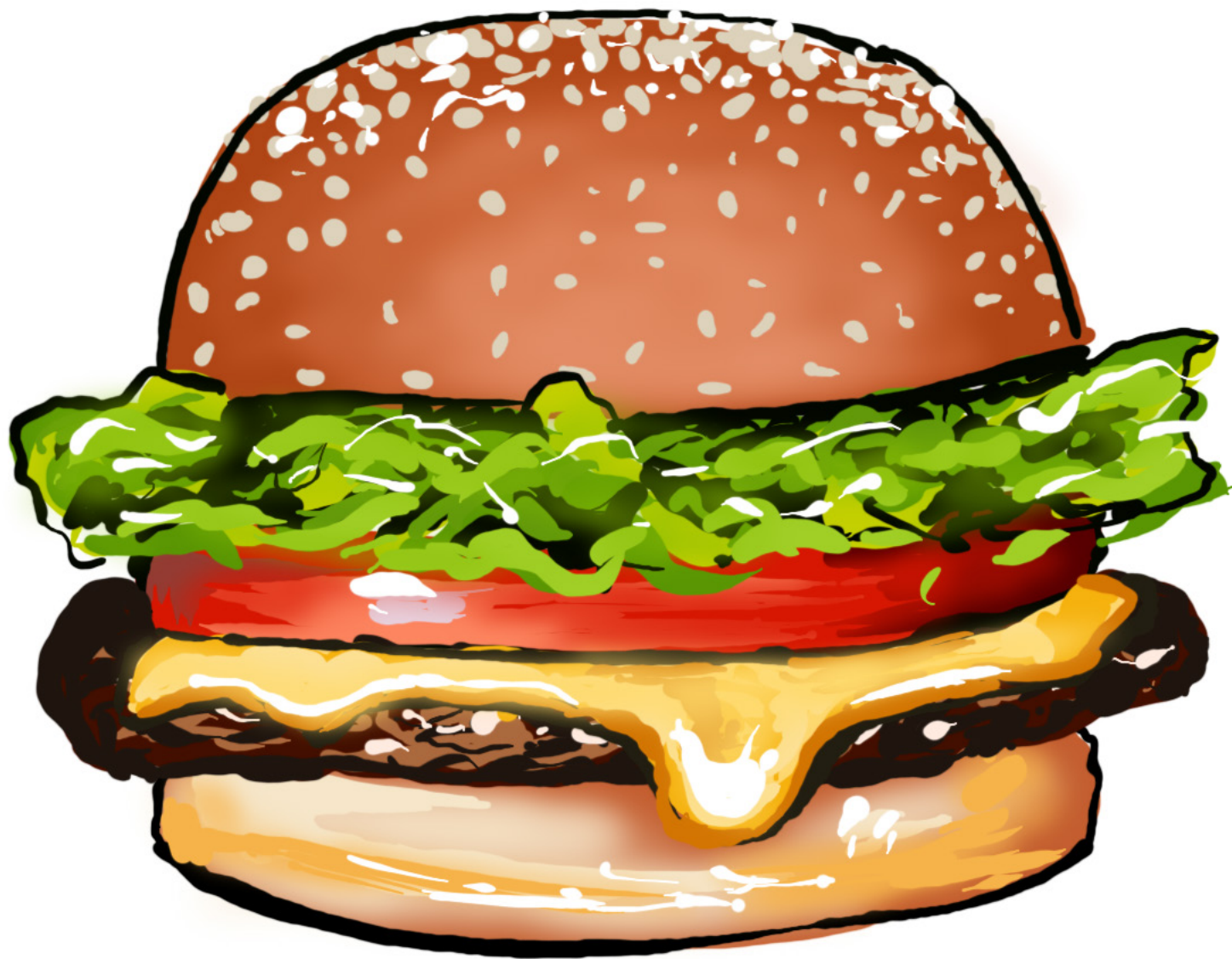


Studio III
Professor: Josh
Perrisoti
Caitlyn Pearn
8705342
Project 1
Culture & Design





The objective of this assignment was to find a societal issue and design a series of three advertising posters that clearly communicate the chosen issue using both digital and traditional media. I chose to focus on anorexia or eating disorders in boys.



Research



Topics: animal cruelty, forest fires, toxic waste and how it affects animals, boys with anorexia.

Boys with anorexia research:

anorexia — is an eating disorder characterized by an abnormally low body weight, an intense fear of gaining weight and a distorted perception of weight. Anorexia is officially categorized into two subtypes — the restricting type and the binge eating and purging type. Individuals with the restricting type lose weight solely through dieting, fasting, or excessive exercise.

Reasons:

One of these is genetics. Twin and adoption studies involving twins who were separated at birth and adopted by different families provide some evidence that eating disorders may be hereditary. Personality traits are another cause. In particular, neuroticism, perfectionism, and impulsivity are three personality traits often linked to a higher risk of developing an eating disorder.

Other potential causes include perceived pressures to be thin, cultural preferences for thinness, and exposure to media promoting such ideals.

More recently, experts have proposed that differences in brain structure and biology may also play a role in the development of eating disorders.

Anorexia nervosa is likely the most well-known eating disorder.

It generally develops during adolescence or young adulthood and tends to affect more women than men.

People with anorexia generally view themselves as overweight, even if they're dangerously underweight. They tend to constantly monitor their weight, avoid eating certain types of foods, and severely restrict their calories.

Common symptoms of anorexia nervosa include:

being considerably underweight compared with people of similar age and height
very restricted eating patterns
an intense fear of gaining weight or

persistent behaviors to avoid gaining weight, despite being underweight
a relentless pursuit of thinness and
unwillingness to maintain a healthy weight
a heavy influence of body weight or
perceived body shape on self-esteem
a distorted body image, including denial
of being seriously underweight

While eating disorders are more common among women, men with eating disorders are more likely to experience concurrent depression and are less likely to access mental health services, according to a new study presented at the Annual Meeting of the American Psychiatric Association.

