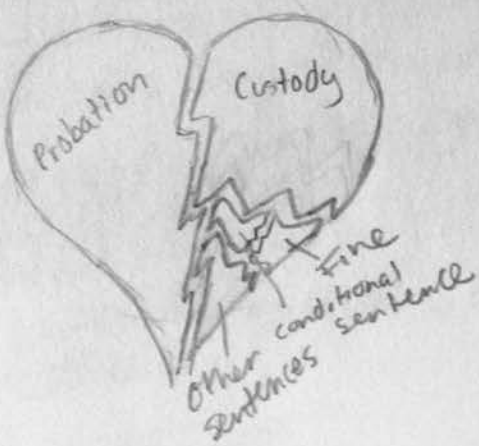
Process work for:

Domestic Violence:
It's *not* just a private issue

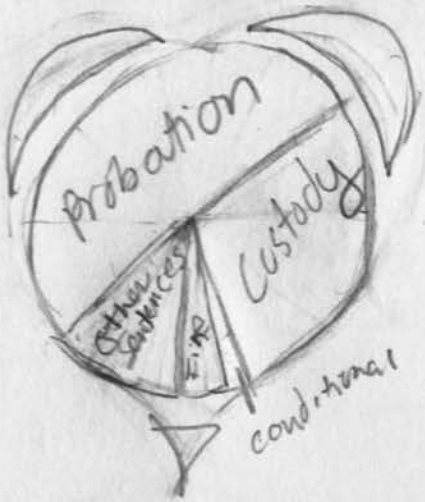
YSDN 3008 Information Design 2
Information Design for Advocacy
Phase 2: Pamphlet Design

Student: Amanda Theyers
Professor: Gary Leroux
November 10th 2015

Intimate Partner Violence cases

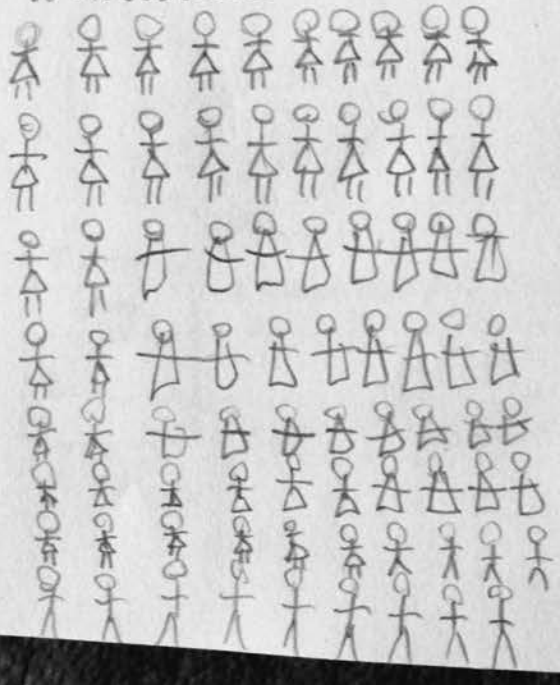


Non-Intimate partner violence cases

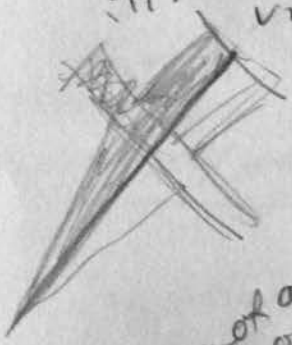


... a woman in Canada is killed by her intimate partner.

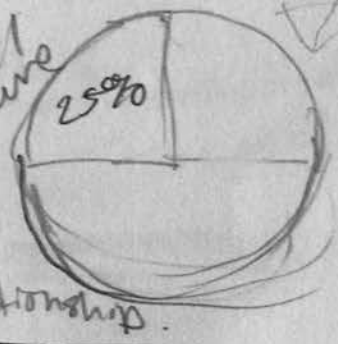
In 2011, 76 out of 89 police reported spousal homicides were women



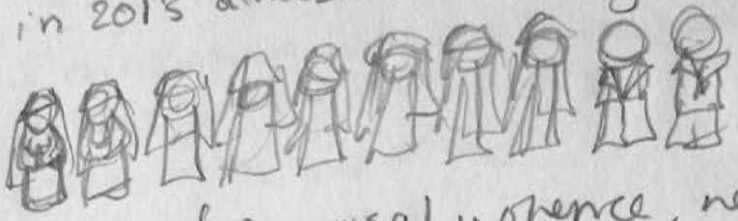
49% of all female murder victims in Canada are killed by a former/current intimate spouse partner



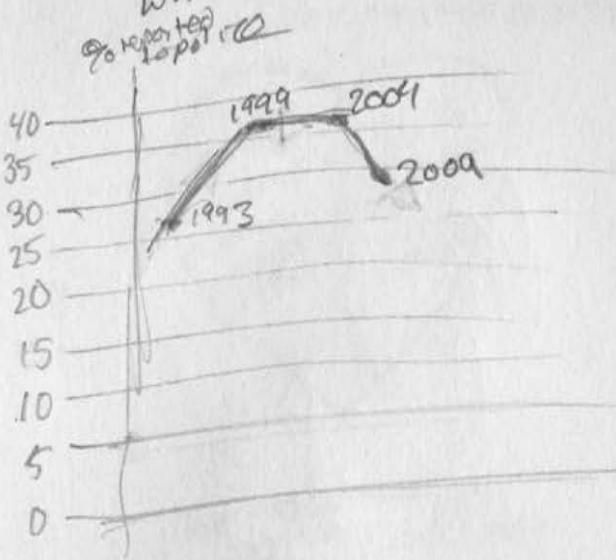
25% of all women who are murdered by their spouse, ex-type relationship.

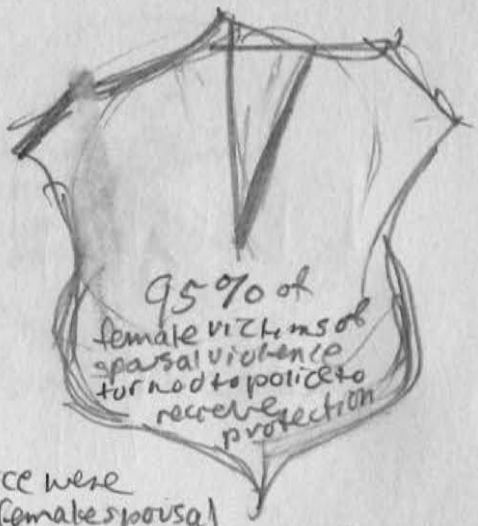


in 2013 almost 7 in 10 family violence victims were female

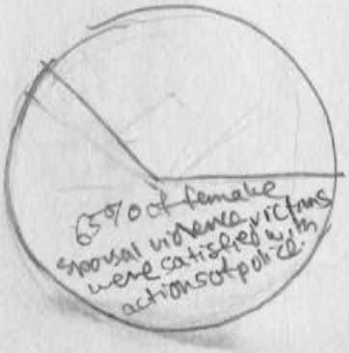


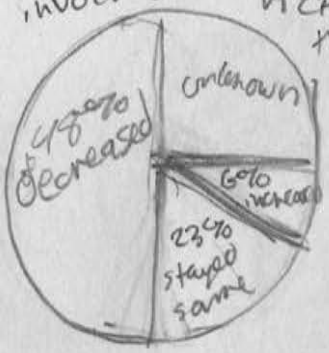
while for spousal violence, nearly 8 in 10 were female



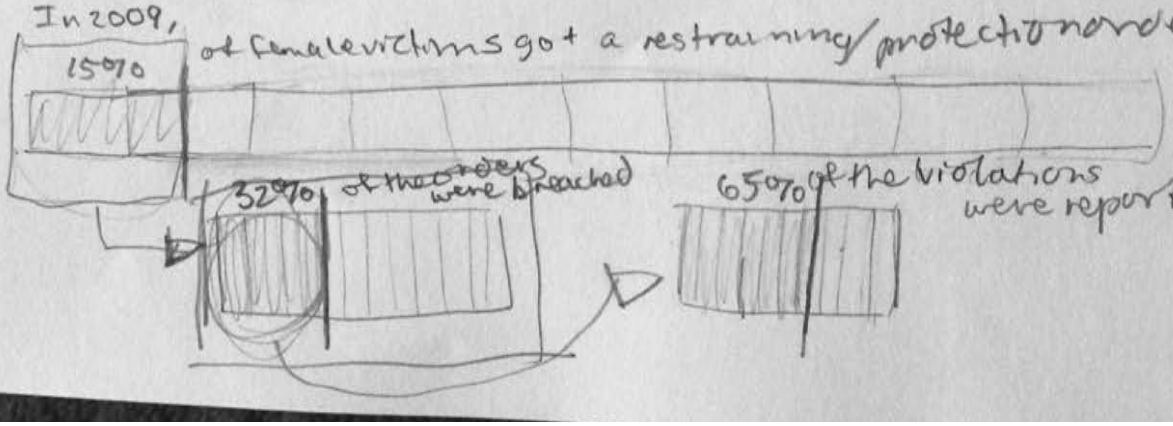


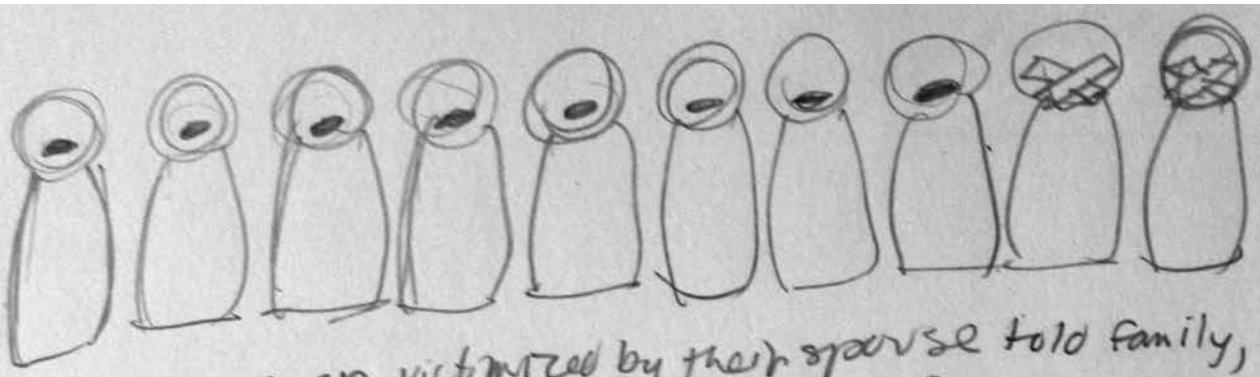
after police were involved. female spousal victims indicated that the incidents of spousal violence:





In 2009,

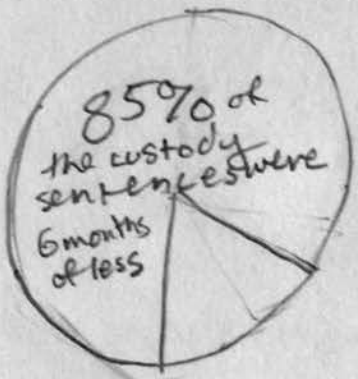




8 in 10 women victimized by their sparse told family, friends or another source of informal support about the incident.

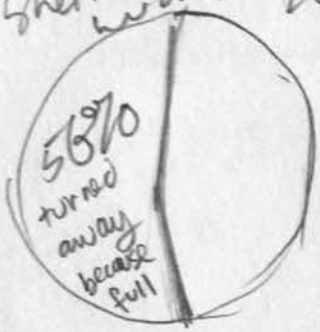
Among IPV completed in adult criminal courts...

