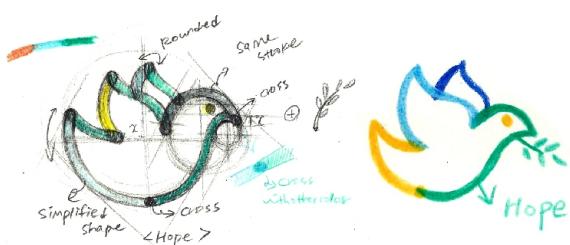


Concept Keywords

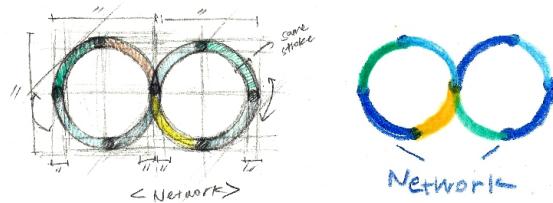
Hope

Voice a hopeful message in protecting the nation's health and safety to the public.



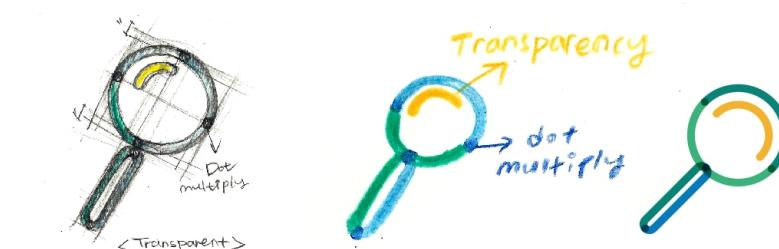
Network

Seek to spread the message that everyone has to work together to combat the threat of a nationwide crisis.



Transparency

Provide people with the most relevant, fact-based information.



Color palette

Main color

Symbolizes tranquility and calmness, often associated with trust, loyalty, wisdom, and harmony. These colors relate to balance and harmony of the heart and emotions, and is also the color of growth, renewal, and well being. They also represent open communication from and between the heart and the spoken word, encouraging inner healing through its ability to enhance empathy and caring for those around us.

Point color

As the most luminous of all the colors of the rainbow, yellow offers happiness, optimism, and hope, assisting in recovery from times of grief and disappointment. It relates to the clarity of thought and ideas, and embodies uplifting emotions to create enthusiasm for life. As the color of adventure and social communication, the color orange radiates warmth and happiness, and offers emotional strength in difficult times.