Eating disorders are the third most common diagnosis in adolescent females; they are far less prevalent in young

males. Limited evidence has previously suggested some sex-specific differences in patient history and presentation. The study assessed differences in a sample of adolescents admitted for treatment of eating disorders.

Researcher Samuel Ridout, M.D., with Brown University School of Medicine, reviewed charts of adolescent patients (127 women and 21 men) hospitalized for treatment of their eating disorders between October 2010 and April 2014. The individuals had anorexia nervosa, bulimia nervosa or eating disorder not otherwise specified as primary or secondary diagnoses.

Significantly more males than females had depression along with the eating disorder

(67 percent compared to 43 percent). The males had significantly lower likelihood of prior psychiatric hospitalizations (10 percent of males compared to 21 percent of females). Males and females did not differ in their history of suicidal ideation or attempts.

The researchers conclude that while depression is an important coexisting condition in male and female patients with eating disorders, it may be more prevalent in males than previously thought and males are less likely to engage with psychiatric resources.

The American Psychiatric Association is a national medical specialty society whose 36,500 physician members specialize in the diagnosis, treatment, prevention and

research of mental illnesses, including substance use disorders.

When it comes to eating disorders, there are many misconceptions about these fatal psychiatric illnesses. Among them is the idea that females are more vulnerable to eating disorders and only seem to develop in young, adolescent females. Another stereotype created about eating disorders is that these are not actual problematic disorders but rather, diseases of “vanity”.

Many changes occur in our bodies during adolescence. These changes can be very difficult for some youth. Sometimes, those who are dissatisfied with their bodies will turn to disordered eating. However, there are many risk factors for eating disorders, and not everyone who is unhappy with

their body will develop an eating disorder.

Most eating disorders are much more common in women and girls than in men and boys. Girls in their teens are most likely to develop an eating disorder, but boys and men are also affected. In fact, one in every four children diagnosed with anorexia nervosa is a boy. Bulimia nervosa is diagnosed more often in females, but similar numbers of males and females are diagnosed with binge-eating disorder. Males also have some specific risk factors, including:

being overweight or obese as a child
dieting

taking part in sports that focus on being lean or muscular (i.e., runners, jockeys, wrestlers, body builders)

a job that requires them to look a certain way (actor, model, dancer)

People usually think of eating disorders as a “female” problem, and so, sadly, men and boys may be less likely to be diagnosed. They have many of the same signs and symptoms, and, like girls and women, they may have a distorted body image.

Men and boys might be more reluctant to talk about their symptoms. They may be less likely to admit they have a problem. They are often afraid that others will see them as less masculine. They may worry that others will think they are homosexual because of the untrue stereotypes about eating disorders. These fears may make it harder for some boys and men to get the help they need.

Men may not want to be associated with a problem that primarily affects women, and men are less likely to admit weakness and seek help.

Here's what to look for if you're trying to determine whether a boy's habits are within the normal range of eating behavior or have crossed into something that needs attention:

Excessive focus on and time spent exercising

Rigidity around eating rituals

Eating large of amounts of food

Going to the bathroom in the middle of meals or right after

Refusing to eat certain food groups

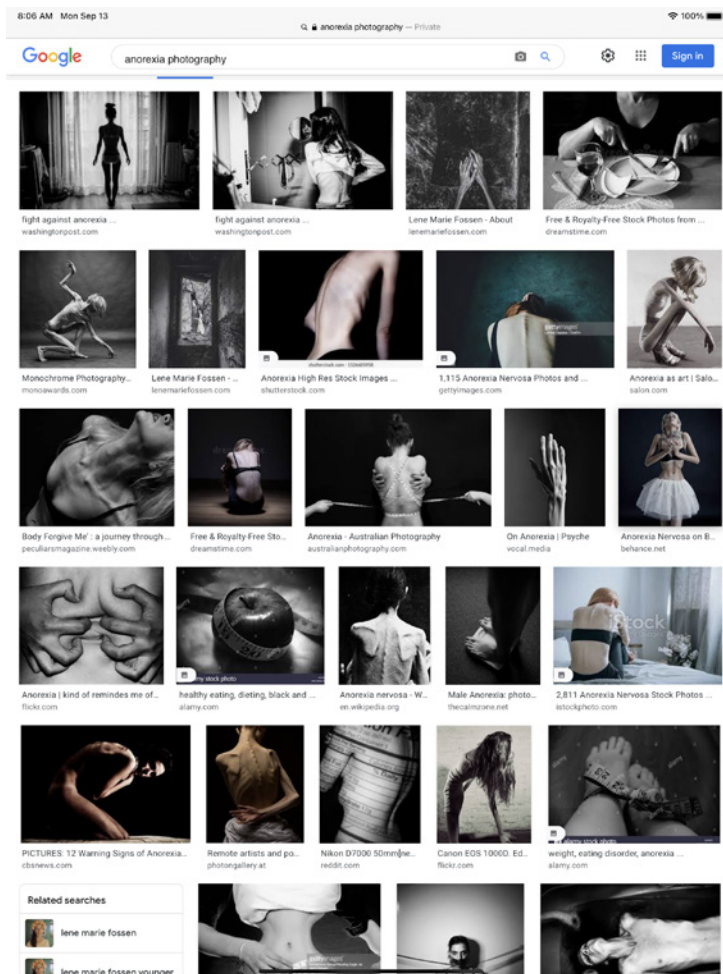
Having unusual behaviors around food (cutting food into small pieces, pushing

food around the plate)