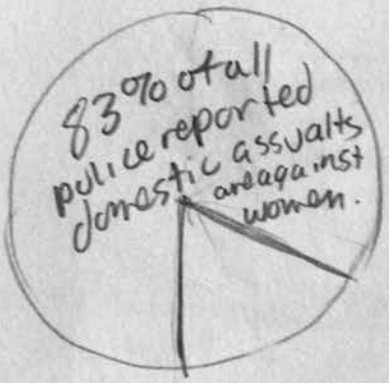
custody sentences in IPV cases,

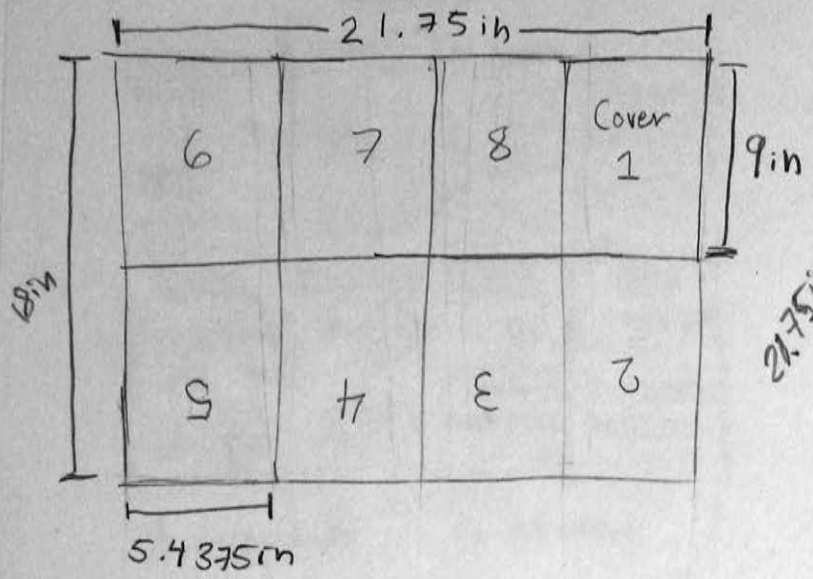


for IPV cases.

shelter turned away women & children in 2014

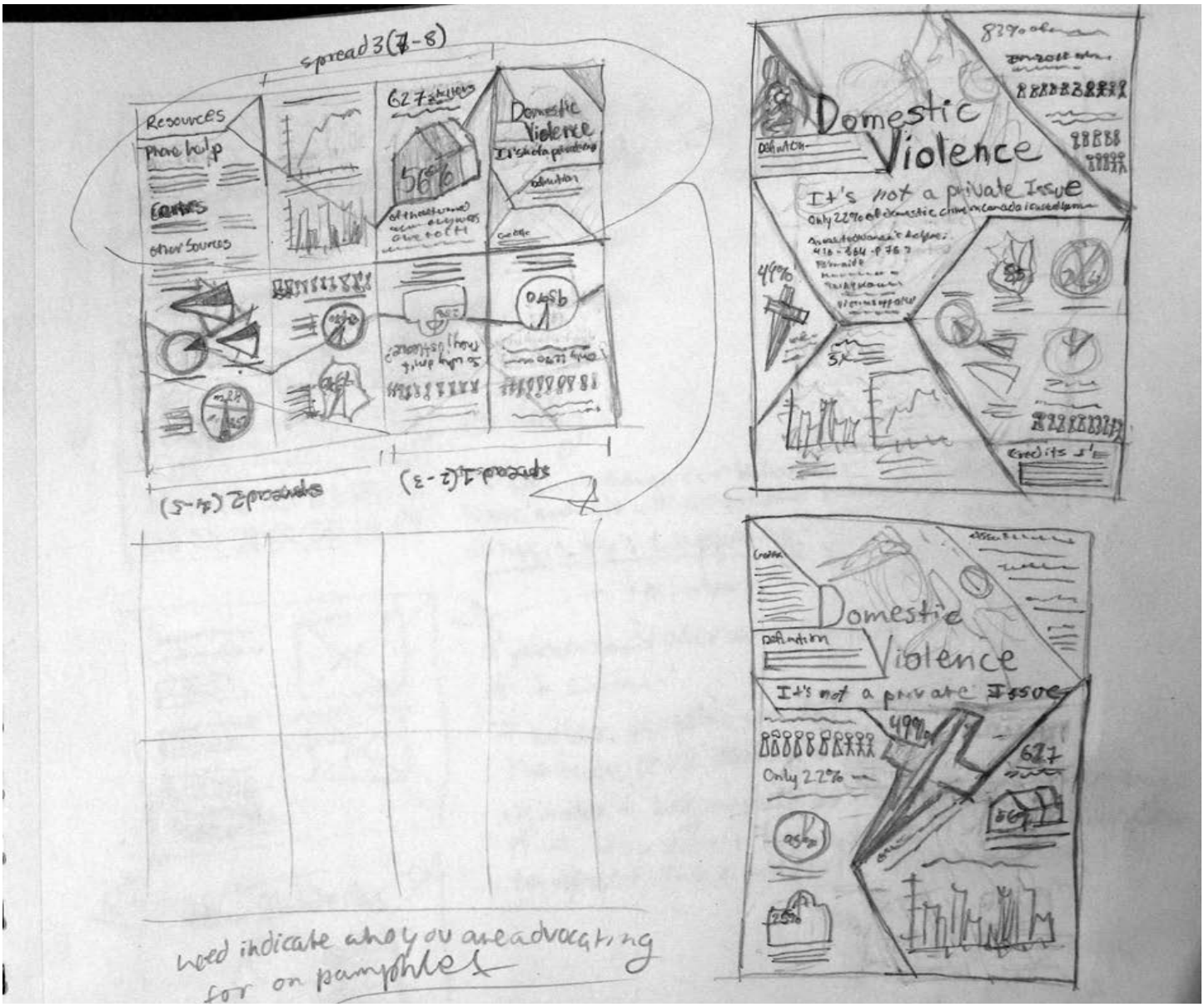






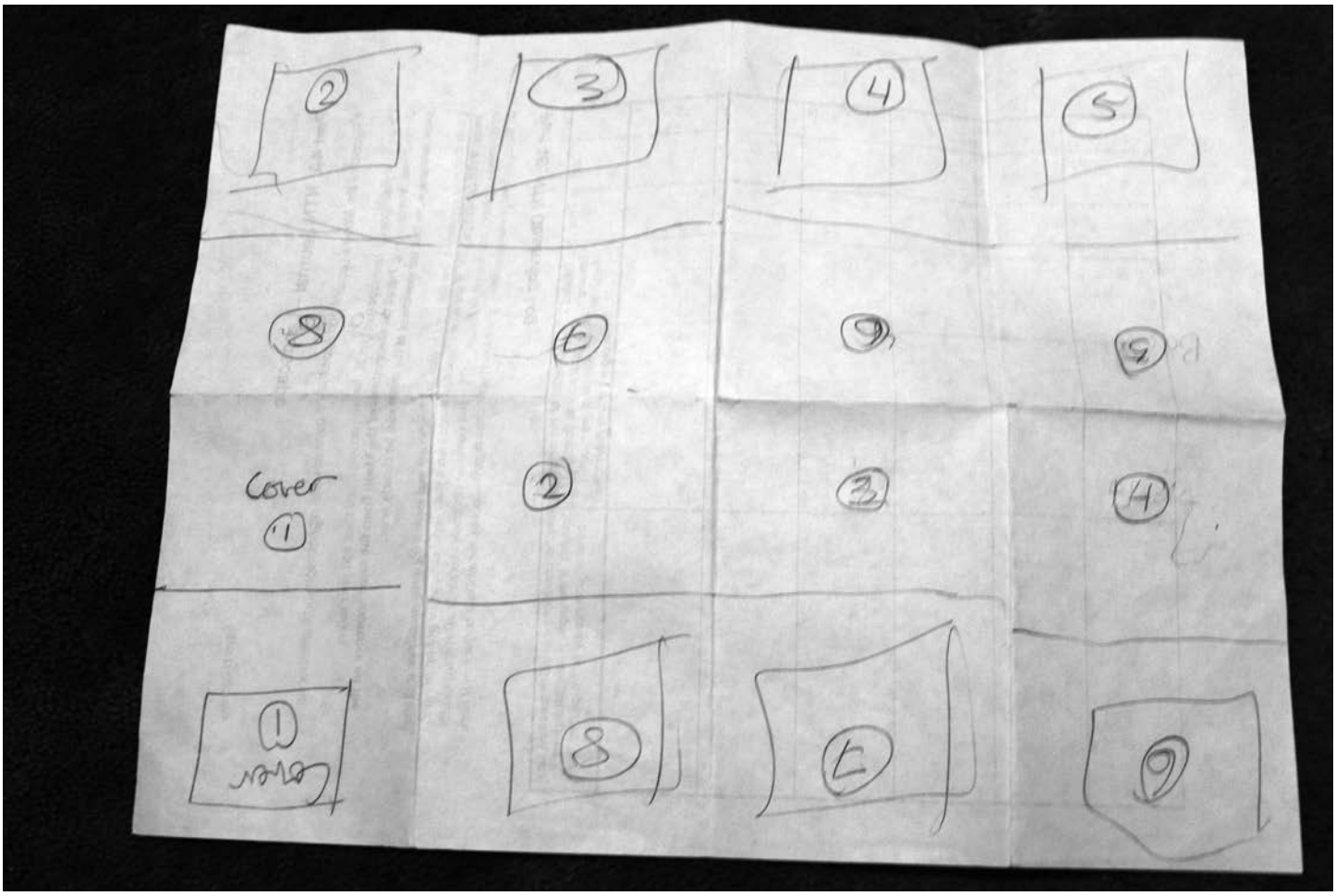
Typefaces: Grill sans, Myriad Pro
serif: Garamond, Hoefler Text, Kaiti,
Colours: Red + Black + grey
purple + pink + black

Final Sketches



These sketches were the ones I based my final design on. After working with my prototype, I realized I drew some of the panels in the wrong spot and adjusted it accordingly.

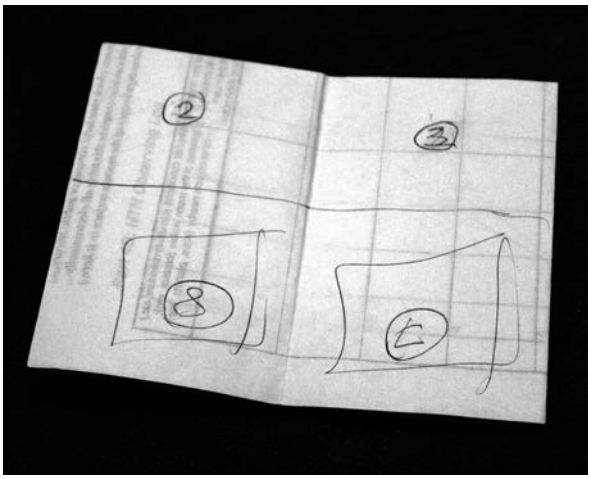
First Prototype



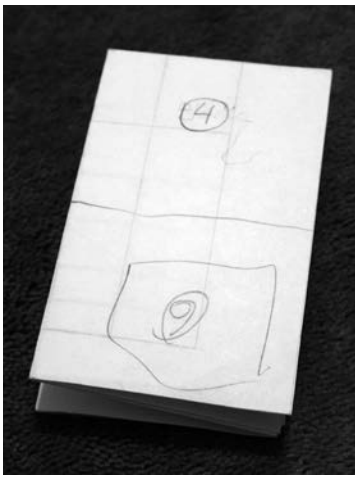
My first prototype solely focused on how the panels were going to fold and which panels would be visible in relation to another. This prototype gives two different options to flip through, both depending on an accordion type fold.

First Prototype

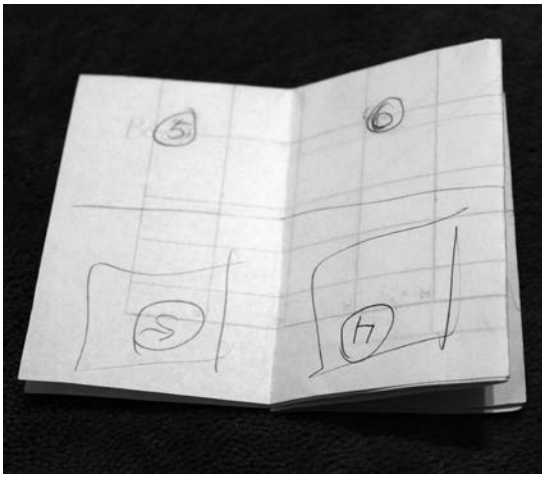
First option when flipping through started on the cover/1st page....



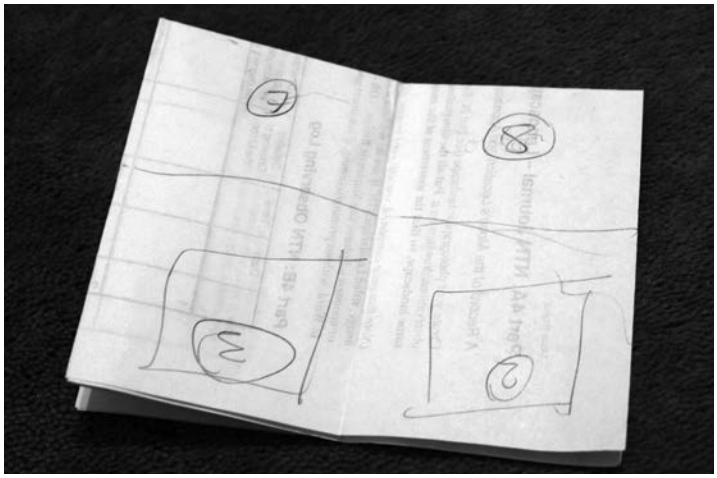
...when folded open, it would reveal panel 2 and 3 as a spread.



Flipping to the next page would land the user on the back page.

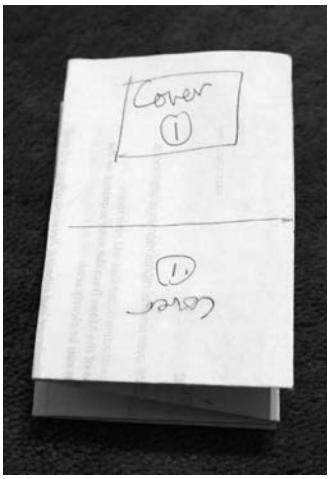


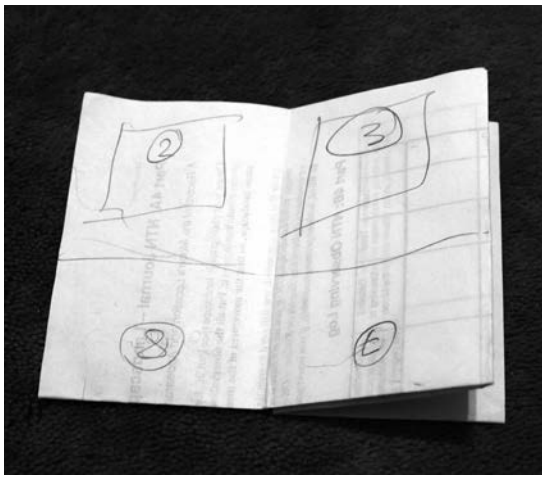
From there, the user could flip through the other four pages at the back. 5 and 6 would make a spread, and 7 and 8 would make a spread. But unfolding it out more, it was possible to have 5, 6, 7, 8 as one large spread.

