

YU LIN

JIAN G

GRAPHIC DESIGNER

Stranger In White&Blue Process Book

Project Overview

EXHIBITION NAME:

Stranger In White & Blue

SUBTITLE:

Break the misunderstanding

Goal:

To show people how medical workers are working so hard to cure us. Telling people that they are working so hard to protect us via some stories. Let people know that our lives are better because medical workers are protecting us.

Target Audience:

- 18+ Age
- People who holding bad relationship with doctor
- Education option
- Open-minded
- Want to know about healthcare workers
- People who like go to the exhibition.

Discovery

A Chinese doctor is stabbed to death at a hospital on Christmas Eve, leaving a nation aghast

It was about 6 a.m. on Christmas Eve, and Yang Wen had two more hours on the night shift in the emergency room at Beijing's Civil Aviation General Hospital. The doctor planned to spend the day with her college student son, who was back from Yale for the holidays.

But Yang, 51, never finished her shift or made it home.

An irate man, who for weeks had been complaining about his 95-year-old mother's treatment, snapped. He started stabbing Yang with a knife after she spent 20 minutes explaining his mother's treatment options, according to security footage and witness accounts. The attack was so violent, it severed her esophagus, windpipe, arteries and major nerves, and broke her neck. Emergency doctors tried to save Yang, but she died shortly after midnight, as Christmas Day was beginning.

"Medical workers at the front line, myself included, are very traumatized by this attack," said Yang Huamei, a Beijing eye surgeon, who is not related to the victim. There is too much pressure on overworked doctors and a growing belief that money can buy good health, she said.

"Seven million medical workers are shouldering the health care of 1.4 billion Chinese," she said. "The state wants the medical sector to make a great leap forward, like other industries, and all on basic insurance money. It is never going to work."

"One doctor killed might lead to 10 doctors changing their jobs, 100 medical students reconsidering their career options, 1,000 families stopping their children from being doctors, and 10,000 patients losing the opportunities to get treated," Tsinghua University research fellow Zhang Xuenian posted Sunday on social media.

In Memoriam: Healthcare Workers Who Have Died of COVID-19

As front-line healthcare workers care for patients with COVID-19, they commit themselves to difficult, draining work and also put themselves at risk of infection. Hundreds throughout the world have died. Medscape wants to make sure they are not forgotten, and we will update this list as — sadly — needed.

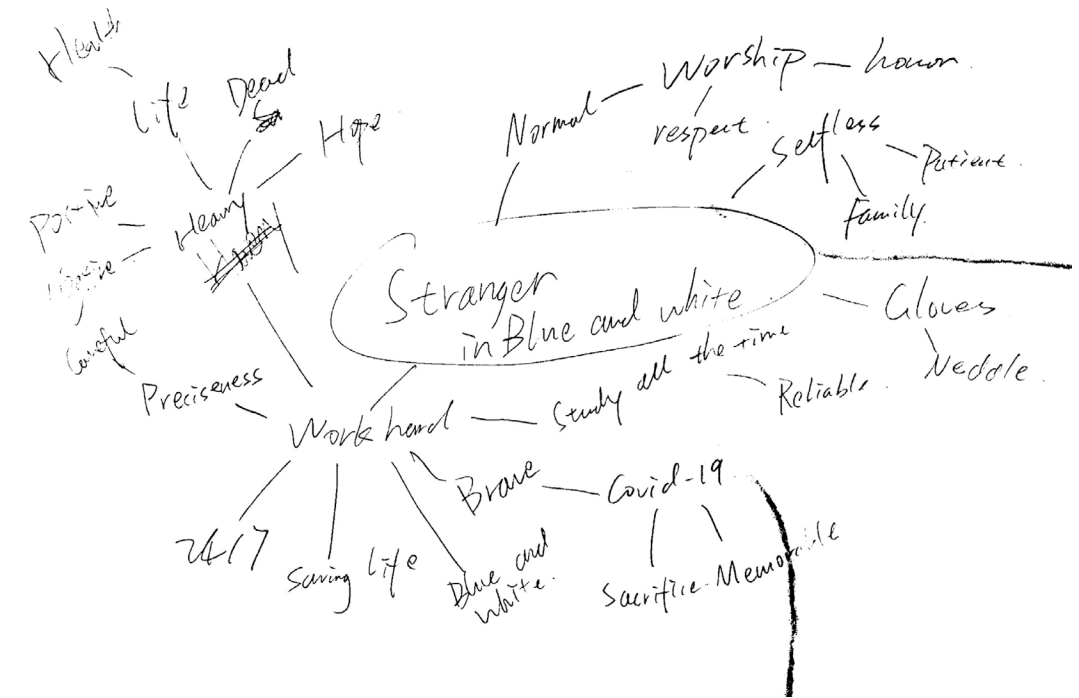
Doctor-patient relationship

The doctor - patient relationship is a central part of health care and the practice of medicine. The doctor - patient relationship forms one of the foundations of contemporary medical ethics.