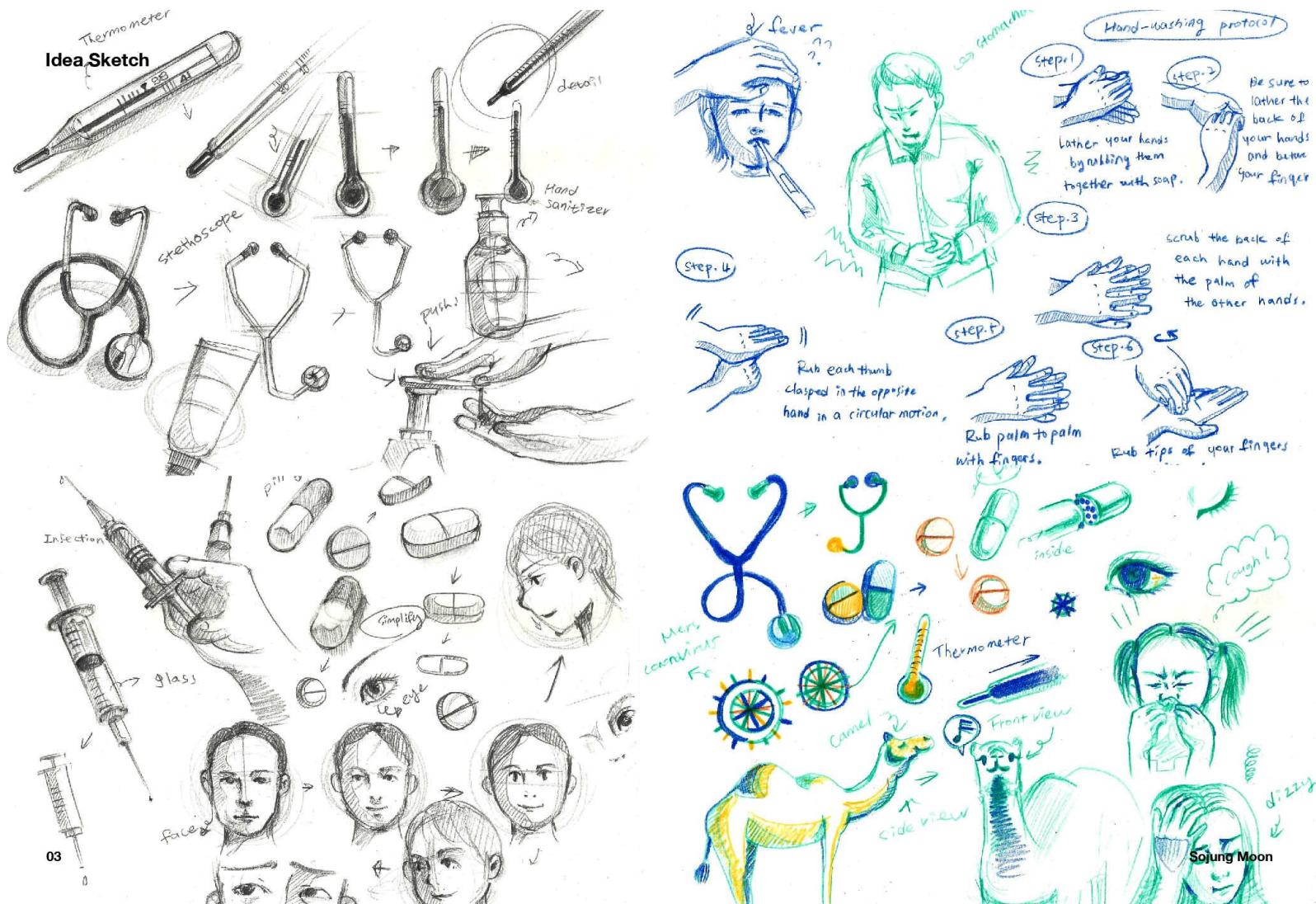
Main color

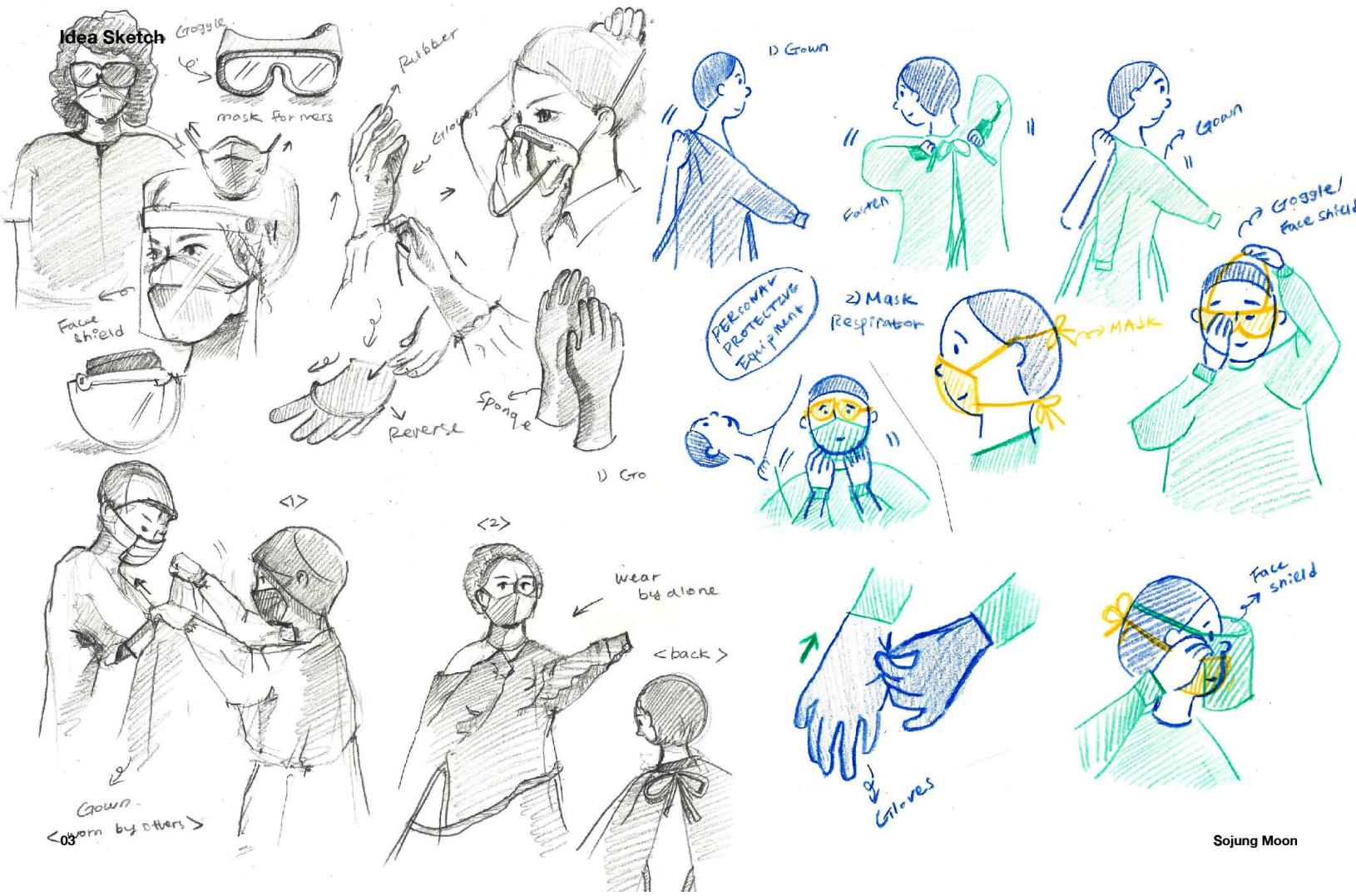
NAVY
SKY BLUE
TURQUOISE
MINT

Point color

ORANGE
YELLOW

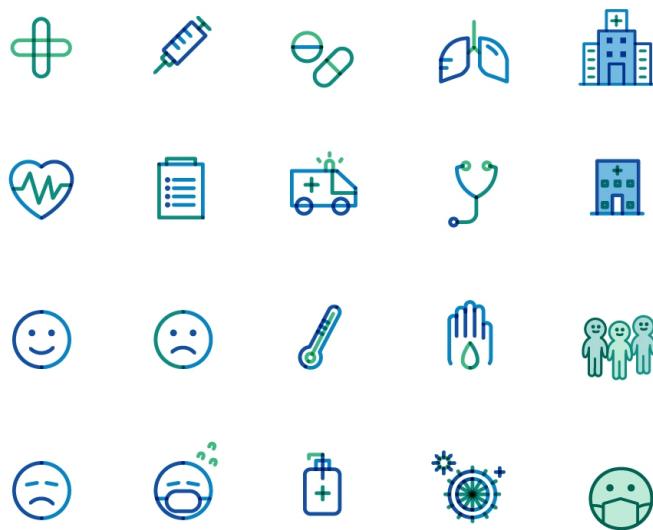
Sojung Moon





Iconography

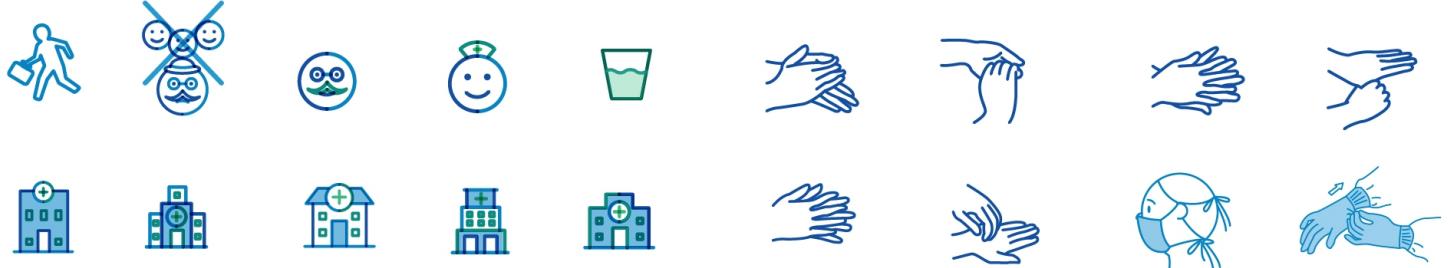
Icon



Main Character



Other Illustration



Pattern



Poster redesign 01



Description

The original poster contains elements that diverts the reader's attention away from the content that it encompasses. Instead of placing the brochure's focus on the specific symptoms,

it includes unnecessary components such as the large image of a camel on the front side of the brochure. A smarter way to provide the same information would be to shorten the amount of words as well as including graphic elements to convey meaning through simple images.

01

MERS QUICK FACTS

What is MERS-CoV?
Should I be tested for MERS?

Middle East Respiratory Syndrome (MERS)

Definition MERS Coronavirus MERS is a viral respiratory infection caused by the MERS-coronavirus. The virus was first identified in Saudi Arabia in 2012.	Patient #1 68-Year-Old Man Visits Saudi Arabia The emergence of MERS in South Korea traces back to April of 2015, when a man took a business trip to the Middle East.	Infection Transmission Through Direct Contact Close contact (app. 2 meters) with a confirmed MERS patient could be a leading cause for infection.
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Flu v.s. MERS

Flu-like Symptoms Cough, Sore Throat, Shortness of Breath Some people also experience gastrointestinal symptoms such as diarrhea, nausea, and/or vomiting.	MERS-Specific Respiratory Malfunction Pneumonia is common for those infected with MERS. Severe cases include respiratory failure and/or kidney failure.	Consistent High Fever Most MERS-infected patients develop a high fever of at least 100.4°F (38°C).
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Sojung Moon

Poster redesign 02



Description

While the poster above does contain useful information on simple ways to protect children against infection, it has poor visual elements that could vastly be improved. Instead of the bright yellow background, a cooler shade of blue and green would be more effective in conveying a

more serious tone related to disease and illness. The graphic elements and icons could be larger to communicate meaning through images rather than more words.

