

Concepts So far;

- Social calls to action - media campaigns
- Social media accounts
- Turn Shaming on it's head - Social documentation

Make A #

Not their own fault they may feel shamed - Shame those who fail to educate

- #Unite People, allow them to share together
- #YouTous
- #Share Your Story
- #Steps Over Silence
- #Solve Not Shame
- #Kill The Stigma
- #Taboo

Body dissatisfaction

What Already Exists?

- Colour scheme is Always just Multiple Shades of Red
 - Makes sense but is very cliché at this point
 - Can't use other colours as the avoidance of accurate info will make the problem worse.

Imagery is often menstrual products

blood red based, or include illustration/obvious symbolism of

Avoid:

- over feminising/masculinising, either way will convey the wrong message
- Avoidance of imagery/colours in appropriate circumstances
- Accidental Exclusion of groups, everyone needs to talk & everyone needs to be made aware

Prepared

- What should this be?
- blood wipe?
- Tampon string?
- Steps?
- Sorabicus?

Mix of calligraphy with blood staining? & mix the delicate with reality?

Ext

*YouTous

- Encourage Sharing
- Share What?

- Cycles?
- Facts?
- Stories?
- Myths?
- All of them?
- What's Yours?

Dispell the bad information found on

- Youtube
- Buzzfeed
- Social Media

#WhatsMyValue?

#Made Aware

#ISay #WeSay?

#Don't be ashamed

Mixing/connecting together

- Use imagery of tubes, connections
- Likelihood

• Clue's logo is many circles overlapping

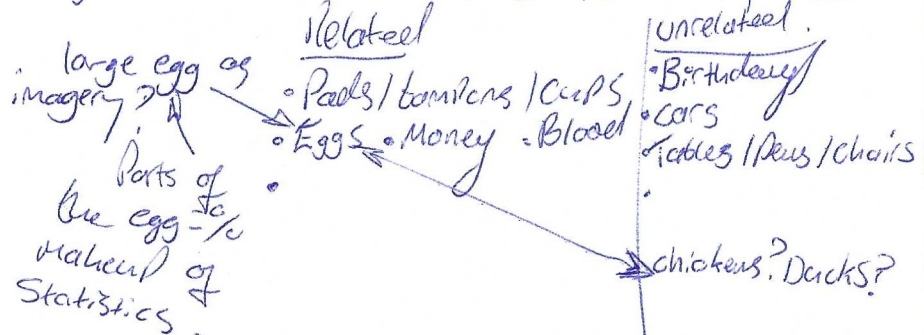
Shows together connectivity.

Sealable to join

Information Design Systems

Use different colours to show different info
Different textures to segment it?
incorporate flow!

Contexts to use



Associations:
Rich - silver spoon
Poor - trees / writing
Ink - Squid

Visuals:



Broken egg?
on a plate?



Sections of interstatistics.

Part on Plate?
make a whole meal?
other focus
can also carry
into

Being Prepared? What does that look like visually?

4

measure

stacks of pools

can use different colour pools!

table / desk

FOCUS ON YOUNG PEOPLE

(education).
Express information on the menstrual cycle in the context of

Using the medium of information design

Use people in with good visuals and information

Research the Body Schema.

Representation of Limbs in a Space
A Postural model of the body

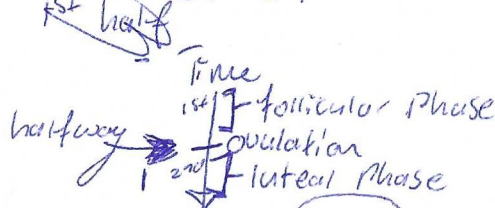
Need to understand how hormonal fluctuations throughout the menstrual cycle impacts different aspects of their lives!

Statistics on this

• Women report higher levels of body dissatisfaction than men (Although is not exclusively women).
• A straight up LACK of Research on hormones in women - Why?

