

2024

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DA CRUZ  
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ENDO, AN EDUCATIONAL CAMPAIGN  
ON ENDOMETRIOSIS – HOW GRAPHIC  
DESIGN CAN WORK TOWARDS  
WOMEN’S EMPOWERMENT REGARDING  
THEIR HEALTH



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Projeto apresentada ao IADE - Faculdade de Design, Tecnologia e Comunicação da Universidade Europeia, para cumprimento dos requisitos necessários à obtenção do grau de Mestre em Graphic Design and Visual Culture realizada sob a orientação científica da Doutora Juliana F. Duque, professora assistente.





**palavras-chave**

Design para o bem-estar, Saúde da mulher, Campanhas de prevenção, Endometriose, Educação em saúde.

**resumo**

Este projeto liga o design gráfico à saúde, desenvolvendo uma campanha visual educativa sobre a endometriose, uma condição frequentemente mal compreendida que afeta mulheres em idade reprodutiva. O objetivo é aumentar a consciencialização e incentivar as mulheres a aprenderem mais sobre este problema, frequentemente negligenciado. A campanha visual, denominada Endo, procura difundir o conhecimento sobre os sintomas, que tendem a ser desconsiderados ou confundidos com desconfortos menstruais considerados ‘normais’. A campanha também enfatiza a importância da consulta médica, para ajudar a aliviar os impactos de longo prazo da endometriose, que podem afetar significativamente a qualidade de vida das mulheres. Além disso, visa reduzir o estigma associado a problemas de saúde menstrual, criando um ambiente seguro para que as mulheres se sintam confortáveis a discutir os seus sintomas e procurar ajuda. Este projeto explora vários campos dentro do design gráfico, incluindo media digitais como plataformas de redes sociais e um site e, media escrita, como brochuras educativas e cartazes. Tal estratégia foi adotada para

alcançar um público mais amplo e aumentar a capacidade de entender dados e armazenar informações.

A conexão entre design gráfico, profissionais de saúde, escolas e organizações femininas é crucial para espalhar a mensagem eficazmente. A campanha educativa Endo é um passo vital no sentido de melhorar a saúde das mulheres e uma ferramenta que as empodera. Ela não só procura aumentar a consciencialização sobre esta condição, mas também incentiva as mulheres a serem proativas em relação à sua saúde, levando a um diagnóstico mais precoce, a uma melhor gestão e melhor qualidade de vida das mulheres afetadas pela endometriose.



**Keywords**

Design for wellbeing, Women's health, Prevention campaigns, Endometriosis, Health education.

**abstract**

This project connects graphic design with healthcare, by developing a visual and educational campaign on endometriosis, an often-misunderstood condition that affects women in reproductive age. The goal is to raise awareness and encourage women to learn more about this overlooked problem.

The visual campaign, called “Endo”, aims to spread knowledge about symptoms, which are often likely to be dismissed or mistaken for ‘normal’ menstrual discomfort. The campaign also highlights the importance of medical consultation, to help in easing the long-term impacts of endometriosis, which can significantly affect women's quality of life. Moreover, it intends to break the stigma associated with menstrual health issues, by creating a safe environment where women feel comfortable discussing their symptoms and seeking help. This project investigates several graphic design-related topics, including print and digital media such as posters and educational brochures as well as digital media like social media platforms and websites. This approach was taken to reach a larger audience, improve data understanding, and store

information. For the message to be effectively distributed, there must be a connection between graphic design, healthcare providers, schools, and women's organizations. The educational campaign Endo is an important first step toward improved healthcare for women and a tool for their empowerment. It not only raises awareness about the condition but also encourages women to be proactive about their health, which eventually results in an earlier diagnosis, better treatment, and an enhanced standard of living for those affected by endometriosis.



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# Introduction

## Endometriosis and Design

Endometriosis has historically lacked sufficient public awareness and understanding. Meanwhile, the goal of graphic and information design is to make information easily understood and visually appealing so that everyone can access it, a useful resource in the era of data. This is where the relationship between Endometriosis and Graphic becomes not only relevant, but essential.

Graphic design is fundamental to communication. It uses visual elements to convey messages, evoke emotions, and bring attention to critical issues. The mix of graphic design with the cause of endometriosis awareness is a powerful tool in breaking the silence around this condition. Over time, there have been some efforts to use graphic design to draw public attention to endometriosis, making it a prime example of how design can serve a socially impactful role in this area (Houts et al., 2006).

In this context, one of the main contributions of graphic design is that it makes the invisible visible and inspires public action. Endometriosis is often an invisible disease; its symptoms and effects are not always apparent, so there is a risk of being forgotten. Through engaging imagery, infographics, and visual narratives, graphic designers have the unique ability to give a shape and color to the experience of endometriosis, making the invisible visible and accessible for everyone. Visual representations play an important role in promoting empathy and understanding among those who may not be familiar with the condition (Luederman et al. 2017).

Graphic design helps to spread information by making it easier for the public to get the information. Educational materials such as posters, postcards, and digital content that



combine appealing images and understandable text can help informing the public about endometriosis symptoms, available treatments, and the difficulties experienced by those affected by the condition. Effective design solutions not only grab attention but also make complex medical information more “digestible” to a broader audience (Luederman et al. 2017). Some campaigns for endometriosis awareness have tried using graphic design elements such as illustrations, charts, and infographics to create impactful messaging. For example, social media campaigns use visually compelling graphics and illustrations to engage audiences (Freeman et al., 2018). To establish a visual identity for the cause, these layouts frequently incorporate symbolic colors like yellow, which is connected to endometriosis awareness campaigns. In addition to increasing awareness, these designs could help create a feeling of community and support for those who are affected. This helps people to understand and better adapt to this issue.

## Scope and relevance of this project

A well thought out educational campaign on endometriosis can encourage women to find out more about the condition and to seek help if they think they suffer from it. In the context of this research project, the visual campaign tries to break the stigma around endometriosis and the normalization of women's pain, providing them with the information they need to make decisions about their health. For that reason, the campaign is also about empowerment. Overall, the goal is to improve women's health. The potential of the Endo campaign is found in its approach to addressing the condition by combining graphic design and healthcare. Its design approach is characterized by striking yet friendly illustrations and layouts that cover the main endometriosis-related issues. Unlike other campaigns that might only concentrate on typical media like posters or a small audience, Endo combines several tools to achieve a broad reach and communication. Print and digital media like social media platforms such as Instagram and TikTok, educational brochures, posters, and even merchandise with specific designs are all included. One of the campaign's main characteristics is its focus on interactive educational content. One special tool, for example, is the menstrual calendar, which was designed to help women to better understand their menstrual cycles and thus recognizing typical endometriosis symptoms. To effectively communicate and make the campaign visually appealing and instantly recognizable, the logo, color scheme, and typography were selected for their strength, vitality, and an overall sense of empowerment. The campaign's development is supported by research and user feedback to ensure that the content meets the requirements and desires of the target audience. Through its creative design, strategic communication, and educational objective, Endo aims to close the knowledge gap between the public and endometriosis, setting a new benchmark for public awareness.

# The Problem

Endometriosis is a chronic, progressive condition that can have a significant impact on a woman's quality of life. There is no cure for it, but there are treatments that can help managing the symptoms and improve the quality of life (Valle & Sciarra, 2009). Endometriosis, now one of the most prevalent gynecological illnesses, is frequently accompanied by excruciating discomfort. It is a chronic, painful condition, which occurs when the lining of the uterus, called the endometrium, grows outside of the uterus. This can cause pain, heavy periods, infertility, and other symptoms (Pathophysiology, diagnosis, and management of endometriosis, 2022). According to the World Health Organization, women are afflicted at a rate of one in ten. That means that around 200 million women and girls are affected by this disease all over the world (WHO, 2023). The lack of information about endometriosis, even amongst medical professionals, leads to utmost misinformation. Many women don't even know they are affected and those who do often suffer in silence because they are embarrassed or don't know where to go and seek for help. Many believe the discomfort to be menstruation cramps, due to a 'normalization' of pain.

The most common treatment options for endometriosis are medication, surgery, or a combination of both. Medications used to treat endometriosis include hormonal therapies, non-steroidal anti-inflammatory drugs, and pain medications (Valle & Sciarra, 2009). Such medications can be used to relieve pain caused by endometriosis lesions (Valle & Sciarra, 2009). Surgery is typically reserved for cases where other treatments have failed, or the symptoms are too severe. As there is no cure for endometriosis, early diagnosis and treatment can greatly improve quality of life. The earlier this condition is diagnosed and treated, the better the chance of managing the condition and minimizing its impact on life.

## Research questions and Goals

The transformative power of design in society is very evident. If we delve into the health field, we can observe that design plays a significant role by taking data from medical research and turning it into visually appealing, easily accessible layouts, helping to raise public awareness and a better understanding of illnesses and health conditions in general. Therefore, graphic design works as an important awareness tool for the public. This project in particular aims at providing people with the knowledge necessary to advocate for their own well-being and needs, thereby educating and empowering them about Endometriosis. It serves as an important bridge for sharing information and supporting approval, showing how design can have a deep effect on educating the public about health.

Endo also tries to answer to the following research questions throughout this investigation: The first question is “How can graphic design help spreading information about Endometriosis?” and the second is “How can an Educational Campaign raise awareness and nudge women to find more about Endometriosis?”.

This research project aims at changing the view of people and especially women by giving Endometriosis more attention and get health- and educational institutions to use this project as a valid and friendly information tool.

# Methodology

This research employs a comprehensive research methodology that intertwined literature review, document analysis, interviews, and an empirical component based on the design of a visual campaign. Initially, the literature review laid the foundation, where it was searched through scientific articles, books and other online resources to construct a theoretical framework around endometriosis and the potential impact of design in healthcare settings. Following the literature review, there was conducted a detailed document analysis, scrutinizing various design campaigns and interventions been implemented in the health sector. This required searching through a variety of sources, from social media platforms like Instagram and TikTok to design websites such as Pinterest, Behance, Dribbble and Design Crowd as well as websites of Endometriosis Associations and Initiatives, like Endometriosis UK, Endometriosis Foundation of America, and German associations such as Endometriose-Vereinigung Deutschland e.V. and intombi. The objective was to evaluate the efficacy of these initiatives, seek guidance from design principles, and try to identify areas that required improvement.

Another important procedure was the creation of two surveys. One to find out how the public views and understands Endometriosis, to expand the research and analysis's reach and include different points of view. The second survey was conducted after exposing the public to the final product of the campaign, to understand its impact, how they received and perceived it. Both targeted individuals from various age groups and genders, with a special emphasis on women in their reproductive years. Distribution of the surveys were achieved through the social media platform Instagram and an email distribution list, ensuring a wide reach of participants, which also validates the point of this research.

The project also includes an empirical component, with the development of a visual campaign, involving the insights collected from the literature review, document analysis, and interviews. It followed design principles, such as color use and typography, to address and catch the audience's attention. The focus was on addressing a specific issue, that was confirmed during the research, which is the misunderstanding and lack of awareness of endometriosis. This investigation offered a helpful example of how design could influence health outcomes in addition to an opportunity to evaluate the relevance and effectiveness of such interventions in practical contexts.

This practical project at the heart of the research was designed to raise awareness on Endometriosis and improve the lives of those affected by it. The campaign included posters, social media content, merchandise, and a menstrual calendar. The posters aim to educate and encourage empathy among viewers while promoting awareness of endometriosis, using captivating illustrations and interesting and informative text. The merchandise, which includes items such as t-shirts and hoodies, served not only as a means of raising awareness but also as a way for individuals to show their support for the cause. The periodic calendar was designed to help those with endometriosis track their symptoms, treatment schedules, and medical appointments.

## **Main results**

This educational campaign is a useful tool to raise awareness about endometriosis, as well as to share information about it and encourage people to learn more about the condition and how it impacts women's lives. Overall, its main achievement is about how it can help patients, medical professionals and the public in general understand what it's like to live with endometriosis and encourage more women to get checked. Moreover, the campaign is also an important means to show women how they should not be afraid to get a professional consultation to receive the help they need. As a friendly and informational visual tool, Endo underlines the importance of speaking to healthcare providers about the disease, breaking the silence around endometriosis and making sure that more women get the information and support they need. Endometriosis can be a debilitating condition, but with the right knowledge and support, it can be managed.

# Dissertation Structure

The dissertation offers a comprehensive examination of the function of visual design in healthcare, with a focus on endometriosis. The introduction opens the research by detailing the problem, goals, and the methodology. After that, in the first chapter, a review of the literature and a theoretical framework connecting design concepts to healthcare problems—specifically, endometriosis—are presented, allowing readers to understand how design concepts fit into this environment. The reader advances to chapter two where the research goals and methodologies, which include document analysis, interviews, and bibliographic research, are addressed. The methodology section details the research approach, leading to the projects main part, where the design campaign for endometriosis awareness is described in detail. This includes the development process, key visuals, and campaign structure. The Endo campaign's conceptual foundations, visual identity, structural composition, and execution across digital and accessible media are all presented in the third chapter. The outcomes and conversations show how the campaign can increased awareness and comprehension of endometriosis. The conclusion gives a summary of the insights, research results, and ideas for future study areas. Scientific citations and additional data from the notes and references support the dissertation's conclusions.





# 1. State of the Art and Theoretical Framework

*This chapter deals with the connection between health and design, showing the significant influence of visual design on patient education, public health awareness, and healthcare. It starts by looking at the sometimes ignored but crucial role that design plays in daily lives. After that, the specific use of design in healthcare is explained and what elements are essential to provide patients and the public with easily accessible and interesting health information. A review on endometriosis and the complexity of the illness, highlighting the significance of design in communicating information about symptoms, diagnosis, and available treatments is shown after that. The chapter continues discussing the strategic application of design in public health initiatives, providing examples of how designed visual campaigns can inform, attract, and motivate people change their habits. It presents campaigns also raising awareness to endometriosis to highlight how effective design can be in promoting understanding, while showing what can be done better for a campaign to be successful.*

## 1.1. Intersections between Visual Design and Health

The concept that design is both ubiquitous and yet often invisible in our daily lives is supported and explored through various academic lenses. In design theory, Donald A. Norman's "The Design of Everyday Things" (2013) delves into how good design integrates seamlessly into our lives, making it almost imperceptible.

Design is present in every aspect of our environment, from the ergonomic shape of kitchen tools to the complex infrastructure of our cities. The layout of a smartphone interface, the architecture of buildings, the planning of public spaces, and the typography on signboards all involve subtle but crucial design decisions. These elements deeply influence how we interact with objects, navigate spaces, and process information (Norman, 2013). But even despite this, people who are not familiar with design often fail to notice the nuances and significance of the field. This invisibility is mostly due to the nature of effective design, which blends in with our surroundings to accomplish its purpose without drawing notice to itself. It is common to take for granted a well-designed system or product because of its practicality and ease of use, which obscure the careful design effort that went into it. On that matter Bruce Mau's says in an interview (2012), "for most of us, design is invisible until it fails". The lack of widespread design comprehension is responsible for this occurrence, as the general people may not always understand or value the complexity, ingenuity, and technical expertise that go into creating the products and systems they use daily (Gibson, 2015).