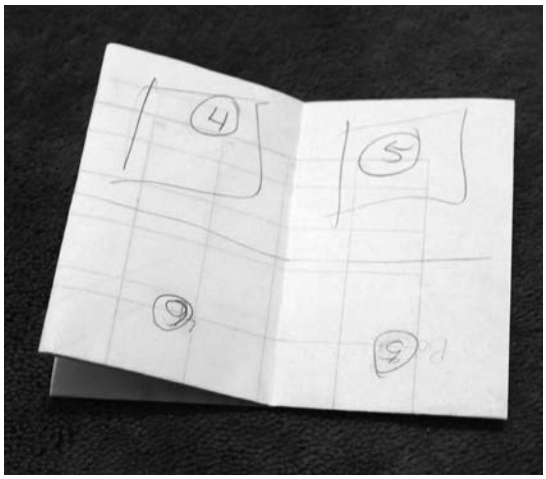


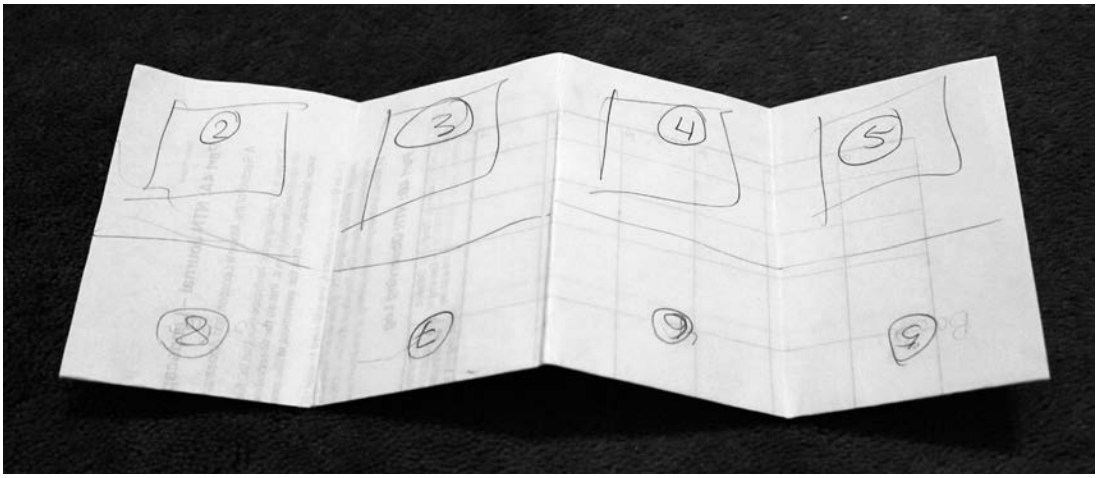
I had two forms of content - one that talks about the violence and direct consequences of domestic violence, the other more of the aftermath. The former would require more panels and in the narrative I was creating, would be better to have happen first. So I did not go with this option.

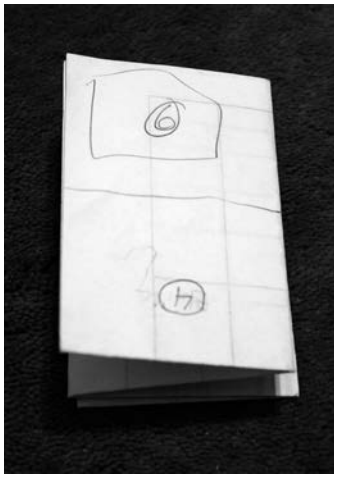
First Prototype

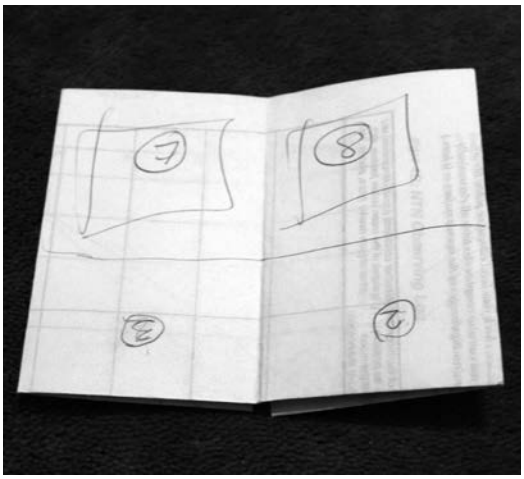






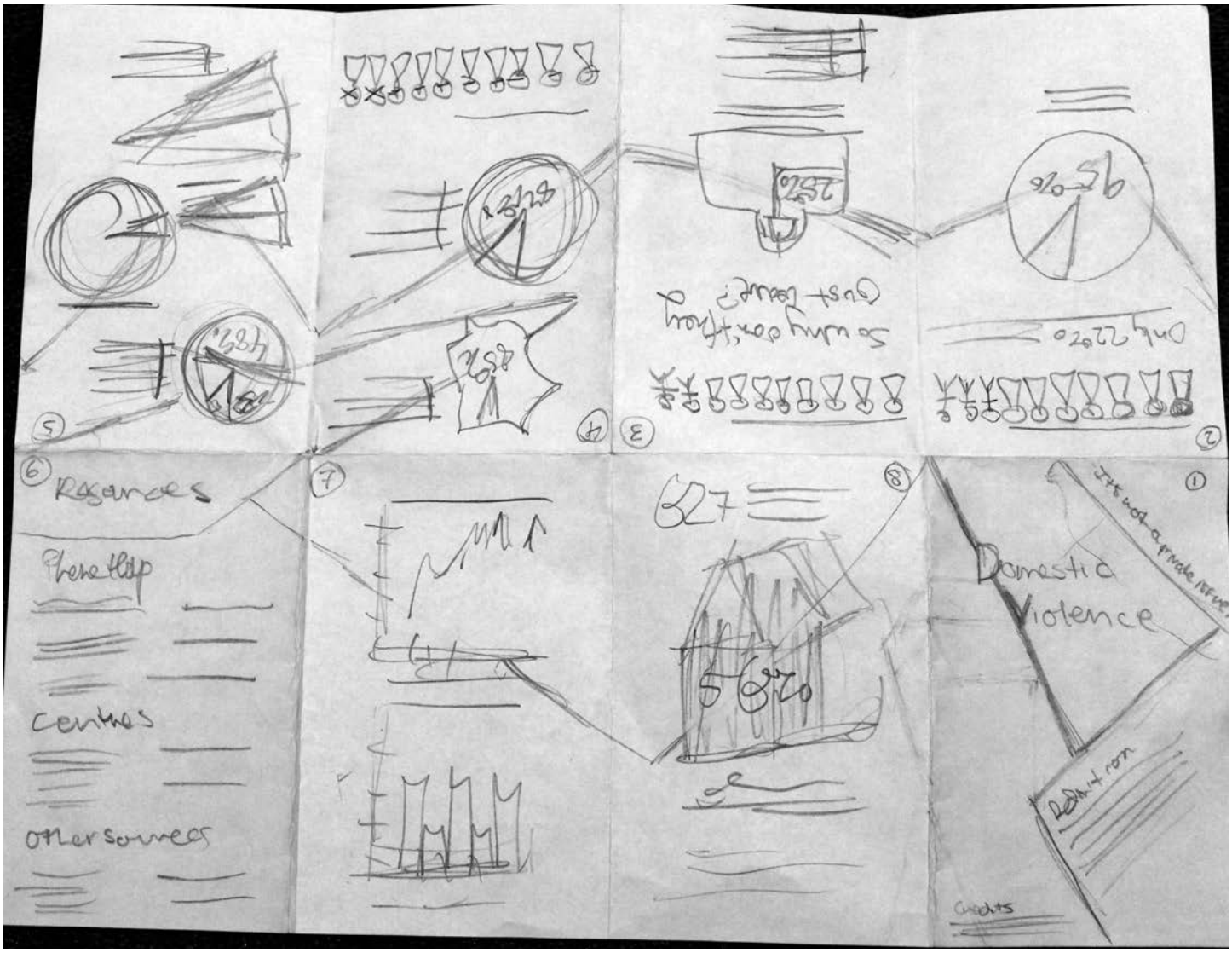






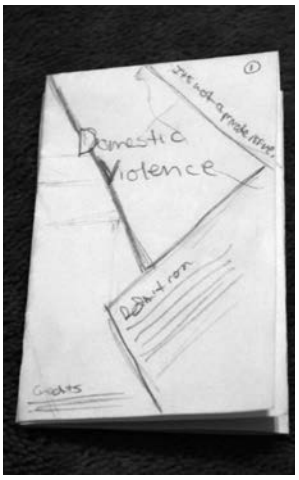
The second option had the four panel spread happen before the two panel spread, so it fit my narrative better. The resources would be provided on the back panel/cover as it would be a convenient spot to flip to as you just have to flip the pamphlet on its back to access. I ended up going with this option.

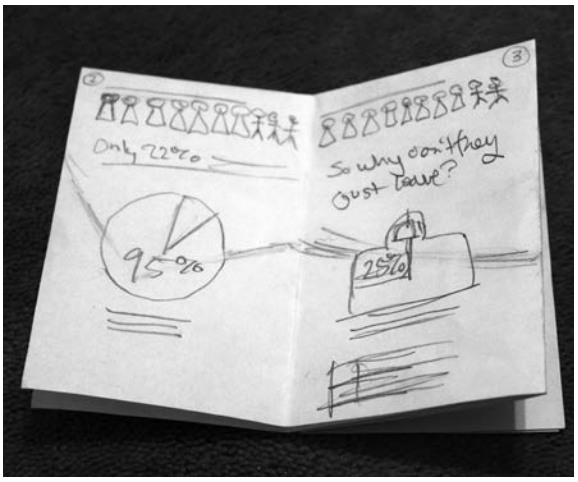
Second Prototype

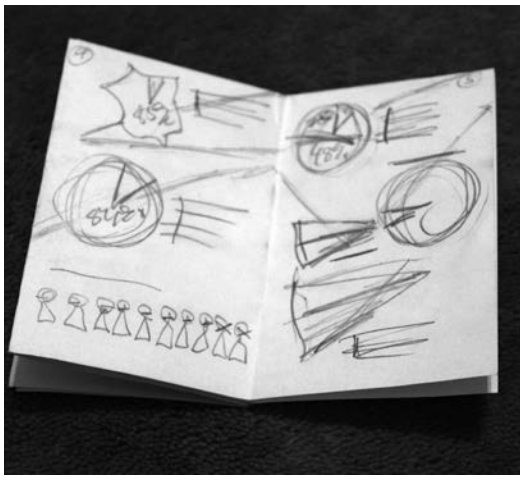


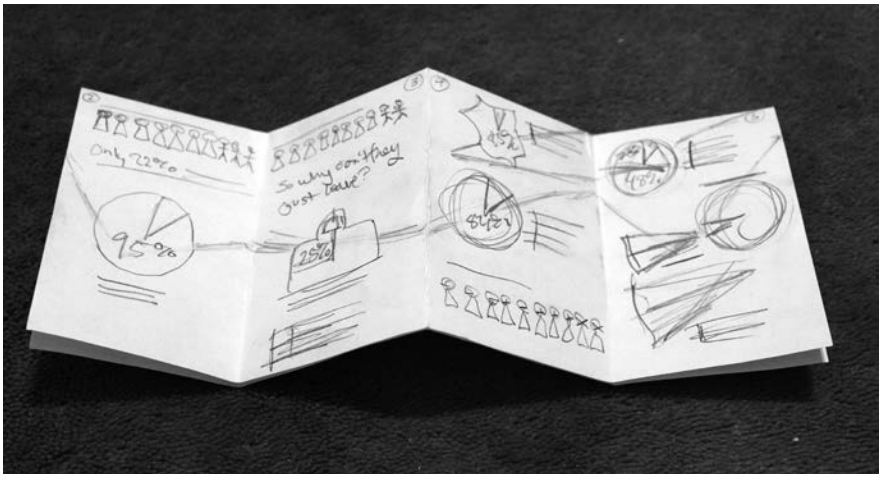
After I had decided what way the pamphlet would fold and how the user would flip through it, I roughly sketched out on the prototype indicating where all the information would go and roughly where the guiding polygons in the back would be.

