

"Menstrual Cycle Empowerment"

Design Document
By Aidan Murphy

LET'S TALK
Know Your Cycle

Brief & Background

Background

Although billions of people menstruate around the world (and even more do not). Neither parties fully understand enough of the ins and outs of the menstrual cycle for it to be a positive aspect of people's lives.

The realities of the period phase of the menstrual cycle are central to stigmatization by it being mislabeled as unhygienic and not a subject for conversation. This is a medieval thought that has simply never been fixed and has such the issue manifests itself in a stigma that creates people that menstruate to feel ashamed of the natural process alongside not knowing what happens throughout their cycle, it also leaves those that surround them unable to help also due to their lack of education and conversation on the topic.

As well as creating negatives, the stigma also makes people blind to the potential positives that the menstrual cycle can offer, boosted metabolism and faster brains alongside better memories at certain phases of the cycle are not being talked about and results in people fighting their own physiology, a battle that they lose every day.

Objective

Conversation is key, by talking about your issues and concerns on menstruation it brings it out of the darkness and allows those that are suffering to ensure that they are given adequate support and facilities for what is (or should be) a basic human need.

However, for sensitive conversation to be brought up among high up management(Employers and Policymakers) who can provide the materials and facilities that some find necessary the topic of the menstrual cycle must first be desensitized in general conversation, this will also offer support in the shape of community for those that require it.

As well as conservation, education is direly needed, too many people are going through their life and starting their period with no idea about what is happening, ¼ girls do not feel prepared for their period when they start it and this can be changed by providing better education and encouraging young people to engage in conversation concerning their menstrual cycle.

Previous Mistakes

Previous attempts at breaking the stigma on menstruation have fallen into the trap of overly feminising the issue as well as perceiving a focus on periods as being dirty and unsanitary, this often only compounds the stigma and sends those vulnerable further into the dark.

Creative Brief & Overview

Creative Brief

Menstrual Cycle Empowerment

Client:



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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 in 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.

What's 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.

Imagery

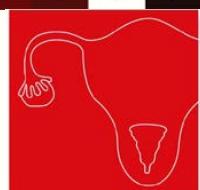
ONE BOX OF PADS FOR YOU



A STRESS FREE PERIOD FOR THEM



THE REAL
PERIOD PROJECT
Getting real about periods



Color inspired by
PANTONE®

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.

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 afar, 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 conservation 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

DUGAS

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

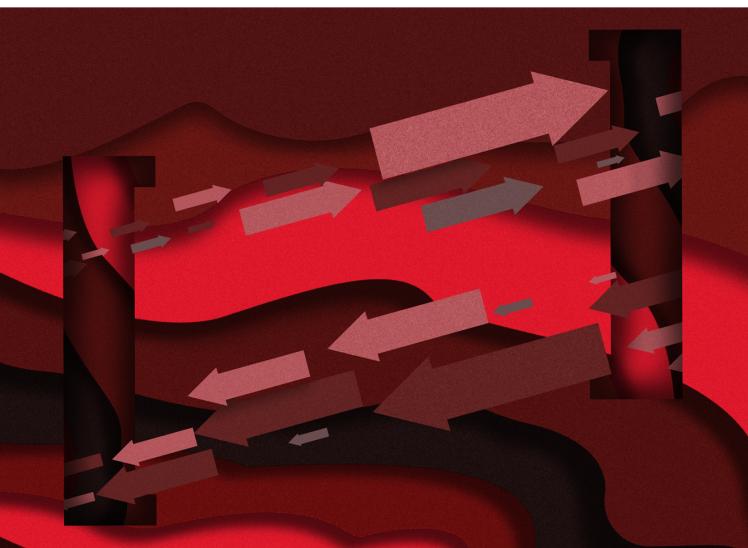
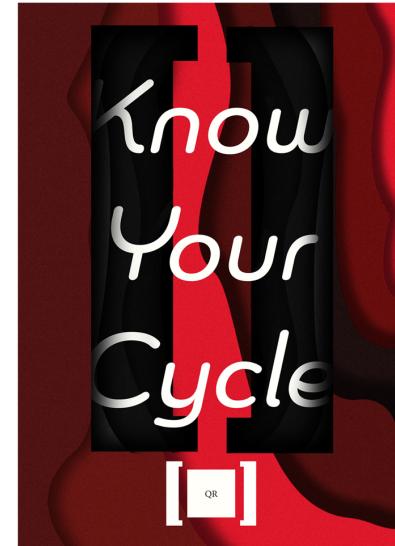
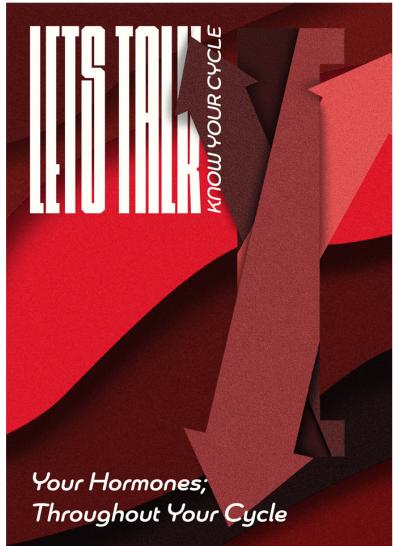


