The use of visual language to provide positive moments of engagement

Judith Bower, Dementia Adviser from Alzheimer’s Society Central Lancashire and Jane Souyave, Senior Lecturer and MA Graphic Design course leader at the University of Central Lancashire joined forces and combined their expertise to identify unique ways of using visual images to develop a beneficial activity for people with dementia.

LUCKY NUMBERS

This book was aimed at a more masculine target audience. Each double page spread communicated one area of gambling through imagery with relevant graphic design techniques that encouraged touch and interaction. These various techniques and processes provided different experiences and the opportunity to exercise various actions in exploring the folds, pop-ups, cut outs, pull outs, turning, enveloping etc. The variety of interactive qualities to explore served as a relaxing activity to evoke positive feelings.

A TOUCH OF SUMMER

This book was designed to stimulate the sense of touch through visually communicating in a simple manner. The large images and small amount of text enabled easy reading and understanding whilst providing an opportunity for some quality time through engagement with the pages. The theme of summertime was chosen to uplift the users mood as it is reminiscent of happiness, carefree days and the pleasures that go with summer. Each page had a relevant printing process or technique that invited a reaction through the appeal of touch. The result was to stimulate senses leaving individuals with a lingering sense of summer and positive feelings.

Further work focussing on the qualities of touch and interaction in books was generated as a result of the above project. The two books below were presented to the Lady Elsie Finney resource and activity library for public use within Alzheimer’s Society in Preston.

ON GOING & FUTURE STUDIES

These findings went on to identify other potential projects for research within the area of sensory stimulation. At present The School of Art, Design & Performance has established a new team to develop further research. A ‘Sensory Store’ is being created to gather information on the interaction of various objects and ‘things’ that appeal to the senses.

Interactive experiences involving community activities within Alzheimer’s Society cafes and friendship group meetings.