

# DESIGNMATTERS FELLOWSHIP 2007

## PAN AMERICAN HEALTH ORGANIZATION

JANA FRIELING



**“...we must focus our attention on the people in greatest need.”**

*Dr. Margaret Chan*

*Director PAHO, World Health Assembly*

The first time I worked with Designmatters was during my 4th term in Spring 2006, when a group of students was asked to design a poster for the Annual DPI/NGO conference at the United Nations in New York. This experience was very fascinating to me. It was the first time that I worked for a non-profit organization, and the message we had to communicate was so much more complex and important than in a typical student project. This is what intrigued me most — the mission of Designmatters to work on “issues of social and humanitarian importance” and their concept of turning design into a “force for positive social change”.

My general interest in working on Designmatters projects led me to accept the offer of working with the Pan American Health Organization (PAHO) in Spring 2007. Designmatters had established a relationship with PAHO to support them with the development of an identity system for the initiative “FACES, VOICES AND PLACES”.

The Pan American Health Organization (PAHO) is an international public health agency that is working to improve health and living standards of the countries of the Americas. It is the Regional Office for the Americas of the World Health Organization and enjoys international recognition as part of the United Nations system. I was working for the “FACES, VOICES AND PLACES” Initiative, which has as its main goal, the



**faces, voices and places**  
of the **MILLENNIUM DEVELOPMENT GOALS**  
*empowering vulnerable communities*



**"FACES, VOICES AND PLACES"**  
**INITIATIVE**

empowerment of the most vulnerable communities of the Americas. "FACES, VOICES AND PLACES" exists to assure that the global agenda of the Millennium Development Goals (MDGs) reaches the local level, by supporting specific communities all over the Americas.

**LOGO & LOGOTYPE**  
**DESIGN**

**"The Millennium Development Goals were adopted by all the world's Governments as a blueprint for building a better world in the 21st century." Kofi Annan**

"FACES, VOICES AND PLACES" - this highly complex initiative - needed an identity system that communicates in a positive and engaging way. I took on the challenge, and over

**THE 8 MILLENNIUM**  
**DEVELOPMENT GOALS**

**DESIGN OF A**  
**SYMBOL-SYSTEM**



**ERADICATE  
EXTREME POVERTY  
AND HUNGER**



**ACHIEVE  
UNIVERSAL  
PRIMARY  
EDUCATION**



**PROMOTE GENDER  
EQUALITY AND  
EMPOWER WOMEN**



**REDUCE CHILD  
MORTALITY**



**IMPROVE  
MATERNAL HEALTH**



**COMBAT HIV/AIDS,  
MALARIA AND  
OTHER DISEASES**



**ENSURE  
ENVIRONMENTAL  
SUSTAINABILITY**



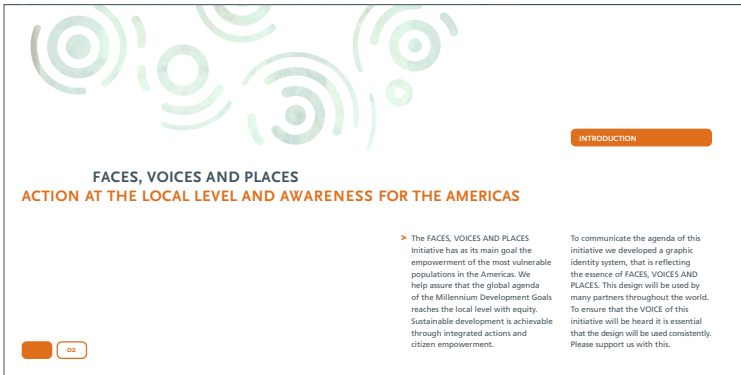
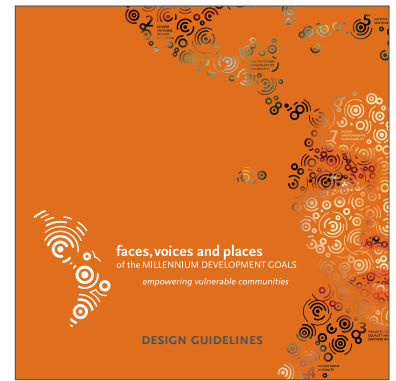
**DEVELOP A GLOBAL  
PARTNERSHIP FOR  
DEVELOPMENT**





**IDENTITY SYSTEM  
DESIGN GUIDELINES**

**DESIGN OF A PDF / BOOKLET  
FOR EMPLOYEES, PARTNERS  
AND DESIGNERS**



the time of, ONE term, I developed a logo that represents the initiative, and fulfills the goals of drawing attention to the Americas and representing a force of positive change within the region. I did this with the support of Art Center Instructor Keith Knueven and Designmatters.



