UNIVERSITY OF NAIROBI

College of Architecture and Engineering School of the Arts
and Design

BDS 413: PPROJECT PAPER

By:

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INCORPORATING EMOTIONAL DESIGN TO CREATE AWARENESS ON MENTAL HEALTH
AMONG THE YOUTH AT THE UNIVERSITY OF NAIROBI, ADD CAMPUS

Project paper submitted in partial fulfilment of the requirement for the Bachelor of Arts in Design Degree
submitted to the School of the Arts and Design, University of Nairobi.

May 2020

0. PRELIMINARIES

i.   DECLARATION

Project paper submitted in partial fulfilment of the requirement for the Bachelor of Arts in Design Degree submitted to the School of the Arts and Design, University of Nairobi. I declare that this is my original work and has not been presented to any other university or learning institution for my academic award.

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Signature: ………………………….

Date: …………………………………

ii.   DEDICATION

I would like to thank God for getting me this far in my academic journey, my parents for supporting me financially and friends for coming through in times when I needed their support.

ABSTRACT

The rise in the numbers of suicides by university students is growing at an alarming rate. The issues that face them are however manageable and can be dealt with way before such drastic measures are taken by an individual. Most university students are faced by mental health issues such as; anxiety, depression, low mood, which are brought about by social media, exam pressure, stress, unhealthy relationships, bullying (online) just to mention a few. These things ultimately lead to self-harm, drug abuse and suicide.

There is a lot of stigma surrounding mental health in Kenya, due to cultural beliefs. Most brush it off as being bewitched or "a white people thing", to mean if you have it, it must be pretense or a non-issue and coming out to say you are not okay mentally is most times met with a cold shoulder and a look of fix your problems yourself, no one has time to help you with your petty issues.

 The University of Nairobi Health Services department provides free counseling for students facing mental health issues but very few students show up for help and they opt to seek outside help or none. However, all this can change, using graphic design to create awareness and demystifying mental health issues. Teaching people how to help those who suffer from poor mental health and helping people understand that having a mental health problem is not the end of the world. Seeking help for it from a professional or finding ways to cope with it is a step to better mental health.

The basis of this paper is to look into how the use of Graphic Design can create an impactful awareness campaign on mental health through emotional design elements.

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1. INTRODUCTION

1.0 Introduction of the Study

Mental health refers to our cognitive, behavioral, and emotional wellbeing - it is all about how we think, feel, and behave. The term 'mental health' is sometimes used to mean an absence of a mental disorder.

Mental health can affect daily life, relationships, and even physical health. Mental health also includes a person's ability to enjoy life - to attain a balance between life activities and efforts to achieve psychological resilience.

Mental health awareness using good graphic design increases the chances for early intervention, which can result in a fast recovery. Awareness reduces negative adjectives that have been set to describe our people with a mental illness. By raising awareness, mental health can now be seen as an illness. These illnesses can be managed by treatment.

1.1 Background of the study

The University of Nairobi Health service is located within the University of Nairobi, next to the school clinical laboratory near hall 9 student's hostels. The University Health Services started in 1972 as an outpatient clinic for students. Members of staff and their dependents were attended to by appointed private doctors in Nairobi up to 1979. The Government funding to the University operations was sufficient up to the late 1980's. However with introduction of structural adjustment programs in the 1990's, the government funding to the University was reduced thereby affecting provision of various services including health care (Services 2019).

Mental health counseling centers and awareness services exist on many campuses. However, if students do not know about these services, they do not have the tools to help themselves, and do not have the tools to help someone else in distress and as such these resources go unused.

1.2 Problem statement

University of Nairobi undergraduate students from ADD campus are highly creative students, this comes with a lot of pressure to always perform their best. The University Health Services (UHS) has poorly

advertised their services to the students. Information on mental health is only given to them during their irst year orientation week, this is assuming everyone attends these or even pays attention. The young being a very visual generation suffer in silence because no additional visual information has been put out there to inform and educate the students on matters mental health and what to do if one suffers from mental health issues or if they know someone who does.

The UHS has outdated materials for awareness on mental health and also lack the appeal to the youth at the ADD campus.
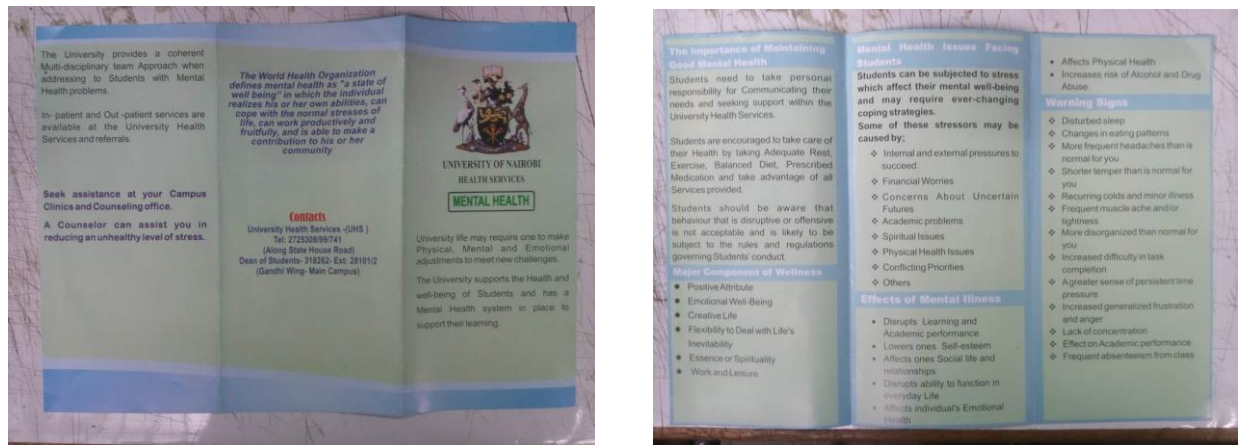
Figure 1.1 University Health Services brochure on mental health (Photo by Author)

1.3 Objectives of the study

1.3.1 Main Objective

The main objective of the study is to find creative ways on how creative communication graphic designs using emotional design can promote an effective mental health awareness campaign.

1.3.2 Secondary Objectives

1. To find out what strategies UHS is using to create awareness on mental health
2. To integrate emotional design and African inspiration to come up with artworks and promotional material that can spread the awareness
3. To create an effective awareness campaign that will increase the number of students getting mental help from UHS.

1.4 Research Questions

1.4.1   Main Question

In what way can captivating graphic design be created for mental health awareness by applying emotional design and Bantu traditional healers' concept/narrative

1.4.2   Secondary Questions

1. What current strategies is UHS using to spread awareness on mental health?
2. How can Emotional design and African inspiration be integrated to come up with artworks and promotional material to spread awareness?
3. How can creating an effective awareness campaign increase the number of students getting mental help from UHS?

1.5 Significance of the study

This research paper will contribute to how visual communication using graphic design can help tackle a social issue and help affected people get help. This will be done by promoting the end of stigma and encouraging people to seek for help for mental health related issues.

1.6 Limitation of the Study

Getting full information on the specific statistics on the rate of suicides or the number of students who have sort help from UHS has proved difficult. This limits finding out the impact the changes will make and the scope of the problem.

