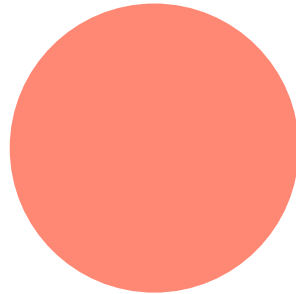


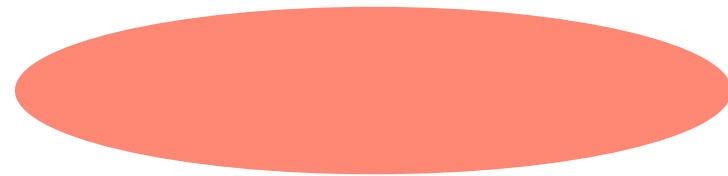
one at a time

morgan fiebig



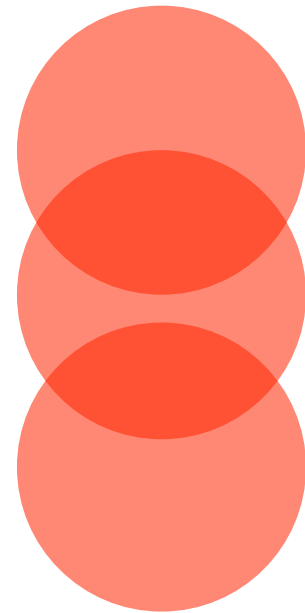
problem:

harmful social convention
of female genital mutilation



three million.

one of the most
persistent,
pervasive,
and
silently endured
human rights violations

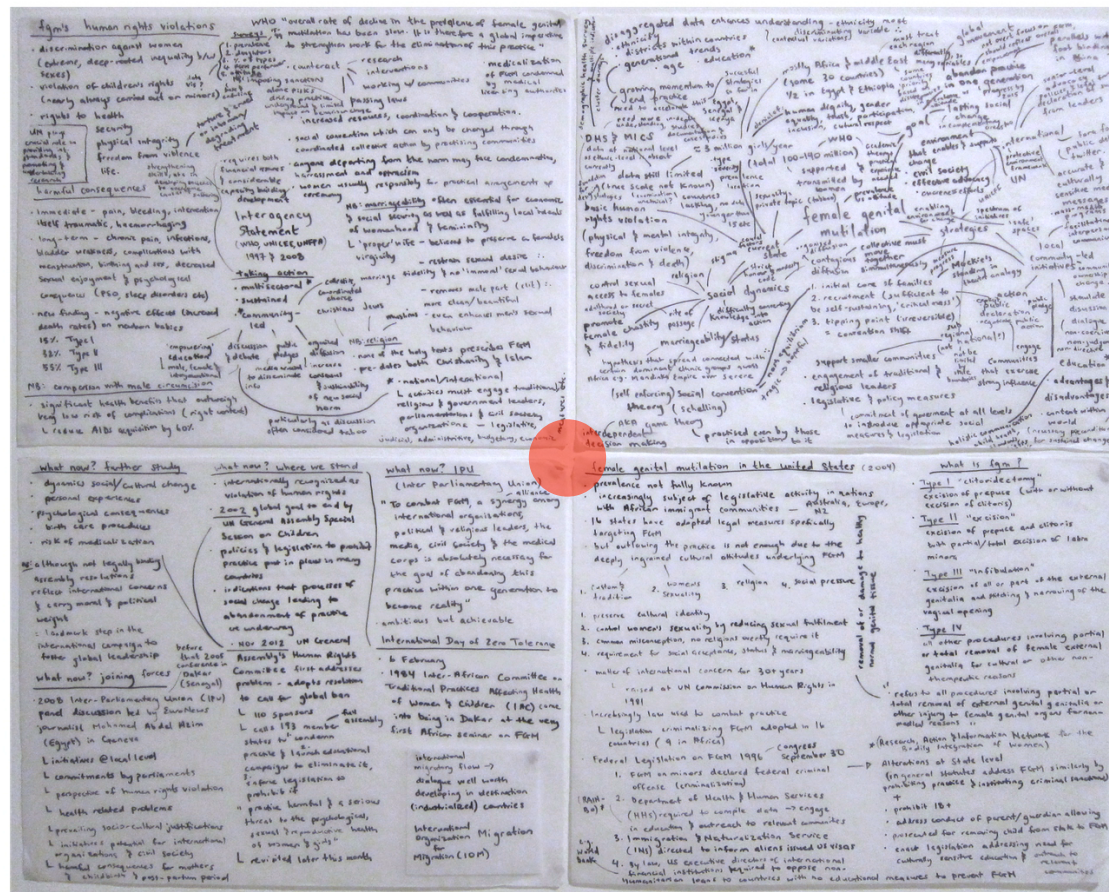


silently endured.

