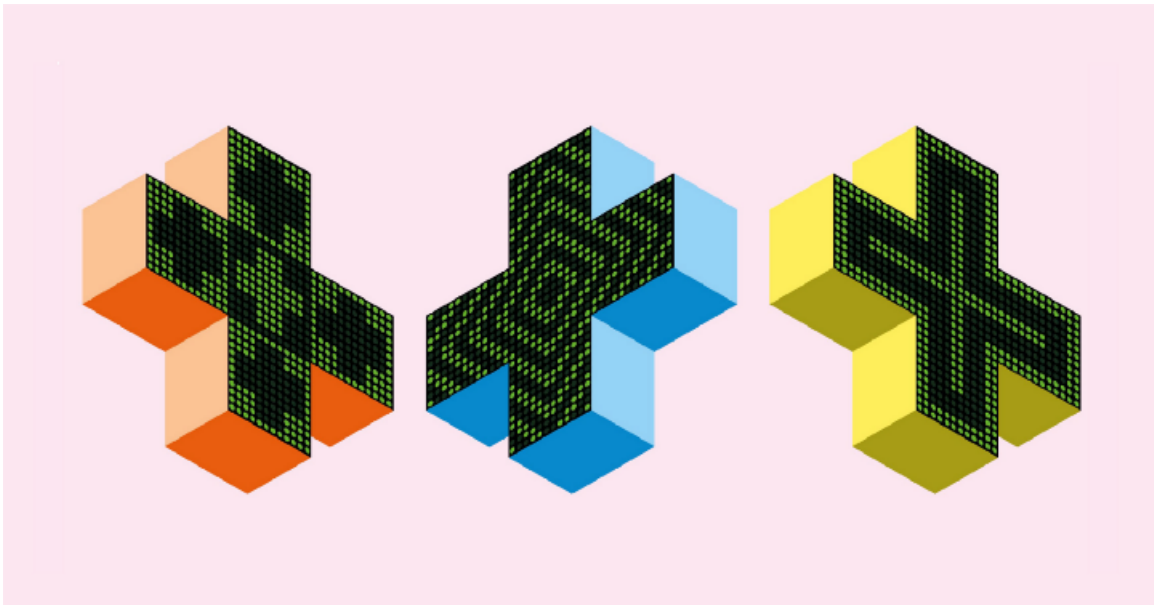


Figure 1: Can Graphic Design Save Your Life? Exhibition Identity

Introduction

Visual communication plays a major role in how successfully the health and wellness industry communicates safety information to the public. Graphic design is vital for conveying information in an easily accessible format about wellbeing and encouraging people to take action which can lead to change for themselves or others. The action may be donating money towards good causes such as medical research or charities providing for those in need, it may be adopting a healthier lifestyle, or it may be making choices to protect others with their actions which was a crucial element of the response required to deal with the recent pandemic. The following research considers the association of wellbeing and personal growth in Design and explores if Graphic Design can really save your life.

Can Graphic Design Save Your Life? Exhibition and Book

To consider the answer to this we must look at the major exhibition held at the Wellcome Collection 2017/18 exploring the relationship between graphic design and health. It was curated by graphic designer Lucienne Roberts and educator Rebecca Wright with Shamita Sharmacharja at the Wellcome Collection. It featured 200 objects spanning packaging design, posters, signage, brand identities, digital teaching aids, flags, and more, highlighting “the widespread and often subliminal nature of graphic design in shaping our environment, our health and our sense of self” (Moore, 2017). The book that accompanies the show unusually includes contributor answers to the question posed by the title.

The curated content considers the essential role graphic design plays in matters of life and death and is split into six categories:

1. Persuasion

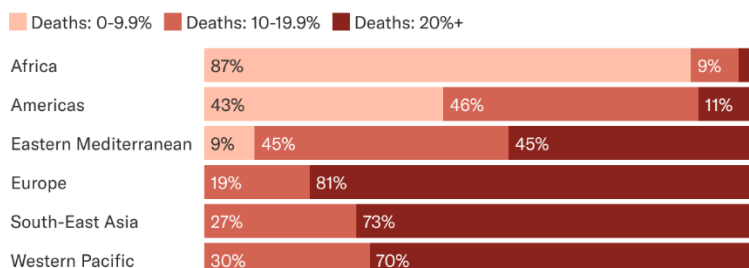
Persuasion looks into how graphic design manipulates public perception in the smoking industry. It was once key in the promotional adverts of smoking and its widespread acceptance, but its role today is in supporting anti-smoking campaigns around the world using graphic health warnings and new takes on packaging.