The historical tale of cholera's origins is an interesting example of the underappreciated significance of design. The 19th-century discovery by Dr. John Snow of the cause of a cholera outbreak in London is an important event in epidemiology and public health. What is less well known, though, is how crucial visual design was to this finding. Dr. Snow used a map of the Soho district in London to plot cholera cases during the

outbreak. This visual representation was crucial in identifying the Broad Street water pump as the outbreak's epicenter. The design of this map — its layout, the method of representing data, and the clarity of its visual communication — was instrumental in understanding the spread of the disease. This case is a seminal example of how design, specifically in the form of data visualization, can lead to groundbreaking insights in fields as diverse as medicine and public health (Sellner, 2020). He marked each death on the map with small dots, and through this simple yet powerful visualization, patterns emerged, revealing the locations where deaths were mostly affected. This approach mirrors the historic intersection of design and healthcare, which has developed into a necessary element of understanding and treating health problems.

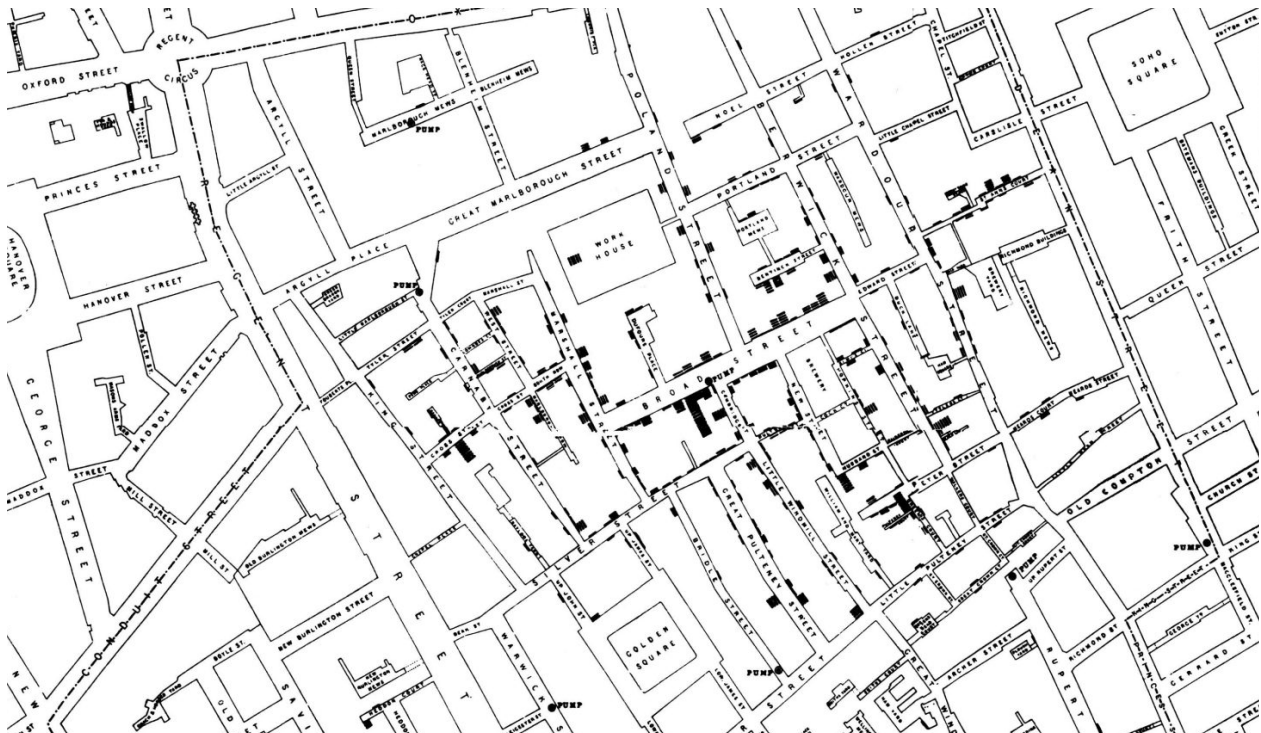


Fig. 1: Cholera Map by Dr. Snow

Source:

<https://storymaps.arcgis.com/stories/de3de8f7aa694d81983b2769713d29b2#:~:text=URL%3A%20https%3A%2F%2Fstorymaps.arcgis.com%2Fstories%2Fde3de8f7aa694d81983b2769713d29b2%0AVisible%3A%200%25%20>

Florence Nightingale's use of coxcomb charts to show how sanitary conditions affected soldier mortality rates during the Crimean War is another notable example of the positive impacts of the intersection between graphic design and health. Her work demonstrated the potential of visual data representation in healthcare and changed hospital and nursing sanitation practices<sup>1</sup>.

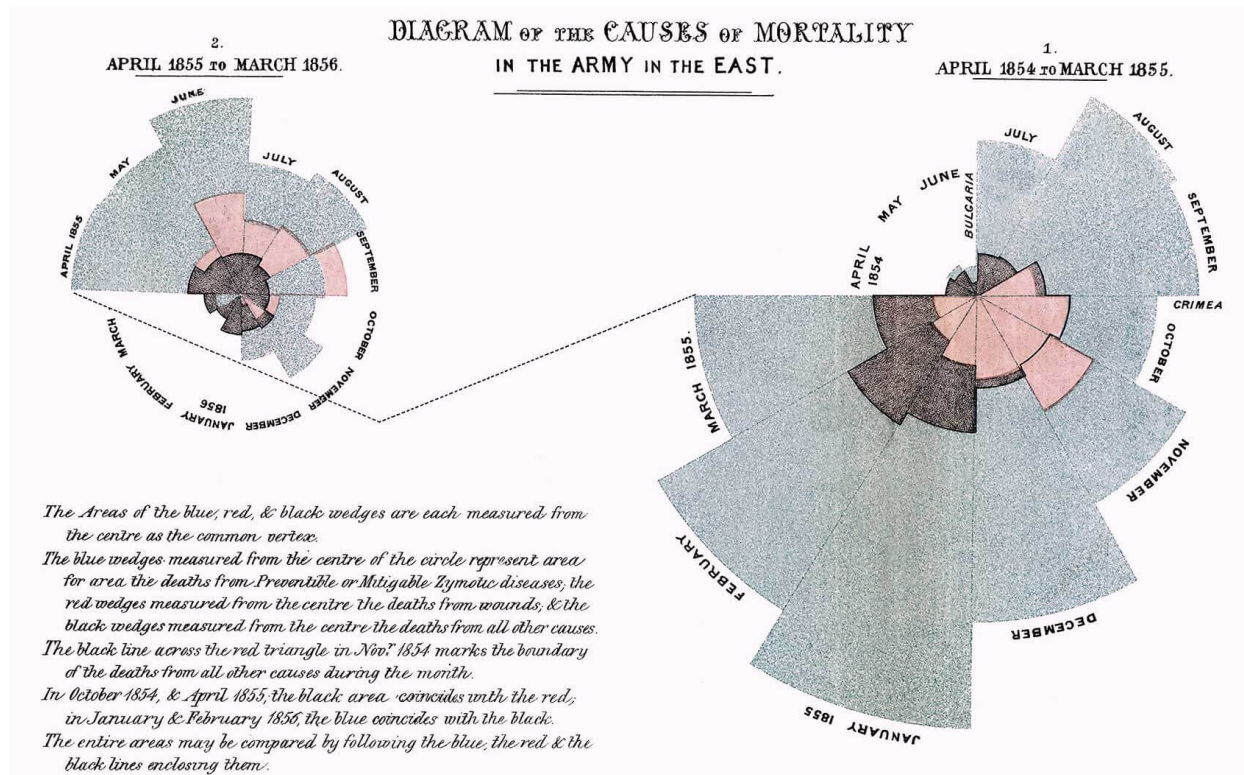


Fig. 2: Coxcomb Chart by Florence Nightingale  
Source: <https://www.florence-nightingale.co.uk/coxcomb-diagram-1858/>

From then on, information design has become essential for understanding complicated health issues, avoiding stigma, and even predicting epidemics. For example, in the presence of widespread misinformation during the AIDS crisis, visual campaigns were essential in educating the public. The 1996 exhibition on this topic at the Victoria and

<sup>1</sup> Florence Nightingale's work showed that soldiers were dying more of hospital infections and malnutrition than of battlefield wounds. That led to the improvement of sanitary conditions in hospitals.

Albert Museum (Graphic Responses to AIDS) demonstrated how design contributed to crisis management. In a similar vein, Infographics played a crucial role in the Covid-19 pandemic, showing how the virus spread and offering in-depth analyses of the death toll that considered factors like age and gender (V&A Dundee, n.d.). The 2017 Sarah Schrauwen's book *Can Graphic Design Save Your Life?* examined the crucial relationship between graphic design and health, focusing on how communication strategies and visual languages are employed to persuade, inform, prevent and protect people. It shows how graphic design impacts on what we notice and understand, and the actions we take. It talks about the essential role graphic design plays in matters of life and death (Schrawen, 2017).

The role of design in public health also started to be properly studied within academia, with articles published on the subject, for instance with PLOS journals, *Frontiers in Communication*, and the *Chinese Medical Journal*. Such articles delve into the importance of visual communication strategies and how they can have a meaningful social impact<sup>2</sup>.

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<sup>2</sup> Some of the articles about the importance of Graphic design in the health field are “Role of Infographics in Healthcare” by M. Balkac and E. Ergun (2018), and, in the context of Endometriosis “Not “just a bad period”— The impact of a co-created endometriosis social media health campaign: a mixed methods study.” by D.B. Stanek, I. Hestbjerg, K.E. Hansen, M.K. Tomlinson and U.B. Kirk (2023).

## 1.2. Design applied in Healthcare

Graphic Design plays a crucial role in the healthcare industry, as it helps present information in an accessible, engaging, and understandable way (Baker et al., 1992). This type of transdisciplinary graphic design is so prevalent that people may not even realize it. It can be observed in clinics, hospitals, and pharmacies so posters, brochure, stickers, packaging, and other print or digital materials.

There are several elements to consider when designing within this field. The right choice of colors, for instance, is of great importance because colors can influence emotions and provide a visual connection to different aspects of health. Clear, calming hues like blue and green can convey a feeling of confidence and security, while warm colors like orange and yellow represent energy and vitality (Farbpsychologie, n.d.). A thoughtful color palette not only promotes emotional well-being, but also helps turning complex health-related data into intelligible information, because color can help categorizing and organizing information. Another key factor is to ensure the use of appropriate typography, to optimize the readability and legibility of texts. Easy-to-read fonts, along with correct font hierarchy and size, support user accessibility and make it easier for patients to capture information. Moreover, the choice of font can also emphasize the professionalism and seriousness of a healthcare organization (Becker & Herling, 2017). In addition to typography and color, visuals and graphics are essential for conveying important health information that the public would not be able to understand otherwise. Visual elements, like illustrations and infographics, are effective tools that help patients understand medical issues and even visualize the procedures.

Visualization criteria such as LATCH and Bertin's variables are also useful when designing layouts and human-centered systems. Introduced by Richard Saul Wurman as a tool for organizing information, LATCH stands for Location, Alphabet, Time, Category,

and Hierarchy. With its geographic, chronological, alphabetical, categorical, and hierarchical organization, this framework makes data structuring easier for the public to understand while assisting in the comprehension of complex information and spatial relationships. On the other hand, Jacques Bertin, a French cartographer, defined visual variables for graphic information conveyance, such as position, size, shape, color, and texture. These elements improve public understanding of data visualization by making complicated data sets understandable and accessible. Wurman's LATCH criteria and Bertin's visual variables are foundational ideas in the field of information design that offer methods for simplifying and improving the understanding of complex content. Designers may effectively communicate data and create data visualizations that engage and educate a wide audience by following these guidelines. This makes them particularly helpful in areas where public understanding is important, such as public policy, education, and healthcare.

Agencies such as UNICEF and WHO also demonstrated the importance of the relationship between design and healthcare, by hiring graphic designers - the stakeholders understood the value of communication design. Even design festivals, such as the London Design Festival, has worked on this theme the 2017 exhibition *Can Graphic Design Save Your Life?*, based on Sara Shrauwen's book with the same name. Overall, consumers and patients are more likely to trust designs that represent professionalism, credibility, and seriousness. Effective design solutions like this strengthen the connection between patients and healthcare providers, by clearly providing the information (Baker et al., 1992). Accessibility has been emphasized even more in this relationship between graphic design and healthcare, resulting in what is today known as accessible design. Regardless of individual conditions, this type of design guarantees that layouts are created to make information easily accessible to all. This



strategy promotes inclusion in health communication by encouraging broad accessibility to and understanding of health-related information (Baker et al., 1992).

## 1.3. Endometriosis

### 1.3.1. About the Disease

Endometriosis is a complex medical condition that affects millions of women worldwide. This chronic disorder occurs when tissue like the lining of the uterus, known as the endometrium, grows outside the uterus. Normally, the endometrium thickens, breaks down, and is shed during the menstrual cycle. However, in cases of endometriosis, this tissue can implant and grow on the ovaries, fallopian tubes, and other pelvic organs (Pathophysiology, diagnosis, and management of endometriosis, 2022). The development of uncomfortable wounds or implants that react to hormonal changes, resulting in inflammation, scarring, and adhesion formation, is one of the defining features of this illness. Because of this, people who have endometriosis frequently have severe pelvic pain, painful menstrual cycles, and sometimes even trouble conceiving (Pathophysiology, diagnosis, and management of endometriosis, 2022).

Endometriosis is a complex medical condition that affects a woman's mental health in addition to her physical health. It is a common and serious health issue, that often gets misdiagnosed or underdiagnosed, which causes treatments to be delayed and the pain of the individuals suffering from it to worsen (Shining a light on endometriosis: time to listen and take action, 2023).

Due to greater awareness and advocacy activities, the importance of understanding the meaning, diagnosing, and treating endometriosis has become clearer in recent years. More research is being done to better understand the complexities of endometriosis to improve treatment options, community support, and the quality of life for patients.

### **1.3.2. Symptoms**

The symptoms of endometriosis can range from mild discomfort to severe pain and can significantly impact a woman's quality of life. Recognizing these symptoms is important for early diagnosis and effective management. Every woman affected by endometriosis has an individual feeling and suffers from different symptoms. According to Shining a light on endometriosis: time to listen and act (2023), the severity of symptoms can vary, but the common signs include:

#### **1. Menstrual Pain**

Women with endometriosis often experience menstrual cramps that can be more severe than what is considered normal. The pain can start before menstruation and stay throughout the period.

#### **2. Chronic Pelvic Pain**

Besides the menstrual cycle, pelvic pain is a common symptom. This discomfort can be present during the month and may intensify during activities such as sexual intercourse or bowel movements.

#### **3. Painful Intercourse**

Endometriosis can cause pain during or after sexual intercourse, which leads to discomfort and can have a negative impact on intimate relationships.

#### **4. Heavy Menstrual Bleeding**

Some women often experience unusually heavy menstrual bleeding.

