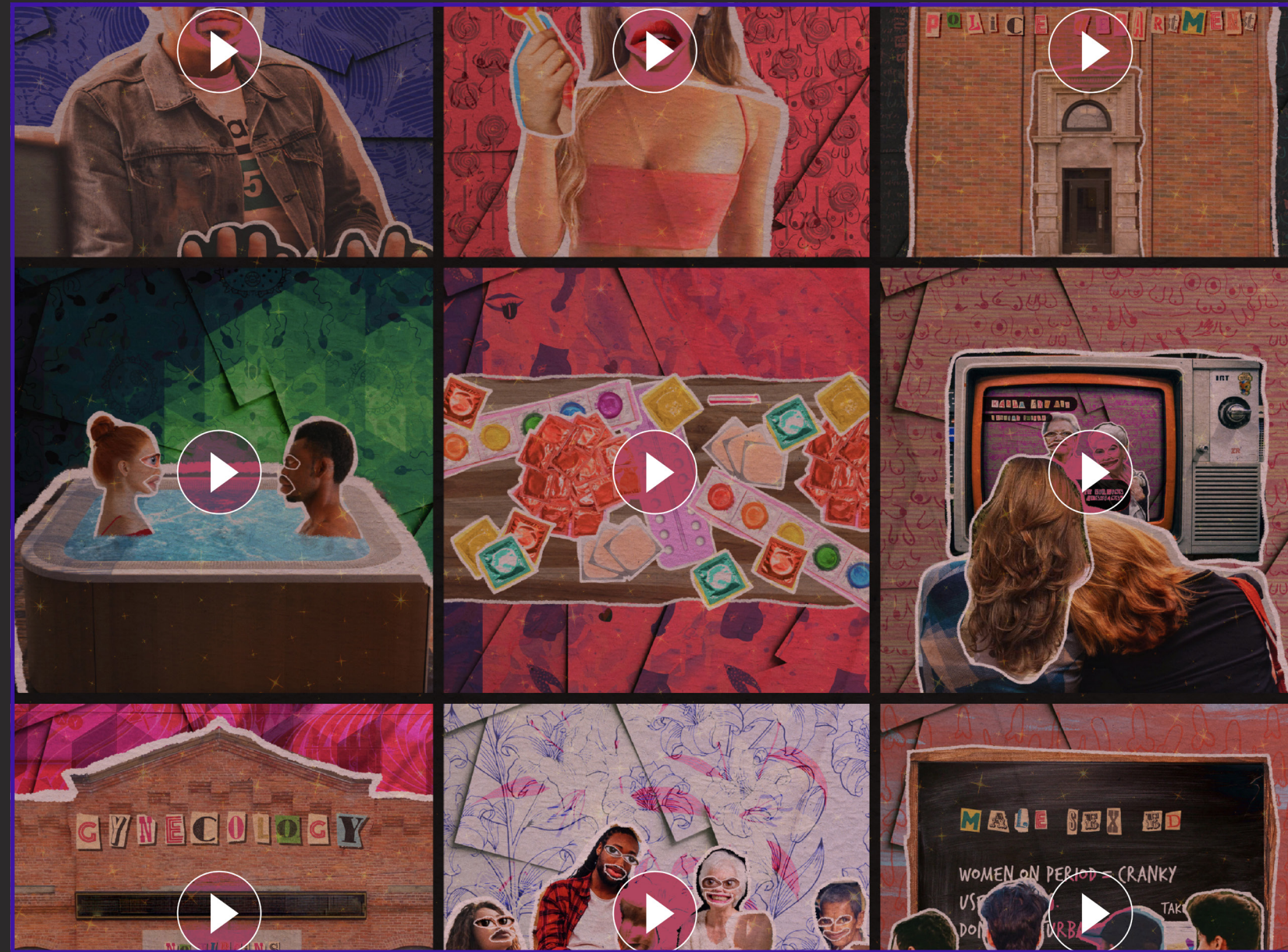






## Sex, lies & More lies

### SOCIAL ISSUE CAMPAIGN

#### objective.

the objective of this campaign is to shine a light on the multiple lies that are being told in **Latin American High Schools** when it comes to sex ed.

#### concept.

through a series of short, satirical videos, a website and a drinking game, Sex, lies & more lies keeps the **funny aspect** of these lies while teaching the **correct information** about the topic.

#### Deliverables

8 satirical motion videos  
A website  
A drinking game

#### Audience

Gen Z / millennials  
All genders  
Educated or not  
open minded  
liberal  
religious & non-religious.





DELIVERABLES

Any 3 of your choice, per Project, across multiple media

GRADE BREAKDOWN

Each project is worth 33% of your final course grade. The Rubric for grading is posted under Course Supplements.

DEADLINE PROJ 1

By 5 pm EST/US on Wednesday, April 22, submit the print-ready final designs to Submissions in the course menu.

Save a Reduced File Size version of your final design as a single PDF and post it to the Discussion Board. titled "Project 1: Final Designs."

DEADLINE PROJECT 2

By 5 p.m. U.S. EST/EDT on Wednesday, May 27, submit the print-ready version to Submissions in the course menu.

Save a **Reduced File Size** version and post it to the last Discussion Board.

PROCESS BOOKS

- 1: April 20 midnight EST
- 2: May 25 by 2 pm EST

Project 1 and 2

For these projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique solution that perfectly fits the problem.

The **first project** is about communicating extensive information about a social issue or cause to a specific audience. The **second project** may be on anything, though come up with something that has some depth.

I am looking to see how you can handle lengthy levels of information about your topic. Research a social issue or cause and educate people about it. Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, guerilla marketing, an app, content rich magazine, environmental strategies, a logo and/or branding system, a kit, website, installation, exhibit/display, film, or motion media campaign—or any other appropriate graphic design artifact.

The final outcome will be equivalent to 3-4 uniquely designed pieces across multiple media. Again, one must have great depth of content, i.e. a lot of copy or information. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.

Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

In the first two weeks of each project, you will develop at least forty thumbnailed exploratory ideas, followed by three unique and extensive solutions for your project. Upload to the Discussion Board a presentation of those three variations . Include a a Visual Brief on how each idea would play out. See examples under Course Supplements. You may not use stock imagery unless you alter or modify them markedly.

When you develop your project, pay particular attention to your schedule and deadlines. Getting behind on your deadlines will put a severe hardship on you at the end of the Quarter and may result in missing work or shoddy design. You are expected to self manage these projects. You create your own path and set your own internal deadlines. If you need extra help, seek out the Professor and schedule time with her outside of class over the course of the 10 weeks.

Graphic Design is a field which is predicated around deadlines as much as quality design. You must learn to work within budgets and deadlines efficiently. This class will give you a good idea about your time management abilities and related flaws, which will only worsen in the field. Please do not underestimate the time it takes to do a worthy job. In Studio II, you are developing portfolio pieces and a deeper understanding of the requirements of the field, which will directly impact your career and your quality of life. Plan on working three hours each day on this classwork.

*"There are three responses to a piece of design—yes, no, and WOW! Wow is the one to aim for."*

—Milton Glaser

American Countries

Sex Education in Latin America is very biased because most latin american schools are predominantly christian. And even if the school is secular, most schools in latin america stick to the "abstinence is the only way" model.

**Problems include** double standards (sexism); negative connotation of sex; abortion - one sided, pro-life (inaccurate); LGBTQ+ erasure; STDs are not talked in depth; contraceptive talk is limited; sexual assault/abuse talk is limited if not omitted, women are blamed; lack of anatomy education of the genitals, etc.



Addiction has a lot of stigma to it. **People with addiction are blamed for their disease, which results in many addicts being ashamed to seek for help to avoid rejection and humiliation. This causes many deaths.**

I believe that addiciton is not talked about enough as a mental disease, and even though it's starting to be more accepted as one, families should be more aware of this in order to approach the situation in the correct manner instead of just giving up and pushing away their loved ones struggling with addiciton.

