

**KEEP CALM
& HAVE A
CUP OF TEA**



ISABELLE GOODMAN

I began my project by looking at the Mother's Little Helper epidemic, in which women were prescribed sedatives for everyday situational stress. On further investigation I decided to question what might play a similar role to a prescribed sedative in our daily lives and chose to use tea as a comparison. Using our ritualistic relationship with the substance as a vehicle for social commentary. My work looks at the role tea plays in society today. This then developed into researching first aid kits and survival kits, and their multiple uses.

I then transferred this research into creating survival kits for modern day stressful situations, each with a tea element to replace the role Mothers Little Helper played. To decide on these situations I looked at what situations have caused and are causing the most stress to myself and my peers.

The most pertinent topics were the NHS cuts, Southern Rail Strikes and Brexit.

NOW SHE CAN COOK BREAKFAST AGAIN



... WHEN YOU PRESCRIBE NEW MORNIDINE™
(BRAND OF PHENAZINE)

A new drug with specific effectiveness in easing and vanishing of pregnancy, Mornidine eliminates the ordeal of morning sickness.

With its selective action on the vomiting center, or the medullary chemoreceptor "trigger zone," Mornidine possesses the advantages of the phenothiazine drugs without unwanted tranquilizing activity.

Doses of 5 to 10 mg., repeated at intervals of six to eight hours, provide excellent relief all day. In patients who are unable to retain oral medication when first seen, Mornidine may be administered intramuscularly in doses of 5 mg. (1/4 cc.).

Mornidine is supplied as tablets of 5 mg. and in ampuls of 5 mg. (1 cc.).

G. D. Searle & Co., Chicago 90, Illinois.
Research in the Service of Medicine.

now she can cope...

thanks to
Butisol[®]
(SODIUM BUTABARBITAL)

“daytime sedative” for everyday situational stress

When stress is situational—environmental pressure, worry over illness—the treatment often calls for an anxiety-allaying agent which has a prompt and predictable calming action and is remarkably well tolerated. BUTISOL SODIUM (sodium butobarbital) meets this therapeutic need.

After 30 years of clinical use... still a first choice among many physicians for dependability and economy in mild to moderate anxiety.

Contraindications: Porphyria or sensitivity to barbiturates.

Precautions: Exercise caution in moderate to severe hepatic disease. Elderly or debilitated patients may react with marked excitement or depression.

Adverse Reactions: Drowsiness at daytime sedative dose levels, skin rashes, “hangover” and systemic disturbances are seldom seen.

Warning: May be habit forming.

Usual Adult Dosage: As a daytime sedative, 15 mg. (1/4 gr.) to 30 mg. (1/2 gr.) t.i.d. or q.i.d. Available for daytime sedation: Tablets, 15 mg. (1/4 gr.), 30 mg. (1/2 gr.); Elixir, 30 mg. per 5 cc. (alcohol 7%); BUTICAPS[®] [Capsules BUTISOL SODIUM (sodium butobarbital)] 15 mg. (1/4 gr.), 30 mg. (1/2 gr.).



McNeil Laboratories, Inc., Fort Washington, Pa.



You can't set her free. But you can help her feel less anxious.

You know this woman.

She's anxious, tense, irritable. She's lost this way for months. She's a essentially unmanageable problem of raising a young family, and can't find the time to do things that give her a sense of accomplishment and control. Her physician's orders have been ignored, and she's lost the confidence of her family. Her husband has a job that requires a lot of overtime, and she's alone with the children. She's exhausted, and her nerves are frayed. She's lost her sense of humor, and she's lost her sense of control. She's lost her sense of control. She's lost her sense of control.

Indications: Anxiety, tension, agitation, irritability, and anxiety associated with depression.

May be used in a broad range of patients, generally with considerable dosage flexibility.

Contraindications: History of psychosis, hypersensitivity to benzodiazepines. Oxazepam is not indicated in pediatrics.

Precautions: Hypersensitive reactions are rare, but can occur, especially when a respiratory tract disease is present. Hypersensitive reactions, especially in the elderly. One patient exhibited signs of sensitivity to benzodiazepines. Caution should be exercised when used in patients with liver disease. Caution should be exercised when used in patients with renal disease. Caution should be exercised when used in patients with glaucoma. Caution should be exercised when used in patients with a history of alcoholism. Caution should be exercised when used in patients with a history of alcoholism. Caution should be exercised when used in patients with a history of alcoholism.

Not indicated in children under 6 years, absolute dosage for 6 to 12 year-olds not established.

Side Effects: The most common side effects are drowsiness, weakness, and depression. Other side effects include: dizziness, headache, dry mouth, blurred vision, and difficulty concentrating. Other side effects include: dizziness, headache, dry mouth, blurred vision, and difficulty concentrating.

