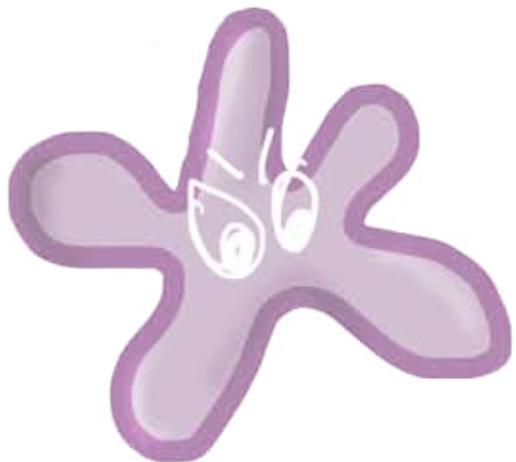


## Disease, Prevention & Control

Reference book on Malaria for children



Project 3  
Visual Communication

Guide : Prof. Mandar Rane  
Shiba Sheikh  
VC 08625805

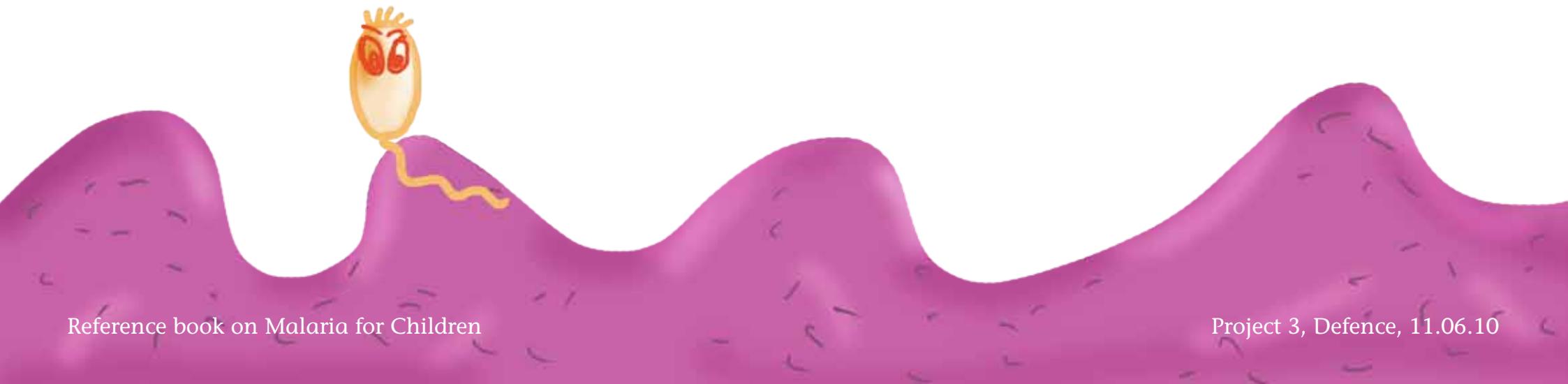
11.06.10



# Motivation

- Personal interest in Public Health
- Designing for people
- Children
- Illustration & Writing

Prevention, Control & Awareness  
Application  
Learning  
Discovery

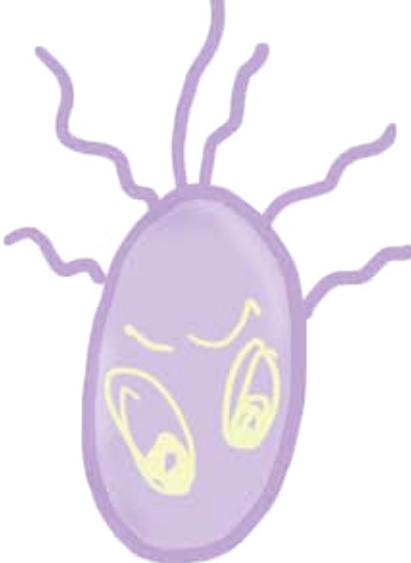


## Back Ground study

<b>Primary</b>	Doctor's Health Officers Books Web Published Papers	Concept of Health, Factors affecting health conditions, Indian Health care Delivery system & Public Health
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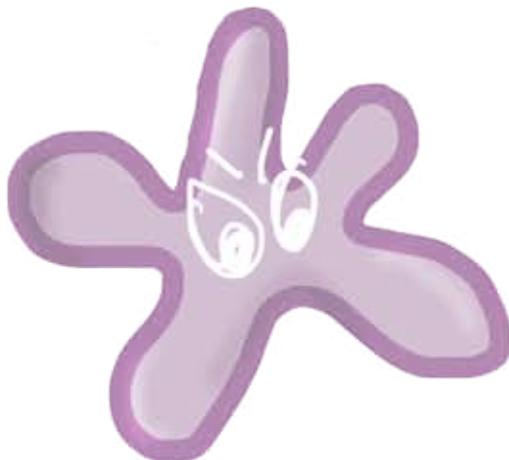
<b>Secondary</b>	Meeting Children	Interpretation of concept of Health & Disease, Gauging level of awareness, Immediate influences
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## Problems Identified

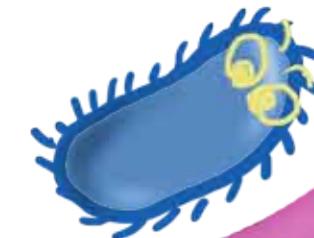
- Short term damage control policies in place to serve immediate concerns
- Long term, sustained goal of educating people is yet not rigorous
- Public health to be taken seriously
- Health Education in schools should be a part of their systemic curriculum



## Children



- In order to achieve the long term goal of understanding the value of healthy living, concepts must be clear from a young age.
- Children have a right to understand and learn about their body and the make informed choices as adults.
- Behaviour is more easily controlled and developed in young
- Knowledge will empower them to become active members of the community thereby bringing about a positive social change for the future





## Learning in Schools

Learn about Nature & Animals. People & shelter. Environments. Food & Water. How different cultures consume both. Saving water. Transportation and different professions. Empathy towards other.

Continuation of learning about different animals. Different families and their traditions. Water conservation and what can be done to prevent it from wastage.

They learn about digestion as a process, what happens to milk, eggs in the body and how much time it takes to digest. Spoilage of food due to fungus and bacteria. Conservation, saving & wastage. What is Malaria? what is a blood test?

Matter, elements & compounds. What is an ecosystem? Pollution & acid rain Chapter on Health & Hygiene is introduced. Deficiency diseases and how they occur like Anaemia, Scurvy & Goitre. Deeper understanding of what is Bacteria and Fungi

Learn body process's. Concept of a cell and what it comprises of. Digestion, Circulation & Respiration covered in detail.