Obsessively reading nutrition information
or counting calories

Constantly weighing himself or looking in
the mirror

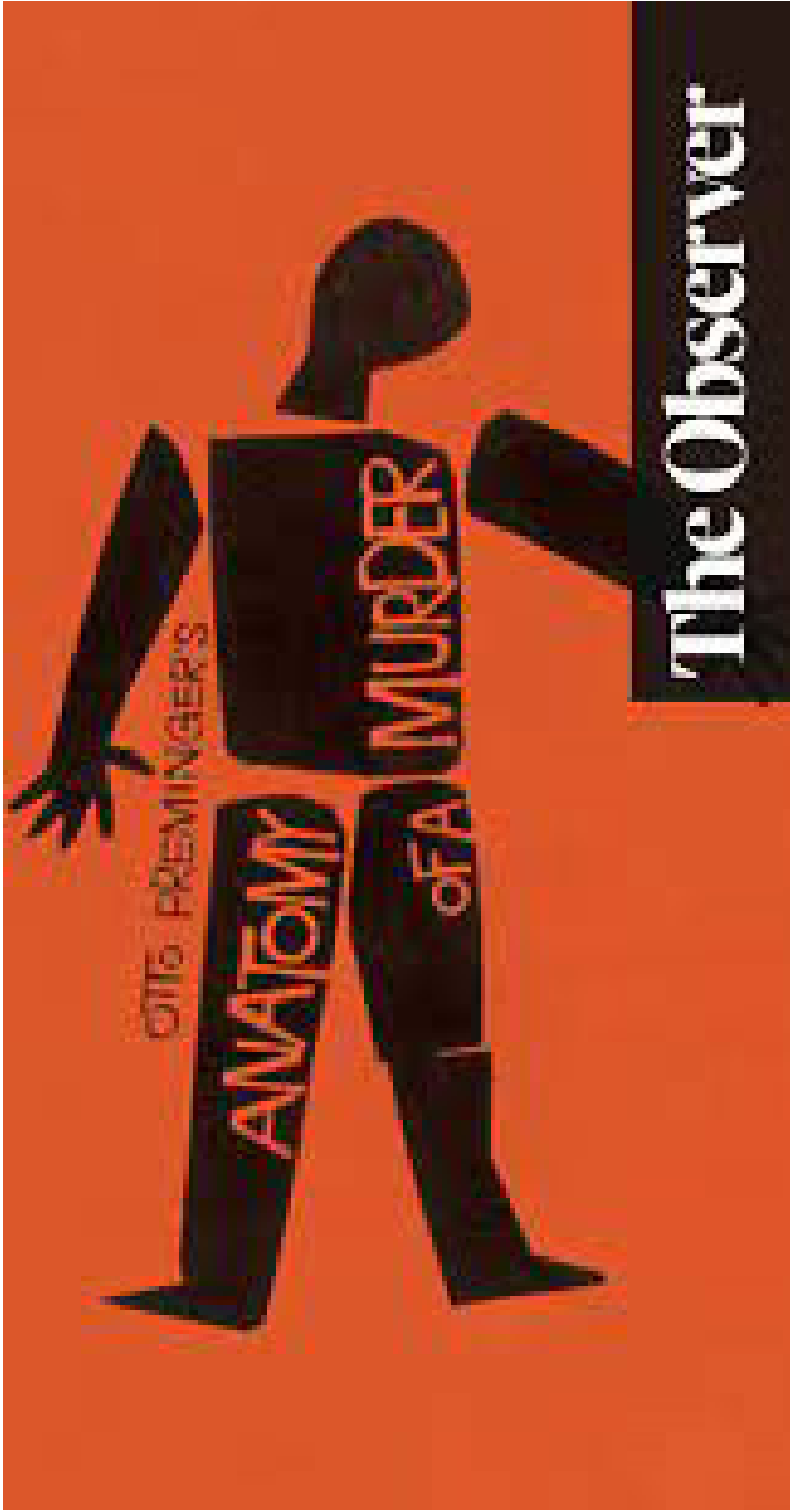
Avoiding or withdrawing from social
gatherings involving food

