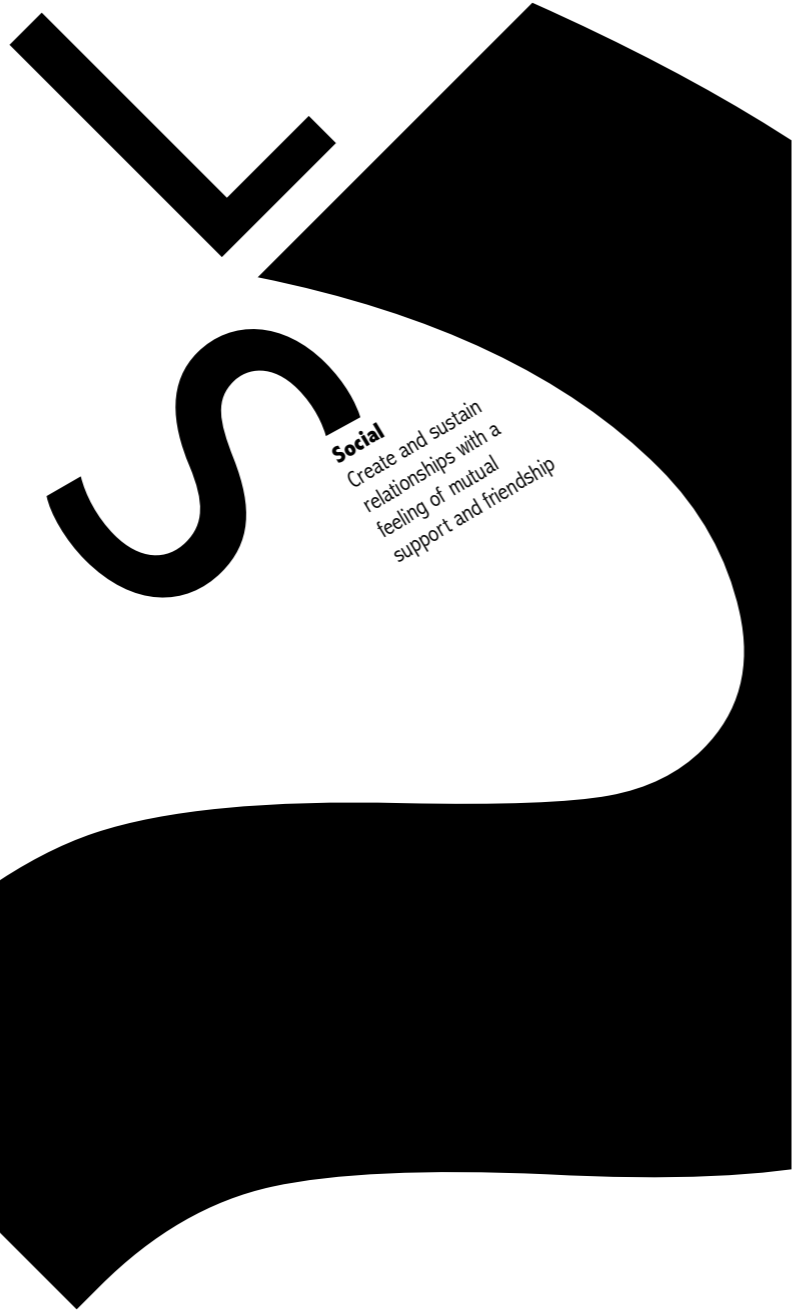
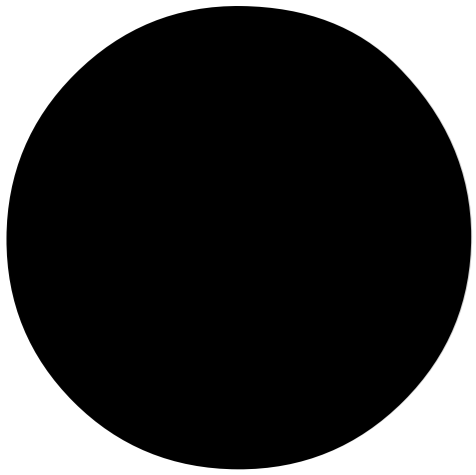


E

**Intellectual**  
Embrace lifetime learning



**Social**  
Create and sustain relationships with a feeling of mutual support and friendship



Do you know what wellness is?