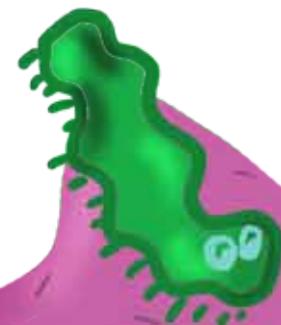
3rd

4th

5th

6th

7th

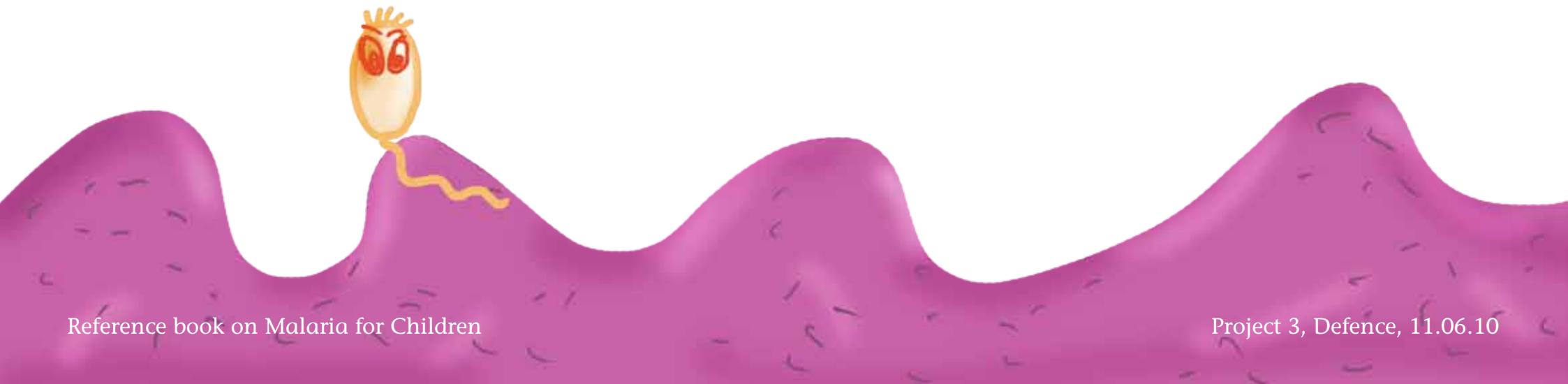


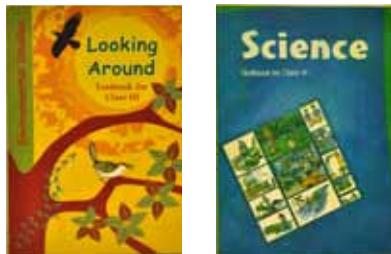
Reference book on Malaria for Children

Project 3, Defence, 11.06.10

## Diseases, Prevention & Control

- Children at this age are learning multiple new concepts which are isolated from each other due to the methods used in school
- Due to the pressure of keeping curriculum simple and precise yet covering major subjects, a lot is discussed only briefly.
- Disease, prevention and control is introduced during the latter years of schooling.
- They are very much capable of understanding complex ideas of global warming and the web of life.
- Children have half baked information about a lot of ailments that even they themselves have experienced leading to inaccurate information which they sometimes even share with friends.
- They are curious and are willing to learn more if interest is generated in certain subjects.





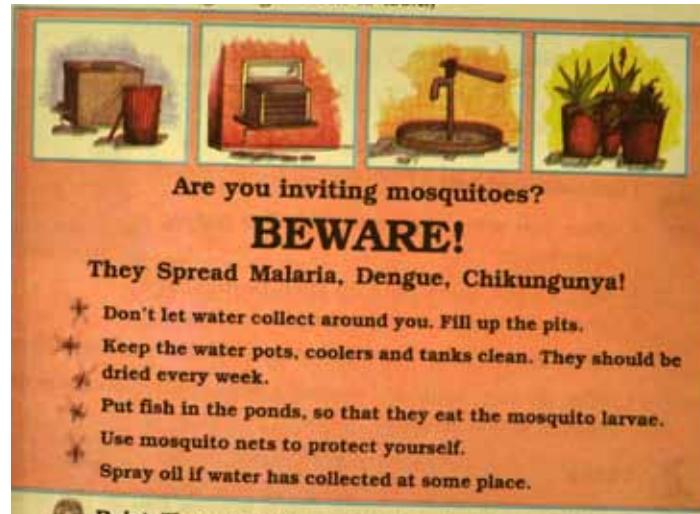
Science textbooks



Activities to do and observe



Tables and charts

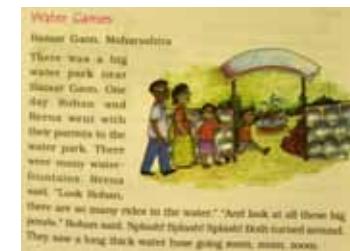


### They Spread Malaria, Dengue, Chikungunya!

- Don't let water collect around you. Fill up the pits.
- Keep the water pots, coolers and tanks clean. They should be dried every week.
- Put fish in the ponds, so that they eat the mosquito larvae.
- Use mosquito nets to protect yourself.
- Spray oil if water has collected at some place.

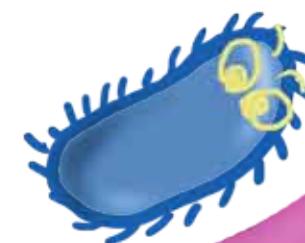
**Rajat:** The poster says something about larvae. What are those?  
**Nancy:** They are baby mosquitoes. But they don't look like mosquitoes at all.

Body Part	Movement				
	Rotates completely	Rotates partly/turns	Shakes	Shakes	Does not move at all
Neck	Yes				
Whole					
finger					
Hand					
Arm					
Trunk					
Neck					
Head					
Elbow					
Arm	Yes				



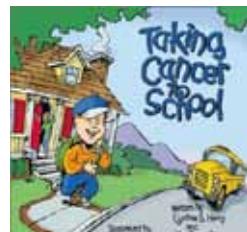
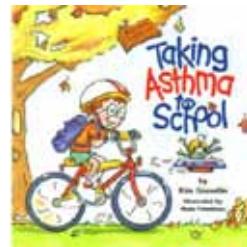
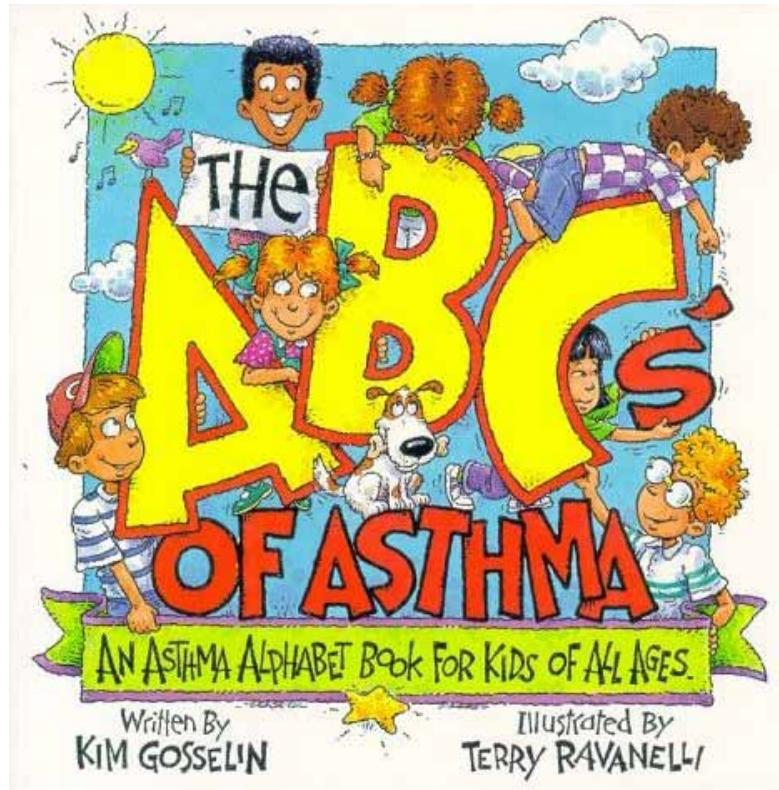
Material on diseases in schools