How can

menstrual cycle:



progesterone

LH

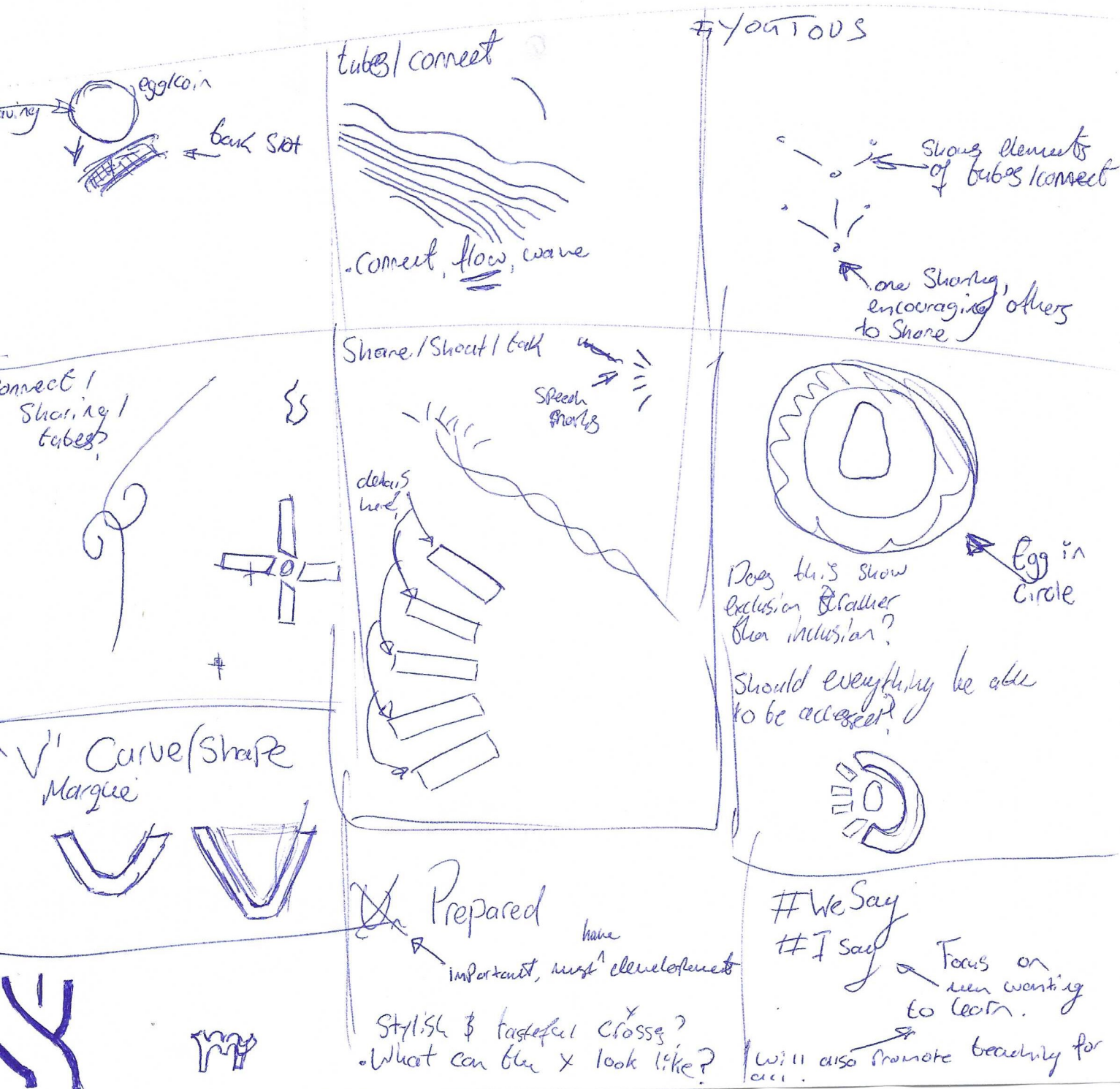
Estrogen

FSH

Comparing the elements of the menstrual cycle in order to expose both facts and a need for education but also to state how ridiculous there is a stigma in the first place. Place a focus on value & costs

Marquees;
 at Words: compare, expose, value, costs, normal, regular, flow, wave.

the egg as a coin? each period a coin in the piggy bank that = \$5000?



Shows a less linear issue?

Should the lines be so straight?