L

W

**emotional**  
Live a fully engaged life

**physical**  
self-care habits,  
exercise, nutrition,  
stress reduction, sleep

S

**financial**  
being comfortable with  
your budget and how you  
earn and spend money

N

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Erica Mouns

Integrative Project 2010 - 2011  
BFA Senior Thesis  
University of Michigan  
School of Art and Design

## Do You Know?

The “Do You Know” series started as an exploration of how I could educate myself about my own habits as a student living on campus. Learning about cooking, eating, and my overall lifestyle during the past four years has created the groundwork for the rest of my life. Looking at my own experiences, I wondered what would help students to make better choices about their health.

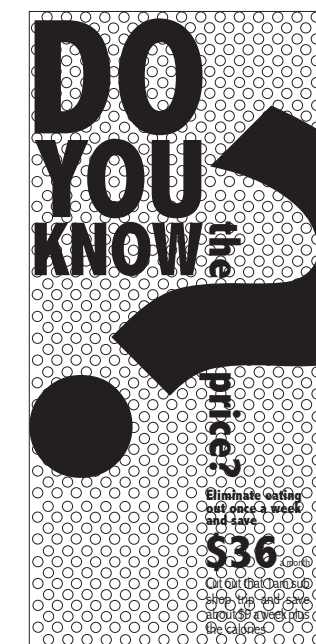
My solution to this problem is to create designs that challenge students to think about how particular health issues relate to their own lives. The purpose of the posters is not to overwhelm the viewer with all of the answers about how to be healthy; it is to encourage them to think about how these issues can be applied to their own actions. The information about how to live a healthy life already exists and if a person wants to learn more about it, then they can. Rather than focusing on this same information, I look at how health issues are applied to students living on the University of Michigan’s campus in Ann Arbor. Using specific topics that relate to the University of Michigan, I have created a series of posters that will encourage students to evaluate their own lifestyles.

## the real price.

This poster not only deals with the financial aspect of buying food at restaurants, but the price that your body pays. I am hoping to encourage students to save money by shopping for fresh food at grocery stores. Home-cooked food is almost always healthier than food from a restaurant.

The statistics are based on the estimated price of \$9 for one meal at a restaurant once a week. This allows for the statistic to be relevant for the fast and casual restaurants that college students eat at most often. The realization that changing one meal a week could save \$36 a month could be enough for students to realize the impact of small changes. They might be making this decision based on the financial factors, but other health benefits are also in effect.

See the process for this poster to the right.



# DO YOU KNOW

**the real price of eating out?**

Skip your 1am trip to the sub shop and save about \$9 a week plus the extra calories

**Cut eating out once a week and save \$36 in one month**

**Context**

Knowing that I would use print design as my medium of expression, I focused my initial research on the conceptual aspect. Obesity is now an epidemic. It is not a disease that is affecting third world countries because of a lack of resources. It is a dominating disease in the United States and almost every other country in the developed world. It is not caused by a virus or spread through contagious germs; it is caused by choices that people make every day.

My generation has grown up with obesity being normal, almost even accepted. This way of thinking has caused substantial numbers of young people to be unhealthy and at a risk of an early death. An estimated 300,000 deaths per year may be attributable to obesity<sup>1</sup>. This epidemic will continue to get worse as young people follow this pattern of behavior. We can look to the student body at the University of Michigan for evidence of an unhealthy youth population in our country. A huge problem within the epidemic in our society is the ignorance towards realizing that we are unhealthy. The American College Health Association released a study in 2006 showing the health status of students on our campus. 26.2% of students at the University of Michigan are considered to be overweight or obese<sup>2</sup>. Within that group, 21.2% of them do not believe that they have a weight problem. In addition, only 25.1% of all students maintain the recommended amount of physical activity (figures 1-3).

With the help of UM RecSports and with support from the Division of Student Affairs, I have conducted my own survey of the UM student body to find out which areas of overall health are most important to them. I found that while most students find physical appearance to be their biggest motivating factor, they are still interested in other benefits as well. Looking at a cross section of 70 students, 82.8% of participants were motivated to improve their overall health<sup>3</sup>. While my own survey was not as extensive as the university wide survey, it helps to support the claims made in my project.