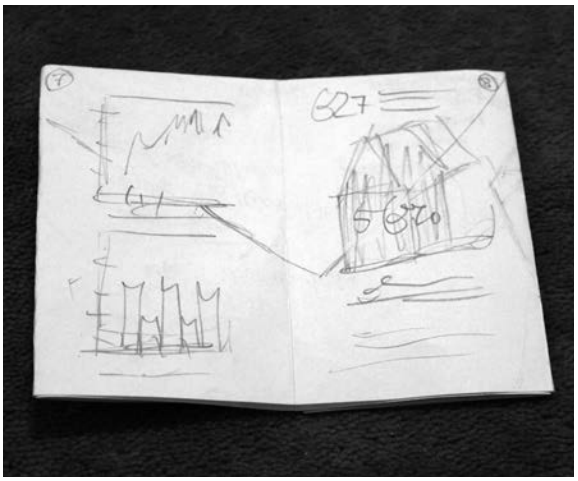
Second Prototype

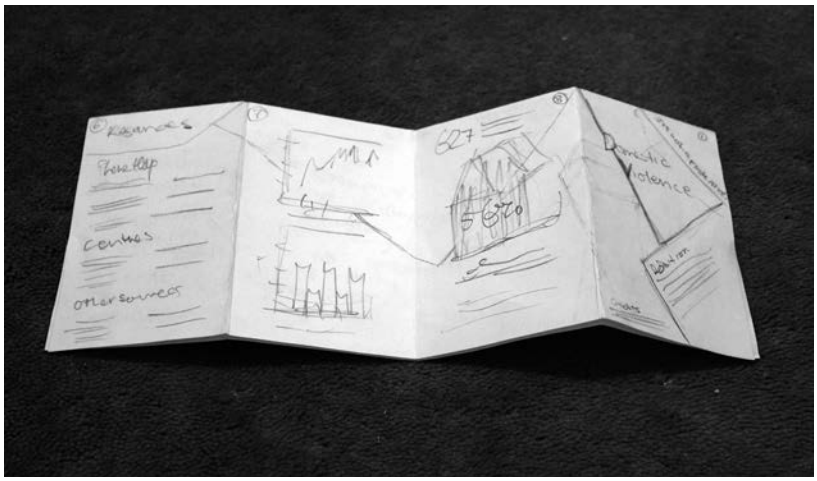




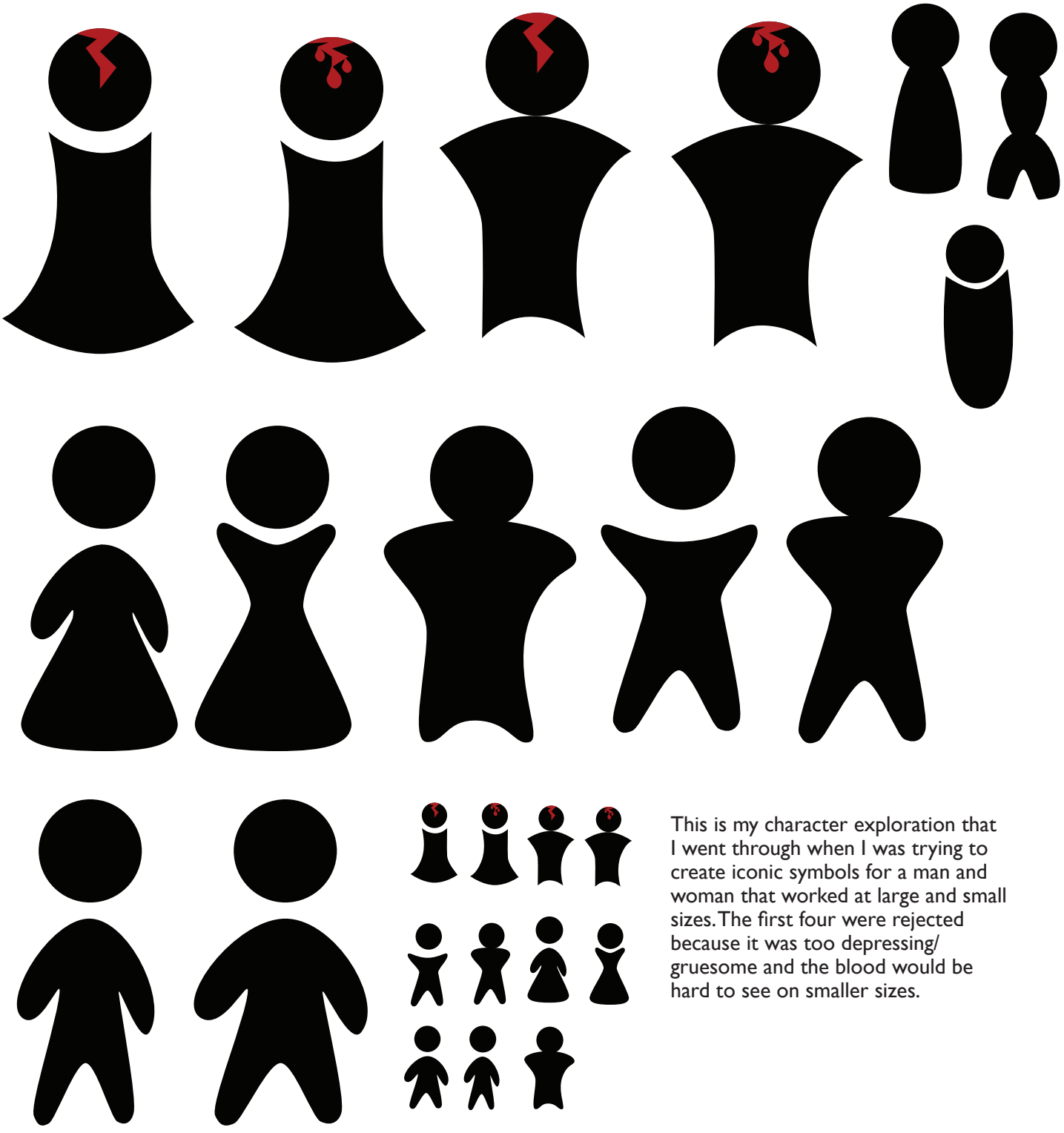








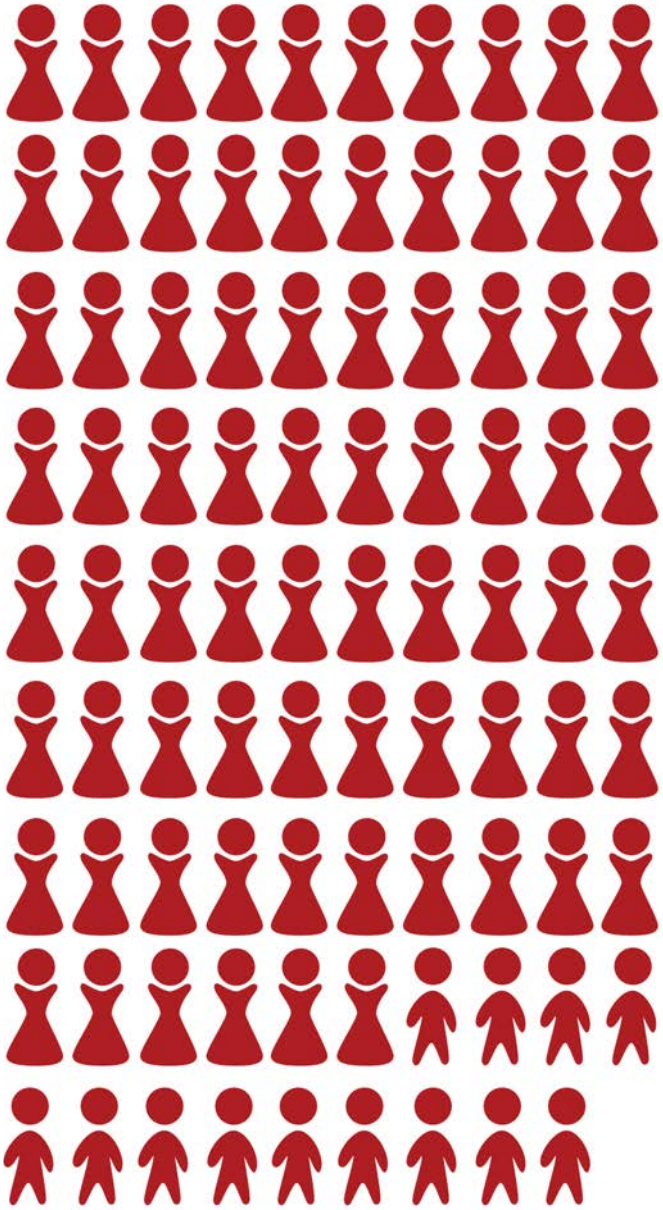
On-Screen Progress



This is my character exploration that I went through when I was trying to create iconic symbols for a man and woman that worked at large and small sizes. The first four were rejected because it was too depressing/ gruesome and the blood would be hard to see on smaller sizes.

On-Screen Progress

"In 2011, 76 out of 89 police reported spousal homicides were women."



Some of the infographics that I created for my presentation I reused in the pamphlet, others I rejected either because it was too similar to other ones I already had, or because the facts were not as relevant.

For Intimate Partner Violence cases that were completed in adult criminal courts....

For Intimate Partner Violence cases that were completed in adult criminal courts....

For Intimate Partner Violence cases that were completed in adult criminal courts....

On-Screen Progress

"In 2013, almost 8 in 10 spousal violence victims were female."

"In 2013, almost 7 in 10 family violence victims were female."

"In 2013, almost 8 in 10 spousal violence victims were female."

"In 2013, almost 7 in 10 family violence victims were female."

"In 2013, almost 8 in 10 spousal violence victims were female."

"8 in 10 women victimized by their spouse told family, friends or another source of informal support."

Various colour palettes were tried. Given that it was a serious and violent topic though, I ended up going with a more serious, aggressive colour palette of black, white, grey and red. I decided to portray the feminine aspect more in the type than the colours.

On-Screen Progress

...a woman in Canada is **murdered** by her intimate partner.

of all female victims of spousal murder, were killed after they left the relationship.

of all female murder victims in Canada are killed by a former/ current intimate partner.

On-Screen Progress

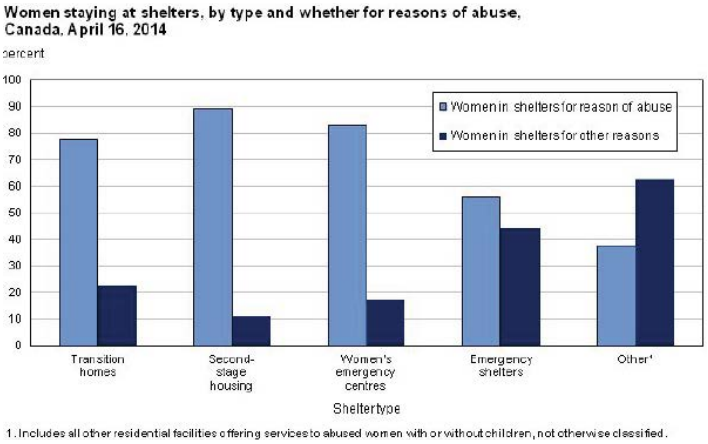
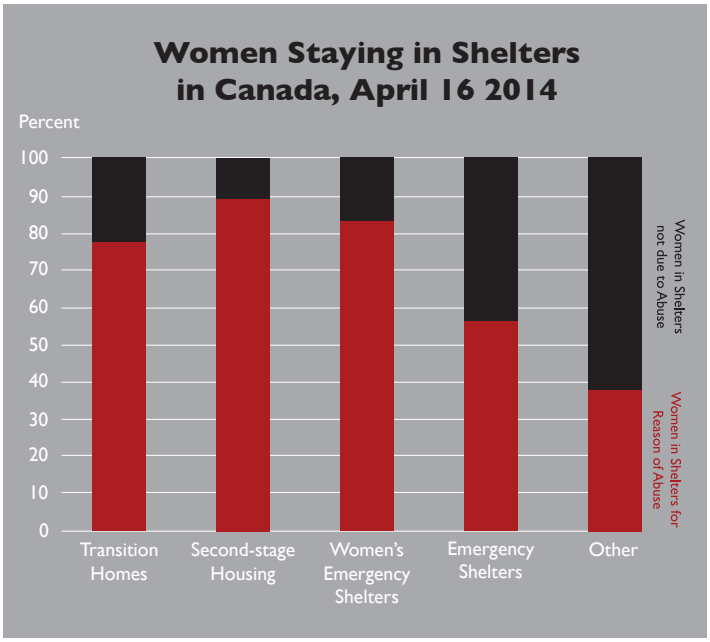


Fig. 1. From: http://www.statcan.gc.ca/pub/85-002-x/2015001/article/14207-eng.htm.

This infographic was based off the above original because of the important information it contained. I changed the bar graph to a stacked bar graph as it would emphasize that it was information out of a whole, and it was still easy to compare the values via height (bottom to top for red, top to bottom for black).



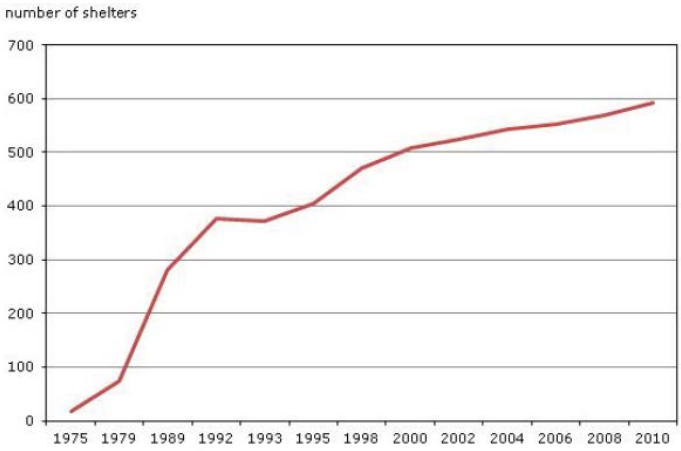
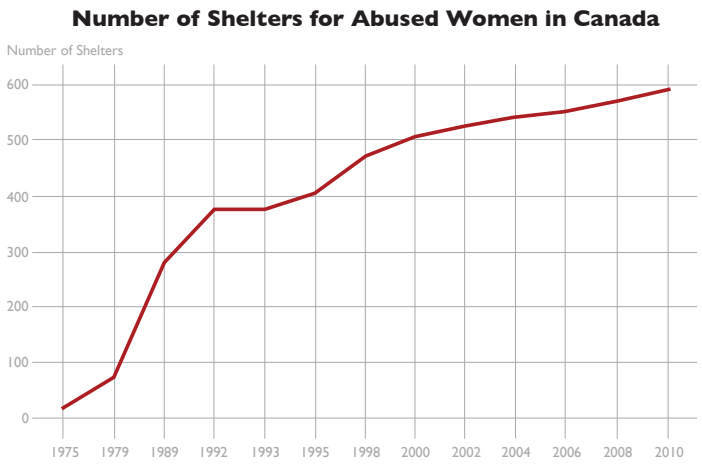