50% of women say they always or often feel unsafe walking alone at night. Ahead of Sexual Assault Awareness Month in April, research finds that most American women (61%) say they regularly take steps to avoid being sexually assaulted. Women are also considerably more likely than men to say that they "always" or "often" feel unsafe participating in everyday activities like taking the bus alone, going on a first date, and exercising outdoors.



The Problem with *Biased Sex Education* in Latin American Countries

There is a problem with sexual education within Latin American countries. Since most Latin American countries are **predominantly christian**, whether it's catholic, protestant, or evangelical, most schools stick to the **"abstinence-but"** model of sex education. This leads to a **widespread of misinformation** and teenagers not being fully prepared for what's out there in the modern world.

DESIGN PROPOSAL

This project will aim to connect with the audience by bringing light to this widespread of misinformation that is being spread all over Latin America, while explaining and educating the facts about the topics that matter and are relavant nowadays.



interviews and polls

To my latin american friends and acquaintances only:

do you feel like your high school taught you an unbiased, helpful class in sex education?

Did your school do enough?

YES 9% NO 91%

13 votes for yes 128 votes for no

Share Results

Voters

Also, if you feel like sharing. What's one thing (or several things) that you remember from sex ed class that you feel/felt was wrong or inaccurate?

Answer here or dm!

Type something...

Thank u!

Edwin Argueta

Una que me dijo caraccioli es que si te masturbabas te ibas a ir al infierno 😂😂

Forwarded

Cuando la maestra nos dijo que nos dijo que si nos pajiabamos no iban a salir pelo en las palmas de las manos para ver quien lo hacia y condenarlo en frente de la clase

Lo de que preñabas a una chava si te metías a un jacuzzi con ella

Forwarded

nos dijeron que si nos rasurabamos los pubes, los huevos iban a perder su proteccion natural

Forwarded

Nos dijo vanessa que uno de sus estudiantes probó marihuana una vez y se hizo gay

Forwarded

Tambien nos dijo que si nos pajiabamos perdiamos nuestra virilidad masculina porque el semen lo ocupa el cuerpo

At least they mentioned lgbtq+... para mi escuela that doesn't exist. Thank you por tu input!

Fue súper skimmed through tho :/ ósea this was only talked about once y pues por el resto de high school it was to figure it out for ourselves 😂 Gracias a los estudiantes de mi cole, pudieron hacer u lgbtq+ club which is pretty great!

En latino America no enseñan eso y siento que en los tiempos que estamos se debe de enseñar at least starting in high school!

11:23

Solamente se centraron en el acto sexual, que si tenes relaciones sexuales podes quedar embarazada y en los productos que venían a promocionar de toallitas sanitarias. No nos enseñaron ni a poner un preservativo. No se enfocaron en las enfermedades sexuales. No nos enseñaron cosas fundamentales como que tenes que visitar al ginecólog@ la primera vez que menstruas y que l@ tenes que visitar 1 vez al año aunque seas virgen. No se enfocaron en la salud de nuestro cuerpo, de nuestro sistema reproductivo, no nos mencionaron nada acerca del cancer de cuello de útero, ovarios poliquísticos, cancer de ovarios y cancer de testiculos. Claramente no nos hablaron del hecho de que es un tema social la falta de educación sexual integral, de una completa. El aborto es tabu y por ende no se habló tampoco. Si bien es ilegal en mi país y yo personalmente no me haría uno pero me parece un tema. Porque en países latinoamericanos muchas mujeres y niñas/adolescentes mueren a diario por la clandestinidad.

11:23

Ufff fue horrible todavia me acuerdo cuando ms. Vanessa nos conto su first time y dijo que le gusto porque fue con su esposo y no un novio... aparte que a los hombres los separaban de las mujeres y no les enseñaban nadaaa de nosotras dvd que yo le he contado a gente de otros países que así nos enseñaban y quedan como wtf

You just unlocked a memory con eso de ms vanessa

Aparte del video del aborto que nos ponía ms cueva y the fact que no nos enseñaron casi nada sobre nuestros cuerpos

that they wouldn't talk about sexualities in a talk about sexual education.

11:23

trompas de falopio es lo unico q decian

lack of teaching the correct use of contraceptives and advising to wait till marriage

that the best protection is abstinence

they told us not to eat toilet paper in front of boys bc they'd get horny

Que todas las clases fueran separadas entre mujeres y hombres

everything

Se enfocaban en practicar abstinencia en vez de hablar de las opciones para safe sex

dijeron que perdiamos valor si no somos virgenes y a algunos hombre nos iba a respetar

ms. cueva en 7mo decia que en el aborto podias escuchar al bebe girar cuando lo mataban

never taught us consent or abt toxic relationships, instead if we got raped while drunk its on us

the abortion video where the baby has a video essay begging not to die

that if ur w more than one man ur husband wont feel like enuff cuz he wont b the best

11:23

"A man can tell when you're a virgin"

That is you dry hum you could still get pregnant

trompas de falopio es lo unico q decian

lack of teaching the correct use of contraceptives and advising to wait till marriage

"A man can tell when you're a virgin"

That is you dry hum you could still get pregnant

Promotion of celibacy as the only way of contraceptive, denigration of a healthy sex life.

They only taught me in middle school a barely talked about lgbtq+

11:23

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that if ur w more than one man ur husband wont feel like enuff cuz he wont b the best

research about most popular topics among interviews

Research about sex education topics that relate to the information gathered through interviews and polls.

Masturbation.

Masturbation is the act of touching oneself in a sexual manner for pleasure or sexual release. Men, women, and theys all over the world do it. Masturbation is completely healthy and can benefit you mentally and physically. Does masturbating every day or many times a day make you an addict? The answer is the same for anything. If you are taking the day off to masturbate or you're doing it compulsively, you might be addicted and might want to see counsellor. If masturbating is no longer being done to seek pleasure, that's how you know it's compulsion.

[https://www.betterhealth.vic.gov.au/health/HealthyLiving/masturbation#:~:text=Masturbation%2C%20or%20self%2Dpleasuring%2C,two%20people%20\(mutual%20masturbation\).](https://www.betterhealth.vic.gov.au/health/HealthyLiving/masturbation#:~:text=Masturbation%2C%20or%20self%2Dpleasuring%2C,two%20people%20(mutual%20masturbation).)

Pregnancy through water.

Sperm can live outside the body for a short period of time under the right conditions, yes. However, the temperature in a hot tub is too high for sperm to survive. Even in a bath tub at body temperature, water is not a good element for sperm to survive in. Not only are sperm dispersed in water, but they're separated from the fluids that protect them. Also, it's extremely unlikely that water containing live sperm would get into the vagina. For a women to get pregnant, sperm has to go into the vagina: whether it's from ejaculation, pre-ejaculation, or insemination.

<https://www.plannedparenthood.org/learn/teens/ask-experts/-can-you-get-pregnant-in-a-hot-tub-if-you-e-2-80-99re-not-having-sex#:~:text=Can%20you%20get%20pregnant%20in%20a%20hot%20tub%20if%20you,high%20school>

Queer sex.

Penetrative sex is centered; in many ways, sex is oftentimes portrayed as only being done to conceive a child. Virginity is a heteronormative construct and it can mean many things for different people. Trans and non-binary people undergoing Hormone Replacement Therapy (HRT), and taking gender-affirming hormones like estrogen and testosterone, can still get pregnant. Lesbian sex doesn't have to be just oral. The LGBTQ+ community has a higher risk of contracting STIs | STDs and of getting pregnant. Sexuality is fluid.

<https://www.insider.com/gay-sex-myths-you-should-stop-believing-scissoring-stis-2019-12>

Slut Shaming.

Slut-shaming is the practice of criticizing people, especially women and girls, who are perceived to violate expectations of behavior and appearance regarding issues related to sexuality. The term is used to shame women and girls who have agency over their own sexuality. It may also be used in reference to gay men, who may face disapproval for sexual behaviors considered promiscuous. Slut-shaming rarely happens to heterosexual men. vExamples of slut-shaming in perceived sexually provocative ways, requesting access to birth control, having premarital, casual sex, engaging in prostitution, or when being victim blamed for being raped or otherwise sexually assaulted.

