

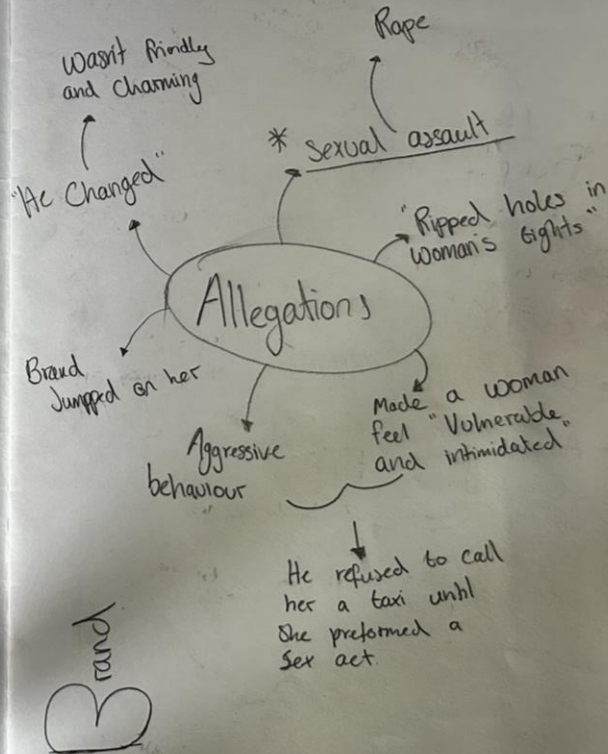
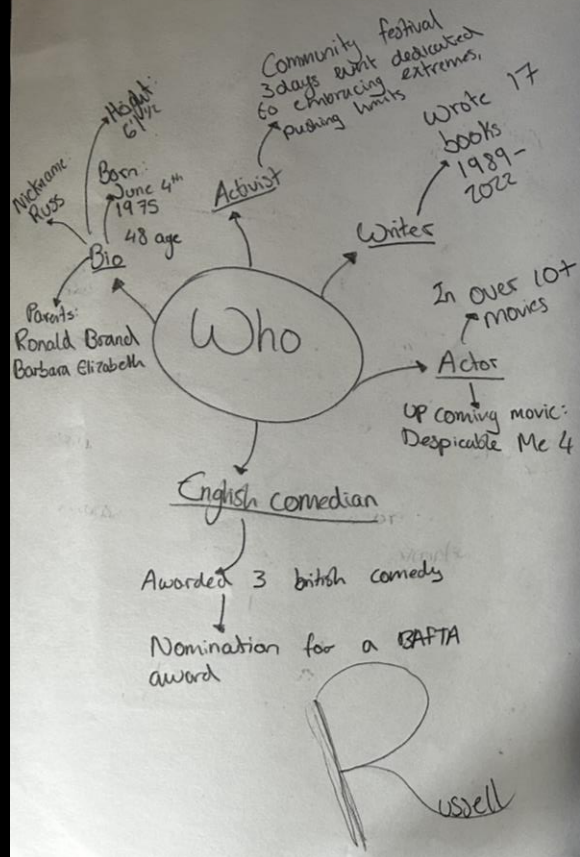


# **BRIEF ONE: HAPPY FAMILIES**

JING LIN

The image features a black background with stylized white line art. Two faces are depicted, facing each other. The faces are composed of thick white outlines. The eyes are represented by small black circles with white centers. The skin areas are filled with a white halftone dot pattern. The overall style is graphic and minimalist.

**RUSSELL BRAND**



An abstract black and white graphic featuring two stylized, symmetrical faces in the upper corners. The faces are composed of white shapes with black outlines and a central black circle. The background is black, and the faces are surrounded by white, wavy, organic lines. Halftone patterns are visible in the corners, suggesting a larger, repeating pattern.

**DEVELOPMENT WORK**

Brief 1

Deadline - 26/10/23

Promote minority

- Blind
- Non binary
- Essential tremor
- Deaf
- Anxious
- Dyslexia
- Arthritis
- Wheelchair user
- Dementia

Blind - walking by sounds

??



family set of 4 How deaf people listen to music

sign language



20% of the world are deaf

Deaf

Worldwide 20% are deaf

UK - 1 in 6  $\approx$  around 11 million are deaf

Ability to learn slowly than others

Could develop mental health disorders

↳ Depression

↳ Anxiety



95% of deaf marriages involve two deaf partners

of deaf marry deafness

5%

Visual and textual information are one of an important factors

13%

of adults age 18 and older experience some difficult hearing even when using hearing aid



## Difficulties

- 2 Slow talkers
- 2 Public announcements
3. Relying on touch

(main 3)



## DEAFNESS

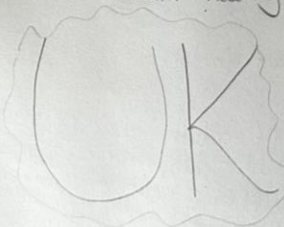
INCREASING?