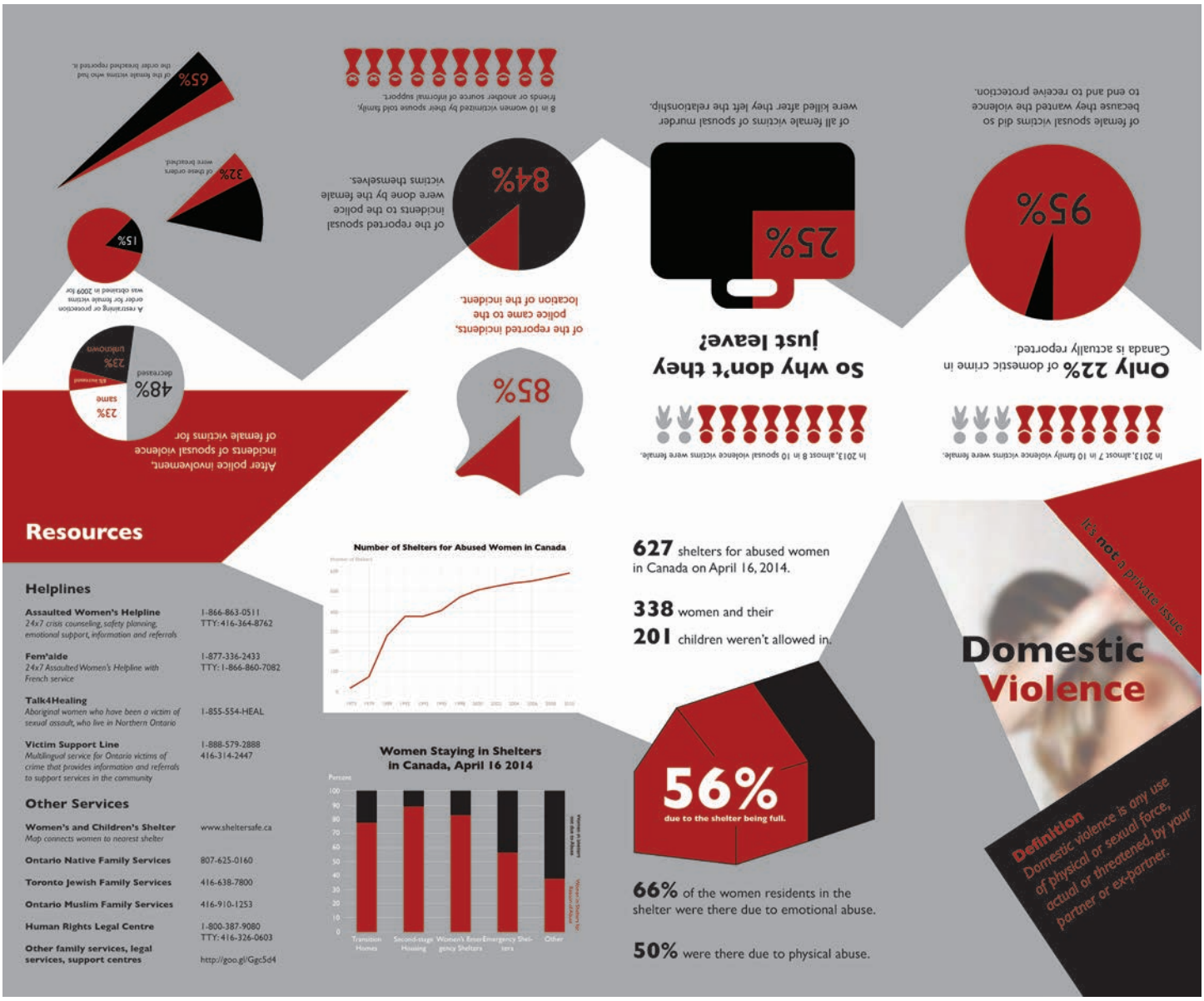
Fig. 2. From: http://www.statcan.gc.ca/pub/85-002-x/2013001/article/11766/11766-4-eng.htm.

This infographic was based off the above original because of the important information it contained. The information was suited to be shown in a line graph as it was showing change over time. However I made a few changes to the style of the graph to improve the readability and understanding of the information it held.



I used a lighter colour for the numbers and guides so it would not be so distracting, but then added more guides to make it easier to locate the associated number of shelters to each year. I drew the lines directly from each year as supposed to a range around it to help make this process easier.

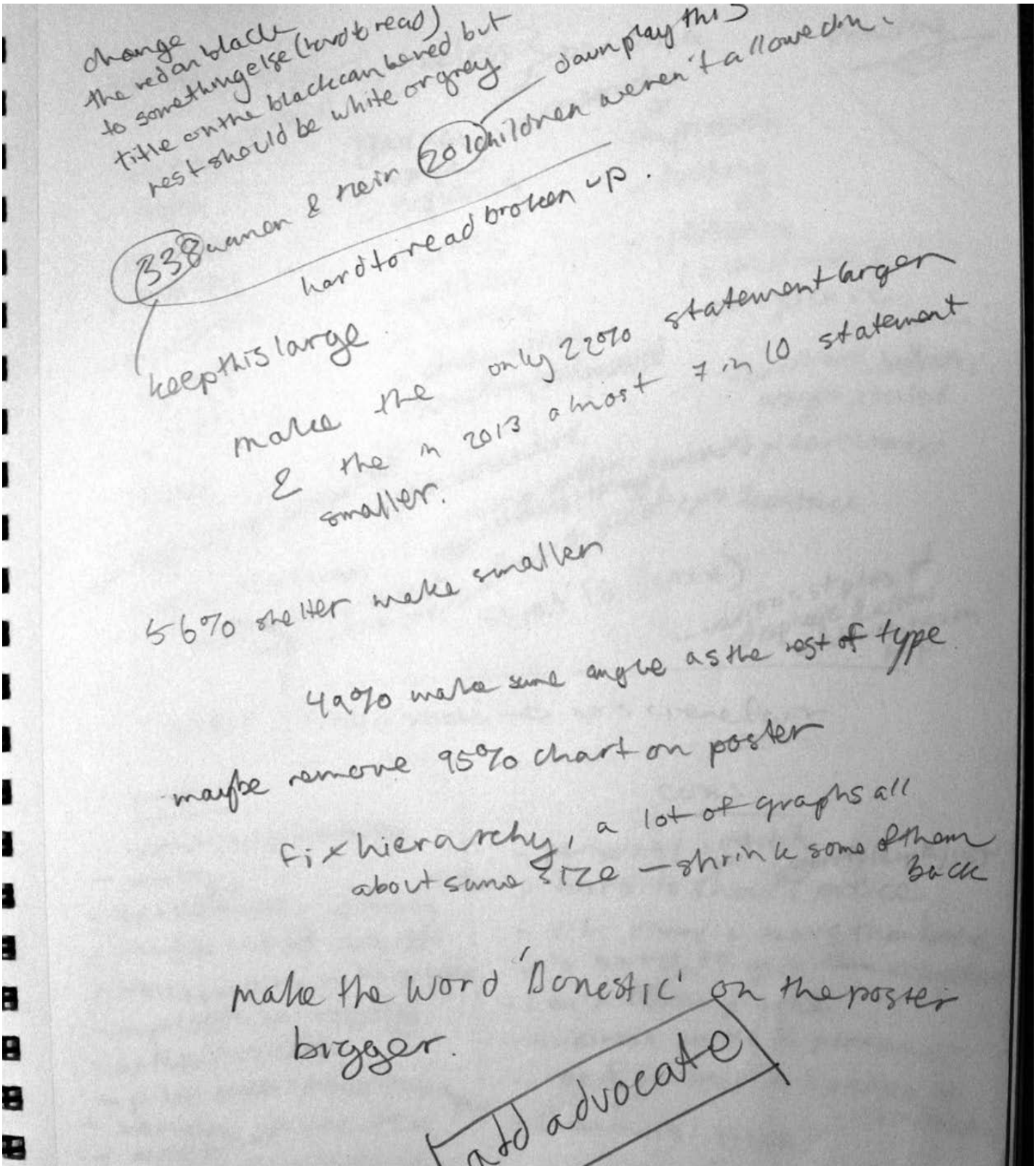
On-Screen Progress Pamphlet



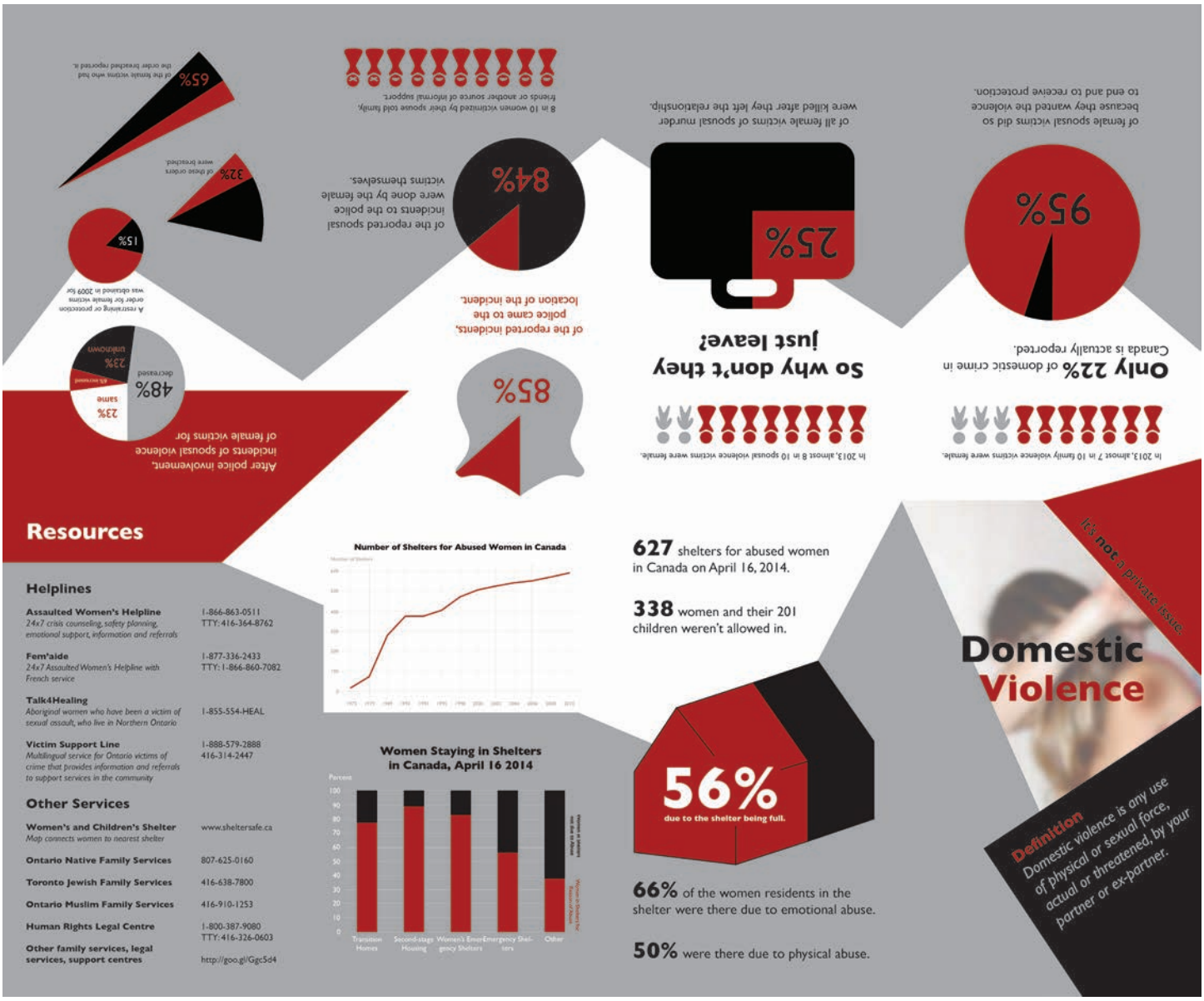
After I completed my prototype, I roughly laid out the polygons. I created all the infographics in illustrator and laid them out on the pamphlet in InDesign. A few were from my presentation in phase 1, but with a subtle change in typography to keep the type usage consistent (I changed the typeface from Myriad Pro to Gill Sans).

On-Screen Progress Poster

Notes


change the red an black to something else (hard to read) title on the black can be red but rest should be white or gray
338 women & men 20 children weren't allowed in.
hard to read broken up.
keep this large
make the only 22% statement larger & the in 2013 almost 7 in 10 statement smaller.
56% shelter make smaller
49% make same angle as the rest of type
maybe remove 95% chart on poster
fix hierarchy, a lot of graphs all about same size — shrink some of them back
make the word 'Domestic' on the poster bigger.
add advocate

On-Screen Progress Pamphlet



I made changes to the pamphlet and poster based on my notes. The poster I had two versions of the larger titles. The second version I decided was more impactful and balanced so I went with that one.

Afterwards I added in the Canadian Women's Foundation as the advocate for the issue. I grayscaled their original logo so it matched my colour palette better (as opposed to their original rather vibrant colour palette). I also vectored their logo in illustrator to get a higher quality image.

