

# "Menstrual Cycle Empowerment"

Design Document  
By Aidan Murphy

**LET'S TALK** *Know Your Cycle*





# Creative Brief & Overview

## Creative Brief

### Menstrual Cycle Empowerment

Client:

F.

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## Background

Around 50% of the population experiences menstruation and a much larger % is affected by it's existence and therefore suffer from the stigma and taboo that is placed around the subject. Schools/employers are failing to educate people about the menstrual cycle and about individuals anatomies which is resulting in the stigma only being compounded, this creates feelings of shame among those who menstruate and therefore is resulting in negative health effects, this shame and silence is being assisted by the existence of "period poverty" where basic health products are being deemed too expensive for continual purchase among the poorest in society.

## Objective

The objective is to portray to educators and policymakers the importance of discussion and education on the menstrual cycle within every group in society. Seeking to break down the stigma and remove the taboo that surrounds the menstrual cycle that psychologically shames and excludes menstruating members of society while leaving those that surround them uneducated and unable to support those directly affected.

## Target Audience

The target audience is primarily educators, policymakers, stakeholders, researchers and employers.

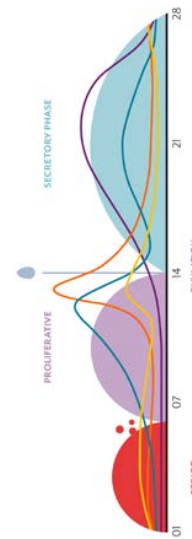
## Whats the message?

The message is that the menstrual cycle needs to become a less taboo topic, and that the failure to do so is causing severe health defects for over half the population. Breaking the silence and ending the stigma by educating those who are responsible for people in their employment/education as well as encouraging conversation is a key way to do this.

## Considerations

Some vital considerations are that the designs created must not exclude any sectors of society, such as those that identify as trans and menstruate. The designs must not be over feminised as this will only work to compound and intensify the stigma. The designs must also function to assist in understanding periods & the link to wellbeing/equality.

## Phases of Creative Development



### Milestone 2. Three Strong Concepts 22nd Oct

Following from research and large amounts of rough initial experimentation and ideation, by the 22nd October a range of three different ideas with supporting visuals will be presented to the client, all of these ideas may be feasible concepts for the brief however one must be chosen to push forward to be created as the final concept

### Milestone 3. One Final Concept 29th Oct

By the 29th October, one outcome must be chosen (with feedback from the client) this idea will be refined into a more professional prototype and must answer the communication challenges set forward by the clients brief.

### Milestone 4 Professional Pitch 6th Nov

Finally on the 6th Nov, the final concept should be refined to a professional standard in a fully presentable form, the design documents will be made available to the client after a pitch made via teams.

## Imagery



## Overview

My creative brief allowed me to pre plan what was expected of me, through the eyes of a designer, essentially translating my clients brief into something that could be better supported by imagery as well as ensuring that I had indeed understood what the task my client set me was.

As well as including objectives, the client also included several useful resources which were included in my creative brief, often used as a format for gaining inspiration from in order to generate my initial concepts as well as to assist in the continued development of those concepts.

# Design Solution Overview

## Solution

My campaign, titled "Let's Talk" is a cross media campaign that utilizes square, slab serif brackets to get across its message of opening a new dialogue that is not currently being had. My campaign focuses on the entire menstrual cycle, not just the period as most psychological changes occur throughout different phases of the menstrual cycle and not the bleeding phase.

My campaign uses the concept of flow implicitly, found within the background patterns and type that I have used.

As well as creating a visually striking language that will attract attention from after, and up close.

My campaign uses the slogan "Know Your Cycle" as that is exactly what I want to achieve, by having people know their cycle, then are then more able to consider it in every aspect of their lives, enabling everyone to perform their best and make bodily hormones that can so easily be considered a disadvantage and an inconvenience,

give them an edge in every activity they take part in.

