# MEDICINES STILL SHOULDN'T BE A LUXURY

ACCESS CAMPAIGN
MEDECINS SANS FRONTIERES
20 YEARS
ADVOCACY IN ACTION

Week 4-

# FIP PRESENTATION

MADHUR KAKKAR
KANAK KUMAR
ARKO ROYCHOWDHURY

NGO Selected-

# Medicine Sans Frontier

MEDECINS SANS FRONTIERES

ACCESS CAMPAIGN

MEDECINS SANS FRONTIERES

Campaign Selected-

# ANTIBIOTIC RESISTANCE

# CAMPAIGN STRATEGY:

WHAT ARE WE TRYING TO SPECIFICALLY ACHIEVE?

1. Spread awareness about the side effects of anti-biotic drugs. Explain the damage done to society.

2. Showcase the work done by us.

3. Secure funding for MSF Anti-biotic resistance campaign.

# MICRO SITE

# CAMPAIGN STRATEGY:

Hierarchy of Content

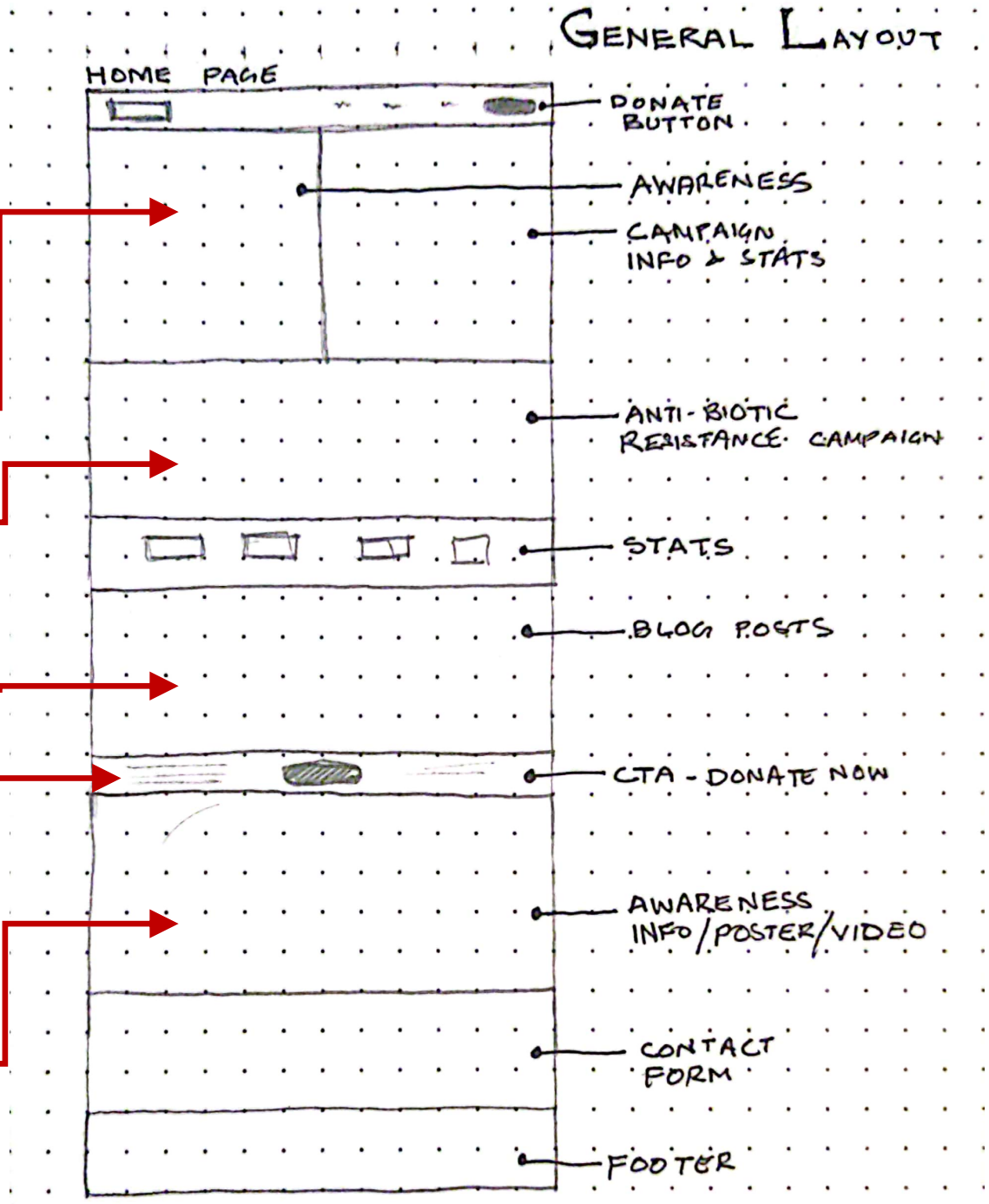
Explain why this is important & what we do in an instant