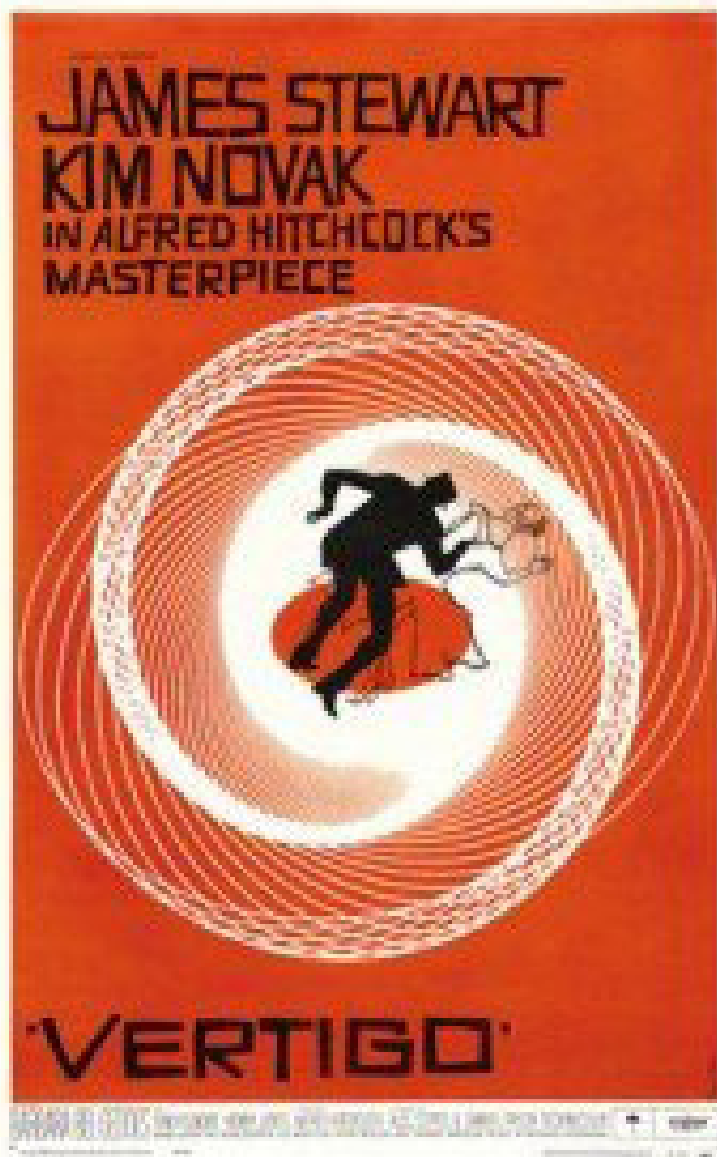


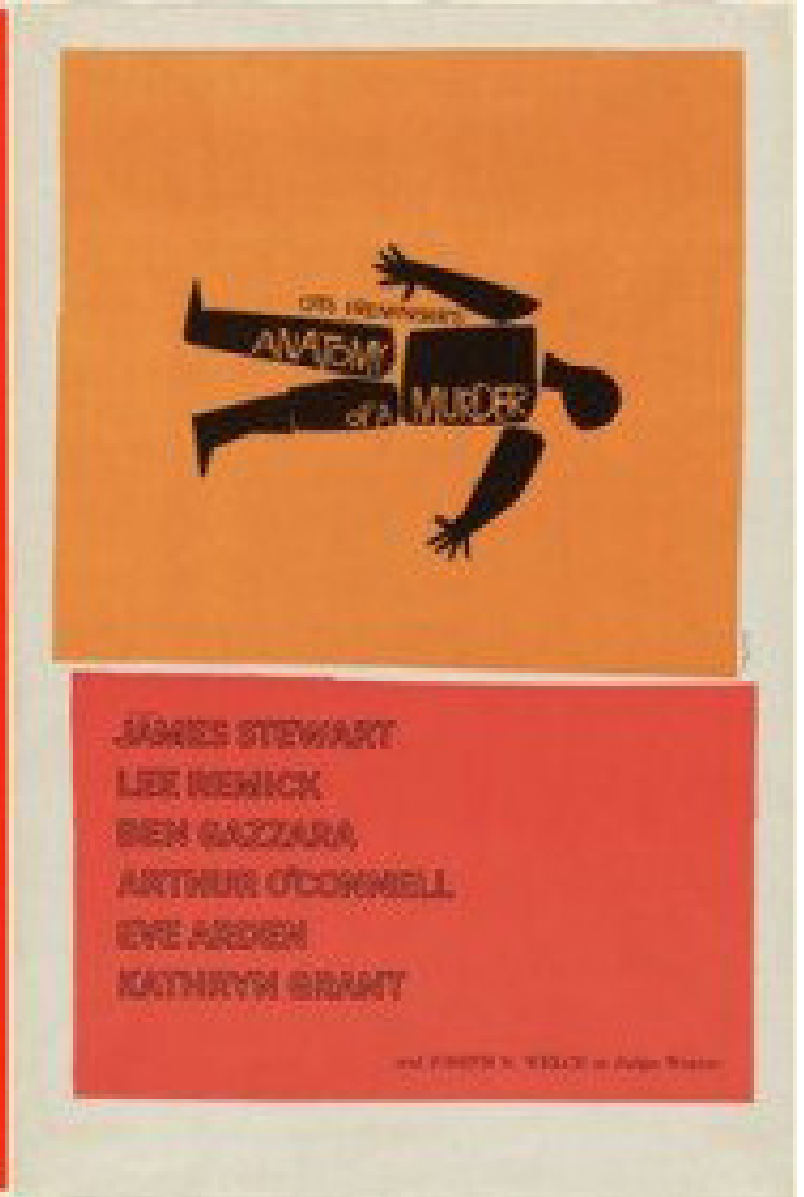
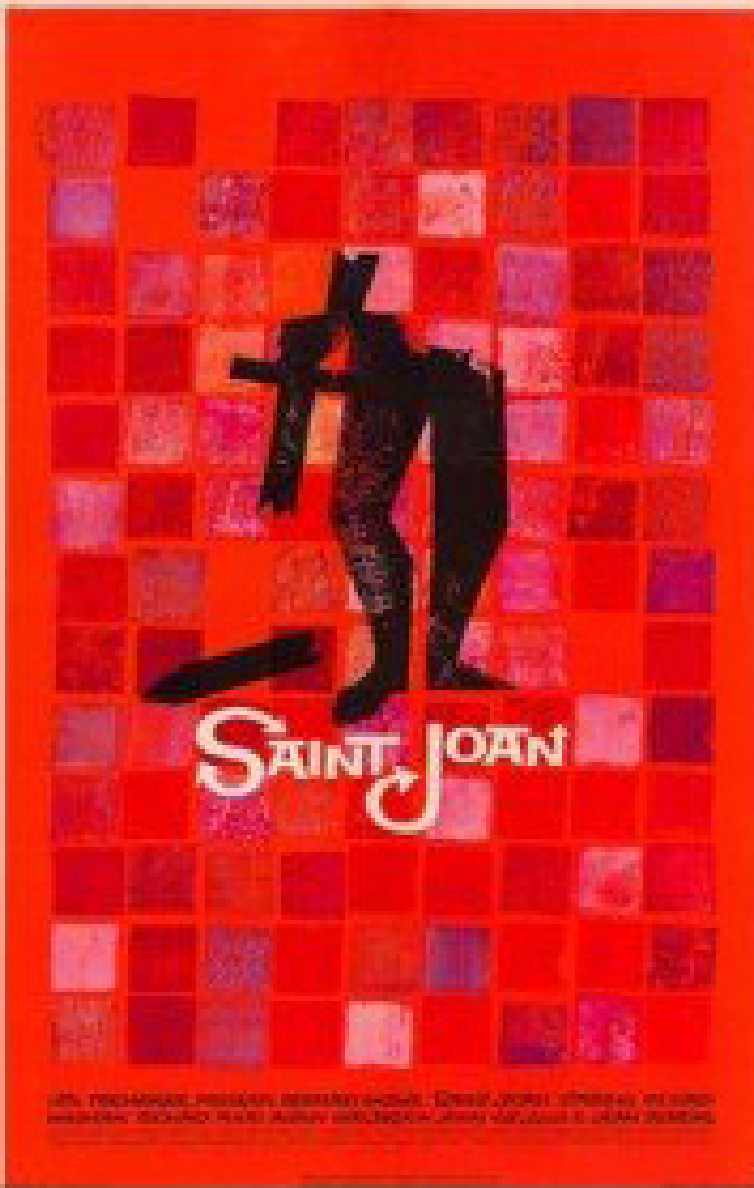