Table 1.4 Plant parts as food		
Food item with plant as the major source	Ingredients/source	Plant part which gives us the ingredient
1. Brinjal curry	Brinjal	Fruit
	Chilli as spice (any other)	Fruit
	Oil from groundnut, mustard, soybean, any other plant	Seed
2.		

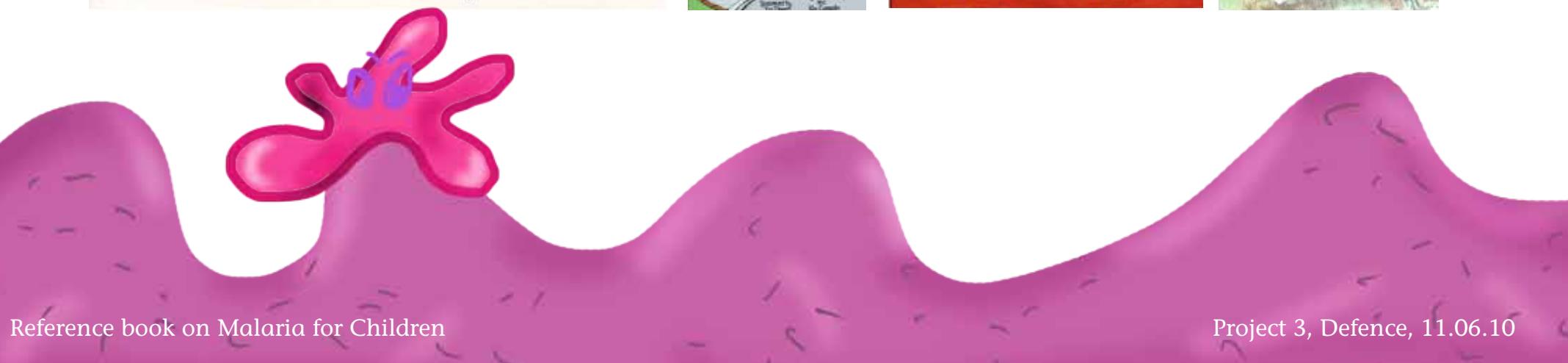
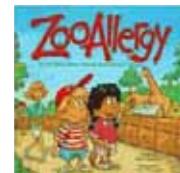
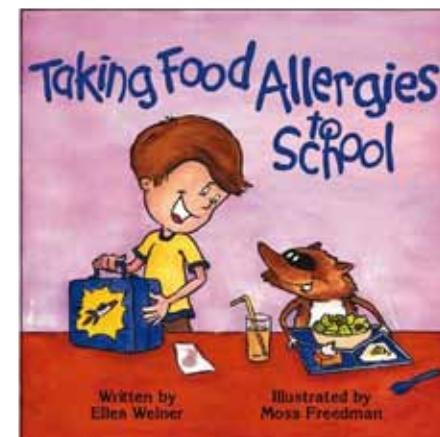


Reference book on Malaria for Children

Project 3, Defence, 11.06.10



Material on diseases in Book stores



Reference book on Malaria for Children

Project 3, Defence, 11.06.10

## Idea!

Popular misconception to not talk about a sickness or ailment to children assuming that they are hard concepts to understand and grasp.

Hence, A book on diseases for children.  
A comprehensive compilation using illustrations and a narrative to help children learn and discover.



## Plan of Action

To introduce a series of books for children, one book on each disease. Each book will follow a structure which will be common to all in the series.

Key words : Engaging, Informative, Factual, Fun, Colorful & Child Centric.



## Process

A list of 10 diseases was identified which was short listed. They were on the basis of what children at a certain have already experienced or have heard of. Also to cover the spectrum of communicable and non communicable diseases.

Fever

Common Cold

Malaria/ Dengue

Typhoid/ Jaundice

Polio

Anaemia

Chicken Pox

TB

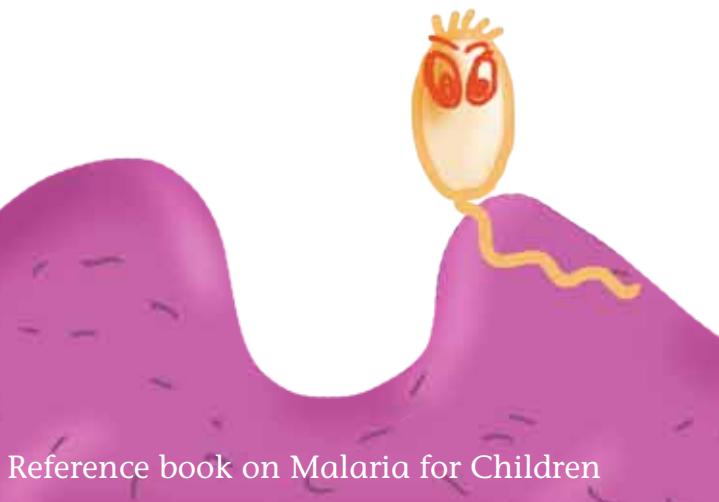
Cancer

Heart Attack

Diabetes

Swine Flu

From which one was selected to detail out the structure and analyse how the information would flow and book would take shape. Based on which the same model would be then applied to the rest of the diseases.