<https://en.wikipedia.org/wiki/Slut-shaming>

Sexual Assault.

Not only women get sexually assaulted. Not all offenders are strangers - they can be someone you know & even family members. It is very unlikely that a person will lie about sexual assault, but victim blaming is very real. You can get sexually assaulted by your partner or spouse. You are never responsible for being assaulted. When reporting an act of sexual violence you must trust yourself, find a safe environment, seek medical attention immediately, ask to be explained about the rape kit, and recognize that healing will take time.

<http://www.endthebacklog.org/information-survivors/reporting-rape>

<https://www.rainn.org/about-sexual-assault>

STDs

Sexually Transmitted Infections (STIs) are illnesses that are passed through sexual contact. Sometimes they are called Sexually Transmitted Diseases (STDs). STIs can be passed through any type of sex which involves the exchange of sexual fluids or genital contact, such as vaginal, anal, and oral sex. Some of these are: Chlamydia, Gonorrhoea, Genital Warts, Trichomoniasis, Genital Herpes, Syphilis. These type of diseases can be temporary or lifelong, and can be prevented though the use of some forms of contraceptives. All of these diseases can be transmitted though unprotected anal and vaginal sex, sometimes oral, and through sharing unwashed, unclean sex toys. Not only this, but they can also be transmitted from a pregnant mother to her offspring.

<https://www.webmd.com/sex-relationships/understanding-stds-basics>

Contraceptives

The contraceptive implant, intrauterine device and intrauterine system are contraceptives that last for years at a time and are reversible. The contraceptive shot lasts for weeks. The vaginal ring, just like the birth control pill, lasts for 21 days, with a 7 day break. The contraceptive patch lasts for week and requires to be changed weekly. Just as there are male condoms, there are female condoms as well. The diaphragm, like the condom, has to be put before sexual intercourse and worn during. Condoms protect you from STDs.

<https://www.plannedparenthood.org/learn/birth-control>

Gynecologist.

Because the average age for starting menstruation is 12 years and 9 months in the U.S., it's appropriate for girls to begin seeing a gynecologist as early as age 13. You should visit the gynecologist when you begin menstruating. This is a time in a girl's life when she has questions about how her body is changing, and some parents are uncomfortable discussing it. If you suffer from painful menstrual cycles, or heavy and/or irregular periods. If they are sexually active or if parents suspects their daughter is thinking about having sex. A pelvic exam does not mean that you are no longer a virgin and even if you are a virgin, you can still visit the gynecologist.

<https://healthblog.uofmhealth.org/childrens-health/when-and-why-a-teen-should-start-seeing-a-gynecologist>

Catholic Affiliation in Latin America

% of Catholic population

|                    | 1910 | 1950 | 1970 | 2014 | 1910-1970 Diff. | 1970-2014 Diff. |
|--------------------|------|------|------|------|-----------------|-----------------|
| Argentina          | 97   | 96   | 91   | 71   | -6              | -20             |
| Brazil             | 95   | 93   | 92   | 61   | -3              | -31             |
| Bolivia            | 94   | 94   | 89   | 77   | -5              | -12             |
| Chile              | 96   | 89   | 76   | 64   | -20             | -12             |
| Colombia           | 80   | 91   | 95   | 79   | +15             | -16             |
| Costa Rica         | 99   | 98   | 93   | 62   | -6              | -31             |
| Dominican Republic | 98   | 96   | 94   | 57   | -4              | -37             |
| Ecuador            | 88   | 98   | 96   | 79   | +7              | -16             |
| El Salvador        | 98   | 99   | 93   | 60   | -5              | -43             |
| Guatemala          | 99   | 99   | 91   | 50   | -8              | -41             |
| Honduras           | 97   | 96   | 94   | 46   | -3              | -47             |
| Mexico             | 99   | 96   | 96   | 81   | -3              | -15             |
| Nicaragua          | 96   | 96   | 93   | 50   | -4              | -43             |
| Panama             | 84   | 87   | 87   | 70   | +3              | -17             |
| Paraguay           | 97   | 96   | 96   | 90   | -2              | -6              |
| Peru               | 95   | 95   | 95   | 76   | 0               | -19             |
| Puerto Rico        | 100  | 94   | 87   | 56   | -13             | -31             |
| Uruguay            | 61   | 62   | 63   | 42   | +2              | -21             |
| Venezuela          | 93   | 91   | 93   | 73   | 0               | -20             |

The 1910, 1950 and 1970 estimates are from the World Religion Database and the Brazilian and Mexican censuses. The 2014 estimates are based on the Pew Research Center survey. See this report's methodology for more on how population estimates were calculated.

PEW RESEARCH CENTER





written brainstorming, planning, and word lists

Idea 1: Boardgame.

Deliverables: Boardgame 2+ people.  
Game cards  
game booklet.  
APP?

• choose your path: every decision has consequences.

Different cards with diff purposes = one questions, one decisions, one t/f/majority vote.

purpose of the game is to make it to the end. first.  
At the end you know your consequences.

Idea 2: small videos motion graphics style.  
- collage.

Important topics: contraceptives

- STDS.
- Gender norms, expectations
- Slut shaming & virginity.
- Your body your choice → tricky, be careful.
- Anatomy - period.
- Consent & victim blaming.
- LGBTQ+ sex ed.

4 cards each.

sex ed.  
Kit - presentations  
Papers

conservatives basically  
slut shame if we don't have a sex life

campaign to convince Latin American schools to spend more time

- small books
- website.
- video

interview based.

school sign up, students input questions that they have.

Photo campaign.

- in front of places where it would be relevant.
- church "if we're not virgins we're not valuable".  
"A man can tell when you're a virgin".
- candy store "eating lollipops in front of men will make them horny"
- "report if you've raped but they didn't tell me that I need to have evidence"

school: "a group of guys a group of girls but where do I stand?" - Non binary.

may be divorce not best idea?  
change idea and make it more kid friendly.  
make it a drinking game

game idea is for?

Word List

|              |               |
|--------------|---------------|
| Bold         | unapologetic  |
| funny        | bitter        |
| Sarcastic    | revenge       |
| humorous     | avenged       |
| educative    | defiant       |
| truthful     | controversial |
| mocking      | out there     |
| anecdotal    | nostalgic     |
| eye opening  | throwback     |
| inclusive    | collaborative |
| ambitious    | broad         |
| informative. | social        |
|              | youthful.     |

|                   |              |
|-------------------|--------------|
| factual           | relatable    |
| noisy             | bad          |
| scandal           | calling out  |
| young             | collage      |
| choppy            | unbothered   |
| no effort         | unbiased     |
| nondiscriminative | progressive  |
| liberal           | embracing    |
| good              | greater good |
| long-term         |              |

Brainstorming.

Mock board game.  
Latin American.

Women being suppressed by Catholic church.  
sex ed.

include church in sex ed.  
subtle messages.

board game  
- sex education according to a biased catholic school.  
at the end, make a pamphlet with each thing.

topics to discuss:

- sex
- birth control
- Abortion
- sexual assault (mild) - try not to trigger.
- infections.

goal is to get to the end not pregnant.  
period.

if you end up with an STD, prego, ~ with a just m

Kit could contain:  
contraceptives, info about contraceptives.  
3 small books.  
one about consent and the diff ways to say no.  
one about anatomy.  
one about STDs & contraceptives.

Kit: B/c schools are not comp. teaching sex ed, students can request a kit from org.  
Free kit full of unbiased info and you can choose depending on sexuality.  
Kit does have type but it's mostly illustrations.

APPS: 11

videos exposing false information in a satirical way. Basically do in the video what people have been taught.

website dedicated just to these videos, like a portfolio website. You open, play video and at bottom you have correct information.

Brainstorming.

pamphlets.

experts from your own club.

support groups. Do your own kit.