CANADIAN WOMEN'S FOUNDATION

CANADIAN WOMEN'S FOUNDATION

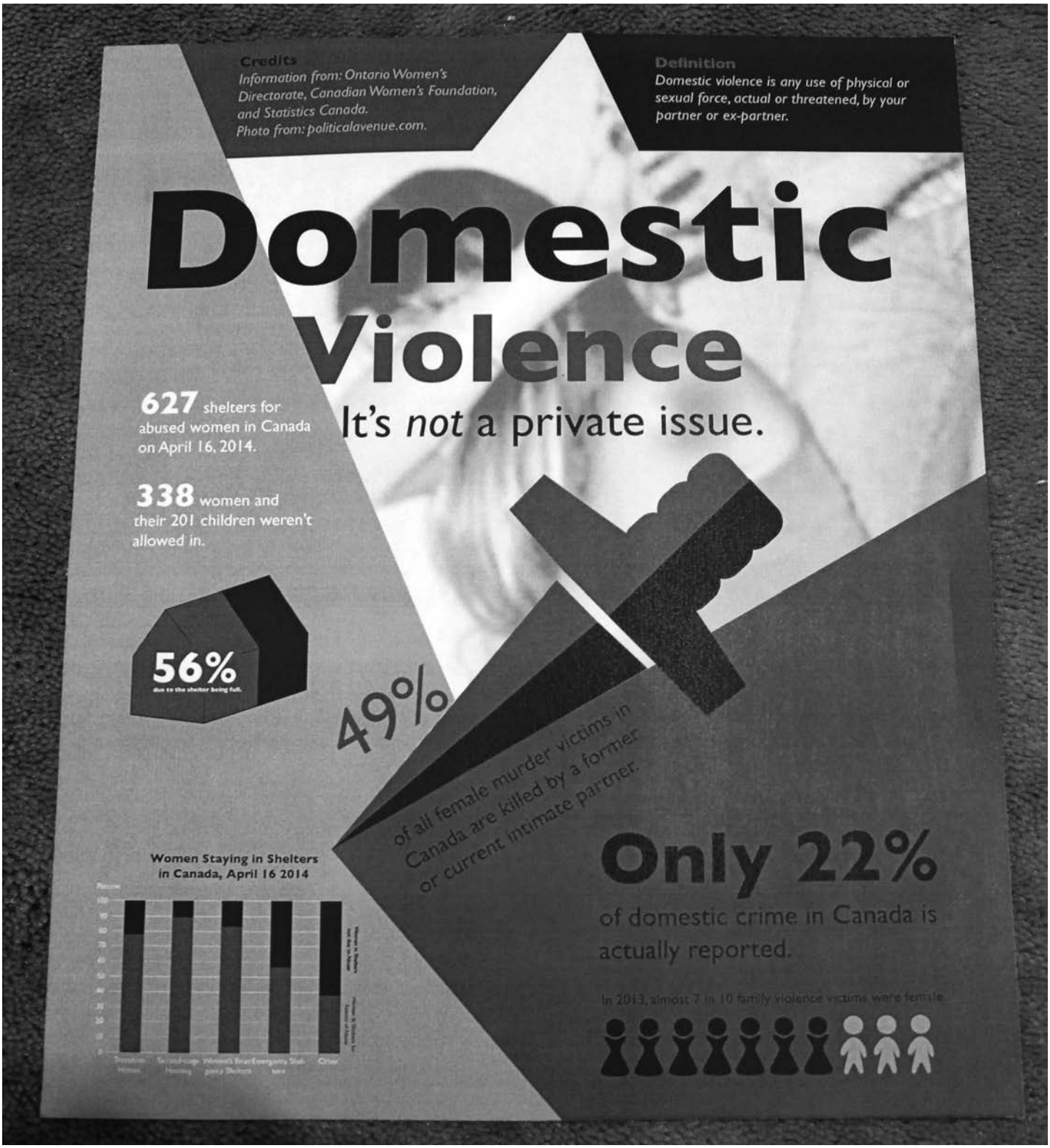
On-Screen Progress Poster

On-Screen Progress Poster

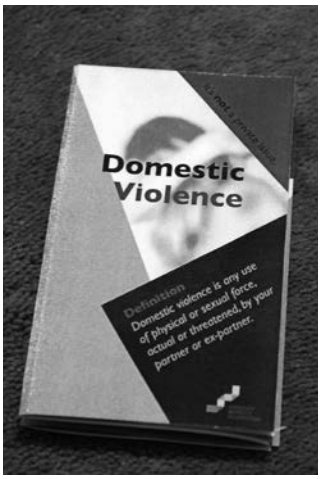
Third Prototype Pamphlet

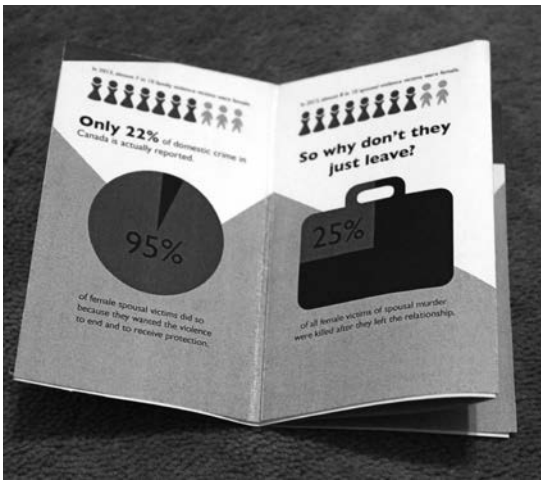
I created a mini, half-sized, black and white mock-up. I also made a full-sized tiled black and white mock-up. It was after I printed them that I realized the text on my bar graph for some reason shifted and now overlapped and was horribly laid out.

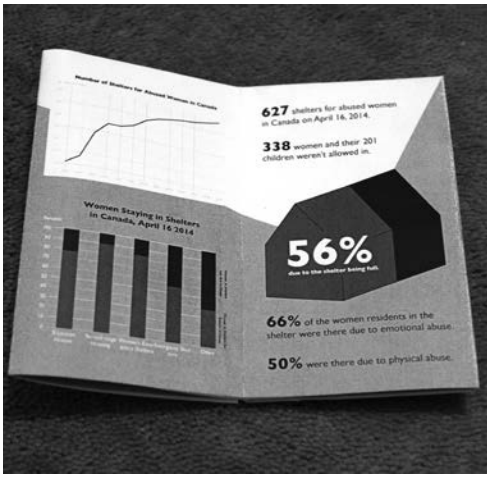
Third Prototype Poster

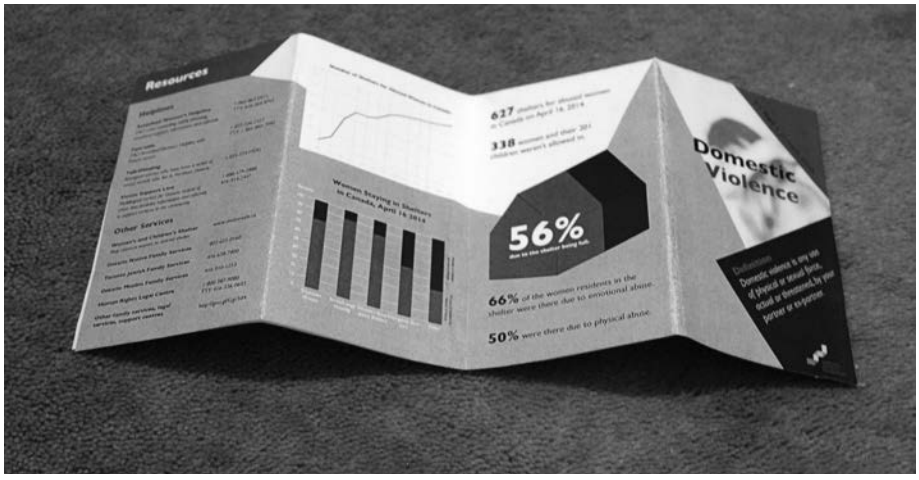


Third Prototype Pamphlet

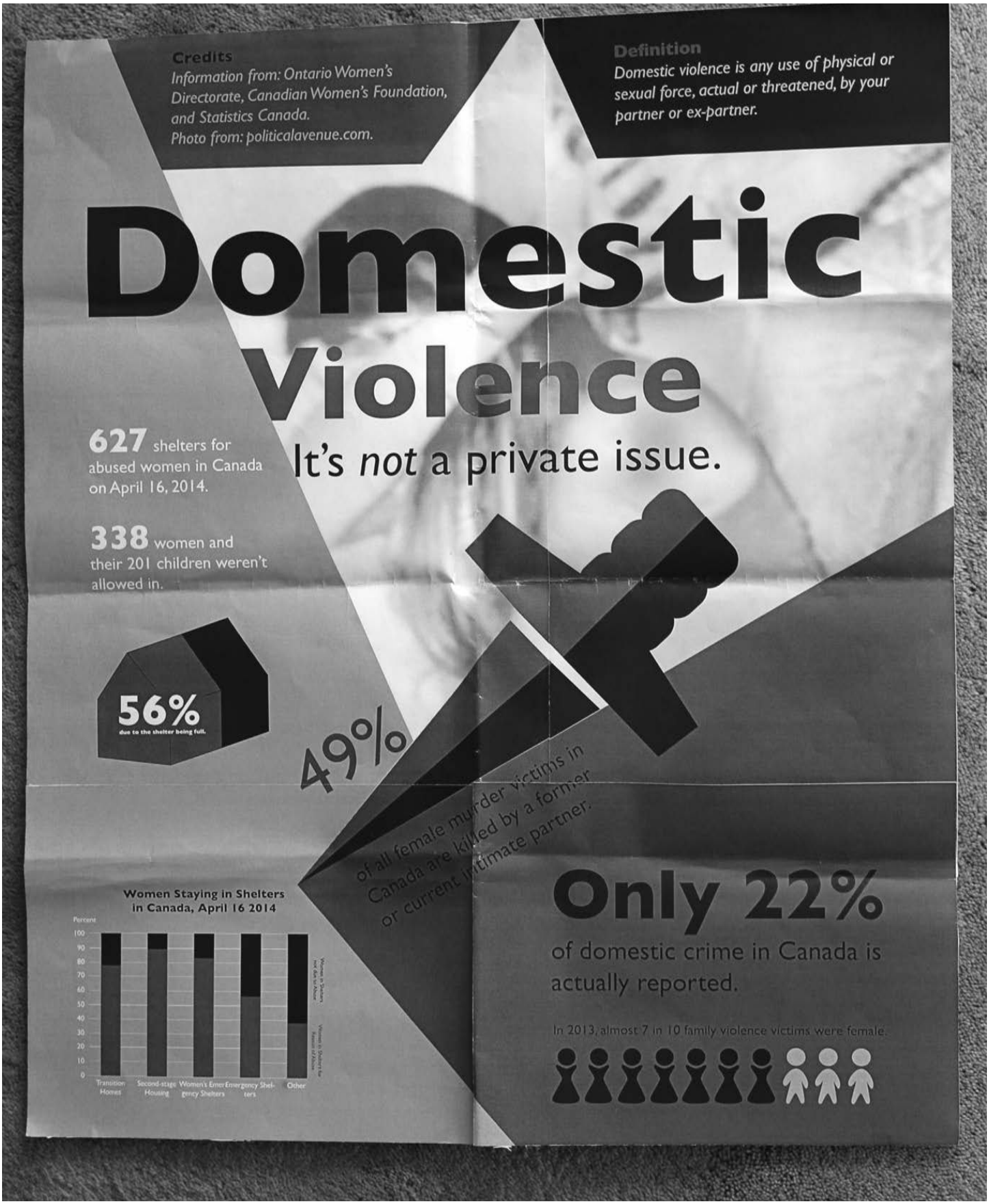








Black and White Tiled Poster



Black and White Tiled Pamphlet

Domestic Violence

Definition
Domestic violence is any use of physical or sexual force, actual or threatened, by your partner or ex-partner.

In 2013, almost 7 in 10 family violence victims were female.

Only 22% of domestic crime in Canada is actually reported.

95%

of female spousal victims did so because they wanted the violence to end and to receive protection.

In 2013, almost 8 in 10 spousal violence victims were female.

So why don't they just leave?

25%

of all female victims of spousal murder were killed after they left the relationship.

85%

of the reported incidents, police came to the location of the incident.

84%

of the reported spousal incidents to the police were done by the female victims themselves.

8 in 10 women victimized by their spouse told family, friends or another source of informal support.

After police involvement, incidents of spousal violence of female victims for

48% decreased
23% same
23% increased

A restraining or protection order for female victims was obtained in 2009 for

15%

32% of those orders were breached

65% of the female victims who had the order breached reported it.

Resources

Helplines

Assaulted Women's Helpline
24/7 crisis counseling, safety planning, emotional support, information and referrals.
1-866-863-0511
TTY 416-364-8762

Fem'aide
24/7 Assaulted Women's Helpline with French service
1-877-336-2433
TTY 1-866-860-7082

Talk4Healing
Aboriginal women who have been a victim of sexual assault, who live in Northern Ontario
1-855-554-HEAL

Victim Support Line
Multilingual service for Ontario victims of crime that provides information and referrals to support services in the community
1-888-579-2888
416-314-2447

Other Services

Women's and Children's Shelter
Map connects women to nearest shelter
www.sheltersafe.ca

Ontario Native Family Services
807-625-0160

Toronto Jewish Family Services
416-638-7800

Ontario Muslim Family Services
416-910-1353

Human Rights Legal Centre
1-800-387-9080
TTY 416-314-0603

Other family services, legal services, support centres
http://goo.gl/cgbsh1

Number of Shelters for Abused Women in Canada

627 shelters for abused women in Canada on April 16, 2014.

338 women and their 201 children weren't allowed in.

