#### **BA & MA Categpry Category:**

#### **MENSTRUPEDIA** Proiect:

#### What was the challenge? In 2021, I met Sejal, an India-based

mechanical engineering student, who at the time was doing research on women menstruating in extreme conditions such as the military, rural areas and space. I asked her if she was willing to create something together on this topic. After sharing our experiences and reading her reports. realized how limited knowledge about menstruation is not only in our countries but worldwide. The main question at that point was, what can I do with Sejal's help that would work cross-culturally and help increase knowledge about menstruation?

### What was the solution?

The initial goal was to create an educational tool that could work in a variety of conditions and cultures, while also being easily accessible. Thinking about the broad spectrum of my target group, I decided to create a digital guide in .pdf format, which is based on illustrations.

#### What was the effect?

MENSTRUPEDIA is a free digital publication that explains in a simple way the basic concepts of menstruation. Thanks to its form of a wordless guide, it is universal and understandable to everyone, regardless of education, age, gender or nationality. The quide has been put through a series of tests for comprehensibility and inclusiveness on various user groups from different countries and cultures. On top of that, MENSTRUPEDIA's digital format allows the guide to be easily transmitted around the world to reach the largest possible audience.

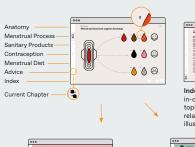
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System of the guide

The entire quide is divided into two parts. additional subsections marked by different the illustrated part and the text part. Within coloured pages. the pictorial section of the guide, there are





Symptoms page - Related to the previous page, provides detailed information about the symptoms of a certain condition.

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in-depth explanation of the topic in English and is directly related to the pages with illustrations.



Step-by-Step page - A page containing instructional content on topics such as: How to use sanitary products?



The guide's format, 28×14cm, makes 14:9 ratio, that balances needs of both 16:9 and 4:3, making the usage on different devices easier. It also allows it to be easily printed, fitting the DIN A4.

The numbers in the guide make it easier to navigate between the picture and index sections, while simultaneously helping to build a connection between vocabulary and illustrations for those who can't read

The interactivity allows simple navigation through toolbar on the left and buttons on the bottom right. This makes it easier to jump between chapters and two sections of the guide, as well as allows the guide to be used on the touch screen devices.

# Illustration System In the pictorial part, the guide uses a system of colours and icons to help convey information within the illustrations.

Redness Pain zaq Discomfort Bad smell Zoom in the area Clis .  $\odot$ 

Selection related Good

to the action







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• • • • Dotted line - Extension of Attention/ a description; additional Important information; multiple  $(\mathbf{\dot{e}})$ 

Multiple

(!)

choice

Bad

choice; features of a given thing or condition; --- Dashed arrow - Changes or results in appearance

other

processes shown in the guide.

Rounded arrow - Used

successive processes; things resulting from each

only on the regular pages;

## wrapping, pushing Short arrow - Following steps in step-by-step instructions section

Orange straight arrow -

Action involving the use of hands, such as: pulling,

----> Straight arrow - Action

Circular arrow - Reuse or repetition or states

Arrow System

The illustrations feature a system of arrows and pointers which effectively aid in the navigation and understanding of the various



### Features of the guide

