

# 6 Frames

## **Purpose:**

What information do we have?  
We have a clear issue  
A few examples of previously made attempts at solving the issue  
Common mistakes that have been made  
A small amount of science behind the problem  
A clear set of criteria to measure the effectiveness of outcomes that can be created  
A preferred method of delivery  
What do we need?  
More science studies to back up the information and for outcomes to be more effective  
A more broad set of outcome formats to test how far our work could potentially reach  
The stigma around discussion of the menstrual cycle to be broken with open discussion being encouraged.

## **Accuracy:**

Information has come from various previously created organisations with the same or a similar goal to the one that I will create as well as medical and social studies. They represent the general menstruating public, those who are affected by the stigmatisation and need the issue corrected by the organisations that represent them.

We will need the voice of those who are not often heard as they will be the least represented/educated about topics that directly affect them.

We need the voices of employers as they are our target audiences, as well as the general public. The voice and opinions of corporations will help me find what others think about the issue that are within our target market sector of society.

## **Point of View:**

Who's point of view is being represented in the brief?  
The point of view of someone who menstruates and is struggling/is affected by the issue raised and wants the stigma to be removed and everyday behaviour normalised.  
They want this done without the exclusion of groups of people who are in the lesser-known sectors of this category (E.g. Women who do not have periods or Trans men who do).

Who's POV is missing?  
Non-Females who go through menstruation are often missed out whether in people's school years or in advertising in the media.

Having more information readily available as well as having discussion about the menstrual cycle in all areas of life being more openly discussed would expose others to greater levels of education.

## **Interest:**

What surprised you about the brief?  
How much even small/subtle amounts of stigmatisations can burrow deep into the mind and result in abnormal behaviour affecting the mental and physical health of those experiencing natural and normal things.

What did I already know?  
That periods are heavily avoided in most conversations, especially with those who you may not be very comfortable with and the lack of education can cause adverse health effects for those involved.

How can this be communicated?  
Using effective forms of design to educate people efficiently.

## **Values:**

What is the most valuable data?  
Previous mistakes are very important here due to the nature of the project, the ability to project information delicately that will still deliver impact will make for the optimal outcomes overall.

What are the weaknesses in the data?  
The lack of facts and figures within the science side of the brief are concerning, much more research will be needed in this section in order to ensure effective outcomes are created.

What are the gaps?  
A lack of figures that would potentially be used as headings and attention-grabbing statistics within the media produced.  
More information about

How do you plan on filling these gaps?  
By conducting research throughout the internet as well as potentially taking surveys in order to find out more specific information. Creating emotive and informative design in order to bring people to take action.

## **Outcomes:**

This is centred around educators and stakeholders; perhaps the information could exist in educational formats e.g. classes in schools and workshops in workplaces.

Starting a trend on social media to share people's points of view, perhaps in the form of sharing their cycle using health apps to promote healthy conversation and potentially save lives if abnormal cycles are spotted by others.

Data visualisation in the forms of posters that are striking to look at and include interesting data collected through either primary research or secondary research done by the previously made organisations.

Collaborations with other companies to get the message across to a wider audience, e.g. an expansion on things like Pantone renaming a shade of red (Also reference Red (Product) iPhone).

Given that a large amount of the information within the brief is gathered from medical sources, it would make sense to place design and advertisements for campaigns within medical settings e.g. Doctors, hospitals and GP's.

A focus on young people being affected is present within the brief; a design opportunity among young people would be festivals or nightclubs where the audience is mainly younger people.