

Project 3

Course Code and Name : MSJ11213 Principles of Public Relations

Project Name : Impact of argument between parents on children

Project Type: Poster

Project Date: Spring 2021

Project Introduction:

For the project under coursework for Principles of Public Relations, my teammates and I collaboratively ideated and created a high impact poster on the “Impact of argument between parents on children”. The idea behind it was to create a striking image to give people pause and reflect upon the impact that their open arguments could have on their children and how best to curtail such actions for the betterment of their children.

Project Justification:

Interparental conflict is a very strong predictor for a variety of issues observed in children such as anxiety, aggression, poor school engagement, sleeping & eating disorders etc. Many parents underestimate the spillover effects that their altercations can have on their children’s mind. They don’t realize that children observe and notice a lot more than what they assume. As such, this was a low cost high impact effort in raising awareness about this issue and would be deployed in easily visible places where parents visit in order to maximize reach and impact.

Project produced in this course:

IMPACT

of argument
between

Parents

on children



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Self-Reflection:

Designing this poster taught me how to approach sensitive family dynamics with care and dignity whilst translating the message into clear, compassionate visuals and words that are easy to understand and resonates with the targeted demographics. I learnt how to hold back on the text, be less judgemental and let the visuals do the talking. If I were to revisit the project, I would like to produce multilingual reports such that the posters can have greater reach.