

OCD IS NOT AN ADJECTIVE

Process Book

PROJECT BRIEF

OVERVIEW

Roughly 1 out of every 100 adults in the U.S. has Obsessive Compulsive Disorder. While this may seem like a lot of people, even more of these individuals have never been diagnosed or sought out treatment because their symptoms don't align with the 'clean and organized' stereotype that is portrayed in the media. This stereotype has also caused society to become dismissive of OCD as a disorder because they have been taught that people with this disorder are 'just overly neat', which simply isn't the case.

I'm creating this project to bring awareness to the real definition of OCD, encourage those experiencing symptoms to seek professional help, and providing resources for those with the disorder or people who would simply like to learn more.

CONCEPT

For this project I will be designing deliverables that help inform people about the true nature of OCD to try and combat misinformation about the disorder. This concept would be a more serious by focusing on statistics and clinical information. I am, however, still going to include helpful resources and symptom management tips for those who have the disorder as well. I intend for this project to be a crash course in OCD that will touch on helpful information for people with OCD as well as those who have only heard about it in passing.

GOAL

- To educate people about what OCD is as a disorder and to encourage them not to use it as an adjective.
- To encourage people with OCD symptoms to seek professional help.
- To give people with OCD access to more resources so they don't feel as isolated and misunderstood.

TARGET AUDIENCE

- People who don't know what OCD actually is and have a tendency to use it as a buzzword or synonym for neat.
- Loved ones of people with OCD who are confused about the disorder/would like to find ways to support their loved one.
- People who may be struggling with OCD symptoms but haven't seen a psychiatrist because their version of OCD doesn't match the 'organized and clean' stereotype portrayed in the media.
- People who have been recently diagnosed with OCD and are unsure of where to go or what to do next.

DELIVERABLES

- A booklet featuring people with OCD talking about their experience with the disorder.
- A website with OCD resources, general information, and tips for those who have the disorder.
- A series of posters encouraging the retirement of OCD being used as an adjective.

RESEARCH

[HTTPS://IOCDF.ORG/](https://iocdf.org/)

- Obsessions are thoughts, images, or impulses that occur over and over again and feel outside of the person's control. Individuals with OCD do not want to have these thoughts and find them disturbing. In most cases, people with OCD realize that these thoughts are illogical.

- Obsessions are typically accompanied by intense and uncomfortable feelings such as fear, disgust, uncertainty and doubt, or a feeling that things have to be done in a way that is "just right." In the context of OCD, obsessions are time consuming and get in the way of important activities the person values.

- Compulsions are repetitive behaviors or thoughts that a person uses with the intention of neutralizing, counteracting, or making their obsessions go away. People with OCD realize this is only a temporary solution, but without a better way to cope, they rely on compulsions nonetheless.

- The feelings associated with a behavior also indicate whether it is compulsive. If you are just a stickler for details or like to have things neatly arranged, you might consider these things to be "compulsive" behaviors, but that doesn't necessarily mean they are symptoms of OCD. In these cases, "compulsive" refers to a personality trait or something about yourself that you actually prefer or like. In most cases, individuals with OCD feel driven to engage in compulsive behavior and would rather not have to do these time-consuming and

often torturous acts. Rather than being a source of pleasure, people with OCD perform compulsions because they believe these rituals are necessary to prevent negative consequences and/or to escape or reduce anxiety or the presence of obsessions.

- About 1 in 100 adults – or between 2 to 3 million adults in the United States – currently have OCD

- Research suggests that OCD involves problems in communication between the front part of the brain and deeper structures of the brain. These brain structures use a neurotransmitter (basically, a chemical messenger) called serotonin.

- Research shows that OCD does run in families, and that genes likely play a role in the development of the disorder. Genes appear to be only partly responsible for causing the disorder, experts still don't know what other factors may be involved.