Availability: Capsules of 10, 15 and 30 mg. oxazepam.

To help you relieve anxiety and tension
Serax[®]
(oxazepam)



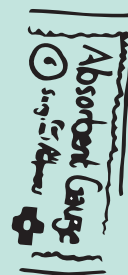
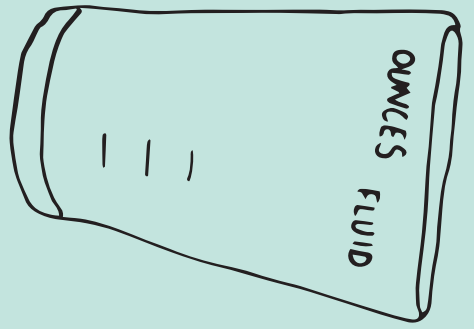
IMAGES FROM GOOGLE- ADVERTS FOR SEDATIVES SUCH A VALIUM.

Research was a key aspect for this project. I went to many exhibitions related to medicine and pharmacology. I went to the Wellcome Collection to see an exhibitions on Ayuverdic Medicine and Graphic Design and its relation to health. They both addressed the subjects from different angles but gave me an insight into areas I previously didn't know. The Graphic design exhibition was very interesting as it explained the thought and reasoning behind how and why things were packaged, which was very useful later on in my project. I also visited the Museum of Pharmacy in Lisbon. This museum had lots of artifacts and objects related to medicine and pharmacology, including lots of first aid kits and medicine packaging from throughout the ages. They also had various extremely interesting first aid kits, for example ones used in space! The Museum showed how there is a graphic continuity in the packaging, which I have studied and used to help influence the products I made and how to package them. I also visited many pharmacies and researched modern packaging. I drew and photographed my research as a method of documentation.

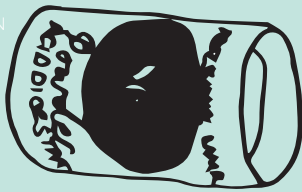
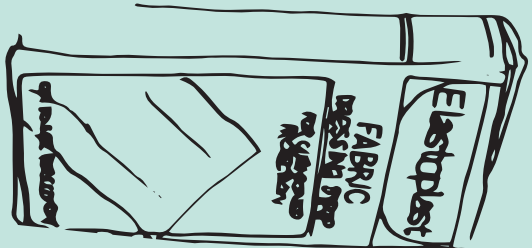




