



Creativity, design, well- being and advocacy

Sarah Gordon

Creative Educator | Designer | Post-Graduate Researcher (PhD Candidate)

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SARAH GORDON

Creative busy-body:

- PhD Candidate (PGR) at the University of Nottingham
- Masters in Design at the University of Leeds
- Freelance designer, creative educator & workshop host
- Appointed to the Student Minds Student Advisory Committee

WELCOME

OBJECTIVES

- Explore the value of design in reflecting on and communicating experiences
- Consider how design can be used as a tool for activism and advocacy in mental health and well-being
- Learn and apply Design Thinking
- Foster empathy, collaboration, and creative



DESIGN & WELL-BEING & ADVOCACY

Why Design Matters for Mental Health and Well-being

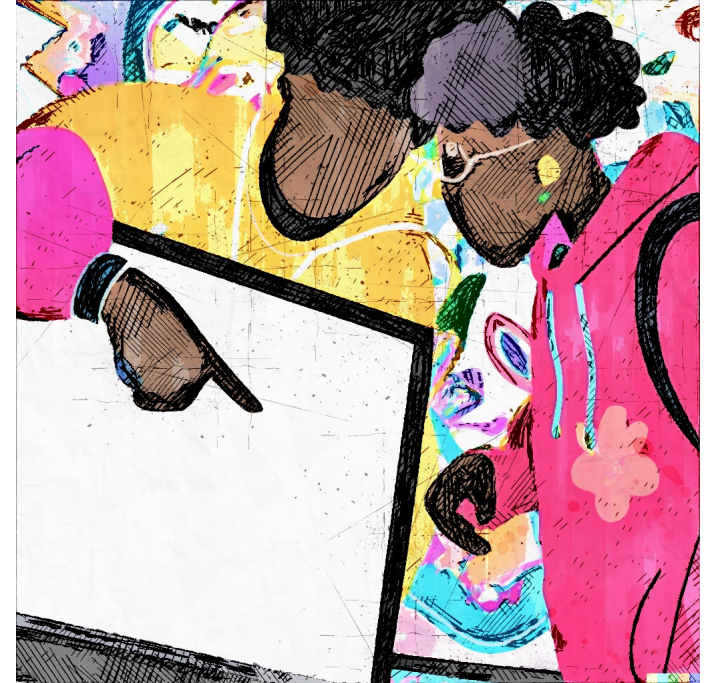


“

**IF WE DESIGN
IT THEY MIGHT
COME...**

”

Design is imagining,
creating, and iterating
products, services, and
experiences that solve
problems, meet needs
and delight users.



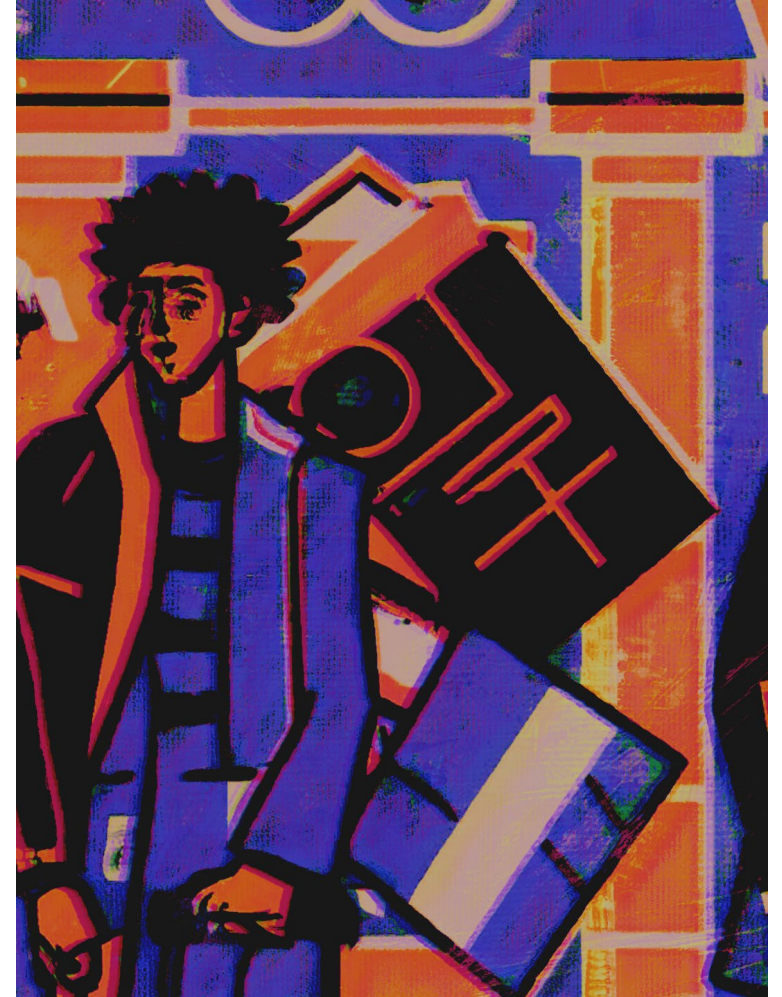
Design is everywhere,
from the apps we
use, the products we
buy, and the spaces
we inhabit, to the
media we consume.