02

How to Protect Myself
From MERS at School

The redesigned poster features a green circular character with a worried expression, surrounded by medical icons like a heart, a syringe, and a thermometer. The title 'I'm worried I might get infected at school. What should I do?' is prominently displayed. Below it, six boxes provide prevention methods:

- Prevention Methods**
- Wash your hands thoroughly with soap.** (Icon: Hand with water droplets)
- Keep unclean hands away from your face.** (Icon: Face with a hand near it)
- Cough or sneeze using a tissue to cover your nose and mouth.** (Icon: Coughing face)
- Avoid close contact with those who display flu-like symptoms.** (Icon: Face with a cold)
- Contact the Emergency MERS Hotline.** (Icon: Phone)
- Alert your parents or teachers.** (Icon: Megaphone)

Each box includes a brief description and a note at the bottom.

Poster redesign 03



Description

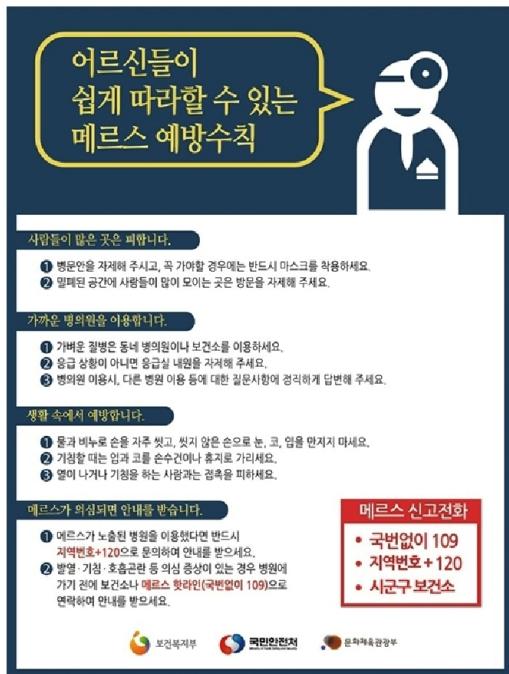
The original poster contains comical elements that could convey a lighter tone in discussing a very urgent and serious issue. In addition, the words written as text within the comic images are difficult to read and appears to be hastily handwritten. Changing the graphics from

hand-drawn images to more clear-cut computer-designed icons would improve the poster in aesthetic aspects. It should also contain shades of blue and green to maintain consistency with previous posters.

03

The redesigned poster features a central large green smiley face surrounded by various medical and health-related icons in green, including a stethoscope, syringes, a heart, lungs, a thermometer, and a virus cell. The title 'Public Prevention Measures' is at the top right. Below the title is the heading 'Working Together to Stop MERS'. The poster is divided into three main sections: 'Prevention Measures' (top left), 'Stay hydrated' (bottom right), and 'Sojung Moon' (bottom right).
 - 'Prevention Measures' contains three boxes:
 1. 'Avoid crowded and busy areas' (Icon: three people) with the text 'If possible, avoid visiting crowded public sites such as malls or theaters.'
 2. 'Wear a face mask when in public places' (Icon: person in mask) with the text 'Masks are highly effective in preventing the spread of viral infections.'
 3. 'Stay hydrated' (Icon: glass of water) with the text 'Consuming plenty of fluids (1-2 liters a day) can help your body fight off viruses.'
 - 'Stay hydrated' has the text '1-2L' below the icon.
 - 'Sojung Moon' has the name 'Sojung Moon' at the bottom right.

Poster redesign 04



Description

The predominant problem with the original poster is that it contains mostly text and lacks visual elements. Although the information presented is useful and accurate, the bulk of text is not very aesthetically pleasing to the reader's eye. By including simple graphical icons and designs to

convey necessary information along with shortened text, the poster is able to effectively communicate the most relevant information in the most concise way.

04 Prevention Measures for the Elderly

**Did you know : 62.4% of all
MERS patients are at least 50
years of age?**

Prevention Measures for the Elderly

Step.1

Avoid crowded public places.

Refrain from visiting large public hospitals, and wear a mask when traveling in public. Avoid enclosed, crowded areas.

Step.2

Use the closest medical facility nearby.

Search for local medical facilities to treat non-severe situations, and refrain from visiting the ER.

Step.3

Maintain basic personal hygiene.

Frequently wash hands with soap, and avoid facial contact with unclean hands. Use a handkerchief or tissue to cough or sneeze.

