

#Ceasefire in Gaza

UNICEF

The Process Book
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Whats happening in Gaza

The ongoing hostilities in the Gaza Strip are having a devastating impact on children and families. Children are facing alarming levels of mortality and injury, with thousands killed and many more wounded.

If this situation persists, the consequences could be extremely devastating, particularly for children and their future. The repercussions may be felt for generations to come, highlighting the urgency of addressing this alarming situation.

Research

The objective of the project is to draw attention to the urgent need for a ceasefire in the Gaza Strip and to mobilize a movement across all platforms supported by UNICEF.

The Problem:

Three major issues: in the area that needs immediate attention:

Malnutrition and Lack of Access to Nutrition:

- Poor health and nutrition render them more susceptible to serious infections, particularly affecting breastfeeding mothers and children
-

Diseases and Mortality

- limited access to healthcare and sanitation facilities, have resulted in increased disease prevalence and mortality rates, with children facing the imminent threat of death from hunger and preventable illnesses.
-

Displacement and Psychosocial Impact:

- Many children find themselves separated from their parents due to death or displacement, exacerbating emotional turmoil and psychosocial distress.

Solution

Immediate
humanitarian
ceasefire

How to approach the campaign

For this campaign, I chose to create an **interactive billboard** to be installed in public locations. The concept involves a digital screen prompting the audience to take selfies with background illustrations reminiscent of childhood memories.

When individuals attempt to take a selfie, sensors on the board detect the activity and switch the background image to depict the conditions in which children in Gaza are.

The goal is to raise awareness of the dire conditions experienced by children in Gaza. Unfortunately, the ongoing conflict has left their childhood memories scarred, unlike those of others..

The solutions and their reasons

Why an interactive billboard?

An interactive billboard creates a greater impact on the audience's mind. When capturing a picture of childhood memories, if the background unexpectedly changes to a catastrophic condition, it urges the audience to call for action

