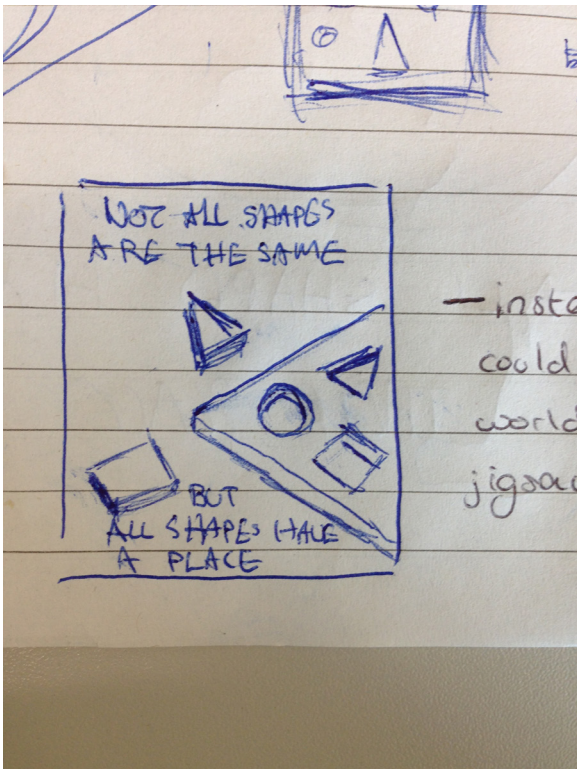


## Prevent Redesign: Not all shapes are the same, but all shapes have their place.

After researching into radicalisation and some of the case studies surrounding it, we found that there are often issues with understanding the causes and signs of radicalisation, particularly in students. We wanted to take a slightly more friendly approach towards the subject in a learning environment, whereby the pressure and blame is taken off of students; and instead a more educational approach was taken.

One of the main vulnerabilities that young people in danger of being radicalised have, is the feeling of not belonging, so this is something we wanted to address in our design. We wanted to make something that encouraged students to be more open about the feelings and views they have, as well as encouraging tutors to take a more understanding approach if they suspect that a student is in danger of being radicalised. We feel that communication is a key factor in preventing it.

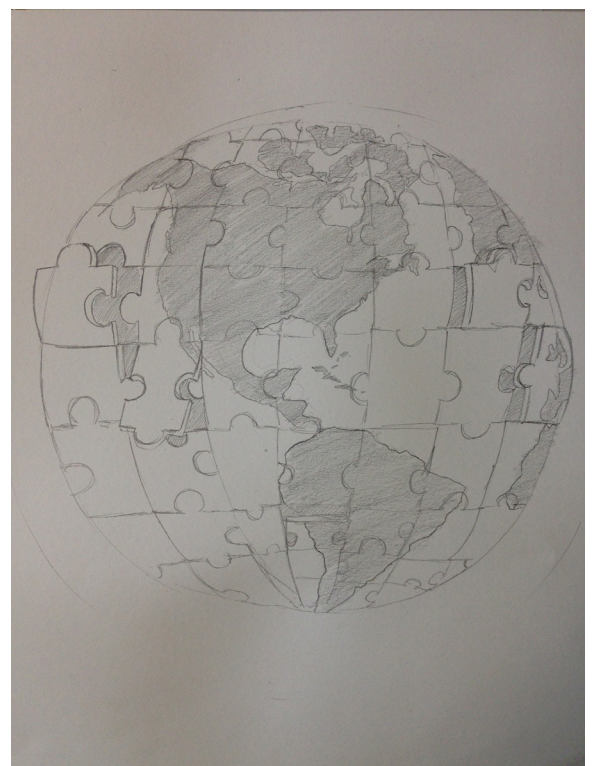


After refining our thoughts, we came to the slogan “Not all shapes are the same, but all shapes have their place” - referring to people and with connotations to feelings of belonging and individuality. We want to people to feel as though they always have a place in the world, without needing to turn to radicalisation.

We moved on from simple shapes, to the idea of puzzle pieces building up the world, as radicalisation and terrorism is a worldwide issue spanning across multiple cultures.

In terms of redesigning the Prevent poster, we want to use this imagery with the slogan “Not all shapes are the same, but all shapes have their place.” In terms of addressing ideas of communication we would include the subtext “It’s not uncommon to feel like you don’t belong, but everyone has their place. Prevention starts with talking.” We hope that this would encourage students and tutors alike to open up and be more communicative about the issue.

The idea behind the globe made up as a puzzle, is to suggest that the world is like a puzzle in itself, and that each piece only fits with peace and cooperation from everybody.





We didn't want to leave our design at just a poster; we wanted to take it a step further. Keeping with the idea of the Earth made up as a puzzle, we wanted to have something 3 dimensional and interactive to attract a wider audience and create something memorable.

We came to the idea of a large scale globe that could potentially be placed outside the college. The idea would be to project an animation of the jigsaw pieces moving on to the globe, all fitting into place. This could be a looping animation to serve as a permanent reminder of the issue at hand, as well as a direct link to the accompanying poster.

Obviously we realise that this is quite an extravagant venture, and as a more possible alternative we thought that a short on screen animation of this idea could be made to be played on the large screen outside the college, for everybody to see.

# NOT ALL SHAPES ARE THE SAME, BUT ALL SHAPES HAVE THEIR PLACE

It's not uncommon to feel like you don't belong. But everyone has their place.

Prevention starts with talking.



Here we have included a quick mock up of our poster design idea, showing the globe as a puzzle, with a single piece falling into place to represent the feeling of belonging in the world.