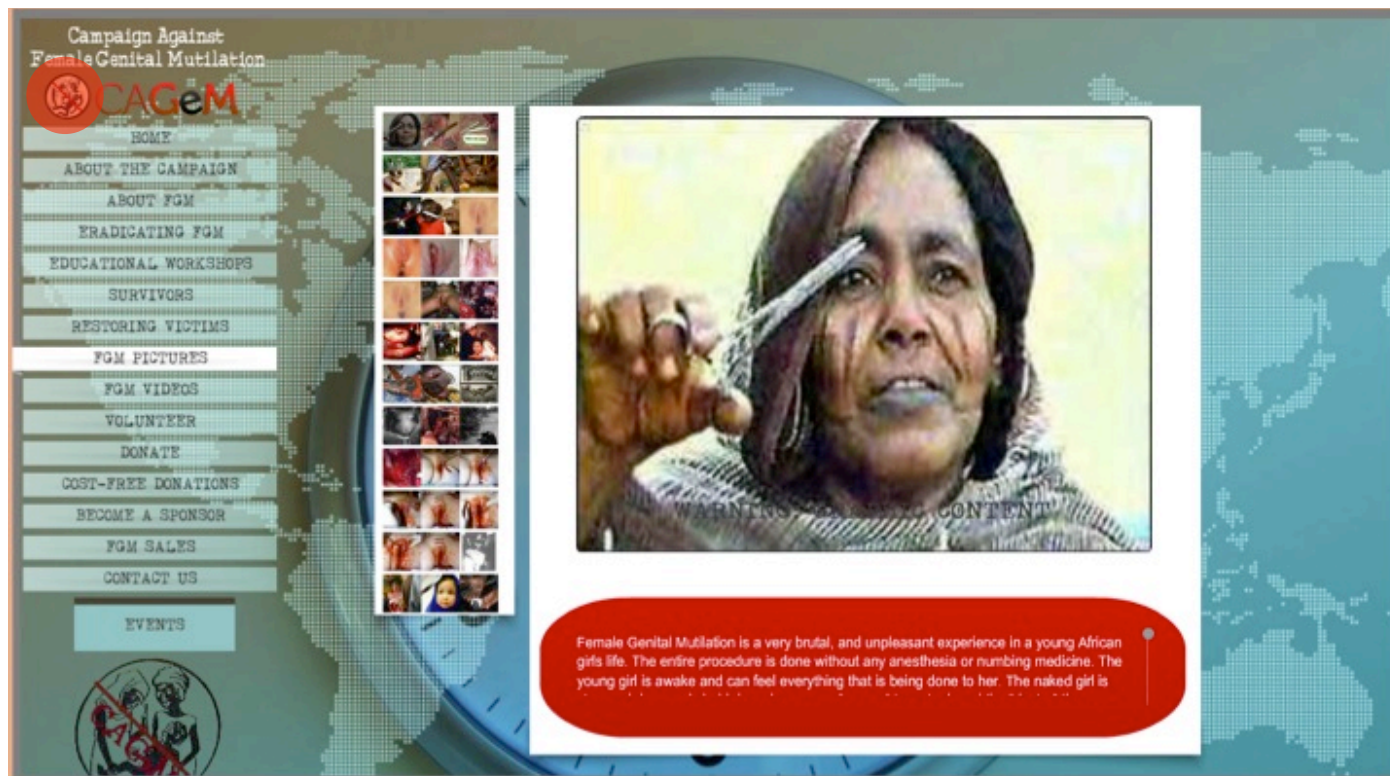


break the silence
through interactive design

research:



campaigns:



interviews:



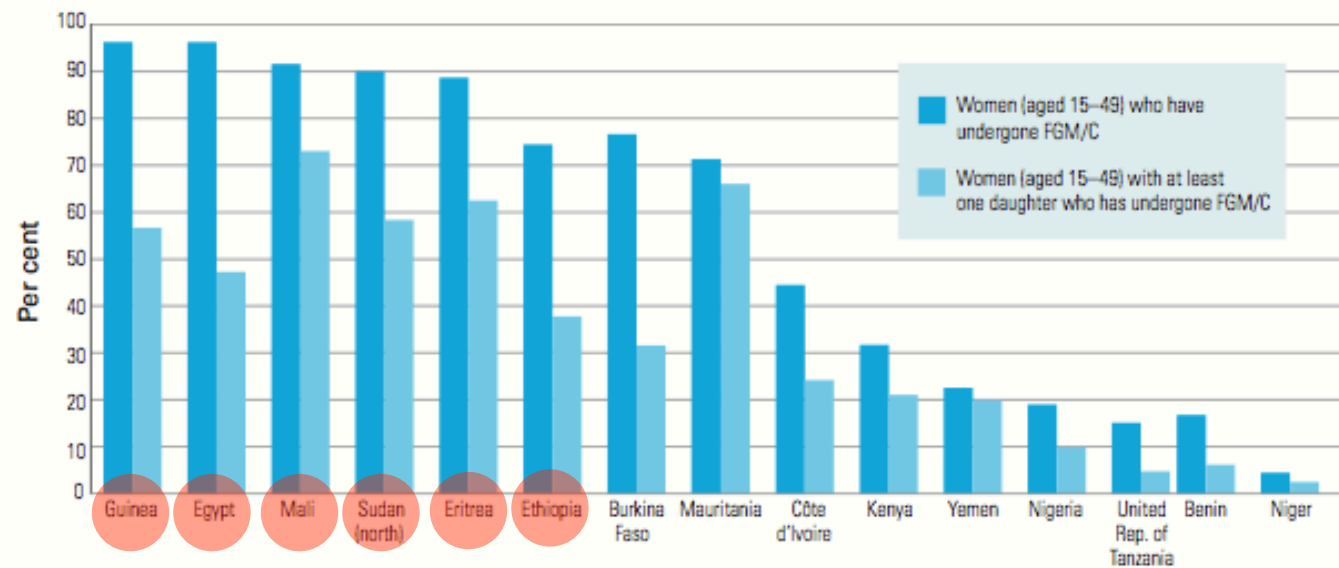
~ Morgan Fiebig Dec 17 2012 Design for Social Change Parsons the New School for Design New York ~

focus:

“it seems counter-intuitive, but in our experience, if there is a dominant emotion involved in fgc, it is **love** – because not cutting your daughter risks her entire future.”

data:

Table 2: FGM/C prevalence among women and daughters



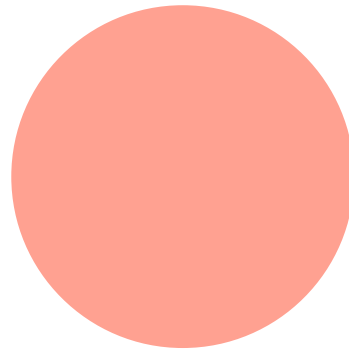
Note: Countries are listed from higher to lower levels of FGM/C.

Sources: MICS and DHS, 1997–2005.

strategy:

representation

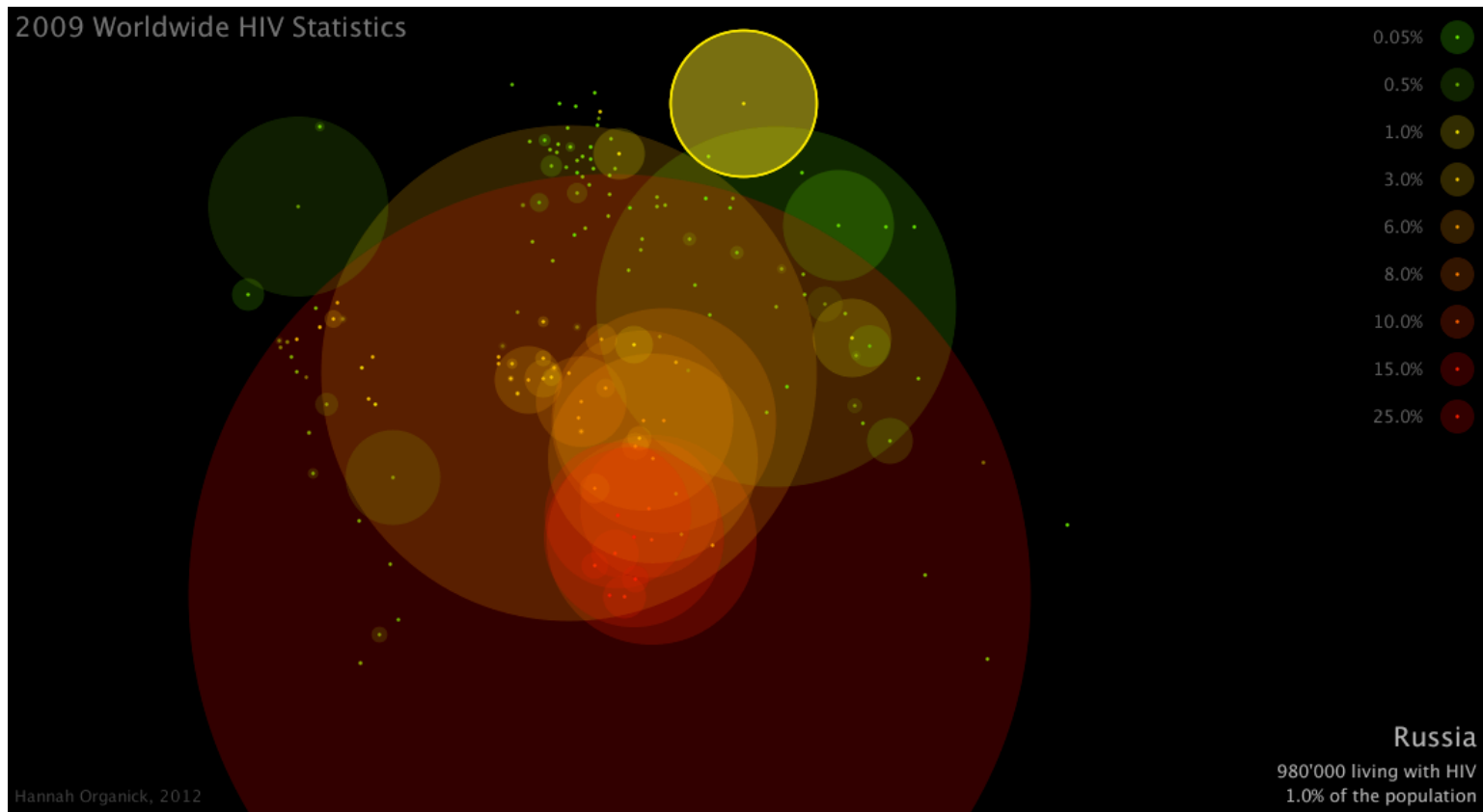
interaction



narrative