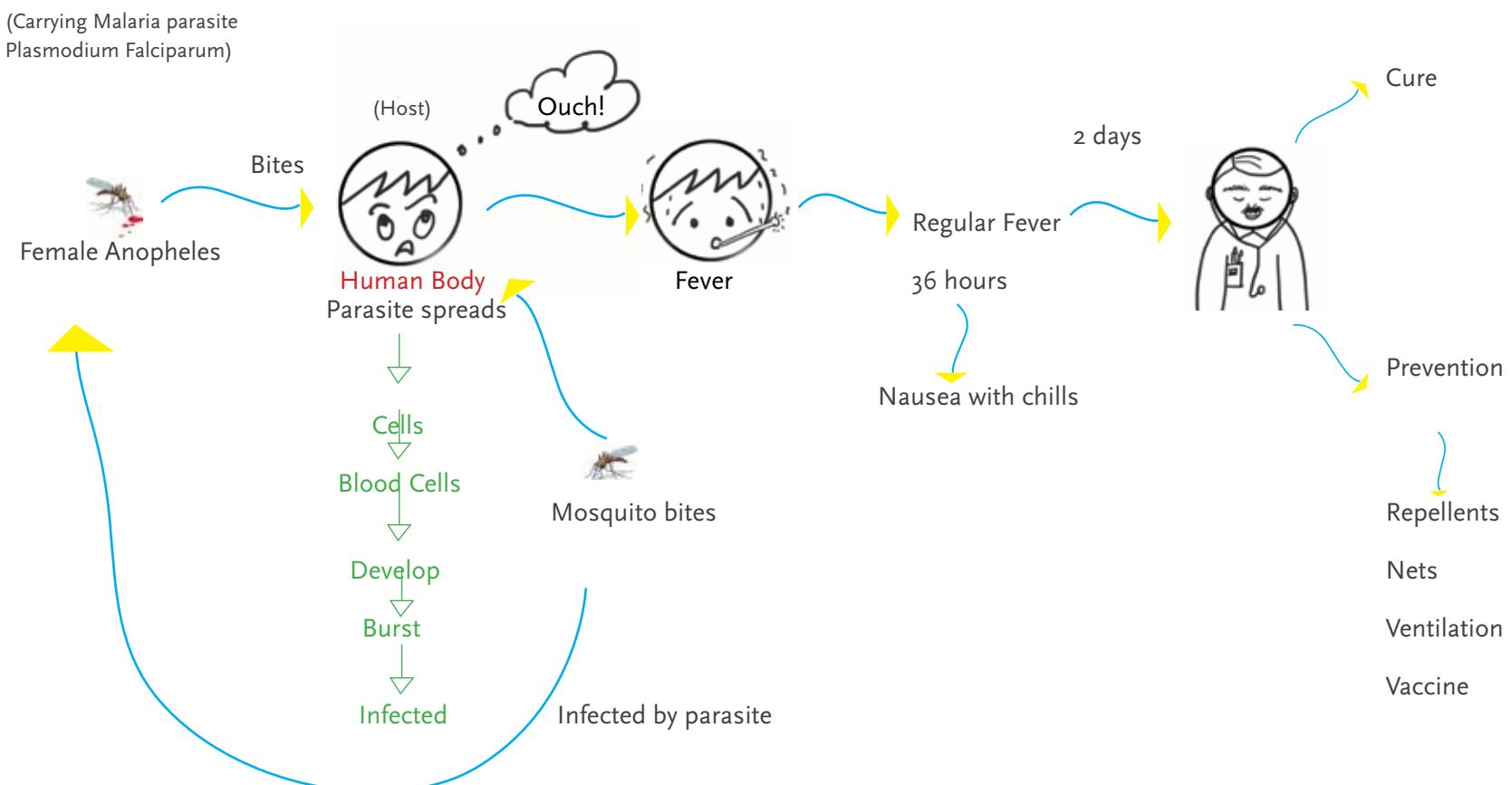
# Malaria

Taking Malaria as the example the content was detailed out. There are five important aspects that need to be covered while talking of any disease.

1. Agent
2. Host
3. Mode
4. Incubation Period
5. Environment

Based on this information any diseases can be easily identified. Prevention and Cure is also necessary in learning about each disease. Hence a short abstract about the disease was written to identify the above mentioned criteria.

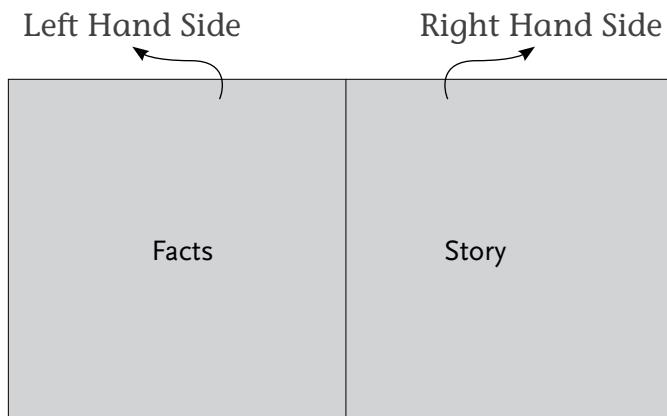




## Design Idea

A book which has a narrative which decides the flow of content. A combination of a story based on the disease and factual data which is represented alongside.

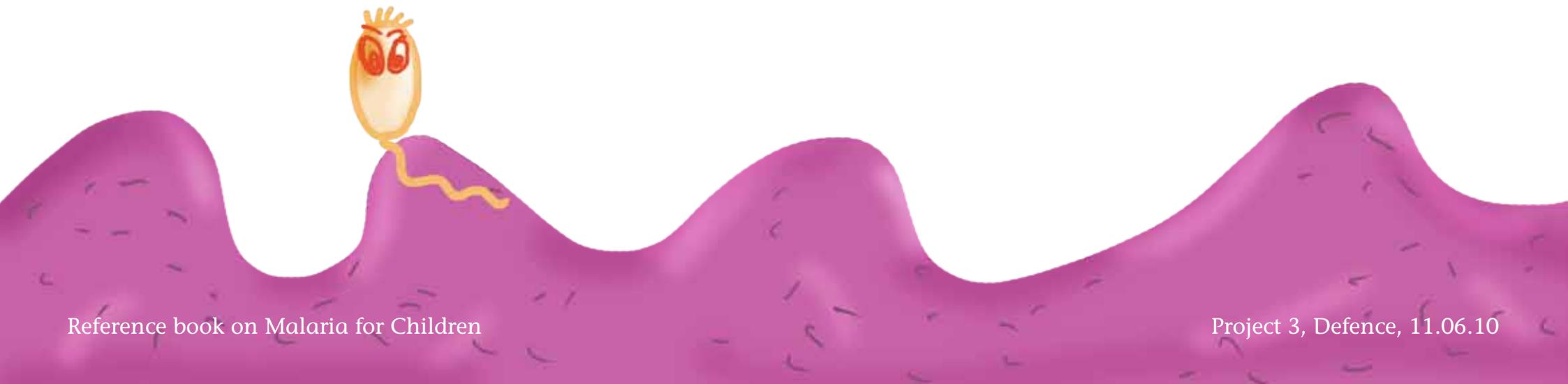
Disease causing agent plays the role of the lead character and takes a child through the entire process of a disease.