WORLDWIDE

2025

There could be over  
700 million people  
with hearing problem

Poor  
mental  
health



11 million people  
are deaf or  
hearing loss

151,000  
BSL users

## HEARING AIDS

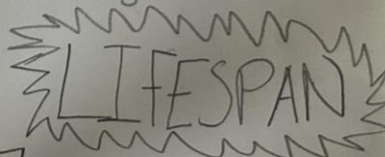
Basic model:  $\approx$  £500

Advanced model:  $\approx$  £1000 - £3000

→ Which includes: Noise reduction  
Bluetooth

Repair cost

- £126 + £7.95 postage - Many have hearing
- £70 per hearing aid - NHS



3-7 Seven

Exposed to: sweat, dust, wax  
and many more



## Causes of hearing loss

There are lots of possible causes of hearing loss. It may be caused by something treatable or it may be permanent.

Your symptoms may give you an idea what could be causing it. But do not self-diagnose, see a GP for advice.

Symptoms	Possible cause
Gradual hearing loss in both ears	Aging or damage from loud noise over many years
Difficulty hearing in 1 ear, earache, a feeling of pressure in your ear, discharge coming out of the ear	<a href="#">Ear infection</a>
Difficulty hearing in 1 ear, itchiness, feeling like your ear is blocked	<a href="#">Earwax build-up</a>
Sudden hearing loss after an ear infection, a very loud noise or a change in air pressure (for example, from flying)	<a href="#">Perforated eardrum</a>

## Signs of hearing loss

It's not always easy to tell if you're losing your hearing.

Common signs include:

- difficulty hearing other people clearly and misunderstanding what they say, especially in noisy places
- asking people to repeat themselves
- listening to music or watching TV with the volume higher than other people need
- difficulty hearing on the phone
- finding it hard to keep up with a conversation
- feeling tired or stressed from having to concentrate while listening

Sometimes someone else might notice problems with your hearing before you do.

## Preventing hearing loss

It isn't always possible to prevent hearing loss if you have an underlying condition that causes you to lose your hearing.

However, there are several things you can do to reduce the risk of hearing loss from long-term exposure to loud noise. This includes not having music or the television on at a loud volume at home and using ear protection at loud music events or in noisy work environments.

You should also see your GP if you have signs of an ear infection, such as flu-like symptoms, severe earache, discharge or hearing loss.

## Benefits of hearing aids

Hearing aids will not make your hearing perfect, but they make sounds louder and clearer, reducing the impact hearing loss has on your life.

Hearing aids can:

- help you hear everyday sounds such as the doorbell and phone
- improve your ability to hear speech
- make you feel more confident when talking to people and make it easier for you to follow conversations in different environments
- help you to enjoy listening to music and the TV, at a volume that's comfortable for those around you

But hearing aids only help if you still have some hearing left, so do not put off getting help if your hearing is getting worse.

## Hearing aids on the NHS

Hearing aids are available on the NHS.

Your GP can refer you to an NHS hearing aid provider if they think you might need a hearing aid.

The benefits of getting a hearing aid on the NHS include:

- hearing aids are provided for free as a long-term loan
- batteries and repairs are free (there may be a charge if you lose or break your hearing aid and it needs to be replaced)
- you do not have to pay for any follow-up appointments or aftercare

But while several modern hearing aids are available on the NHS, these are usually the BTE or, very occasionally, the RITE type. You may need to pay for private treatment if you want one of the other types.

The waiting time for getting a hearing aid on the NHS can sometimes be longer than the wait for private treatment.

If you have an NHS hearing aid, you can get free batteries and repairs from the NHS hearing aid service who fitted your hearing aids.

If you do not mind paying for treatment, you can choose to go to a private hearing aid provider directly.

This may mean you can pick from a wider range of hearing aids, including the smaller, less visible models.







How are you?



How are you?

WHO



WHAT



WHEN



WHERE



WHY



WHICH



HOW



eat / food



help



more



bathroom



finished



play



Sign Language

Grandpa

- Kind (back in his day)
- Sporty
- loves golf

Mother

- loves food
- Expensive bags
- Cooker

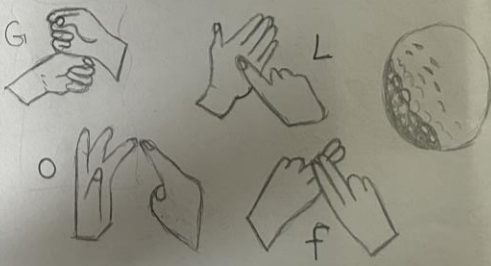
Grandma

- loves food
- Tea lover
- Very caring

Father

- loves cars
- Gardener
- Creative

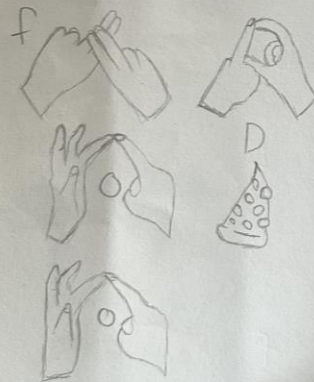
≈ Grandpa - Golf



Grandma - Tea



Mother - food



father - Car