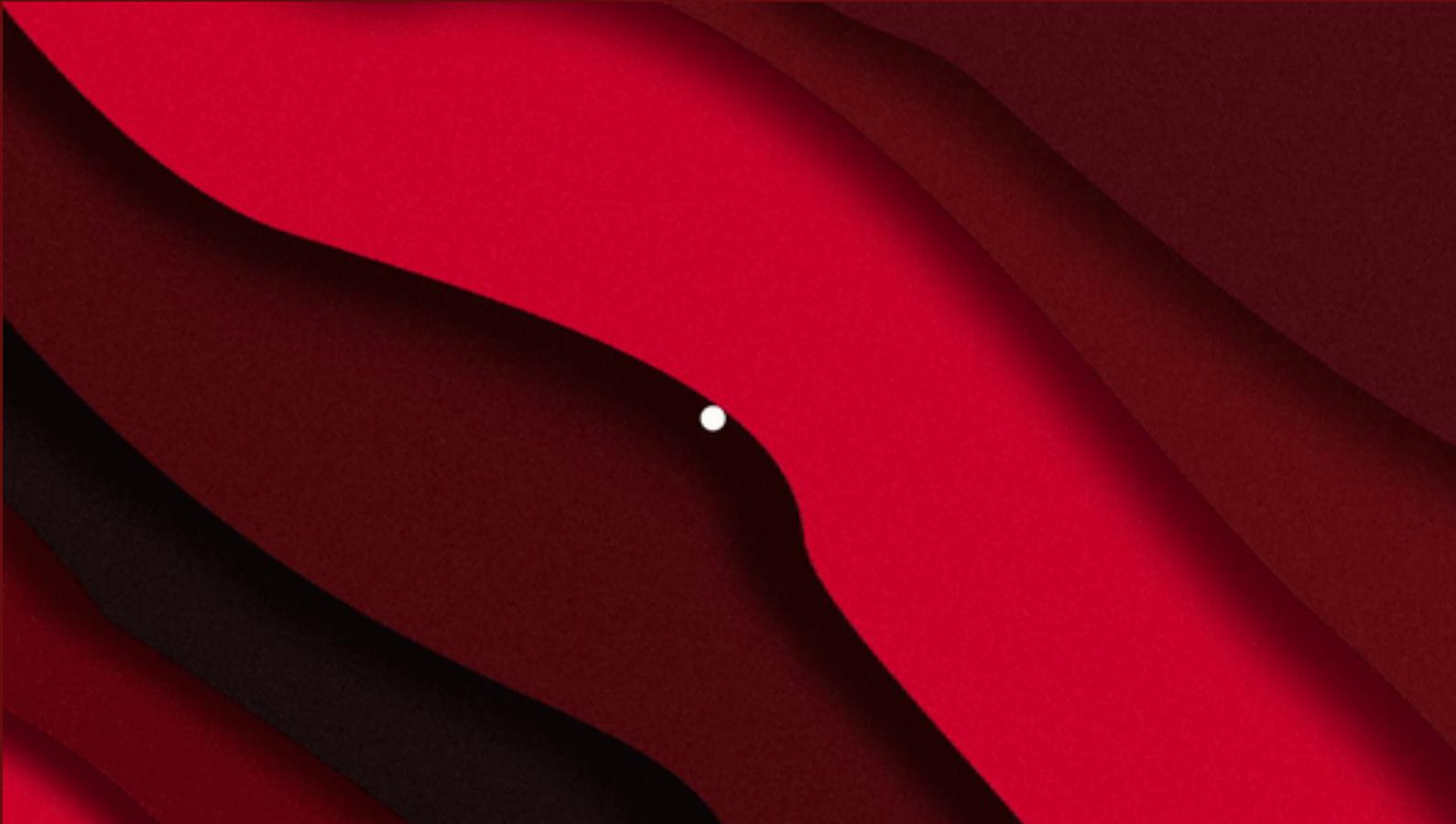
Desired User Journey

	Before Encountering Outcomes		Whilst Receiving Outcomes		After Receiving 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 consideration 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	Annoyance at times when their cycle is inconveni	Growing annoyance and frustration at the lack of opportunities.	A rising sense of empowerment as they begin to grasp how to utilise their cycle.	Encouraged and empowered by previous success and information, a desire to feel supported by their employers/policyholders	Feeling supported by their peers and employers, and positive about changes being made among everyone's attitudes towards the menstrual cycle.		