These everyday graphics contrast with The Tobacco Atlas book. The Tobacco Atlas Book is an immense resource collated to show the impact of tobacco use on the environment, poverty and health conditions. It contains photographic collages, quotations, choropleth maps and both figurative and abstract data visualization. The designers share that “each infographic and visualization was designed with portability and sharing in mind” (Schrauwen *et al.*, 2017, pp. 020–025).

It is a brilliant tool to foster awareness, create conversation about change and potentially save lives through changed behaviour.

Concentration of tobacco-attributable deaths

Distribution of countries by percentage of tobacco-attributable deaths by WHO region, males, all ages, 2019



At least one in five deaths among males in 43 countries in the European region are attributable to tobacco use.

Source: GBD, 2019 Risk Factor Collaborators

THE TOBACCO ATLAS *Figure 2*

2. Education

This section focuses on the way graphic communication is used to help both the medical profession and the public understand how the body works and the choices we can make about our health. There are lots of creative approaches to educating people, including the traditional anatomical drawings, the infographics used in Peter Grundys *The Human Body* book as a form of storytelling, to the TinyBop learning app by Kelli Anderson.

Kelli makes a great point which is referenced in the book about how her graphic design works well with our brains pattern matching capabilities, but also gives a warning that graphic design can be and has been so dangerous: “It is a tool, one that can easily be bent to serve agendas that mislead, manipulate, distract from or otherwise distort humanity’s comprehension of, and delight in, a complex reality. Because of this, yes design may assist in saving life, but can also assist in its destruction.” (Schrauwen *et al.*, 2017b, pp. 073)

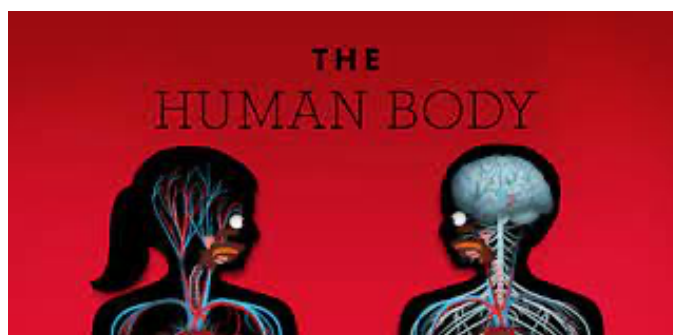


Figure 3

3. Hospitalisation

Graphic Design is shown to have been deployed in hospitals with a strong focus on creating a less intimidating environment, with clear information on what to expect and aid navigation while inspiring confidence with its desire to be helpful and its inclusivity. The fonts, posters and signage show clearly how design can improve patient's wellbeing, as well as providing instruction and information.

4. Medication

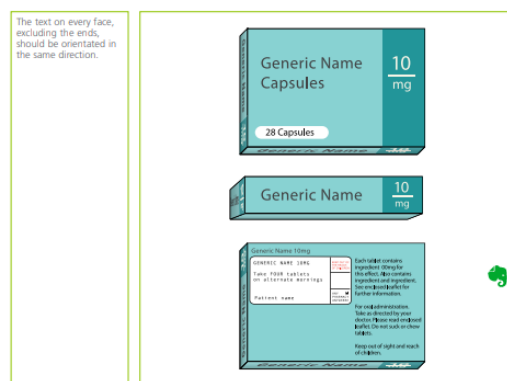
This section explores the challenge of marketing products that disappear - pills, gases, creams all vanish when used - and designers have created some influential, minimal, and strong work that embodies less is still more when it comes to medication.

Jeremy Myerson, co-founder of The Helen Hamlyn Centre for Design, is quoted in the book to say “In a pressured hospital environment, where doctors and nurses are short of time and need to take decisive action at speed, graphic design can literally be the difference between life and death....Use of font size, imagery and colour to distinguish between different doses of a drug can reduce medical error by healthcare professionals.” (Schrauwen *et al.*, 2017b, pp. 160)

I totally agree with this. It also follows through to personal medication taken in a home environment. Unless a patient can clearly interpret the identity of medication and instructions for use, they may self-administer medication with disastrous consequences, so the design element is critical.

