



# EXPRESSIVE ARTS

## BADGES

### Resource Content:

This resource focuses on the badges produced for the 'Take Care' Campaign.

### Experiences and Outcomes:

*Expressive Arts - Art and Design*

EXA 3-03a - I can use and combine the visual elements and concepts to convey ideas, thoughts and feelings in expressive design work.

EXA 3-06a - While working through a design process in response to a design brief, I can develop and communicate imaginative design solutions.



## FACT SHEET

### HIV/AIDS in Edinburgh and the Lothians

By the end of 1989, the HIV infection rate in Edinburgh was nearly seven times the national average. This led to Edinburgh being dubbed the “AIDS capital of Europe” in the national press at the time. The AIDS epidemic affected people from all walks of life; men, women, children, homosexuals and heterosexuals, as well as intravenous drug users and haemophiliacs.

### The ‘Take Care’ Campaign

The ‘Take Care’ Campaign was jointly launched in 1989 by the Lothian Health Board and Lothian Regional Council in response to the HIV/AIDS epidemic in the region. The campaign was intended to raise awareness of the risks of HIV and AIDS among all members of the community. This involved the use of advertising, special events and educational resources for schools and community groups.

Where campaigns in the wider UK used negative images (such as tombstones), ‘Take Care’ broke with the past with its frank and fun approach, telling people how they could ‘take care of the one you love’ through making the right choices and recognising when they could be at risk from HIV. ‘Take Care’ spread the message that HIV and AIDS could affect anyone and its main focus was sexual transmission of HIV.

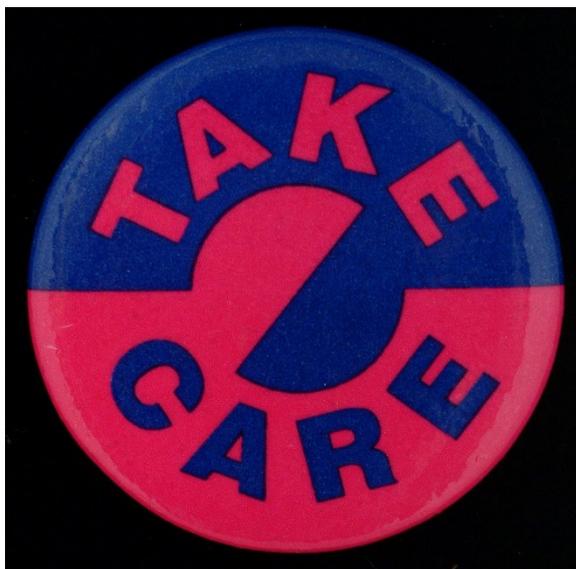
Bright colours and a range of slogans were used to highlight the importance of safe sex and taking care of yourself and others. As well as posters and postcards, a varied range of merchandise was produced to help promote the take care message and raise awareness among a range of age groups. T-shirts, beanie hats, condom cases, badges, watches and more were produced to further promote the initiative.

### Badges

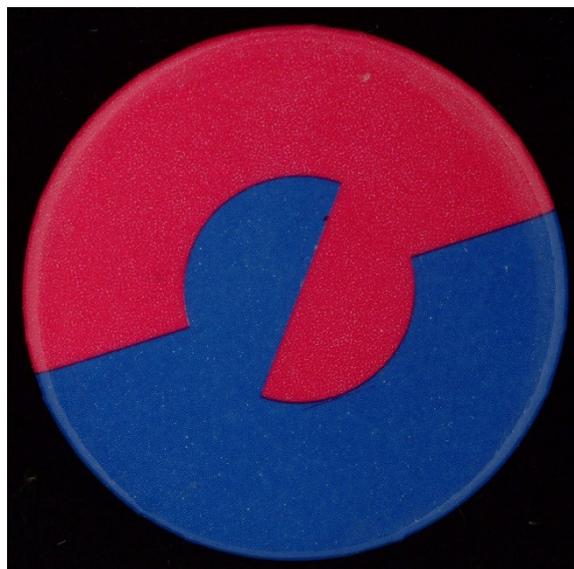
The badges used in this resource were produced as a part of the ‘Take Care’ Campaign, and were given out freely at events. Badges EXA3.01 and EXA.02 are based on a stylised view of two people hugging as seen from above.



## RESOURCE IMAGES



EXA3.01



EXA3.02



EXA3.03



EXA3.04

Use the reference numbers below these images to help you find the corresponding downloadable images on the website.



## **SUGGESTED ACTIVITIES**

### **1. Starter Activity - Carousel**

- a. Place each image on a table.
- b. Divide students into groups and ask them to visit each image and write down things they like about the badge and things they don't like about the badge.
- c. Ask students:
  - i. What badge would they wear and why?
  - ii. How effective are the badges in raising awareness of HIV and AIDS?
  - iii. To rank the badges from most clear to least clear.

### **2. Main Project – Design your own badge**

- a. Divide students into groups of four.
- b. Ask each group to design a pair of badges to promote a health awareness campaign such as HIV, no smoking, exercise, etc.
- c. The group should come up with a team name, tag line and logo.
- d. Use the design sheet provided to come up with four different ideas for the pair of badges.
- e. Choose the best idea and provide reasons for why you have chosen it.
- f. Produce a finalised design of the badge, include dimensions and materials used.

### **3. Closing - Exhibition**

- a. Pin the finalised designs to a temporary display wall and ask the groups to explain what message they are trying to get across, and why they chose a certain design.
- b. Badges could also be made by drawing the design on a piece of thick card and attaching a safety pin to the back using sticky tape or a hot glue gun.



## DESIGN SHEET

<p><b>Health Promotion Campaign:</b></p> <p><b>Company Name:</b></p> <p><b>Tag Line:</b></p>	<p><b>2. Justification</b></p> <p>Write three statements to explain why you have chosen this design.</p> <p>1. ....</p> <p>2. ....</p> <p>3. ....</p>
<p><b>1. Ideas</b></p> <p>Each member of the team should use a space to contribute an idea to the design – it can be a picture or description – then decide which idea is best</p>	<p><b>3. Finalised Design</b></p> <p>This should be a technical drawing of your final design including scale and materials used.</p>