1.7 Scope of the Study

The study is focused on the students at The University of Nairobi ADD campus, undergraduate students. The ideal ages would be 19 years to 25 years of age.

1.8 Conclusion

This will hopefully help end stigma by creating effective awareness on mental health issues where there have been very poor communication channels with the UHS. This chapter has well stated the problem statement, objectives and research questions that guided the study.

2.   Literature Review

2.0   Introduction

This Chapter looks at what other scholars have written and researched during their own studies in various aspects of design and mental health related issues.

2.1   Mental Health

Some students are stressed, or distressed, dealing with the developmental challenges of emerging adulthood or with life circumstances that arise while at university, like sexual assault or the death of a loved one. Others face challenges that started much earlier, like exposure to adverse childhood experiences including abuse and neglect. Some are very ill or extremely distressed, sometimes with a first experience of psychosis, severe depression or obsessive-compulsive disorder. Others have milder anxiety or are suffering through their first break-up. (OKEYO 2018)

Youth may attribute their struggles and problems to "mental health" or illness, rather than to life events and circumstances, more often than they did in the past. We all have a state of mental health, but we do not all have a mental illness. However, in the early stages and at this age, it can be difficult for students, parents, staff and faculty to determine the nature and severity of the problems, and it is not always straightforward for care providers either. There is no crystal ball.

Academic readiness, habits and coping skills, as well as grit and persistence in the face of academic difficulty, are also important factors to consider in relation to mental health. Have we, collectively, laid a sufficient foundation in childhood and adolescence that allows youth to survive and thrive in today's universities and world? What if there's a crack? Sometimes it can be difficult to determine if the crack

began with an academic problem or a mental health one, but once initiated they can drive one another, and the crack can deepen. (Kajilwa 2019)

Some parents hover, others are detached; most care and are trying their best to do what they know and what they can. What parents do not always do is what a student needs or wants when they are struggling. ```Asking "What's going on?" or "What do you need from me?" can be more valuable than a mountain of advice, but then we must be prepared for the answers, which may not be what we want to hear.

Not everyone wants to be or will be a doctor, lawyer, engineer or university professor. Loneliness and perfectionism lurk around every corner on campus and in society, despite or related to our virtual connectivity. These problems are not unique to students, but when life is more precarious and uncertain, they can take hold in a toxic way. Substances and self-harm can feel like solutions. Success and meaning can be found along many paths, but the paths can be rough and winding. Some students have to face more barriers and hills, through no fault of their own. Sometimes the leader they're following takes a wrong turn, or a path leads to a dead end. This does not mean a student cannot still build a meaningful, purposeful life.

Determining how best to provide efficient and effective care and support to students based on the evidence and individual needs, and conducting research among emerging adults is essential, but not all of the answers will be found there. If we really listen, often students will tell us. On an individual level, we must recognize that feeling better can be the result of many things – experiencing compassion and empathy, learning coping skills, the passage of time, taking medication, engaging in academic support or accommodations, starting to exercise, leaving a violent intimate relationship. Sometimes the answer is "none of the above" and sometimes it's "all of the above."

On a systems level, we must examine the educational and health systems and processes we are creating and maintaining on our campuses and in our communities and ask: are they helpful or harmful to mental health, and how resilient and flexible are they to the needs of youth? On all levels, it requires connecting with others and discovering opportunities for learning, health and growth. University is not just about developing minds. It is about opening up and opening ourselves to each other, and opening our eyes and our minds so that we can find relief and solutions to the challenges of the world we share (MUNN 2019).

Within Universities here in Kenya, there have been a worrying statistic of students committing suicide. Universities have been reluctant in sharing statistics however there have been slight over twenty documented cases of students who have committed suicide. (Owiti, standard digital videos 2019)

Charles Baraza, a bachelor of education student at the University of Nairobi narrates a story of his friend the late Frankline Moss, who allegedly committed suicide in AUGUST 2018 over love gone sour.

Baraza later made frantic calls trying to reach out to his Moss, but his phone was switched off. Baraza recounts how the next day they were to sit for a vital physics exam. Both Baraza and Isaiah knew that definitely Moss would never miss an exam after studying for it for so long. However, their fears were confirmed when Moss did not show up for exams.

Later that day, a call came through saying a dead body of a young man had been found in a forest around Kabete area. Baraza was shell-shocked

Frankline moss's story is not an isolated case, but just a sample of the cases within the University. Wesonga Felix, who is student Chairman of Nairobi University Meteorological Association (NUMA), also sheds light on a story of his close friend who almost took his own life. He attributes this to academic struggles, lack of fees and other external factors.

University of Nairobi student leader, Antony Manyara blames parents and the pressure faced by students in campus as the causes to the high suicide rate amongst students (Owiti, standardmedia.co.ke 2019).

2.2   Common Mental Health disorders

The most common types of mental illness are anxiety disorders, mood disorders, and schizophrenia disorders; below we explain each in turn:

2.2.1   Anxiety disorders

Anxiety disorders are the most common types of mental illness.

The individual has a severe fear or anxiety, which is linked to certain objects or situations. Most people with an anxiety disorder will try to avoid exposure to whatever triggers their anxiety. (Medline plus 2018)

Examples of anxiety disorders include:

Panic disorder - the person experiences sudden paralyzing terror or a sense of imminent disaster.

Phobias - these may include simple phobias (a disproportionate fear of objects), social phobias (fear of being subject to the judgment of others), and agoraphobia (dread of situations where getting away or breaking free may be difficult). We really do not know how many phobias there are - there could be thousands of types.

Obsessive-compulsive disorder (OCD) - the person has obsessions and compulsions. In other words, constant stressful thoughts (obsessions), and a powerful urge to perform repetitive acts, such as hand washing (compulsion).

Post-traumatic stress disorder (PTSD) - this can occur after somebody has been through a traumatic event - something horrible or frightening that they experienced or witnessed. During this type of event, the person thinks that their life or other people's lives are in danger. They may feel afraid or feel that they have no control over what is happening.

2.2.2 Mood disorders

These are also known as affective disorders or depressive disorders. Patients with these conditions have significant changes in mood, generally involving either mania (elation) or depression. Examples of mood disorders include: (Stone 2019)

Major depression - the individual is no longer interested in and does not enjoy activities and events that they previously liked. There are extreme or prolonged periods of sadness.

Bipolar disorder - previously known as manic-depressive illness, or manic depression. The individual switches from episodes of euphoria (mania) to depression (despair).

Persistent depressive disorder - previously known as dysthymia, this is mild chronic (long term) depression. The patient has similar symptoms to major depression but to a lesser extent.

SAD (seasonal affective disorder) - a type of major depression that is triggered by lack of daylight. It is most common in countries far from the equator during late autumn, winter, and early spring.

2.2.3   Schizophrenia disorders

Whether or not schizophrenia is a single disorder or a group of related illnesses has yet to be fully determined. It is a highly complex condition. Schizophrenia normally begins between the ages of 15 and 25. The individual has thoughts that appear fragmented; they also find it hard to process information.