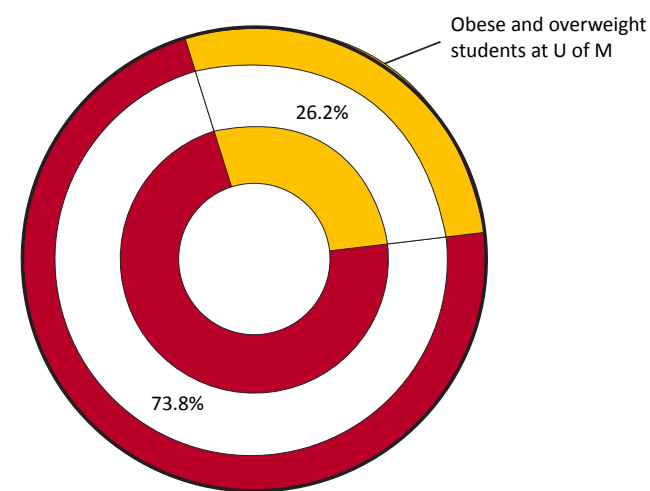


figure 1  
Graph showing percent of obese and overweight students at U of M

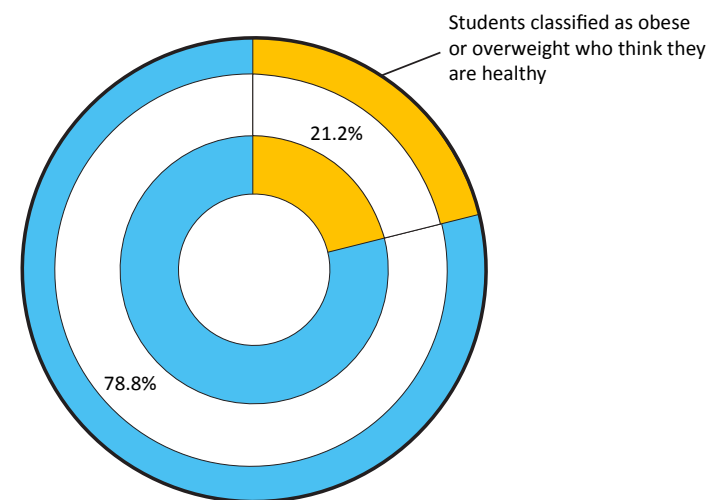


figure 2  
Graph showing percent of students classified as obese/overweight who do not consider themselves unhealthy