## Type of Book

The children's books category can be briefly divided into the following sub categories :

- Fairy Tales
- Picture Books
- Activity Books
- Work Books
- **Young Reference** ————— Book is a combination of story and facts
- Young Fiction
- Pre School & Toddler



# Story

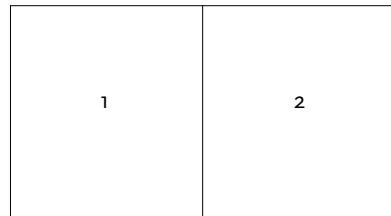
Sui, A young curious anopheles mosquito who begins to learn about being a mosquito, how to look for humans to bite? who are her natural enemies? How does she spread diseases? Why do only female mosquito's need blood to feed on?

The story addresses all dimensions to understanding the disease and the life cycle of a mosquito.

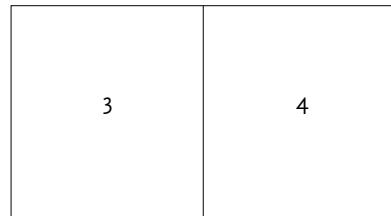
*Naming the Character*

*Mosquito's point of view*



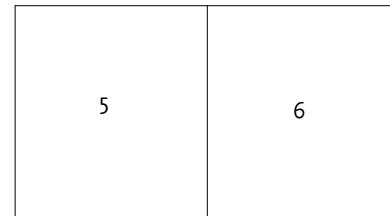


"Ahek" "Ahek" "  
Harummm"  
"Fly" "Fly"  
"We must evacuate  
Immediately"



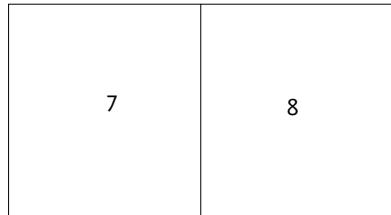
The wandering mosqui-  
toes, once again looking  
for a new home.....

What is a mosquito?  
Different from a fly?  
Origin. Evolution



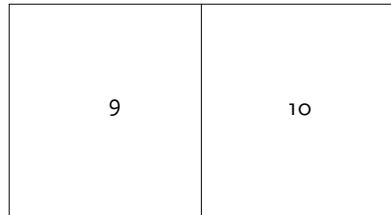
There search ended by a  
small muddy pond in a  
garden. It was damp and  
dark, just what they were  
looking for.....

Anopheles?  
Species  
Weather?  
Parts of the world.



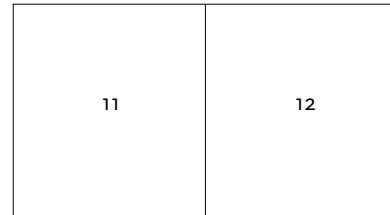
"I am starving" grum-  
bled one of the female  
mosquitoes. "Where do  
we go looking for food!"  
.....

Difference between male  
& Female?  
What do they feed on?  
Body Parts?



They then set out looking  
for the closest colony of  
humans.  
"Lets split up, you two  
head to left, you to the  
right and sui follow  
...me"....

Dusk and Dark they  
move out  
Lay eggs,  
How do they breed?



Sui and her partner  
landed on a dimly lit  
balcony packed with  
creepers and potted  
plants. " .....

Places where they are  
ideally found in a home  
environment



13	14
----	----

As soon as they were about to spring over they heard a rustling sound closing in on them from the back.....

Natural Predators of the mosquitoes, Dragon Fly. Guppy Fish. Flight of the mosquito. Speed at which they fly

15	16
----	----

Traumatized Sui leapt across the balcony and landed straight into what appeared as a closed dark room. me"....

Nature's balance continuation. Compound eyes

17	18
----	----

"Alright then this is how its done, look for exposed parts of the body. Don't go close to the face because they can see you..."

How do they bite?  
The saliva...

19	20
----	----

" Now off you go, while I look for some more people"  
Sui followed instructions carefully and finally was about to make the

Where do they mostly bite?  
Co2 released ares they are attracted to. to certain smells.

21	22
----	----

"Enough sui. He is about to wake up. Before he switches on the light lets go.".....

How does the bite look?  
Do they bite other organisms?

23	24
----	----

Sui soon learnt the tricks and could find multiple people to bite in one night.....

Nuisance? Why?  
Itch. Irritation

25	26
----	----

After a few weeks she went back to the same man she had first bitten. She at once recognized him.....

What is a disease?  
How do you know when someone is sick or has a disease?  
What do you do?

27	28
----	----

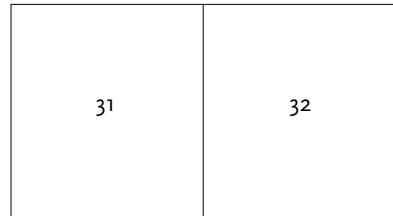
"The blood test results show he has Malaria" he said. "We need to treat him immediately with medicines....."

Doctor Hospitals  
Some diseases cannot be discovered hence blood test.

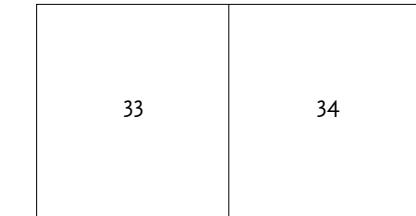
29	30
----	----

" What is Malaria?" she asked.....

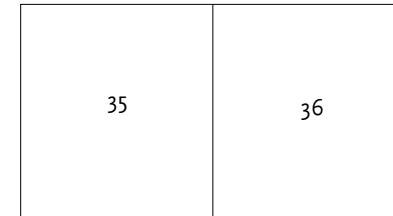
What is Malaria?  
Different from other diseases  
What is a virus?



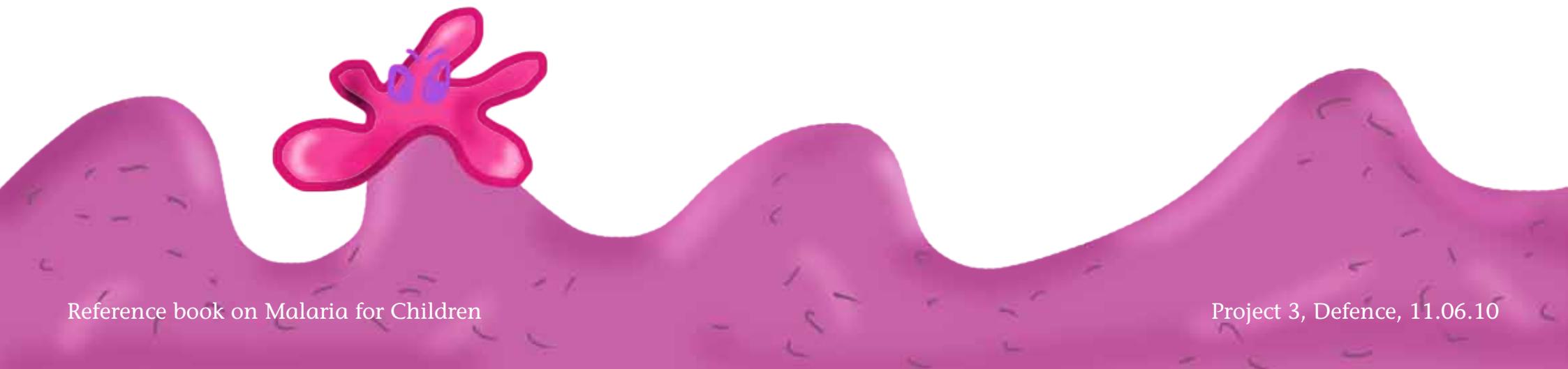
Sui learnt more from her group mates not just about herself but also about other mosquito families and their whereabouts. ....