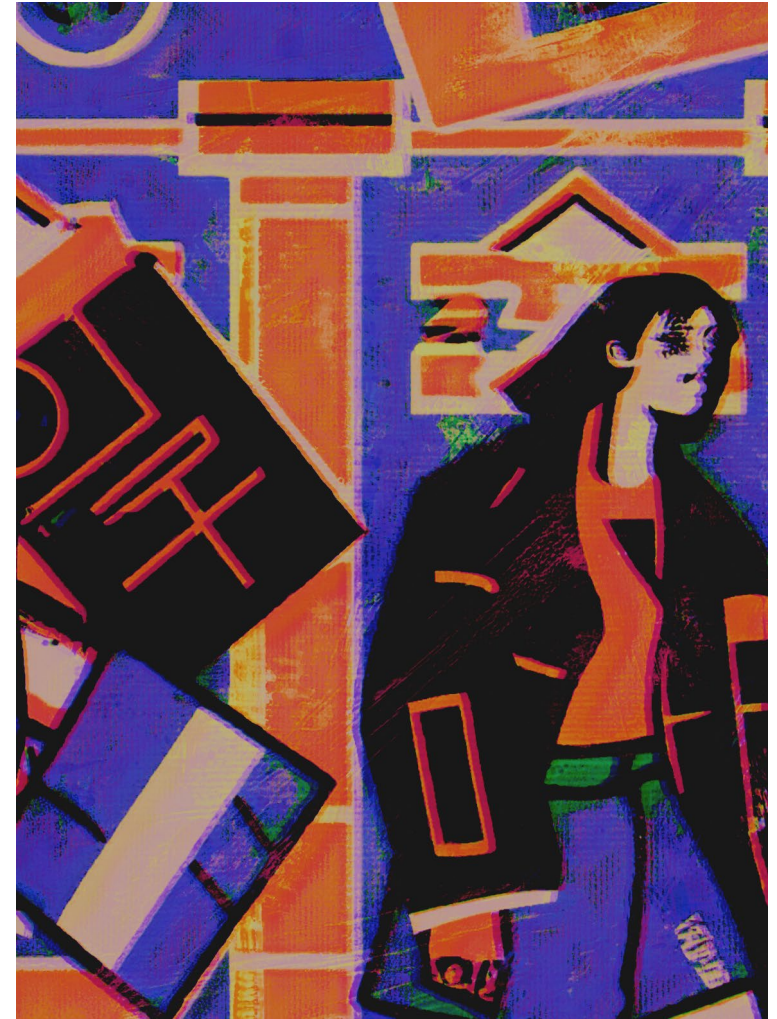
Design can play a crucial role in promoting mental health and well-being by providing tools, resources, and inspiration for self-care, communication, and advocacy

