



Visual Communication | Project 3

"Awareness about Child Sexual Abuse"

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Guide: Prof. G. V. Sreekumar

1. Introduction

2. Content

3. Final Deliverables

1. Introduction

Background Study

Primary Study

Secondary Study

Aim & Objective

Creating awareness in our society about Child Sexual Abuse.

Breaking the silence between children and parents.

Ungas (Dna. Schickel)

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What is Child Sexual Abuse?

Assault including rape and sodomy

Touching or fondling a child

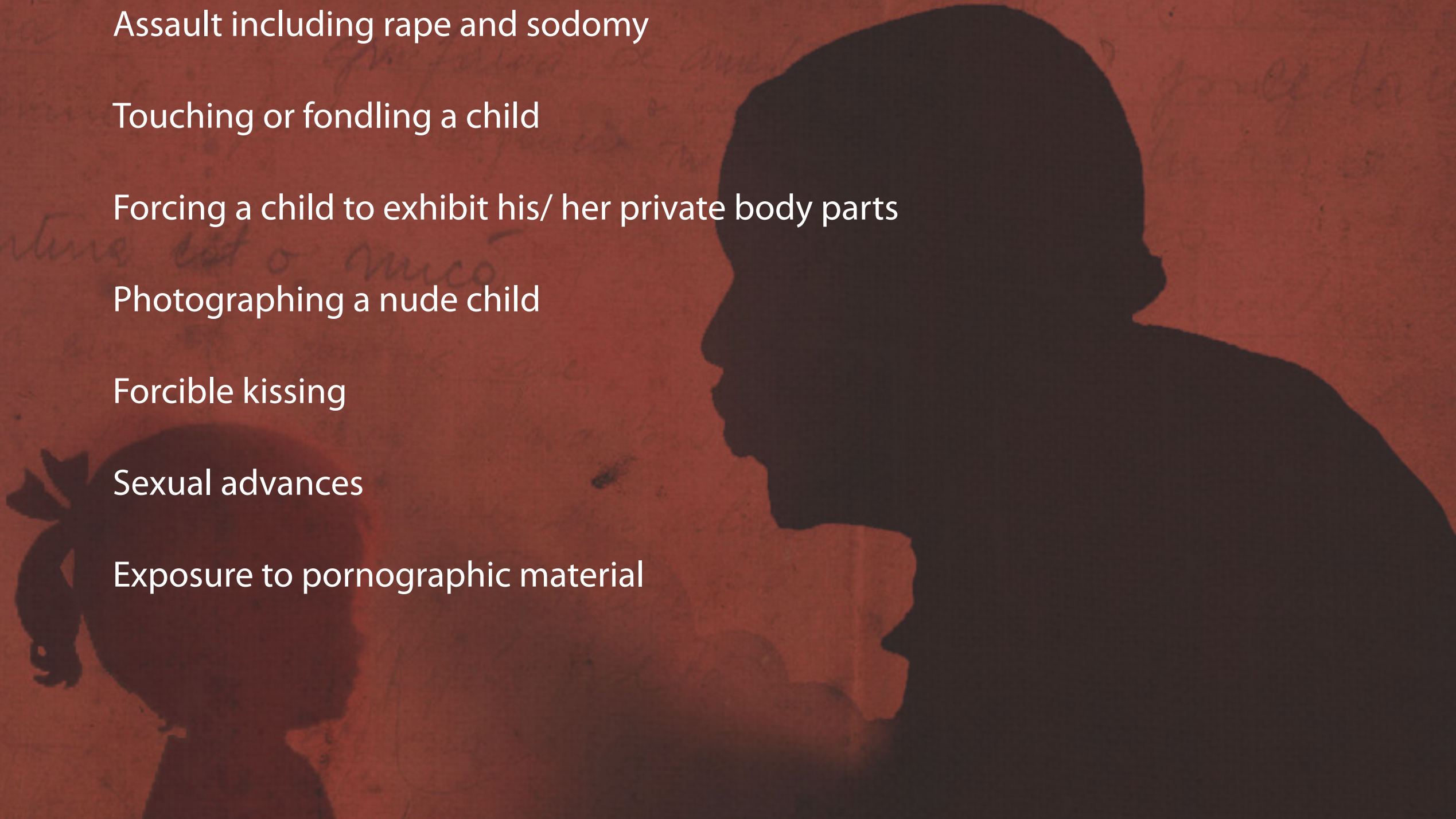
Forcing a child to exhibit his/ her private body parts