Kit: B/c schools are not comp. teaching sex ed, students can request a kit from org.  
Free kit full of unbiased info and you can choose depending on sexuality.  
Kit does have type but it's mostly illustrations.

APPS: 11

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website dedicated just to these videos, like a portfolio website. You open, play video and at bottom you have correct information.

sex and control

the spread of sexual lies

Sex & Deceit

Sex & Lies

sex as a form of control

Sex & Lies

sex in the times of religion

sex lies and more lies.

sex and control

sex as a form of control

sex & Lies

sex in the times of religion

sex lies and more lies.

Brainstorming

Deliverables: 12-10 sec. videos, looping?

- website for the videos.
- Deck of cards / packaging
- small book.

12 videos / scenarios / statements

1. eating a lollipop in front of a boy makes them horny.
2. When a penis loses its erection it bleeds when you pull it out.
3. When on birth control you do not need a condom.
4. Lesbian sex does not exist. Gay sex does not exist.
5. If you're sexually assaulted you need evidence for it to be true. It was probably your fault.
6. The only way to be safe is to be abstinent.
7. Don't abort because the baby is going to scream.
8. If you have sex with multiple men your husband will feel like he's not enough because he can't best.
9. Lack of teaching about going to the gynecologist.
10. Who's the last time you went to g? Well, I'm a virgin.
11. Only taught about fallopian tubes Imao.
12. Boys and girls received separate sex talks.

Topics:

- 1. "Boy can't control themselves"
- 2. male anatomy education
- 3. Pregnancy
- 4. contraceptive / birth control reality
- 5. LGBTQ+ education
- 6. it's never your fault and victim blaming is horrible
- 7. safe sex education
- 8. reality of abortions
- 9. slut shaming
- 10. women's health
- 11. women anatomy
- 12. gender norms

self control & consent.  
Anatomy education  
Pregnancy how-to.  
contraceptive - STDS  
LGBTQ+ ed.  
sexual assault.  
safe sex ed.  
abortion.  
slutshaming.

Homework for Monday.

Write a 1-2 pg brief ex on BB.

Virgin Boards - Do one.

Present in class. 30 x 24. Big Big Virgin Boards.

After abortion: baby "mommy" mom "Ahh!"

if you have sex you will get preg. and have STDS. "no!"

if you have sex you will get preg. and have STDS. "no!"

sex and control

the spread of sexual lies

Sex & Deceit

Sex & Lies

sex as a form of control

Sex & Lies

sex in the times of religion

sex lies and more lies.

sex and control

sex as a form of control

sex & Lies

sex in the times of religion

sex lies and more lies.



## type and color exploration

REENIE BEANIE

THIS WILL BE THE TITLES

this will be the body text typeface.

### POPPINS MEDIUM

CUTOUT 4

THIS WILL BE THE TITLES

this will be the body text typeface.

GOTHAM BOOK

ZUBILO BLACK

## THIS WILL BE THE TITLES

this will be the body text typeface.

GOODDOG NEW

INGEBORG BLACK

## THIS WILL BE THE TITLES

this will be the body text typeface.

LASKI SLAB BOOK

GOODDOG NEW

## THIS WILL BE THE TITLES

this will be the body text typeface.

POPPINS LIGHT

## MY HANDWRITING

THIS WILL BE THE TITLES

this will be the text font

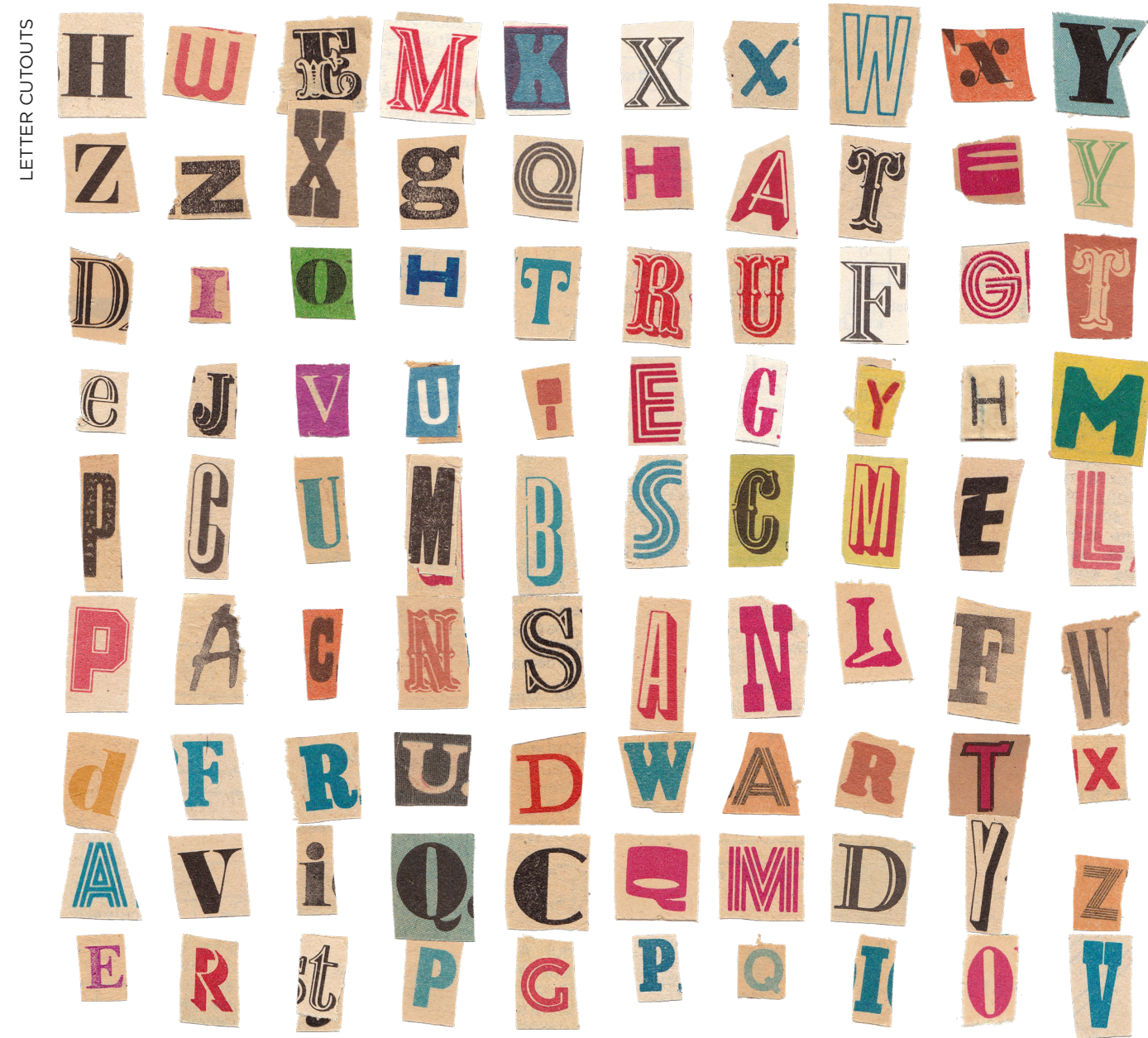
## MY HANDWRITING

GOTHAM BOLD

## THIS WILL BE THE TITLES

this will be the body text typeface.

VERVEINE REGULAR



COLOR OPTION 1



COLOR OPTION 2



COLOR OPTION 3



COLOR OPTION 4



COLOR OPTION 5



COLOR OPTION 6



## vision board





video thumbnails

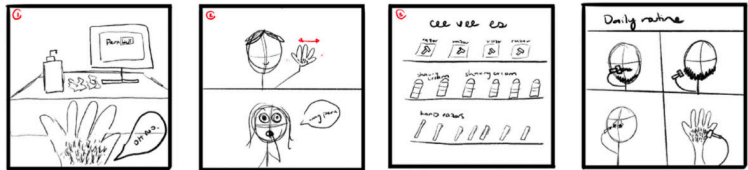
1. Eating a Lollipop in front of a boy will make him horny.

