

Communicating Vaccination Arts and Humanities

Universität der Künste Berlin /
University of Oxford

Constanze Hein, lecturer in Visual Communication at Universität der Künste Berlin, and Sally Frampton, medical historian at the University of Oxford, have created a link between the fields of graphic design, medical history and health communication. Using visual forms of communication about vaccines, we initiated a project and a course for students of visual communication at the UdK Berlin. The project aims to create new interdisciplinary research and resources including a student-led website. It is aimed at an audience of students, designers and the general public to initiate a discussion about vaccines and their communication.

Participating students:

Marcus Bücken, Imry Gefen, Rachel Haase, Mario Kreuzer, Joël van Rooij and Alisa Verzhbitskaya.

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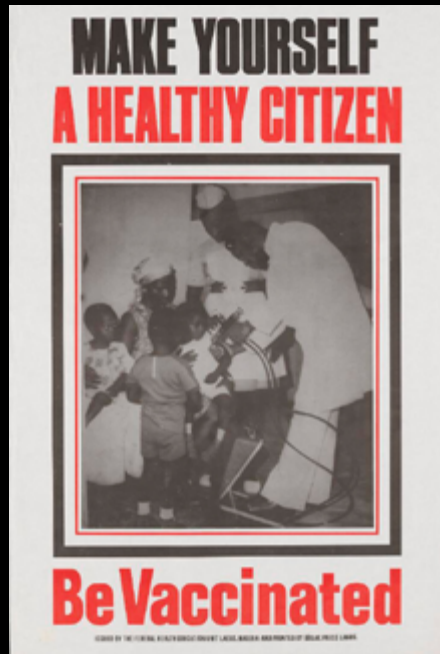
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We began by researching historical material on vaccination campaigns. We wanted to find things that fitted thematically but also evoked interest in diverse visual language.



CUBA: give me another candy / polio vaccination throughout cuba / for children under 4 years, 1982

Source: Archive Wellcome Collection, London, UK



NIGERIA: Make yourself a healthy citizen / Be Vaccinated / Issued by the federal health education unit Lagos, Nigeria and printed by Bolac Press Lagos. ca. 2000

Source: Archive Wellcome Collection, London, UK



Swaziland 7 1/2 c, 25th Anniversary of the W.H.O. | Malaria Vaccination

Source: Archive Wellcome Collection, London, UK



SYRIA, 100, Campaign for Child Vaccination

Source: Archive Wellcome Collection, London, UK



USA: 33c Polio Vaccine The Celebrate The Century: 1950s commemorative stamp souvenir sheet was issued on May 26, 1999, in Springfield, Maryland. Designed by Howard Paine of Delaplaine, Virginia, and illustrated by Dean Ellis of Amagansett, New York.

Source: Archive Wellcome Collection, London, UK



Polio cripples adults too! Source: Archive Wellcome Collection, London, UK



UK: Vaccination against polio. Colour lithograph, issued by the ministry of health. ca. 1960.

Source: Archive Wellcome Collection, London, UK

Students

Gain in expertise for students

- content analysis
- draft concept
- individual working processes
- knowledge in graphic stylistic
- layout programmes and transfer to web format
- conception of a joint website
- preparation
- communication with student programmer

Methods in teaching

- international project and co-teaching
- lectures by experts
- English as course language
- individual consultations
- small group discussions
- open critique rounds
- peer feedback from and to students
- intermediate lectures and final presentations
- discussion of strategy campaigns
- working together online and on-site

Collaborators

Gain in expertise for collaborators

- awareness that Arts and Humanities can play an important role in education around the communication of vaccination.
- importance of historical knowledge, both in medicine and in graphic design
- interest in other curricula and universities