Who are we?

Stories add legitimacy

$$

More info on subject + media



# MICRO-SITE:

STRUCTURE

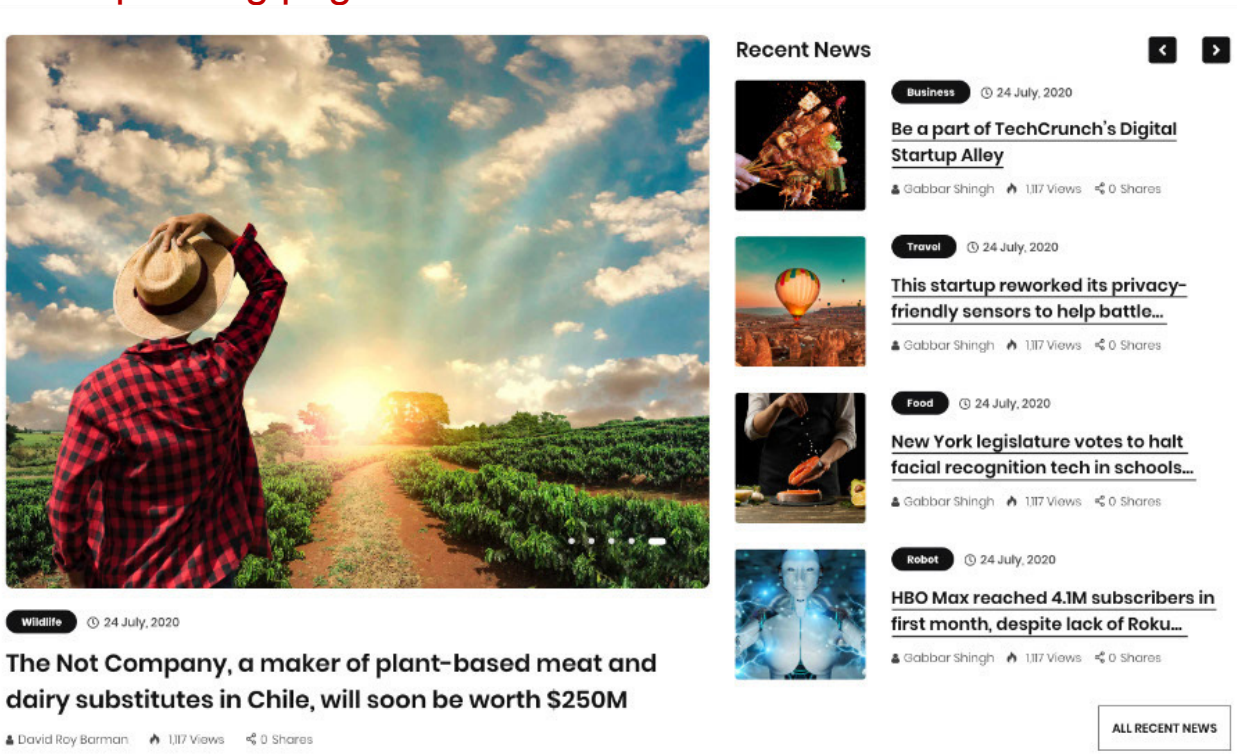
## WEBPAGES

1. Home Page
2. About
3. Blogs & Gallery
4. Contact Page
5. Donate Page
6. Awareness Posters & Video

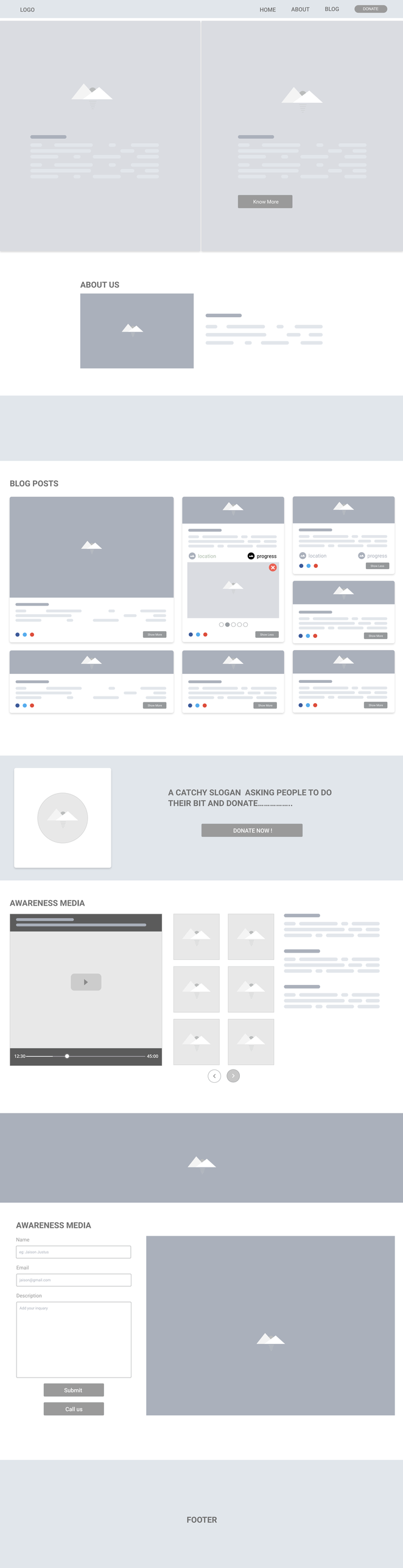