By doing this I am to boost peoples mental and physical health as well as promote conversation about the menstrual cycle and eventually ending up in the conversation topics of the employers and policy holders that hold the ability to make concrete change not only to the buildings and locations they are responsible for, but also for the people they are responsible for.

Finally my educational and informative campaign is not solely for menstruators themselves, others who do not menstruate also have a part to play in this, by engaging in conversation themselves they are able to carry my message further and support those who need it to a better degree.



# Rationale for Proposal

## Rationale

I made my material with a more open goal in mind, I think that by not telling people the end objectives of my campaign in the first examples of content they see, a greater sense of intrigue will be made, inviting those to discover more and then make them want to take it further by sharing with those that surround them.

I decided to use a mixture of reds and browns in order to more accurately represent the range of colours that menstrual blood is, as well as enabling people fast twitch thought reactions, immediately connecting the range of reds and browns with blood, and more specifically menstrual blood.

## Target Audience

My target audience is younger people, mainly within workplaces and education. However the end change would occur through the policymakers and educators, By aiming the information for younger people who are the most socially active age group, it makes my approach of "De-stigmatization through conversation" more likely.

Firstly the issue will be discovered by even the few that take it on board, it will then spread through peers through conversation, before arriving at the policymakers and educators by requests to fix issues and have considerations for those that they are seen as responsible for.

Making people realize that they may need to consider a huge aspect of their lives and allowing them to request the necessary changes that are prevalent in their lives.

This also ensures that no areas are left unthought about, as the audience will assist in forming the changes as they see fit, with only great assistance from my campaign and future campaigns that may be needed to correct future issues that fall within overarching menstrual cycle topic.

## Technical Detail

### Typefaces



Modified to 60% vertical distortion, designed to balance legibility with the feeling of flow and matching the aesthetic of the logo marque.

## Chennai Light

- *Oblique*
- Regular
- *Oblique*
- Medium

A rounded, contemporary but friendly typeface, designed to work with Dugas, with a greater legibility and varying weights to ensure variance can be achieved in instances such as;

- Pull Out Quotes
- Headings
- Sub-Headings

### Colour Scheme

DE172B
690909
520D0B
FFFFFFA
1D0B0B



# Desired User Journey

	Before Encountering Outcomes		Whilst Reciving Outcomes		After Reciving Outcomes		Scope
Event	Lives unaware of the impacts of their cycle	After Realising they are not taking advantage of their cycle, feel confused, but intrigued to find	Continued Exposure leads user to leaflet/Data Visualisation	Learning the new and empowering information leads them to feel more empowered and begins to consider it in their daily life.	After Taking advantage of their cycle they give themselves more consierdation and then move to informing others.	Raising their concerns with bosses/teachers/peers allows for implementation of more adequate attitudes among everyone.	campaign expansions
Feeling							
Thoughts	<p>Annoyance at times when their cycle is inconvenient.</p> <p>Feelings of shame brought on by stigma</p>	<p>Growing annoyance and frustration at the lack of opportunities.</p> <p>Growing Curiosity provided by the visually interesting media created</p>	<p>A rising sense of empowerment as they begin to grasp how to utilise their cycle.</p>		<p>Encouraged and empowered by previous success and infomration, a desire to feel supported by their employers/ policyholders</p>	<p>Feeling supported by their peers and employers, and positive about changes being made among everyones attitudes towards the menstrual cycle.</p>	

## Physical Media





LET'S TALK

KNOW YOUR CYCLE

Your Hormones;  
Throughout Your Cycle

LET'S TALK

Know Your Cycle

With your period only being 13% of the menstrual cycle, there's so many more life altering and performance enhancing changes that occur the remaining 87% of the time. These effects are little known common knowledge but still impacting everyone's daily activities and behaviours.