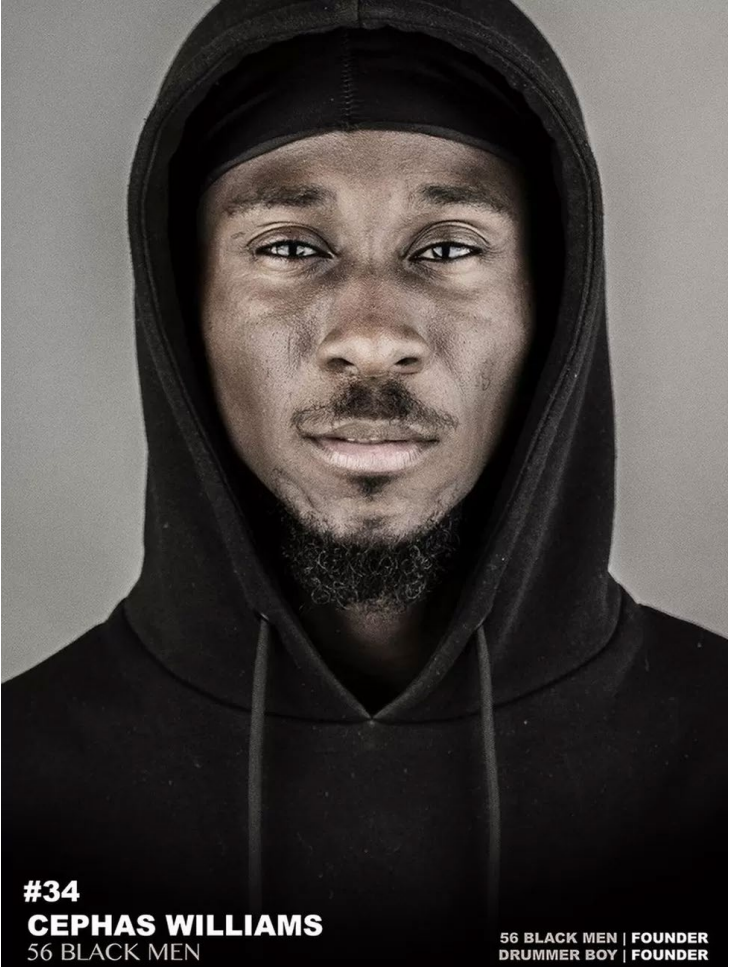


Design allows us to create compelling visual and interactive experiences that engage and inform our audiences.



Design is a tool for community-building and activism, allowing us to collaborate, co-create, and empower ourselves and our communities.