Schizophrenia has negative and positive symptoms. Positive symptoms include delusions, thought disorders, and hallucinations. Negative symptoms include withdrawal, lack of motivation, and a flat or inappropriate mood. (See the article "What is schizophrenia" for further detail). (Stone 2019)

2.3   Emotional Design

As the world becomes more connected, attention spans shorten, and Kanye West gets a little crazier, the importance of having good graphic design becomes increasingly apparent. In a nutshell, graphic design is the presentation of ideas and information in a visually engaging manner.

Some people think graphic design only has to do with websites and how they look, but these designs are present everywhere, from newspapers to magazines to posters. When a company takes an ad out in a magazine, the difference between having a page of text regarding the product versus having an image that represents the product is immense. No one wants to sit and read through lines and lines of text (like what you're doing right now!). They want to look at an interesting graphic that conveys feelings and emotions, and attracts them to the brand. For example, when someone looks at Nike graphic designs, they feel the energy and active lifestyle that is represented, and the feeling that they can do it. (Baker 2019)

Good graphic design, such as an iconic logo, makes a great first impression on customers, businesses and anyone else who looks at it. Having a cheap, poorly made logo would cast an unfavorable light on a business, especially when a customer is trying to decide between competitors. Graphic design also helps communicate a business' message to its customer, whether it be playful and friendly, or serious and corporate.

Emotional design is: Memorable: you remember it and recognize among the others; Clear and understandable: it has to deliver simple message that can be understood one way only; Good looking: it has to catch your attention and to look professional at the same time; Enjoyable: you want to look at it, to see it again; Personal: it is all about one sincere emotion (Oleksandrm 2016).

2.4　Achieving a Sustainable Graphic Design Process

Graphic designers should no longer be seen from the old narrow perspective of the creative process. As a part of a holistic design role in the production process, graphic designers contribute to project development beginning with the ideation process and ending with the delivery stage. Along with the existing and future challenges that face our environment, companies such as IKEA, Apple, Lego, and Starbucks implement sustainable design guidelines in order to lower the consumption of earth resources and focus on recycling existing products. Sustainable design refers to the design process that integrates an environmentally friendly approach and considers natural resources as part of the design.

While different design disciplines adopt sustainable development methodologies and tools, the graphic design industry still lacks this paradigm. Most of the graphic design schools do not provide sustainable education comparing with other fields such as product design, architectural design…etc.

As the graphic design industry contributes as a key visual communicator and marketing tool for different industries inside and outside the creative sector, its role to achieve sustainability becomes even more important. The sustainable practice for graphic designers include a wide range of considerations including both traditional and digital graphic design domains. These considerations include materials, ink, paper, and the design itself. (06/09/2015, Rafiq Elmansy)

2.5　Impact of Visual Aids

If your business targets the younger crowd, you will benefit more from visuals. Digital marketing experts often use elegantly designed visuals to attract this demographic.

Young people between 18 and 24 years old are particularly attracted to videos and indicate a strong preference for it. Meanwhile, older generations prefer to get their content through news articles, email, and reports, all text-based content. (Pixelo 2018)

While most people still use multiple platforms to access websites, mobile usage has continued to increase. Mobile devices are handy and allow you to access the internet anytime and anywhere. If you only have ten seconds to spare, visuals will help you digest information quickly.

In many aspects, visuals do trump text. However, images and videos still have their limitations. Visuals allow people to remember more details. Words can provide context for the visuals (Pixelo 2018).

2.6 Exemplars

2.6.1 MullenLowe – We Listen Campaign for Samaritans

The award-winning *We Listen* campaign designed by MullenLowe for Samaritans, a UK charity that supports people suffering from anxiety, depression and suicidal thoughts, in partnership with Network Rail. It focused on the Samaritans as 'expert listeners' and was displayed prominently on the UK rail network, where many suicides take place. The campaign used striking photographic portraits by Nadav Kander, shot from behind to convey both anonymity and familiarity. The coloured copy reveals hidden messages behind the claims to be fine, encouraging people to get in touch before they're unable to cope (Boddington 2017).

An exhibition looking at the power of design to change people's behaviour is featuring a set of posters from Samaritans' We Listen campaign. The campaign also features a video focusing on the 'we listen' slogan.

The We Listen campaign, which encourages people to contact Samaritans before they reach a crisis, launched in February 2015, supported by Network Rail, British Transport Police and the wider rail industry. Its posters have appeared in train stations across England, Scotland, Wales and Northern Ireland, as well as in hospitals, GP surgeries, in sports stadiums and on the sides of buses.

Each design features the photo of the back of a person's head and a hidden message where that person is claiming to be fine, but they are not OK at all. One says 'I'm alright with being single I guess. It's not ideal for the kids, but they seem to be coping', the real message being, 'I'm not coping'.

The campaign has been seen by tens of millions of travellers. Since it launched there has been a fall in the numbers of people taking their own lives on the railways.

The free exhibition, which contains around two hundred objects, also explores the way graphic design has influenced behaviour around smoking, breast cancer, dementia and organ donation. One of the centerpieces is material from the groundbreaking HIV/Aids awareness campaign of the 1980's, Don't Die Of Ignorance (samaritans 2017).
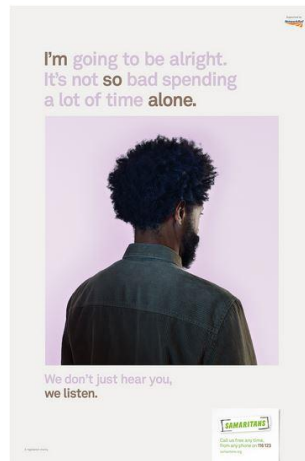
Figure 1.2 Poster Samaritans We Listen Campaign. (Source Samaritans website)

Figure 1.3 Youtube video for smartisans campaign (Source Youtube)

2.6.2   I'm Fine Campaign

Mental Health Foundation launches 'I'm Fine' campaign

A study of 2,000 adults commissioned by the Mental Health Foundation has found that the average adult will say "I'm fine" 14 times a week, though just 19% really mean it. Almost a third of those surveyed said they often lie about how they are feeling to other people, while 1 in 10 went as far to say they always lie about their emotional state. It also revealed that 59% of us expect the answer to be a lie when we ask others "how are you feeling?"