Recommendation

Orientate text in the same direction



Information design for patient safety – Design recommendations for secondary packaging | 25

Figure 4

5. Contagion

The exhibition explores how bold typography and striking imagery convey urgency and give authority to posters that inform and warn, tackling the frontline use of graphics in the response to epidemics including plague, malaria, Ebola and Aids. Messages need to be able to cross language barriers and address people with low levels of literacy, so images must tell an understandable and sometime urgent story in order to have the desired effect. A great example of this is the hand-painted mural by Stephen Doe depicting Ebola symptoms in 2014. The creativity of the visual thinkers who come up with designs must evolve as more information is learned throughout the course of a health crisis, moving from warnings about how to avoid to advice on how to respond. The design is all about making accessible life-saving messages to all and that design needs to be concise, informative and authoritative to bring about behaviour change.



Figure 5: Stephen Doe wall mural Ebola

6. Provocation

This final section of the exhibition considers how graphic design provokes an individual response and empowers people. The focus is on campaigns and organisations that exist to provoke action, empowering people to contribute to societies health by grabbing their attention and giving them reason to change their behaviour, often for the good of others or society as a whole. This section has examples that span from the iconic Heart&Stroke minimal bold logo to the Samaritans Things on Your Mind 2006 ad campaign using doodles that portray a wide range of emotional states as an honest way to express inner thoughts or feelings. The variety of work shows the scope graphic design has to influence people across all facets of society when it comes to health & wellbeing.



Figure 6a

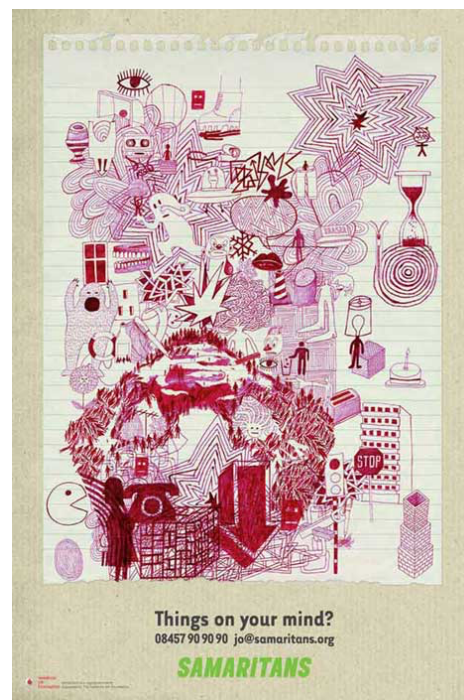


Figure 6b

In a review of this exhibition **Can Graphic Design Save Your Life?** by Craig Berry, Lucienne Roberts is quoted as saying: “Obviously, graphic design cannot save lives on its own. But I do think it’s key. (Berry, 2021)

I have also explored other examples referencing how graphic design has provided the visual context for a variety of health themes, including: Ways to Wellbeing aimed at improving mental health and wellbeing across the UK; understanding Personal Growth and opportunities; raising awareness of Organ Donation by a local charity; and the Covid19 response worldwide.

Ways to Wellbeing

The ways to well-being are a set of evidence-based public mental health messages aimed at improving the mental health and well-being of the whole population. These are: **connect, be active, take notice, keep learning** and **give**. Many organizations use this as a framework for positive living, for example, they have been adopted by the charity Mind, the NHS, as well as numerous local councils across the UK. The Five Ways to Wellbeing were developed by NEF as the result of a commission by Foresight, the UK government's futures think-tank, as part of the Foresight Project on Mental Capital and Wellbeing.

It is clear that choosing to adopt these basic principles can have a considerable positive impact on your life. I think these ways to wellbeing are more about changing lives for the better, rather than saving them, with the simple hand drawn conversational graphic effective at showing this is advice on what can be done differently, taking small clear steps to create that change.



Figure 7

Personal Growth

Graphic Design plays a huge part in encouraging personal growth, from the marketing resources highlighting education opportunities, to apps such as Habitify that track habits, to the infographics on social media that help motivate us to make changes to our lifestyles as we are told the positive outcomes that may occur.