You wouldn't run a marathon without being at your best place mentally and physically so why would do so many menstruators around the world put themselves at a biological deficit everyday? For most it is unknowingly. Due to an existence of a shame bringing stigma that has surrounded the menstrual cycle for thousands of years. Perhaps simply learning that which schools and your surrounding network have failed to teach will unlock the ability to make your cycle work for you.

Lets talk aims to educate and empower you by adding and education about the amazing things that occur everyday through every phase of the menstrual cycle all the time.

A key consideration is that everyone's cycle is unique, the information within this document is to be take as a recommendation and hopes to steady raise awareness and promote consideration for individuals menstrual cycle. With cycle length and symptoms being as varied there is no guarantee and individuals should be encouraged to explore their own cycles alongside using this document as guidance.

By simply realising this is happening and considering the effects in everyday scenarios will begin to not only allow everyone to physically and mentally improve. But also build a sense of consideration to those around you.

Know Your Cycle

QR

Your hormones engage in a delicate balancing act almost constantly, it is key to keep these in consideration in everyday scenarios and to ensure that you are adding the support needed to ensure your cycle is able to work for you.

**Estrogen: What it (Often) Does**

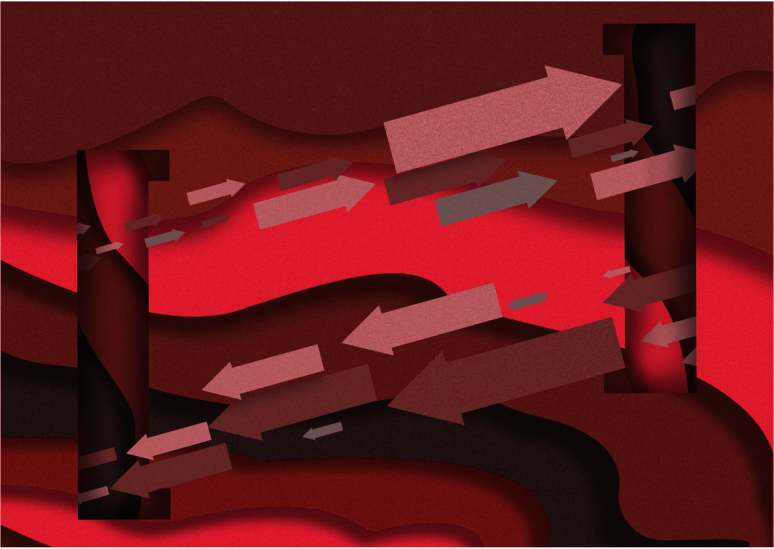
- Accelerates Fat Burning
- Reduces Muscle Bulk
- Increases Good Cholesterol
- Promotes Fat Deposition
- Causes Bloating
- Improves Lung Function
- Raises Mood

**Testosterone: What it (Often) Does**

- Makes you More Impulsive, Daring and Competitive.
- Increases Libido
- Maintains Muscle Mass
- Increased Bone strength
- Increased sense of well-being and zest for life.

**Progesterone: What it (Often) Does**

- Decreases Breast Cell Growth
- Destroys Breast Cells, Preventing Cancers
- Increases Metabolism
- Utilises Fat Stores
- Relaxes Muscles
- Converts to Testosterone
- Decreases Swelling



Disclaimer

The only person who can truly know your own cycle is of course, you. By becoming knowledgeable about the hormones that are prevalent throughout your cycle will then allow you to more confidently allow you to plan your work and life around your cycle as you know it. While some menstruators will burn in excess of 300 calories per day during the second half of their cycle, some will burn next to none, and the it is the same for the intensity.