The whole campaign is based on when people ask how we are, we often reply with "I'm fine", even when we're not. Our campaign challenges that. For advice on looking after your own mental health, and supporting a friend, family member or colleague with their mental health. (Mental Health Foundation 2019)
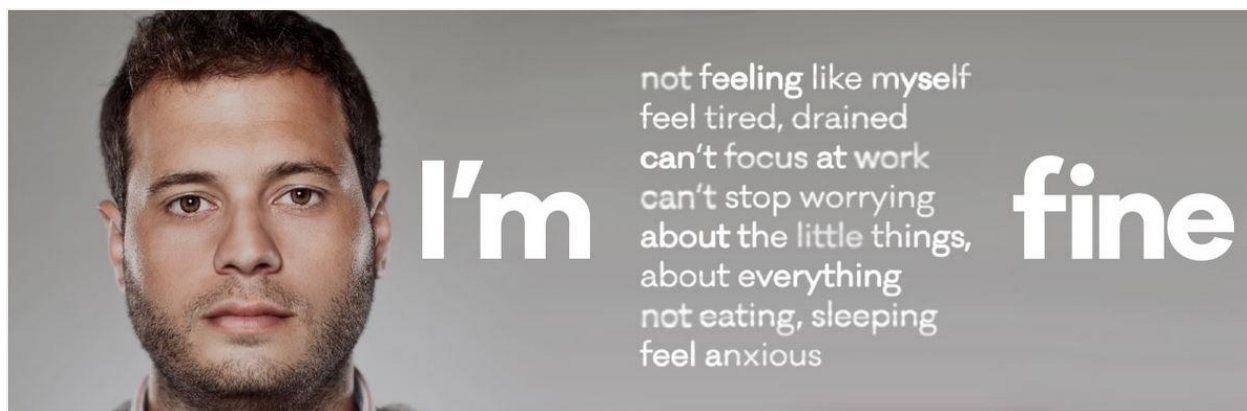

Figure 1.4 facebook ad (Source facebook.com)

2.6.3   Mastercard Foundation

Raising Mental Health Awareness through Social Media. Mastercard Foundation Scholars and The Resolution Social Venture Challenge.

An initiative founded by three young Kenyan men is set to reframe the conversation on mental health. HappyDel, founded by Marvin Ambutu, Brian Kirotich, and Asterix Hassan, all students at McGill University in Canada, aims to ensure free access to mental health resources for African youth.

Taking advantage of the prevalence of the internet and mobile phones in Kenya, the trio has set itself ambitious goals: to educate youth about the realities of mental health, and to build a database of educational information to bolster a "listening network" of peer-to-peer counsellors, many of them students in occupational therapy and psychology at Daystar University in Nairobi.

"When I was in high school, I knew a boy who experienced symptoms of depression and anxiety. His symptoms interfered with his studies, but most thought that his problems were caused by witchcraft," said Marvin.

"What followed was that he was unable to sit for his national exams. This was a wake-up call for us: our communities, and youth in particular, need accurate information about mental health," said Marvin.

"We want people to live happier, more productive lives. In our current generation, we face particularly complex problems, such as unemployment, lack of capital to start up businesses, negligence and poverty among others." said Asterix. "HappyDel, short for 'happy delivery,' is in the business of delivering happiness by sharing free information and providing free peer-to-peer counselling from anywhere in the world."

HappyDel has developed an outreach strategy targeting youth in Kenya at a few universities and colleges, including Daystar University, where it is setting up a pilot program that will be up and running before the end of 2019. The project has a team of five people: two people on the ground running the pilot program, and another three developing the program and the HappyDel platform.

HappyDel primarily provides free peer-to-peer counselling to students in partner universities; our listeners will be volunteers, more specifically students majoring in psychology and occupational therapy," said Brian. "The volunteers would get first-hand experience and recognition for their service, and some could possibly be recruited as permanent staff in the long run. We also hope to offer a premium version of the mobile app that will provide access to professionally trained therapists on the same platform."

HappyDel is currently in the development stages of the curriculum, an ongoing process that aims to produce a high-quality product. Its founders are also working with a mentor, Allan Ball Otieno, who is a professional counsellor at Daystar University.

These three young leaders are Mastercard Foundation Scholars, selected for the scholarship on the basis of academic talent, social consciousness, and leadership qualities.

HappyDel won the Resolution Social Venture Challenge in 2018, a competition that rewards compelling leadership and promising social ventures led by youth. Marvin, Brian, and Asterix earned a fellowship that includes seed funding, mentorship, and access to a network of young global change-makers to pursue impactful projects in their communities. A collaboration between the Mastercard Foundation and The

Resolution Project, the Resolution Social Venture Challenge provides a pathway to action for socially responsible young leaders who want to create change that matters in their communities. (Sawa 2019)

Their goal is to ensure that HappyDel is running in at least one Kenyan university before reaching out to more universities in Kenya. We are also connecting with service providers to enable us to run a campaign on mental health awareness that would reach a larger audience," said Marvin.

In the interim, they are organizing online campaigns on social media, particularly Facebook, where they have already set up accounts and have been posting content on mental health.

"Using Facebook Ads, we can create 1600–4000 impressions per day, translating to roughly 1.46 million people, students included, in just the first year," said Brian. "We will also count on word of mouth from existing users. Our media strategy mainly consists of short clips and high-quality pictures that will resonate with the target market. We are currently in the development stages of the mobile app."

With the current penetration of internet and mobile phones in Kenya and Africa in general, HappyDel has identified an opportunity to make an impact and be the change the team wants to see in the world.

"Mental illness is a silent epidemic throughout Africa," said Asterix. "Stigma is attached to these disorders, rooted in deeply held beliefs that mental health disorders and witchcraft are linked. We believe we can change that, and usher in a new era of frank and honest conversations about mental health. Allan Ball Otieno, who is a Professional counselor at Daystar University, has been really helpful towards the whole process. The SVC team has also been very helpful throughout the process." (Sawa 2019)

2.6.4 Cradle Arts Festival

Cradle Arts Festival is a multi-dimensional initiative which aims to give artists a platform to talk about mental health. It is a symbol of love, care and security- it is the ultimate safe space.The festival is designed to shed light on mental health through art. This event is a collaboration between Mental 360 and Headspace 254; a mental health awareness organization in the creative industry.

Central to this year's event is the internationally-acclaimed play "EVERY BRILLIANT THING" that was performed by the inimitable Mugambi Nthiga. The line-up included music, dance, fashion, poetry and art along with great food.
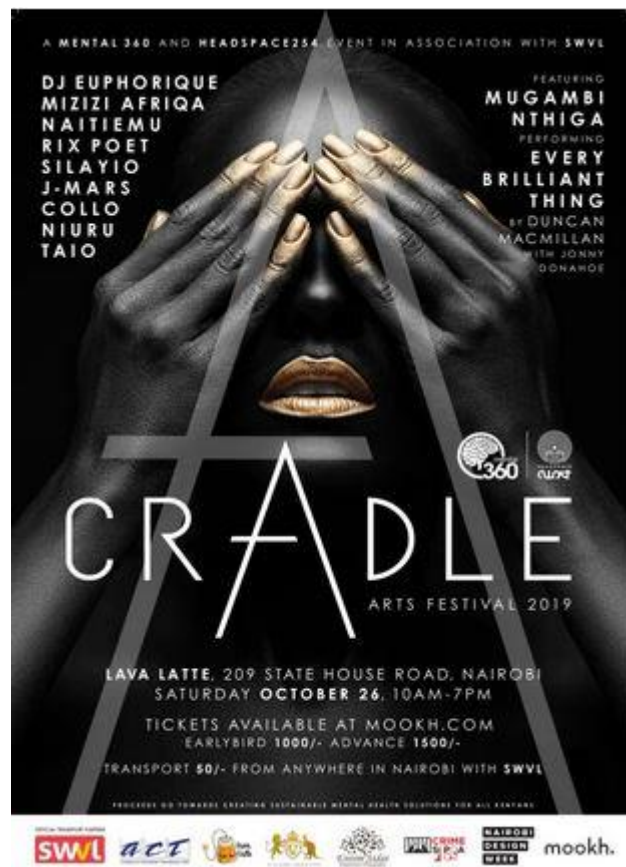
Figure 1.5 Cradle ad (Source nairobidesignweek.com)

Figure 1.6 Cradle Poster (Source nairobidesignweek.com)

3.   Research Methodologies

3.0   Introduction

Research methodology is the path through which researchers need to conduct their research. It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. This research design and methodology chapter also shows how the research outcome at the end will be obtained in line with meeting the objective of the study

3.1   Research Design

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success (Bhat, questionpro n.d.).