During my work, I was in regular contact with PAHO and towards the end of the term, PAHO and Designmatters offered me an internship at the PAHO headquarters in Washington D.C. to continue my work on the "FACES, VOICES AND PLACES" Initiative. This unique opportunity in form of a Designmatters-Fellowship allowed me to move to D.C. and spend the summer term 2007 at PAHO.



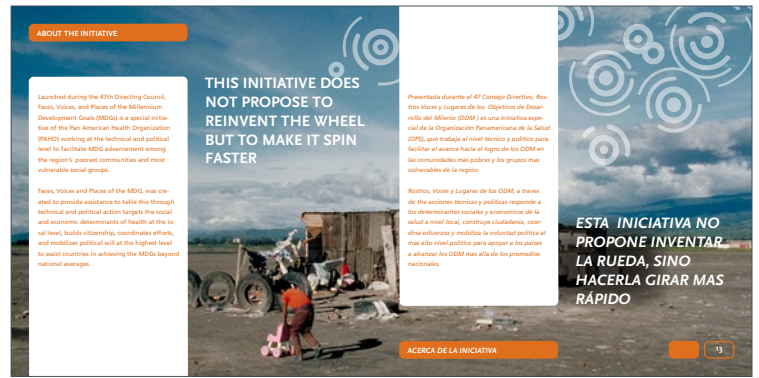
**The Faces and Places Initiative has as its main goal the empowerment of the most vulnerable populations**



My role at PAHO was to develop an identity system for the "FACES, VOICES AND PLACES" Initiative, based on the logo that I had created earlier. Over the three months of the internship, I developed a design language that would fit the image that PAHO wanted to communicate. I started by selecting typefaces and a color-palette, created secondary design elements and developed a standard for imagery. Based on this new design-language I created various applications for the initiative. I started by experimenting and



- "FACES, VOICES AND PLACES" INITIATIVE BROCHURE
- NEWSLETTER (BOTTOM RIGHT)
- DESIGN OF A BROCHURE INTRODUCING THE INITIATIVE
- DESIGN OF A NEWSLETTER FOR CURRENT EVENTS



delivered ideas and examples for the design of a new website, various posters, book or magazine-layouts, presentation-slides or banners.

The work at PAHO was great, because I was given a lot of freedom and cooperated with people from different sectors within the organization. The different viewpoints from these people who often had no concept of design exposed many interesting thoughts and often, I could see how my design-perspective opened minds. I think this process of exchanged knowledge was very enriching for both sides, because the people at PAHO became more aware of their possibilities through the means of design, while I became more aware of the world beyond design. This experience is something that school in its enclosed environment cannot teach, and that I am very grateful for.

At times, the reality of PAHO being a very big organization meant that there were new tools I needed to develop to navigate the bureaucratic nature of the approval process. Because there are many political issues to be considered, the approval process moves slower than it would in a smaller company. This reality check was a big learning step for me as a designer, and I gained a new perspective on the work process and time limitations inherent in working inside a large international organization.



**A COMMUNITY-BASED RESPONSE TO THE MILLENNIUM DEVELOPMENT GOALS**

1. Poverty & Hunger 2. Universal Education 3. Gender Equality 4. Child Mortality 5. Maternal Health 6. Combat HIV/AIDS, Malaria & other diseases 7. Environmental Sustainability 8. Partnerships for Development

**MDGS IN DEVELOPING WORLD:**

A global comparison of MDG achievement would reveal that Africa's development is far behind the rest of the world. Unless substantial efforts are made by countries in the region and donor countries in the developed world, most will be unable to reach the goals of the Millennium by the target of 2015.

**MDGS**

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The rest of the developing world shows improved levels of development when compared to Africa; however, large segments of their populations remain in conditions that require sustained efforts to reach the MDGs. After Africa, Asia and Latin America account for the majority of men and women living in extreme poverty and lacking proper access to adequate health care. Without addressing their needs, countless human beings will continue to live in conditions of extreme poverty and structural neglect.