## **5. Bowel Issues**

Endometriosis can affect the gut issues, causing diarrhea, constipation, bloating, or nausea, especially during the menstruation.

## **6. Urinary Issues**

Cases show that when endometriosis is close to the bladder, it can lead to symptoms like a frequent need to urinate or a sense of urgency.

## **7. Infertility**

Endometriosis is a common cause of infertility. The presence of endometrial tissue outside the uterus can interfere with the normal functioning of the reproductive organs, making it challenging for some women to conceive.

## **8. Chronic Fatigue**

Dealing with the symptoms above can be a cause for lasting fatigue and a general sense of inactivity.

### 1.3.3. Diagnosis

Endometriosis can present a diagnostic challenge due to its diverse and sometimes complex symptoms, which also can be misattributed to other illnesses.

The diagnosis begins with an extensive examination of the women's medical history, including an investigation of symptoms related to menstrual cycles, pelvic pain, and factors affecting reproductive health. Transvaginal ultrasound, a non-invasive imaging technique, is commonly used to visualize the pelvic organs. However, detecting endometriosis is not that simple nor straightforward. That is why sometimes, for a more detailed understanding, magnetic resonance imaging is required. This advanced imaging technique provides detailed views of the pelvic structures and helps identify endometriotic lesions. Nonetheless, the most common and important factor for diagnosing endometriosis is laparoscopy, a minimally invasive surgical procedure. A thin, lighted tube with a camera, called laparoscope is inserted through small abdominal incisions for a direct visualization of the pelvic organs. In addition, this technique allows the identification and removal of endometriotic lesions. Biopsies or tissue samples taken during laparoscopy are further examined in the laboratory. The biopsy is what definitively confirms the diagnosis of the presence of endometriotic tissue (American Academy of Family Physicians, 2006). An accurate diagnosis requires the knowledge of healthcare providers who are familiar with this condition, to avoid being misdiagnosed or overlooked (Shining a light on endometriosis: time to listen and take action, 2023).

### 1.3.4. Treatment

Endometriosis is persistent and does not have a definitive cure, which poses numerous challenges for the treatment. However, various treatment options have been developed to manage its symptoms and the associated complications, including infertility (Valle & Sciarra, 2009).

One of the most important aspects of treating endometriosis is pain control. Prescription-free pain medications, such as non-steroidal anti-inflammatory drugs, like ibuprofen, help with the relief from menstrual cramps and pelvic pain. In more severe cases, doctors may prescribe stronger ones to effectively relieve discomfort. Also, hormonal therapies can regulate the menstrual cycle and reduce the progression of endometriosis (Valle & Sciarra, 2009). Birth control pills that contain both estrogen and progestin are found to be effective in controlling symptoms (Kalaitzopoulos et al., 2021). Alternatively, progestin-only therapies, such as the contraceptive shot or the hormonal intrauterine device (IUD), offer viable options for those who cannot tolerate estrogen. Surgical procedures, particularly laparoscopic excision, involve the removal of endometriosis lesions using minimally invasive techniques and serve both diagnostic and therapeutic purposes. This approach is to preserve healthy tissue and improve fertility chances. In severe cases or when fertility is no longer an issue, a hysterectomy, in which the uterus is removed, may be recommended, often in combination with removal of the ovaries of postmenopausal women (Kalaitzopoulos et al., 2021).

Fertility therapies give hope to those who are experiencing infertility as an outcome of endometriosis. Laparoscopic surgery can also be customized especially to address infertility. The surgical removal of endometriosis improves the ovulation environment. On the other hand, in vitro fertilization (IVF) is an option for situations where no other treatment works, which involves the implantation of an embryo inside the uterus after

fertilizing an egg with sperm outside the body. Complementary therapies provide non-medical alternatives for pain management. These include physical therapy for pelvic pain relief and mind-body training techniques including acupuncture, yoga, and meditation. Making lifestyle adjustments, such as changing to an anti-inflammatory diet, avoiding foods like alcohol, caffeine, saturated and trans-fat, and red meat, which can all increase inflammation in the body and cause more pain or the disorder to worsen, as well as getting regular exercise, can also improve overall well-being and potentially relieve symptoms (Valle & Sciarra, 2009).

A multidisciplinary approach is frequently necessary for treatment to be effective. It is imperative that gynecologists, reproductive endocrinologists, pain specialists, and other healthcare providers work together to manage comorbidities. This cooperative effort guarantees a thorough comprehension of the complexities involved and makes it easier to create a thorough and customized treatment plan for those with endometriosis (American Academy of Family Physicians, 2006).

## 1.4. Educational Design Campaigns

As different communication challenges have different needs, visual campaigns must adapt and therefore vary in structure and composition. There are several types of campaigns, such as image campaigns, sales campaigns, thematic campaigns, online campaigns, as well as general educational and advertising campaigns. Depending on the type of campaign, the focus and media channels are used differently (Liebchen & Liebchen, 2022).

The educational campaign, the focus of this project, is, overall, a means of conveying information. The goal is precisely to educate the viewer and draw attention to a specific topic, providing them with new and expanded knowledge. These campaigns are intended to create the basis for active nationwide or even global behavioral change for specific topics with emotional effects (Liebchen & Liebchen, 2022). Nowadays, they can be realized both digitally and analogously. Digital media are today of utmost importance due to the innate capacity of entering every space and circumstance, accompanying the evolution of computers, tablets, mobiles and the internet. Therefore, banner ads on websites, online games, and social media posts are a few examples of educational initiatives. However, print materials such as flyers, posters, banners, brochures, and advertisements continue to be effective. With color, text, and images, a specific target audience is addressed to convince and motivate the viewer to interact with the campaign topic more thoroughly (Sundermann, n.d.).



## The case of the Federal Center for Health Education in Germany (BZgA)

Since 1967, the Federal Center for Health Education in Germany (BZgA) has been pursuing the goal of preventing health risks and promoting healthy lifestyles, and it has shown clear success. Educational campaigns are one of the most used strategies to achieve these goals and motivate society to change their behavior. Well-known educational campaigns by the BZgA include, for example, campaigns promoting the use of condoms during sex ("Give AIDS no chance") or promoting healthy eating ("FEEL GOOD move, eat, relax").



Fig.3: Campaign by BZgA  
for Contraception Source: <https://www.bzga.de>



Fig. 4: Campaign by BZgA  
for more movement Source: <https://www.bzga.de>

The BZgA assesses the success of a project through regular representative surveys of the German population. These surveys help determine the reach of the educational campaign. For example, the BZgA launched the "Alcohol? Know your limit." campaign, which was successful. This campaign used information booths at festivals or other locations, as well as posters, and social networks to specifically promote moderate alcohol consumption among young people and young adults.



Fig.5: Campaign by BZgA  
for alcohol limit Source: <https://www.bzga.de>



Fig. 6: Campaign by BZgA  
for alcohol limit Source: <https://www.bzga.de>

Sabine Weis, Parliamentary State Secretary for the Federal Minister of Health, talked about the success of this campaign by stating "We see the successes: Today, fewer young people drink than before" (BZgA, n.d.). However, this does not mean that campaigns not run by public institutions like the BZgA do not represent educational campaigns. Through clever collaborations and cooperation with public institutions, more people can typically be reached.

This case study shows how partnerships and governmental support for strategic public health interventions can significantly improve public health outcomes. It offers an example for upcoming health-related and shows that, with the right approach and collaboration, public health projects may also produce significant outcomes.

#### **1.4.1. Requirements**

The following points should generally be met for any successful educational campaign (Liebchen & Liebchen, 2022). These key criteria, essential for impactful communication and awareness efforts, were explored during this research.

##### **Topic of Overarching Importance**

Selecting a topic that holds significant relevance and importance within the targeted community and society is important. The chosen topic should address issues or fulfill needs, ensuring that the educational campaign matches with the audience to engage with the information provided. The idea would be to raise awareness to an issue that usually received little attention, including health-related discussions.

## **Credibility**

Presenting reliable, precise, and trustworthy information that has been validated by trustworthy sources or experts is necessary to establish credibility. Developing credibility increases audience confidence and trust, which motivates people to listen to and make use of the information given in the campaign.

## **Attention Strength**

The campaign's ability to attract and hold the audience's attention while being confronted with many distractions is important for a successful campaign. Its ability for grabbing attention can be improved by using captivating storytelling, interactive aspects, or eye-catching imagery - for example, using a target audience-relevant color palette and typography, which all help to ensure that the intended message is properly transmitted and remembered by the intended public.

## **Continuity**

For a campaign to be effective over time and maintain its impact, continuity is necessary. It requires keeping a constant presence and messaging approach throughout time to enable constant exposure to the content and reinforce significant points. Through maintaining consistency, the campaign can help the audience learn new things and become more engaged over time, as well as promote long-lasting behavioral change. To maintain a constant presence in the lives of the audience, the campaign's design should adopt a multilayered strategy utilizing traditional media such as posters, brochures, and merchandise, as well as digital media like social media and a website. This strategy guarantees that the campaign's message will always be relevant and understandable.

## **Memorability**

A memorable awareness campaign should use eye-catching imagery to attract the public. To strengthen the connection and promote sharing, one must choose a memorable slogan or jingle that is easy to remember and arouses strong feelings. Using facts and numbers, which lead to fast and clear information is an option to stay in people's minds. Also, incorporating interactive components to actively involve the audience, and using repeats on several platforms makes the message more appealing.

## 1.5. Benchmarking Design on Endometriosis

Globally, relevant campaigns and initiatives have been created with the goal of increasing endometriosis awareness with the help of providing information, and the advance of research. Some of these initiatives aim to break the stigma associated with endometriosis, while others focus on educating the public about the condition and offering support to individuals who are affected.

### *Endometriosis Awareness Month*

March is internationally recognized as Endometriosis Awareness Month. During this month, various events, actions and information campaigns are taking place around the world to raise awareness about endometriosis.



Fig. 7: Endometriosis Awareness Month

Source: <https://walnutlakeobgyn.com/march-is-endometriosis-awareness-month/>



## *Worldwide Endo March*

The Worldwide Endo March is a yearly international event where people around the world come together to raise awareness about endometriosis. Participants take part in marches, events and activities to address the condition and show support.



Fig. 8: Worldwide Endo March

Source: <https://www.ftww.org.uk/cy/endometriosis/endomarchwales/endomarchwales2019/>

## *Yellow Ribbon Campaign*

Yellow ribbons have become a symbol of endometriosis awareness. The Endometriosis Foundation of America created this in the 1980s and used yellow for their awareness brochure. Now Yellow Ribbon Campaigns use this symbol to encourage conversations about endometriosis and show solidarity with those affected. Patients and supporters with endometriosis use them, which are also a popular color for fundraising items.



Fig. 9: Yellow Ribbon

Source: <https://www.yahoo.com/lifestyle/6-ways-support-endometriosis-awareness-153014160.html?guccounter=1>

### ***Social Media Campaigns***

There are numerous campaigns and hashtags on social media (Instagram, Facebook, Twitter, etc.) that those affected use to share their stories and raise awareness about endometriosis. For example, in 2019 a social media awareness campaign with the hashtag #thisisendometriosis was started in honor of Endometriosis Awareness Month, asking women to share their photo of their stomachs with scars connected with a line and dated in pen with the years they were opened and reopened. The campaign gained international attention and received hundreds of contributions from all over the world.





Fig. 10: #thisisendo  
Source: <https://www.thisisendo.com>

Simple hashtags such as #endowarrior, consisting of almost 700.000 posts are used by those affected, to share their personal stories and draw attention to Endometriosis, while also communicating that with the help of the right treatment and knowledge there is a way to live with the diagnosis.

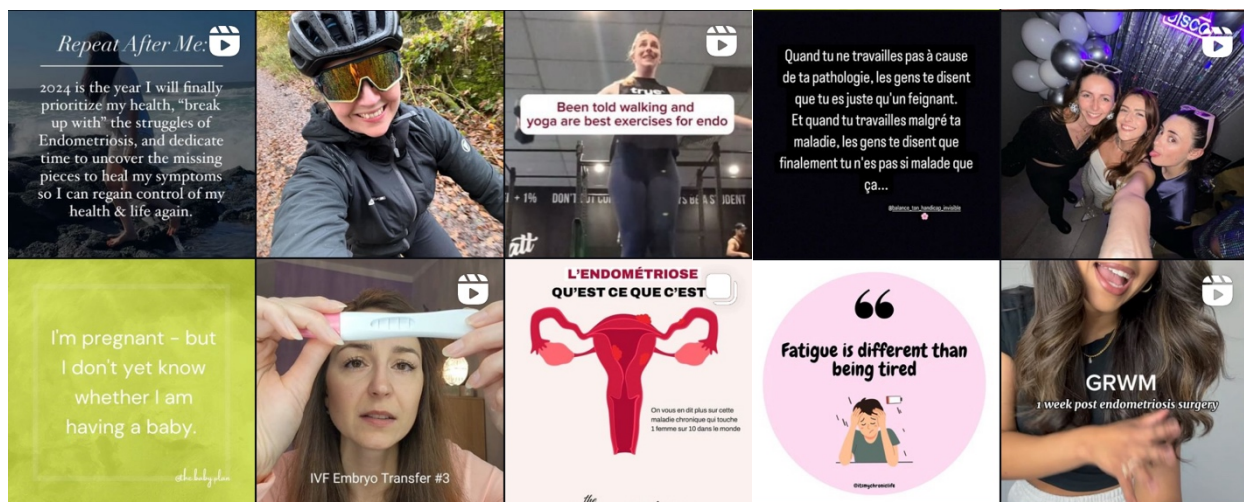


Fig. 11: #endowarrior  
Source: Instagram

### *The Periods for Periods Font*

A total of 140 designers from around the world including Pentagram's Giorgia Lupi have collaborated to produce a blood-red typeface made from punctuation to highlight period poverty in American schools. Called Periods for Periods, the typeface is a group of loosely circular, playful shapes that are "periods" – a play on the common American word for full stops.



Fig. 12: The Periods for Periods Font

Source: <https://www.dezeen.com/2021/04/29/periods-for-periods-typeface-design/>

### *#1in10 campaign*

One example for a visual campaign is the #1in10, a social media campaign, co-created by the Danish Endometriosis Patient Association and women with endometriosis. Analysis of seven campaign participant interviews showed seven major themes: community, patient expertise, empowerment, visibility, recognition, and taboo. The participants gave the significance of their engagement in promoting awareness and recognition for endometriosis. Significant involvement was seen in social media actions, both inside and outside the endometriosis community. According to the study's results, the #1in10 campaign empowered individual participants, encouraged engagement in the community, and attracted public attention. Together, the data demonstrate how well the campaign worked to raise awareness and encourage participation.



Fig. 13: #1in 10 Campaign

Source: <https://www.endofound.org/like-meet-the-women-behind-that-viral-1in10-campaign>



## *Pain Stories*

The Pain Stories campaigns were led by AMV BBDO in London. Their intention is to break the silence and stigma surrounding pain of endometriosis. It introduces the Pain Dictionary, a collection of new words and definitions for pain derived from individuals suffering from endometriosis, visually depicted by artists. The Pain Museum, an online platform created by Ketchum, provides a forum for this project to investigate and interact with the taboos around pain. Through research, including the Pain Report, the campaign focuses on the shame and stigma associated with the pain. Its impact comes from empowering women to communicate about their discomfort and shortening the time it takes to diagnose endometriosis, all the while overcoming misunderstandings about women's health.