Possible title:  
The Lollipop and The Homdog



2. If a boy masturbates, his palms will grow hair and everyone will know what he's been doing.

Possible title:  
A Hairy Situation

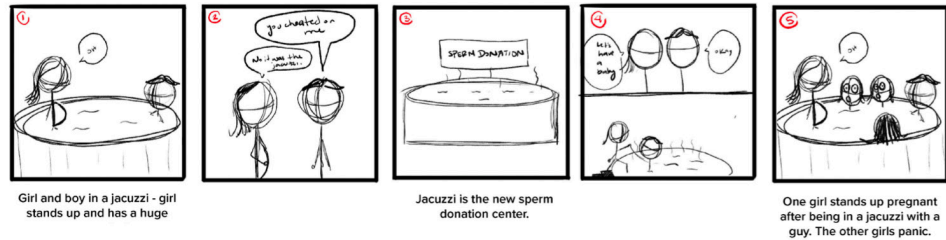


3. TW If a girl is sexually assaulted, she was probably tempting the boy who did it. If the girl has no evidence, nobody will believe her.



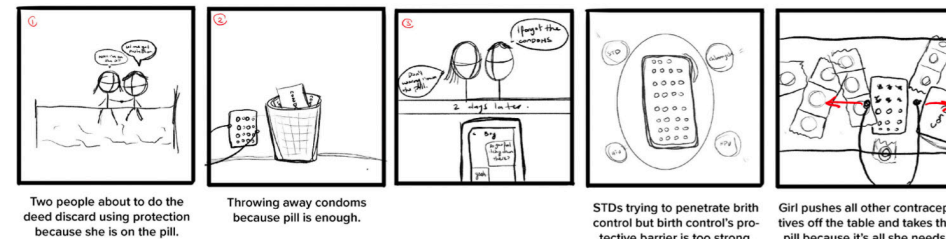
4. If a boy and a girl get into a jacuzzi together, the girl will get pregnant.

Possible title:  
A Hot Problem



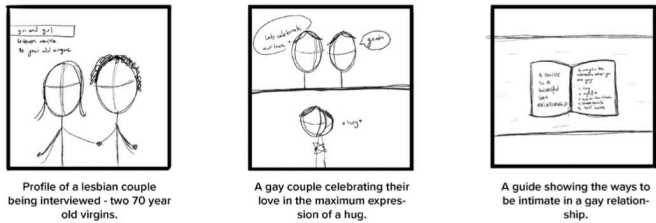
5. If a girl is taking birth control, contraceptives are not needed at all.

Possible title:  
A Tough Pill To Swallow

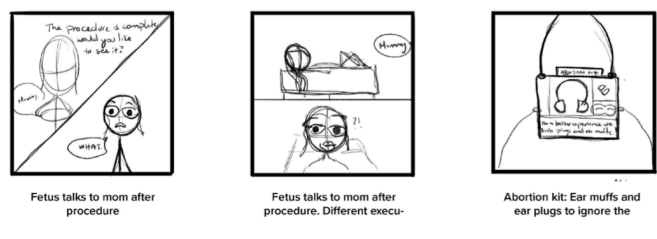


6. Lesbian and gay sex do not exist.

Possible title:  
A Happy Ending, Interrupted



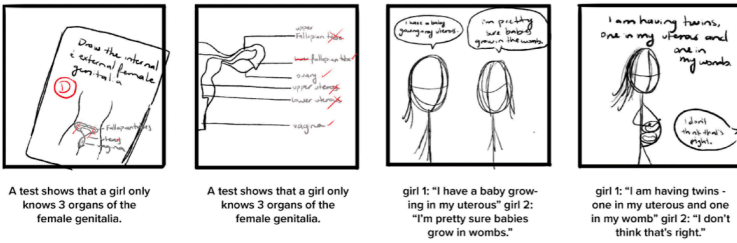
7. If you get an abortion, the fetus will scream when and after being removed.



8. If a girl has sex with multiple boys, she will lose her value and her husband will feel insecure when being intimate.



9. The female genitalia only consists of the vagina, uterus, and fallopian tubes. The womb and the uterus are two separate organs.



10. The only way to be safe is to be abstinent.



11. Boys and girls should receive sex education classes separately.



12. If you're a virgin you cannot go to the gynecologist.



video name brainstorming

1. Lollipop statement  
\* Lollipop and homdog  
lollipop power.  
\* holy lolly  
Lollipop scandal  
Lollipop outrage  
lollipop craze  
the sucker and the sucker  
sucker time  
loli tolly.

2. Mast. statement  
a hairy situation  
hairy hairy  
furry palms  
palm bearer  
hair and sin  
\* hairy curse  
\* the wisc of a happy ending.

3. Sexual assault  
lies and outrage  
no fault for the wicked.  
faulty credibility  
faulty testimony  
credibility issues  
victim blaming  
\* victim or martyr?

4. Javuzzi  
easy transaction  
strong swimmer  
hot bank  
sperm bank  
easy robbery  
\* hot problem  
easy pathways.  
against the current.  
baby maker.

5. Pill.  
\* only pill  
\* tough pill to swallow  
no baby, slight problem?  
no baby, little problem  
Side effects  
no pill no rubber  
no rubber.  
bounceback  
super pill

6. LGBTQ+  
queer ignorance  
gay abstinence  
queer celibacy  
\* celibacy club.  
non-existent  
\* Population control.  
virginity curse  
virginity lock.

7. Gynecology.  
virginity burden  
virgin tales  
health insurance paid  
virginity > health  
virginity value  
evil gynecology  
unnecessary burden

8. Abstinence  
The power of value  
Self respect  
big wife.  
\* one arm race  
skipping arm day.  
abstinence curse

9. Gender  
sex ed. | men and women  
2 genders. | men vs women  
gender inequality  
gender studies.  
biased ed. gender ideology.  
all for men and women  
the separation of gender.  
gender and generalization

FINAL NAMES

1. Lollipop Outrage

2. Hairy Situation

3. Faulty Credibility

3. Faulty Credibility

4. Sperm Bank

5. No Baby, Little Problem..

6. Queer Celibacy

6. Queer Celibacy

7. Virginity Burden

8. Men Vs. Women

9. Abstinence Curse



## website planning

### masturbation

- what it is
- why people do it
- misconception that only men do it.
- talk about benefits.
- talk about masturbation addiction
- possible graphics:
  - benefits of mast.
  - hairy hand.
  - happy jg girl?

revoke the myth that palms can grow hair.

### Pregnancy

- rebuttal of myth that Jawszi can get upregnant
- talk about the only way to get pregnant: penetrative sex.
- graphics: Jawszi, pregnant woman?

### LGBTQ+ sex

- talk about the concept of virginity.
- talk about risks of queer sex
- talk about what sex can mean to queer people.
- provide sources with helpful resources.

### Sexual assault

- talk about what's considered sexual assault

- talk about how it is never the victim's fault
- talk about who can get assaulted
- talk about reporting an assault
- talk about consent
- include sources to helpful sites.
- no graphics?