The Home FIRST AID CASE



FIRST AID

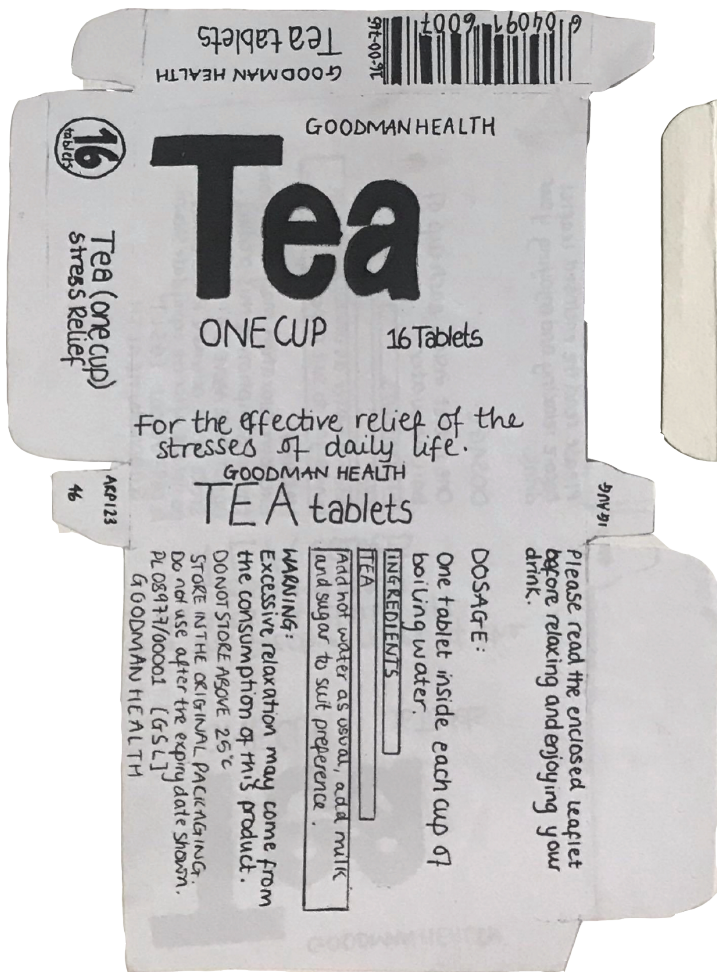
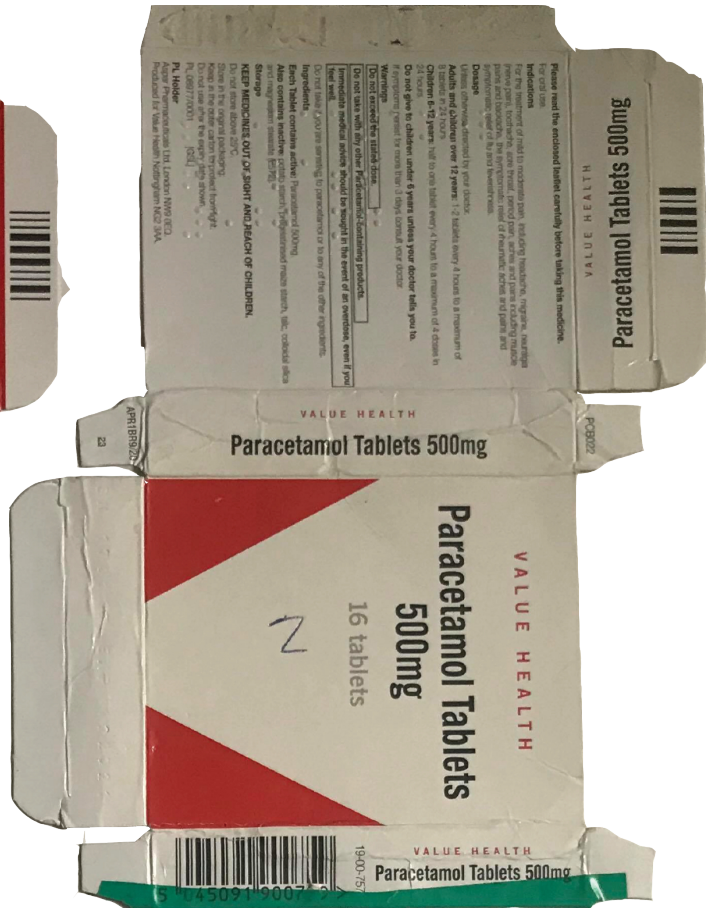


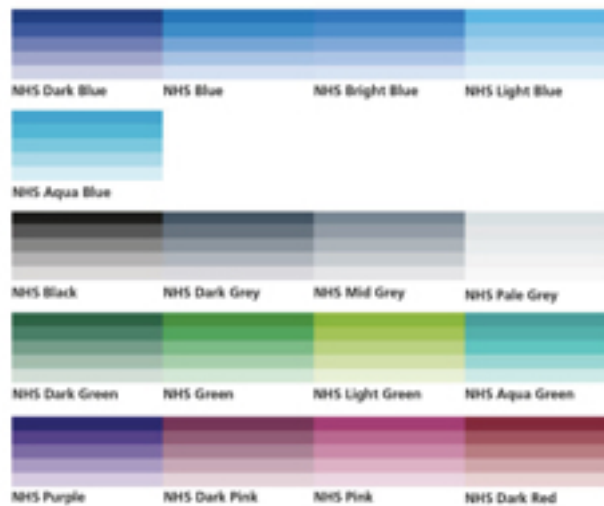
First Aid Kit

TO MAKE AN EMERGENCY CUP OF TEA

The first kit I started working on was first aid themed, each element inside the kit would make a cup of tea but would have a medicinal theme. Due to the medicinal theme, I thought it would make sense for this kit to be linked with the stresses the NHS are facing. Looking at how a cup of tea can be helpful when someone is injured or in shock but also has a calming benefits.

We are very lucky in the UK to have free healthcare under the NHS, but the NHS is under a lot of pressure facing government cuts and many NHS workers are working extraordinary hours for little pay. The government have also been discussing the plausibility and possibility of privatising the NHS, which would cause anxiety and extra monetary stress for many people .





NHS Dark Blue **NHS Blue** **NHS Bright Blue** **NHS Light Blue**

NHS Aqua Blue

NHS Black **NHS Dark Grey** **NHS Mid Grey** **NHS Pale Grey**

NHS Dark Green **NHS Green** **NHS Light Green** **NHS Aqua Green**

NHS Purple **NHS Dark Pink** **NHS Pink** **NHS Dark Red**

Core NHS colours

NHS Blue Pantone: 300 CMYK: 99/50/0 RGB: 0/94/184 #005596 RAL: 5017	White CMYK: 0/0/0 RGB: 255/255/255 #FFFFFF
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Level 1: NHS blues

This is the top level palette that reinforces people's association with blue and white. There are a number of hues to support the main NHS Blue colour to give lighter and darker alternatives to add tonal variety.