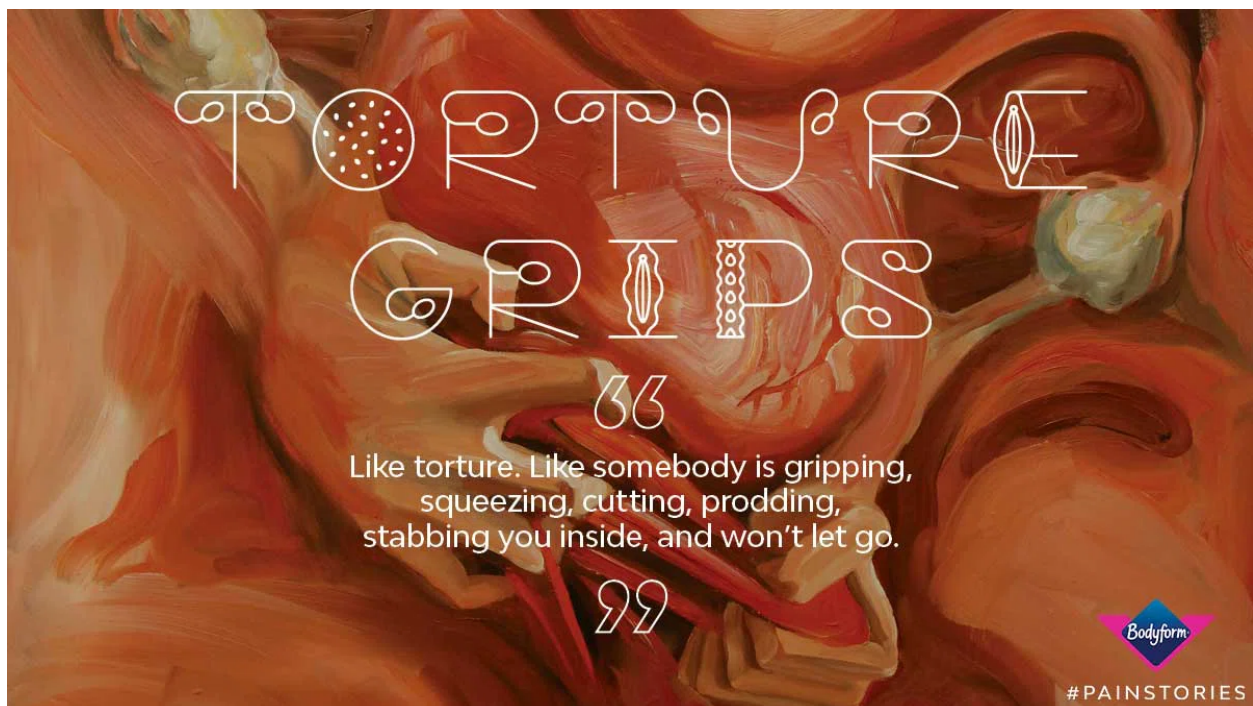


Fig. 14: Pain Stories

Source: <https://www.itsnicethat.com/news/amv-bbdo-libresse-painstories-advertising-040321>

### *End Endometriosis Brand*

Endometriosis UK is a well-known non-profit organization dedicated to supporting people living with endometriosis. Their work, which covers all the United Kingdom, takes a strategy that includes research, awareness-raising, support, and campaigning. Endometriosis UK provides a few essential support services, such as an online support group and helpline, to help individuals overcoming the difficulties connected with endometriosis. The organization lead some campaigns like #EndoTheSilence and #GetItSorted, which are meant to break the stigma, encourage communication, and support early detection and treatment. Endometriosis UK's approach have besides that positively impacted the lives of numerous people in the UK by promoting changes in healthcare standards and public perception.



Fig. 15: End Endometriosis Brand

Source: <https://www.itsnicethat.com/news/amv-bbdo-libresse-painstories-advertising-040321>

There are other campaigns, such as Endostories, Intimina - The Wait and This is endometriosis also delve into this issue through a variety of communication strategies, such as video, photography, and posters.

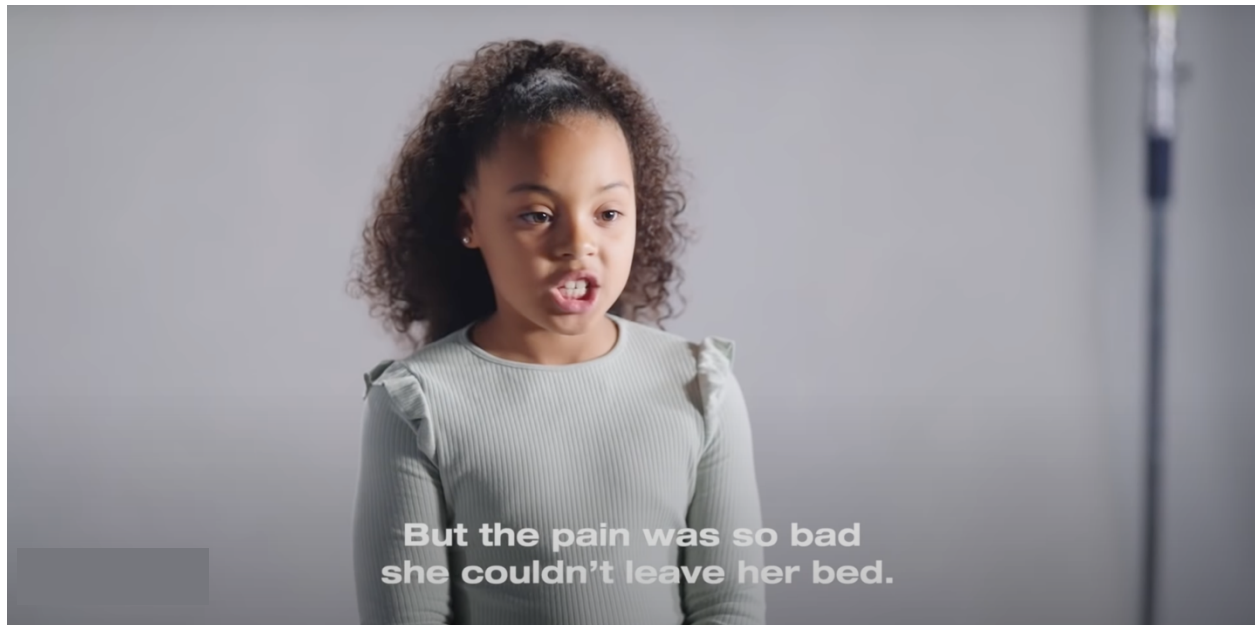


Fig. 16: Intimina – The Wait

Source: <https://www.creativemoment.co/can-creativity-do-more-for-endometriosis-awareness>

## 2. Research Goals and Methodology

*This chapter outlines the research goals and the methodology used to enhance awareness and understanding of endometriosis through an educational campaign. It consists of three main components: document analysis, online surveys, and bibliographic research from both German and English sources<sup>3</sup>.*

*A thorough review of the science literature on the intersection of Graphic Design and Health, as well as on Endometriosis itself served as the foundation for the bibliographic research phase. The document analysis delved into the exploration of contemporary design trends observed in health content, on social media and popular design platforms such as Design Crowd, Dribbble, Behance and Pinterest. The purpose of this was to collect data regarding the public's present discussion on health-related issues and the significance of design in healthcare. It is a strategic choice to use online surveys as a validation tool and to collect data on public awareness as well as opinions on endometriosis. It is easier to get honest responses from a wide range of honest responses, free from bias and stigma, from a wide range of geographically separated participants when using these anonymous, easily distributable surveys. The methodology highlights the significance of these surveys in customizing successful health education campaigns, claim Nayak and Narayan (2019).*

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<sup>3</sup> I prioritized these languages due to the abundant content available in both and since I am fluent in both.

## **2.1. Research Goals**

The goal of this research of is to create a thorough education campaign about endometriosis that includes an in-depth evaluation of women's current endometriosis awareness and knowledge gaps. For that, designing a useful communication channel to connect with women from diverse backgrounds is a major priority. This includes understanding how different demographic groups use health information and what barriers, such as cultural or socioeconomic factors, keep them from taking advantage of it. The materials need to be sensitive to the cultural diversity that exists in modern-day Europe in addition to being aesthetically pleasing and educational.

## **2.2. Methodology**

### **2.2.1. Bibliographic and documentary research**

The first phase of this research and one of its key components was the extensive bibliographic research. Although searching primarily in English, as a native German speaker, I expanded my research to include German scientific sources, thereby broadening my perspective and resource pool. Most of this research was conducted through online sources<sup>4</sup> such as Google Scholar, PubMed, Jstor and B-On. These platforms worked as the main sources for finding accurate scientific books and articles that provided insights into the most recent endometriosis research and methodologies. Furthermore, in both English and German, I searched for scientific articles and historical publications that could offer deeper contextual backgrounds on the relationships

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<sup>4</sup> The availability of online sources mirrors today's digital era in which we live.



between design, health, and medical healthcare and the kind of role Design plays in this field. The literature review included both empirical papers on the cause and treatment techniques of endometriosis and theoretical works on design principles in healthcare settings. The goal was to address the potential impact of design on endometriosis awareness and management, recognizing the significance of contemporary design developments and the public discussion on health issues. Documentary research and analysis was also an important instrument during this project with social media and design platforms as main sources. Pinterest, Behance, Dribbble and Design Crowd were used as main resources to investigate creative design ideas and eye-catching imagery related to health services, patient care supplies, and healthcare facilities. These platforms provided access to a numerous of design projects, concept visualizations, and user-centered design solutions.

Similarly, social media platforms like Instagram and TikTok were important in gathering real-time insights into the lived experiences of individuals with endometriosis, as well as the public perception of health-related design interventions. Several Instagram profiles on Endometriosis (all with thousands of followers) were analyzed, such as “endogirlgang”, “endofund”, “lifewithendometriosis” and “endometriosispanama”. Comments and hashtags were also important elements to help understanding current trends, challenges, with which I was able to get an understanding of current trends, challenges, and innovations from both the patient perspective and the design community. I also searched for design exhibitions on this subject, such as t Can Graphic Design Save Your Life?, included in the London Design Festival 2017, and the concept of the Vaginamuseum to get more expert insights.

### **2.2.2. Interviews**

Two online surveys were conducted during this research. The first one was created as a tool to assess how familiar people are with Endometriosis with 11 simple questions. The answers were given out of a set of pre-established options.

This instrument was selected because of its simplicity to distribute and complete online, to collect data quickly and affordably, and to reach a wide range of geographically dispersed audiences. Participant anonymity was an important consideration when creating this type of survey since it can encourage more honest answers. Moreover, online surveys can offer insightful information about attitudes and awareness regarding endometriosis. They are ideal for collecting data about the level of knowledge, experiences and information needs of those affected, and the public in general (Nayak, Narayan, 2019). According to Nayak and Narayan (2019), these surveys can help develop and evaluate effective education and outreach campaigns by capturing opinions and needs of target groups, thereby providing a sound basis for health education policies and interventions.

#### **Process**

To answer the research questions of this work, an online survey, with 100 participants was developed to collect data on the perception and understanding of endometriosis. The survey consisted of 11, both quantitative and qualitative questions aimed at capturing demographic data, awareness and personal experiences with endometriosis. The Target group consisted of people of different age groups and genders, with a particular focus on women of reproductive age. The data was distributed via the social media platform “Instagram” and an email distribution list, providing a link with the

questions, to reach a broad participant base. A Statistical software named Typeform was used to evaluate the results. The limitations of this method, such as self-selection of participants and possible bias in responses, were also considered.



Fig. 17: Survey Cover  
Self-presentation with Typeform

### The survey consisted of 11 questions:

1. What is your gender?
2. How old are you?
3. Have you ever heard of Endometriosis?

4. Do you have personal experience, or do you know someone in your environment, who is affected by Endometriosis?
5. If yes, how did you/her receive information about it?
6. Have you ever searched for information about Endometriosis?
7. If yes, which sources did you use for information about Endometriosis?
8. Do you believe that the public is sufficiently informed about Endometriosis?
9. How do you think an improved awareness campaign could contribute to increasing awareness about endometriosis?
10. Do you think that educational institutions should play a role in disseminating information about Endometriosis?
11. What could be improved in educational institutions to promote knowledge about Endometriosis?

## **Analysis**

Most participants (85%) were female and a little more than half were between the ages of 19 and 24. 84% had heard of endometriosis, but were still not fully informed, with 59% having personal experience or knowing someone affected. The interview showed that the main sources of information were social media at 44%, followed by conversations with family and friends at 39% and medical diagnoses at 31%.

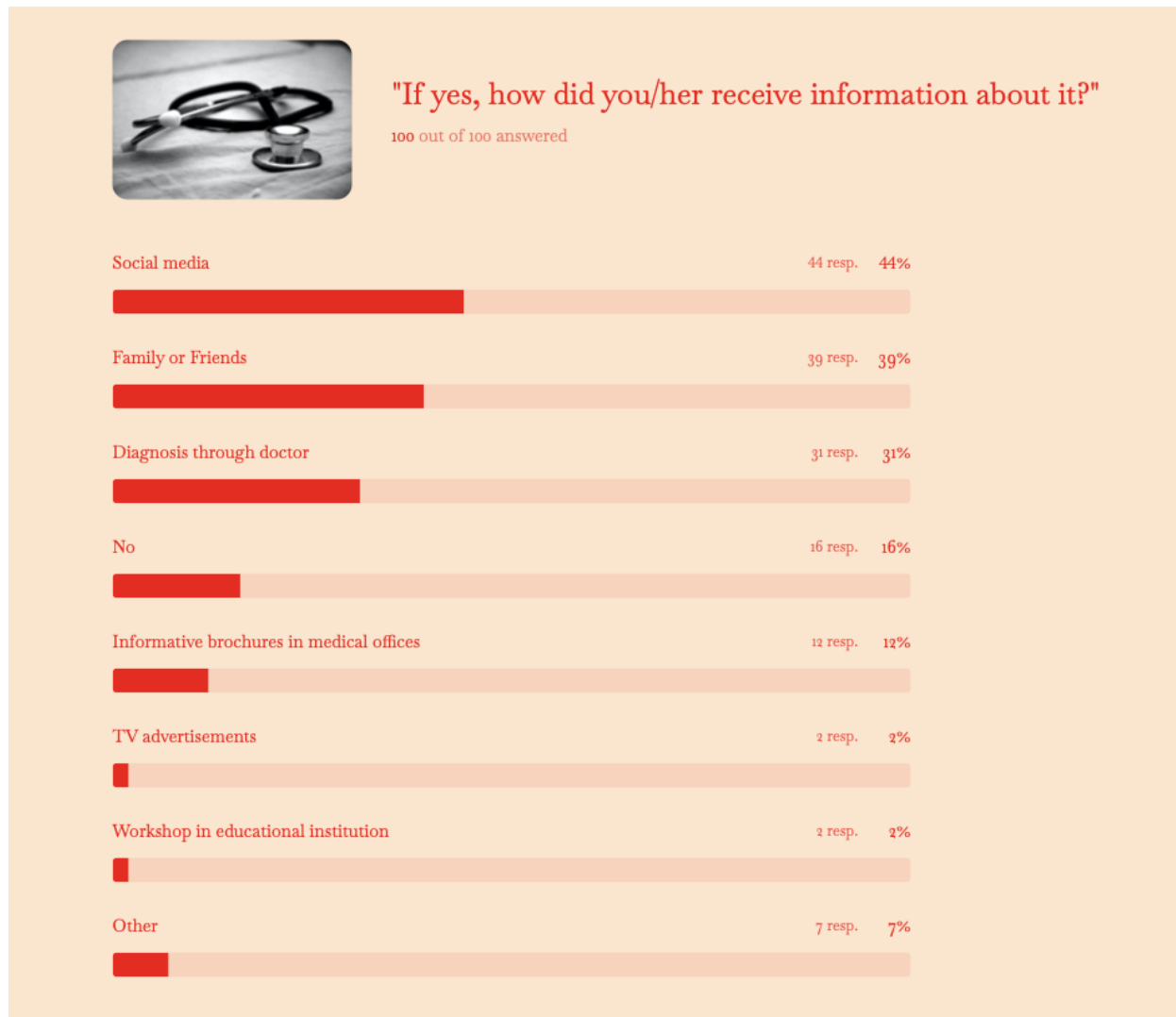


Fig. 18: Results for Question 5  
Self-presentation with Typeform

The answers show that social media plays an important role in disseminating information, but also that personal exchange and professional medical advice are important.