Photographing a nude child

Forcible kissing

Sexual advances

Exposure to pornographic material



According to WHO

India has the world's largest number of sexually abused children



Before they turn 18



According to WHO



0-3 years old

4-7 years old

8-11 years old

16 years old

13th Hour

155th Minute


10 children are being sexually abused in India





Both are equally at risk



The image features four dark silhouettes of people against a light brown, textured background. The silhouettes are positioned around the central text: a man on the left, a woman on the bottom left, a man on the bottom center, and a woman on the right. The text is centered in the upper half of the image.

50% of sexual offenders are known to
the victim or are in a position of trust.

Neighbour

Friend

Close relative

Family member



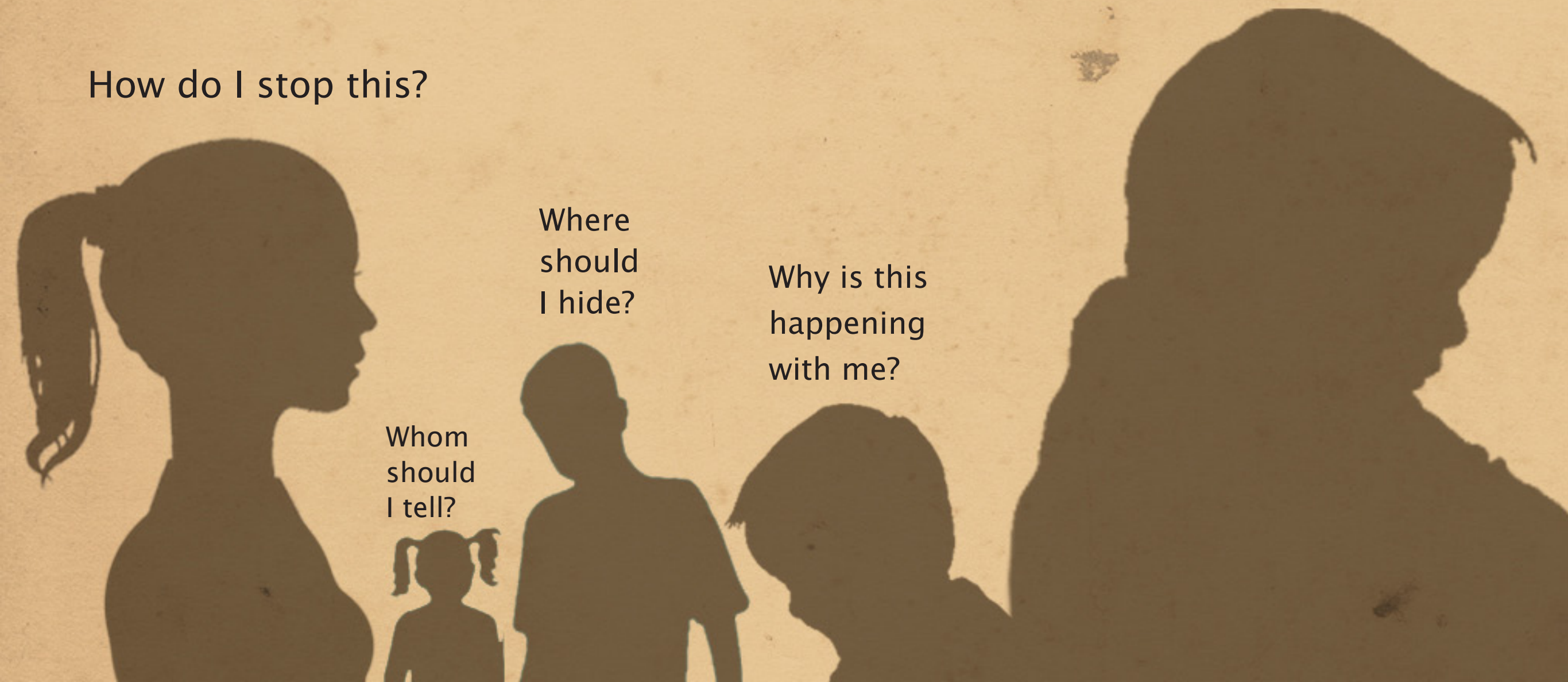
What is happening to me?