The time came for the wandering mosquitoes to again look for a new home. Sui and her new family left the pond.....



Places affected around the world  
Cycle of malaria

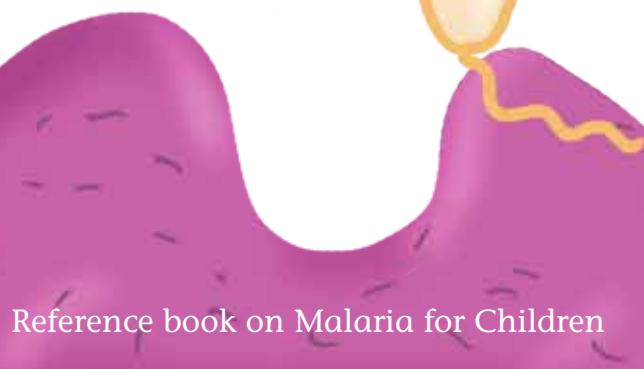
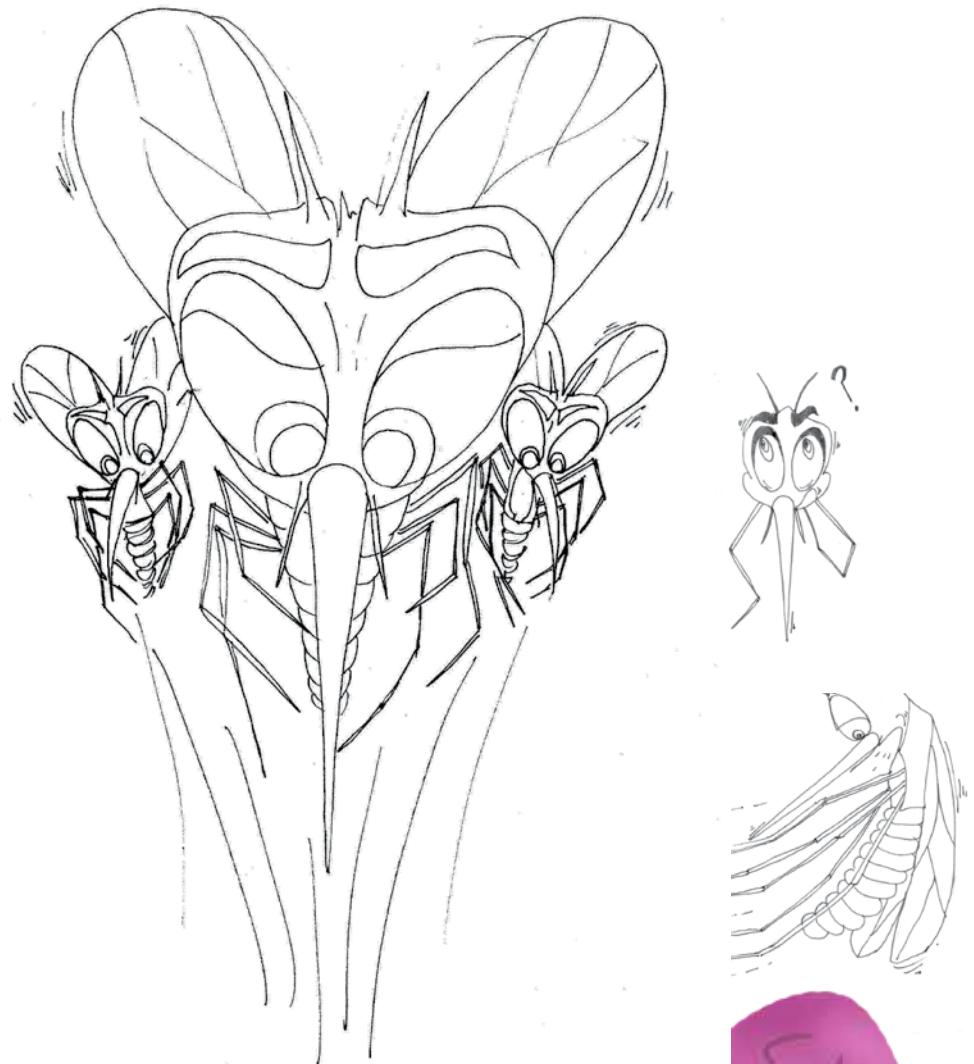


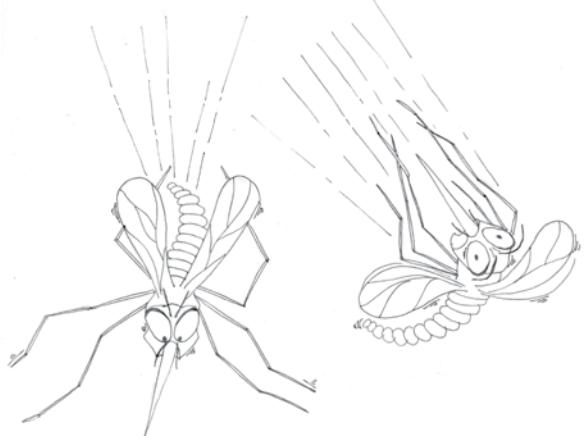
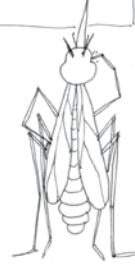
## Illustration style