Methods in collaborating

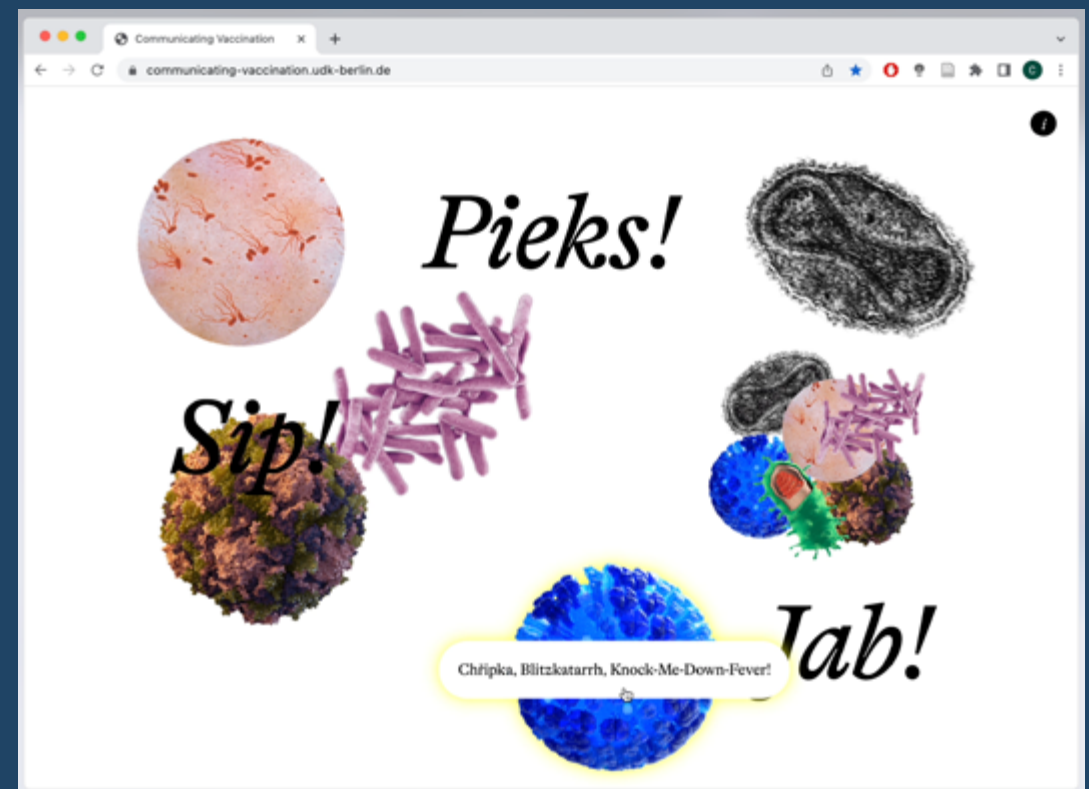
- regular meetings
- organizing student group
- organizing lectures by experts
- evaluate the current status of the project
- creating a strategy for the joint output
- meetings in person



Pub meeting, Oxford.

The website is the result of questions posed with and by the students. It is also a presentation of strategies and experiments related to communication about diseases and vaccinations.