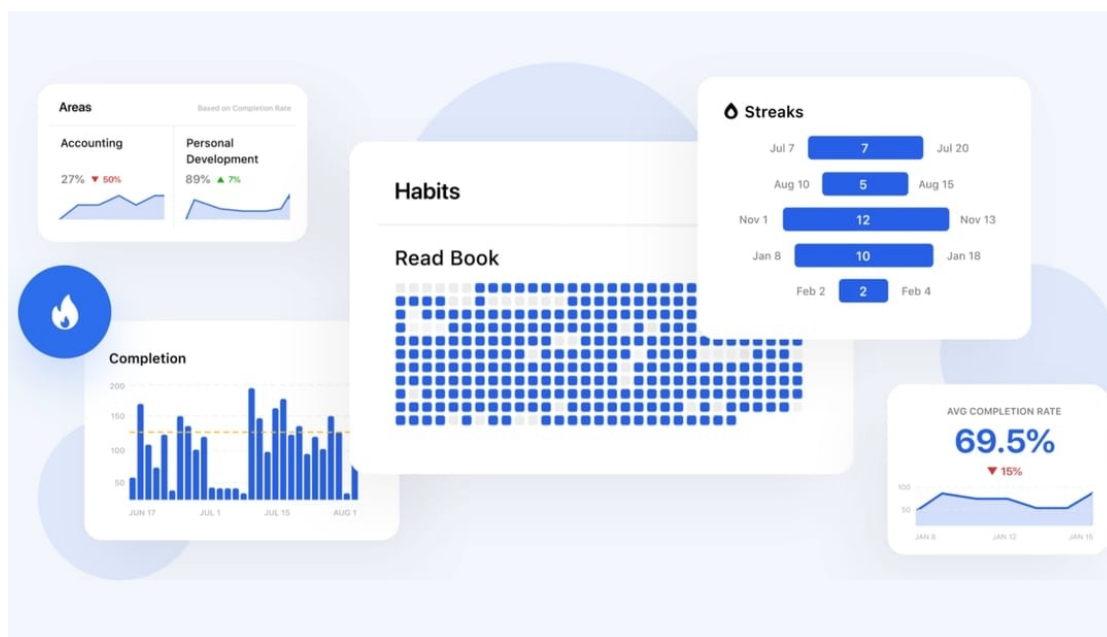


Figure 8 Habitify App

Graphic Design within counselling is effective for portraying information that helps us understand our emotions, thoughts and behaviour, with therapists utilising a number of tools to display this information in a simple manner before helping us decide on what changes we need to make.



Figure 9 Human Givens Therapy Resources

Change can be easier to implement if our understanding is clear. Graphic design, both text and images, is a supporting aspect of personal growth, but it is ultimately down to the individual if they are going to make any changes because of it.

Organ Donation

A campaign that is crucial to saving lives is that of Organ Donation. This was referenced in the exhibition with the Scottish Government's 2009 Kill Jill poster, but the visual message continually needs to be updated to be relevant. It is always a difficult conversation for families to have, so encouraging people to talk about organ donation is important to do when there is no pressure. Organ donation for children is ultimately a difficult decision for parents but local charity Belles Story, who raise awareness of organ donation, has recently launched a kids book with fantastic illustrations that makes the topic more accessible to children, by using a car to represent the human body. In contrast to the harshness and shock effect of the Kill Jill campaign, this is illustrated so children themselves can understand the concept without fear. This simple approach ensuring the decision has already been considered before the unthinkable happens to a child could lead to a number of lives being saved due to the generosity and kindness of a stranger's donation.



Figure 10a

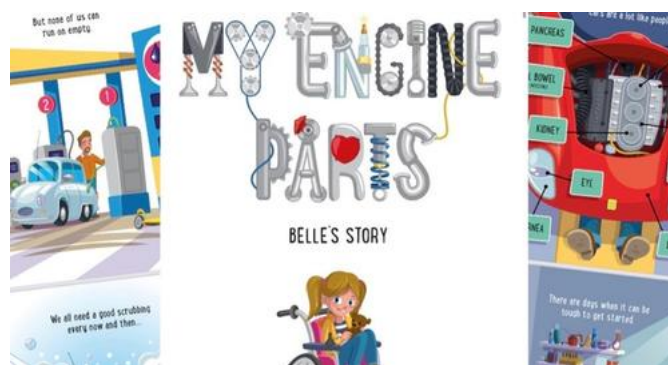


Figure 10b

The response to the Covid19 worldwide pandemic

Graphic design has been used extensively throughout the pandemic to share messages that warn, inform, educate and support. Without doubt many of the actions that have been taken as a result of these messages have prevented further spread, but it has depended on the advice being provided in a timely manner to the right people, with the relevant authority in place that backs up these messages. Here are some examples of where there has been a call out to creatives to respond to Covid19 with their designs:

1. United Nations Global Call Out to Creatives

The United Nations and World Health Organization asked the global design community to translate “critical public health messages, into work that will engage and inform people across different cultures, languages, communities and platforms.” (United Nations, 2020) As a result they have created an online library (United Nations and Bejamas, 2020) of artwork that will educate, uplift, inspire and be shared by individuals and communities all across the world.