Women Staying in Shelters in Canada, April 16 2014

Percent

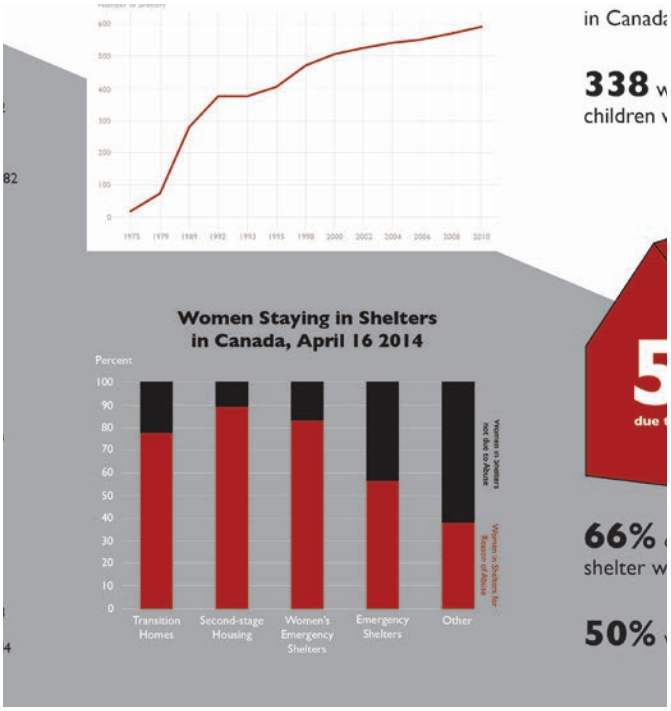
Transition Homes | Second-stage Housing | Women's Emergency Shelters | Other

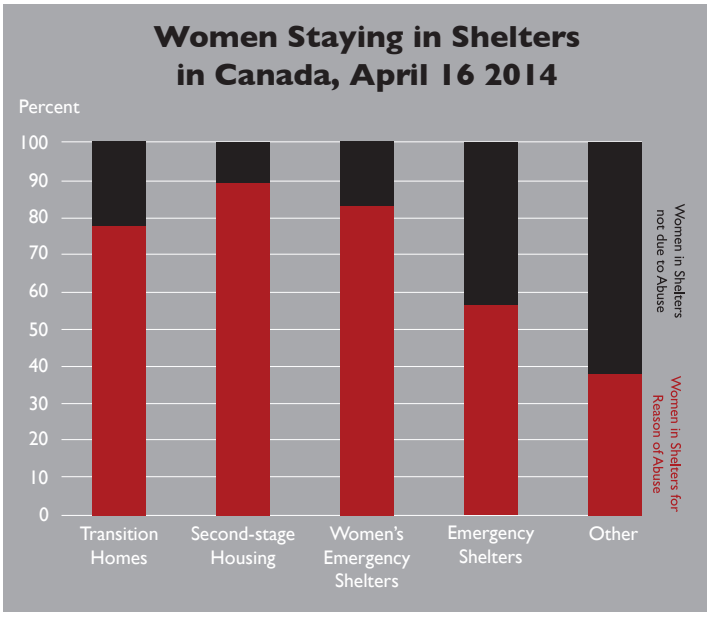
56% due to the shelter being full.

66% of the women residents in the shelter were there due to emotional abuse.

50% were there due to physical abuse.

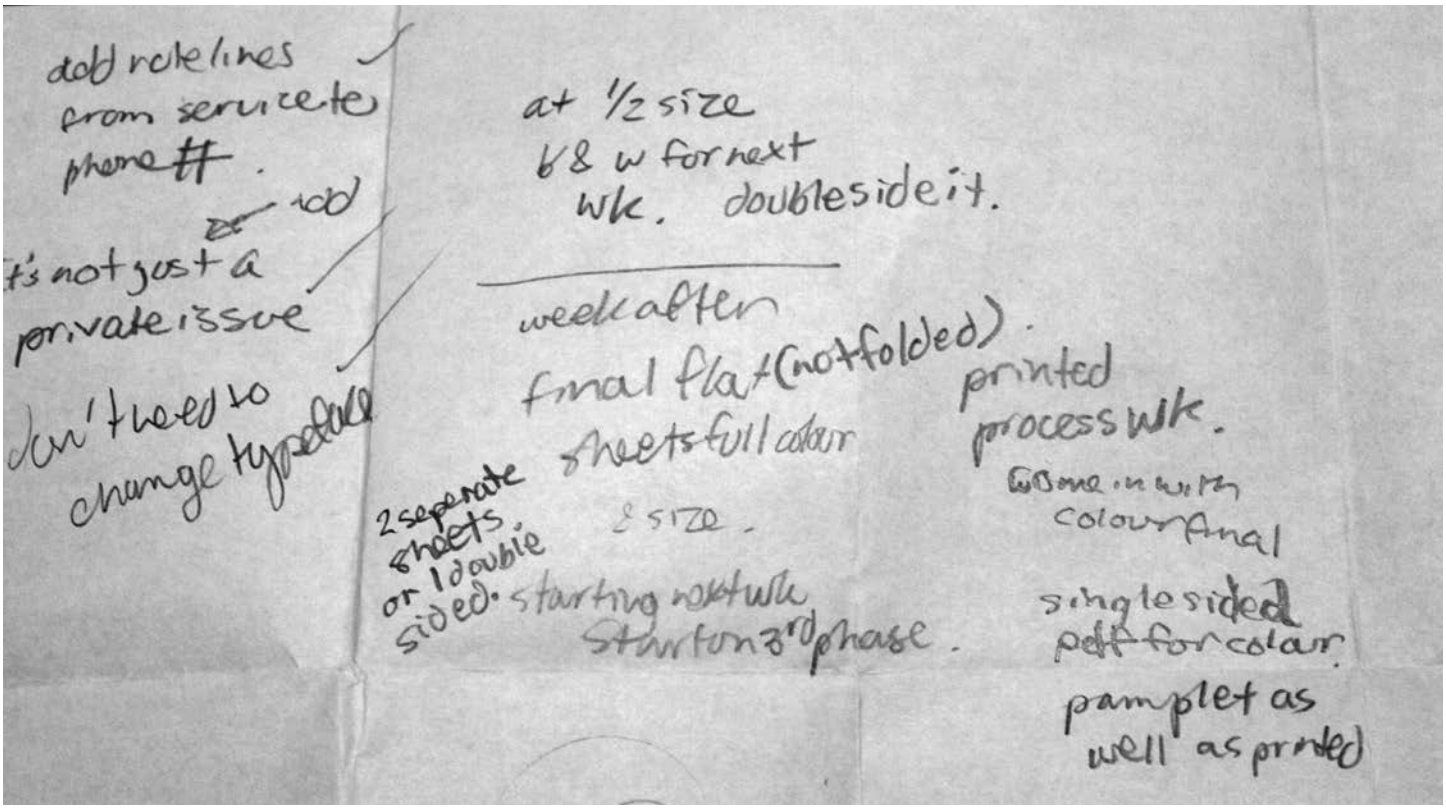
On-Screen Progress

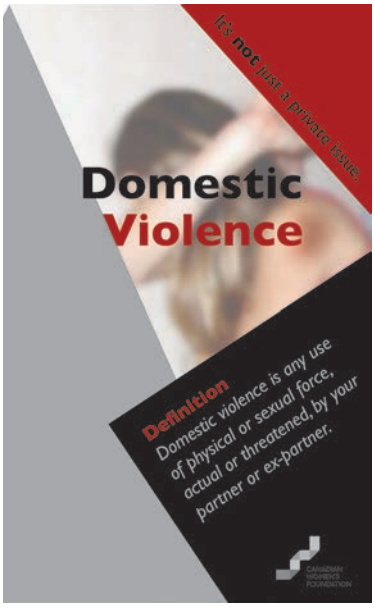




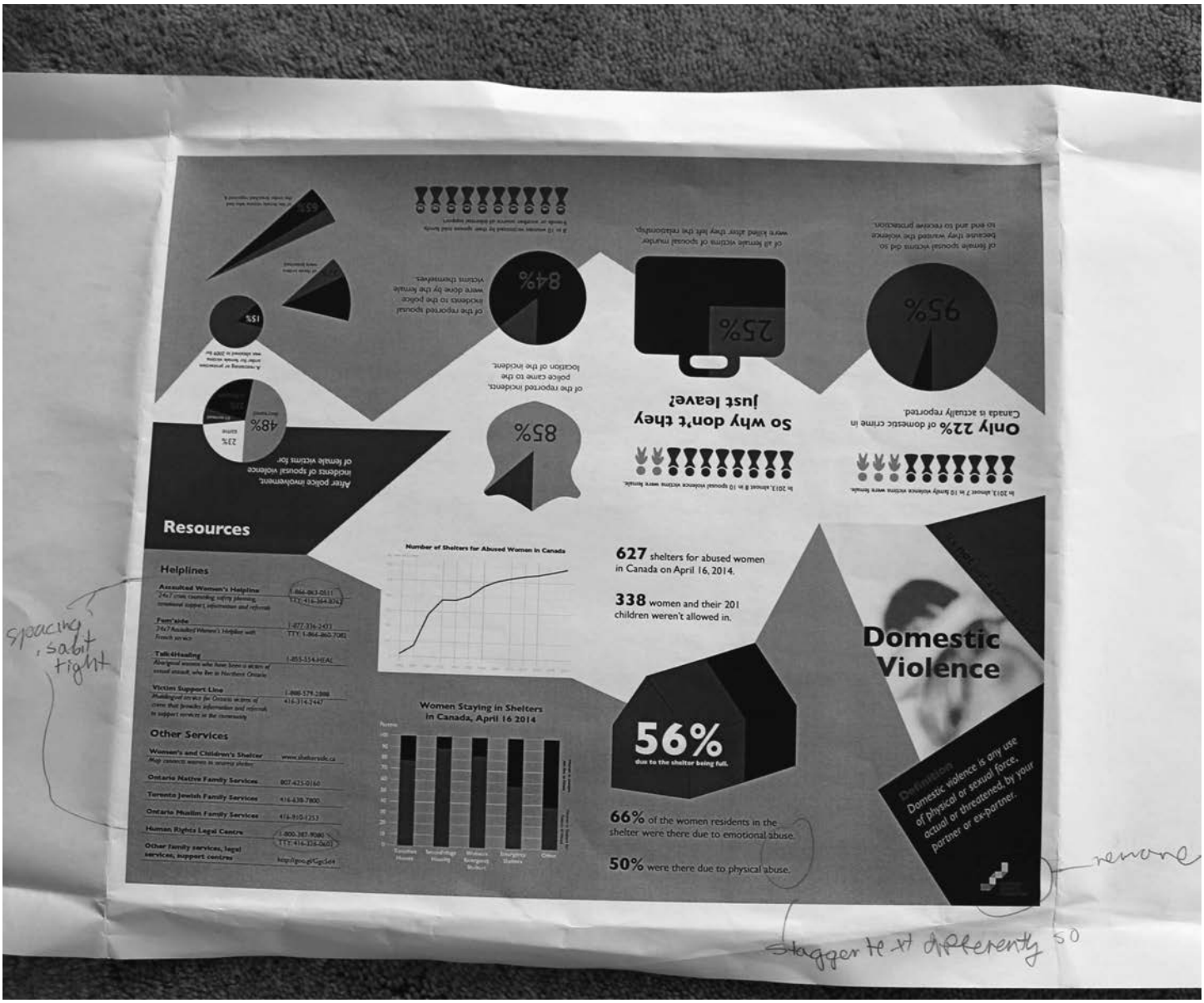
Made adjustments to the graph on poster and pamphlet so the text was better spaced and aligned.