NHS Dark Blue Pantone: 287 CMYK: 100/75/21/8 RGB: 54/61/135 #005596	NHS Blue Pantone: 300 CMYK: 99/50/0 RGB: 0/94/184 #005596	NHS Bright Blue Pantone: 295 CMYK: 100/48/0 RGB: 0/114/206 #0072CE
NHS Light Blue Pantone: 298 CMYK: 63/32/0 RGB: 69/183/230 #4188E5	NHS Aqua Blue Pantone: 312 CMYK: 88/0/14 RGB: 0/149/226 #009ACE	

Acceptable NHS backgrounds

Blue on white
This is the core colour way. It is highly recognised by patients and the public and they strongly associate it with the NHS.


White on blue
When the NHS logo is reversed out in white against a solid background of NHS Blue it still looks distinctly NHS. NHS Blue is the only acceptable colour to reverse the NHS logo out of. You should only reverse the NHS logo out of 100% NHS Blue, never a tint.

Blue on pale blue (15% tint of NHS Blue)
The NHS logo works perfectly well on a pale blue background, achieved by using a tint of NHS Blue. On pale colours like this, the NHS logo is used exactly as it would be on a white background with nothing reversed out.

Unacceptable NHS backgrounds

Blue on an NHS support/highlight colour
The support/highlight colours in the NHS colour palette are secondary and accent colours only, so do not put the NHS logo onto blocks of these colours. The only exception to this rule is on an ambulance which is painted in high visibility yellow.

White out of colours other than NHS Blue
The NHS logo cannot be reversed out of any colour other than NHS Blue. This is because NHS Blue is the colour that the public expect, and recognise, to represent the NHS. NHS Blue must always be present, either within the NHS logo or as a background to it.



Frutiger 65 Bold: Perfect for titles and text that needs to grab attention.

ABCDEF GHIJKLM
NOPQR STUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890
?\{}()*&^%\$£@!

Frutiger 55 Roman: Ideal for body copy.

ABCDEF GHIJKLMN OPQRST UVWXYZ
abcdefghijklmnopqr stuvwxyz
1234567890a? \{}()*&^%\$£@!

Frutiger 56 Roman Italic: For traditional italic highlighting (offline only).

ABCDEF GHIJKLMN OPQRST UVWXYZ
abcdefghijklmnopqr stuvwxyz
1234567890a? \{}()&^%\$£@!*

Frutiger 45 Light: Good for very large titling and over-sized intro copy.

ABCDEF GHIJKLMN OPQRST UVWXYZ
abcdefghijklmnopqr stuvwxyz
1234567890a? \{}()*&^%\$£@!

The graphics from the NHS are very recognisable, and have very strict guidelines, I used these to inspire the graphics for my first aid kit.



TEA

MILK

SUGAR

I used the NHS guidelines and logo, to create the branding for the tea kit. It is such a recognisable logo, I think transferring it for the stickers on my kit is really successful as it really clearly transfers the link of health and first aid to my tea kit.



GOODMAN HEALTH LTD.

FIRST AID CUP OF TEA



PUT THE KETTLE ON



BREW YOUR TEA



ADD MILK & SUGAR

RELAX

As tea is a continuous theme in my project, I wanted to have a tea towel in each kit that explains how to interact with the kit, but that maintains and reminds the theme of tea.

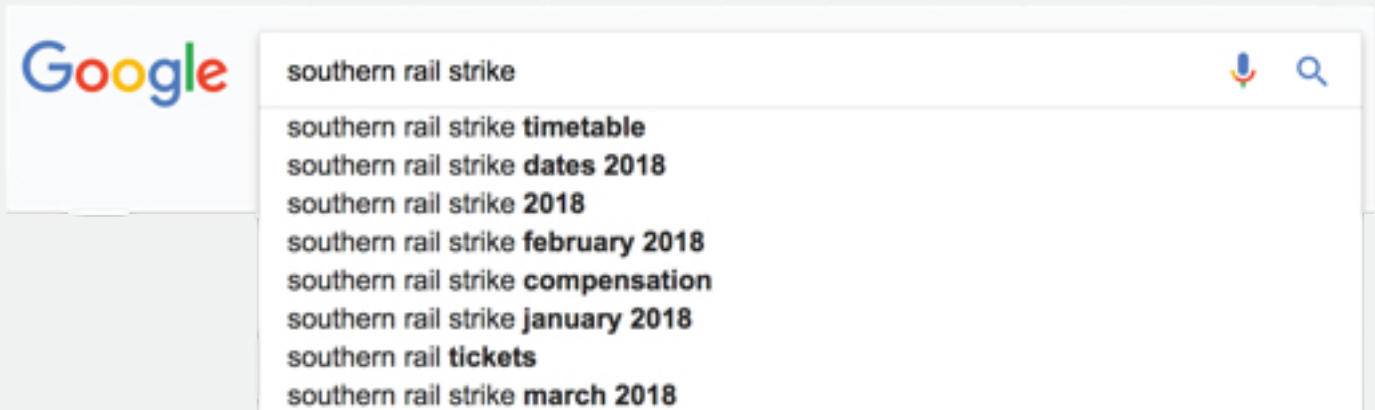
The NHS, comprising of tea, formed in the shape of crosses, sugar.pills, packaged like medicine and milk in a pipette bottle and an information sheet, on a tea towel, in an acrylic box to place it all in. I am overall very happy with the result as I think the graphics are very sucessful, and overall it has an essence of seriousness but also has the gimmicky effect that I wanted from the kit.