The research design is intended to provide an appropriate framework for a study. A very significant decision in research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained; however, the research design process involves many interrelated decisions.

3.2   Population and area of interest

A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. It is for the benefit of the population that researches are done. However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time-consuming. This is the reason why researchers rely on sampling techniques (explorable.com n.d.).

What is key, is to find out from the population of those who are interested in sorting help from the department. Based on the geographical scope of the study, the University of Nairobi ADD Campus, UHS department and the research problem, the population under study included: UHS staff (counselors and psychiatrists) and undergraduate graphic design students.

The sample population comprised of students from ages 18 to 29 from the University of Nairobi. Most of them being undergraduate students. Undergraduates between the above mentioned age group are the highest recorded number of students within the University seeking help on mental health issues. 21 students were approached to answer the questionnaire. The staff of the UHS are also part of the sample population, they assisted in finding data on the numbers and age group of the most affected students.

3.3.   Data Collection Methods

Interviews

Interviews are usually carried out in person i.e. face-to-face but can also be administered by telephone or using more advance computer technology such as Skype. Sometimes they are held in the interviewee's home, sometimes at a more neutral place. It is important for interviewees to decide whether they are comfortable about inviting the researcher into their home and whether they have a room or area where they can speak freely without disturbing other members of the household. (Maina 2008)

The interviewer (which is not necessarily the researcher) could adopt a formal or informal approach, either letting the interviewee speak freely about a particular issue or asking specific pre-determined questions. This will have been decided in advance and depend on the approach used by the researchers. A semi-structured approach would enable the interviewee to speak relatively freely, at the same time allowing the researcher to ensure that certain issues were covered.

When conducting the interview, the researcher might have a check list or a form to record answers. This might even take the form of a questionnaire. Taking notes can interfere with the flow of the conversation, particularly in less structured interviews. Also, it is difficult to pay attention to the non-verbal aspects of communication and to remember everything that was said and the way it was said. Consequently, it can be helpful for the researchers to have some kind of additional record of the interview such as an audio or video recording. They should of course obtain permission before recording an interview. (Maina 2008)

In this case, women of all ages will be interviewed on the existing products and why they use it or why they do not use it. This will give us feedback on how to improve the product for them, in terms of design.

This was conducted at the UHS offices by the researcher with the HOD Emmy and one other subordinate staff member. Information on what the UHS does on mental health was a clear indication that the communication channels between them and the students are outdated.

Case studies

Case studies usually involve the detailed study of a particular case (a person or small group). Various methods of data collection and analysis are used but this typically includes observation and interviews and may involve consulting other people and personal or public records. The researchers may be interested in a particular phenomenon (e.g. coping with a diagnosis or a move into residential care) and select one or more individuals in the respective situation on whom to base their case study/studies. Case studies have a very narrow focus which results in detailed descriptive data which is unique to the case(s) studied. Nevertheless, it can be useful in clinical settings and may even challenge existing theories and practices in other domains. (Maina 2008)

The main characteristics of every case study include:
• It is narrowly focused.

• It provides a high level of detail.

• It is able to combine both objective and subjective data to achieve an in-depth understanding.

• **Subjective data** obtained from the subject's point of view, feelings, perceptions and concerns and **objective data** which is majorly observable and measurable data.

Case studies on other similar projects revealed that people connected more with other people going through the same things as they are. It sort of helps the affected know they are not alone and that many other people go through the same issues.

Questionnaires

A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents. Questionnaires were effective as data was collected quickly because the researcher did not need to be present when they were being completed. The questionnaires are quite effective when collected information from a large group of people and in the case of this study, when collecting data from the undergraduate graphic design students. They are preferred when the population is relatively large and interviews seem impractical.

The one challenge, however, that arose was the credibility of the information as some respondents may have not been entirely honest.

3.4   Data Analysis Methods

Qualitative Data Analysis Methods

Several methods are available to analyze qualitative data. The most commonly used data analysis methods are:

- **Content analysis**: This is one of the most common methods to analyze qualitative data. It is used to analyze documented information in the form of texts, media, or even physical items. When to use this method depends on the research questions. Content analysis is usually used to analyze responses from interviewees.
- **Narrative analysis**: This method is used to analyze content from various sources, such as interviews of respondents, observations from the field, or surveys. It focuses on using the stories These methods are the ones used most commonly. However, other data analysis methods, such as conversational analysis, are also available. Data analysis is perhaps the most important component of research. Weak analysis produces inaccurate results that not only hamper the authenticity of the research but also make the findings unusable. It's imperative to choose your data analysis methods carefully to ensure that your findings are insightful and actionable.

Objective 2: To integrate emotional design to come up with artworks to spread the awareness				
Data Needs	**Data Source**	**Data Collection Tool**	**Analysis Method**	**Expected Output**
Existing awareness campaign materials And channels they use for the department to create awareness	ADD students and campus 21 ADD students	- Interviews - Observation	- Visual Analysis - Content Analysis	Develop new unique ideas for the campaign to create awareness

Objective 3: To come up with an effective awareness campaign that will increase the number of students getting mental help				
Data Needs	**Data Source**	**Data Collection Tool**	**Analysis Method**	**Expected Output**
Past campaign knowledge and Existing communication material and channels for the department	Site Visit UHS offices Counselor Emmy, HOD ADD campus and	- Audio Recording - Observation - Interviews	- Visual Analysis - Content Analysis	Find out ways to come up with effective communication materials for photography, corporate identity, advertising materials

	students			and packaging and ultimately the awareness campaign
	21 students			

Objective 1: To find out what strategies UHS is using to create awareness on mental health -				
Data Needs	**Data Source**	**Data Collection Tool**	**Analysis Method**	**Expected Output**
Determine the current material being used to create awareness within the campus	Site visit UHS offices Counselor Emmy HOD 21 ADD students	Observation Interviews Questionnaires Photography	Visual analysis	what has worked and what has not worked Information on how and what awareness campaigns have looked like in the past. What new effective communication channels to use

Table 1 Logical frame work Illustrated by Author

3.5   Conclusion

Data analysis means a process of cleaning, transforming and modeling data to discover useful information for business decision-making Types of Data Analysis are Text, Statistical, Diagnostic, Predictive,

Prescriptive Analysis. Data Analysis consists of Data Requirement Gathering, Data Collection, Data Cleaning, Data Analysis, Data Interpretation, Data Visualization

4.   Interpretation of Findings

4.0   Introduction

In this chapter, interviews are conducted, questionnaires answered and photographs taken in order to find out how the situation really is. This aids in determining what recommendations will be put in place to help the department meet their goals.