As captured in the article **Designing for Coronavirus** Lorna Turnbull states "Visual imagery has always been especially important in reaching the more disadvantaged parts of society. Speaking through images helps the illiterate understand, minority cultures accept the recommendations of the majority and the marginalized become part of the wider community. In this unprecedented global situation, public health messaging must reach every corner of the globe and resonate with every language and culture to effectively prevent the spread of the virus. " (Turnbull, 2020)

Lorna goes on to conclude her article with a great answer to the question Does Graphic Design Really Save Lives? "Although perhaps not on the frontline, creatives, designers, artists, can all play their part in sharing and spreading information which will save people's lives. Where there is a message to be communicated, there will be design." (Turnbull, 2020)

Designed by
Rawpixel Images



Figure 11a

Designed by
Sanket Salgaonkar



Figure 11b

Designed by
Countervirus

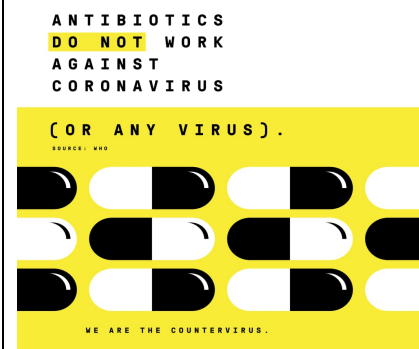


Figure 11c

2. The Viral Art Project

The Viral Art Project is a virtual art gallery (Kelner, Ostrower and Levine, 2020) created as a result of a call to action during the Covid19 pandemic for graphic designers, artists, and other creative people to submit poster art to raise awareness of the challenges facing all of us and promote what we have to do and how we can get through this time together, by promoting messages of hope and security. The results demonstrate how powerful typography and graphic design can be, as well as providing a platform to help struggling artists be supported. Here are some of the designs that stand out to me:

Designed by
Ida Woldemichael,
Wide Eye:



Figure 12a

Designed by
Adam Goldberg TRÜF



Figure 12b

Designed by
Brenna Blenkhorn

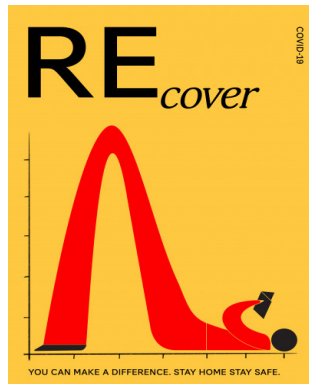


Figure 12c

3. Stay Sane / Stay Safe project

Dutch design studios Lennarts & de Bruijn and overdeschreef, launched the **Stay Sane / Stay Safe project** (Lennarts and de Bruijn and overdeschreef, 2020) encouraging creatives from around the globe to design posters around the brief of 'stay sane, stay home'. The project aims to spread the right message but is also tackling raising morale and wellbeing by sharing and showing some love to frontline healthcare workers by printing the designs as postcards and sending them to hospitals in the Netherlands.

Designed by
Kanaka Raghavan



Designed by
Maynard Design



Designed by
Anan Gamal



Figures 13a,b and c

There are online articles that sing the praises of graphic design during the coronavirus pandemic. In the Design Week article by Henry Wong **‘COVID-19: how graphic design can support vulnerable communities’** (Wong, 2020) simple but effective graphic design is seen as a crucial way to reach out and reassure more vulnerable communities. It goes on to highlight design such as the simple postcard created by Cornwall-based lecturer Becky Wass that was essentially a form to be posted through letterboxes without the need for human contact, with information about self-isolating and contact details that can be filled in for vulnerable people to make contact. It went viral and this is where the power of social media coupled with a great design can have a huge impact.

HELLO! If you are self-isolating, I can help.

My name is

I live locally at

My phone number is

If you are self-isolating due to COVID-19 I can help with:

☐ Picking up shopping
 ☐ Posting mail

☐ A friendly phone call
 ☐ Urgent supplies

Just call or text me and I'll do my best to help you (for free!)