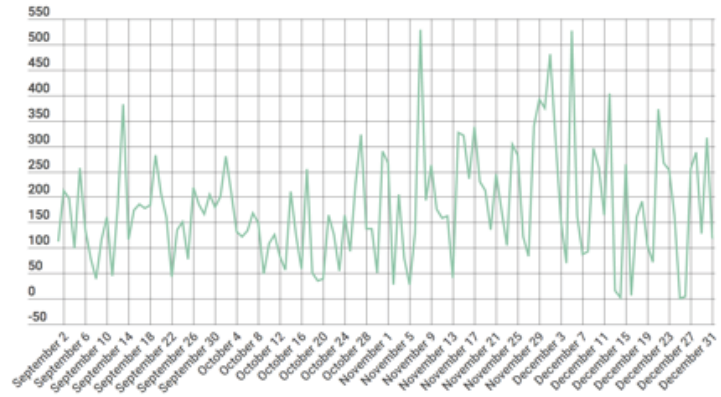
SOUTHERN RAIL

COMMUTERS KIT

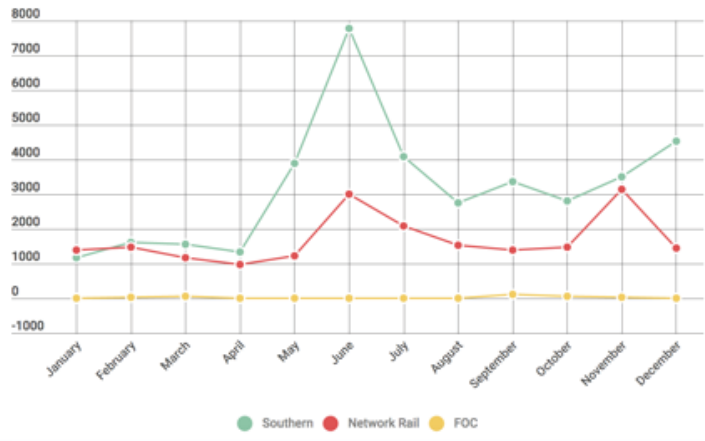


Over the last couple of years, many commuters have experienced multiple train cancellations due to the Southern Rail strikes. Southern rail workers have been striking because southern wants to bring in driver only operated trains, getting rid of a train conductor. Southern rail workers believe that it would be unsafe to get rid of the conductor, as the driver doesn't have a very good view of the platform all of the time. The strikes that Southern workers have been undertaking have caused many peoples trains to be cancelled because of understaffing. These cancellations have caused many people to miss their trains, be late for work and have caused extra unnecessary stress.

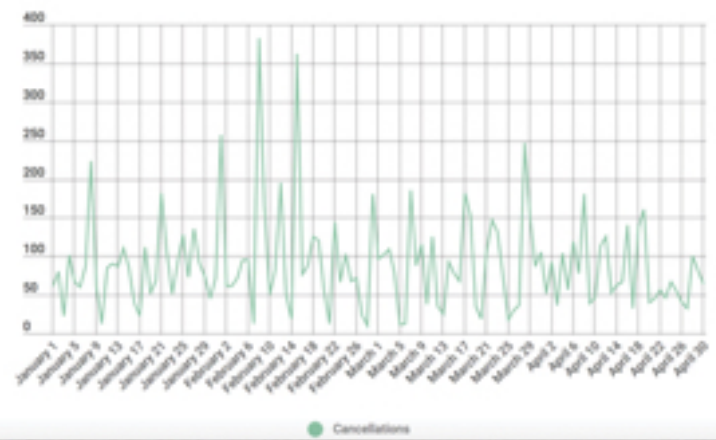
Southern Rail trains cancelled September - December 2016