Inspiration











12 Pins



Dancer on Orange Ground | Cooper Hewitt, Smithsonian Design Muse...



60 Best Print Advertising Campaigns | Design | Graphic Des...



60 Best Print Advertising Campaigns | Design | Graphic Des...



Three Eye Crow - Casual Polar Bear



Would you eat this mermaid sushi?



the front page of the internet



90 Creative Animal themed Print Ads and Advertising ideas for you



Eco posters



Cut A Tree. Kill A Life. | Y&R Malaysian Na...



#StopTrashPlant- An awareness campaign to empower people bec...



В мире чудес on Twitter



Polly Nor's Women and Devils



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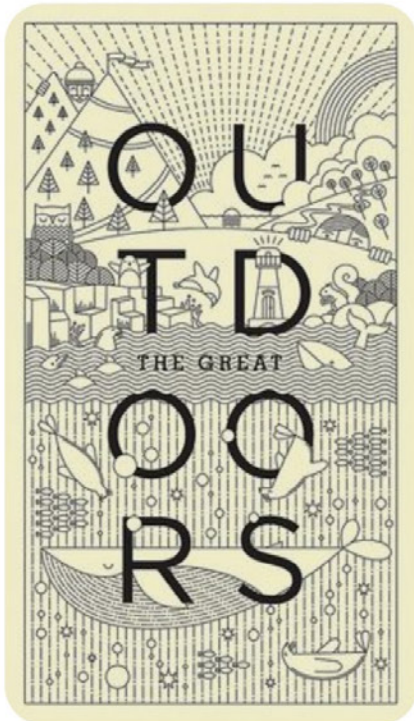
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The dangers of
unofficial service – Ca...



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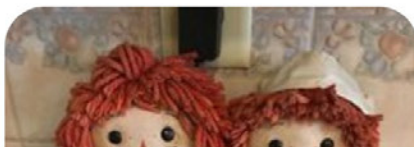
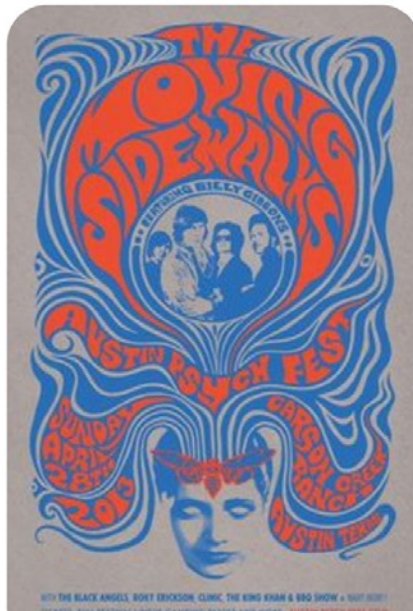
Print



30+ Stunning Examples
of Hand Lettering Styl...



Desperado Typeface
Wild West Style Font S...