Coronavirus is contagious. Please take every precaution to ensure you are spreading only kindness. Avoid physical contact (2m distance). Wash your hands regularly. Items should be left on your doorstep. **#ViralKindness**

Figure 14

Another online article by Anoushka Khandwala **Stay Home, Save Lives: The Design Secrets of Covid-19 Health Campaigns** (Khandwala, 2021) interviews Lucerne Roberts reviewing how Graphic Design was used across the UK's Covid 19 response stating, "When it comes to public messaging... ambiguity can be fatal" and highlights that "A human tone of voice is incredibly important for helping to dissipate fear and make dense information accessible"

The article also highlights how New Zealand had a successful campaign because they anticipated that "that emotion would be a key driver of human behaviour" and created their communication with that in mind over the course of the pandemic. Their simple and ordered visuals used popular icons, delivered information effectively and promoted a sense of national togetherness.

Anne Quito's article **The sophisticated design behind a simple coronavirus sign** (Quito, 2020) explores how Graphic Design is used in communicating with the public in order to influence their behaviour. Tim Fendley, creative director of the London-based consultancy Applied Wayfinding is quoted as saying "A good warning sign needs to be visible, direct and clear above all. The quality of the information needs to be as unambiguous as possible. It needs to be as consistent as we can get it, so we're teaching one language to everybody."

It is clear that across the worldwide response to the pandemic, public behaviour needed to change and there was no simple solution. A multifaceted sophisticated solution was required, and it was the role of Graphic Design to make that look simple.

In Conclusion

Graphic design needs to be memorable, create conversation and illicit action, it needs to have longevity and be both inclusive and accessible; in order to have any significant influence.

The example of the Tobacco Atlas shows that Graphic design is used to influence policymakers to encourage change from the top; the example of medical literature and other educational design encourages change from within professions as knowledge grows; and the example of public signage such as social distancing and reminders about hand washing during COVID-19 pandemic graphic design encourages change across the general population.

Graphic design is used across all levels of society, in all walks of life, to spread awareness, share facts and encourage the right behaviours that benefit the wellbeing and personal growth of the population.

As long as it's used with integrity and honesty it can influence the health of the nation or individuals positively, leading to prevention of various health issues arising in the first place.

As with many things, knowledge is power and to have the choice to change our behaviour, knowing how that action will positively impact or potentially save your life, is a gift that we take for granted in our highly connected world of today. It is graphic designers who create many different visual ways for us to understand the wealth of data available to us, that enable this choice. Graphic design is used strategically, insidiously and blatantly to share knowledge that saves lives. To share is the key word here, the larger or more relevant the audience is for the design, the more likely action will be taken and some lives will be saved. However human reaction cannot always be predicted or guaranteed, or sometimes the information may come too late to provide relevant advice to particular individuals.

The critical thing is to get the health, safety or wellbeing information across in a visual way that the vast majority of those that need to know, can access the information, as well as ensuring the most vulnerable individuals benefit from the information. The change that occurs as a result of taking action from the information can and does lead to reduced loss of life.

So, in conclusion, yes I think **graphic design can really save lives**, but it won't save everyone.

Reference List

- Berry, C. (2021) *Can Graphic Design Save Your Life?*, Medium. Available at: <https://craigberry93.medium.com/can-graphic-design-save-your-life-65d7d99e2dfd> (Accessed: 27 October 2022).
- Kelner, M., Ostrower, B. and Levine, Z. (2020) *Viral Art Project*, Viral Art Project. Available at: <https://viralartproject.com/> (Accessed: 6 November 2022).
- Khandwala, A. (2021) *Stay Home, Save Lives: The Design Secrets of Covid-19 Health Campaigns*, ELEPHANT. Available at: <https://elephant.art/stay-home-save-lives-what-the-graphic-design-of-public-health-warnings-reveal-18032021/> (Accessed: 20 November 2022).
- Lennarts and de Bruijn and overdeschreef (2020) *STAY SANE / STAY SAFE | Home*, www.stay-sane-stay-safe.com. Available at: <http://www.stay-sane-stay-safe.com/> (Accessed: 6 November 2022).
- Moores, K. (2017) *Can Graphic Design Save Your Life? opens at Wellcome Collection*, Wellcome Collection. Available at: <https://wellcomecollection.org/pages/Wuw0uiIAACZd3SOu> (Accessed: 6 November 2022).
- Quito, A. (2020) *The sophisticated design behind a simple coronavirus sign*, Quartz. Available at: <https://qz.com/work/1863420/what-effective-coronavirus-signs-look-like> (Accessed: 13 November 2022).
- Schrauwen, S. et al. (2017) *Can Graphic Design Save Your Life?* London: GraphicDesign&, pp. 020, 073, 160.
- Turnbull, L. (2020) *In times of crisis, design and visual messaging are more important than ever, discover the projects helping stop the spread of COVID-19...*, We Heart. Available at:

<https://www.we-heart.com/2020/04/07/designing-for-coronavirus-graphic-design-covid19/>
(Accessed: 13 November 2022).