Organisation responsible for cancellations

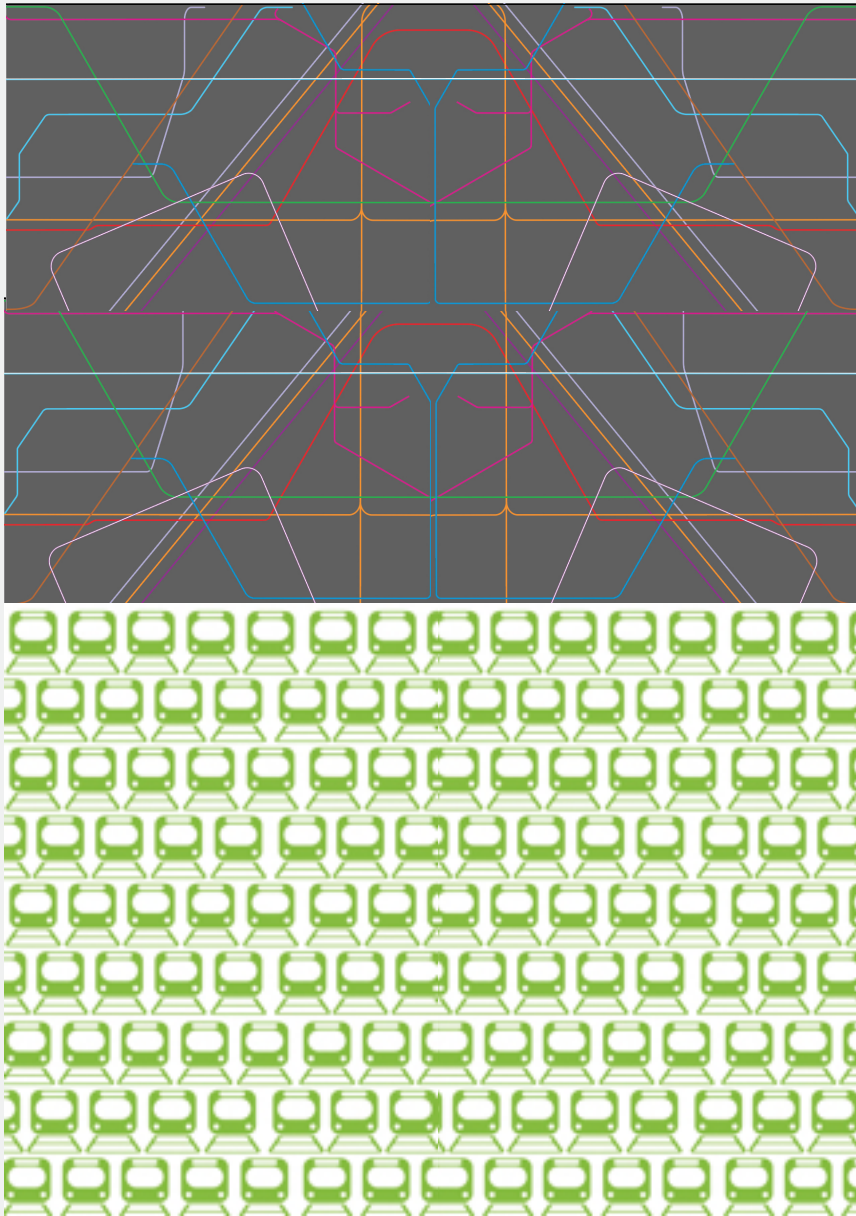


Southern Rail trains cancelled January - April 2016



When making my southern rail commuters survival kit, I thought about how you would feel when your train gets cancelled and what people tend to do in cancelled train situations. People often tend to become angry and frustrated, I wanted to make something that people could use to expend this emotion. I decided to make a train shaped stress toy, that can be squeezed, squashed and thrown about, whilst you await your next train, and perhaps text your boss to tell them you'll be late to work.





For the Southern Rail commuters kit, I wanted it to be portable, so I decided to make a pouch that could be put in your day to day bag in case of emergency. I used the digital skills that I have gained over the process of this project to design these patterns. These patterns I then transferred onto fabric and made into a pouch.





SOUTHERN FAIL

KEEP CALM

I studied the graphics from the Southern Rail trains and adapted them for my project. The graphics are quite simple but very recognisable so I think my graphics for the Southern Rail Kit are pretty accurate and effective.



SOUTHERN FAIL



IF YOU FIND YOUR TRAIN HAS BEEN CANCELLED OR DELAYED DUE TO UNFORSEEN CIRCUMSTANCES THIS KIT MAY AID THE STRESS CAUSED.