60% of the participants declared that they have already actively searched for information, showing a strong need for understandable and accessible information. The fact that 94% of respondents believed that the public was still insufficiently educated on endometriosis is especially remarkable.

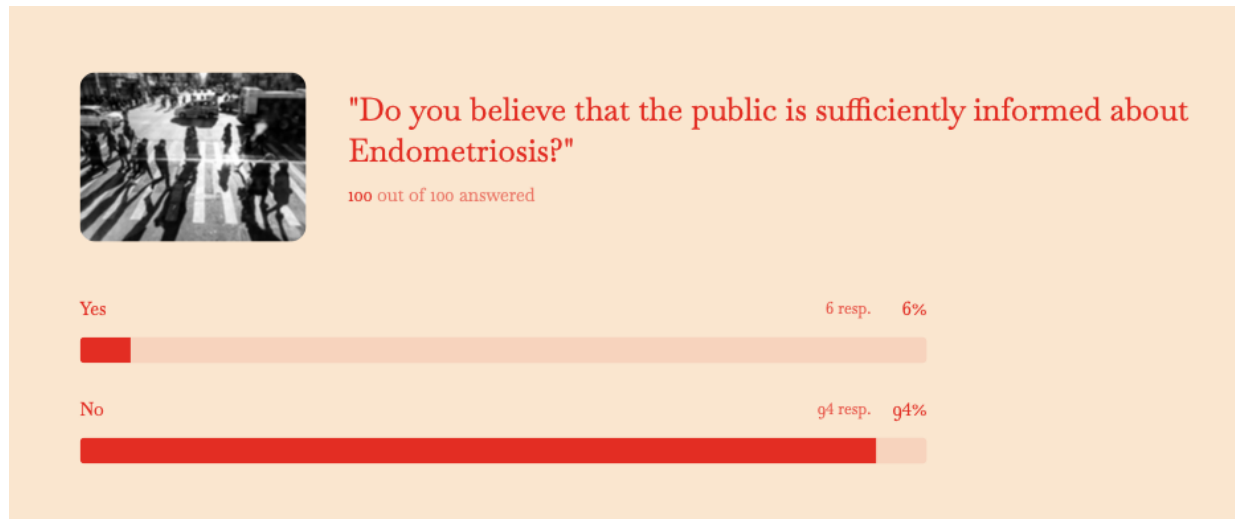


Fig. 19: Results for Question 8  
Self-presentation with Typeform

Almost unanimously, at 98%, the participants were in favor of greater involvement of educational institutions in education about endometriosis, through the provision of information materials and the implementation of specialist lectures.

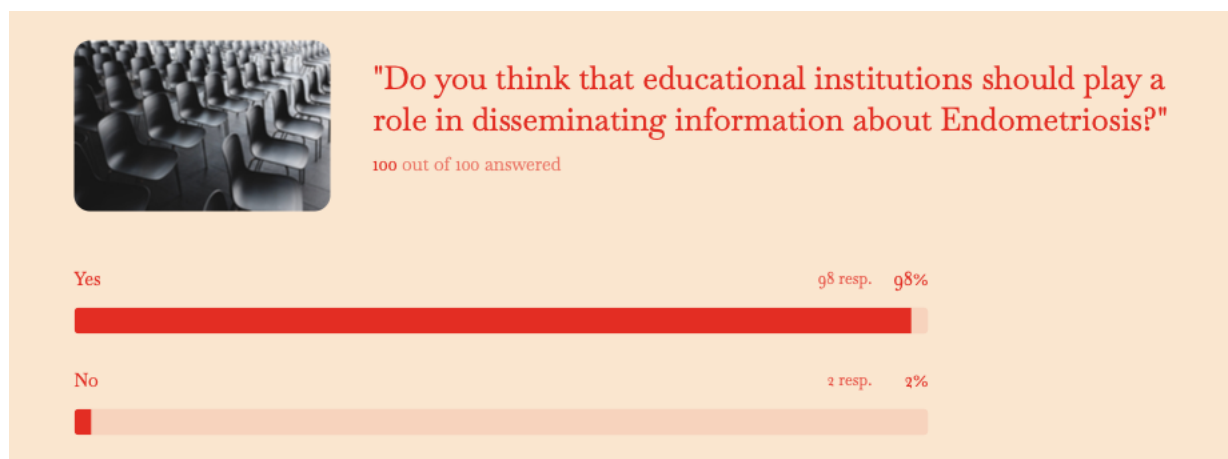


Fig. 20: Results for Question 10  
Self-presentation with Typeform

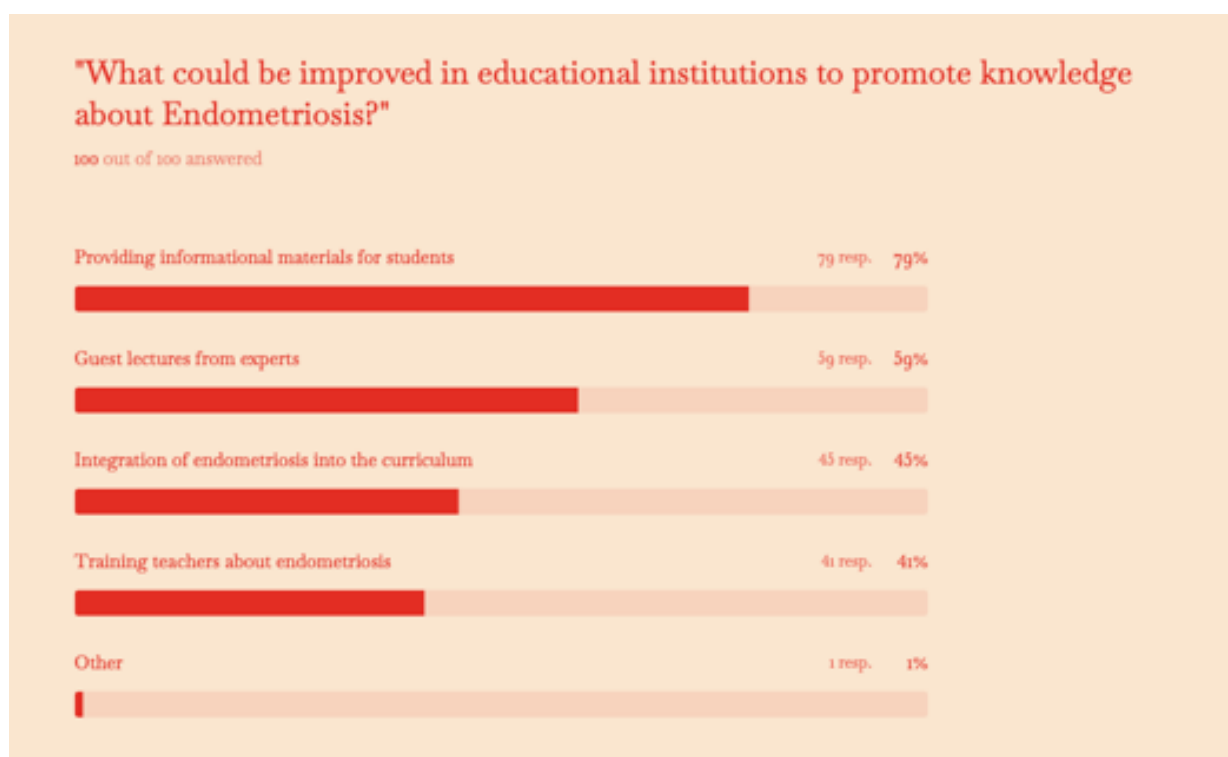


Fig. 21: Results for Question 11  
Self-presentation with Typeform

These results of the first interview highlight the need to improve public awareness and understanding of endometriosis to promote early detection and effective treatment. Moreover, the conducted survey underlines the need of a visual educational campaign. There is a clear knowledge gap shown: while most people are aware of endometriosis, just 6% believe that the public is really informed. This highlights the importance of educational campaigns, particularly in learning environments like faculties and schools. This proves that it can raise awareness and help with its diagnosis and treatment options. The second interview was conducted after the participants were exposed to the visual campaign created within this project. The results of this second survey are displayed in the Results section of this thesis and work as validation tool for the study.

### **2.2.3. Empirical Component - The project**

The methodology of the visual campaign is structured in phases, each focusing on a specific aspect of campaign development.

The initial phase centers on conceptualizing the campaign. It involves brainstorming sessions and the development of a Mood board to define the main message, goals, and target audience. The creative process includes selecting a campaign name, "Endo," to symbolize endometriosis and designing the campaign's core message. This phase is crucial for laying the foundation and direction of the entire campaign.

The second phase is the development of the visual identity of the campaign. This includes the creation of a logo that incorporates both the name "Endo" and a symbol. It also involves choosing a color palette and typography that align with the campaign's goals and are appealing to the target audience. The chosen colors (pink, violet, red, and



orange) and typography (Kalnia for headlines and Nexa Light for body text) are selected to convey strength, vitality, and approachability.

In the final phase, the campaign is brought to life through the development of various objects and materials. This includes posters, postcards a social Media presence on TikTok and Instagram, Merchandise like cups, pens and t-shirts and a Menstrual Calendar. The comprehensive approach taken in developing the Endo campaign, from conceptualization to the creation of diverse campaign materials, aims to maximize reach and impact.

### 3. The Project

*This chapter describes the campaign's elements and their processes, which include print and digital media, such as posters, brochures, social media content, and merchandise like t-shirts and a custom menstrual calendar. It highlights the development of a visual identity through key visuals, like a carefully designed logo, a strategic choice of a color palette, and selected typography, that fits best the target audience. The campaign uses a variety of media to spread awareness about endometriosis, and its applications, website, and organizational structure are all described. This section outlines the campaign's numerous efforts to increase public awareness of and provide informative data on an important health issue.*

### 3.1. The Endo Campaign

The Endo Campaign is an educational campaign to raise awareness of endometriosis that uses a variety of communication channels and media to reach the target group. This campaign includes the design of a visual identity and campaign with distribution of print media such as posters, brochures, postcards and stickers. The materials are specifically placed and adapted to the target group in schools, at guest lectures by experts, in public toilets such as at restaurants, bars and pubs, and nightclubs. Besides that, it is also accessible for usage by doctors, in case of their patient's diagnosis and in waiting rooms at the gynecologists. This broad exposure ensures that information about endometriosis is accessible and visible in different locations.

In addition, digital media is used through the creation of specific accounts on Instagram and TikTok, two of the most popular social media platforms nowadays. This approach makes it possible to inform younger target audiences with appealing and interactive material. Social media use offers the chance for constant communication as well as the exchange of endometriosis-related resources and experiences.

Another aspect of the campaign is the creation of merchandise such as pens and cups, t-shirts and hoodies with the logo and illustrations, as well as quotes and in form of adapted trends like back prints. The creation of a custom menstrual calendar, designed to track the menstrual cycle, is one of the visual parts of the campaign. The calendar enables cycle tracking, predicting the start of menstruation, monitoring health and documenting symptoms for their period. It helps women better understand their cycle and recognize changes.

## 3.2. Key Visuals

### The Logo



Fig. 22: Campaign Logo

The logo or rather logo-symbol<sup>5</sup>, in which both signs (symbol and text) are formally integrated and are a graphic unity, conveys a message that is both visually striking and thematically significant, with simple, yet strong and memorable, elements. The name “endo” is at the heart of the design, an abbreviation for endometriosis. The choice to use this name immediately signals a health issue of great importance. Moreover, the friendly approach to the name of the campaign, with the abbreviation, aims at gaining the public’s attention and trust. It remains, however, immediately recognizable and associated with the condition.

The symbol, which fits seamlessly into the letter "d", is a simple representation of the female uterus and ovaries - the most affected organs. This representation is symbolically

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<sup>5</sup> This a solution adopted by many brands through the course of time, such as BMW, Paramount, Harley-Davidson, Kodak, and many others.

appealing, and its simplicity draws focus to the logo's central message. The symbol serves as a visual anchor that draws attention to the meaning of the word and reinforces the association with endometriosis.

The idea behind the color choice for the logo is one of boldness and distinctiveness. A deep, rich red forms the background on which the white font and the logo-symbol stand (as shown below). Not only is this color combination easily recognizable from a distance, but it also communicates strength and vitality, qualities often sought in health education campaigns. Red is also a color traditionally associated with female health, further highlighting the logo's relevance and context.



Fig. 23: Campaign Logo Contrast

The typography of the logo is based on Kalnia, and it was adapted to accommodate the symbol. The font is set with a generous kerning, which means that each letter has enough space, and the logo is both readable and legible<sup>6</sup>. This is particularly important as the logo could act as the most immediate communication tool within the public health landscape.

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<sup>6</sup> Legibility refers to how quickly and accurately a reader can identify a character in a specific writing system and language. It is also linked to the design of the font used and the shape of the glyphs, that is, the individual shapes of the letters.

Readability refers to how easily viewers absorb the message we are trying to convey and how easily they move along the line. It is related to the way the font or typographic composition is organized. [www.linearity.io/blog/legibility-vs-readability](http://www.linearity.io/blog/legibility-vs-readability)

## The Colors

A healthy person perceives their environment in color. Approximately 80% of the information we receive through our five senses is visual (Lundberg, 2019). However, these not only influence our objective view of the events around us but also our visual perception. They warn the human and animal organism and indicate what they have gotten themselves into in certain situations. For millions of years, various associations of colors with objects and emotions have been observed. The meanings of colors stem from psychological effects, biological conditioning, and cultural developments, says Anna Lundberg.