United Nations (2020) *United Nations Global Call Out To Creatives - help stop the spread of COVID-19*, Talenthouse. Available at: <https://www.talenthouse.com/i/united-nations-global-call-out-to-creatives-help-stop-the-spread-of-covid-19> (Accessed: 20 November 2022).

United Nations and Bejamas (2020) *United Nations COVID-19 Response Creative Content Hub*, *United Nations COVID-19 Response Creative Content Hub*. Available at: <https://unitednations.talenthouse.com/> (Accessed: 20 November 2022).

Wong, H. (2020) *COVID-19: how graphic design can be crucial in connecting communities*, *Design Week*. Available at: <https://www.designweek.co.uk/issues/16-22-march-2020/covid-19-graphic-design/> (Accessed: 28 November 2022).

Research List

Ali, H. (2017) “‘Can Graphic Design Save Your Life?’ Exhibition Wellcome Collection 7 September 2017–14 January 2018’, *Communication Design*, 5(1-2), pp. 273–277. doi:10.1080/20557132.2017.1403080.

Atasoy, S.N. (2021) ‘The role of graphic design in the COVID-19 global outbreak’, *New Trends and Issues Proceedings on Humanities and Social Sciences*, 8(1), pp. 52–69. doi:10.18844/prosoc.v7i4.5791.

Brewer, J. (2017) *Can Graphic Design Save Your Life? explores ‘widespread and subliminal’ impact of design on health, It’s Nice That*. Available at: <https://www.itsnicethat.com/news/can-graphic-design-save-your-life-wellcome-trust-exhibition-lucienne-roberts-rebecca-wright-050917> (Accessed: 5 November 2022).

Burki, T.K. (2017) ‘Can Graphic Design Save Your Life?’, *The Lancet Respiratory Medicine*, 5(11), pp. 854–855. doi:10.1016/s2213-2600(17)30375-2.

CHRISTIAN, B. (2017) *From smoking to Ebola, can graphic design save your life?*, *Wired UK*. Condé Nast. Available at: <https://www.wired.co.uk/article/stamps-design-london-exhibition-crisis> (Accessed: 6 November 2022).

Durrant, N. (2017) ‘Exhibition: Can Graphic Design Save Your Life? at the Wellcome Collection’, *www.thetimes.co.uk*, 17 August. Available at: <https://www.thetimes.co.uk/article/exhibition-can-graphic-design-save-your-life-at-the-wellcome-collection-cskbf2c2j> (Accessed: 27 October 2022).

Emily Gosling (2017) *Can Graphic Design Save Your Life?*, *Eye on Design*. Available at: <https://eyeondesign.aiga.org/can-graphic-design-save-your-life/> (Accessed: 27 October 2022).

Hydra Creative (2021) *How graphic design is helping COVID-19 crisis | News | Hydra*, *www.hydracreative.com*. Available at: <https://www.hydracreative.com/news/design-covid-19> (Accessed: 20 November 2022).

Martin, C. (2017) *Can graphic design save your life?*, *CNN Style*. Available at: <https://www.cnn.com/style/article/can-graphic-design-save-your-life-wellcome-collection/index.html> (Accessed: 27 October 2022).

Moore, R. (2020) *The UK government's coronavirus strategy: shoddy by design?*, *the Guardian*. Available at: <https://www.theguardian.com/artanddesign/2020/jun/14/the-uks-government-coronavirus-strategy-shoddy-by-design> (Accessed: 20 November 2022).

Steinberg, N. (2020) *The importance of art and design during a global pandemic*, *Stryve Digital Marketing*. Available at: <https://www.stryvemarketing.com/blog/importance-art-design-during-global-pandemic/> (Accessed: 20 November 2022).

Wainwright, O. (2017) *Can Graphic Design Save Your Life? review – thrills, pills and big pharma*, *The Guardian*. The Guardian. Available at: <https://www.theguardian.com/artanddesign/2017/sep/07/can-graphic-design-save-your-life-review-wellcome-collection-london> (Accessed: 5 November 2022).