A patient must have confidence in the competence of their physician and must feel that they can confide in him or her. For most physicians, the establishment of good rapport with a patient is important. Some medical specialties, such as psychiatry and family medicine, emphasize the physician - patient relationship more than others, such as pathology or radiology, which have very little contact with patients.

Michael and Enid Balint together pioneered the study of the physician patient relationship in the UK. Michael Balint's "The Doctor, His Patient and the Illness" (1957) outlined several case histories in detail and became a seminal text. Their work is continued by the Balint Society, The International Balint Federation and other national Balint societies in other countries. It is one of the most influential works on the topic of doctor-patient relationships. In addition, a Canadian physician known as Sir William Osler was known as one of the "Big Four" professors at the time that the Johns Hopkins Hospital was first founded. At the Johns Hopkins Hospital, Osler had invented the world's first medical residency system. In terms of efficacy (i.e. the outcome of treatment), the doctor - patient relationship seems to have a "small, but statistically significant impact on healthcare outcomes". However, due to a relatively small sample size and a minimally effective test, researchers concluded additional research on this topic is necessary. Recognizing that patients receive the best care when they work in partnership with doctors, the UK General Medical Council issued guidance for both of doctors named "Ethical guidance for doctors" and for patients "What to expect from your doctor" in April 2013.

Mind Map



Develop

Hurting: Patients are hurting health workers in many ways.

Memorable: Special, good or unusual and therefore worth remembering or easy to remember.

Normal: Health workers are normal like everyone else

Sacrifice: Health workers sacrifice something that is valuable or important, you give it up, usually to obtain something else for yourself or for other people.

Brave: Willing to do things which are difficult, dangerous or painful; not afraid.

Selfless: Thinking more about the needs, happiness, etc. of other people than about your own.

CONCEPT

There are a couple of cases that happened in China, which is the patient stabbed doctor. Because they believe doctors overcharged them. The relationship between patient and doctor is one of the most important social issues. The high cost of medical help will force people to believe doctors are overcharged to make money. Of course, some bad doctor will do that. This is sad and hurting people's hearts. But, some people still holding the bad relationship with medical workers. However, my eyes are seeing doctors did they work as much as possible. So, I want to do an exhibition or brochure to showing people how medical workers are working so hard to cure us. Many stories are telling people how they do they are best. For example, doctors are sleeping in the locker room after they did ten operations a day. Doctors are leaving home in the middle of the night just because his patient's situation drops down. This is not ok to stab people who cure you. So this exhibition or brochure will tell a story about how doctors are helping us. For example, doctors are going to a place which is the most dangerous place right now to cure people who have coronavirus. They are as same as you and me, but who carry way much heavy than us because they are doctors. This is an exhibition or brochure to tell a story about the medical worker. To let people worship then instead of hurt them with a reason not even exist.

WORDS LIST

Work hard
Saving life
Preciseness
Selfless
Brave
Heavy
Normal
Study all the time
Workship
Postive
White/ Blue
24/7

Hope
Sacrifice
Memorable
Reliable

GOAL

To show people how medical workers are working so hard to cure us. Telling people that they are working so hard to protect us via some stories. Let people know that our lives are better because medical workers are protecting us.

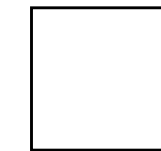


TARGET

- All age
- People who holding bad relationship with doctor
- Kids, Education option
- Open-minded
- Want to know about this group