CHECK TIMETABLE FOR NEXT TRAIN



USE THE STRESS TOY TO EXPEND ANY ANGER THE DELAY MAY CAUSE



IF NECESSARY A SWIG MAY HELP TO CALM THE SITUATION



The southern rail commuter kit, comprises of a train shaped stress toy, an acrylic bottle to store earl grey infused gin, an instruction teatowel and a fabric pouch to store the items in, and make it portable. As with the other kits, I think the graphics really carry the theme of the project. Changing Southern Rail to Southern Fail also adds the comedy that I wanted these kits have.



BREXIT SURVIVAL

★ ★ ★ ★ KIT ★ ★ ★ ★

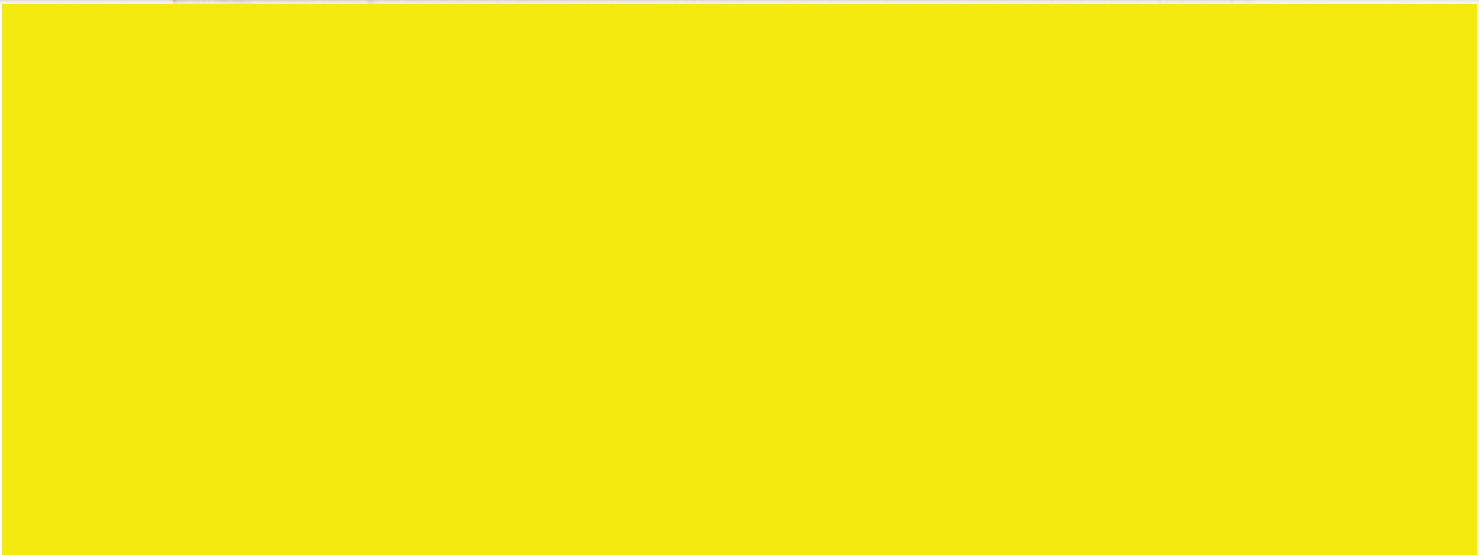
IN JUNE 2016, 51.9% OF BRITS VOTED TO LEAVE THE EU. FOR THE 48.1% OF BRITS WHO VOTED TO REMAIN, THIS RESULT WAS DISASTEROUS. THE THIRD KIT HAS BEEN MADE FOR REMAIN VOTERS TO HELP THEM SURVIVE THROUGH UN-WANTED BREXIT AND PERHAPS ESCAPE THE SITUATION. I THOUGHT OF MANY OF THE THINGS THAT PEOPLE MIGHT MISS OR NEED IF THEY WERE TO LEAVE THE UK AND EXCAPE BACK TO THE EUROPEAN UNION. I ALSO RESEARCHED THINGS IN THE UK THAT HAVE CHANGED BECAUSE OF US LEAVING THE EUROPEAN UNION.



SHRINKFLATION IS A PHENOMENON OFTEN USED WHEN A COMPANY DOESN'T WANT TO RAISE THE PRICES OF AN OBJECT DUE TO ECONOMIC CIRCUMSTANCES, SO INSTEAD OF PRICES GOING UP, THEY REDUCE THE QUANTITY OF ITEMS SOLD PER PACK. FOR EXAMPLE THE BREXIT TOBLERONE.