www.communicating-vaccination.udk-berlin.de



Faces of Evil

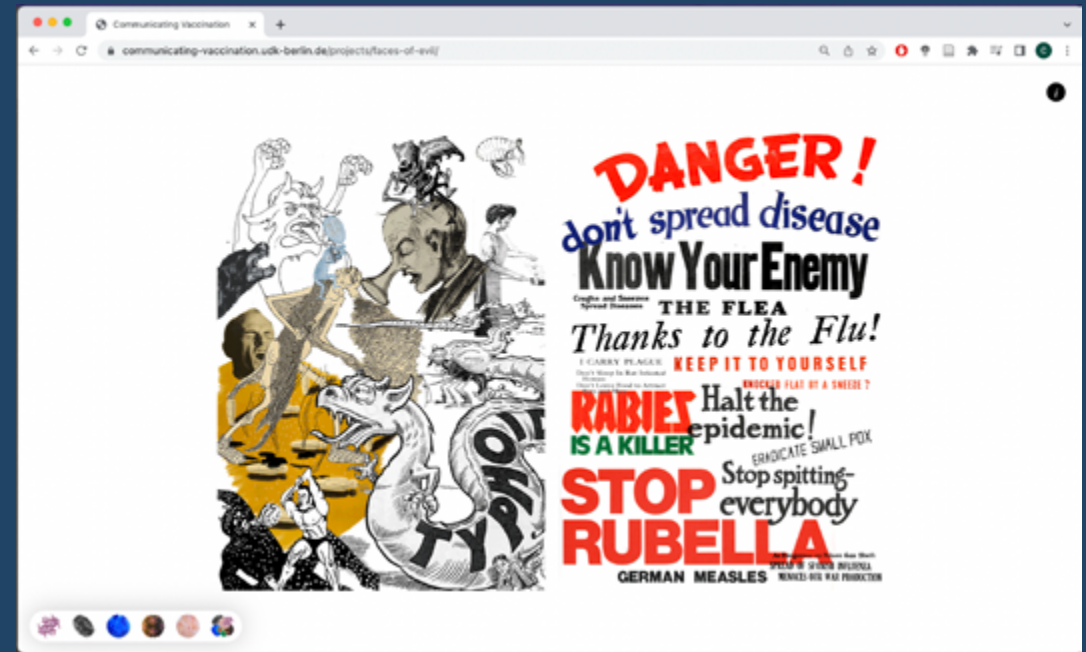
– Marcus Bücken

Most of the representations of diseases seem to be based on two experiences: First the experience of the disease itself, which was associated with pain, death and evil. So the virus morphs into a sneaky devil who comes to take your life and has to be fought. And second, the emotionality occurring from already culturally manifested images of evil were partially used to convey the danger of a virus in a propagandistic way – which is also mirrored in typefaces of headlines. The title "Faces of Evil" can be read in two ways. On one hand, it refers to the faces seen in the illustrations. On the other hand, it refers to the "(Type)faces of Evil", the typographic form of representation in the context of the virus.

The project is a collage of the visual

representations of different viruses across different cultures and in different eras. It is the result of the question of how to find a way to make scientific or historical information more approachable and therefore more accessible. It should serve as a first point of contact to get to know the „evil“ faces of viruses in an interactive way:

By cropping the illustrations and typography, the images are de-contextualized and the focus is placed on the pure visualization. By juxtaposing the individual representations, they can be compared and thus parallels between the visual representations can be seen more easily. This method facilitates the understanding of the different communication strategies and narratives: Seeing what is going on behind the faces of evil.



The Smallpoxed Perspective

– Imry Gefen

What is a plague and how is it perceived in the eyes of different people and cultures? Coming from the Visual Communications department at Bezalel Academy of Arts in Jerusalem, Imry Gefen investigates in his exchange semester at Udk Berlin how different cultures perceived Smallpox throughout history, and their methods of dealing with the disease that has infected humans for thousands of years.

The project "The Smallpoxed Perspective" aims to express the influence of Smallpox - a disease that affected humanity globally but also the first disease to have been completely eradicated through global efforts and vaccinations. The project consists of five illustrated posters that detail the effect that Smallpox had on several cultures in Egypt, China, India, Nigeria and the Americas.

The history of Smallpox is intertwined with the history of humanity and it's methods of perceiving and dealing with diseases - from godlike manifestations of the disease to ancient ways of Variolation and Inoculation, and how globalization and colonialism helped spread the disease. The project aims to create a global perspective that still manages to represent the diverse cultural entities consisting it, and maybe shed a light on how we manage today, as a global society, newfound diseases and plagues.

Imry sought to find a coherent graphic language that can assemble the different representations of Smallpox and took inspiration from methods as such as Storytelling and Advertisements to try and create an informative, graphic experience.