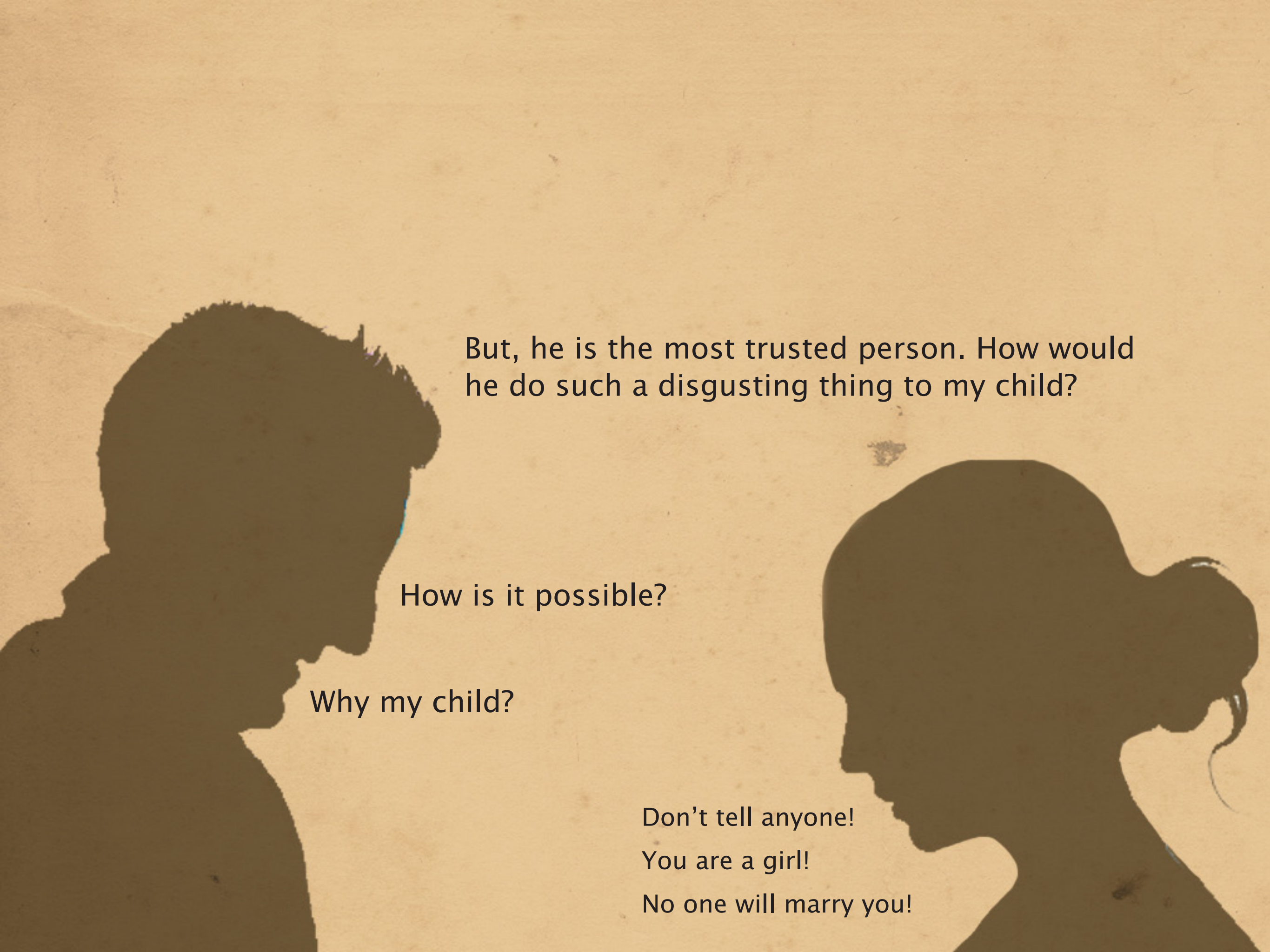
How do I stop this?