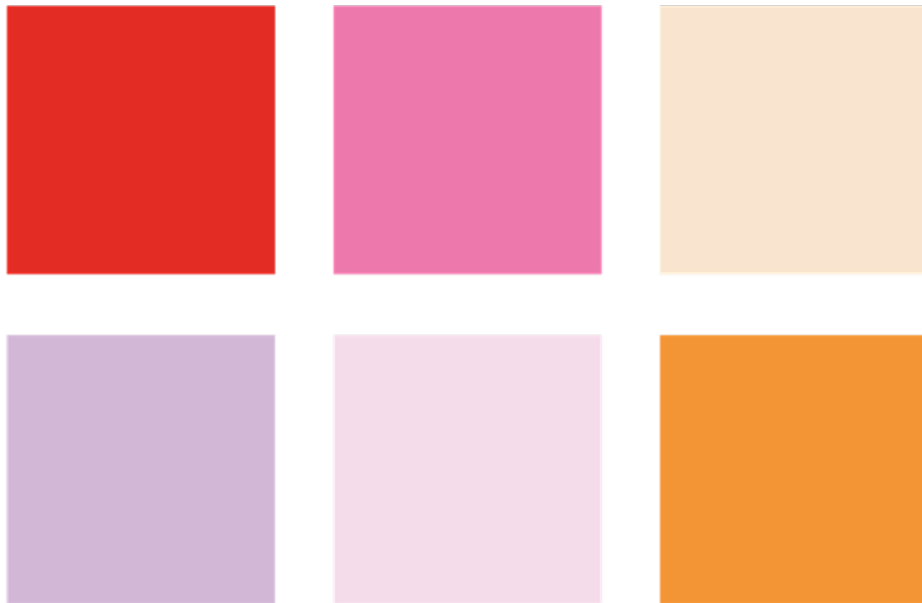


Fig. 24: Color Palette

The selection of the color palette (pink, violet, red, and orange) for the "Endo" campaign was chosen based on several scientific and psychological theories.



Fig. 25: Color Pink

Pink has become associated with femininity over the last centuries and is often used in health campaigns targeting women. It has a calming effect and is perceived as nurturing and compassionate (Kaya & Epps 2004). According to a study by Naz Kaya and Helen H. Epps titled "Relationship Between Color and Emotion: A Study of College Students" (2004), pink is often associated with positive emotions, making it suitable for sensitive health topics. For that reason, it was deemed appropriate for Endo.



Fig. 26: Color Violet

The color violet is associated with intelligence, dignity, and independence. It often is linked to creativity and imagination, pointing to a proactive, innovative method of health education. According to Elliot and Maier (2007), violet is seen as a color that promotes cognitive and creative tasks, which matches the campaign's educational goals.





Fig. 27: Color Red

Red is the color of strength and passion, which is also effective in capturing attention and evoking a sense of urgency. In health communication, as quoted by Mehta & Zhu (2009), red is often used to alert individuals to critical health issues. Its use in the "Endo" campaign can signify the importance and seriousness of endometriosis awareness.



Fig. 28: Color Orange

Orange combines the energy of red and the happiness of yellow. It is associated with enthusiasm, encouragement, and stimulation. According to Faber Birren's research (1961), orange can inspire a call to action, which is vital in an awareness campaign where engagement and participation are key goals- such as Endo.

Together, these colors form a palette that feels powerful and inviting, appealing to the target audience of younger girls and women. By using these colors, barriers to endometriosis discussion can be minimized because they provide a warm and friendly environment. Through the development of an eye-catching and psychologically compelling color scheme, the "Endo" campaign has the potential to have a big impact and attract the target audience.



Fig. 29: Color Palette on Logo

## The Typography

Typography, defined by Ina Saltz as the appearance and style of visual language, is a key element of every design, thus serving as a means of expression in the design process (Saltz, 2009). For Becker and Herling (2017), the main purpose of typography is the transmission of information. The use of specific fonts and sizes aims to capture the viewer's attention and ideally create an emotional connection to a subject. That is why the chosen typography can influence the overall impact of a layout. On this topic, Becker and Herling (2017) suggest that the same text can convey completely different messages through font choice and formatting. The significance of typography as a component of visual communication is widely recognized. Different fonts carry important associations that affect how messages are conveyed (Becker & Herling, 2017). In visual campaigns, it is crucial to deliver a message tailored to the target audience, requiring designers to choose a design that resonates with their audience. The goal should be to effectively transmit the message to the viewer or potential viewer, guide perception, and leave a positive impression (Hammer, 2008).

Social and cultural aspects also may play an important role in what comes to font choice, especially regarding gender. Nagorski (2017) found that in the context of visual attractiveness most men prefer the Arial font, while women favor Edwardian Script ITC. This indicates that men tend to prefer simple and plain fonts, whereas women are drawn to more ornate and elaborate fonts. According to this theory fonts with rounded shapes and thin lines convey a feminine impression and are often used for feminine products, while products targeting men typically feature bolder, more angular, and "muscular" fonts (Saltz, 2009).

# What typography do you like?

Arial

*What typography do you like?*

Edwardian Script ITC

However, in the last few years, designers such as Marie Boulanger (2021) and Kris Sowersby (2021), advise about how typography can be a dangerous tool for reinforcing gendered stereotypes and bias in design. So, the choice of font based on gender stereotypes alone must be avoided. Also on this topic, Art Director and Web Designer Beatrice Caciotti created a project to study gender stereotypes concerning typography. The project delves into how difficult it is for an individual to ignore the outer influences from society, primarily through a visual and graphical lens. As Gordon (2022) states, we are constantly being inundated by outside forces, and typography plays a significant role, whether we realize it or not.

For this project, the goal was to work with an impactful, memorable, timeless, and bold font for titles and highlights. The font Kalnia answers to all those needs, and therefore was chosen for the role. For longer text elements, the simple sans-serif, font Nexa Light was selected. Nexa Light is characterized by its clear, minimalist line work, which seems modern and accessible. The fine yet legible design promotes clear communication of the message without being overbearing. Both fonts are appealing, easy to read, modern, and adapted to the target audience – aged approximately 12 to 50 years.



Fig. 30: Font Kalnia  
Self-presentation



Fig. 31: Font Nexa  
Self-presentation

## The Illustrations

The campaign is also provided by a series of illustrations, all created with in Adobe Illustrator. The imagery reflects the chosen color palette, to adapt to and endure the visual identity of the campaign. The drawing style is simple and friendly, yet eye catching. The idea is that the target public can identify with this design approach.



Fig. 32: Illustration Pain



Fig. 33: Illustration Pain 2



Fig. 34: Illustration Pain 3

Several illustrations were created for this campaign. The first one shows a young woman lying in a huddled-up position. This represents the severe pain, patients affected by endometriosis must deal with. The woman is dressed in pajamas, a red t-shirt and shorts printed with stars, thus showing how severe that pain can be, to the point that prevents people leaving their homes. Her posture and body language, which is a sign of discomfort and suffering, speaks volumes about how she feels.



Fig. 35: Illustration Swim

The second illustration shows a woman swimming in a pink bathing suit. She is placed on a red background, symbolizing the Menstrual blood, making it look like she is swimming in her own menstrual fluid.





Fig. 36: Illustration Pregnancy Test

The third illustration shows a negative pregnancy test. This represents infertility, that often comes with endometriosis. The red line symbolizes the negative result, one of many unfortunate outcomes that accompany the condition.

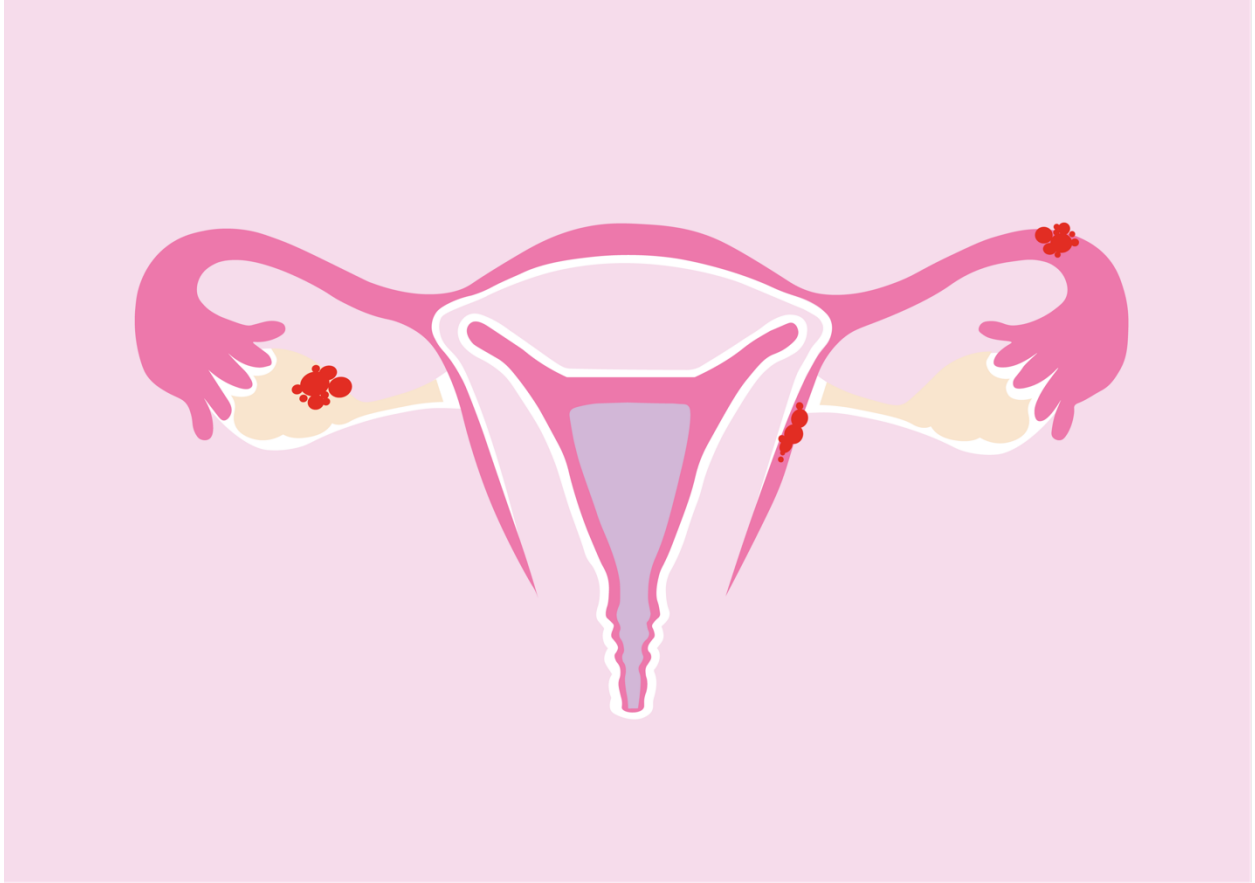


Fig. 37: Illustration Uterus

This Illustration shows the anatomy of the uterus and the regions that can possibly be affected by endometrial tissue. It is a way of showing where and how this medical condition can occur. This serves to raise empathy and consciousness and to transform experiences into a form that is both visible and understandable.

### 3.3. General Structure of the Campaign

The cornerstone of any compelling visual campaign is the meticulous creation of its visual identity; this foundational step is pivotal in establishing a unique and recognizable system through which the public can identify and connect with the campaign's core messages and values. Drawing inspiration from the structure of renowned visual campaigns, such as Apple's minimalistic product launches or Nike's emotive "Just Do It" series, it becomes evident that the strategic segmentation into phases is instrumental in maintaining audience engagement. Initially, a campaign should launch with striking visuals and intriguing content that captivate the audience's curiosity, serving as a tantalizing prelude to the wealth of information to follow. This first phase typically involves the release of key visual elements—such as teaser videos, impactful posters, or interactive digital content—strategically placed in high-visibility contexts or platforms to maximize reach and engagement. Following this, the next parts are disseminated, including in-depth videos, comprehensive infographics, or immersive digital experiences, each designed to build upon the initial intrigue and deepen the audience's connection to the campaign. By carefully curating the content and timing of these releases, the campaign maintains momentum and fosters a sustained dialogue with its audience, ensuring a lasting impact.

Accordingly, the Endo Campaign was developed into the following steps (such steps help us better understand the strategy and applications):

### **Step 1: Release of the Visual Identity**

The goal of the Endo Campaign's intentional start of its visual identity, as is described above, was to grab the audience's interest right away and establish a unique tone that would be maintained throughout the campaign.

### **Step 2: Creation of Posters**

During this stage, the campaign starts using posters to express its primary ideas in a practical way. These posters are all created with the campaign's visual identity and are designed to function not only as stand-alone pieces but also as components of a deeper story. Being customized for settings and situations, the posters guarantee that the message is understood by a wide range of viewers. At doctors' offices especially at gynecologists, these posters will be visible all year, which catches women's attention every time they already confront their menstrual health. But especially during Endo March, they will be accessible also all over the city, in train stations and school campuses.

### **Step 3: Creation of Social Media Posts**

Through thoughtfully created posts that capture the motives of the posters, the campaign expands its reach by using the social media platforms Instagram and TikTok. To maintain consistency across platforms, these social media posts make use of the same graphic components and messaging. Endo enters the digital world by adapting the

campaign's main images and messaging for social media, expanding its audience and building a welcoming online community. Same as the Posters the social media content will be exposed to the public all year, while during Endo March there are going to be made some adaptations to match the event and promote the content as much as possible. Step 2 and 3 can be released at the same time.

#### **Step 4: Creation of the Calendar**

In this step the menstruation calendar is released in this campaign. The calendar offers information on endometriosis and menstrual health. It is a year-round guide and resource for women, which reassures the campaign's mission to continuous education and support.

#### **Step 5: Creation of the Merch**

This step is the introduction of merchandise such as shirts, pencils, pens, mugs, and more, which expand the campaign's physical presence. In addition to providing a material reminder of the campaign's concepts, these products serve as a tool for daily awareness-raising. Because the products are meant to be used all year round, the campaign's message will always be present in a variety of contexts.

The educational campaign is designed to be easily integrated into partnerships with women's health organizations, healthcare organizations, and educational institutions. In addition to these collaborations, the campaign can be implemented into educational settings, for example providing educational materials at guest lectures by experts in

university and school programs, community health initiatives, and school health curriculums. This creates an open and encouraging discussion about women's health issues, providing educational resources to students. The materials are not only placed at guest lectures, but also in public toilets such as at restaurants, bars and pubs, and nightclubs. It is also accessible for usage by doctors, in case of their patient's diagnosis and in waiting rooms at the gynecologists.

With the help of social media platforms like Instagram and TikTok, creating a hashtag called #wearetremENDOUS for the campaign and encouraging individuals to share photos of the posters and merchandise can help widen the target group. This idea can create a sense of solidarity between those affected by endometriosis and others. All the elements of the campaign are detailed in the next section.