4.1 Analysis of Findings

Data analysis and findings. Data analysis is the most crucial part of any research. ... It involves the interpretation of data gathered through the use of analytical and logical reasoning to determine patterns, relationships or trends

4.1.1 Qualitative Analysis

Qualitative research approaches are employed across many academic disciplines, focusing particularly on the human elements of the social and natural sciences.

Interview

An interview was conducted at the UHS offices with the senior counsellor, Emmy. The department was started to meet the students' needs. The increase in drug and alcohol abuse was evident and the students needed help, an alternative.

The department believes they are doing an okay job reaching out to the students by only informing them through the student hand book that no one really reads and by word of mouth during first year orientation week. After sharing the findings with them, they agreed they may need to change the way they do things in order to reach more students.

Their corporate identity was the first thing they requested to change, to something friendlier and more relatable to a specific age group. They were open to new innovative ideas.

Photography

The department had only one copy of an old brochure on mental health. They had a lot more for drugs and alcohol & HIV/AIDS. This is to show how mental health is neglected by the department yet it is a current issue many face in this day and age of technology and knowledge.

The web page they have on the University of Nairobi website doesn't have any information on mental health or on the department.

They rely on Intake days and word of mouth to talk about the counsellors and the services they offer. Despite the department having a budget to advertise their services, they deliberately choose not to invest in advertising for mental health.

Questionnaire

What avenues of communication would you suggest to improve mental health awareness within the Campus? There were 21 responses.

Informative posters were suggested to work well, they are visible and can be placed in high student traffic areas. This would ensure most people living on campus get to learn a lot about mental health through visual communication. An App that the youth can use to learn more about mental health, and also have direct calls to counselors at any time with an anonymous chat room to give students as chance to ask any questions and/or discuss mental health related topics without feeling judged.

social media platform ads to access all the young people on their phones. This should prompt them to seek help for themselves and others alike. Campaigns on mental health that help remind people on the importance of good mental health.

Television adverts or YouTube ads to give more insights on mental health. Group talks are essentially group counselling sessions. Some students find it hard to have one on one sessions with the counselors. Posters and also sending the post to each class email and should be marked important.

Branding of the department in order to gain awareness. Portal Seminars on mental health hosted by the University. Emails from the department to all registered students to have a constant reminder.
Putting posters on all notice boards and also sending emails to all classes with an attached advert.

Visual communication e.g. flyers for when there are events to attend, Stickers with positive messages that are mental health related and wrist bands that young people enjoy to wear. Social media page so that the information is easy to read and still impactful. Seminars or talks on mental health, Visual aids and a campaign. Group talks, Social media page, posters with positive information. Branded Merchandise given free to students. Events on mental health through associations such as DSA (Design School Association). Class groups through class representatives

4.1.2 Quantitative Analysis

The value of data in the form of numbers where each data-set has an unique numerical value associated with it. This data is any quantifiable information that can be used for mathematical calculations and statistical analysis.
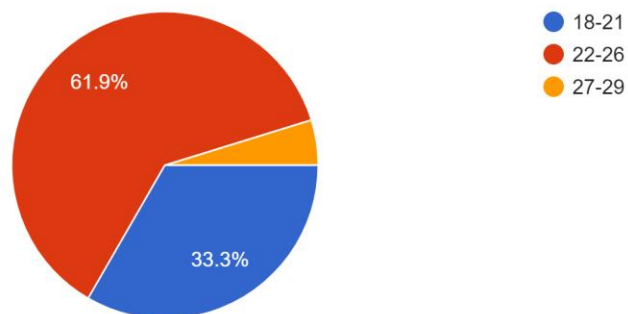
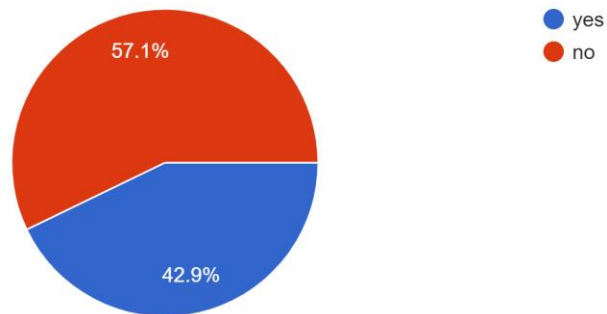**What year of study are you in?**
21 responses

- First year
- Second year
- Third year
- Fouth year

52.4%
9.5%
19%
19%
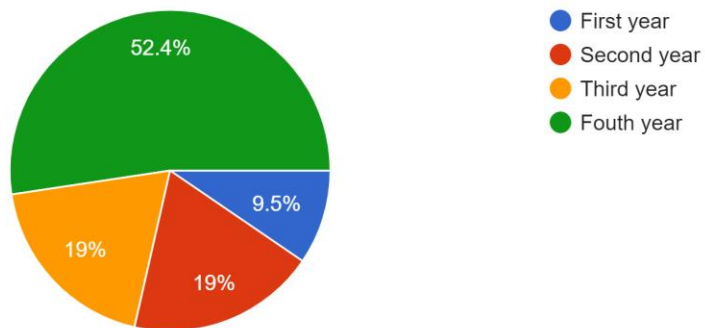
What age group do you fall under?
21 responses

- 18-21
- 22-26
- 27-29

61.9%
33.3%

Have you visited a counsellor or Psychiatrist before?

21 responses

- yes
- no

57.1%

42.9%

Do you kow about the Psychiatric department within the University of Nairobi offering free services to students?

21 responses

- yes
- no

66.7%

33.3%
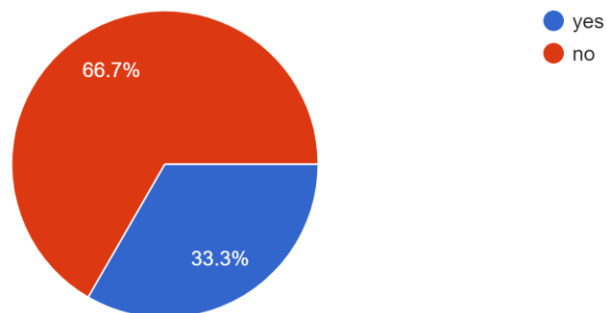
If yes, kindly elaborate how you got to know about it? 7 responses

I was told about it during the free HIV and Aids testing day on campus.

Melody told me□□□

HIV and Aids free testing day at ADD
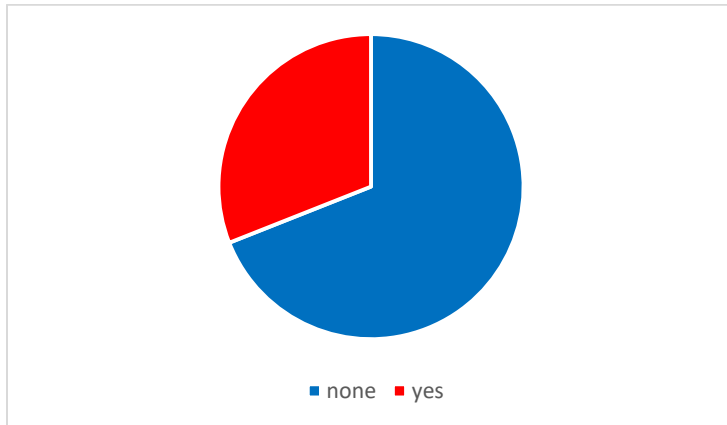
Melody took me there

Through a lecturer

First year Orientation.