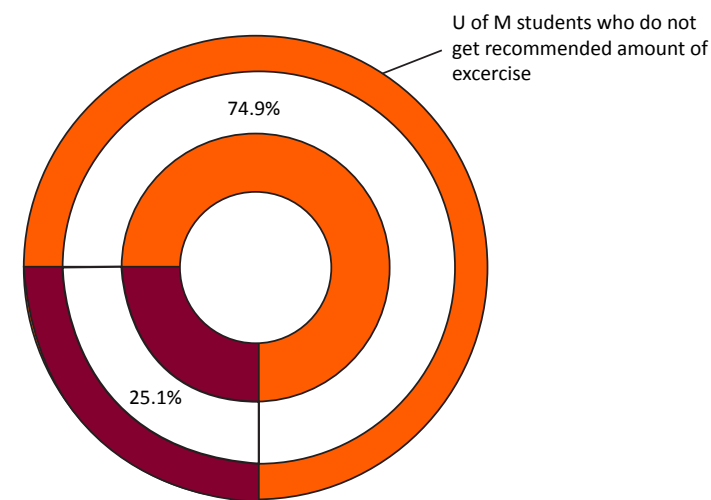


figure 3  
Graph showing students at U of M who do not exercise enough

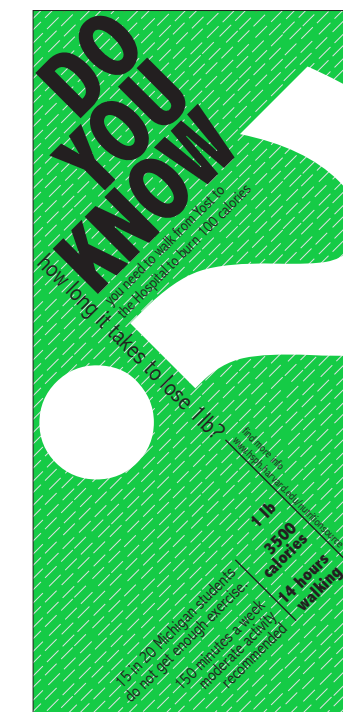
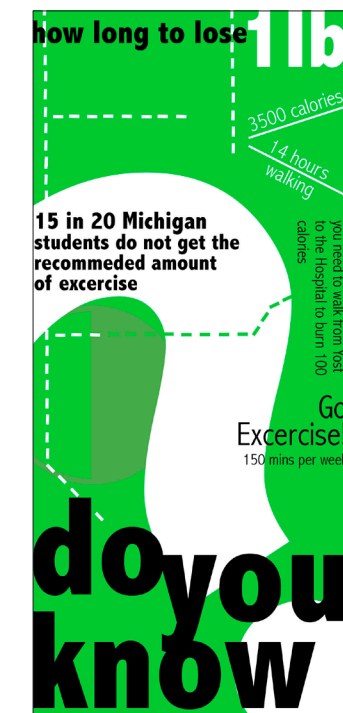
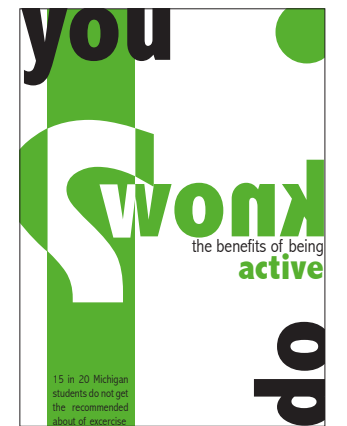
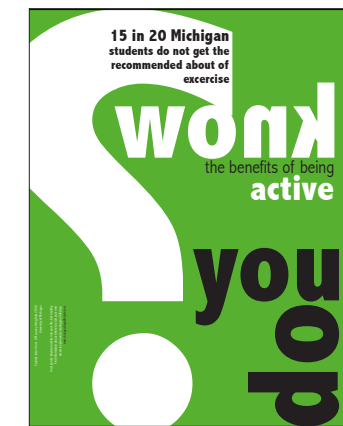
1 Surgeon General, "Overweight and Obesity: Health Consequences" (Office of Surgeon General, 2007)  
 2 American College Health Association, "Summary of the 2006 National College Health Assessment" (University of Michigan Health Services, 2006)  
 3 Mouns, Erica "Student Wellness" (Winter, 2011)

**how to lose one pound...**

This poster addresses the physical aspects of how much work it takes to change the way your body looks and also how important exercising is. Physical benefits are one of the biggest motivating factors for people to start exercising and it was important to address this in my project.

Michigan students do not get enough exercise even though most students spend their day walking to and from class. 75% of undergrads at the University of Michigan do not get the recommended amount of exercise<sup>2</sup>. The poster shows how far you have to walk to burn 100 calories by providing students a distance that they can recognize. In addition, it also gives information about how much effort it takes to lose 1 pound, showing that it is necessary to dedicate time to physical activity.

See the process for this poster to the right.



2 American College Health Association, "Summary of the 2006 National College Health Assessment" (University of Michigan Health Services, 2006)

# DO YOU KNOW

how long it takes to lose 1lb?

75% of Michigan students do not get enough exercise

14 hrs walking = 3500 calories = 1 lb

## Society and Culture

Trends are coming about in our society to help fight child obesity. Jamie Oliver and his “Food Revolution” (figure 4) was one of my inspirations for choosing health issues for my project. His goal is to show people that they can make small changes in their own lives while campaigning for bigger changes on a global level. One of his main goals is to reform school cafeterias and offer healthier options to the youth of our country.

Another movement focusing on childhood obesity is the Let’s Move! Campaign started by Michelle Obama (figure 5). These campaigns focus on a younger demographic than my project, but they still provided a context for my project in our society.