### 3.4. Detailed Strategy and Applications

The Endo Campaign is a carefully crafted effort to educate people about endometriosis and raise awareness of the condition. To engage and educate the target audience across a range of platforms and locations, this complex campaign makes use of a varied array of applications, each of which has been thoughtfully designed.

Print media, including posters, brochures, postcards, and stickers, can be strategically positioned in highly visited areas like college and school campuses, shopping malls, public toilets, healthcare settings, and social venues like restaurants, bars, and nightclubs, to capture the attention of young women in their daily routines. This guarantees that the campaign enters the daily lives of individuals and offers learning opportunities everywhere it appears. This approach is considered guerrilla because of its unexpectedness and capacity to engage people in unexpected places where they might not expect to come across health education materials.

According to Hutter et al. (2011), guerrilla marketing is an approach that focuses on employing unusual but affordable methods to create a big impact and build brand recognition<sup>7</sup>. Initially popularized by small and medium-sized businesses due to its affordability, it gained interest among large companies looking for creative advertising strategies in the face of financial limitations. With the use of creative, unique advertising strategies including "ambush, ambient, and viral" marketing, this method successfully grabs consumers' attention. Research on its effectiveness in small enterprises reveals that, despite differences in approval and perception, uniqueness and creativity can draw customers' attention and influence their purchasing decisions. (Hutter et. al. 2011).

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<sup>7</sup> Netflix, Burger King, Coca Cola, Ikea, Airbnb etc. are some of the companies taking advantage of the strategy.



Fig. 38: Mockup Poster

The posters are, because of the choice of colors, imagery and slogans, eye-catching and informative. They include QR codes, that link directly to an online resource, providing easy access to more information about endometriosis. By directing the audience to a dedicated website that offers lots of details on the condition and the whole campaign design process, the QR codes on these materials seamlessly bridge the gap between physical and digital communication, giving visitors a transparent and educational experience. In addition to being a component of the guerrilla approach, this strategic placement guarantees maximum visibility and interaction and makes important information available to a wide audience.





Fig. 39: Mockup Poster in Underground

Guerrilla marketing strategies are also best demonstrated by using merchandise like pens, cups, t-shirts, and hoodies to promote endometriosis awareness and initiate discussions about the disease. This technique transforms everyday products into tools for advocacy and involvement. The merchandise is designed with catchy slogans and attractive designs, making them informative as well as appealing to use and share with friends.



Fig. 40: Mockup Merchandise



Fig. 41: Mockup Postcards



Fig. 42: Mockup Postcards 2



Fig. 43: Mockup Apparel Merchandise

The custom menstrual calendar, another innovative component of the campaign, serves a practical purpose while also educating users about menstrual health and endometriosis. The creation of a custom menstrual calendar, designed to track the menstrual cycle, is one of the most important visual parts of the campaign. The calendar enables cycle tracking, predicting the start of menstruation, monitoring health and documenting symptoms for their period. It helps women better understand their cycle and recognize changes.



Fig. 44: Mockup Calendar April





Fig. 45: Mockup Calendar Weekly Plan



Fig. 46: Mockup Calendar Cover



Fig. 47: Mockup Calendar Page

The digital component of the campaign is characterized by appealing content for social media platforms like TikTok and Instagram. By using this digital strategy to reach a younger audience, endometriosis patients may develop a sense of community and mutual understanding. Real-time support and communication, made possible by social media's open character, boost the campaign's impact. The combination of print and digital media will spread the campaign's message and make it easily accessible, thereby having an important educational influence on the general population.

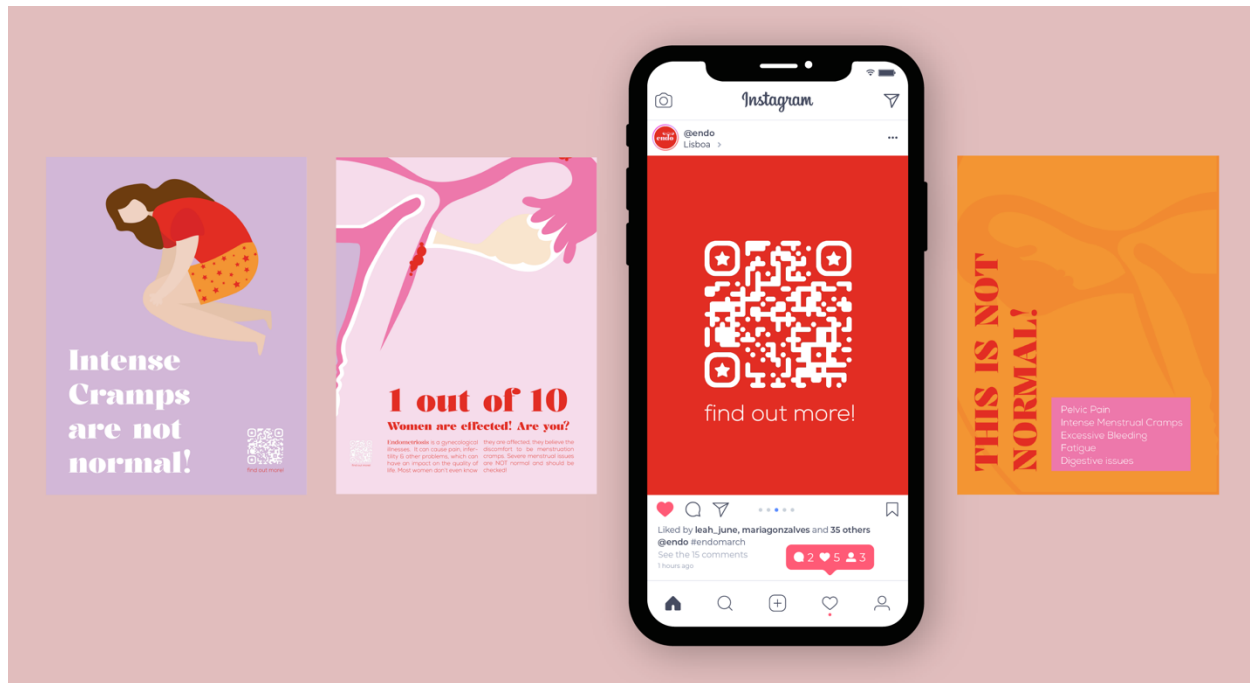


Fig. 48: Mockup Instagram

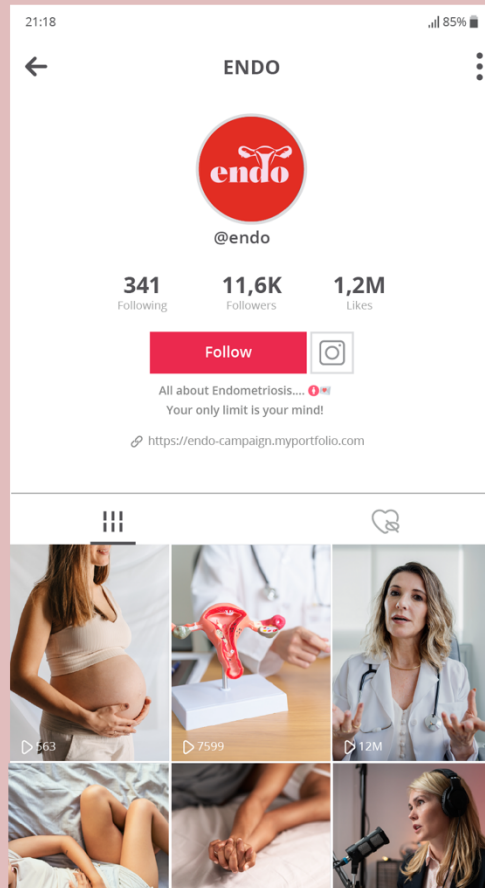


Fig. 49: Mockup TikTok

### 3.5. The website

The website functions as a digital archive that documents the process of the project as well as the final educational campaign. Because of having the public aspect, it works as a way of sharing information about the project and as a tool for validation. Visitors to the website can see behind the scenes at the decision-making, inspiration, and processes that went into developing the campaign's visual design.

The website focuses mainly on the campaign's identity. The documentation offers insight into the logo design's conceptual structure, including the symbolism, inspiration, and thoughtful choices used to make sure the design effectively reaches the target audience. A mood board, mockups, and results are added, giving a thorough overview of the process from concept to final design. The website has sections dedicated to the illustrations made for the campaign in addition to the logo. It explains the methods and reasoning behind each illustration, as well as how they complement and improve the campaign's overarching messaging approach. Visitors can learn about the selection for the typography, including considerations for readability, emotional impact, and compatibility with the campaign's visual aesthetic while making sure that textual information effectively conveys important points. This viewpoint emphasizes the value of graphics in instructive narrative while simultaneously delving into the designer's creative approach.



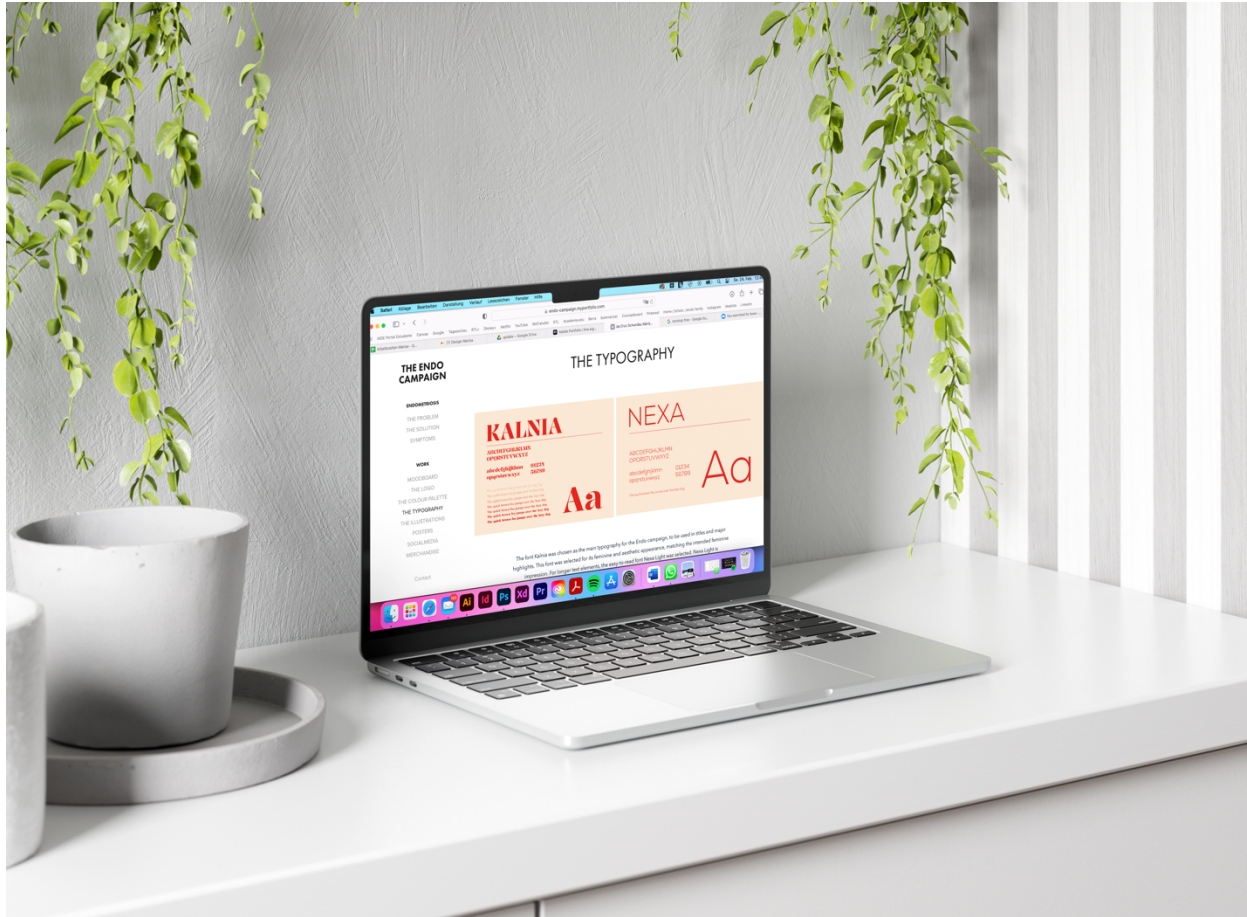


Fig. 50: Mockup Website

The website makes use of a QR code, which is printed on all campaign posters to connect physical and digital mediums, one of its key features. Anyone who comes across the campaign's analog materials can quickly access the website and dive into the design process with the help of this QR code. This simple integration broadens the campaign's audience and inspires them to learn about the creative process behind the campaign's visuals. The website allows users to follow along with the creative process by serving as a platform for communication and an archive for the final designs.



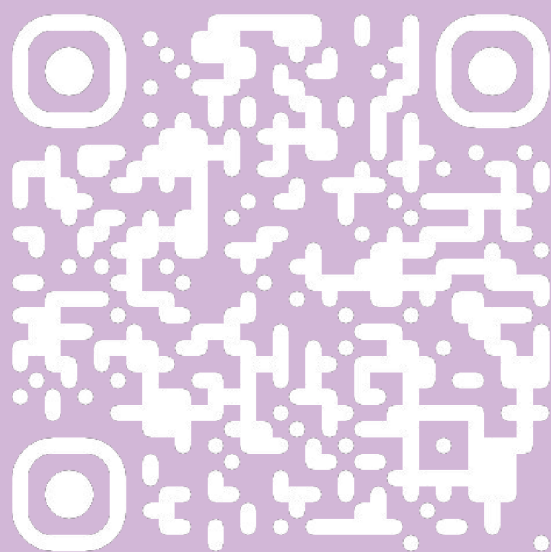


Fig. 51: QR Code

## **3.6. Validation of the Project**

After completing the campaign, with all its visual elements, a validation process was necessary. This validation was conducted with the public, on a first phase, and with entities related to Endometriosis, on a second phase. The goal was to assess the effectiveness of the campaign, along with its limitations.

### **3.6.1. Validation with the Public**

The chosen method to get validation from the public was a survey consisting of 10 questions, after the participants were exposed to the campaign online. Just as with the first survey, 100 participants were asked to take part and answer the questions with honesty. These 100 participants constitute the sample of the public.

#### **Process**

The survey consisted of 10 questions:

1. What is your gender?
2. How old are you?
3. How do you rate the visual quality and design of the campaign?
4. How interesting did you find the texts on the posters for educating about Endometriosis?
5. Have the campaign materials (posters, calendar, merchandise) improved your awareness and increased your interest in Endometriosis?
6. How do you evaluate the usefulness of the merchandise in everyday life in terms of raising awareness for Endometriosis?

7. How effectively do you think the campaign would reach its intended audience in public settings?
8. Do you think QR codes are a clever strategy to attract the audience's attention, and would you scan it?
9. If you visited the website, how helpful did you find the information provided about the design process of the campaign?
10. Do you have any suggestions on how the campaign could be improved to achieve a greater reach or more positive impact?