Sojung Moon

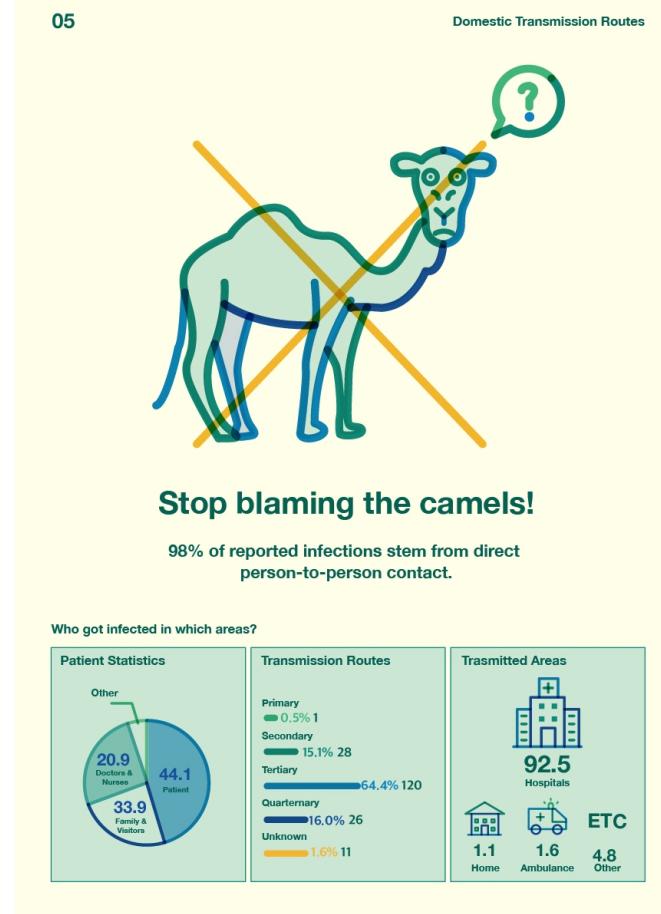
Poster redesign 05



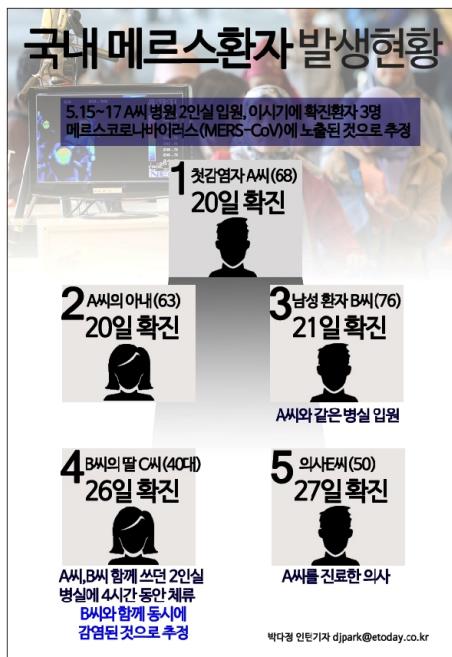
Description

This poster places an unnecessary large amount of emphasis on warning citizens of contact with camels. Instead of focusing on minor causes of transmission, posters should provide more statistical information about which types of people are most likely to get infected in which

places, along with data on specific transmission routes. The original poster also contains large blank spaces which could be replaced with the addition of more graphical features.