Walker, S. (2017) 'Can graphic design save your life? Wellcome Collection, London, 7 September 2017–14 January 2018', *Design for Health*, 1(2), pp. 296–304. doi:10.1080/24735132.2017.1386506.

Figures List

Figure 1: Can Graphic Design Save Your Life? Exhibition Identity. Source: <https://craigberry93.medium.com/can-graphic-design-save-your-life-65d7d99e2dfd> (Accessed: 29 November 2022).

Figure 2: Example of chart ‘Concentration of tobacco-attributable deaths’ from The Tobacco Atlas Book. Source: <https://tobaccoatlas.org/challenges/deaths/> (Accessed: 29 November 2022)

Figure 3: Image from TinyBop learning app by Kelli Anderson. Source: (Accessed: 29 November 2022)

Figure 4: Information Design for Patient Safety Image from Schrauwen, S. *et al.* (2017) *Can Graphic Design Save Your Life?* London: GraphicDesign&, pp. 159. Source of image: http://ezdrugid.org/EZDrugID/Strategies_files/1539_Information_Design.pdf (Accessed: 29 November 2022)

Figure 5: Street artist Stephen Doe paints an educational mural about Ebola in Liberia, 2014. Source of Image Dominique Faget/AFP/Getty Images: <https://plinth.uk.com/blogs/magazine/can-graphic-design-save-your-life> (Accessed: 29 November 2022)

Figure 6a: Heart & Stroke Image from Schrauwen, S. *et al.* (2017) *Can Graphic Design Save Your Life?* London: GraphicDesign&, pp 238-241 Source of image: (Accessed: 29 November 2022)

Figure 6b: Samaritan’s campaign 2006 Image from Schrauwen, S. *et al.* (2017) *Can Graphic Design Save Your Life?* London: GraphicDesign&, pp 224-256 Source of image: (Accessed: 29 November 2022)

Figure 7: Ways to Wellbeing graphics. Source of image: http://www.taskmentalwellness.com/uploads/1/0/7/7/107743153/5-ways-width-800_orig.jpg (Accessed: 29 November 2022)

Figure 8: Example of habit tracker used within Habitify app. Source of image: <http://Habitify.com> (Accessed: 29 November 2022)

Figure 9: Human Givens Institute Emotional Needs and Innate Resources. Source of Images: <https://www.humangivens.com/2021/09/20/new-innate-resources-infographic/> (Accessed: 29 November 2022)

Figure 10a: Kill Jill Image as seen in Schrauwen, S. *et al.* (2017) *Can Graphic Design Save Your Life?* London: GraphicDesign&, pp250-253 Source of Image <https://www.union.co.uk/campaign/organ-donation/> (Accessed: 29 November 2022)

Figure 10b Page examples from “My Engine Parts” book. Source of Image: <https://justgiving.com/campaign/myengineparts> (Accessed: 29 November 2022)

Figure 11a Example artwork designed by Rawpixel Images submitted to UN. Source of Image: <https://unitednations.talenthouse.com/artworks/2301595> (Accessed: 29 November 2022)

Figure 11b Example artwork designed by Sanket Salgaonkar submitted to UN. Source of Image: <https://unitednations.talenthouse.com/artworks/2304818> (Accessed: 29 November 2022)

Figure 11c Example artwork designed by Countervirus submitted to UN. Source of Image: <https://unitednations.talenthouse.com/artworks/2299522> (Accessed: 29 November 2022)

Figure 12a Example artwork designed by Ida Woldemichael, Wide Eye from the viralartproject. Source of image: <https://viralartproject.com/> (Accessed: 29 November 2022)

Figure 12b Example artwork designed by Adam Goldberg TRÜF from the viralartproject. Source of image: <https://viralartproject.com/kindness-is-contagious/> (Accessed: 29 November 2022)

Figure 12c Example artwork designed by Brenna Blenkhorn from the viralartproject. Source of image: <https://viralartproject.com/put-out-covid-19/> (Accessed: 29 November 2022)

Figures 13a,b and c: Example Images from the Stay Sane stay Safe project. Images sourced from: <http://www.stay-sane-stay-safe.com/> (Accessed: 29 November 2022).

Figure 14: Image of the form created by Becky Wass. Source of image: <https://www.designweek.co.uk/issues/16-22-march-2020/covid-19-graphic-design/> (Accessed: 29 November 2022).