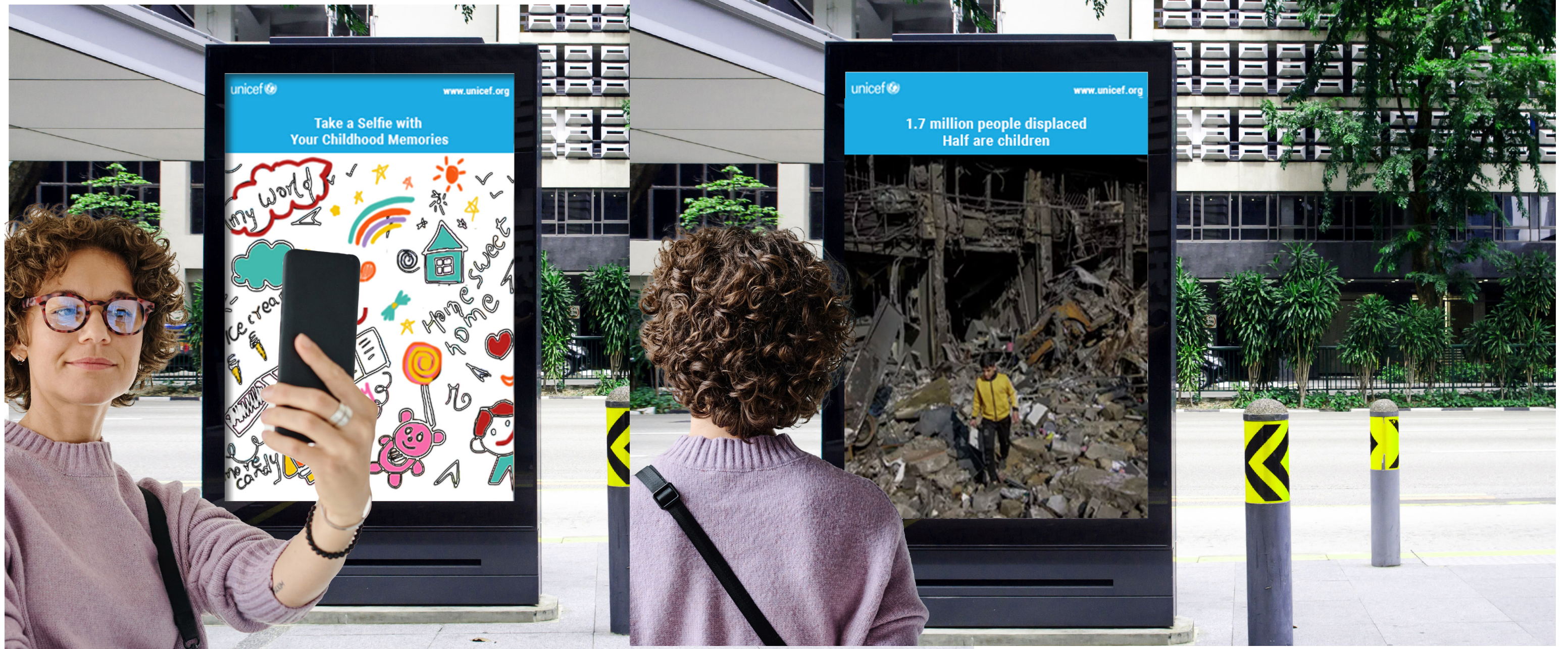
Social media platform

In other solutions, I have utilized social media, given its extensive reach.

