

USING ART AND DESIGN TO ADDRESS SEXUAL REPRODUCTIVE HEALTH AND RIGHTS (SRHR) ISSUES AT THE UNIVERSITY OF JOHANNESBURG: A PRACTITIONER'S REFLECTION

Fhatuwani Joseph Ligege



UNIVERSITY
OF
JOHANNESBURG

BACKGROUND

- The University of Johannesburg (UJ), Faculty of Arts, Design and Architecture (FADA) has been involved in the Curriculum-led HIV project titled: Making a Difference for the past several years (2010-2017).
- This project formed part of the HIV and AIDS Curriculum Strategy, as adopted by the HESA/ HEAIDS Policy Framework on HIV and AIDS for Higher Education in South Africa (2008) and has since gained recognition as one of the National flagships in HIV Curriculum-led initiatives.
- The project received overwhelming positivity and commitment from all involved, both students and academics. To date, the project continues to educate and empower students on issues related to the sexual reproductive health and rights (SRHR) discourse.



BACKGROUND

The aims and expectations of the program has been to:

- “Enhance critical thinking capabilities amongst student, anticipated that they respond critically to the HIV/AIDS pandemic;
- Inculcate awareness on HIV/AIDS and active citizenship skills amongst the FADA students;
- Develop discipline-specific HIV/AIDS, human rights and gender advocacy campaign models which encompass it`s public implementation and activism”.



BACKGROUND

- Several departments from FADA have been involved in the project.



DEPARTMENT	CREATIVE OUTCOMES
Visual Art	Screen print posters on HIV/AIDS awareness. Photo voice, Paper Prayers, Mural Painting. TVET and Wits collaboration
Graphic Design	Advertising. Digital poster design
Multimedia Design	Video and performance presentations.
Fashion Design	Garments that reflect: Women empowerment & the window period
Jewellery Design and Manufacture	Self-adornment based on IOHA themes + drugs and substance abuse on HIV/AIDS. Gender & sexuality related to HIV/AIDS
Industrial Design	Life-skills development for homeless minors. Community engagement
Interior Design	Exhibition stand design for HIV/AIDS awareness and testing.



TEACHING AND LEARNING APPROACH

- Practice-led approach: Art
- Project-based learning: Design
- Application of skills and techniques
- Meaning and Knowledge derived through making/design of artefacts
- Revision, reflection, evaluation
- End-user engagement, critical thinking, problem-solving
- Site-visits, environmental, social and political awareness
- Creative meaning-makers and knowledge producers