< Recently saved



Them Concert Poster by Wes Wilson BG012 ☆



DA2CC7D9-F486-4D20-B73D-B9C9DABB3773... ☆



30+ Brutally Honest Illustrations Showing ... ☆



Sillvi on Twitter ☆

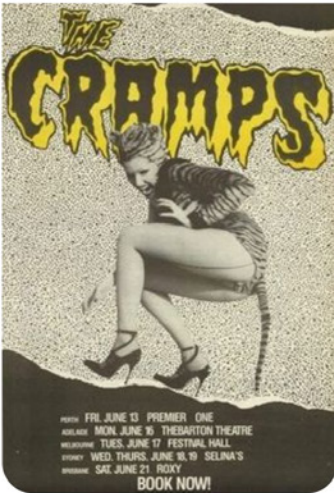


30+ Brutally Honest Illustrations About To... ☆

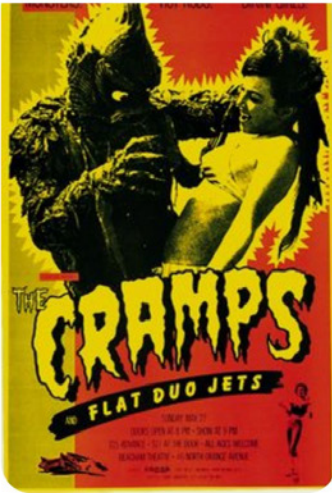


The Problems Of Our ☆

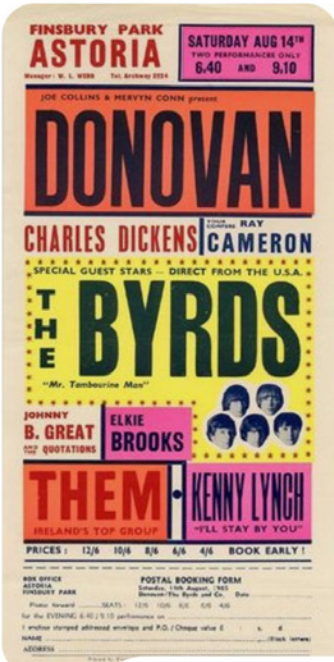
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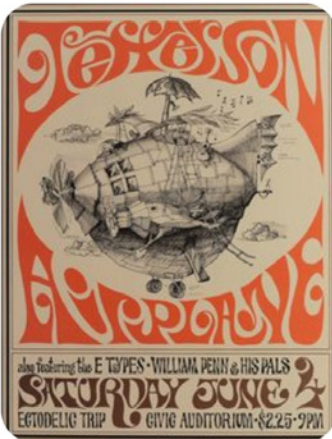
The Cramps ☆



Cocks & Cowboys ☆



August

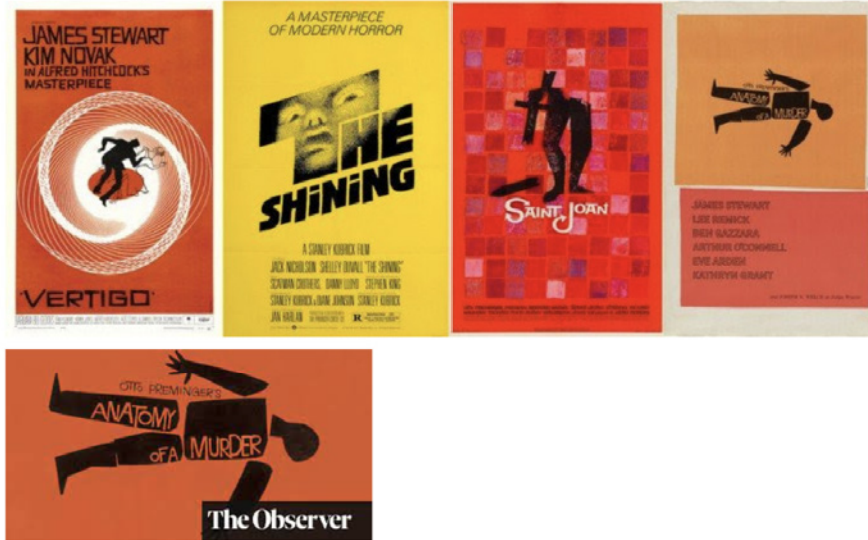


Does it POP: Photo ☆



Saul Bass

Saul Bass might be the single most accomplished graphic designer in history. Working in the mid 20th century, when the importance of graphic design was just on the upswing, Bass branded a staggering array of major corporations with his iconic, minimal designs.



Paul Rand

As an artistic director, he helped to transform the advertising industry by emphasizing the importance of graphic design and visuals over writing. He produced logos for large companies such as IBM, ABC, UPS, or Steve Jobs' NeXT, still legendary and almost unchanged to this day (except UPS).