### contraceptives

- types of contraceptives, how they work and source of what they do.
- what they help against

### STDs

- how to get them
- how to prevent them
- how they can be treated
- if they can be cured
- types of STDs.
- provide sources.

include comments in pages?

include area to leave your own statement

### Lollipop Pg

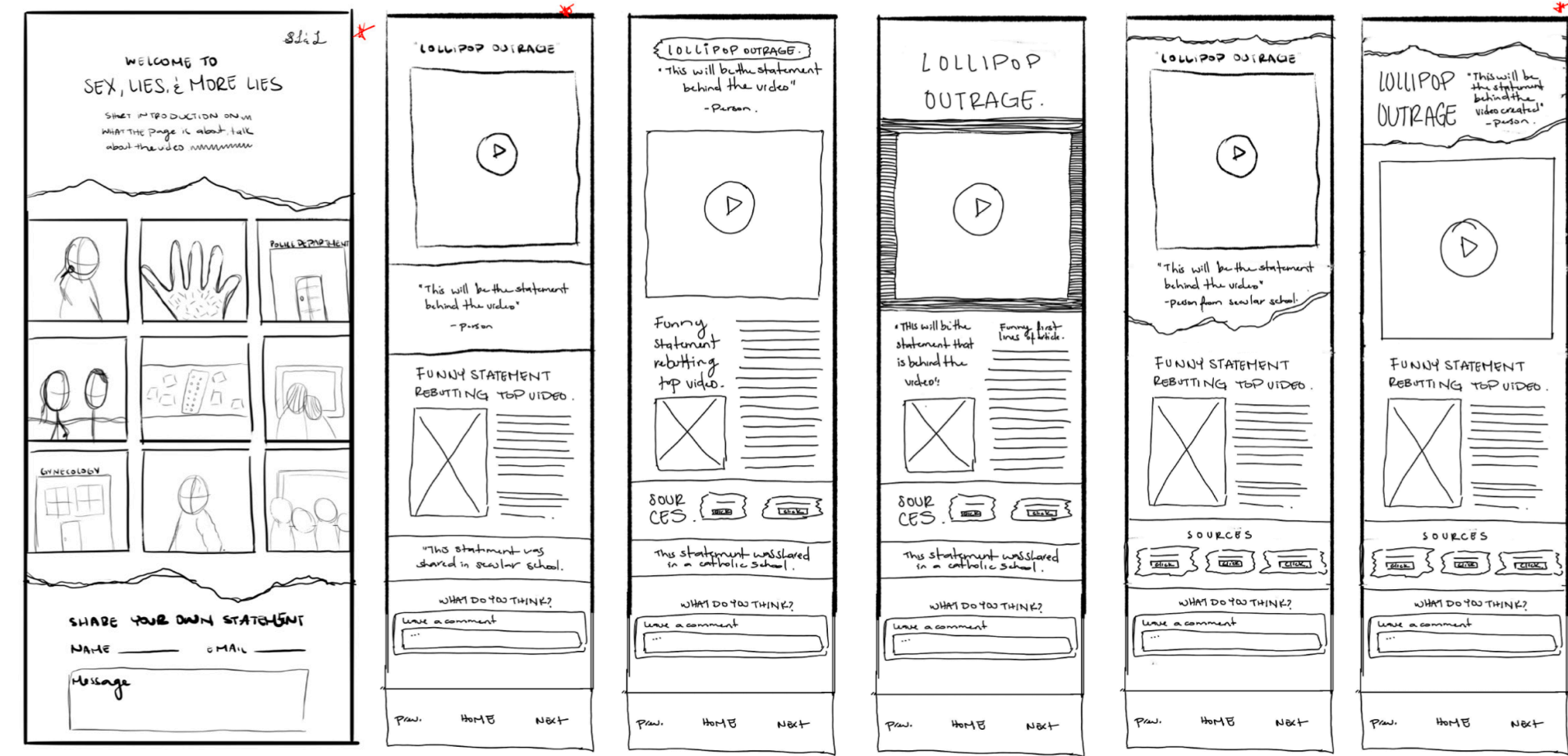
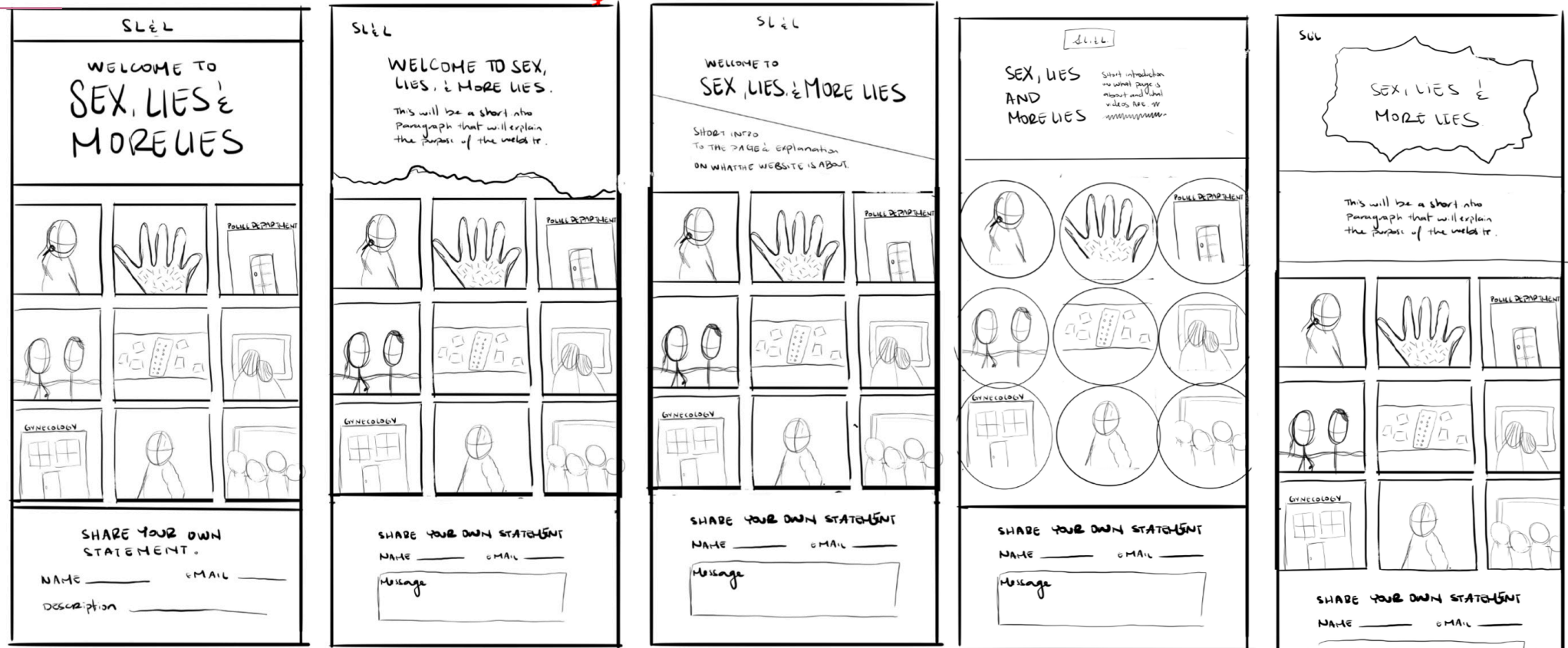
- talk about why teaching this is wrong
- talk about men & self control.
- talk about how eating a lollipop doesn't have to be a sexual advance

Possible graphics:

- girl w/ lolli.
- banana, tongue.

include statements under videos.

## website thumbnails





drinking game concepting and planning

① Two truths and a lie?  
Person has to pick three cards  
and read the statements,  
convince the players that  
every statement is true.  
If you lose, you drink.

② Each player picks a card,  
each card is a different  
theme. For each theme  
you will have 1 minute to  
write as many lies as you can  
about that theme. The best  
lie out of all the players wins.

③ At least 3 players.  
1 player is the judge, the  
rest are players.  
The judge draws one card  
out of the "themes" pack,  
and the rest of the players  
draw 3 cards from the  
"miscellaneous" pack.  
The players have to come up with  
a lie using the three miscellaneous  
cards and submit it. The player  
that has the funniest wins &  
theme card.

\*④ Each player will have a board  
with color coded spaces and  
a rule book.

- it's endless if you want it to be.

- red space: true or false with  
statements.

- blue space: convince the players  
that a lie is true, or that  
the truth is true.

- green space: guess the misconception.

- white space  
take a shot if...

- purple space: duel:  
craft your own lies,  
the funniest one  
wins.

colors

- intense salmon - true or false, if correct, you don't drink.
- blue-purple - duel, 2 players choose a card with three miscellaneous statements, 1 min to drink, other players pick best.
- beige - take a shot if you're thoughtful.
- dark, de-sat green - graphics - guess the misconception.
- mustard - pick a card, it's either a lie or the truth, you must convince players that it is true, if they guess wrong, they have to take a shot. If correct, you have to take a shot.

card game name:

- a good liar
- the good lie
- hot lies
- rumors, lies, and good stories
- sex, lies, and more lies
- sex & lies

How many lies do you  
know about sex?

card game: cards

1st card - red/salmon color  
- true or false statement.