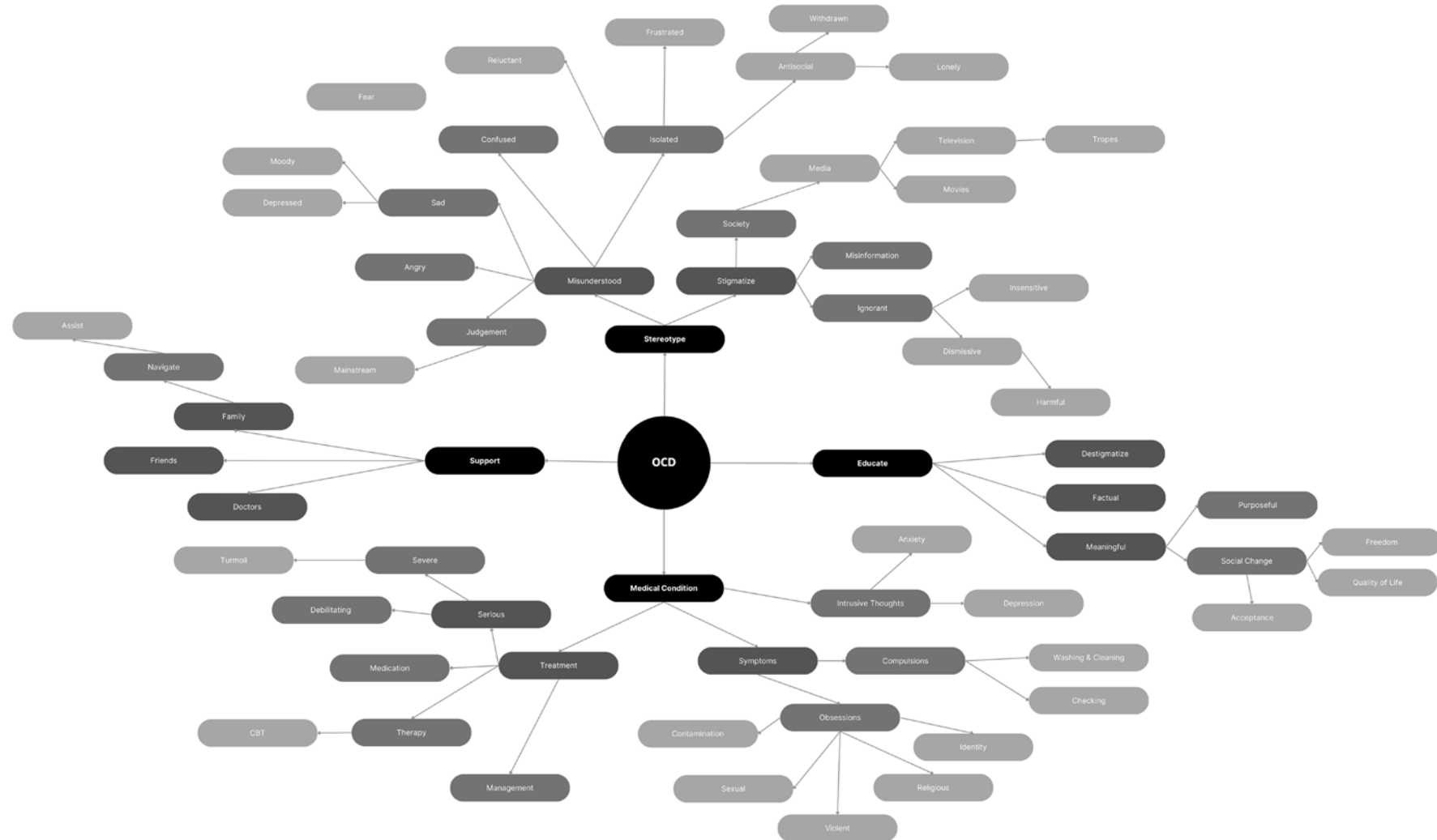
- The most effective treatments for OCD are Cognitive Behavior Therapy (CBT) and/or medication. More specifically, the most effective treatments are a type of CBT called Exposure and Response Prevention (ERP), which has the strongest evidence supporting its use in the treatment of OCD, and/or a class of medications called serotonin reuptake inhibitors, or SRIs.

- Most people have obsessive thoughts and/or compulsive behaviors at some point in their lives, but that does not mean that we all have "some OCD." In order for a diagnosis of OCD to be made, this cycle of obsessions and compulsions must be so extreme that it consumes a lot of time (more than an hour every day), causes intense distress, or gets in the way of important activities that the person values.