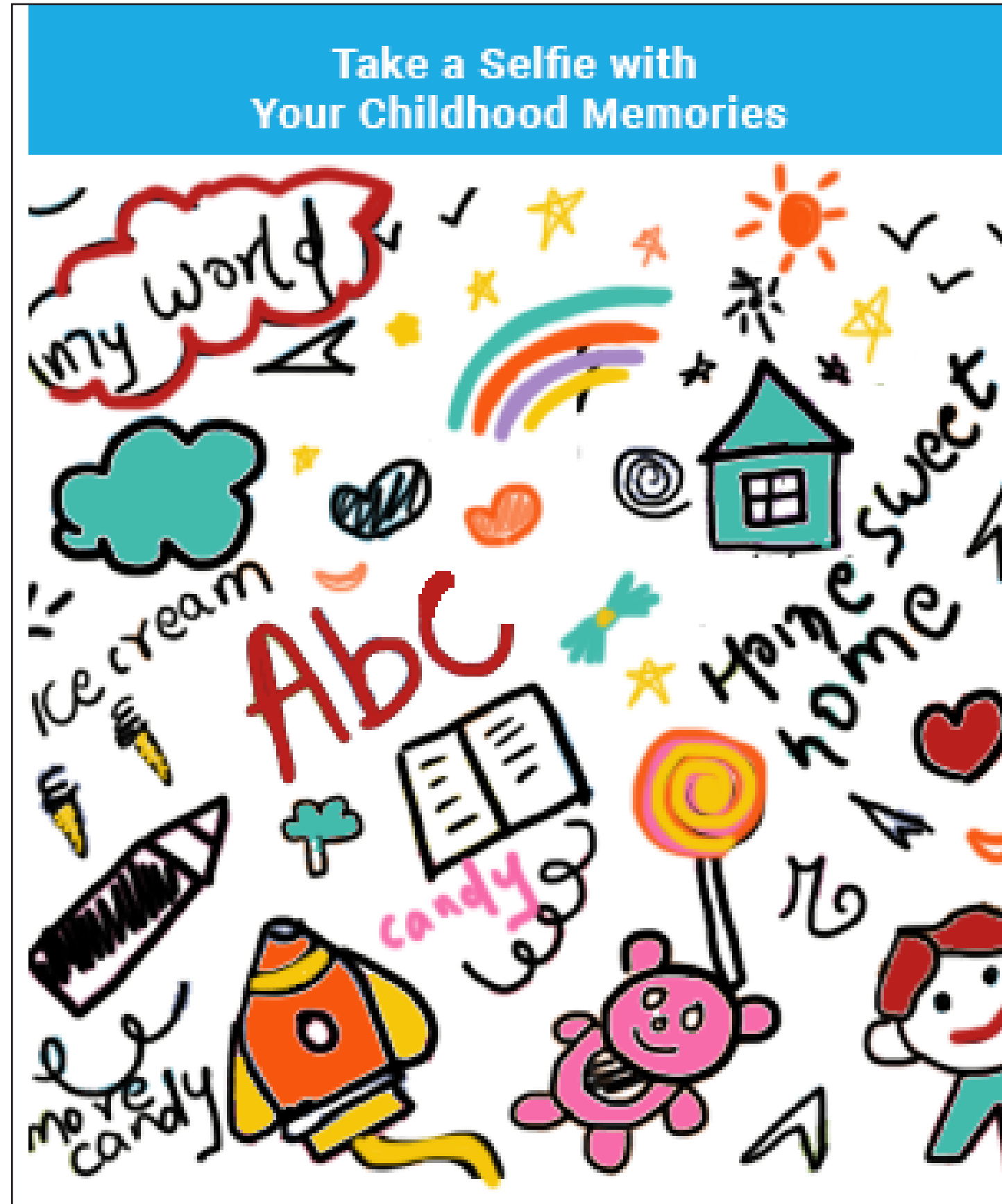
Utilising public spaces

I have leveraged high-traffic areas such as metro platforms to convey the message. Additionally, I have employed high-rise buildings as a medium, again aiming for high audience engagement.

The transition that the screen makes when the person takes selfie

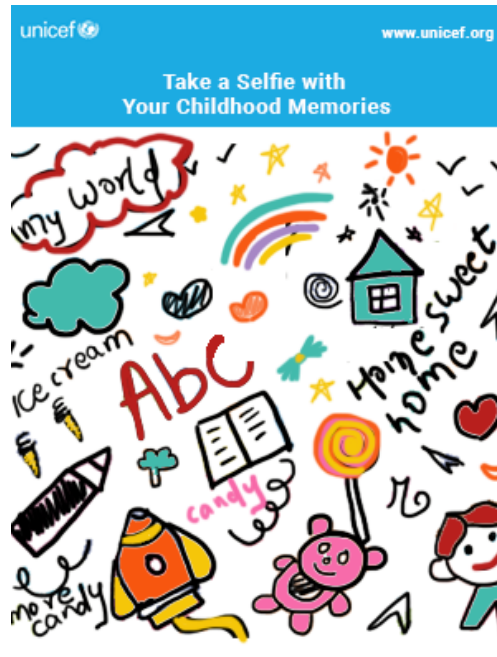


The illustration for the main screen



The illustrations and motifs I created in the artwork are intended to evoke memories of childhood for the audience.

The screens that will keep changing in the following order:



1



2



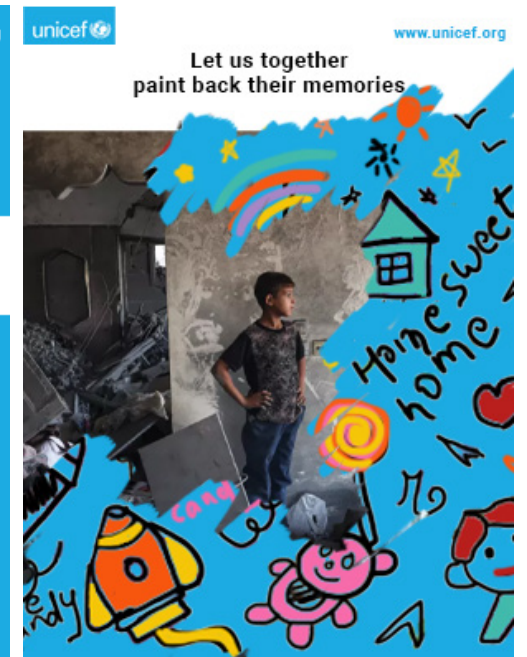
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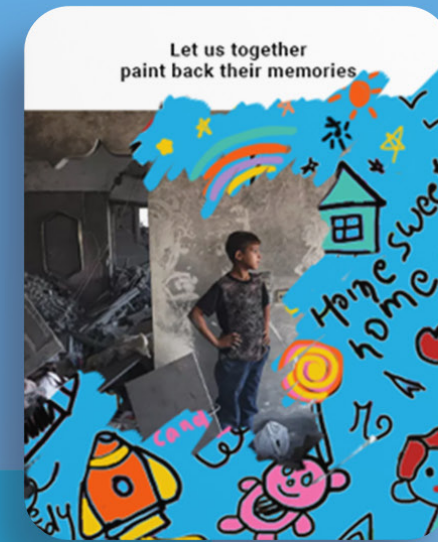


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Solution-2: Social Media: Creating movement- #Ceasefire in Gaza



**1.7 million people displaced
Half are children**



Solution-3: Public spaces



Solution-3: Public spaces





Thank You.