

HOW MIGHT WE ENSURE THE REDUCTION OF AVOIDABLE HEREDITARY DISEASES IN PAKISTAN?

15%

of total population suffers from genetic disorders

- 3.05% of total
- 1.00% of total



70%

marriages in Pakistan are among 1st cousins

61%

marriages in Pakistan are among 2nd cousins

- 53% of total in area
- 49% of total in area
- 43% of total in area
- 38% of total in area



RESEARCH & IDEATION

Diabetes
Blood Pressure
Thalassemia

Most common

0%

Pre-marital tests
Gene therapies
Awareness



PC GAME

to subliminally teach the players to manage the intensity of diseases through nutrition and diet.

What: People aren't educated about the importance of pre-marital tests.
Why: Causes fatal diseases, disabilities in the next generation.
When: In cousin marriages, if one of the partner is affected, if there is any medical history in the family.
Where: People with low literacy, feudal families, princely states.
Who: Couple, children, families.

Game Play

1. The game begins with a wheel of misfortune which is spun when the player presses any key.
2. The wheel allots the player a diseased character of a specific age.
3. The game is divided into 5 levels, each lasting about 60 seconds in which the character runs over a series of buildings to collect food items that are falling from the sky and are healthy and beneficial for him in the given disease.
4. 4 consumable items are to be avoided that will also fall from the sky.
5. The levels progress with the food items falling in more quantity and speed.
6. If the avoidable food items are consumed, health bar drops down.
7. With progression in level and difficulty, the player will have more choices in terms of paths.



VISUAL CONCEPT

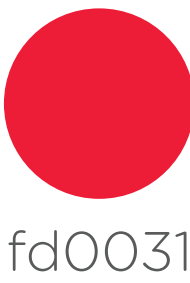
Logo:

THE NUTRITION GAME

Typface:

Gotham Rounded Light
Gotham Rounded Bold

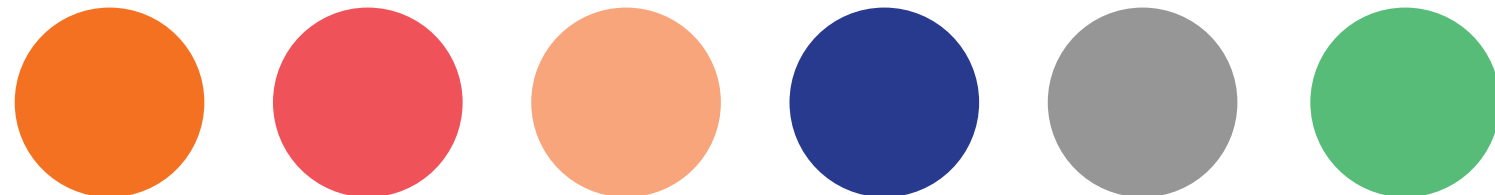
Pink is a color associated with sweets and nurturing. This specific shade has 98% red in it and red is associated with blood (referring to genes)



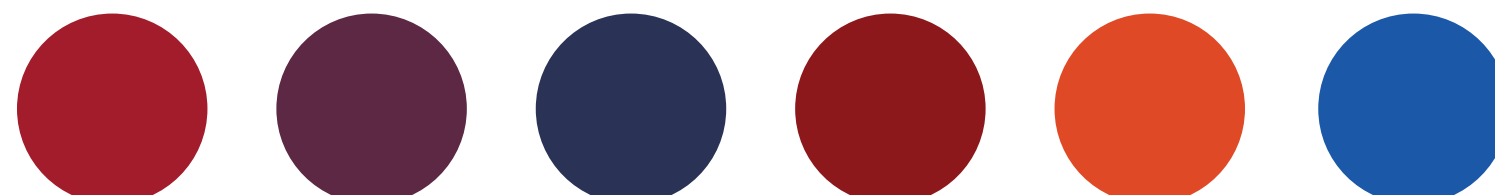
fd0031

Colors:

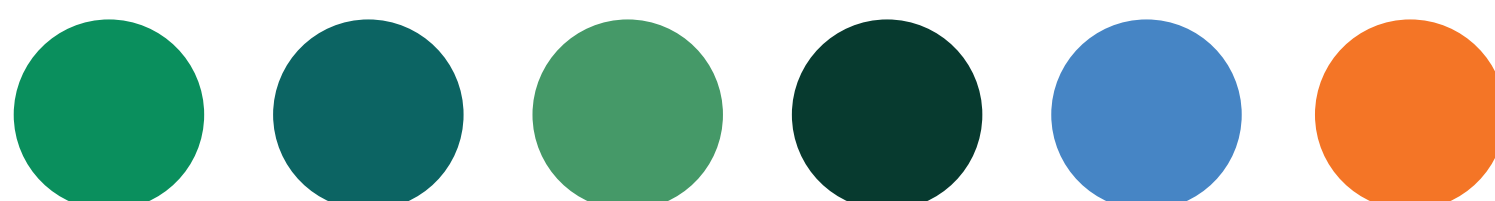
Diabetes



Blood Pressure



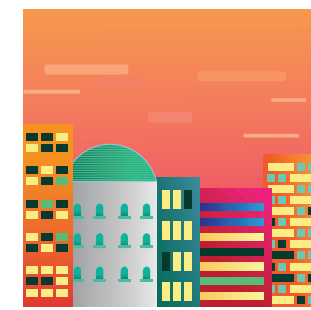
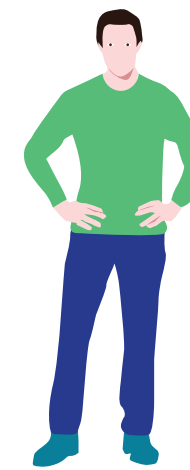
Thalassemia



Characters & Setting

Diabetes:

Teenager



BP:

Above 40 y/o



Thalassemia

Above 20 y/o