## Psychology of Change

A large part of the research behind this project included looking at the motivation that people have to create change in their lives. After interviewing several people who have made drastic changes in their lifestyle, as well as looking at my own experience, it has become clear that in most cases you can point to a single event that caused the change. People’s stories included experiences with physical pain. At a certain point our bodies take over and will no longer allow us to go on living the way we do. In addition to pain, other motivational factors that dawned on individuals in the moment of change included the influence of outsiders, a sense of responsibility to others, fear, and (probably the most common) physical appearance. While health issues in social culture have focused more on the medical downside to obesity, it is important to recognize that the majority of people care more about the physical aspects than the medical aspects. Maybe this is another pitfall of our culture, but regardless, it needs to be taken into account for this project.

In dealing with the psychology behind decision-making and the effectiveness of campaigns, there are two different approaches that I experimented with. In Don Norman’s book Emotional Design, he introduces visceral, behavioral, and reflective design. Visceral design draws upon the “powerful emotional signals” that humans naturally get from our environments<sup>4</sup>. Behavioral design focuses on the function of a product. Reflective design does not need the function to be immediately recognizable, but after being explained once it can be reflected upon and appreciated<sup>5</sup>.



figure 3  
Food Revolution, jamieoliver.com



figure 4  
Let’s Move! Campaign. Image from letsmove.gov

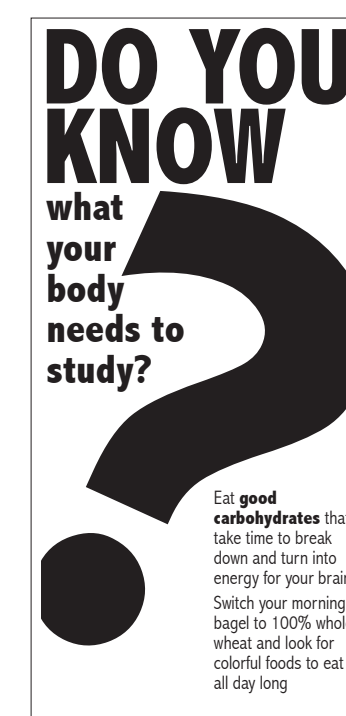
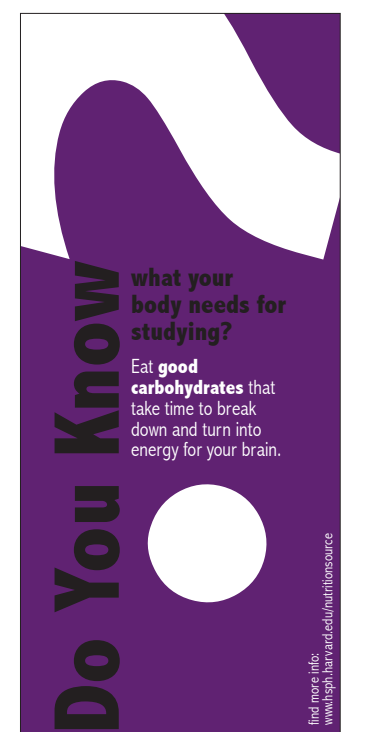
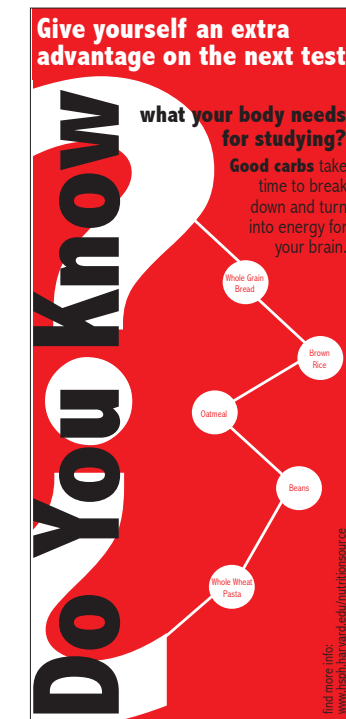
<sup>4</sup> Norman, Donald A. *Emotional Design: Why We Love (or Hate) Everyday Things* (New York, 2004) 65  
<sup>5</sup> Norman 85.