True or false:  
if you have another the fetus  
with you after being forced.

False, unless it's a bottle donation  
the baby fetus will not be alive  
+ to someone to read.

2nd card  
theme: Pregnancy.  
words: Fetus, gulf, oven.

3rd card  
Take a shot! if...  
you've heard that  
(for the 7th time)  
take a shot! if at  
any point you thought  
the womb and uterus were  
the same different organs.

True or false:  
if the water in a Jacuzzi is hot enough  
for sperm to travel and inseminate  
a vagina.  
Because the water temperature in a Jacuzzi,  
a woman can get pregnant without having  
sex.

When a man and a woman are in a Jacuzzi,  
the woman can get pregnant without intercourse.

4th card  
Guess the misconception.  
Misconception one.

5th card  
Convince the player that  
taking the contraceptive  
pill protects against  
STD. You have 30 sec.

6th card  
If a woman and a man are in a Jacuzzi,  
the woman can get pregnant into intercourse.

7th card  
False: the water is too hot for sperm to survive outside the body.

drinking game packaging and cards thumbnails

under box is one solid color w/  
collage pattern on it, washed out.

ripped paper pattern  
continued?

different colored paper.

solid color w/ texture.

(PICKED)

REFINED IDEA 1

(Exclusively Drinking) Card Game  
Card Name: Sex & Lies

Overall idea: A categories drinking game designed to get you drunk  
just after a few rounds. The game will contain 5 sex education related  
categories of cards separated by colors, which you land on randomly  
by spinning a color wheel:

- contains a true or false statement. Player has to guess  
if true or false, if wrong, they drink.
- two player duel: two players pick a card with three random  
words which they have to use to craft their own sex educa-  
tion related lie. The best / funniest lie doesn't have to drink.
- Take a shot if you have heard this statement before, or if  
you thought that... (insert false statement here).
- contains an image representing a misconception. Player has to  
guess the misconception. If correct, player doesn't drink.
- contains a true or false statement. Regardless, player has 1  
minute to convince the other players that the statement is  
the truth. If the players guess correctly, they refrain from  
drinking. If they guess incorrectly, they must all drink.

Things to design:  
Packaging • 2 Cards From Each Category • Rule Page • Color Wheel

REFINED IDEA 2

(Optional Drinking) Card Game  
Card Name: Good Liar

Overall idea: A card game designed to test your lying skills. How  
good of a liar are you under the pressure of a ticking clock? The  
game is played with 3+ players and will contain 2 decks of cards.

One deck will have sex education related categories that will dictate  
each round. The second deck will contain miscellaneous words.

For each round, one player picks a theme and starts the clock, while  
the other players draw out three random miscellaneous-word cards.  
With their 3 miscellaneous words, they have to craft an outrageous  
lie about that theme. After the minute is up, player one picks the fun-  
niest lie. The player that wins gets to keep the theme cards. The  
player with most theme cards wins. Example: v

THEME CARD

Pregnancy. P1

MISCELLANEOUS WORD CARDS:

KID OVEN JUNK

SEX BDSM FETUS

P2 LIE CRAFTED:  
If you eat Junk food while  
having a kid in your oven, the  
kid will be digested with the  
junk food. Eat healthy!

P3 LIE CRAFTED:  
If you have BDSM sex while  
pregnant, your fetus will  
remember it and grow up to  
be a serial killer.

Things to design:  
Packaging • 3 Cards From Each Category • Rule Page • Idea pad.

card game: cards

1st card - red/salmon color  
- true or false statement.

True or false:  
if you have another the fetus  
with you after being forced.

False, unless it's a bottle donation  
the baby fetus will not be alive  
+ to someone to read.

2nd card  
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True or false:  
if the water in a Jacuzzi is hot enough  
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a vagina.  
Because the water temperature in a Jacuzzi,  
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When a man and a woman are in a Jacuzzi,  
the woman can get pregnant without intercourse.

4th card  
Guess the misconception.  
Misconception one.

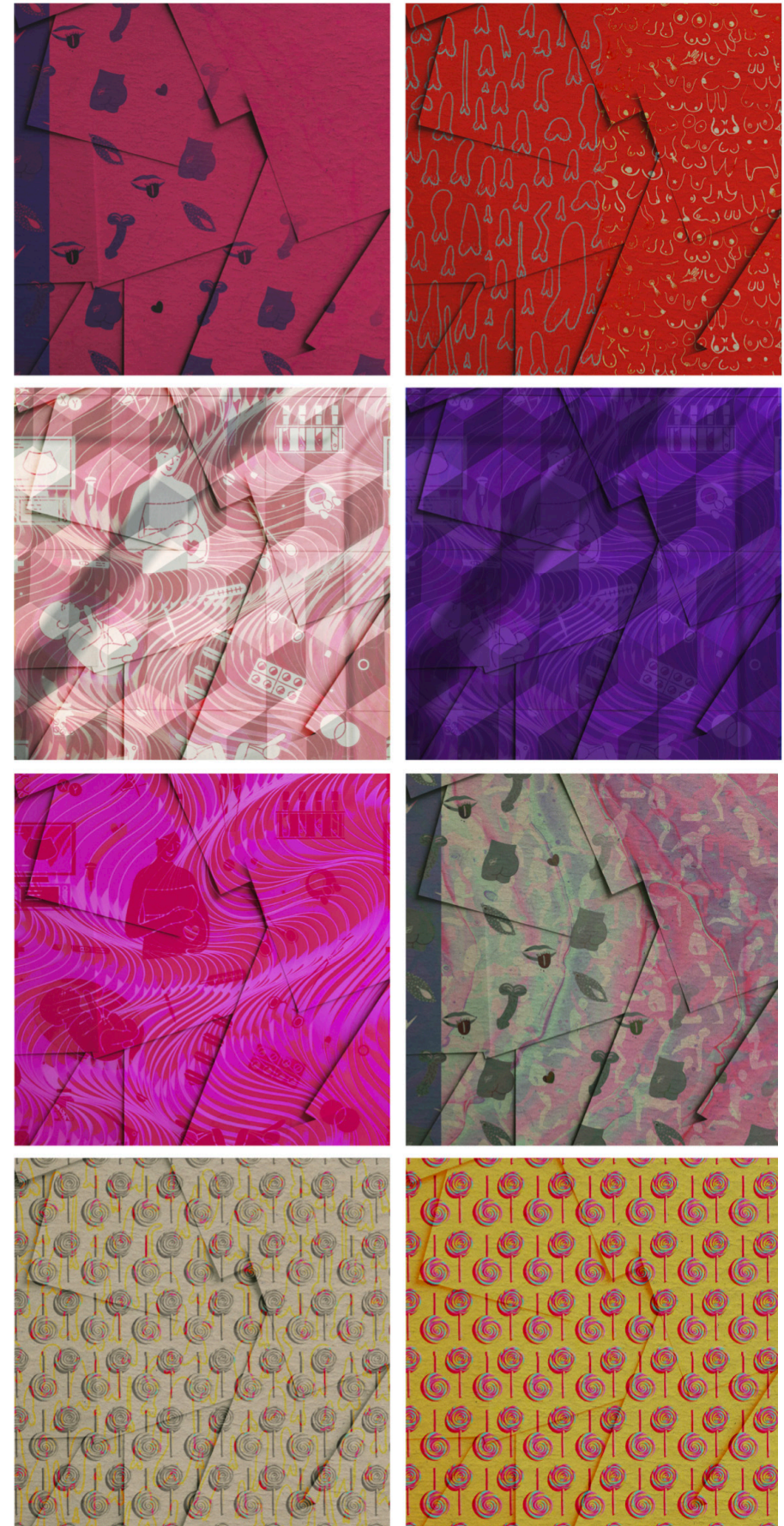
5th card  
Convince the player that  
taking the contraceptive  
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STD. You have 30 sec.