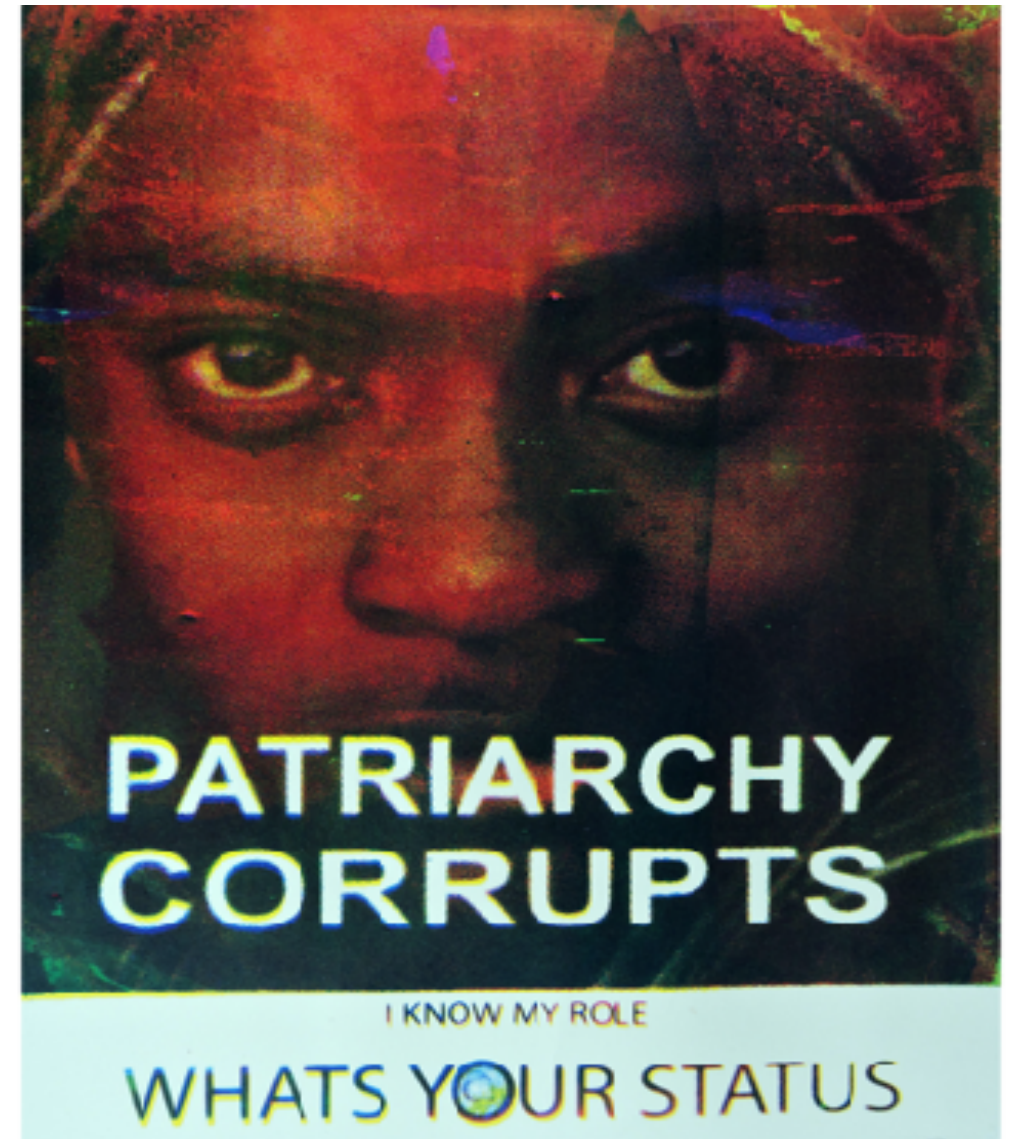


TEACHING AND LEARNING APPROACH (Educational frameworks)

- Action Research in Education
- Participatory Action Research: (Freire, Musil)
- Design Thinking: design with rather than for end users
- Service Learning and Critical Reflection model
- Discipline-Based Art Education
- Community Engagement
- Art and Design Methods

Visual methods:

Drawing, Painting, Photography, Paper Prayers, Collage, Montage, Photovoice, Multimedia, Product, Fashion and Space design.



WORKSHOPS

- As part of the program, students attended SRHR training workshops, with various themes covered.
- Workshops gave students the opportunity to reflect upon the contemporary issues, further allowing individuals to interpret and produce artwork products.