## what your body needs...

Studying for midterms and finals is one of the most stressful times in a college student’s semester. Students can give their bodies an extra boost by choosing particular foods during this time. The right choices can help them stay more alert and retain information better.

I have looked at different foods that students could benefit from. Carbohydrates are the main source of energy for the brain and healthy carbs turn into brain energy<sup>6</sup>. This poster puts the idea of healthy eating into the audience’s heads, but it is up to them to explore further into how the maximum benefits can be reached.

See the process for this poster to the right.



<sup>6</sup> Smith, Nichole. “Student Health” (Texas, 2010)

# DO YOU KNOW

what your body needs when you are studying?

Whole wheat slowly turns into energy for your brain

Eat good carbohydrates that give you more energy

## Design Influences

Major influences in the progression of my own design style have included Paula Scher, Wolfgang Weingart, and projects from previous IP students.

After hearing Paula Scher give a lecture in 2009 as part of the Penny Stamps series, I have continued to use her designs as inspiration in most of my work. I am especially interested in the use of expressive typography by Scher (figure 6) and deconstructive typography by Weingart (figure 7). I am inspired to manipulate the typography while still conveying a message to the audience.

I have looked at past IP projects for a context of how to balance the importance of the design with the content. Kimmy Linux's project 'Faith in Type' from 2010 (figure 8) used graphic design to express students' stories about their faith. She did not compromise her design aesthetics when conveying her subject matter. Design can be a part of the content without overpowering the message. This gave me inspiration to incorporate design as part of the content in my own project.



figure 6  
Paula Schere *Make it Bigger*

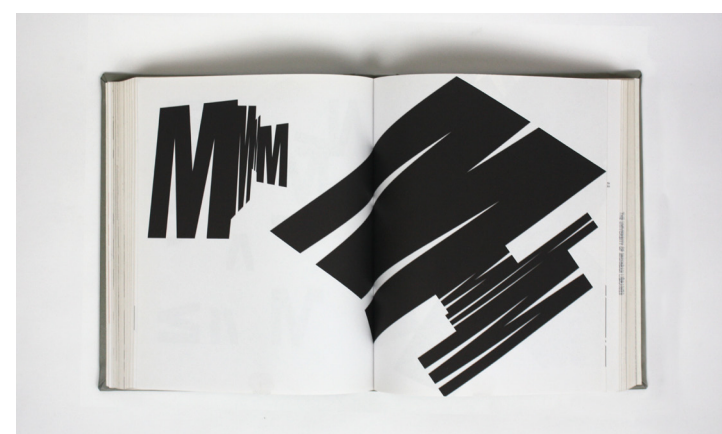


figure 7  
Wolfgang Weingart *Typography*



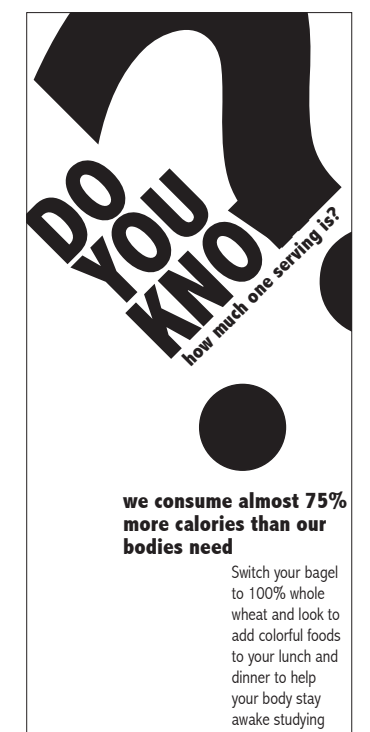
figure 8  
Kimmy Linux *Faith in Type*

## what is a serving...

There is a lack of knowledge about how much food our bodies actually need. Most students overeat because they are not aware of serving/portion sizes or how much their stomach holds. According to chapter 2 of the Agricultural Fact Book published by the USDA, Americans eat 75% more food than our bodies actually need<sup>7</sup>. "American's activity levels have not kept pace with their increase in calorie consumption"<sup>8</sup>.