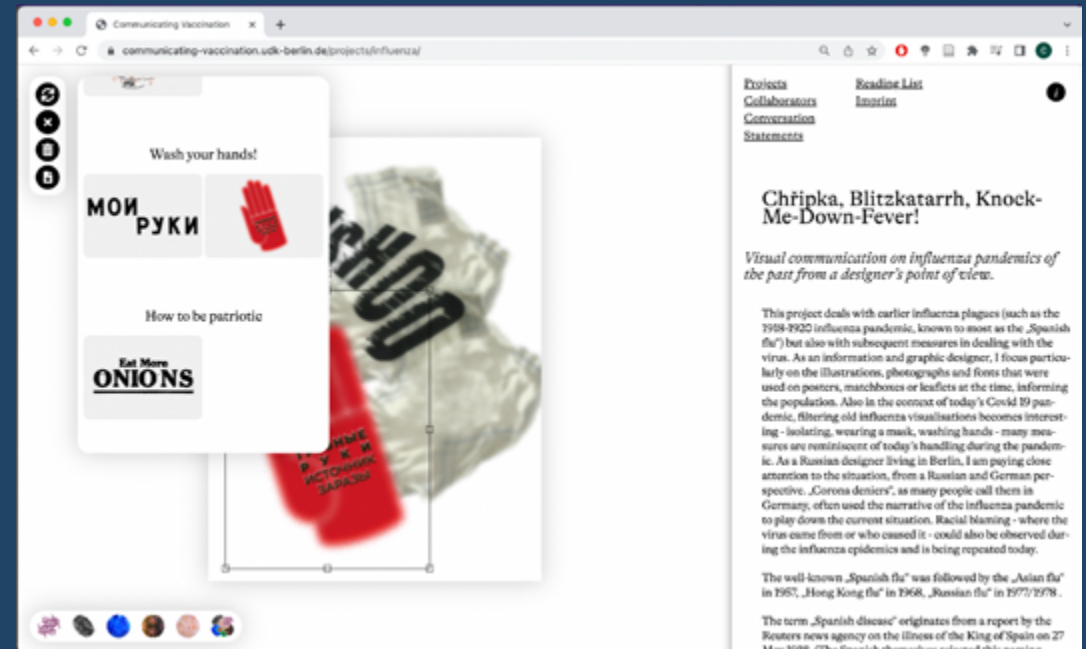
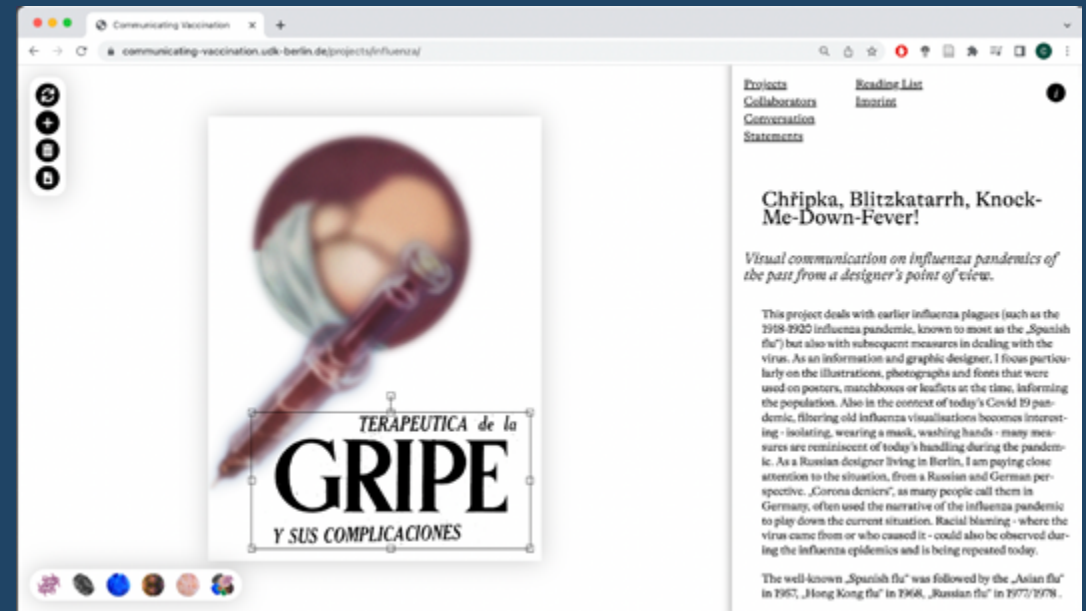


Chřipka, Blitzkatarrh, Knock-Me-Down-Fever! | Visual communication on influenza pandemics of the past from a designer's point of view.

