

LEVEL 5 ASSESSMENT SPECIFICATION

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Programme:	BA Graphic Design and BA Creative Advertising		
Module:	Research in Context		
Module code:	ADAD5003	Contribution to Overall Module Assessment (%):	100% 10 Credits
Lecturer:	Donna Williams	Internal Verifier:	Delyth Lloyd-Evans
Assignment Title:	Essay	Word count (or equivalent):	2,500 words
Submission deadline:	10am on Friday 02.12.22	Return date of provisional marks & written feedback:	20.01.23 (20 working days from submission. Please note that we do not include the three-week Christmas Holiday leave)
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Word count - 2736

Can Graphic Design really save your life? Explore the association of well-being and personal growth.

In life, people don't tend to follow long passages of text. I believe that an audience will often find instructions quite confusing or not very straightforward, then making them lose the ability to follow along for what they need to achieve, especially when it comes to something where you are found to be in a life-threatening situation. Graphic design is a way of expression and a communication technique, which I think can be used to simplify everyday tasks and information without making it too complex. Many people know how hard it can be to follow the simplest instructions and understand general information while in a fluster. Therefore "Design is intelligence made visible" (Wheeler, 2020) and it can be used to make complicated information a lot more straightforward just by simply using a range of images or colours while keeping the amount of text to a minimum. By doing this, people can take in the information at a better level than if the information were to be given to them in a word-based document. Graphic design is "the art and practice of planning and projecting ideas and experiences with visual and textual content." (Malvik, 2020) It is a concept everyone can learn from, and this then allows the information to be reached across the nation as there is the use of images and text. When it comes to design, we sometimes take it for granted. Our medication tells us exactly how much to take, signs show us where to go, and posters give us all the information we need. It's all around us, yet we don't typically realise it until something wrong is found within it. It's all the norm, which is why I am going to go into more detail on how it could save your life. Why do you think graphic design is more likely to be understood or remembered? Can a pop of colour or a few different designs really save a life?



The Symptoms mural in Liberia (Doe. 2014)

Simple signs and symbols can communicate meaningful messages and information to an audience without the need for loads of text. Street Artist Stephan Doe was a man who used this technique to achieve a powerful and educational mural in Liberia. The Symptoms mural in

Liberia (Doe. 2014) was created for the residents of Africa to understand the severity of Ebola and how to overcome it by recognising its symptoms. “In Liberia alone, the population can speak 30 different languages but only 43% can read and write”. (Gorvett, 2017) To tackle the rising problem of Ebola, Doe took it upon himself to create a large mural that displayed information graphically on how to recognise if you were suffering from the fatal Ebola symptoms. This information was then placed onto flyers, posters, billboards, and leaflets as it was an immediate and effective way to visually communicate the illness to the community in Liberia. As this mural only contained symbols and images, I think it was a clever idea as it could be used across the globe to inform the population on how to recognise if they too may have Ebola symptoms, without the need to translate long sections of text for each language.



Lloyd Pearson A better A&E (Pearson,2013)

The Pearson Lloyd Project is another example of how simple signs with a combination of text can sometimes be more effective than just a piece of text. The project “A Better A&E” (Griffiths,2013) is a redesigned accident and emergency department in London. This design is image-led, and it is supported by text for it to be more understood. “For some reason, A&E is a space where people feel like they have the right to get angry and start shouting” (Lloyd,2013) so Lloyd wanted to come up with an idea to calm the space down and make it a nicer experience for not only the patients but the staff too. From experience, there is a lack of knowledge in A&E waiting rooms which then causes the patient to get irate. Not knowing how long the wait is, how the system works, and what is going to happen are all factors that tie together making the patient’s experience less enjoyable and full of worry. Lloyd took it upon himself to gather a team of specialists and designers, who could help him identify the main reasons why patients can become overwhelmed and agitated, leading to physical and verbal abuse to the staff. The design involves a clear and cohesive series of panels that let the patients know basic information on what to expect as they enter A &E. This included screens which provide live times and current statuses of the A&E department, which then will let the patients know how long the wait will be. “During trials at hospitals

in London and Southampton, the project reduced violent incidents by 50%” (Gorvett, 2013). This shows that the effect of these panels is highly useful and had a huge impact while they were in the trial, which shall hopefully go on to be just as effective if they are used in hospitals all over the nation.



