



# **EXPRESSIVE ARTS**

## **CONDOM AND PILL CASE**

### **Resource Content**

This resource focuses on a condom and pill case designed for the Lothian Health Board.

### **Experiences and Outcomes**

#### *Expressive Arts - Art and Design*

EXA 2-01a - I have experienced the energy and excitement of presenting/performing for audiences and being part of an audience for other people's presentations/ performances.

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.

### Pill and Condom Case

As a part of this campaign, designers produced the funky case used in this resource to carry contraceptive pills and condoms. From the outside, this object gave few clues to its contents and so could be carried around without drawing too much attention. The design of this case is similar to artwork by Keith Haring.

### Keith Haring 1958-1990

Keith Haring was one of the many high profile people to be diagnosed with AIDS during its peak in the late 1980s. As a homosexual man, Haring had witnessed the wave of homophobic stigma attached to HIV and AIDS. He used art to challenge these stereotypes and create awareness of HIV and AIDS. Haring created campaign posters and paintings for health centres. He also set up the Keith Haring Foundation which supports HIV and AIDS education.



## RESOURCE IMAGES



EXA4.01  
© Lothian Health Services Archive



EXA4.02



Ignorance = Fear  
© Keith Haring Foundation



Stop AIDS

Use the reference numbers below these images to help you find the corresponding downloadable images on the website. You can find the Keith Haring images by searching online.



## **SUGGESTED ACTIVITIES**

### **1. Starter Activity – Class Discussion**

- a. Show the class artworks by Keith Haring that raise awareness of HIV and AIDS.
- b. As a class discuss Haring's work:
  - i. How does he use images to convey his message?
  - ii. What do you think makes these images powerful?
  - iii. Can you think of any examples of other important issues that affect us?
- c. Show the class the condom and pill case designed for the Take Care Campaign.
- d. Why do you think they were designed in this way?
- e. Why do you think they put fun designs on something so serious?

### **2. Project – Design your own poster or condom and pill case**

- a. Ask half the group of students to stand against a wall or lie on the floor, then get them to strike a pose. Dancing, running, crouching or jumping – any action will do!
- b. Get the other students to draw around the shape of the person using chalk.
- c. Copy the images in a sketch pad. Ask students to combine them to make a new drawing.
- d. Use bright block colours to fill the drawings in.
- e. This drawing can then be used to make a poster or object based on Haring's aesthetic that will raise awareness of HIV and AIDS.

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

- a. Ask students to pin their design on to a temporary display wall.
- b. Ask students to explain their designs to the class.