## MAIN NAV

1. Logo (home)
2. Home
3. About
4. Blog
5. Donate Page

Example Blog page



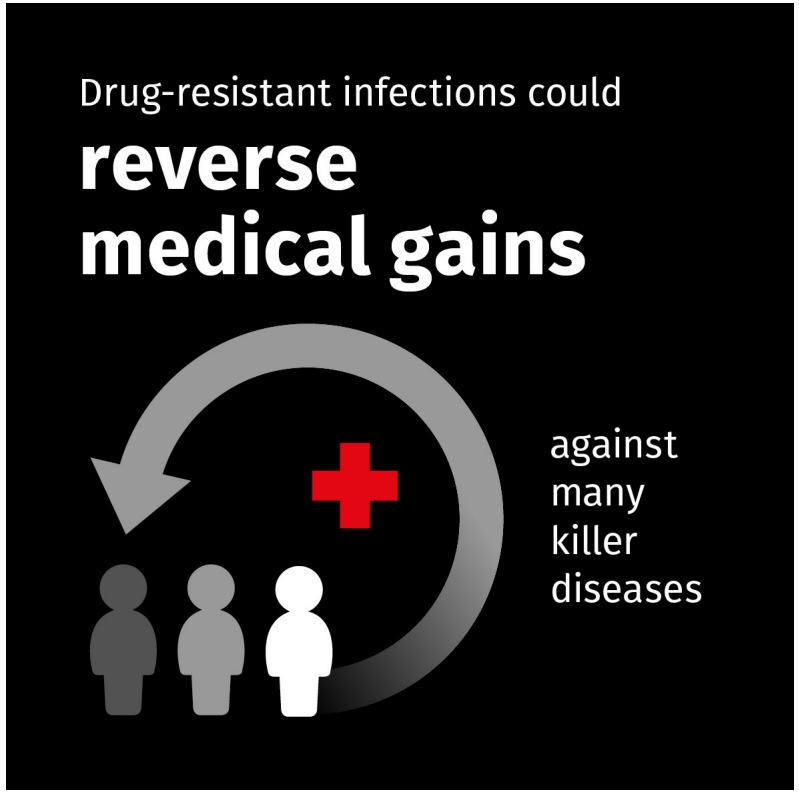

Example Banner


LOGO
HOME
ABOUT
BLOG
DONATE
Know More
ABOUT US
BLOG POSTS
location
progress
Show More
Show Less