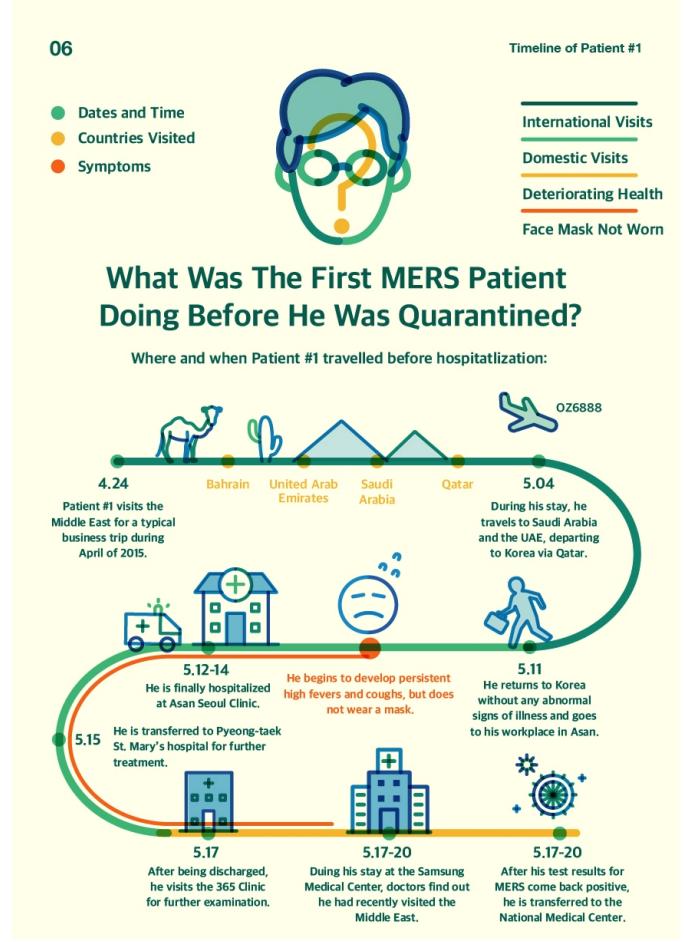
Poster redesign 06



Description

The poster above provides minimal information about the 5 “super spreader” patients whom were described as most likely to spread their MERS infection to the most number of people. However, the poster does not present any useful information other than the patients’ gender, age, and dates in which they were diagnosed. By disclosing detailed facts about where and how

the first patient traveled in which dates, worried people can get checked for possible chances of infection while others who did not share similar spaces with the patient can have some peace of mind and remain calm.



Poster redesign 08



08

Hand-Washing Protocol



Step.1



Lather your hands by rubbing them together with soap.



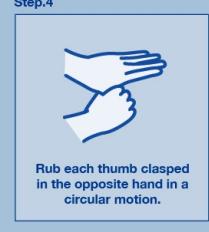
Be sure to lather the back of your hands and between your fingers.



Scrub the back of each hand with the palm of the other hand.

Prevent MERS By Washing Your Hands the Right Way

Step.4



Rub each thumb clasped in the opposite hand in a circular motion.

Step.5



Rub palm to palm with fingers interlaced.

Step.6



Rub tips of your fingers in the opposite palm in a rotational motion.

Sojung Moon

Poster redesign 09



09

Respiratory Hygiene Precautions

#1

Use a hankie or tissue to cover your mouth and nose when coughing or sneezing.

#2

Use a hankie or tissue to cover your mouth and nose when coughing or sneezing.

Keep these precautions in mind when coughing and/or sneezing.

#3

Wear a mask if you develop a high fever or symptoms of respiratory illness.

#4

Use the nearest waste bin to dispose tissues after use.

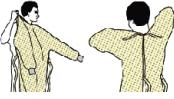
Poster redesign 10

SEQUENCE FOR PUTTING ON PERSONAL PROTECTIVE EQUIPMENT (PPE)

The type of PPE used will vary based on the level of precautions required, such as standard and contact, droplet or airborne infection isolation precautions. The procedure for putting on and removing PPE should be tailored to the specific type of PPE.

1. GOWN

- Fully cover torso from neck to knees, arms to end of wrists, and wrap around the back
- Fasten in back of neck and waist



2. MASK OR RESPIRATOR

- Secure ties or elastic bands at middle of head and neck
- Fit flexible band to nose bridge
- Fit snug to face and below chin
- Fit-check respirator



3. GOGGLES OR FACE SHIELD

- Place over face and eyes and adjust to fit



4. GLOVES

- Extend to cover wrist of isolation gown



USE SAFE WORK PRACTICES TO PROTECT YOURSELF AND LIMIT THE SPREAD OF CONTAMINATION

- Keep hands away from face
- Limit surfaces touched
- Change gloves when torn or heavily contaminated
- Perform hand hygiene



15

10

PPE

Sequence for Putting On Personal Protective Equipment

1. Gown

Fully cover torso from neck to knees, arms to end of wrists, and wrap around the back. Fasten in back of neck and waist.

2. Mask or Respirator

Secure ties or elastic bands at middle of head and neck. Fit flexible band to nose bridge. Fit snug to face and below chin. Fit-check respirator

