

## **Art Supplement Description : Sojung Moon**

### **MERS Project**

#### **1.Color Research & Application**

The three overarching keywords for this project are hope, network, and transparency. Through this study, I strived to not only voice a hopeful message in protecting the nation's health, but also to advocate the importance of cooperation in times of a nationwide crisis.

#### **2. Idea Sketch: Medical Apparatus**

Prior to using online softwares (e.g. Adobe Illustrator, Photoshop) to produce individual posters, I first went through the process of sketching out my initial ideas on paper to visually convey the themes and message of this project.

#### **3.Idea Sketch: PPE**

While compiling my background research for the MERS outbreak, I came across the significant role personal protective equipment, or PPE, had in preventing the rapid growth of MERS infections. I sketched multiple visual elements to incorporate this information in my final product.

#### **4.General Iconography and Characters**

Besides visual hand-drawn sketches, I used Adobe Illustrator to create a page of the iconography used as a basis for my project. I created multiple icons to convey the medical terminology and supplies that I planned to use throughout my slides.

#### **5.Iconographic Pattern**

Using the iconography as a basis for my project, I created four different patterns to potentially use as images and backgrounds for some of my slides. I kept my color scheme consistent in terms of keeping all my design elements as shades of green and blue.

#### **6.MERS Quick Facts**

I focused on precision, accuracy, and simplicity in producing this newly designed poster on the basic information about MERS-CoV. I used my previously-designed icons as the main visual element of this poster.

#### **7. General Infection Awareness Guidelines**

The main focus in improving this poster was to completely change the color scheme and graphical elements to that of my own, and to communicate the importance of self-awareness of protecting oneself from MERS.

## **8. Public Prevention Measures: General**

This poster was one of the least effective in terms of graphical design, and required a complete transformation of design, information, and coherency. I used one of the four patterns I designed previously as the background for this redesigned poster.

## **9. Public Prevention Measures: Elders**

I identified the predominant problem of the original poster as the lack of visual elements, and thus focused on effectively communicating information on prevention measures for the elderly through shortened text and clear-cut graphics.

## **10. Domestic Transmission Routes**

While researching about the MERS outbreak in SK, I noticed the lack of realistic preventive measures on more significant aspects of infection, such as hospital transmissions, and person-to-person contact, rather than minor causes such as contact with camels.

## **11. Where was Patient #1? - Timeline & Routes**

After finishing my research, I concluded that the leading cause for the MERS outbreak in SK was the government's refusal to disclose information about the first patient infected with MERS, and I thus created a detailed timeline of Patient #1's whereabouts before finally diagnosed with MERS.

## **12. MERS-Affiliated Hospitals**

Another leading cause for MERS outbreak can be attributed to the denied access of the names of the hospitals that were affiliated with MERS-infected patients. Presenting this information in a visually pleasing yet simple way vastly enhanced the visual interpretation of my redesigned poster.

## **13. Hand-Washing Protocol**

The main focus for this redesigned poster was to improve the graphical elements of specific hand-washing techniques to advocate a healthy hand-hygiene habit.

## **14. Respiratory Hygiene Precautions**

I tried to enhance the visual elements of the original poster by changing the color scheme and icon graphics with those of my own, and incorporated more description in detailing the importance of respiratory hygiene.

## **15. Guidance on Personal Protective Equipment**

To convey the importance of personal protective equipment amongst those in contact with MERS-affiliated patients, I dedicated an entire poster detailing the proper sequence for putting on PPE for medical professionals, with enhanced visual elements.

## **16. Real World Application of MERS poster**

Apart from creating effective posters communicating accurate information and captivating graphical elements, presenting this information to the public would be the ultimate goal of this project. The real-life implications of designing such posters would include, but not limited to, presenting these posters in bathrooms, subway stations, billboards, school campuses, and medical institutions.