Concept Development





Caitlyn Pearn



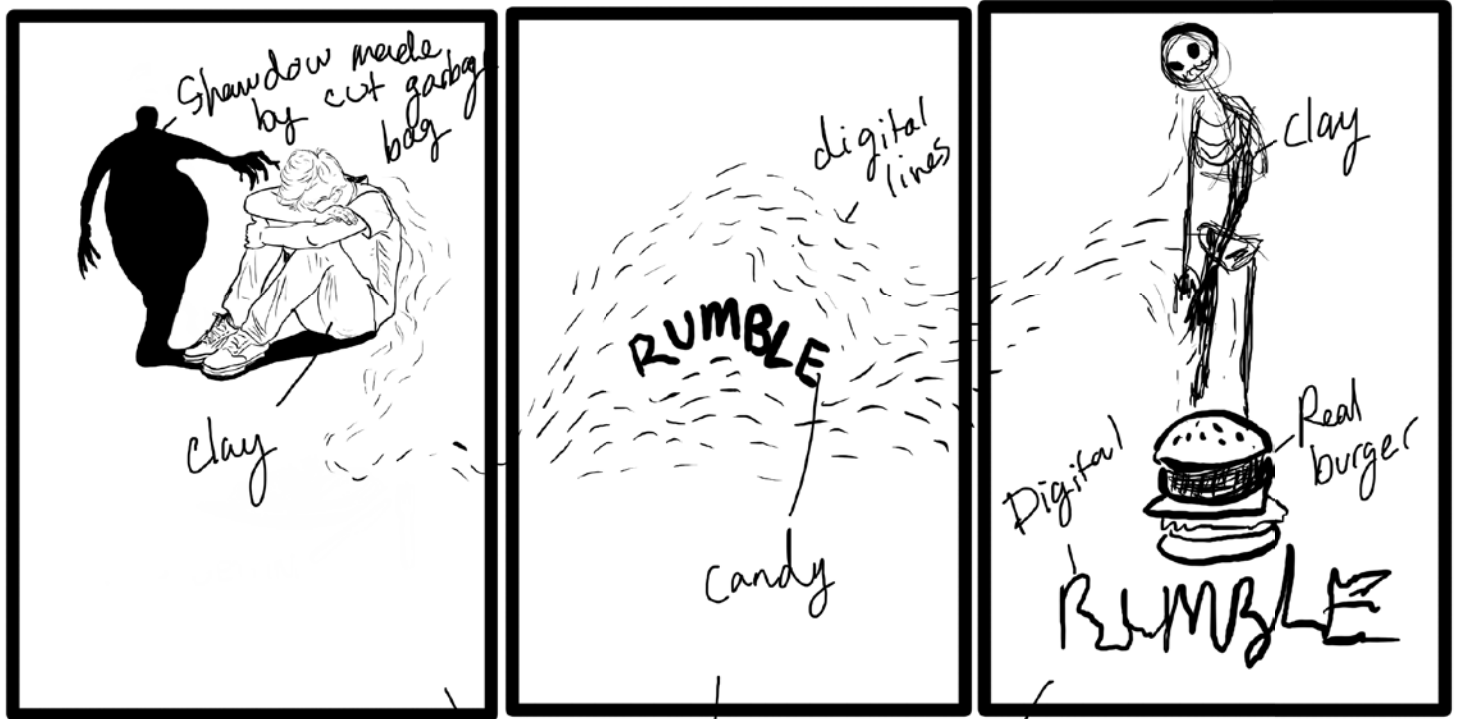


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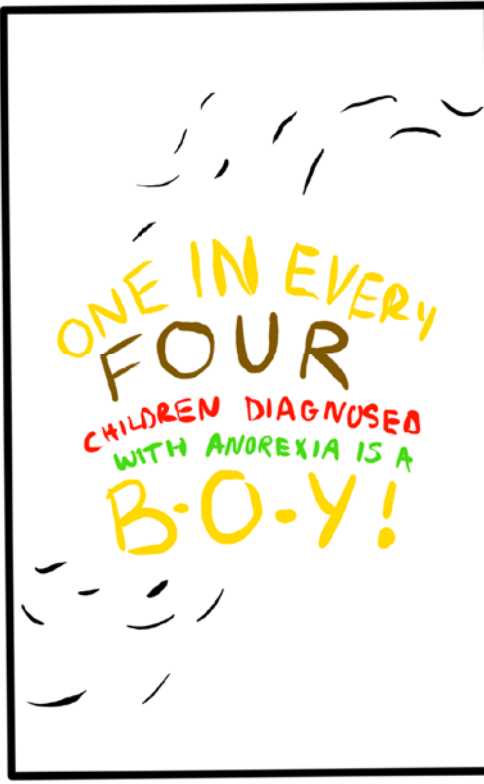


DONT LET YOUR DINNER
GET COLD .