A CATCHY SLOGAN ASKING PEOPLE TO DO THEIR BIT AND DONATE……..
DONATE NOW !
AWARENESS MEDIA
12:30
45:00
AWARENESS MEDIA
Name
eg: Jaison Justus
Email
jaison@gmail.com
Description
Add your inquary
Submit
Call us
FOOTER

# MEDIA DESIGN

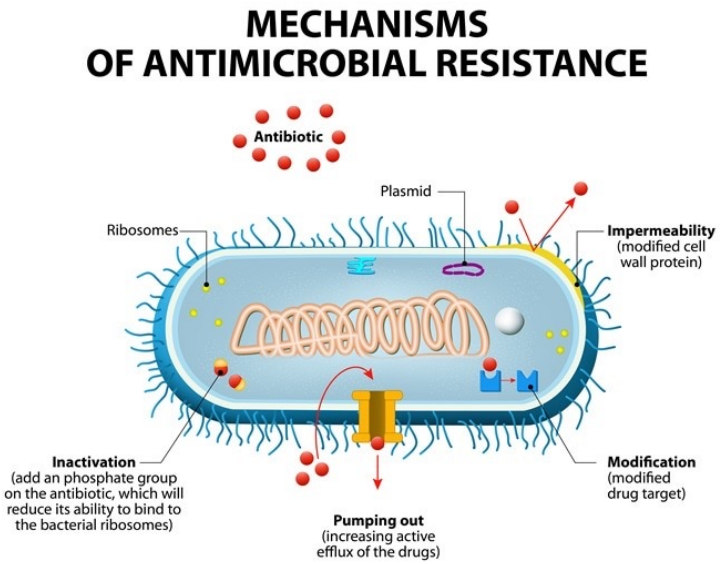
# POSTER DESIGN:

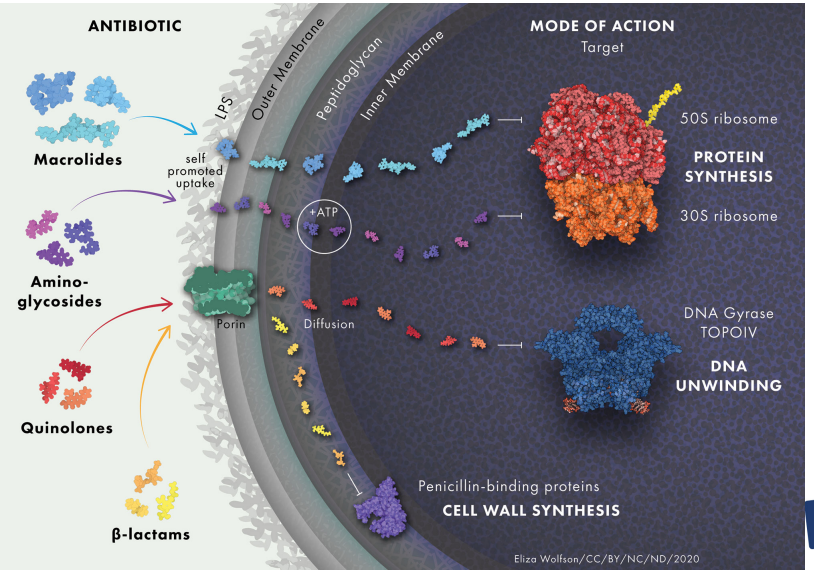
1. Stats and facts

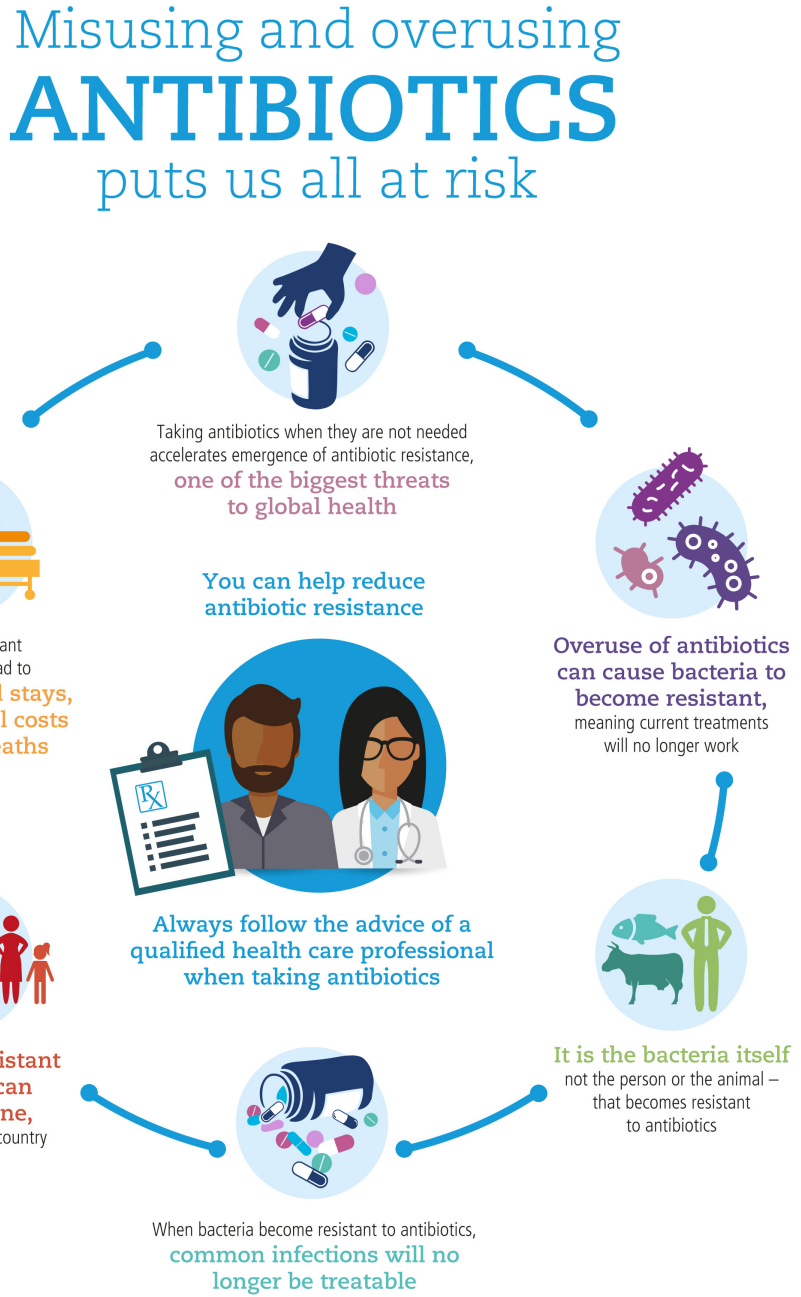


# POSTER DESIGN:

## 2. SCIENTIFIC INFORMATION



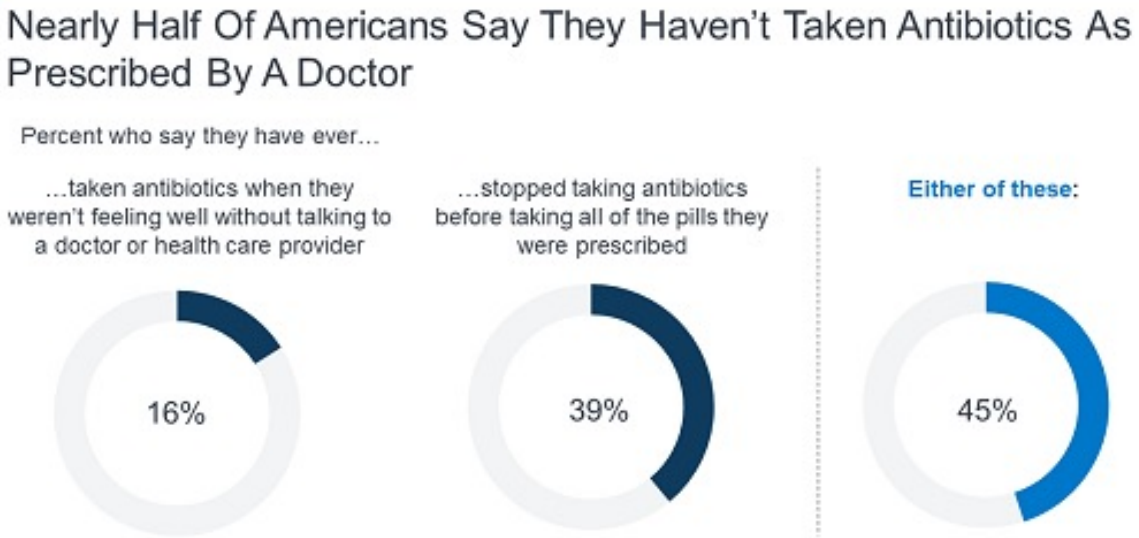

HANDLE ANTIBIOTICS WITH CARE

World Health Organization

# AD VIDEO :

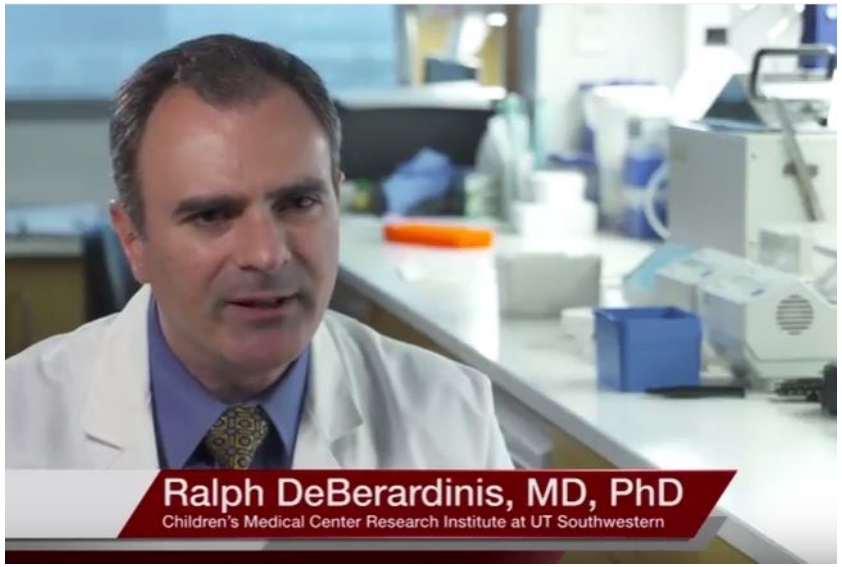
IDEAS

Stats




Motion graphics

Spread awareness through interviews



# BACK-END STRUCTURE

# BACK-END:

## BLOG POSTS PANEL

-Webpage content laid out in flexbox

-Dynamic text update in cards

-Vue js fetch call to php set-up

-Database uploaded in hosting platfrom sends back text & scr attribute for images.

## VUE GALLERY

-Webpage content laid out in responsive gallery

-lightbox open & close

-Vue js function to show/hide light box. Video player controls.