– Alisa Verzhbitskaya

This project deals with earlier influenza plagues (such as the 1918-1920 influenza pandemic, known to most as the „Spanish flu“) but also with subsequent measures in dealing with the virus. As an information and graphic designer, I focus particularly on the illustrations, photographs and fonts that were used on posters, matchboxes or leaflets at the time, informing the population. Also in the context of today's

Covid 19 pandemic, filtering old influenza visualisations becomes interesting - isolating, wearing a mask, washing hands - many measures are reminiscent of today's handling during the pandemic. As a Russian designer living in Berlin, I am paying close attention to the situation, from a Russian and German perspective. „Corona deniers“, as many people call them in Germany, often used the narrative of the influenza pandemic to play down the current situation. Racial blaming - where the virus came from or who caused it - could also be observed during the influenza epidemics and is being repeated today.



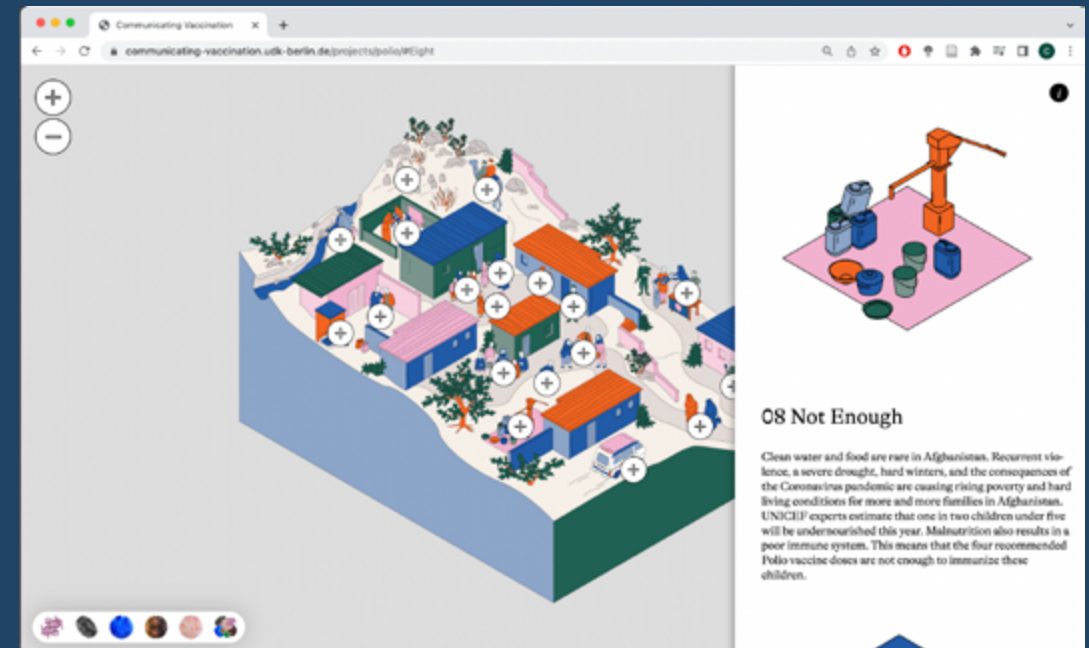
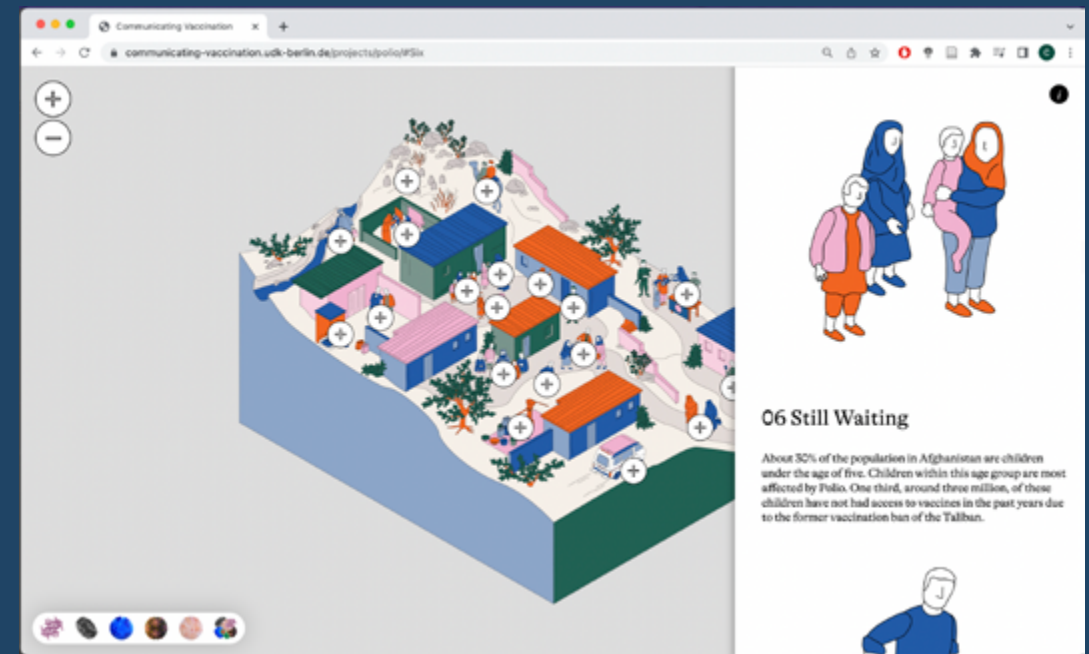
Why Now is Vital | The Strategies of Joining Forces to Eradicate Polio in Afghanistan, Pakistan and the World.