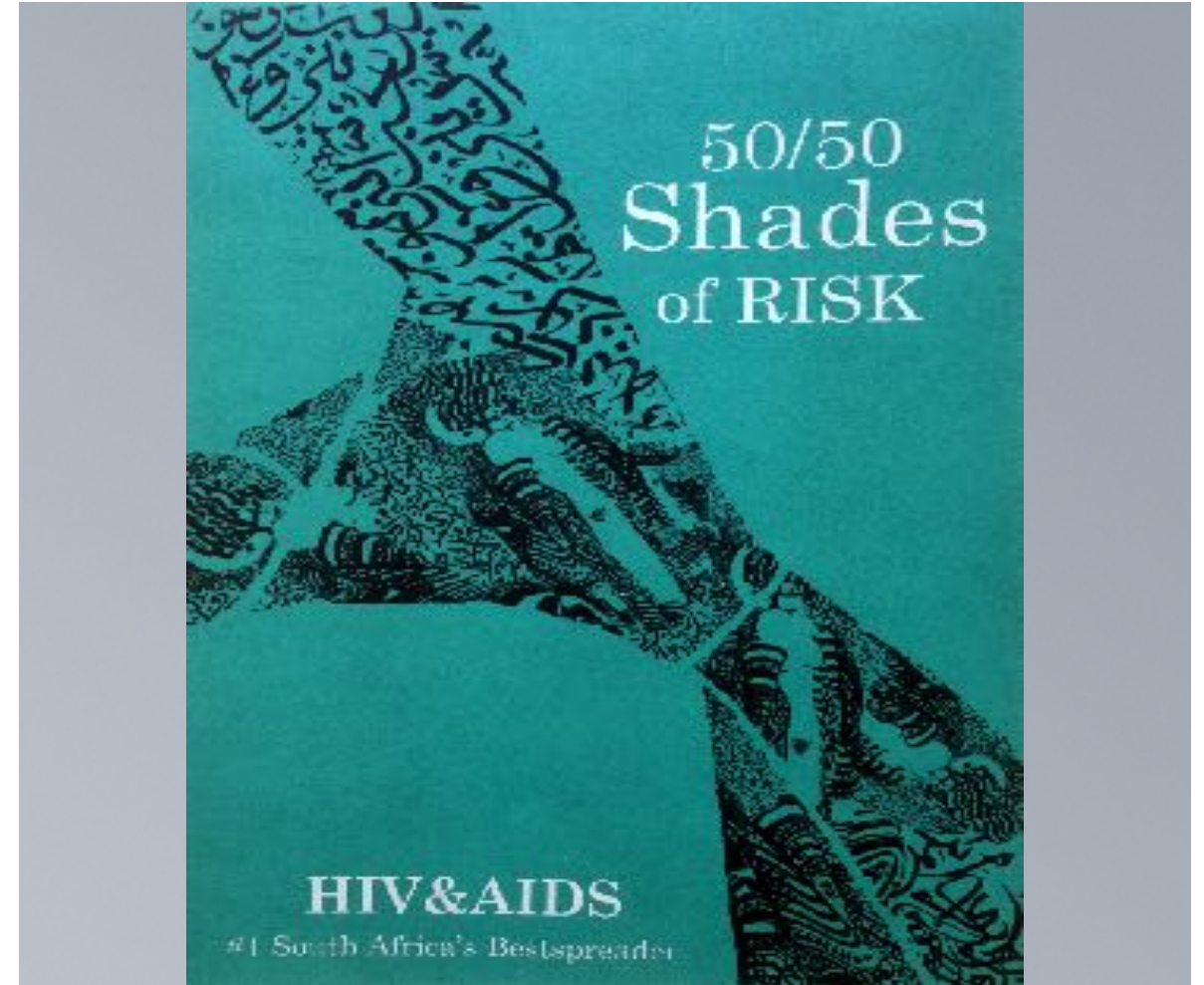
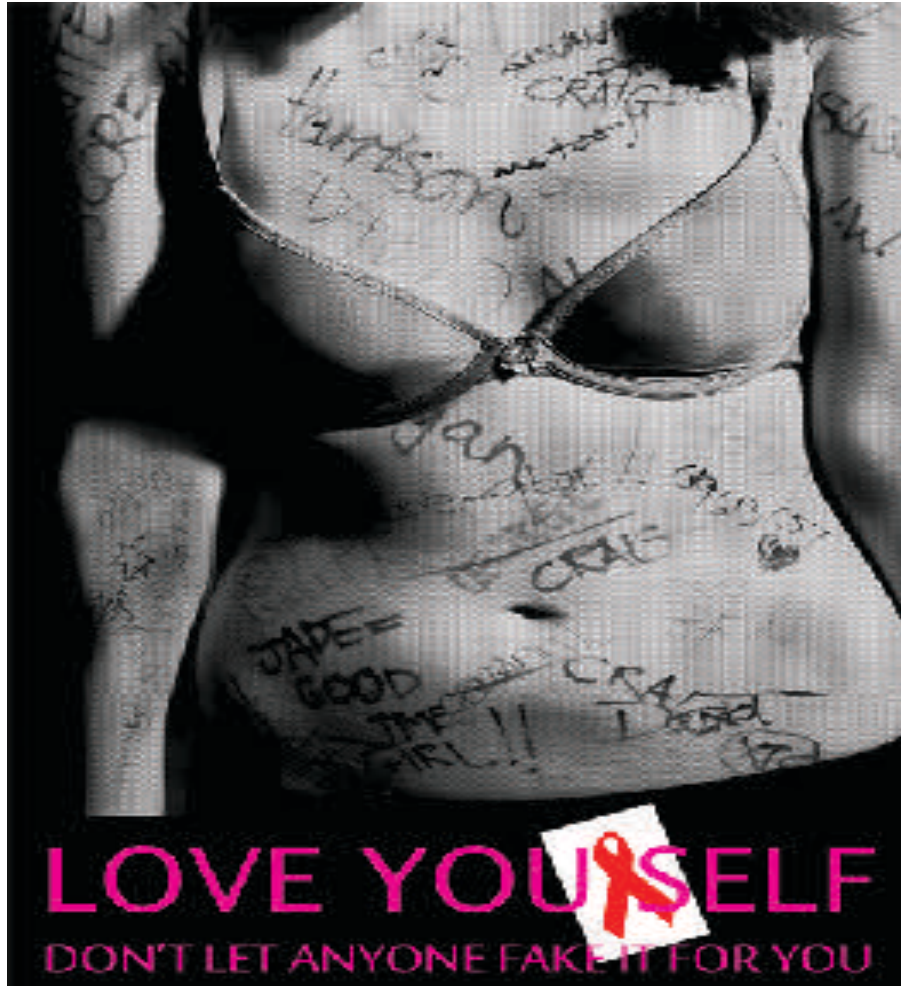
e.g. IOHA themes



