

PARTNERS FOR PREVENTION FELLOWSHIP

BANGKOK, THAILAND

NICOLE CHAN | SUMMER 2009



ART CENTER COLLEGE of DESIGN

Designmatters Fellowship

After completing the first year of the Art Center Graduate Media Design Program, our class was presented with the option to apply for the Designmatters Fellowship. Everyone was quite excited when they found out the fellowship would involve spending the summer working for the United Nations in Bangkok, Thailand. After a rigorous application process I was fortunate enough to be chosen for the project. I was very excited and grateful for this opportunity. The project was to work for Partners for Prevention in order to bring awareness to gender-based violence in South East Asia.



PARTNERS FOR PREVENTION

United Nations



United Nations Building, Bangkok, Thailand



Partners for Prevention is a United Nations organization that developed a strategy to focus on primary prevention - stopping violence before it starts - especially among boys and men. The organization also seeks to facilitate cross border exchange and learning across the region, and to focus on changes at the institutional and policy levels. The essential partnerships behind Partners for Prevention are those dedicated to women's empowerment and ending violence, the policy makers, and United Nations staff and civil society practitioners from the local to the regional levels.

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Identity Redesign



One of the first things that I was able to help with when I arrived at the Partners for Prevention office was an identity redesign. They were happy with the mark that was originally created for them, but wanted to change the logo font and use bolder colors. Once the logo redesign was approved I took on the task of applying the new look and feel to the letterhead, envelope and business card, pocket folder, and new website.



James Lang
Programme Coordinator

3rd Floor, UN Service Building
Rajadamnern Nok Avenue
Bangkok 10200 Thailand
+ 66. 2. 244. 8150
james.lang@undp.org
www.partners4prevention.org

Working with boys and men to prevent gender-based violence

UNDP, UNFPA, UNIFEM and UNV
Regional Joint Programme
for Asia and the Pacific

Partners for Prevention business card

PARTNERS FOR PREVENTION

Website Design

Once Partners for Prevention's identity had been decided upon, I set out to design their website. We decided on the look and feel for the site, and got it up live so they could have the much needed online presence.



The screenshot shows the homepage of the Partners for Prevention website. At the top left is the logo, which consists of three stylized human figures in green, purple, and blue above the text "partners for prevention". To the right of the logo is a navigation bar with "Web" and "Site" radio buttons, a search box, and a "Search" button. Below the navigation bar is a horizontal strip of five images: three children, a woman in a blue headscarf, a baby, a man speaking, and a man in a white shirt speaking into a microphone. Below this strip is a blue banner with the text "Working with boys and men to prevent gender-based violence". On the left side of the page is a dark grey sidebar with a list of navigation links: "HOME", "WHO WE ARE", "WHAT WE DO", "WHERE WE WORK", and "CONTACT US". The main content area features a heading "Partners for Prevention: Working with Boys and Men to Prevent Gender-based Violence, is an interagency initiative of UNDP, UNFPA, UNIFEM and UN Volunteers in Asia and the Pacific." followed by a paragraph about the long-term goal and a bulleted list of three objectives. On the right side, there is a section titled "Reports and Publications" with a dropdown arrow, containing a link to "A Conceptual Framework for Policy Change" and another link to "Partners for Prevention Overview". Below these is a link to "South Asia Regional Consultation Report: Dhaka, Bangladesh, June 22-24, 2009".

partners
for prevention

Web Site Search

Working with boys and men to prevent gender-based violence

HOME
WHO WE ARE
WHAT WE DO
WHERE WE WORK
CONTACT US

Partners for Prevention: Working with Boys and Men to Prevent Gender-based Violence, is an interagency initiative of UNDP, UNFPA, UNIFEM and UN Volunteers in Asia and the Pacific.

The long term goal of this programme is to reduce the prevalence of gender-based violence in the Asia-Pacific region through:

- Behavioural and attitudinal change especially among boys and men
- Increased institutional knowledge and capacity to involve boys and men in GBV prevention
- Enhanced policy responses for violence prevention

To learn more about our work, please explore this site. Click here to download a short overview of our programme.

Reports and Publications ▾

A Conceptual Framework for Policy Change

Partners for Prevention Overview

South Asia Regional Consultation Report: Dhaka, Bangladesh, June 22-24, 2009

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“Real Men” T-Shirts



A big goal we had was making t-shirts that could be used as giveaways at the many conferences that Partners for Prevention attends and hosts. I designed several shirts to bring awareness to gender based violence which are now being given out at conferences around the world.



(front)



(back)



(front)

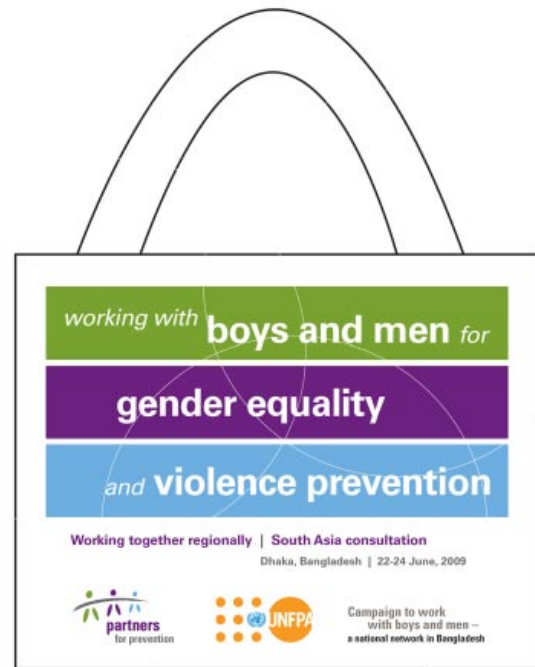


(back)

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Dhaka Conference

Partners for Prevention put on their first conference this past June in Bangladesh. They were in need of basic conference essentials - a tote bag, banners, name badges, and report covers. They wanted to use the same colors as their identity in order to re-emphasize their brand.