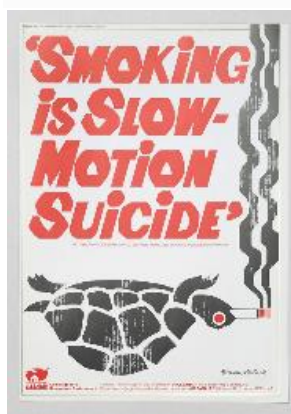
Likewise, in Hospital Sant Joan de Due in Barcelona, the sterile building was turned into an interactive playful experience. Rubio Arauna “developed signage and environment design to increase children’s comfort and foster interaction in typically unpleasant spaces”

(dandad,2015) I think that creating a safe space for children, within an area where they may not feel most comfortable is a key aspect of design. This can settle the mood of the children and make the whole experience a little more enjoyable for not just the children, but the parents too. The hallways and rooms in this hospital are filled with “Tigers, jellyfish, elephants, flamingos, and rhinos that divide up rooms, stalk the hallways, and emerge from the walls.” (Gorvett, 2017). This makes the area feel less intimidating and with the recognisable animals and objects, the children can feel more at home within the welcoming and warm wards. The signage in this hospital is made up of fun and bright wayfinders, a clear way to show the patients which direction they should be heading in while keeping within the childlike brand using bold and bright colours for an enjoyable experience.

Furthermore, simple signs and symbols can communicate messages with the use of communication cards. In hospitals or care homes, communication can become a struggle, especially if the carer is looking after someone with speech difficulties. Because of this, communication cards can help as they hold information in terms of icons that patients can use if they are facing “difficulty communicating their immediate needs, wants or concerns.” (Te whatu ora, nd) These cards make tasks which may seem hard to the patient easier, as they can hold one up or point to whichever need, they would like. The cards have been tested and trialled by families and staff to determine which would be the most useful. “The cards can be printed and left with the patient at the bedside” (Te whatu ora, nd) which is

a way to improve the safety of the limited language patients. The cards can be used not just in hospitals, but “They can be useful in schools, homes, healthcare environments, or any community setting.” (Stanbourough,2020) Being used in schools can help children learn while being able to gesture at images to communicate with others.

Hard-hitting Graphic design can imprint a message into someone, which could then make them act upon it. Can you think of a design or advert that has had an impact on you? How big of an impact was this exactly? From adverts to flyers and posters, hard-hitting design is all around. It is just up to you whether you take initiative and decide to implement it into your own life, that’s if it applies to you.



Smoking is slow suicide (Mullick, 2018)

Smoking is, one of the biggest silent killers. “Smoking is the primary cause of preventable illness and premature death, accounting for approximately 74,600 deaths a year in England.” (Ash, 2021) It is no surprise that smoking is a part of many people’s lives and has been for some years. It can cause cancer, lung disease and heart problems and much more life-threatening conditions which is something not everyone considers. To change the number of people frequently smoking without knowing the life-threatening effects, “images of the grotesque tumours, corpses and tar-riddled lungs of those who smoke were introduced to cigarette packaging.” (Gorvett, 2017)

In theory, this is a good tactic to help people realise the effects of smoking as it’s straight to the point and heavy hitting. From research, it has been shown that “most smoking and non-smoking participants believed that warning images and statements had some effect on their feelings in terms of motivation to quit smoking or of feeling scared of smoking.” (Pubmed Central, 2021) In other words, graphic design on cigarette packaging substantially impacts the user. There is no tiptoeing around the harsh reality of what smoking can do to you, which is why studies have shown it was proven that an image of the effects placed on cigarette packaging can be powerful enough to get many smokers to quit. “Using warning graphic images together with warning statements presenting potential health impacts

was shown to be more effective than using images or statements separately.” (Effectiveness of warning graphic labels on cigarette packs, Pubmed Central 2021).



Kill Jill is an advert that was created to make people aware of organ donations. This advert features a young girl with two signs coming from her, which viewers would have to decide whether to kill or save Jill. This highlighted that if you were to sign up and register, a life could be saved “which was made clear in the statement register and you could save a life” (The drum, 2008). This advert I believe is quite brutal, but it sends across a

significant message on how organ donations should certainly be considered if you are of the correct health. Many people got offended by this advert and claimed it was upsetting and unsettling, however, I think that it needed to be somewhat of a deep advert to get the message across. From previous research, campaigns with a softer approach did not influence an audience which is why the Scottish government decided to go with a hard approach. This campaign ended up working with, “a significant response and more than 108,000 people signing up to the register, outperforming the rest of the UK by a factor of three.” (Sweney, 2008) These statistics show that even though not everyone would like to sit and watch an uncomfortable advert, it can certainly change the way how situations are approached. The data shown highlights that the controversial approach worked well in getting the audience to donate their organs.

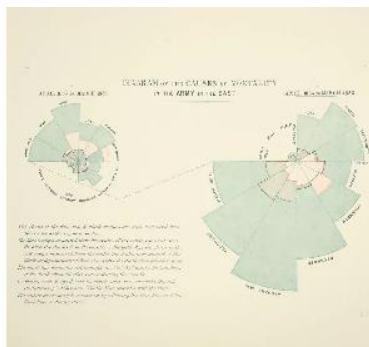
Informative Graphic Design can teach an audience in ways that they would not traditionally learn information, making them remember key points and then being able to apply it where needed. There are genius graphics all around us and not all are easy to spot from the word go.