DELIVERABLES

- Exhibitor / Brochure
- Outdoor Advertisements



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#41bfed



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#040000



#84a5b4

Type Study

STRANGER IN
WHITE & BLUE

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BALBOAPLUS FILL

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Development

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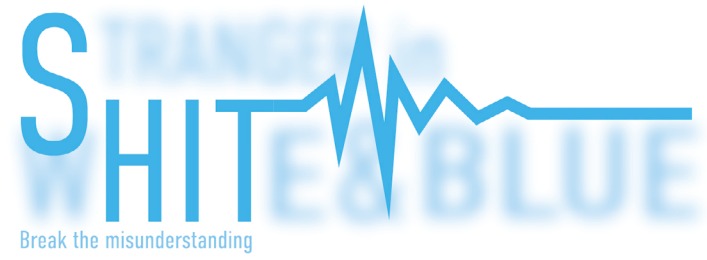
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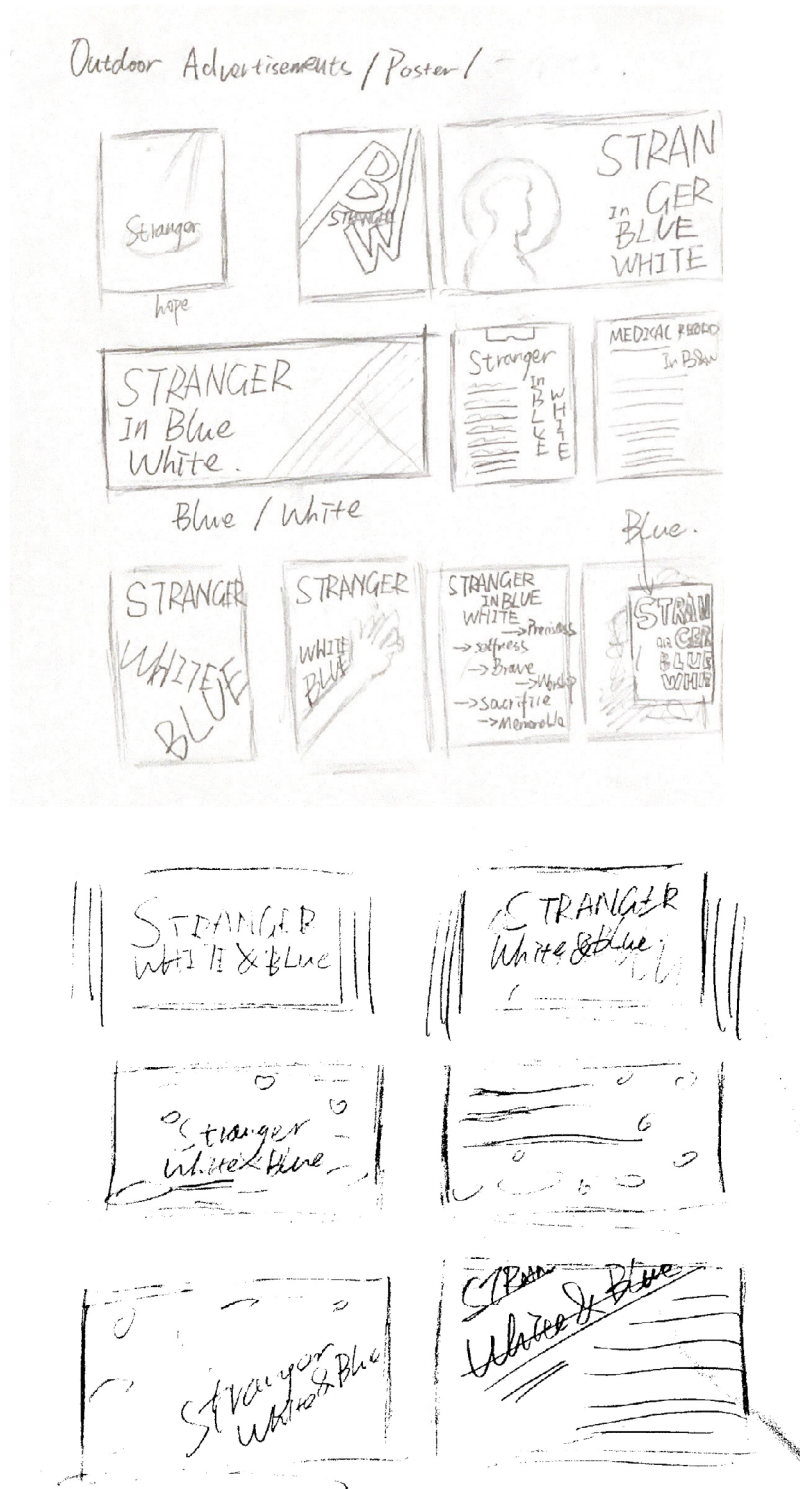
Design Elements