Notes and Tweaks



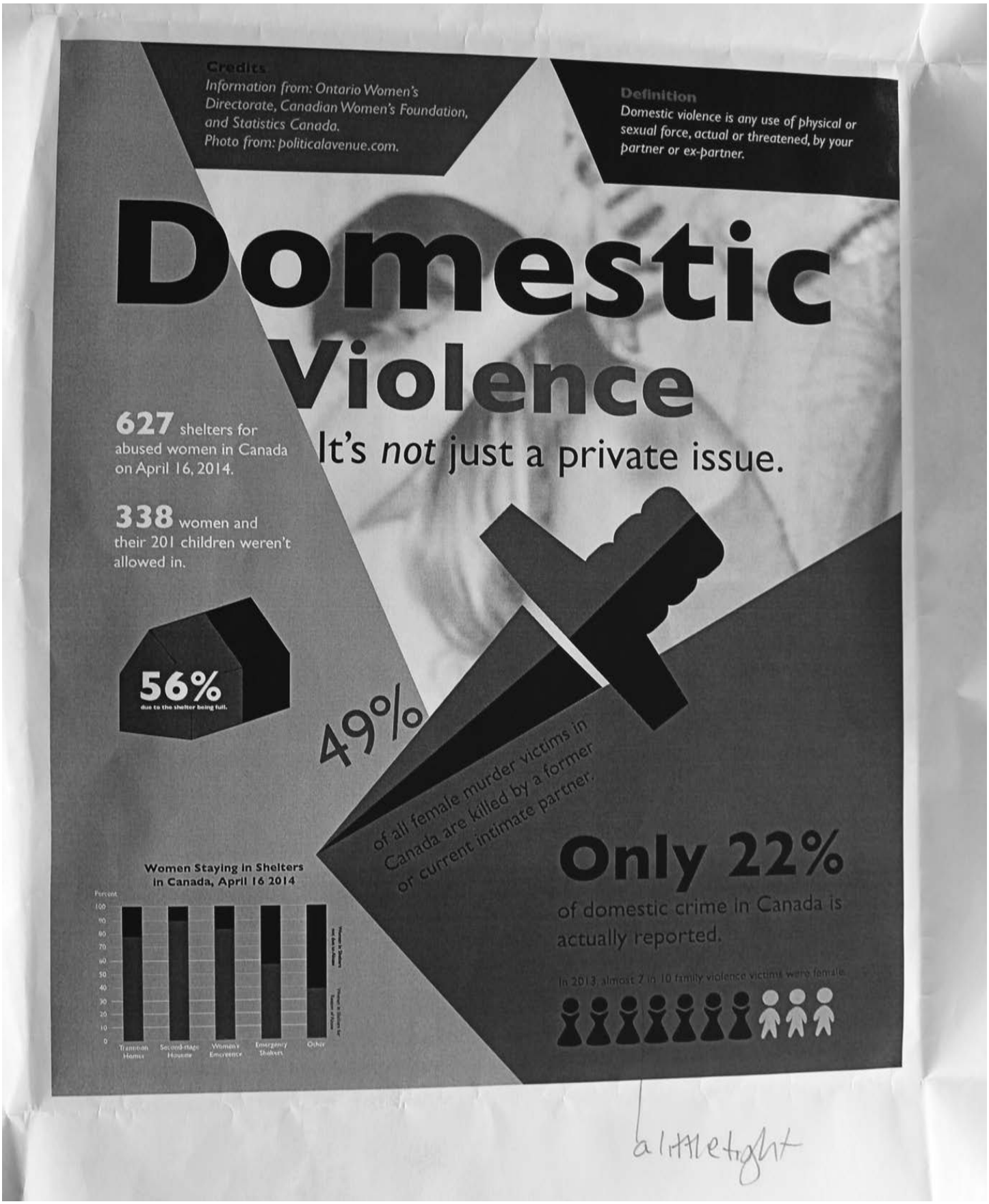


Half-Sized Flat Pamphlet

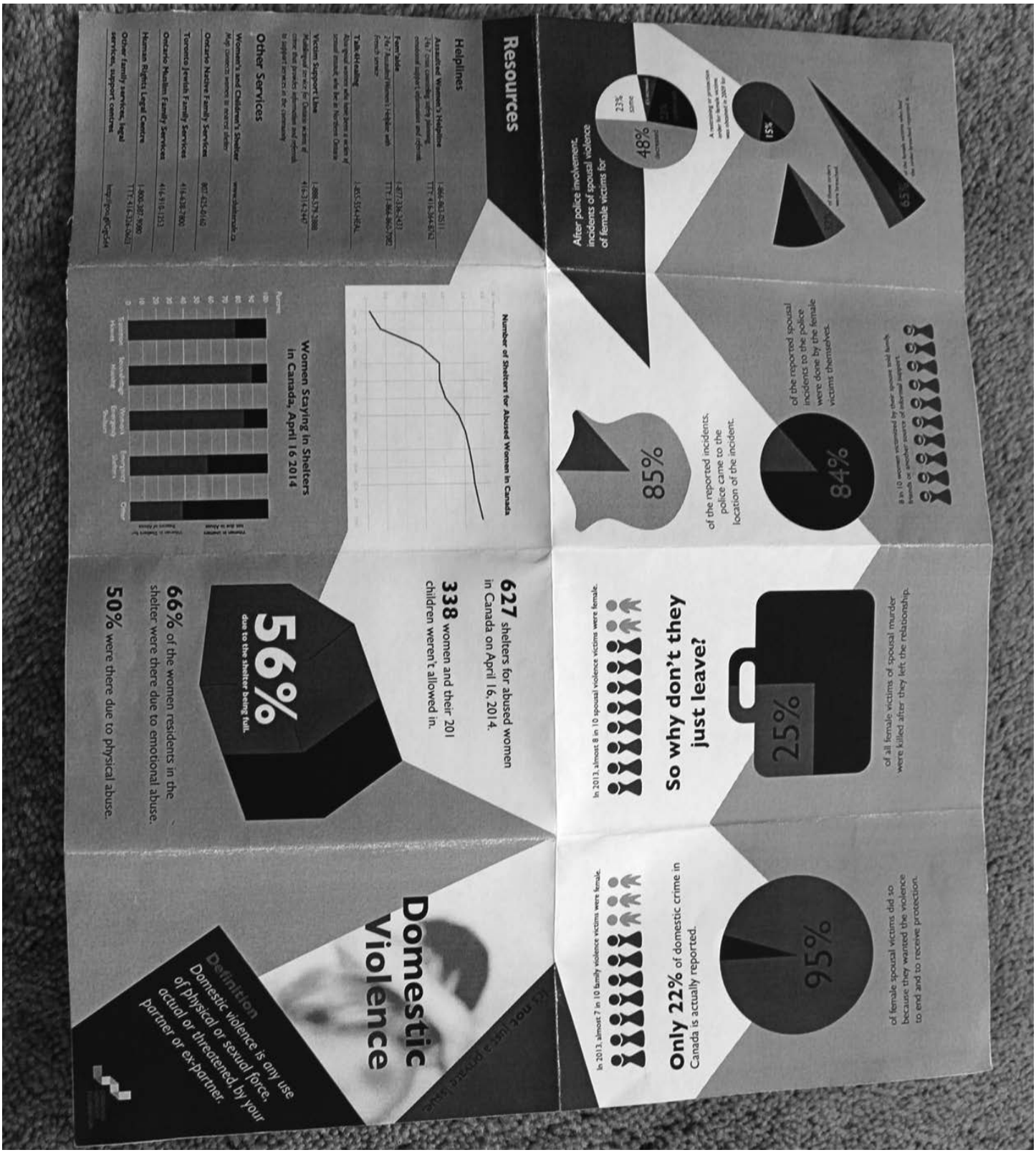


Created a mini, half-sized, black and white mock-up and flat versions of the pamphlet and poster. This time I doubled sided on the black and white printer as opposed to printing two separate sheets. Unfortunately, no matter how you set up your file, the printer does not double side perfectly and thus both sides did not quite line up. For the mock-up, I cut it so the pamphlet side was properly cut, while the poster had some white edging because of the incorrect double sided printing. I decided for the folded mock-up it was more important to get the pamphlet accurate than the poster. I applied final changes to my poster based on these notes.

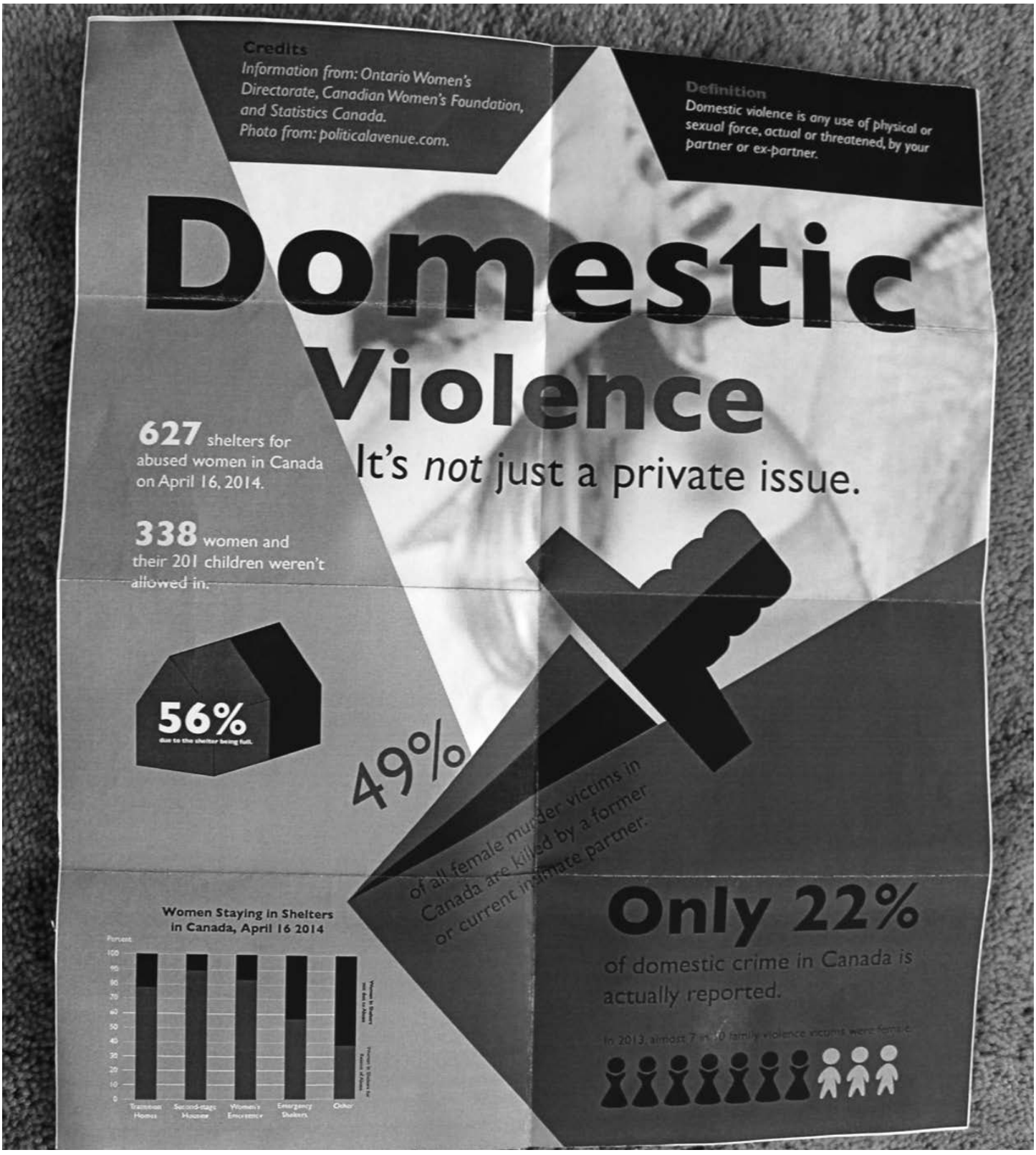
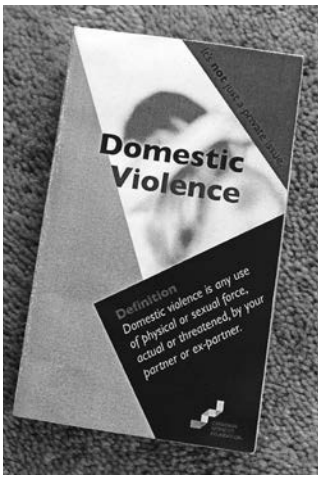
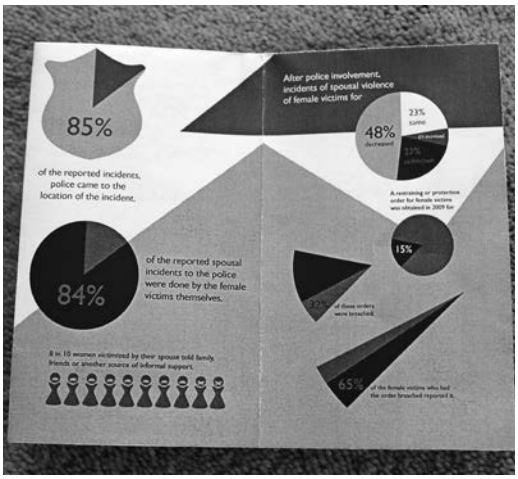
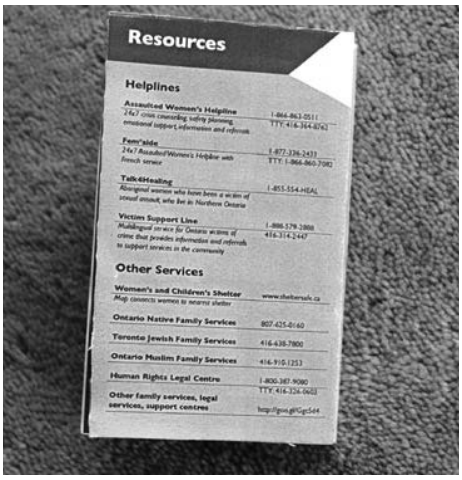
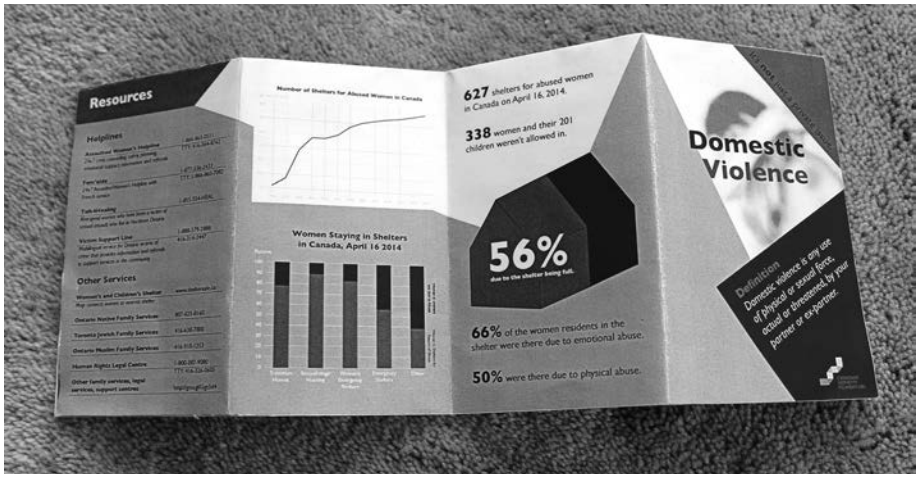
Half-Sized Flat Poster



Fourth Prototype Pamphlet



Fourth Prototype Poster



Fourth Prototype Pamphlet