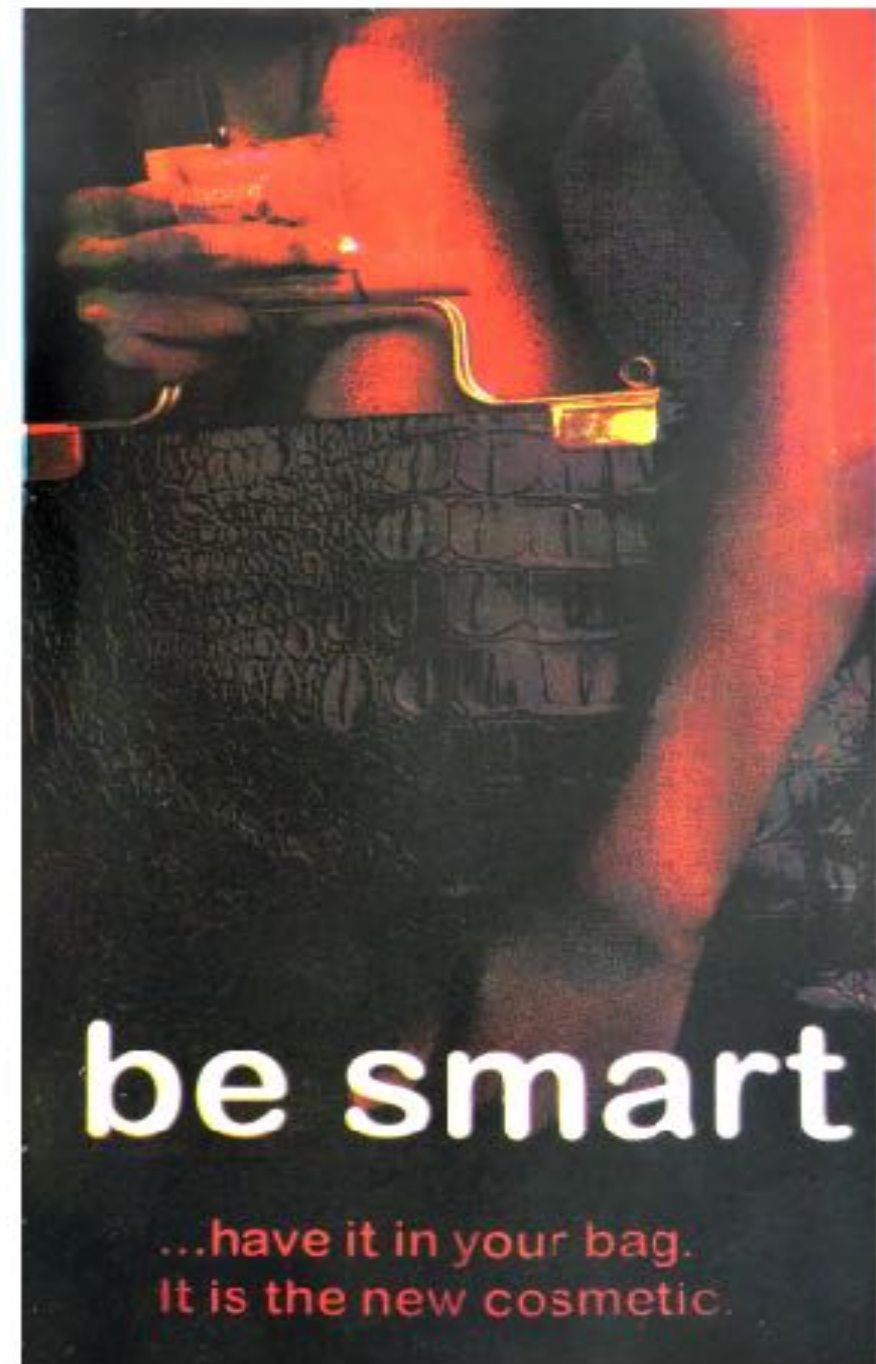
CREATIVE OUTCOMES



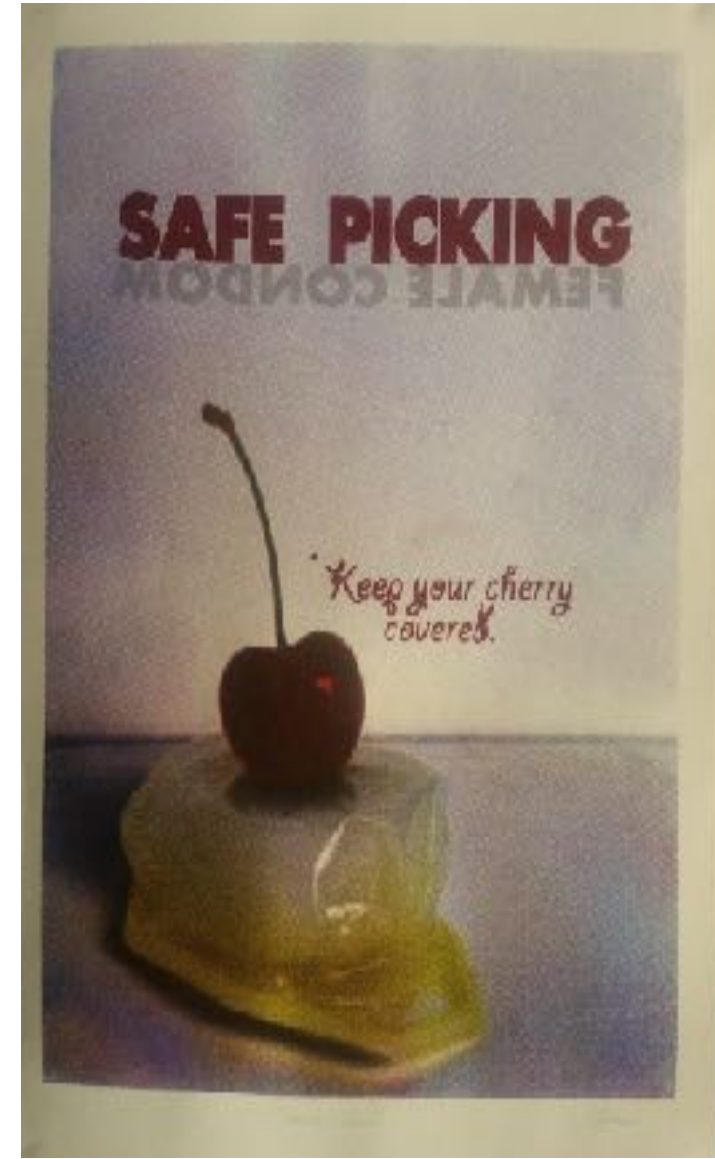
CREATIVE OUTCOMES



CREATIVE OUTCOMES



CREATIVE OUTCOMES



USE BY IOHA

- Various products are adopted by IOHA for various projects and campaigns
- Use posters to stimulate conversation during workshops and on social media
- Used to guide communicate and create relevant marketing strategies



SUSTAINABILITY



- Institutional support needed
- Close collaboration between FADA and IOHA
- Lecturers and Education Officers liaise regarding workshop focus, outcome and evaluation
- Genuine stake holder involvement



CONCLUSION

- To create relevant SRHR projects, students need to be involved in creating marketing and communication strategies. Which means that various faculties and departments can lead such projects.
- There is a need for various students support offices to invest in developing marketing strategies and keep update to youth culture trends.
- This include utilizing internal resources and forming partnership with various academic departments.
- Be innovative, push beyond the boundaries and bring the change.



ACKNOWLEDGEMENT