**MDGS CHALLENGES AT THE WORLD SUMMIT:**

At the 2005 World Summit the United Nations High-Level Plenary Meeting held at the United Nations Headquarters in New York from September 14th through the 16th. During this time, the world's leaders renewed their commitment to the Millennium Development Goals and agreed to take action on a range of global challenges. At the 2005 World Summit the United Nations High-Level Plenary Meeting held at the United Nations Headquarters in New York from September 14th through the 16th. During this time, the world's leaders renewed their commitment to the Millennium Development Goals and agreed to take action on a range of global challenges. After Africa, Asia and Latin America account for the majority of men and women living in extreme poverty.

**CONTRIBUTION**

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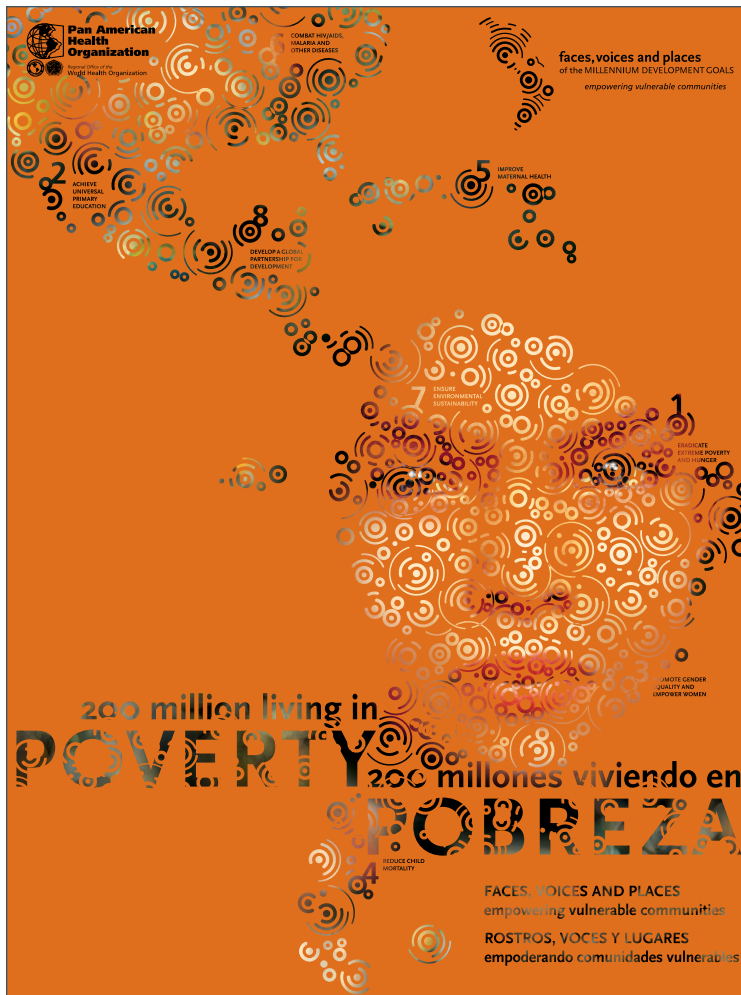
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#### INITIATIVE POSTER

#### CREATION OF ARTWORK AND

DESIGN OF A POSTER,

BANNER AND FOLDER

In the end, I am happy about the many things I've learned, and content with the things I could accomplish. After developing the identity-system, I created a design-guideline for the new system, which will be sent to the many branches of PAHO (and their partners all around the world), who will from now on use the identity I created. In addition, I developed a system of eight symbols that will be used whenever the Millennium Development Goals will be mentioned in relation to "FACES, VOICES AND PLACES". Finally, I designed a brochure and a poster which will be distributed to the target audience of the "FACES, VOICES AND PLACES" Initiative, a banner that will be used at conferences and other events, and a newsletter that will inform about recent developments.

The work at PAHO was a very rewarding experience. The adjustment to a very different work environment and the adaptation to the new city were not always easy but certainly exciting. The multicultural community especially at PAHO broadened my horizon for the problems of a part of the world that I was not very aware of before. I hope my design will create the same result and open peoples' minds towards the problems the Americas are facing, and I leave PAHO with the feeling that I used my skills as a designer to make a real difference.