3. Goggles or Face Shield

Place over face and eyes and adjust to fit

4. Gloves

Extend to cover wrist of isolation gown

Sojung Moon

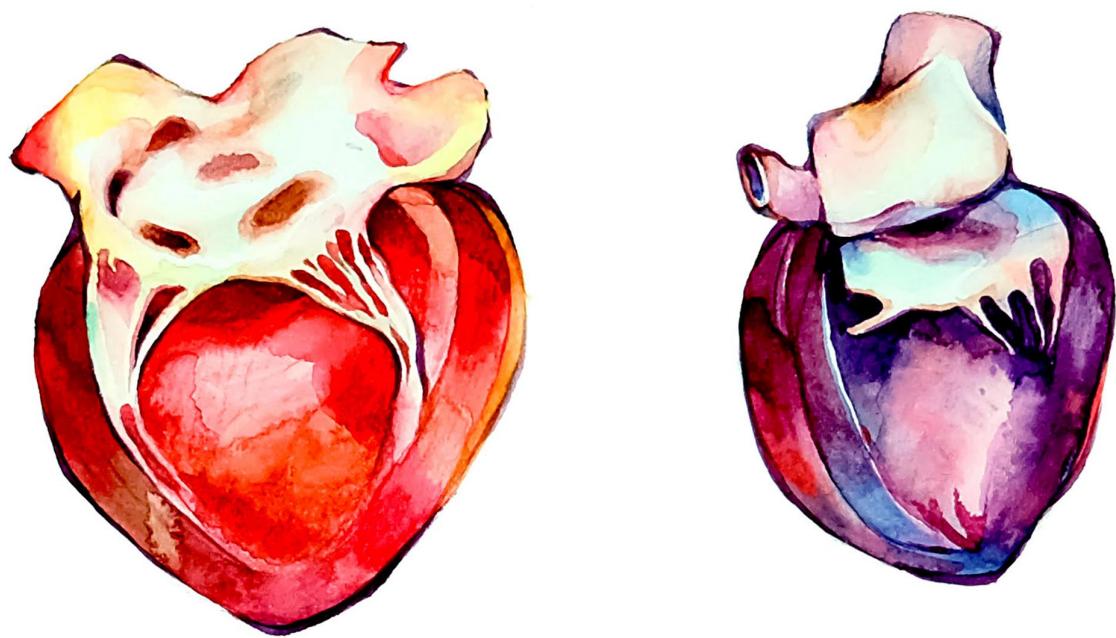
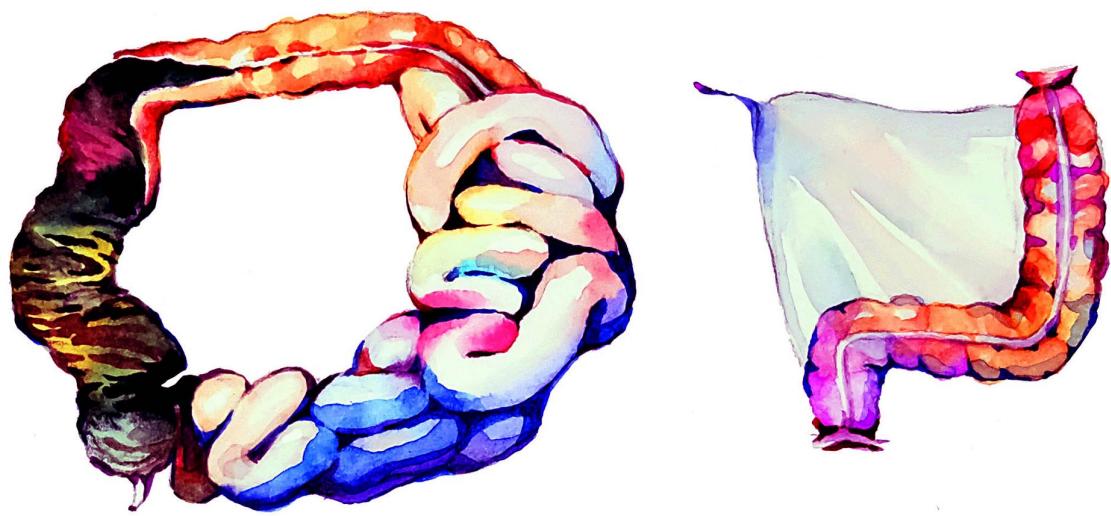