This poster asks the audience to think about the amount that they are consuming. It is important to know when you are actually hungry and when your body needs energy. Intake of food should be balanced by your physical activity, something that people often forget.

See the process for this poster to the right.



7 U.S. Department of Agriculture "Profiling Food Consumption in America." (2002)  
8 U.S. Department of Agriculture 14.



# **DO YOU KNOW**

*how much one serving is?*

*We eat 75% more than  
our body actually needs*

*Take control of  
your own food and  
understand what your  
body really needs*

## Creative Process

Working from Don Norman's explanation of design levels, I explored two extreme ways that I could approach this project. My initial designs were meant to be information graphics, providing a substantial amount of information in a poster format. These could be categorized as behavioral with a large emphasis on function (figures 9-10).

After developing initial sketches for this idea, I then changed directions completely and focused on the visceral aspect. Considering the visual effects that poor health has on the body, I decided to show what the fat inside the body would look like outside of the body. Referencing medical images, I created my own version of human fat. I then photographed this fat and designed magazine spreads (figure 10).

While this avenue did seem to be effective, it bordered on the edge of rude and offensive. It insults the viewer for their actions rather than encouraging them to make better decisions. This is not the type of design that I wanted. Instead, I have chosen to design closer to behavioral and reflective. My posters now convey less information than the info-graphics and instead encourage the audience to think about their own behavior and reflect on their lifestyle choices.



figure 9

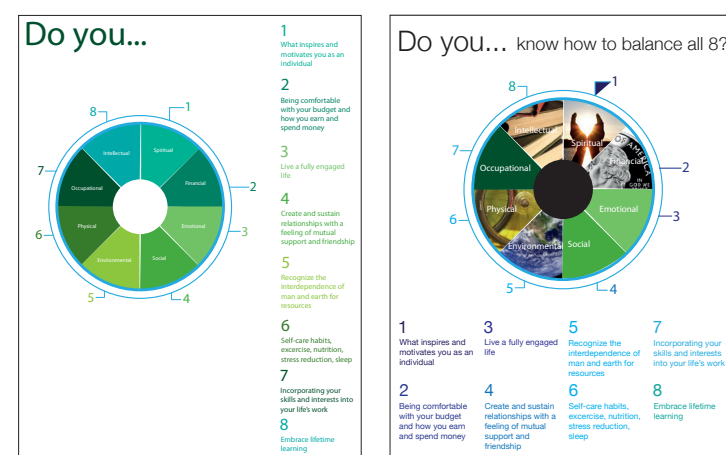


figure 10



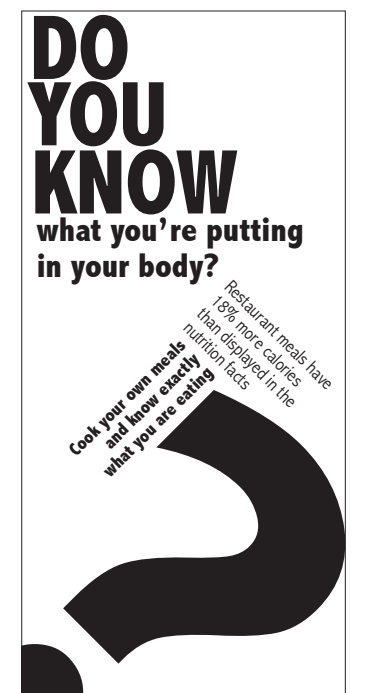
figure 11

## what you're putting in your body

Restaurant meals have up to 18% more calories in them than is displayed in the nutrition facts<sup>9</sup>. In my own experience, most students eat out at some type of restaurant between two and five times a week. The convenience of grabbing food at a restaurant fits well into the student lifestyle, but the convenience comes at a cost to their bodies.

This poster encourages students to increase their knowledge of nutrition by cooking their own food more often. By making their own meals they will know exactly what they are putting in their body, rather than leaving it up to the chefs at restaurants. Once the decision is made to create this change, the next step would be to learn more about options for grocery stores on campus and how to cook easy recipes. While this option for cooking works better for students living off campus, even students living in the dorm have do-it-yourself options in the dining hall.