Backgrounds are digital

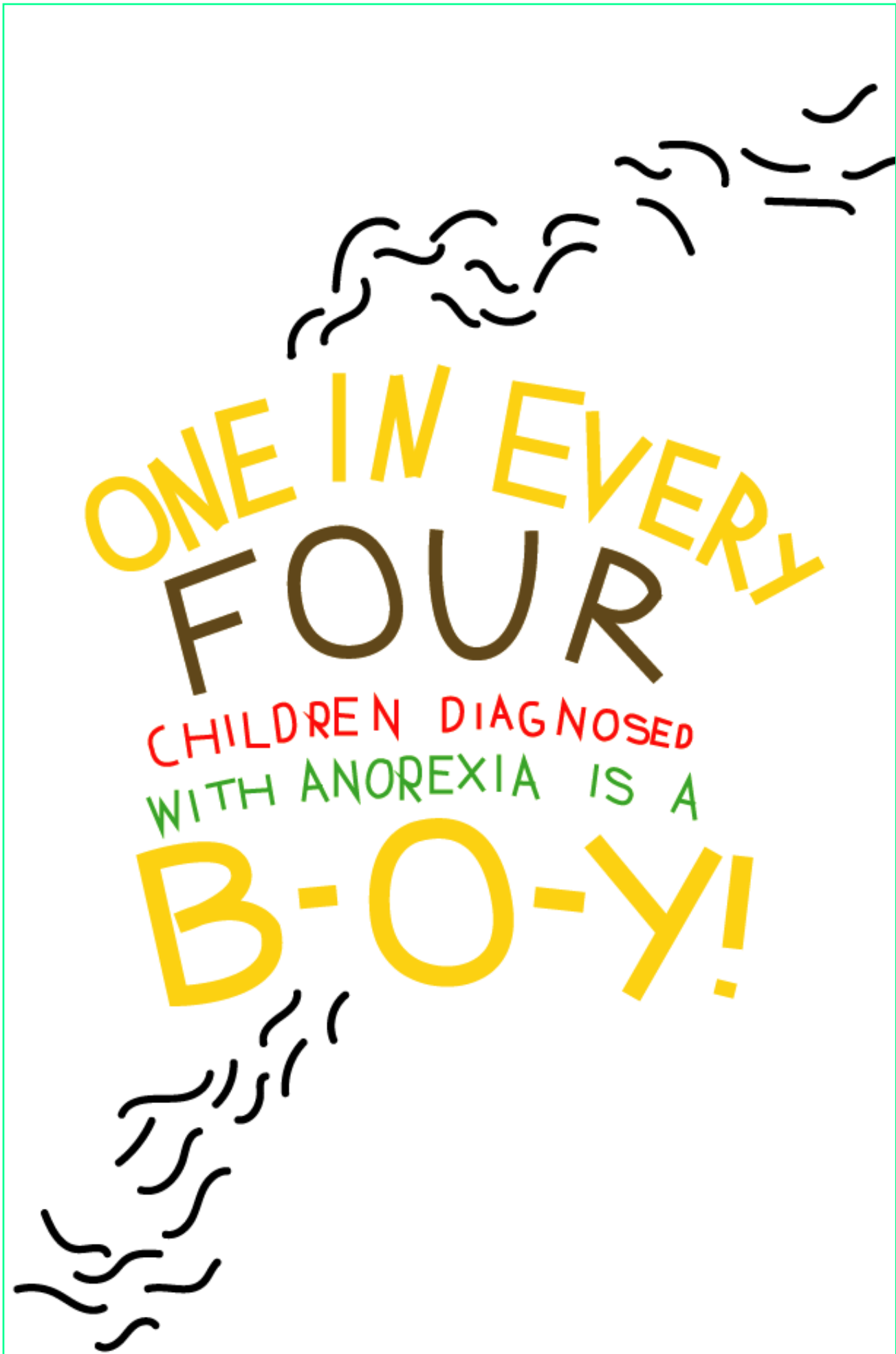




Finals





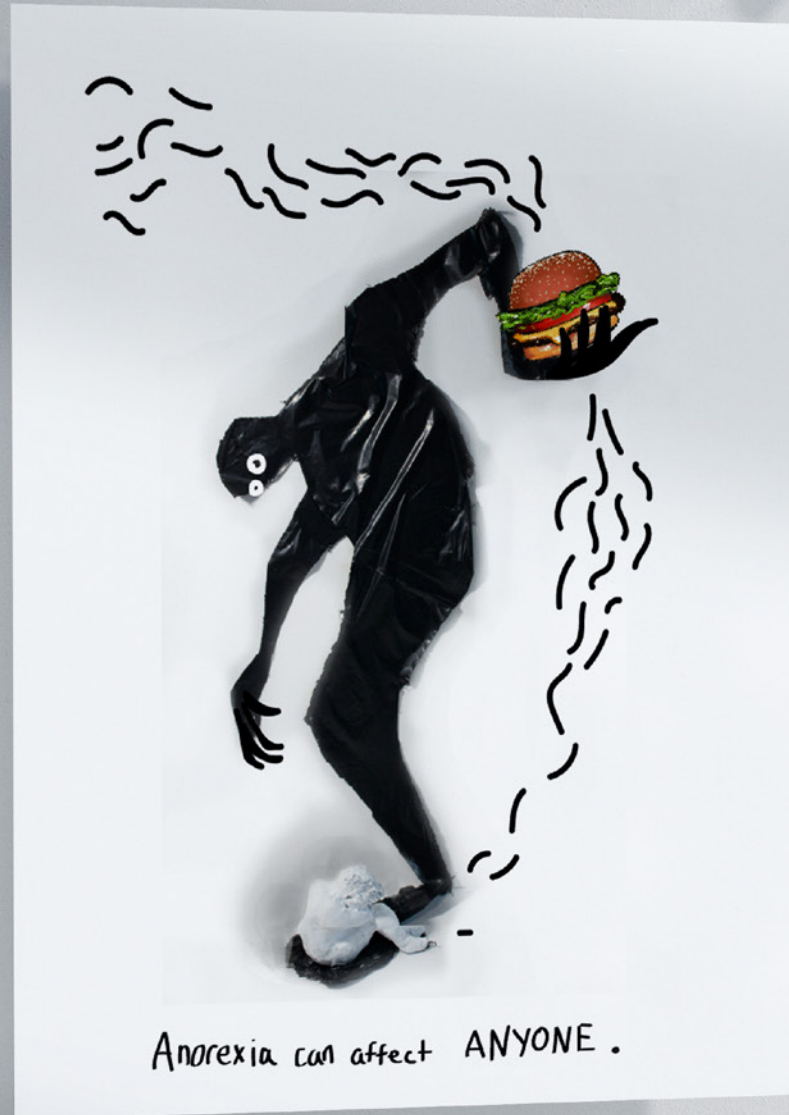




Anorexia can affect ANYONE .









Rationale



Rationale Studio III - Culture & Design

Culture & Design Rationale

Caitlyn Pearn

8705342

Studio III , Project 1

Professor: Josh Perrisotti

The objective of this assignment was to find a societal issue and design a series of three advertising posters that clearly communicate the chosen issue using both digital and traditional media. I chose to focus on anorexia or eating disorders in boys.

My motive for this issue was both personal and educational. My fifteen year old brother was my main inspiration for this project. He struggles with anorexia, there's nothing that will convince him that what he sees in the mirror is simply delirious. He doesn't like to ask for help because of the mindset that many males have when it comes to being emotional. One in every four children diagnosed with anorexia is a boy and that just goes to show that people don't notice boys because girls are more stereotyped to have eating disorders. I wanted to use the metaphor of this mental health issue as a demon, so I put in my love for horror and quirky illustrations to make this project visually compelling enough for people to read into it more than just another poster on the street. The traditional media component is the sculpture part, where the demon is black and the boy is white, playing with the idea of good versus evil. The shadow demon is a cut-out of a trash bag to resemble the figure that my brother and many boys see themselves as being ugly. I chose the burger because it is one of the most iconic "fat" foods that looks visually appealing in designs like this project. The illustrative lines flowing through the compositions is the smell from the burger wafting through the air to the boy, and it helps the posters flow well together.

The purely typographic poster is stating the statistics of the boys with anorexia in the shape of a burger so the burger motif is consistent through the designs as well. The small

Caitlyn Pearn

boy is also made of clay and the reason for the size is to make the shadow demon feel like that big bully standing over the victim at recess. This mental issue is a huge concern because of the lack of support that males get compared to girls, and it leads to greater issues like suicide. Overall I feel like I have achieved the goals I set for myself for these posters and feel like my skills were used effectively.