Final



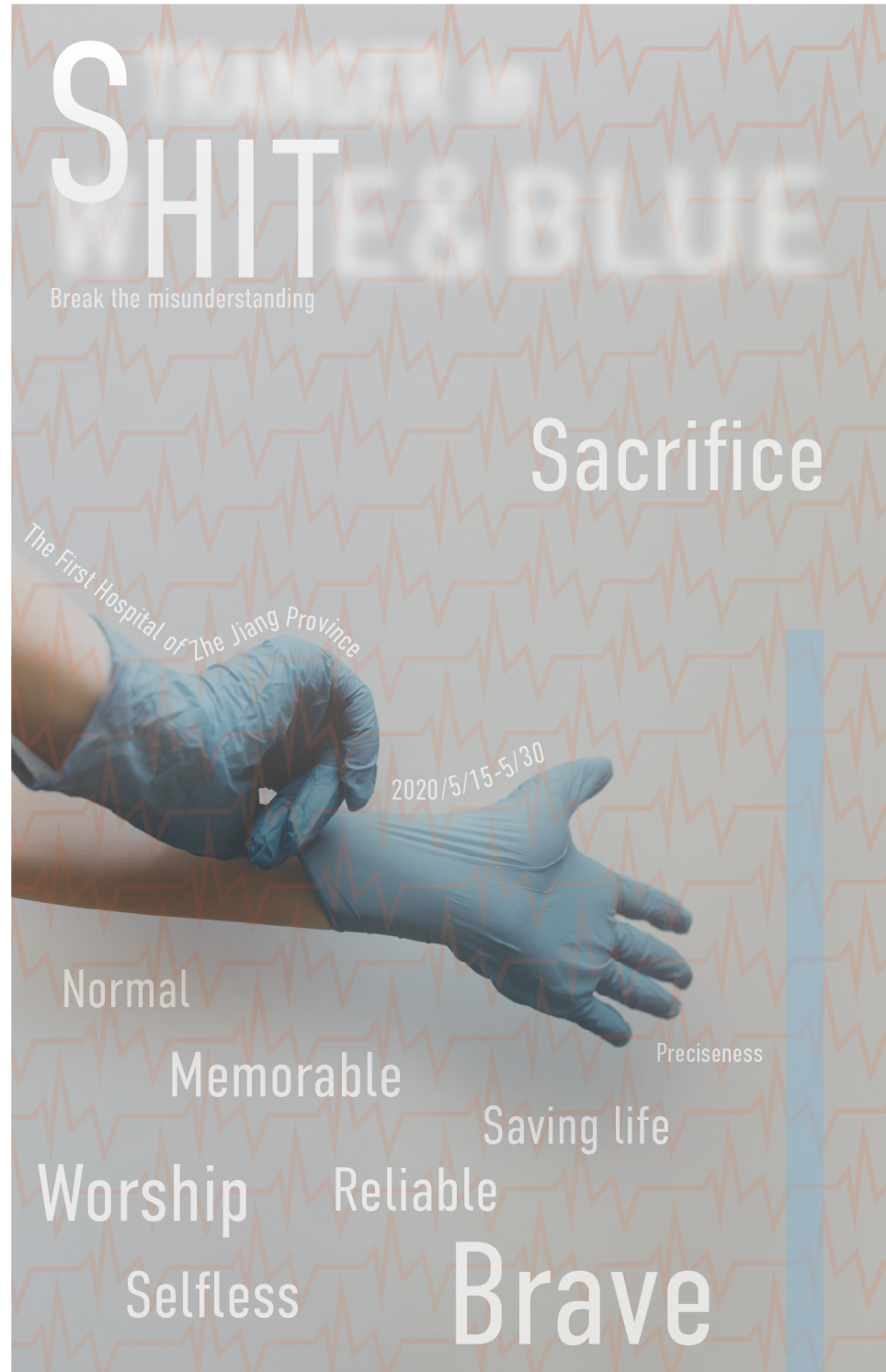
Sketches



Development



Final



Development

Seven million medical workers are shouldering the health care of 1.4 billion Chinese

Hospitals have come under strain as the population ages and becomes more demanding as it gets richer.

short supply and work in difficult conditions, and raised questions about whether the health insurance system has set doctors and patients against each other. "Medical workers at the front line, myself included, are very traumatized by this attack," said Tang Huanan, a Beijing eye surgeon, who is not related to the victim. There is too much pressure on overworked doctors and a growing belief that money can buy good health, she said. "Seven million medical workers are shouldering the health care of 1.4 billion Chinese," she said. "The state wants the medical sector to make a great leap



7000000
1400000000


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Sacrifice

One doctor killed might lead to 10 doctors changing their jobs, 100 medical students reconsidering their career options

Memorable



1,000 families stopping their children from being doctors, and 10,000 patients losing the opportunities to get treated

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3387
23

Selfless

None of the 23 patients who died were from hospital divisions of infectious diseases or worked in hospitals that specialized in infectious

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Sacrifice

Preciseness

BRAVE

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Normal

Selfless Memorable Preciseness Sacrifice Saving life

BRAVE

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