See the process for this poster to the right.



<sup>9</sup> Press, The Associated "CBC News - Health - Restaurant Food Calories Higher than Advertised." (2010)

# **DO YOU KNOW**

**what goes in your body?**

**Restaurant meals  
have 18% more  
calories than the  
nutrition facts say**

**Cook your own meals  
and know exactly what  
you are eating**

## Final Posters

I have chosen five questions to ask in my posters. Each question focuses on one area of health that relates to the student lifestyle. The posters will function as a series that can be viewed together or separately. It gives reference to a triptych, a tri-part series of panels. The common elements in each poster are the beginning of the question, "Do You Know", and the symbol of a question mark. The question mark acts as a signifier, connecting each poster and giving the audience a visual clue that the content of each poster will be similar.

### Proposal for display

The campaign will be displayed across the University of Michigan; north, central, and south campuses. This will include bus stops and public areas where posting is available (figures 12-13). The distribution will be in partnership with Rec Sports and University Health Services as both departments are focused on student health. The project will be expanded to include handouts such as small flyers and bookmark type materials that students can take home. The next step in the campaign would be to offer a website that includes additional information on each topic for students who want to make changes to their lifestyles.



figure 12



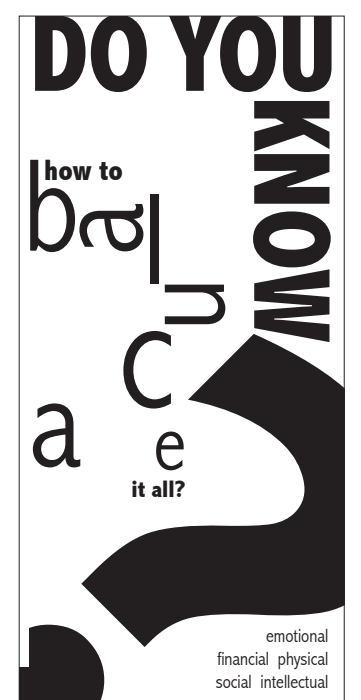
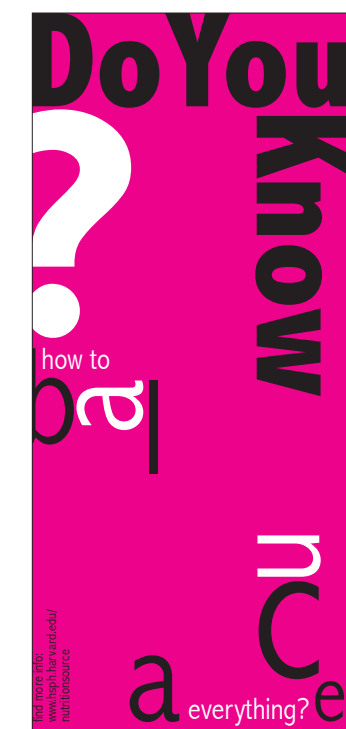
figure 13

## how to balance...

An important aspect of wellness is learning how to balance different areas of your life. It is unrealistic to assume that someone can live on a diet and exercise every single day. A healthy lifestyle is about balancing your food intake, physical activity, social behavior, school, and work responsibilities. Balance is the most important word to remember when it comes to health and wellness.

While there is not a specific fact provided in this poster, it ties back to each of the previous posters. Over time, the audience will have seen each individual poster and they will be able connect them as a series. This will allow them to interpret the 'balance' poster as an overall concept for the entire project.

See the process for this poster to the right.



# **DO YOU KNOW**

*how to balance your life?*

**social**

**physical**

**intellectual**

**financial**

**emotional**

Skip your 1-hour trip to the sub shop and save about \$3 a week plus the extra calories

Cut eating out over a week and save \$30 in one month

At 125, you're already chubby

DO YOU KNOW

DO YOU KNOW

what goes in your body?

Restaurant meals have 18% more calories than the nutrition facts say

Look your overall diet and how busy you are eating

DO YOU KNOW

Just being 10 pounds heavier can...

1.4 hour walking = 1000 calories

DO YOU KNOW

It's not just your body that's affected...

Those wheat slowly turn into energy for your brain