6th card  
If a woman and a man are in a Jacuzzi,  
the woman can get pregnant into intercourse.

7th card  
False: the water is too hot for sperm to survive outside the body.

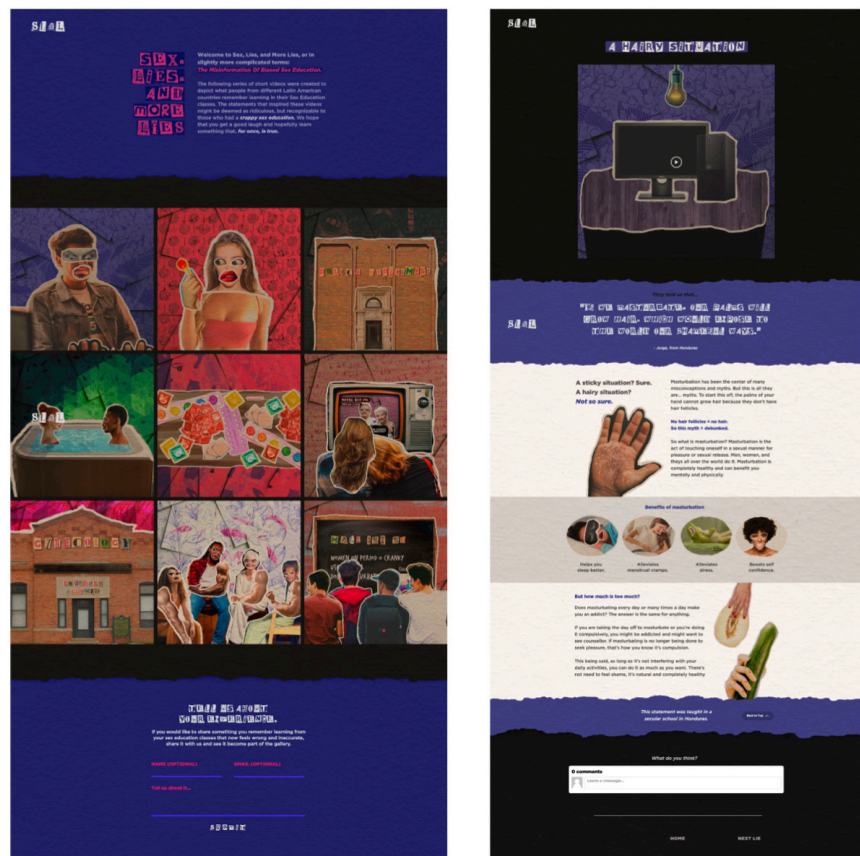


A dense collage of various images arranged in a grid-like fashion. The images include: a woman's face, a fetus, a woman in a white dress, a blue water surface, a brick building, a woman in a red dress, a woman in a green dress, a pink watercolor palette, a vintage television, a hot tub, a hand holding a purple pill bottle, a woman in a floral shirt, a red hoodie, a woman with long hair, a man's profile, a hand holding a red pill bottle, a woman in a black shirt, a man in a red plaid shirt, a woman in a bun, a man in a blue tank top, a woman in a black dress, a police officer, a woman in a blue shirt, a hand, a computer monitor, a man in a leather jacket, an open book, a stack of old books, a wooden cabinet, a white cloth, two hands, a small table, a box of gloves, a green box, a man in a white shirt, a woman in a red dress, a woman in a black dress, a man in a red shirt, a blackboard, a brick building, a woman in a white shirt, a woman in a grey shirt, and a man in a suit.

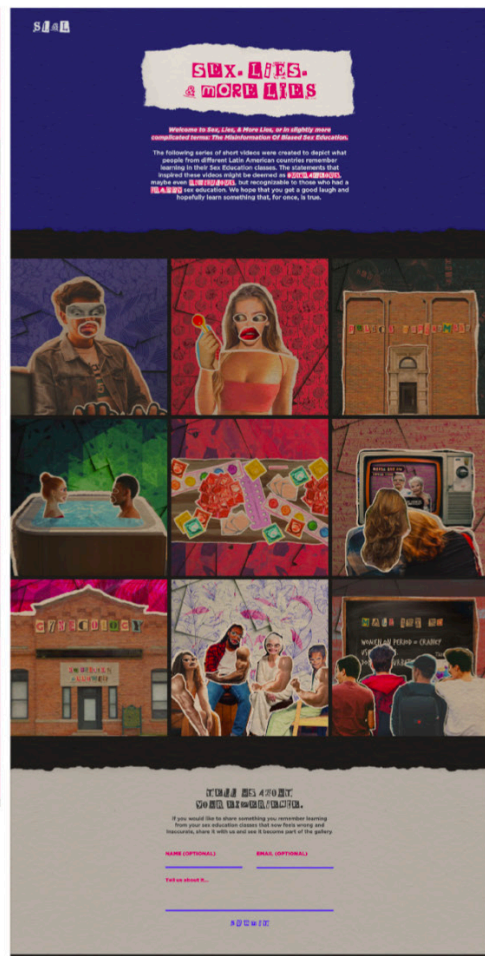




## website asset collection and design exploration



## website design exploration





drinking game packaging design explora-



drinking game packaging and cards design explo-

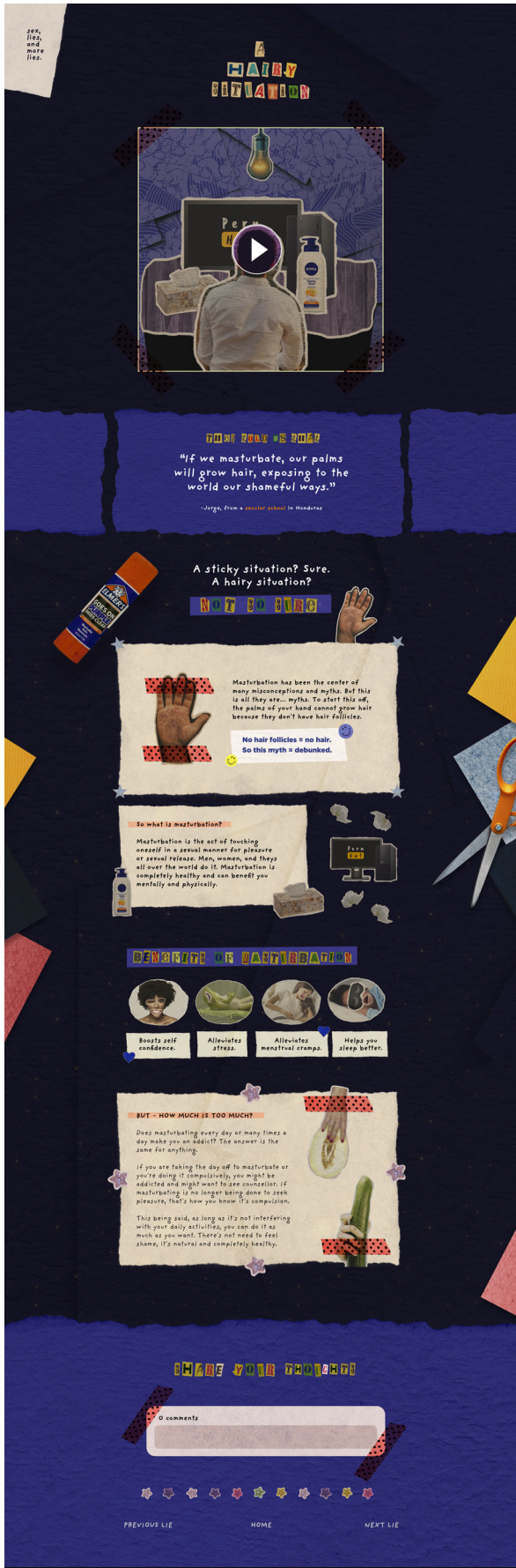




video final deliverable



website final deliverable



drinking game final deliverables