Dhaka Conference tote bag design

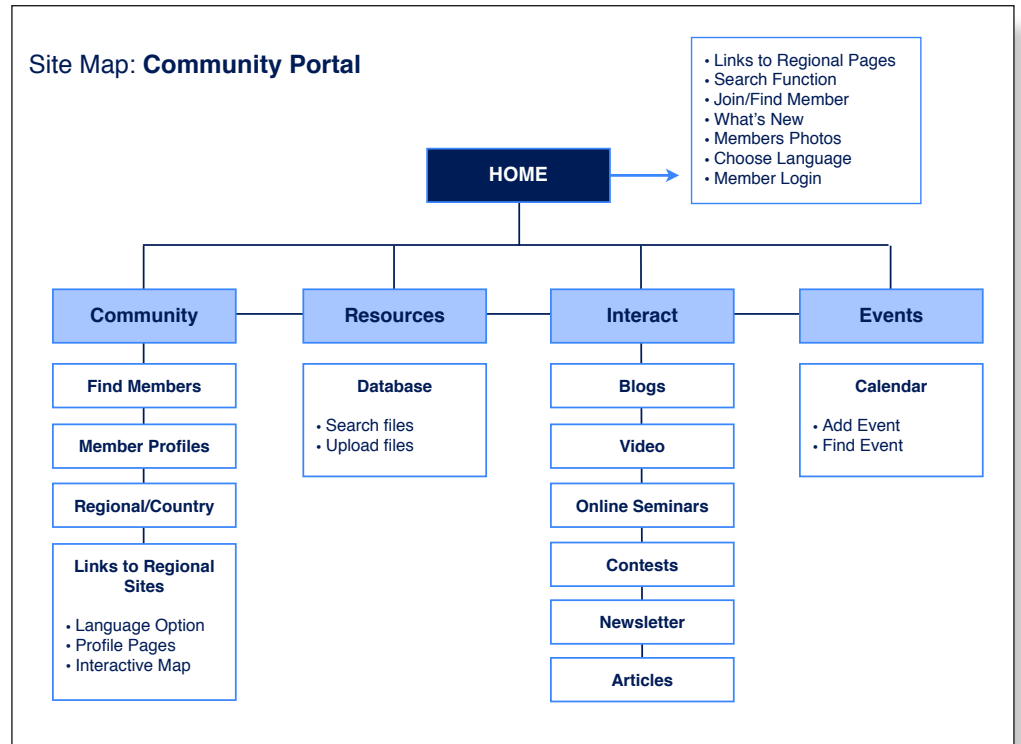


Dhaka Conference hotel banner

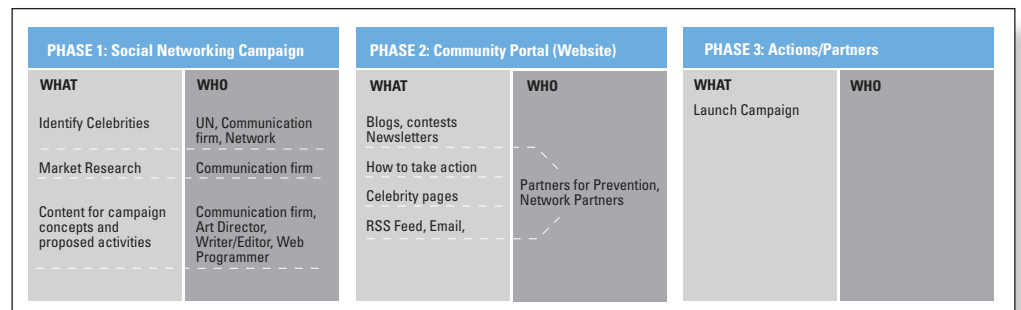
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Social Media Research

One of the main reasons that I came to Partners for Prevention was to help with the social media project. I did a lot of research and created many different charts to assist in the visualization of the project. This helped us continue to move forward with direction and clearer vision. Partners for Prevention was interested in finding assistance with project design beyond my time with them. To this end, I visited many of the large communication firms in Bangkok to create relationships with potential partners.



Community Portal site map



Phase chart

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United Nations Conference

My supervisor, James Lang, and his colleague, Gary Barker, gave presentations at the UN about the projects and research they are conducting regarding breaking cycles of violence. I was fortunate enough to attend these presentations. It was very beneficial for me to gain a better understanding of how to approach violence through a designers eyes. Most organizations try to work with women who are already victims of violence. Mr. Lang wants to educate young men that violence is not acceptable - before it has a chance to start. Gary Barker actually said during the presentation that, "men and boys will change their minds with well designed interventions." This message was invigorating and exciting to hear shared with so many people. As designers, we can make a difference.



**“Men and boys will change their minds
with well designed interventions.”**

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Reflection Statement



The reason I am pursuing my masters degree at Art Center College of Design is not only to continue my formal education, but also to explore design in more depth and put my values into action. The opportunity to help the Partners for Prevention campaign was an amazing experience . I felt that I made valuable contributions to the project, and was able to seize the opportunity to use design and technology to show that everyone deserves to be treated with love and respect. A campaign of this magnitude will challenge peoples views and promote positive change. This is something that I believe in, and am very grateful to have been a part of.



Khob Khun Ka
(Thank You)