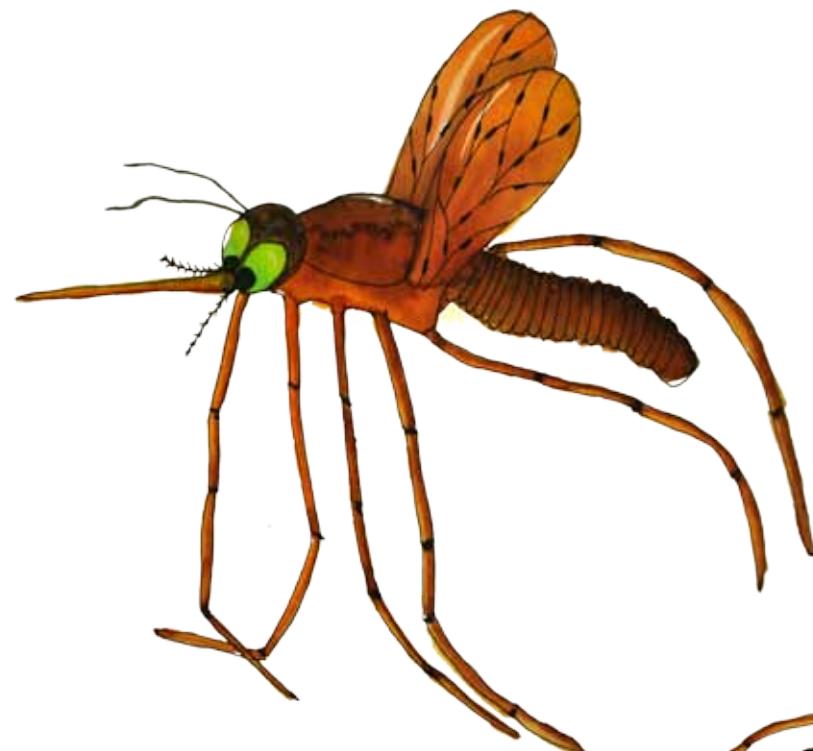
From the number of styles initial explorations were done in water colors & photo inks. The final art works were made on the computer.



Initial sketches

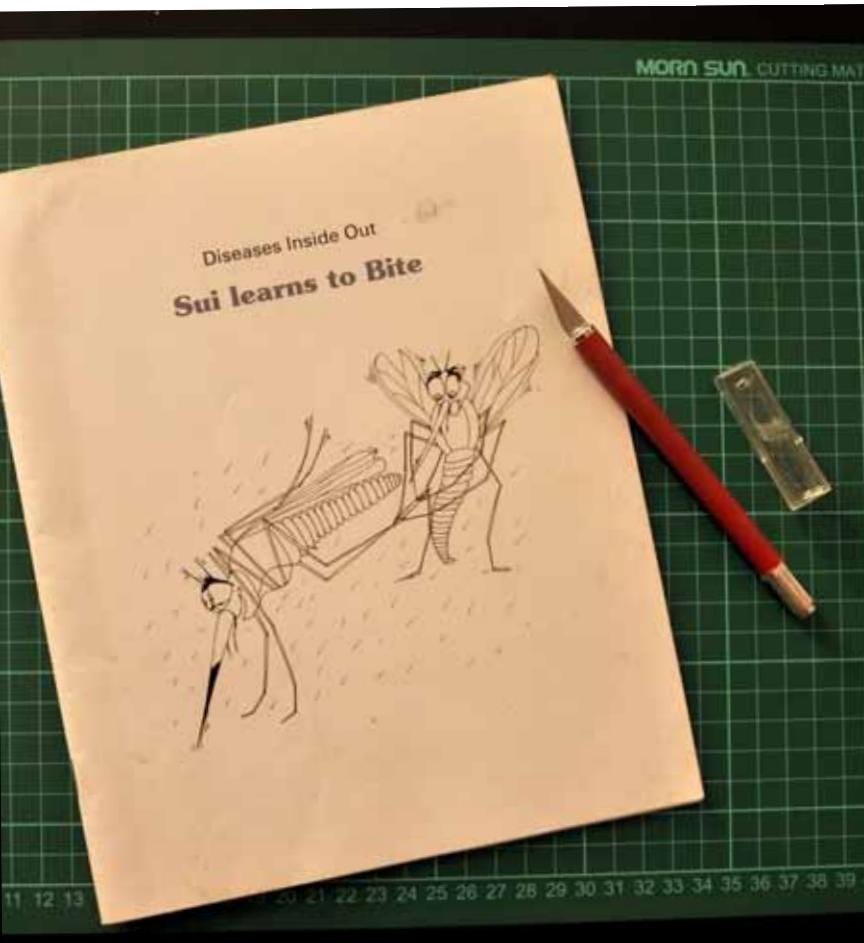












Book Size:

20.5 cm/ 25.5 cm

Font : Body Text

Stone serif informal

pt size 10.5

Body Text 2

Stone serif informal

pt size 10

Title Text

Stone Sans Bold

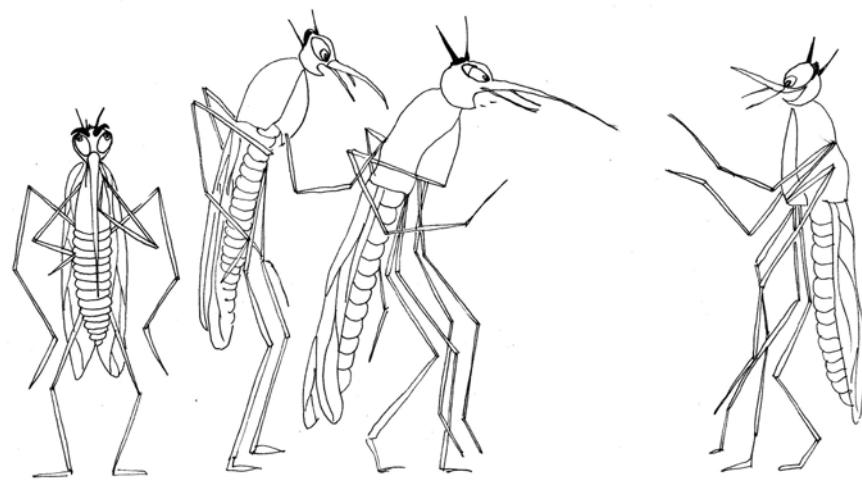
pt size 14

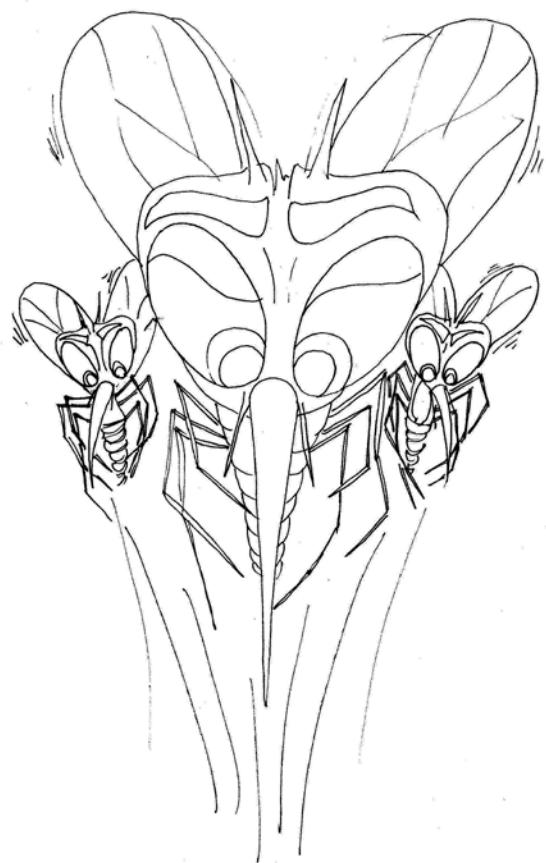
Title:

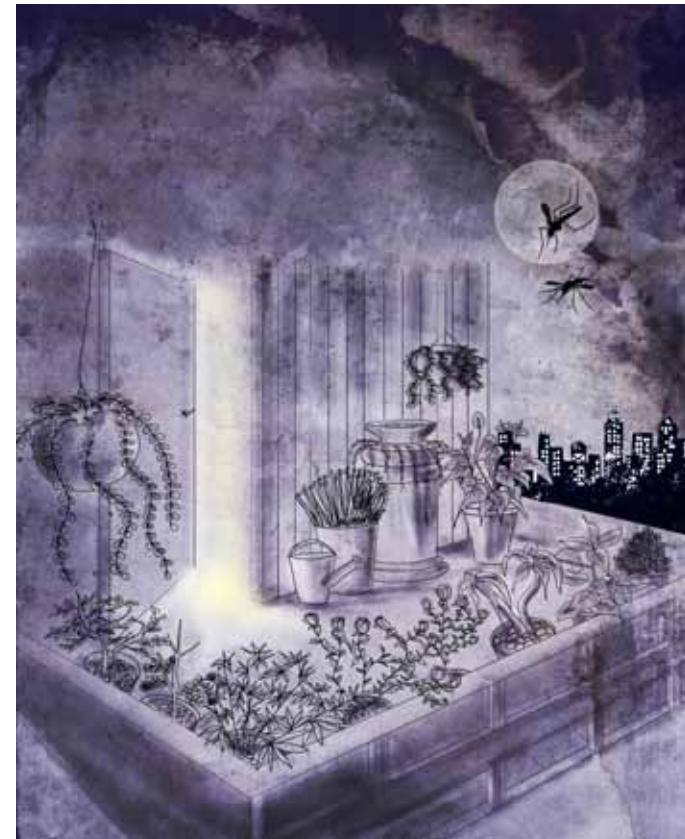
“Sui learns to bite, Diseases inside out”

Pages: 40

Category: Young Reference Book







As soon as they were about to spring over they heard a rustling sound coming in on them from the back.

**Gambusia Affinis** also known as the mosquito fish. According to many sources, a single mosquito fish can eat up to 50 mosquito larvae at the time. They can consume 5000 of oil in an eight hour period.

**Dragon Fly** is often referred to as "mosquito hawks" for their supposed ability to eat up to 1000 mosquitoes. Though they do consume their fair share of mosquitoes, they are not the most natural predators of mosquitoes. In reality, their impact on mosquito populations is negligible.

**The Bat** is another natural predator of the mosquito. They are also a voracious mosquito eater. In reality, bats have a varied diet and most of the time they are opportunistic feeders.

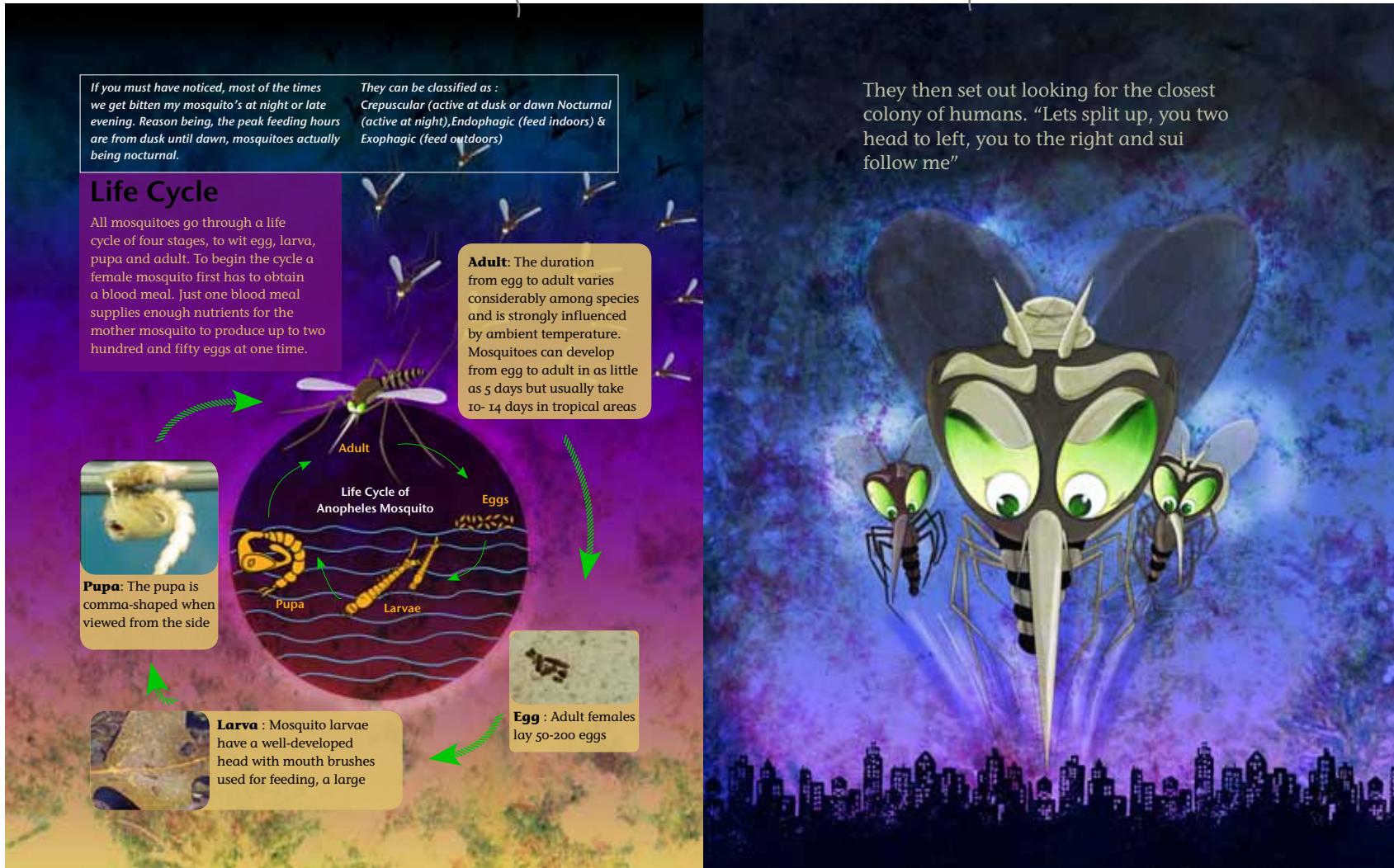
**Frogs, Toads and their young (called tadpoles)** are often touted as excellent for mosquito control. In reality, while they do consume mosquitoes, in large numbers, it is not enough to seriously put a dent in the mosquito population. Then, frogs and toads do consume mosquitoes.

Left hand side

Facts

Right hand side,

Story



Thank you!