The distribution of the sample of participants is as follows: 70% female and 30% male. The sample included a broad age distribution, with a noteworthy emphasis on the younger group (19–24 years (40%) and 25–34 years (20%)). The survey tried to reach those who are in the typical age range of the target audience of the campaign - those who may be afflicted by endometriosis, know someone who is affected, or are interested in the subject.

### **Analysis**

The answers for each question were analyzed, to better understand the impact of the several elements of this campaign. The visual components (posters, merchandise and calendar) were particularly well- received. According to 90% of participants, the design was thoughtful. Although being a generic question, this high acceptance rate emphasizes how crucial visual appeal is for engaging people in and spreading health-related issues.

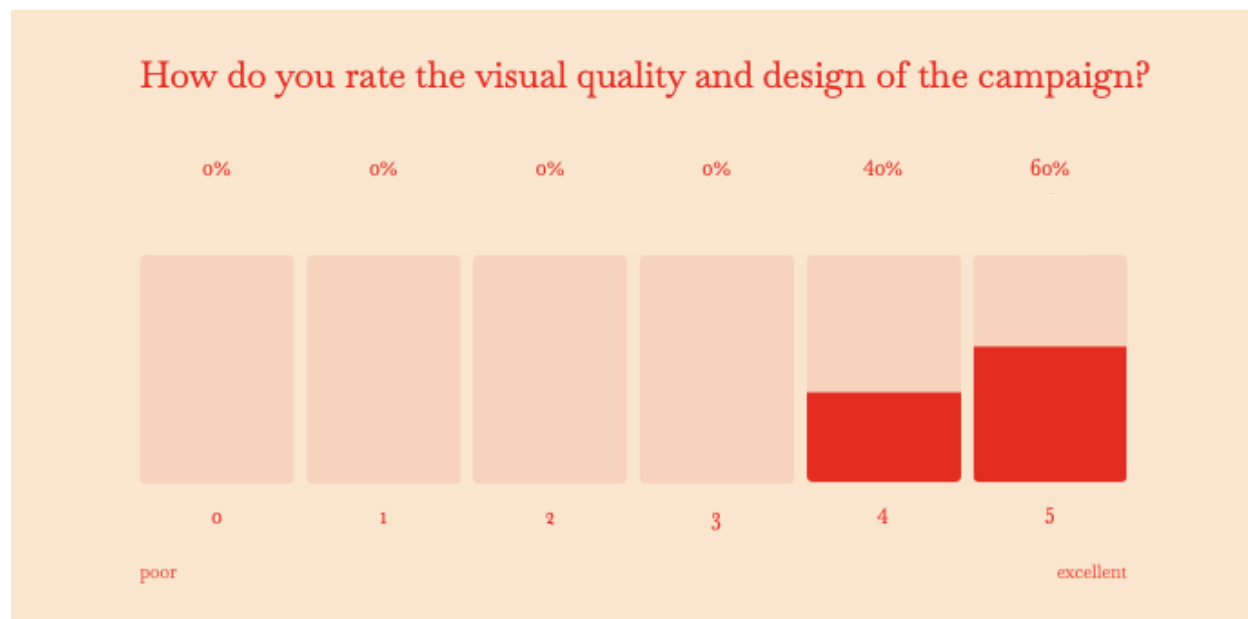


Fig. 52: Result Rating of Visual Quality of the Campaign

Self-presentation with Typeform

The audience responded positively to the informative content as well; 85% of them thought it was interesting and educational. This shows that the campaign was successful in raising public awareness and interest by conveying important endometriosis information.

Over 80% of the respondents reported feeling more informed and curious about endometriosis, indicating a notable rise in awareness and interest in the condition.

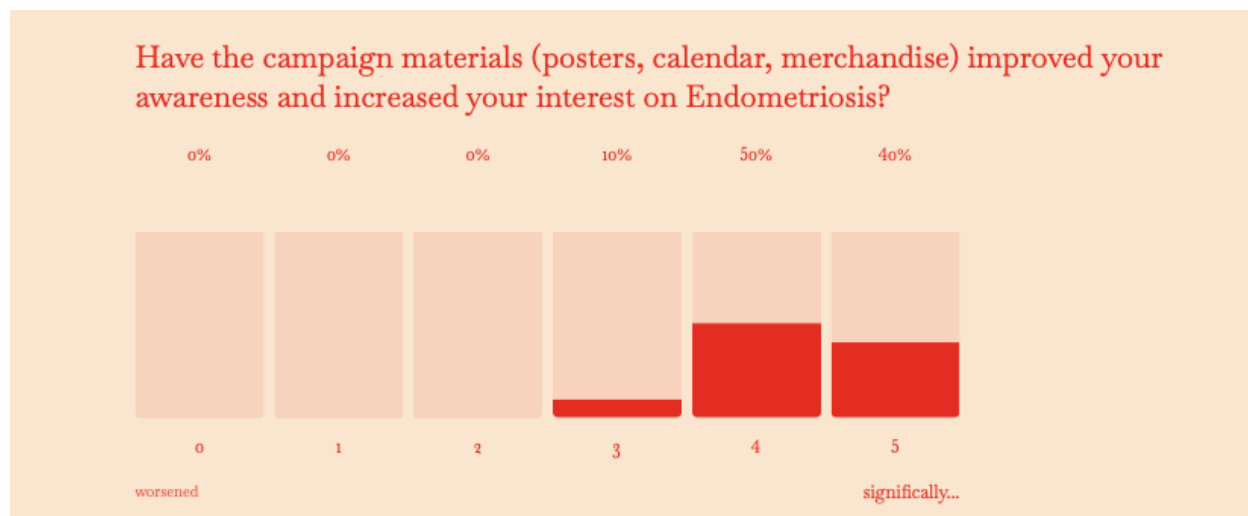


Fig. 53: Result Increased Interest  
Self-presentation with Typeform

This interest rate shows the potential of the campaign to inform and involve its intended audience. A large percentage of participants, specifically 75%, acknowledged the merchandise's value in raising awareness in everyday life. This highlights the impact of merchandise in ongoing advocacy campaigns. 70% of participants said that another factor in the campaign's effectiveness was how well it can engage the target audience in public places. This positive feedback shows that the communication techniques employed help to effectively spread the message. Seventy participants welcomed digital engagement via QR codes, and 65% of them were willing to connect with them.

However, the survey also indicated room for improvement, with suggestions for more interactive website features as well as the use of TV advertisements. These suggestions show the possibility of using a variety of channels to increase the campaign's effect and reach.

The survey results show that the "Endo" campaign has the power to improve the general public's understanding and consciousness regarding endometriosis. The way this campaign intersects graphic design with this condition shows success in achieving its goals of breaking the stigma related to the condition, encouraging proactive health management, and increasing public awareness. The survey provided important insights into how it affects the target group, providing a thorough picture of the campaign's achievements and opportunities for development.

### **3.6.2. Validation from Entities**

To validate the relevance of my campaign within the medical and advocacy institutions, I actively was in contact with gynecologists, particularly those with expertise in endometriosis, and various institutions and associations dedicated to addressing endometriosis.

#### **Process**

Through email correspondence with my campaign attached as a pdf and direct phone calls, I asked about their perspectives on the campaign and its potential impact on raising awareness about endometriosis, and whether they saw value in collaborating or utilizing the campaign materials within their respective networks.

#### **Analysis**

This proactive outreach aimed to foster partnerships, gather feedback, and strengthen the campaign's outreach strategies to better serve individuals affected by endometriosis.

The campaign received positive and supportive feedback, especially from gynecologist Dr. Gantert, who specializes in endometriosis, from Bonn, Germany. He referred to the campaign's posters as "eye-catchers" and said he was "positively surprised" by the materials' design and ability for impact. Dr Gantert further mentioned "I can even see myself using the posters in my doctor's office or using them on my social media".

The Endometriose Vereinigung e.V., an institution dedicated to addressing endometriosis, also gave quick positive feedback regarding the campaign through mail. But because Endometriosis Awareness Month (EndoMarch) falls during a busy time, their response was short. Although they thought the effort was noteworthy, they said they wouldn't be able to offer more specific feedback until April 2024. Despite these constraints, the campaign's initial positive feedback from such a significant organization indicates that its significance and potential for effect within the endometriosis advocacy area have been acknowledged.

## 4. Results

*This chapter discusses the results obtained after the conclusion and validation of the campaign. The "Endo" campaign successfully raises awareness and comprehension of endometriosis by combining medical education with graphic design. It reaches a broad audience by sharing aesthetically appealing and informative content over a variety of media, such as print, social media, and digital platforms. According to survey results, the campaign was well received by the public, who were impressed by its eye-catching visuals and informative value.*



## 4.1. Interpretation of the results

A variety of strategies were used to address the two research questions of the thesis, "How can graphic design help spread information about endometriosis?" and "How can an educational campaign raise awareness and nudge women to find more about endometriosis?". The campaign efficiently and broadly distributes information by using several graphic design elements in print and digital media. By visually appealing and easily understandable materials, including posters, post cards, and social media content, the campaign simplifies endometriosis by bringing out its symptoms, impacts, and its importance of consulting a doctor. The design and application of Endo are based on extensive research of the challenges of the condition and difficulties it causes to the quality of life of impacted women. The campaign's visual identity, which includes a unique logo, carefully chosen typography, and an intentional use of color, helps to make their message clear and stay in the viewers minds. In addition, the use of visually appealing illustrations and interactive online resources promotes a feeling of unity and support among people, promoting open conversations around menstrual health issues. Endo promotes endometriosis awareness and on the other hand works to break the stigma associated with menstrual issues. The campaign encourages women to take over their health by providing a secure and welcoming space where they can find information and share their experiences.

The research shows how graphic design has the power to change public health education. Endo is an ideal example of how design can empower women in matters of health by making complicated medical information understandable and appealing. The secret to the campaign's success is its ability to both educate and motivate people to act, which leads to an earlier diagnosis, better treatment, and improved quality of life.

## 4.2. The impact of Endo

Endo uses graphic design to bridge the gap between complicated medical information and public awareness and has a practical role and an important impact on public perception and knowledge of this condition. The campaign's visual elements, such as the posters, postcards, merchandise, and calendar, have received positive feedback, which shows the importance of creative design in attracting viewers and encouraging discussion of health-related issues. This strategy not only attracted the audience but also improved the information's memory and reach. The educational content effectively raises public awareness about endometriosis. Endo also succeeded in raising audience curiosity about endometriosis by providing information in an interesting and informative way, demonstrating a notable improvement in the general public's understanding. Additionally, the merchandise is helpful in bringing this campaign into everyday life, proving that it could continue its message outside of traditional media and into the audience's personal lives.

Reactions to the campaign's ability to interact with viewers in public areas and on digital media platforms showed the potential of its communication strategies. The campaign's use of QR codes and interactive digital features along with the suggestions to create TV advertisements reveal the huge impact of a variety of digital media, to improve the effectiveness of this awareness campaign. The campaign's impact is further proven by the validation of medical professionals and associations, such as the positive feedback from Dr. Gantert and the Endometriose Vereinigung Deutschland e.V. These statements show an understanding of the campaign's impact in the fight against endometriosis. It also validates not only the quality and appeal of the campaign elements but also how useful they are in institutional activism and medical environments.

The campaign's impact goes beyond raising awareness, it also builds a community of educated individuals, motivated to take charge of their health. In that sense, Endo has made progress toward better healthcare for people with endometriosis. The total approach, which combines outreach techniques, is an ideal example of the significant impact that effective health campaigns can have.

## Conclusion

This project raises awareness and promotes knowledge about Endometriosis, encourage women's proactive health management, and break the stigma associated with menstrual health problems. At the same time, it shows how important is the role of graphic design in the healthcare field, and how conscious design decisions can have a meaningful impact on patients and society at large.

The use of such a variety of media, including printed materials, social media, and digital platforms, efficiently deliver information to a wide audience. The design's approach integrates visually appealing and educational material on endometriosis symptoms with the value of medical examinations, and the empowerment of women to make decisions about their health. Endo seems to effectively promote awareness and bring comfort and understanding to individuals who are affected by Endometriosis by carefully combining elements and variables such as typography and color theory. The visual identity of the campaign, which stands out for its visually impact and approachable style, is helpful in attracting the public attention and raising awareness to the condition. The incorporation of guerrilla marketing techniques, such as distributing educational posters in public spaces or using specific merchandising to intrigue the public, also seems to be effective and helps establishing Endometriosis in daily life. Finally, the spread of the campaign through social media in today's digital society proves to be useful and effective, helping to build a community and provide a platform for sharing experiences. Offline and online involvement, combined by using QR codes printed on materials to direct the audience to an online resource, provide an easy and quick way of getting deeper understanding and insight.

In conclusion, Endo seems to have a positive impact by providing people affected by Endometriosis support and guidance and educating the public at the same time.

## **Validity and Limitations of the Study**

The methodological options taken throughout this study tried to guarantee adequate theoretical support, the representativeness of the sample of materials collected, the adequacy of the analysis and the validity of the results obtained. The succession of tasks was constructed and developed to provide coherence to the different phases of the investigation.

This section critically examines the validity and limitations within the study. Starting with the limits of “catching” the society. The results may not apply to the whole society if the study or campaign focused exclusively on a particular demographic group. This restriction may affect how effectively the campaign can be implemented across various cultural, socioeconomic, or geographic groups. Print and digital media are both effective, but they may not reach people who don't often visit locations where print media is shared or who have limited access to online platforms due to financial or other reasons. It can also be difficult to determine an educational campaign's actual impact. The target audience's long-term knowledge, behavior change, or empowerment may not be completely captured by for example a website visit or postcard pickup. On the other hand, the campaigns’ main goal is to raise awareness and for people at least to know that Endometriosis exists and what it even is. Even a small step is huge to reach the campaigns goal.

## Possible Follow-up

The development of the Endo campaign has shown the impact that such projects can obtain with the public, and how the intersection between graphic design and health can be further studied.

One possible follow up action of this campaign, to generate maximum attention strength in terms of reach, is the direct collaboration with agencies such as the BZgA. The collaboration with the BZgA means that appropriately trained contact persons can interact with interested parties. On the other hand, scientifically sound studies, such as those on consumption behavior, can be conducted. The BZgA covers the necessary media channels through mass media offers such as telephone and online counseling, personal communication activities, and online resources (BZgA, n.d.). Furthermore, by using various media channels, a direct solution approach to address the problem of insufficient educational approaches ensures the necessary continuity.

Another collaboration has emerged with Dr. med Gantert, a doctor specializing on Endometriosis from the Beta Klinik in my hometown in Bonn, Germany. Through this collaboration, my thesis work may be applied and shared outside of the academic setting. The doctor has suggested that these resources, later translated in German can be frequently shared on his Instagram account and publicly displayed at his medical office. Additionally, Dr. Gantert intends to actively use Instagram's advertising features to broaden the audience reach, which might lead to a possible increase in patient visits to his clinic in addition to educating a larger audience. This partnership offers an opportunity for mutual benefit that not only helps the clinic expand but also focuses on the real advantages of combining research findings from educational institutions with clinical practice to improve community health.

These possible follow-ups aim at enriching the research about endometriosis and design and its impact on society and provide the possibility of implementing this campaign for good.





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