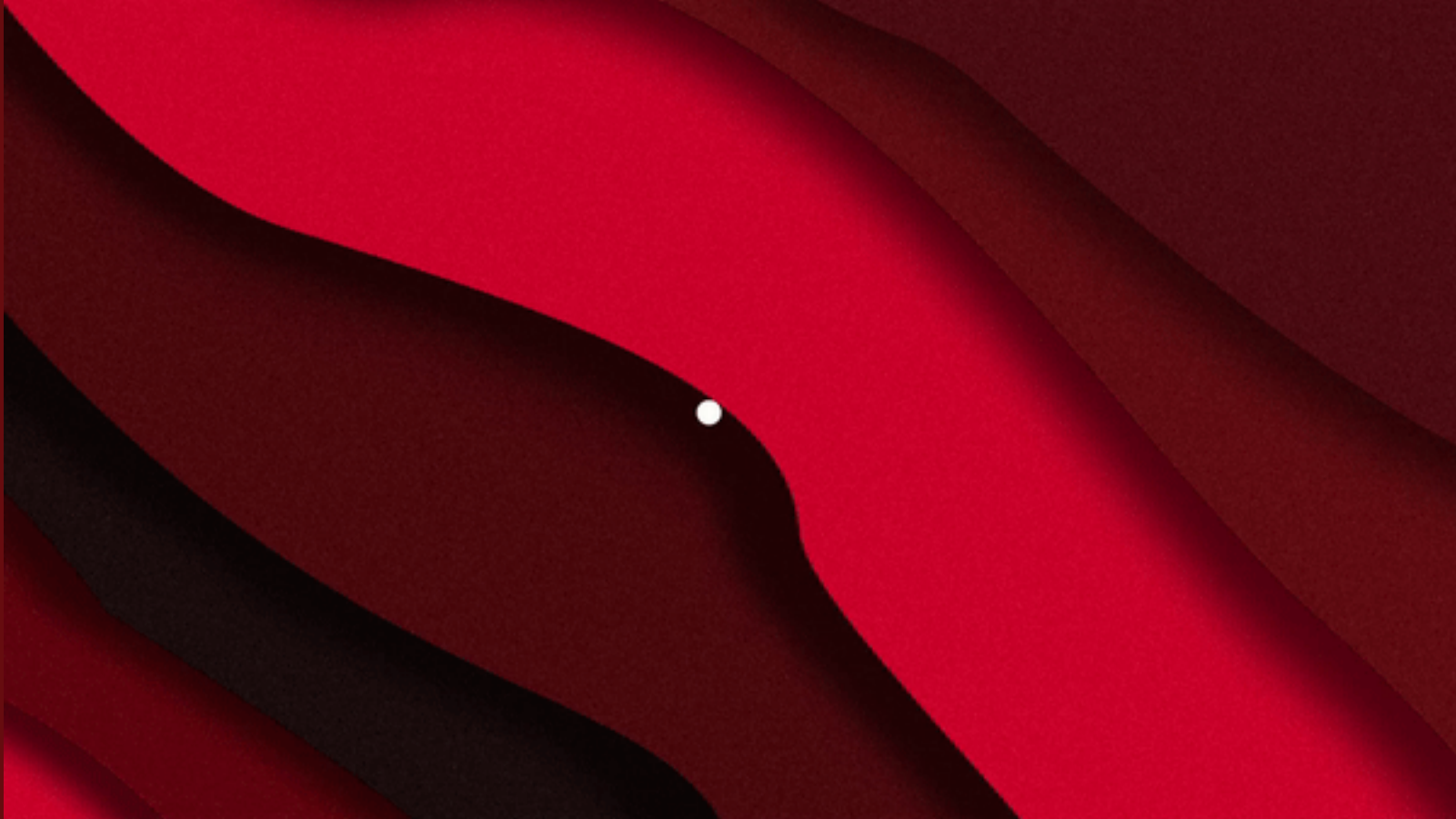
What to do When and Considerations to Make

The existence of large amounts of estrogen combined with a lower level of progesterone may make you more daring and comparative as well as socially confident. Tuning your cycle and considering it as often as possible when making plans will be most effective in minimising the negative effects of the hormones, while maximising the positive effects.

Where your plans cannot be changed in workplace scenarios, or if facilities at your workplace/school are inadequate it must be brought to attention, is lack of consideration for your menstrual cycle in everyday life will result in a decline in mental and physical health.