#34
CEPHAS WILLIAMS
56 BLACK MEN

56 BLACK MEN | FOUNDER
DRUMMER BOY | FOUNDER



#42
WILLIAM ADOASI
56 BLACK MEN

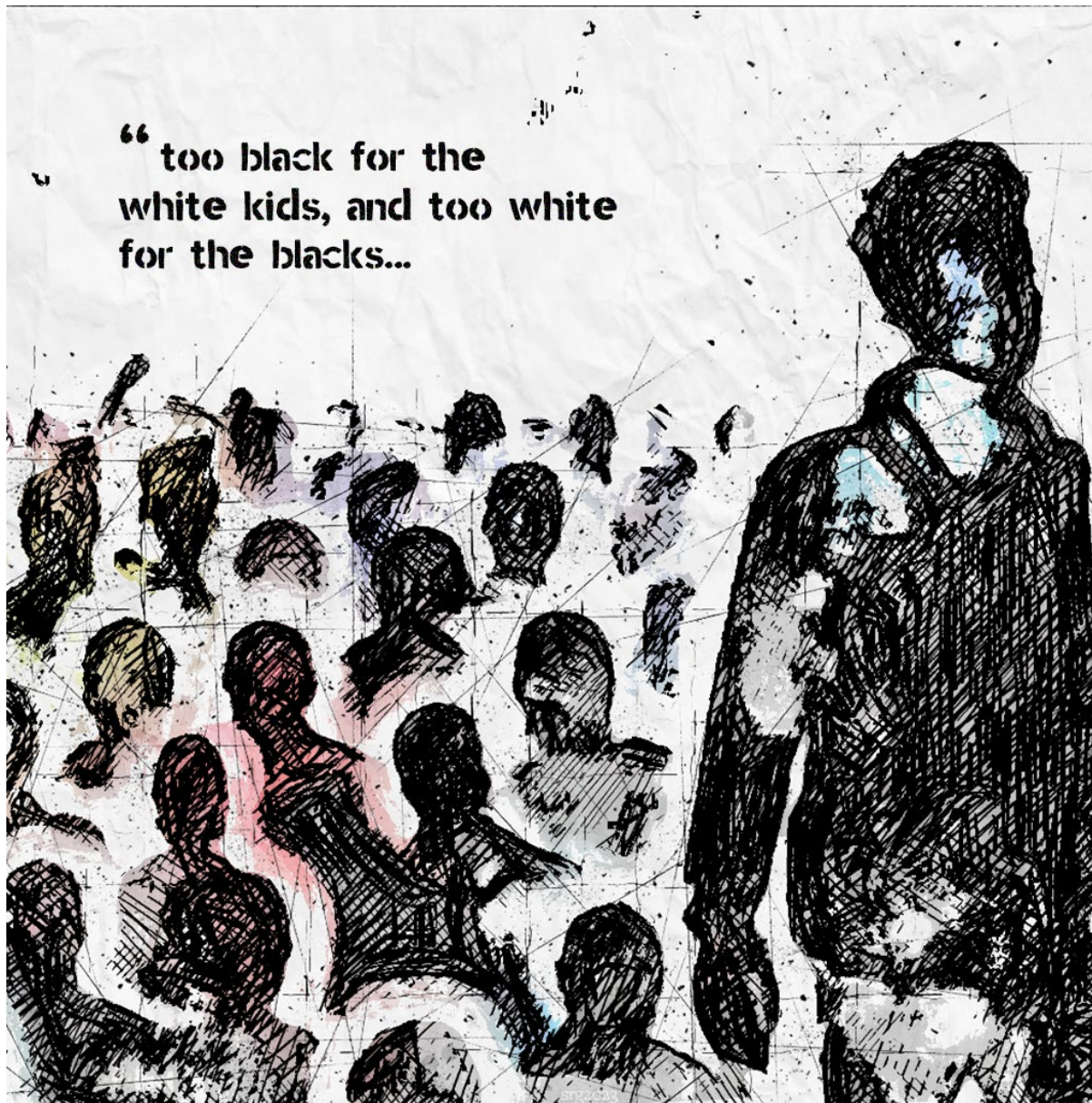
VITAE LONDON | FOUNDER



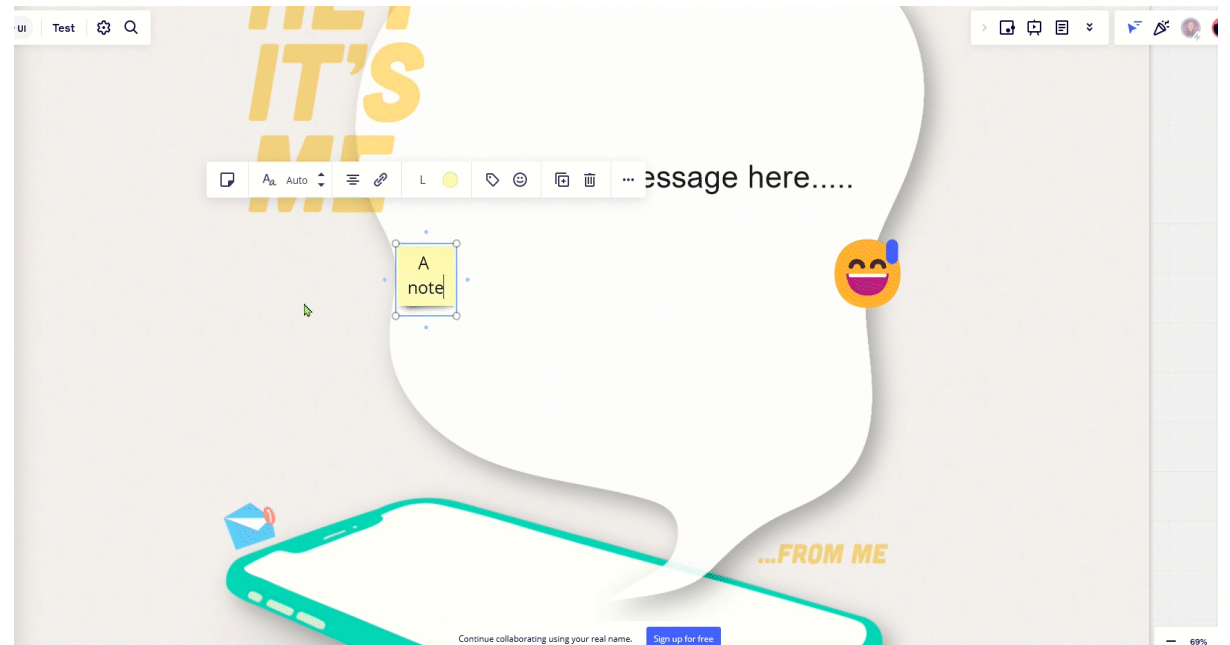
#55
DAVID LAMMY
56 BLACK MEN


UK MEMBER OF PARLIAMENT | MP FOR TOTTENHAM

“ too black for the
white kids, and too white
for the blacks...



**We can co-
design
powerful
stories,
together**





WHAT'S UP WITH
CHARLIE?

PERFECTIONISM

Let's further explore how we can use design to reflect on our experiences, communicate our needs, and advocate for mental health and well-being...



QUICK WARM UP

- Visit the Figjam
- Follow the instructions
- Let me know if you have any questions!

CREATING WITH EMPATHY

- Visit the Figjam
- Follow the instructions
- Let me know if you have any questions!

SELF REFLECTION

- Visit the Figjam
- Follow the instructions
- Let me know if you have any questions!

USEFUL LINKS

- digitalstorytellingtoolkit.uk/
- <https://www.figma.com/education/higher-education/>
- <https://whatsupwitheveryone.com/>
- <https://www.workshopper.com/post/guide-to-design-thinking>
- <https://www.adobe.com/uk/creativecloud/design/discover/design-thinking.html>
- <https://www.ideou.com/blogs/inspiration/how-do-you-explain-design-thinking-to-non-designers>

THANK YOU!



srgcreative.co.uk



[@sarahxsarahh](https://twitter.com/sarahxsarahh)



sarah.gordon1@nottingham.ac.uk



[linkedin.com/in/sarahruthgordon](https://www.linkedin.com/in/sarahruthgordon)