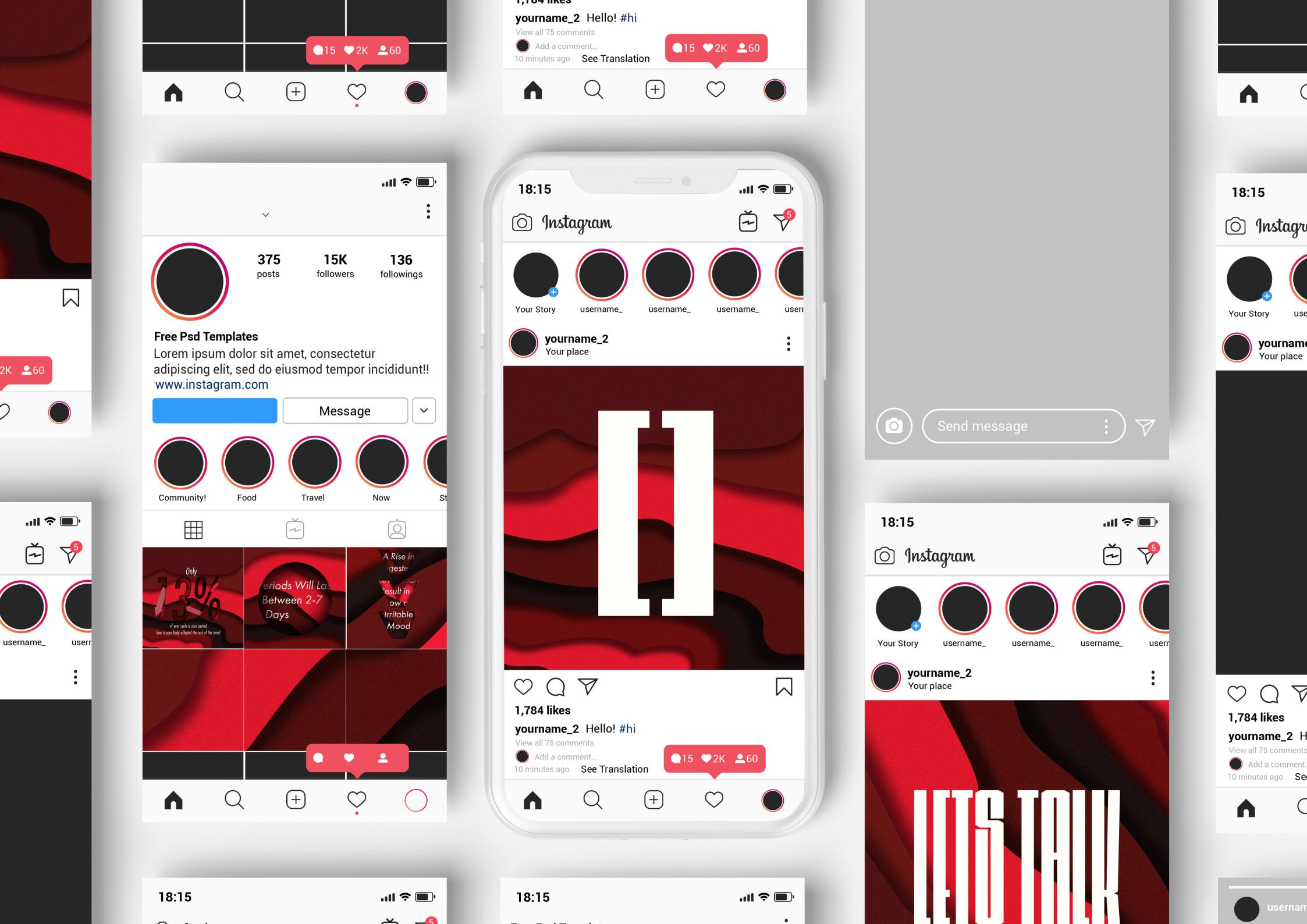
Physical Media







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.