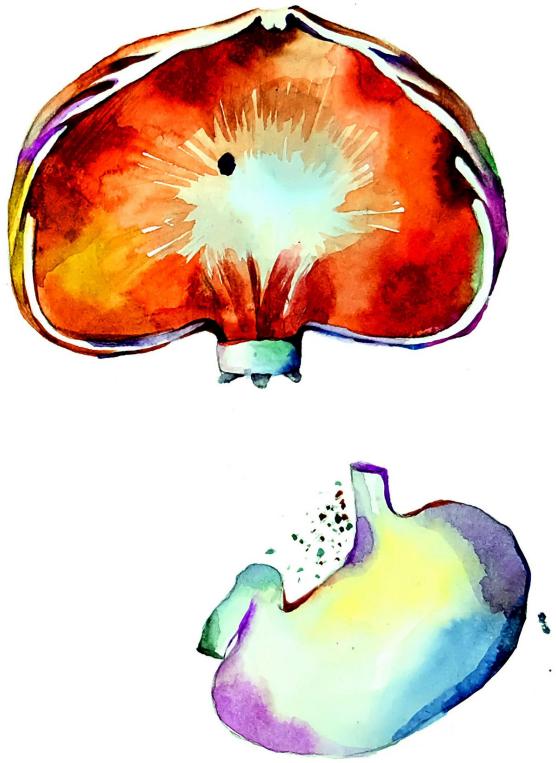


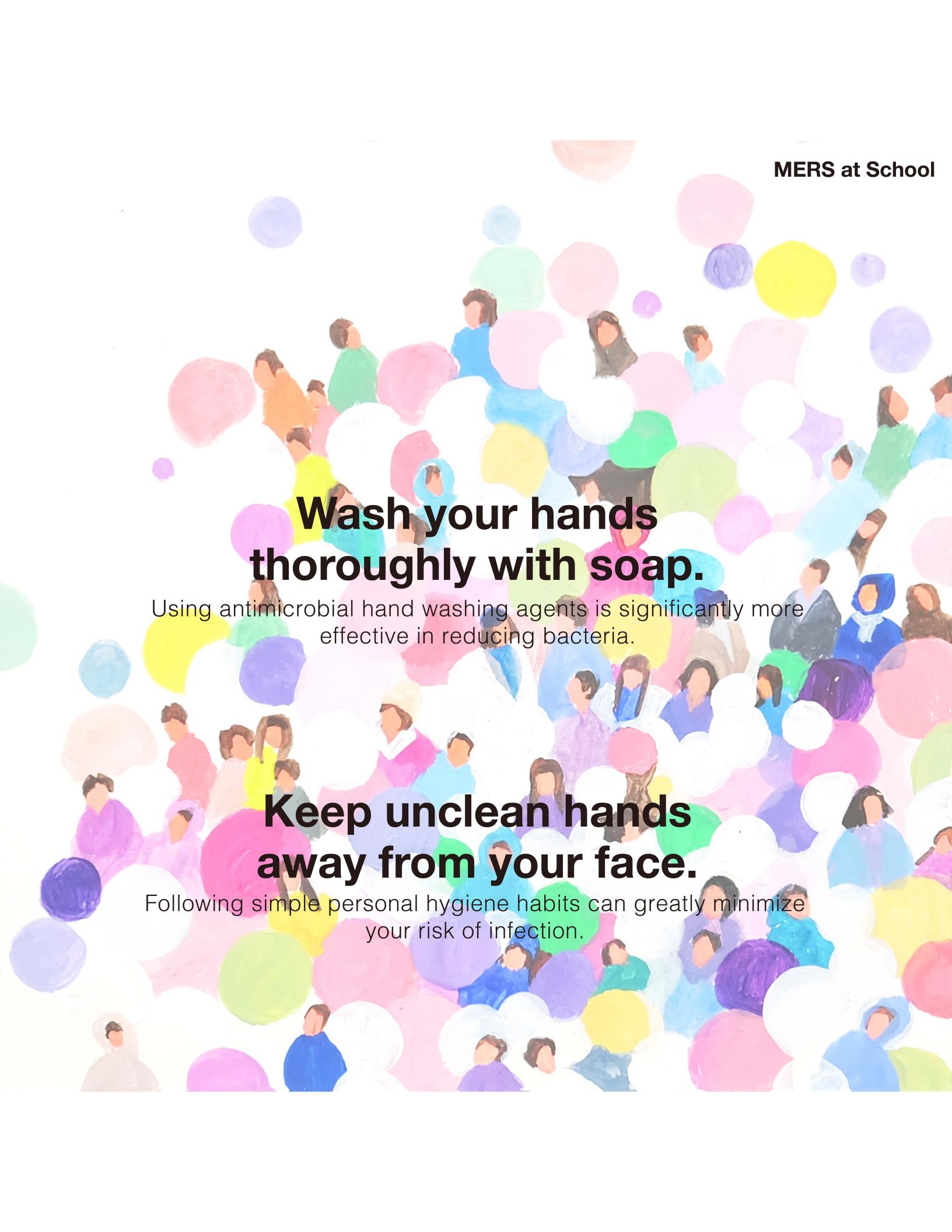


Simulation Mock-up









**Wash your hands
thoroughly with soap.**

Using antimicrobial hand washing agents is significantly more effective in reducing bacteria.

**Keep unclean hands
away from your face.**

Following simple personal hygiene habits can greatly minimize your risk of infection.



**Cough or sneeze
using a tissue to cover
your nose and mouth.**

Make sure to dispense used tissues and wash your hands thoroughly afterwards.

**Avoid close contact
with those who display
flu-like symptoms.**

Protect yourself by avoiding people with high fevers or symptoms of respiratory illness.

The background of the poster features a dense, abstract painting of a crowd of people. The figures are represented by white, circular shapes of varying sizes, set against a blue and white textured background. Some individuals have colored outlines or small details like hair or clothing.

MERS at School

Contact the Emergency MERS Hotline.

Call for any further questions or inquiries about the disease.

Alert your parents or teachers.

If you notice a sudden onset of fever, coughing, or nausea, notify an adult right away.