From a friend who was seeking some help

What materials have you come across on mental health within the University of Nairobi?
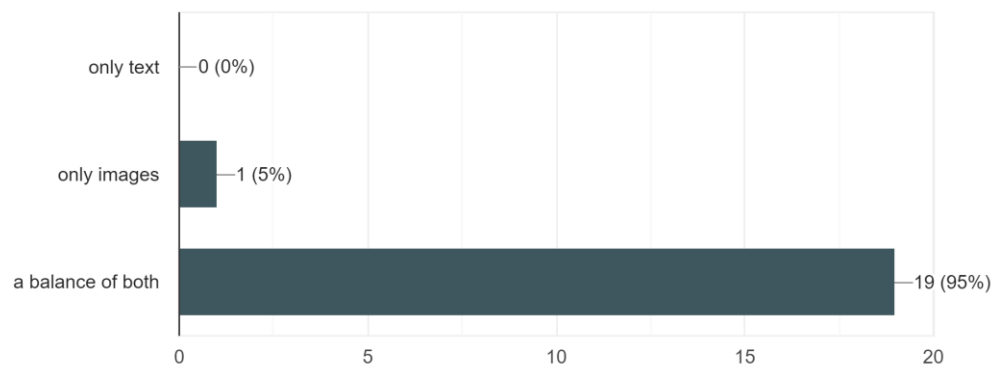
21 responses

- Poster
- An Architecture student event. It was centered on Mental health.
- Rada the App. Although it's broad it has some information on mental health.
- Brochure.

tick any that appeals to you when learning about mental health.
20 responses

4.2 Findings

The current material being used to create awareness within the campus is almost nonexistent. Most of the awareness materials are not by the department, and are mostly by various school association initiatives. There is no social media or digital foot print by the UHS yet this is a huge area for targeting the age group that has the highest number.

Past campaign knowledge and Existing communication material and channels for the department proved difficult to find. The students don't have any knowledge on this because they have not been properly informed and the communication channels being used are outdated. In this day of social media, where everyone is on their phones it is important to create online content to educate and create awareness on mental health.

4.3 Conclusion

It is determined that the UHS needs rebranding and a campaign on mental health awareness. Their corporate identity is too formal and does not help reach out to the students. It would make a huge difference if the online presence of the department was created to increase awareness and capture the young university students eye.

5. Recommendations

5.1 Introduction

This chapter will look at the summary of the findings got in chapter four. Recommendations are made to aid in solving the problems found.

5.2 Summary of findings

It was established that the department are not using new methods of advertising to reach out to students within the campus, such as social media. They heavily relied on word of mouth and old scarce brochures. Their Corporate identity did not stand out and isn't appealing to the age group that covers the largest number of students within the university. The department did not focus on mental health as much as they did their other services.

5.3 Recommendations

These are suggested solutions for the gathered and analyzed data to solve the problem.

5.3.1 Corporate Identity

The researcher recommends separate identity from that of the university. A new identity that will relate with the age group the department targets, to be used together with the University of Nairobi logo. It was identified from the research that the logo should evoke emotion and bring a sense of togetherness and hope in order to convey the availability and readiness of the counsellors, to help and support the needs of the students. An identity that also promoted wellness.

Figure 1.7 logo samples (By Author)

5.3.2 Advertising

It was recommended to create advertising content since it was almost none existent, in order to properly capture the target audience. Also recommended is a better online presence on social media and visual media in areas the students visit frequently.

The following is a list of proposed materials for the Mental Health campaign:

- Roll up Banner
- Stickers
- Poster
- Social Media Ad
- App
- Story Board
- Web page
- Field Benches/ Bus Stop Benches
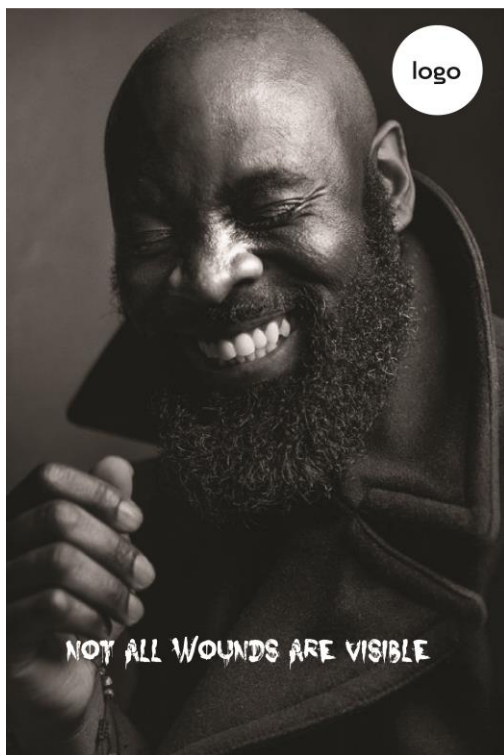- Leaflet
- Vehicle Branding (Bus)

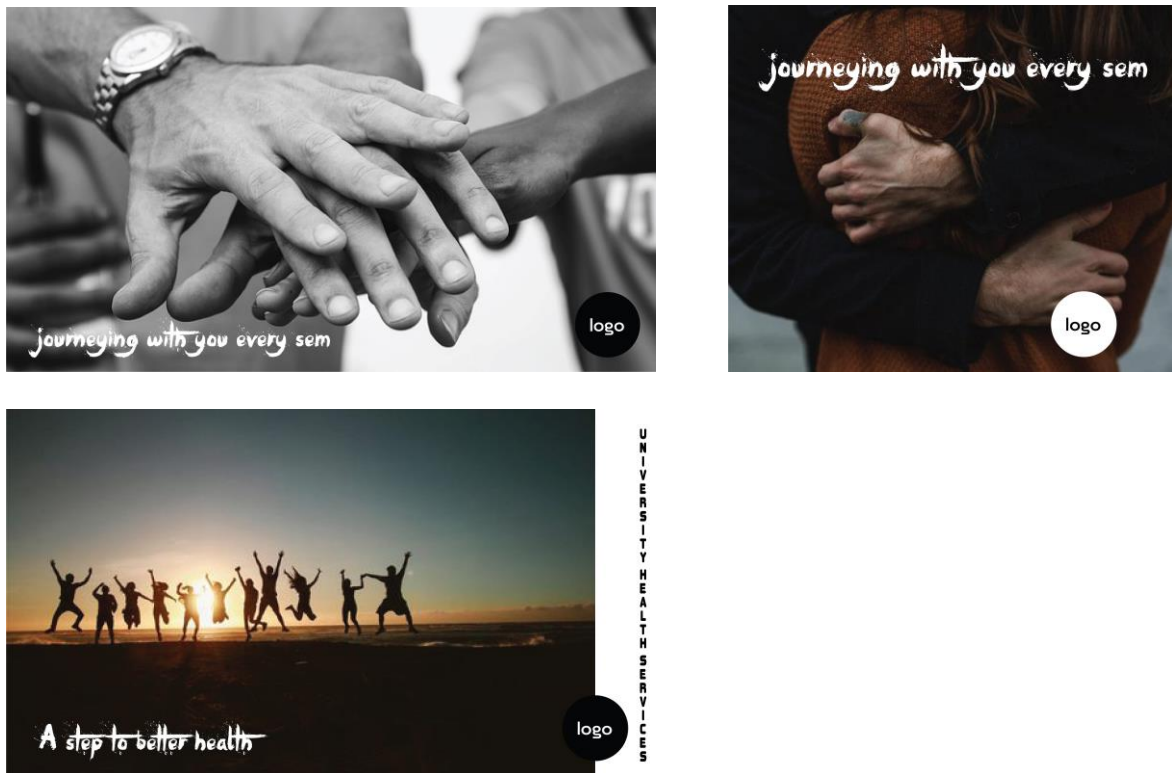*Figure 1.8 Proposed advertising artworks by Author (Source Pinterest)*

