



Creative Brief

## **“VIOLENCE AGAINST WOMEN” – NO EXCUSE**

Design concept and execution: TAM-TAM INŠTITUT

Partner: Društvo S.O.S. telefon (society)

Medium: TAM-TAM city posters

Deadline: 02. 11. 2018

Project: Plaktivat 11 – **»NO EXCUSE«**

### **Background:**

The current communicative action addresses the issue of violence against women. This is one of the most widespread and hidden forms of human rights' violations. It is grounded in unequal social relations between the genders, stems from the unfair distribution of personal and social authority between the genders, and arises from cultural environments and education systems. Violent behaviour is most often taught and passed from generation to generation. While women suffer different forms of violence, this communicative action focuses on partner violence.

Every one in two women falls victim to psychological violence and every one in four women to physical violence. The violence occurs behind closed doors; furthermore, women often hide the existence of violence in the family. The main reasons for this are fear, shame, feelings of guilt, economic dependency, and the assigning of great value to the image of “the perfect family”. Often, they simply have nowhere to go, or fail to see or recognise the option to do so. Most often the turning point is reached, when a woman realizes her struggle to preserve her relationship with the instigator of violence works to her own detriment and/or the detriment of her children. At this point she seeks out help outside the relationship, demanding a right to her own life, and finally ends the relationship. This is often her only chance to lead a regular life without future violence and to stop the pattern of violent behaviour from being passed to the children.

The most widespread form of violence against women is psychological violence. It starts with possessive and controlling behaviour and manipulation, followed by insults, yelling, and threats.

Psychological violence often evolves into physical violence, which typically gradually increases. Some of the actions, which fall under the heading of physical violence are: slapping, beating, kicking, boxing, thrusting, hair pulling etc.

Violence is a method of exercising control over another; by use of physical, psychological, sexual, and economic violence, the perpetrator demonstrates their dominance.

Women often believe that the violence against them is their fault; however, the cause of the violence never lies with the victim, the responsibility lies always and exclusively with the perpetrator of the violence. Violent behaviour is a matter of the perpetrator's choice; it can therefore not be excused by any behaviour on the part of the victim.

The competent institution for this responsible communicative action is Društvo SOS telefon, a non-governmental organisation, which has been operating since 1989. It is its mission to help victims escaping violence on their way (particularly women and children). They also educate, raise awareness, and draw attention to the unacceptability of violence.



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### **WHY WE ADVERTISE?**

To reduce the number of victims of partner violence, who often see no way out for themselves.

To draw the general public's attention to the unacceptability of any form of violence against women.

### **WHOM ARE WE ADDRESSING?**

Women of all ages living either married, in civil partnerships, or relationships, who are:

- victims of partner violence,
- potential victims of partner violence (generating awareness as to zero-tolerance for partner violence).

### **THE CREATIVE CHALLENGE**

Encourage women to take faster and firmer action in cases of partner violence and offer them assistance in doing so. At the same time, generate awareness that there is zero-tolerance for partner violence.

### **INSIGHT**

The first blow is never the last. Yet, women still often look for excuses for their partner's violent behaviour, believe their promises, simply feel ashamed, or cannot gather the strength to take the crucial step.

### **OBLIGATORY GUIDELINES:**

**Your creative solution must contain the SOS helpline number: 080 11 55.**

In designing your creative solution, adhere to the set format and take into account the context of TAM-TAM city posters. Be particularly mindful that urban posters are incorporated in the public space of the streets, and design your poster to be noticeable, legible, and communicative in the context of the multitude of visual stimuli encountered in the street. Consider what follows from the fact that urban posters are usually initially noticed from a distance of a few metres and only later seen from up close – how much text can they tolerate, how can they attract attention, etc.

Further relevant information useful in ensuring high-quality design is available at:

<https://designshack.net/articles/inspiration/10-tips-for-perfect-poster-design/>.

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