– Mario Kreuzer

Polio, in full Poliomyelitis, is an endemic infectious disease caused by the Poliovirus. It leads to irreversible paralysis, that can be fatal when affecting the breathing muscles. Children under the age of five are most affected by Polio. Since there is no cure, prevention through vaccination is the only way to fight the suffering. In most parts of the world Polio seems eradicated. However, there are still countries that fight against the virus. Currently only Afghanistan and Pakistan remain with cases of the Wild Poliovirus. The World Health Organization's latest report for 2021 showed four Wild Poliovirus cases in Afghanistan, and one Wild Poliovirus case in Pakistan. Further, a Vaccine-derived Poliovirus Type 2 (cVDPV2) exists in several other countries. 2021, it was detected in 21 countries total. With 395 cases, Nigeria reported the highest count.

One of the highest goals of eradicating Polio globally is the interruption of Wild Poliovirus outbreak. Focusing on Afghanistan and Pakistan is seen as a high priority to achieve this goal. However, the challenges of war and violence, the Coronavirus pandemic, hunger, bad infrastructure, miscommunication, and conspiracies are constant hurdles on the path of eradication.

With this project, Mario Kreuzer illustrates the aforementioned situation and the current strategies in Afghanistan and Pakistan. With an isometric landscape model, his intention is to map the key steps of Polio eradication in these countries. The illustration becomes a tool to seek attention for the topic. It gives the readers an interactive way to learn and explore the subject. Click through the scenes and uncover the topic step by step.





Hybrid presentation at Hopscotch Reading Room, Kurfürstenstraße 14 – with a review of the project by Siddhartha Lokanandi, march 2022.



Outlook | Further cooperation planned...

At the moment we are in touch with the researcher **Dr. phil. Gbadebo Collins Adeyanju**, Post-doctoral Researcher & Lecturer of the University of Erfurt | Faculty of Philosophy. He researches about "Health communication and vaccine hesitancy " and "Behavioural and cultural insights" regarding sub-Saharan Africa.

<https://www.uni-erfurt.de/philosophische-fakultaet/seminare-professuren/medien-und-kommunikationswissenschaft/personen/adeyanju-collins-g>

It is planned to involve medical student **Chidiebere Ibe**, who is known for his illustration of a black pregnant woman with a black fetus. His involvement is intended to change the perception of predominantly white medical illustrations to raise awareness of diseases and infections that would otherwise not be recognised.

<https://www.chidiebereibe.com/>

Furthermore we would like to update the website by end of June 2023, with material of the class and lectures by science communication expert **Dr Fran Kohlt** and graphic designer **Lucienne Roberts**.