Some designs are not immediately obvious, but they can help save lives without us even realising it. Let’s take the well-known ambulance design. You may see it as the yellow van with yellow and orange reflective stripes but there is more thought gone into it than just that. This is called the “*Battenburg design*” (Reflex Design, Nd) “a pattern



Battenburg design (Istock, no date)

for vehicle markings that was developed in the 1990s, by the Police Scientific Development Branch to make traffic patrol cars more of a group” (Lakeside, 2022). The pattern consists of rectangles or colours which are usually formed by two horizontal rows which supposedly came from the classic Battenberg cake! This design can be seen “up to 500m in daylight or under headlights, and that marked them distinctively as police cars and emergency services. This would in turn reduce traffic collisions, increase conspicuity, making police cars nationally recognisable.” (Lakeside, 2022) then making the safety vehicles easily recognisable to the human eye. Just from this simple design using two colours, the Battenburg pattern can catch the eye and almost instantly send a message to the audience as to what its aim is, which is saving people.



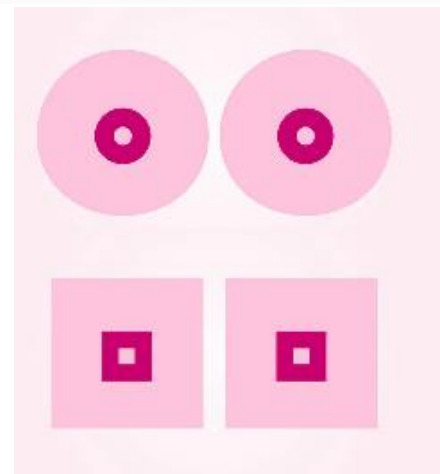
Mortality map (Alamy, no date)

In 1858, Florence Nightingale “was a British nurse, social reformer and statistician best known as the founder of modern nursing.” (History, 2022) Florence created a mortality map. This is a private graphics map of notes that was used by nurses and hospitals to understand the factors that were deadly to the soldiers. This included a “Diagram of the causes of mortality in the army of the east” (history of information, nd). This disease was

highly responsible for the cause of deaths in the Crimean war from the 5th of October 1853 to the 30th of March 1856, so because of this Nightingale wanted to easily explain that if certain factors were controlled, the statistics of the disease could be drastically lowered. “The graphic, which Nightingale used as a way to explain complex statistics simply, clearly, and persuasively, has become known as Nightingale's Rose Diagram.” (History of information, no date) I think this diagram made the nurses and hospitals able to manage the fatalities easier as it's straight forwards and includes all the key information needed. The map not only included the key information, but it was colour coded which made it easy to understand for people who may not be too good at reading English. This map made

it easy to understand complicated mathematical information simply, and I believe this was an effective way to get a message on how to save lives across without being too technical.

When it comes to terminal illnesses such as cancer, it's important to know what to check for to catch and possibly treat it immediately. Adverts and design posters including information on how to check for any lumps and bumps, along with any other symptoms are a vital way in which these effects can be recognised by the public. Let's take the Swedish Cancer Society, which in 2016 released a video that explained how to check yourself for signs of breast cancer. From research, this video was removed by Facebook as "algorithms had deemed it



Breast cancer awareness
(Cancerfonden, 2016)

offensive". (Gorvett, 2017) The campaign was offensive as people did not like that the breasts were round shape and thought they should not be on their feed. Instead of this having a negative impact on the cancer society, they took it upon themselves to change the design so that it could be featured online without it being seen as offensive or rude. "While the organization was waiting to hear back from Facebook, it posted an open letter to Facebook on Thursday that included an image of two pink squares meant to represent breasts." (Abrhams, 2016) The breast design was changed from simple round shapes to squares, which still had the same effect but now it was able to be featured online without it being taken down.

In conclusion, to answer "Can Graphic Design really save your life" I believe that it cannot. It can from what I have stated throughout, have a tremendous impact on decisions and ways of seeing certain information. It educates and informs you through life, but it cannot save you. The way it can scare people into making better decisions by using images, as shown in the cigarette packaging. Make an audience feel calmer and more relaxed in tough and unsettling situations, as seen in the children's hospitals. Or simply making an experience less daunting by offering up-to-date live

information, shown by Pearson Lloyd a better A and E project. These are all key important factors that have an impact on helping people to become better, but I don't think they can physically save a life. From posters to adverts it has a strong impact on the population and can offer information and life skills in ways not many would usually learn from. It's able to communicate through different languages, offering help to the vulnerable and those in need, but although Graphic design can do all this amazing work, make the public think in different ways and react to certain situations differently, I believe it simply cannot save a life. So, from this has your answer changed as to whether a pop of colour in a few designs can really save your life?

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