ANOTHER EXAMPLE OF SHRINKFLATION WAS MCVITIES REDUCING THE AMOUNT OF JAFFA CAKES IN A PACK BY 2, THE PACK GOING FROM 12 TO 10. THE FIRST ITEM I MADE IN MY BREXIT SURVIVAL KIT, IS A PACK OF JAFFA CAKES, WITH ONLY 2 BISCUITS IN, GIVING PEOPLE THEIR BISCUITS BACK.



FOR THE BREXIT SURVIVAL KIT, I HAVE MADE IT MORE OF AN ESCAPE KIT, FOR PEOPLE WHO DIDN'T WANT BREXIT TO HAPPEN AND WANT TO RUN AWAY FROM A COUNTRY THAT VOTED FOR BREXIT. I DECIDED TO MAKE ARMBANDS TO HELP PEOPLE SWIM TO MAINLAND EUROPE. THEY ARE PATTERNED TO MATCH THE EUROPEAN FLAG.

DURING THE LEAD UP TO THE VOTE, IN JUNE 2016, THERE WAS A LOT OF NEWS COVERAGE AND ONE OF THE KEY PHRASES THAT WAS SAID ON THE NEWS WAS 'BREXIT MEANS BREXIT'. THEN HILARIOUSLY ON THE NEWS, MANY NEWS READERS MISTAKENLY SAID 'BREXIT MEANS BREAKFAST', SO I DECIDED TO PLAY ON THIS SELECTION OF WORDS AND MAKE 'ENGLISH BREXIT TEA', AS OPOSED TO ENGLISH BREAKFAST TEA. TEA IS ALSO A QUINTESENTIALLY BRITISH THING, SO IT HAS A PLACE IN THIS KIT AS A REMINDER TO PEOPLE WHO ESCAPED THE UK AND THE VOTE TO LEAVE THE EU.

BREXIT SURVIVAL

★ ★ ★ ★ KIT ★ ★ ★ ★



HAVE A SNACK AND PREPARE YOURSELF FOR THE JOURNEY.



CHOOSE YOUR ROUTE AND GET SWIMMING. THE FLOATS MIGHT HELP IF YOU GET TIRED.



ONCE YOU HAVE ARRIVED AT YOUR DESTINATION, RELAX WITH A REFRESHING DRINK AND LOVELY REMINDER OF BLIGHTY.

THE BREXIT KIT IS THE MOST COMICAL OF THE KITS THAT I HAVE MADE BUT I THINK IT ALSO FOR ME IS ONE OF THE MOST PREVALENT. IT CONTAINS, TWO JAFFA CAKES TO REPLACE THE ONES THAT GOT TAKEN AWAY AFTER WE LEFT THE EU, ARM BANDS TO ESCAPE BRITAIN AND SWIM TO MAINLAND EUROPE AND 'ENGLAND BREXIT' TEA, A PUN ON THE BREXIT MEANS BREXIT MISTAKES ON THE NEWS, ALL THE ITEMS COME IN AN ARCYLIC BOX.





MATERIAL WISE – I SPECIALISED IN POLYMERS, BUT FOR THIS PROJECT I REALLY HAD TO REFINE CERTAIN PROCESSES I ALREADY KNEW, LIKE MOULD MAKING AND MAKING COMPOSITES. I ALSO HAD TO LEARN NEW PROCESSES TO CREATE ITEMS FOR MY KITS, FOR EXAMPLE MAKING THE ACRYLIC BOTTLE AND SEWING THE POUCH. I ALSO HAD TO WORK ON AND DEVELOP MY GRAPHICS SKILLS, AS THE VISUALS FOR THIS PROJECT ARE VERY IMPORTANT.



I REFINED THE MOULDING TEA WITH VEGAN BINDERS METHOD THAT I HAD CREATED, TO CREATE A MORE REFINED PRODUCT. I LEARNT THAT WITH THE SOFT EXPANDING FOAM, IT IS POSSIBLE TO MOULD IT AND SHAPE IT, TO MAKE SQUEEZABLE SHAPES, THESE ARE PERFECT FOR STRESS TOYS. I ALSO DISCOVERED HOW IMPORTANT MY GRAPHICS ARE AND HOW PIVOTAL THEY CAN BE IN THE WAY YOU PERCEIVE A PIECE.



I PLANNED FOR MY WORK TO BE A GIMMICKY GIFT IDEA, BUT AS THE PROJECT PROGRESSED IT HAS A PERTINENT POLITICAL SPIN. SO IT IS STILL A RETAIL ITEM BUT PERHAPS FOR A MORE NICHE MARKET. I THINK EACH BOX HAS A SELLABLE QUALITY.