Where
should
I hide?

Why is this
happening
with me?

Whom
should
I tell?



The image features two dark silhouettes against a light, textured background. On the left is a man's silhouette, shown in profile facing right. On the right is a woman's silhouette, also in profile facing left. They appear to be in a conversation. The woman's hair is styled in a bun. The background has a mottled, aged appearance with some small dark spots.

But, he is the most trusted person. How would he do such a disgusting thing to my child?

How is it possible?

Why my child?

Don't tell anyone!

You are a girl!

No one will marry you!

What would be the immediate signs that the child is being sexually abused?

Bed- Wetting

Temper tantrums, aggressive behaviour

Deep sense of isolation

Avoiding certain adults

Poor academic results

Attempting to physically hurt self

Pregnancy

Suicidal tendency



Primary and Secondary Study

Personal Interaction

Young Adults

Parents

Psychologists

Sociologists

Existing Material

NGOs

Books

Web

2. Content

What do we say?

How do we say?

Whom do we say?

WHAT do we say?

Break the silence against Child Sexual Abuse

Talk openly about personal safety

Behavioural and Psychological changes

Observe your child

Listen to your child

Trust your child

HOW do we say?

Design Exploration and Concepts

Print Media

Book
Poster
Brochure
Newspaper
Magazine
Bookmarks
Installation

Digital

Audio-Visual
Movie
Documentary
TV Show
Application
Internet
Blog
Facebook Page
Twitter
Website

Game

Card Game
Video Game
Picture Game
Puzzle Game
Board Game

Theatre

Performing Arts
Puppet Show
Mime

WHOM do we say?

Parents

Teachers

Society

Message to parents:

Observe children behaviour

Listen to what children have to tell

3. Final Deliverable

Primary Deliverable

Secondary Deliverable

Primary Deliverable

Theatre

“Lalbujhakad”



Secondary Deliverable

Facebook page


Information Brochure

Information Brochure




Facebook Page

facebook  

 **Awareness about Child Sex...** Timeline Now   





Awareness about Child Sexual Abuse 
184 likes · 7 talking about this

Cause
Breaking the silence against Child Sexual Abuse



 **184** 

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Background Image Reference

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[UTF-8&hl=en&tbm=isch&source=og&sa=N&tab=wi&ei=_I2IUcKABMiHrAe6iYH4BQ](https://www.google.co.in/search?q=Canvas+texures&bav=on.2,or.r_cp.r_qf.&bvm=bv.47008514,d.bmk&biw=1517&bih=741&um=1&ie=UTF-8&hl=en&tbm=isch&source=og&sa=N&tab=wi&ei=_I2IUcKABMiHrAe6iYH4BQ)

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Theatre group

Rashmi, Deepti, Richa, Niharika, Anisha, Nishant, Vaibhav, Uddipata,
Soumit, Saurabh, Shakti, Soham.

Music- Shantanu, IDC

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Family

Aai, Baba, Ameya, Aaji.

Thank you

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