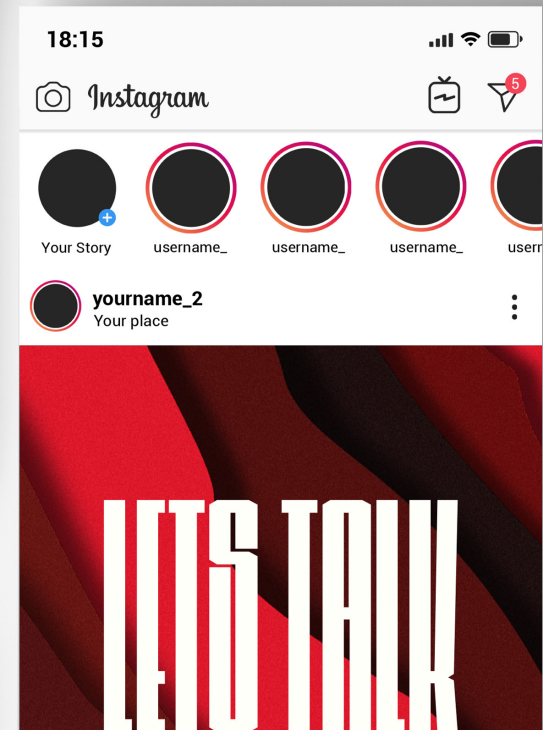
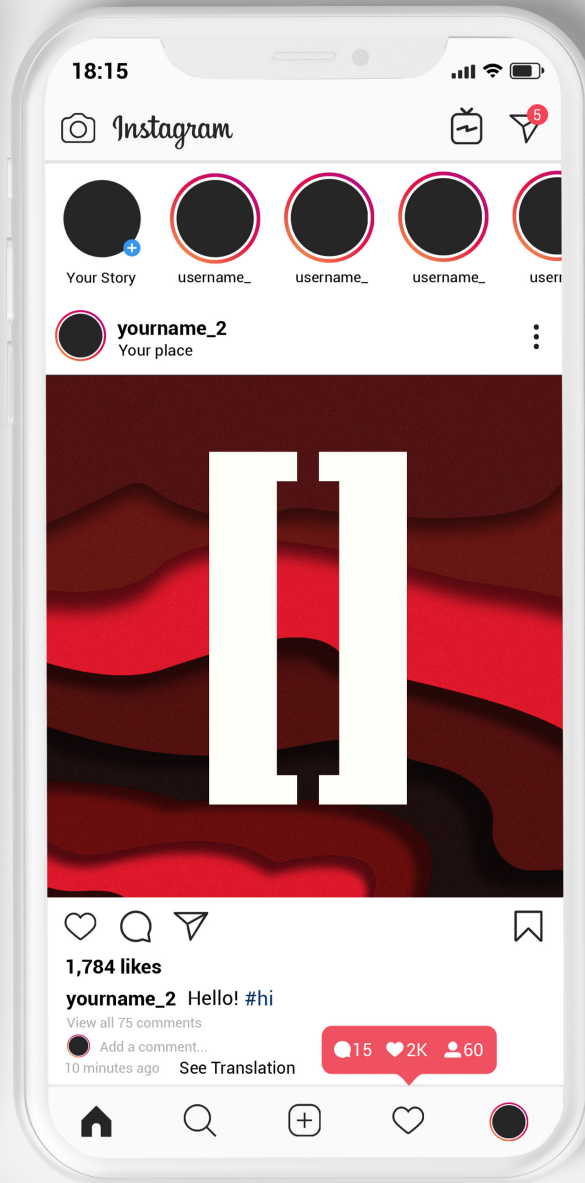
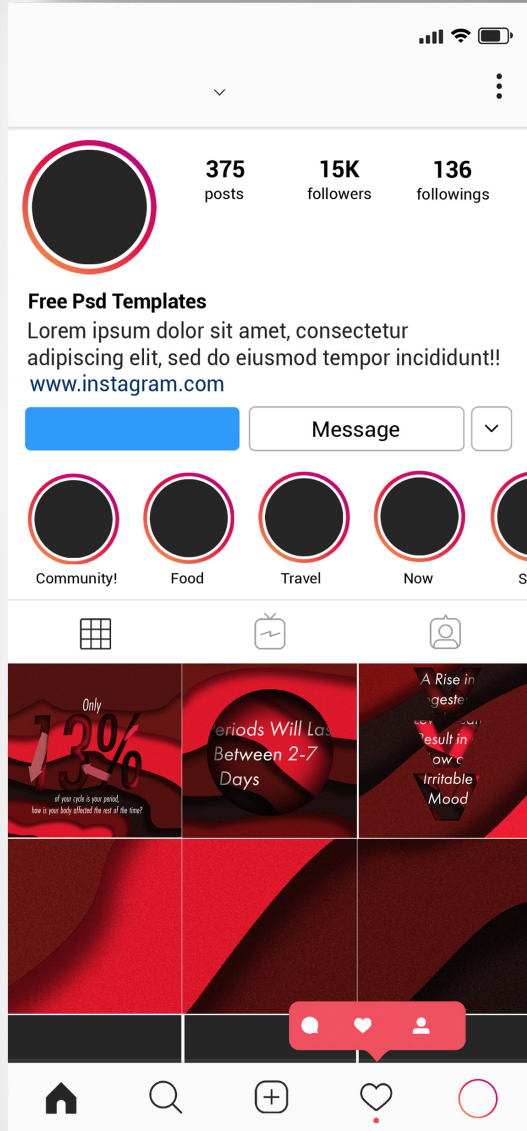
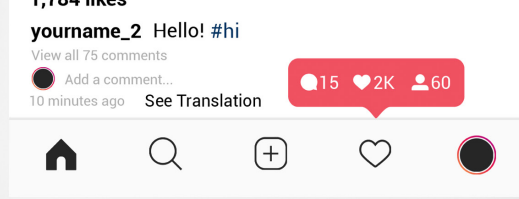
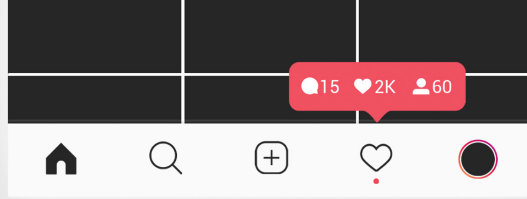
An increased passion from 1500 calories in the second half of your cycle but calorie intake compensated for with Serotonin, a chemical happiness and mood in higher concentrations, higher levels of estrogen progesterone too low, a lower but sometimes concentrations too low, anxiety causing effects.





[https://youtu.be/Pv6b\\_FPVFD4](https://youtu.be/Pv6b_FPVFD4)





# Scope

Develop the animation as a "Teaser" of what my future campaigns would focus on, while the current one focusses on hormones and in the workplace, what's next? Period Poverty, School education, etc...

Enhanced Data Visualisation, put it online and make it interactive, Or could this be done by adding another level of detail to the physical version? Add lines across the arrows that highlight the increase/decrease of mood, Strength and Confidence?

This Campaign would benefit from further motion design, given the concept of flow and the typefaces/ visual elements chosen, this will have to be done for the next submission.

Given that this campaign gives viewers the interest to make better use of their cycle, it would be advantageous to expand it into different aspects of the menstrual cycle, by creating a more generic "Whole Cycle" campaign first it allows for general discussion and thoughts to be made.

But individuals will soon begin to question other, more niche areas such as potential complications and conditions that affect the menstrual cycle

Given the expansiveness of these issues further campaigns and sub categorisations of the "Let's Talk" brand should be made to better tackle these future issues that will no doubt be raised.