

Words of Love on Postpartum Depression

Kristy Karan, k_karan1@u.pacific.edu, California – University of the Pacific,
Art, Media, Performance and Design, College of the Pacific, BFA Graphic Design

Postpartum Depression (PPD) is a condition that affects a significant number of mothers following childbirth. The intention is to address preventative measures with a design campaign during prenatal doctor visits which can potentially mitigate the risk factors associated with PPD.

Providing guidance on preventions that are linked to PPD can adequately educate expecting mothers. A guide book will be created entitled "Words of Love," which is proposed to help aid in these prevention methods, along with positive quote stickers and a wall mural in the hospital setting. The guide book would be distributed to mothers during hospital stays or prenatal care visits. It will encompass information on PPD and letters that family members can write in to give to the expecting mothers. The purpose of these letters are to foster emotional connection and support for mothers experiencing PPD.

Interviews with OBGYN's were conducted to have an understanding of how to create a positive impact for mothers affected by PPD. Additionally, the perspectives of family members play an active role in supporting mothers after childbirth are seen crucial. The involvement of family members living with the mother is particularly relevant to this case study. Driving motivation behind this effort is to promote the emotional well-being of mothers, thereby allowing them to raise resilient children for future generations.

To finance and facilitate the project, seeking support from organizations. Involvement would help secure funding for this project and aid in facilitating wider availability of resources in hospitals for mothers with newborn babies.

The application of graphic design skills will play a central role in this project, with an emphasis on typography, informative content, and a systematic design process. The typographic guidebook will serve as a visual and educational tool to aid mothers in navigating the challenges associated with PPD.