data
visualization

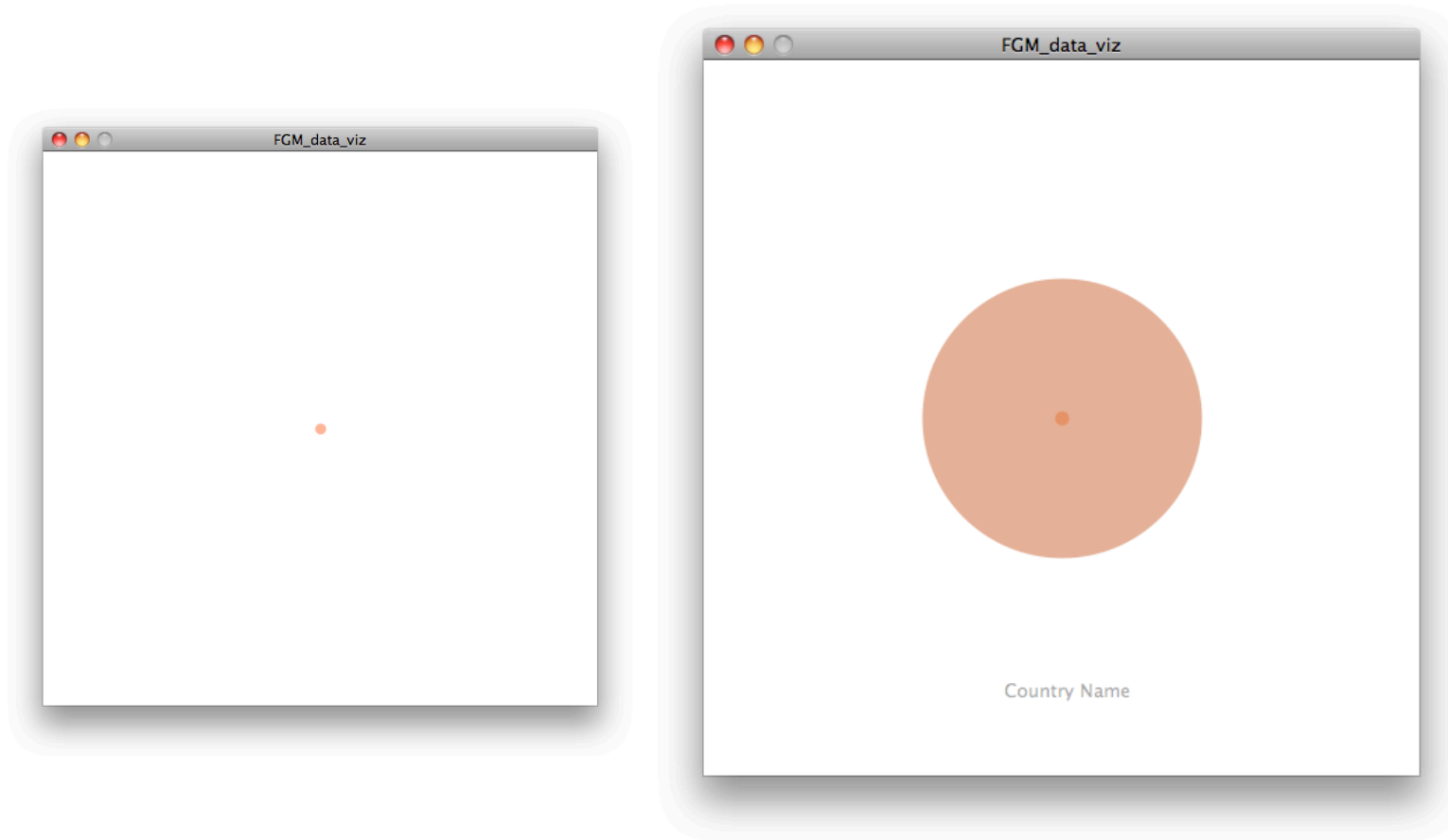
precedent:



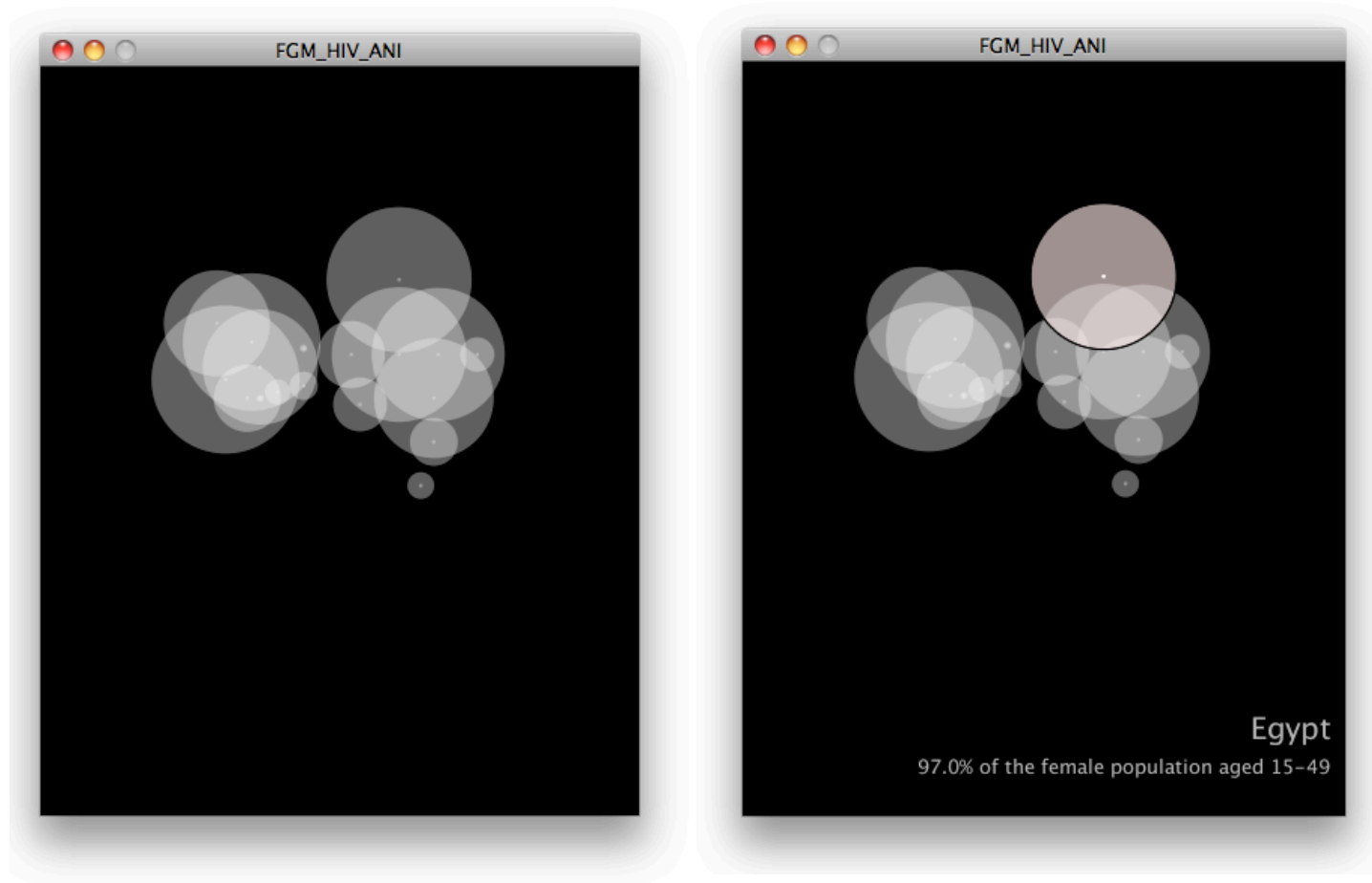
goals:

- deconstruct code
communicate with excel sheet
map africa with coordinates
- add animation
add intrigue
arrays, objects, motions, text

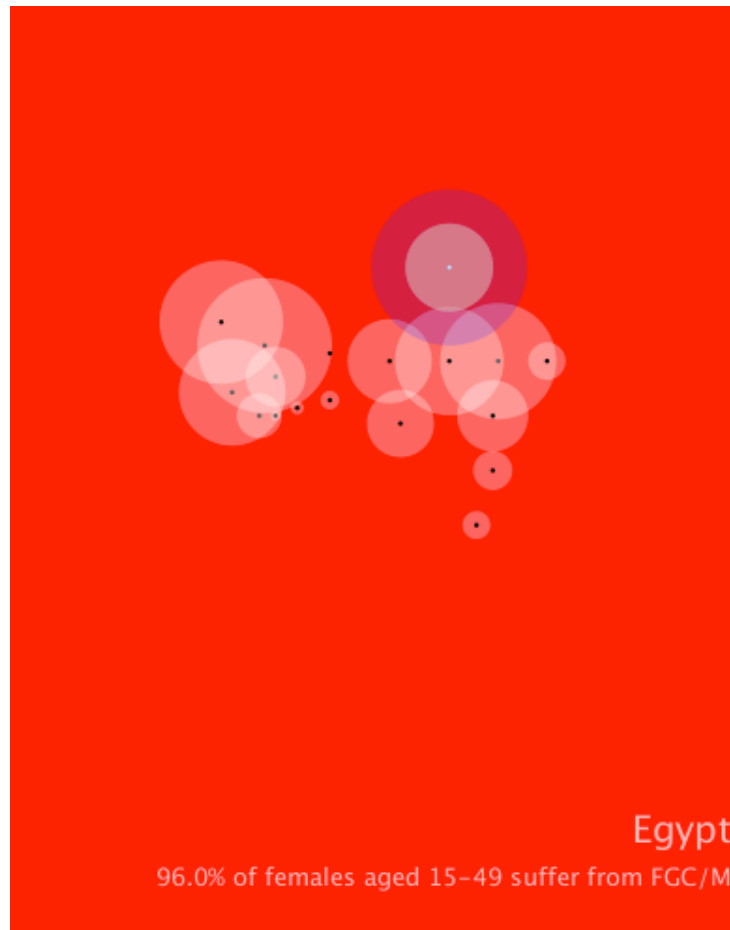
circle interaction:



mapping:



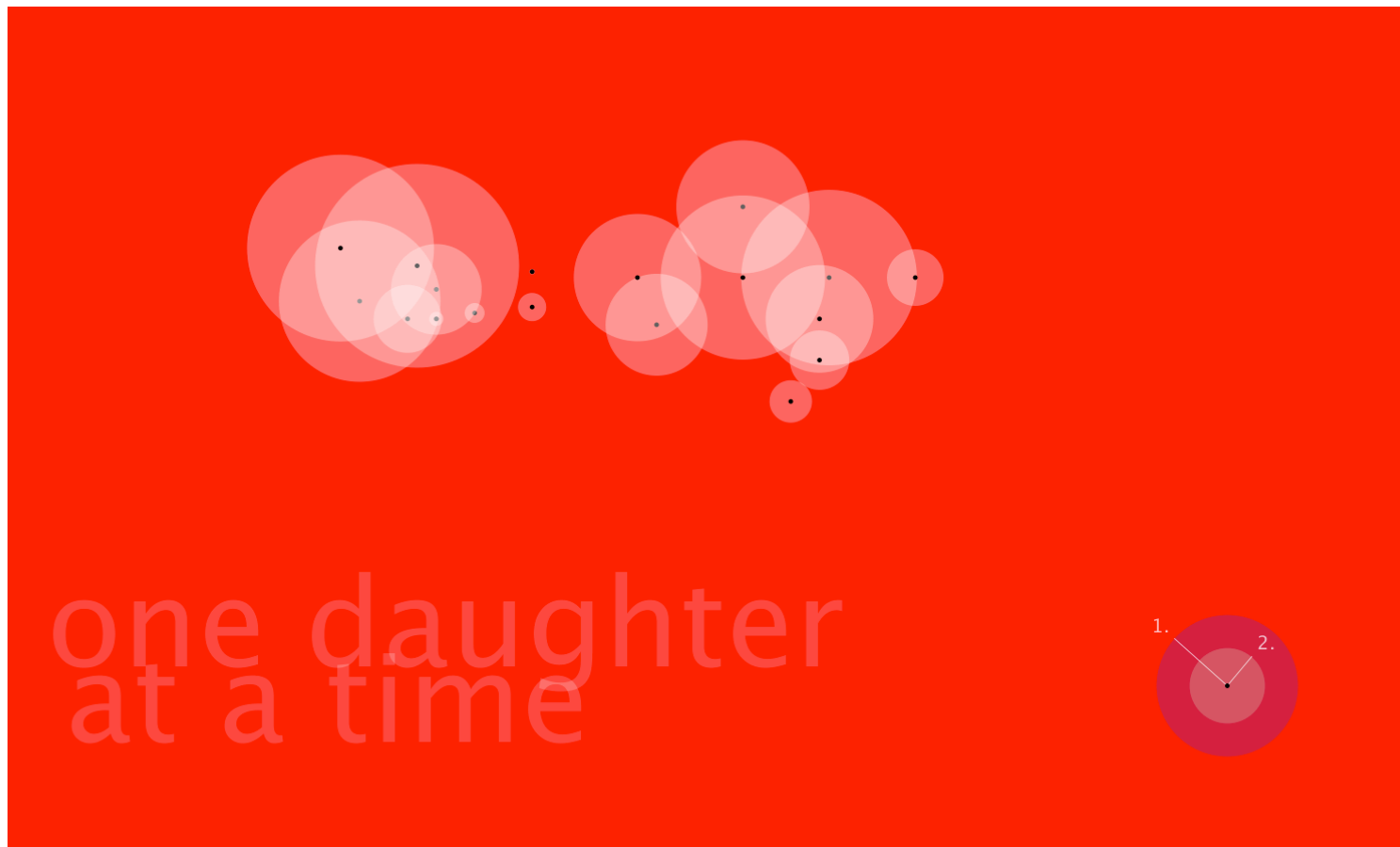
colour, animation:



africa silhouette:



final design:



thank
you

morgan fiebig