Figure 1.9 Proposed advertising artworks by Author (Source Pinterest)

5.3.3 Photography

Photos are to be original. The photos are to capture the audience by making them relatable and easy to interpret. Monochrome colours are to be used for the focus to be on the feelings of the models and not what they are wearing.

1. Not all wounds are visible

Photos of students evoking different emotions taken in a studio. This is in hopes to show the different mantal states the students go through.

Not all wounds are visible is the proposed theme. The photos are to show happiness and anger/ sadness/ frustration. All normal things that happen that sometimes we hide behind our smiles.
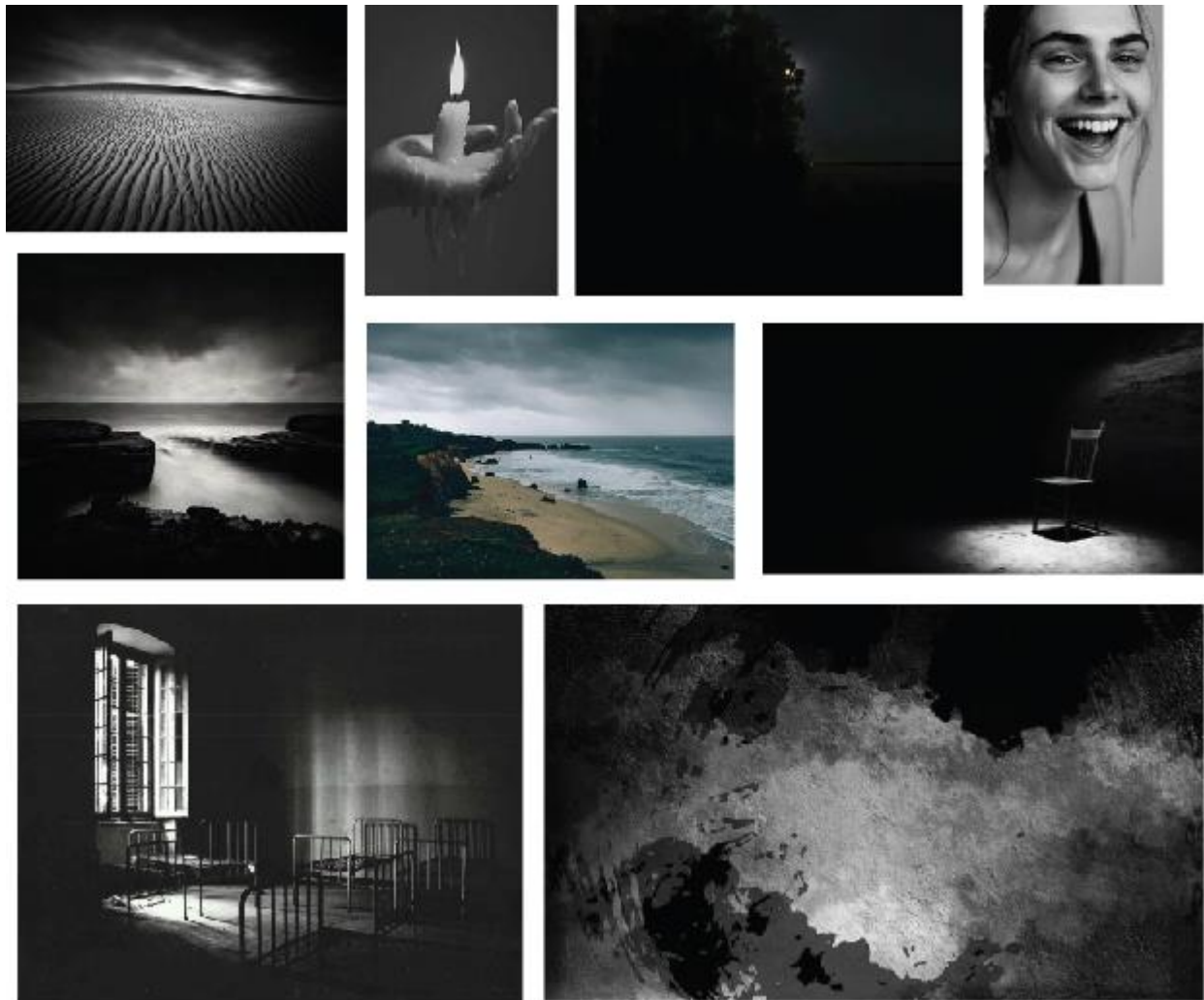

Figure 1.10 Photography mood board by author (Source Pinterest)

5.3.4 Packaging

It is recommended that the UHS department should create an avenue for exploration of packaging. The departments goals should be used to promote wellness amongst the students by packaging items like beverages, hot meals etc.

Figure 1.11 Proposed packaging (Source freepik.com)

Figure 1.12 Illustrations for packaging (By Author)

5.4 Conclusion

The research revealed a need for redesigning corporate identity and rethinking advertising strategies. In the process the need for packaging arose and was met by coming up with innovative ways of boosting the departments awareness program. The above suggestions would enable UHS to improve their awareness on mental health and help save a lot of students from mental health issues.

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UNIVERSITY OF NAIROBI HEALTH SERVICES
P. O. Box 30197- 00100,
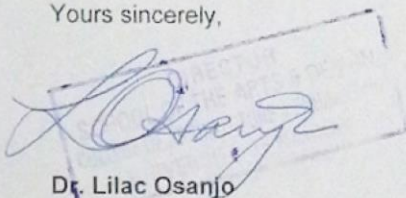Nairobi

Dear Sir/Madam

RE: MELODY LITABA MWIMILI – B05/41418/2016

The above named is a fourth year student in the School of the Arts & Design, University of Nairobi. As part of the course work project, the students are expected to conduct research which involves observations, interviews and taking photographs towards the attainment of the objectives of the project.

The purpose of this letter is to request you to kindly accord her the opportunity to undertake this exercise and to assure you that this work will be used purely for scholarly purposes.

Thank you for your co-operation.

Yours sincerely,

Dr. Lilac Osanjo
Director,
School of the Art and Design