- OCD is not a personality quirk or a character trait – it is a very real mental health condition that affects about 2 to 3 million adults, and half a million youth, in the US alone. While many people can have obsessive or compulsive traits, OCD stands for obsessive compulsive disorder, and people who are diagnosed with OCD cannot simply "turn it off." Research has shown that their brains are wired differently than the brains of people without OCD, and as such OCD strongly influences their thoughts and actions.

- Triggers related to cleanliness and symptoms related to washing make up only a small part of the range of OCD triggers and symptoms. People with OCD can have obsessions related to a wide variety of things, including losing control, hurting others, unwanted sexual thoughts, and many more. Similarly, the anxiety caused by these obsessions can be lessened by different compulsions, such as "checking" (e.g., re-checking door locks, repeatedly making sure the oven is off), "repeating" (e.g., doing the same action or ritual over and over to be sure it was done "correctly"), and "counting" (e.g., doing things in certain numbers, counting items to certain numbers).

MIND MAP



VISION BOARD

OCD IS NOT AN ADJECTIVE

More than 2 million adults in the U.S. have obsessive compulsive disorder. Of these individuals, more than 60% don't have symptoms that align with the 'organized and germaphobic' stereotype that is portrayed in mainstream media. Despite there being six major types of OCD, contamination OCD is the type that actually manages to be referenced in pop culture. While many characters have been written to have OCD, comedic value is favored over education in most productions and the facts about this disorder get distorted for better entertainment. Unfortunately, this has created a stereotype that has caused many to become dismissive of OCD as a serious medical condition. They assume that all people with this disorder are 'just extremely tidy', which just isn't the case. OCD is Not an Adjective is a social awareness campaign created to help destigmatize obsessive compulsive disorder and debunk some of the harmful stereotypes about OCD that have become popular through movies and television.

GOAL

- To educate the general public about what OCD is as a disorder and to encourage them not to use it as an adjective.
- To simultaneously provide people diagnosed with OCD an accessible resource that is both informative and reassuring.

TARGET AUDIENCE

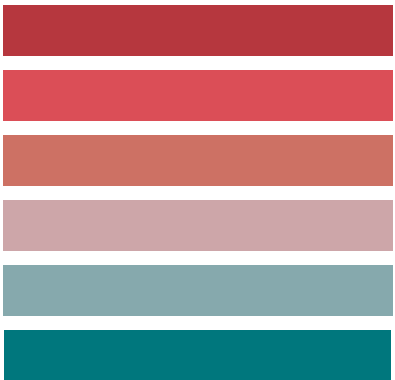
- Millennials, Gen X, Gen Z
- People who don't know much about OCD outside of fictional portrayals in film & tv
- Adults who commute to work via public transport/live in urban areas.

DELIVERABLES

- Informational booklet
- Poster Set
- Thought album

WORD LIST

- Meaningful
- Moody
- Connection
- Messy
- Informative



SOLEIL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KEPLER

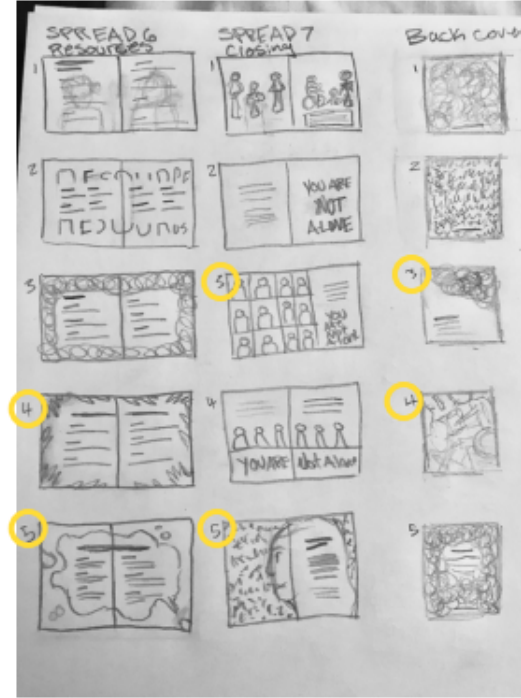
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INITIAL SKETCHES

 : FAVORITES

BOOKLET



POSTERS



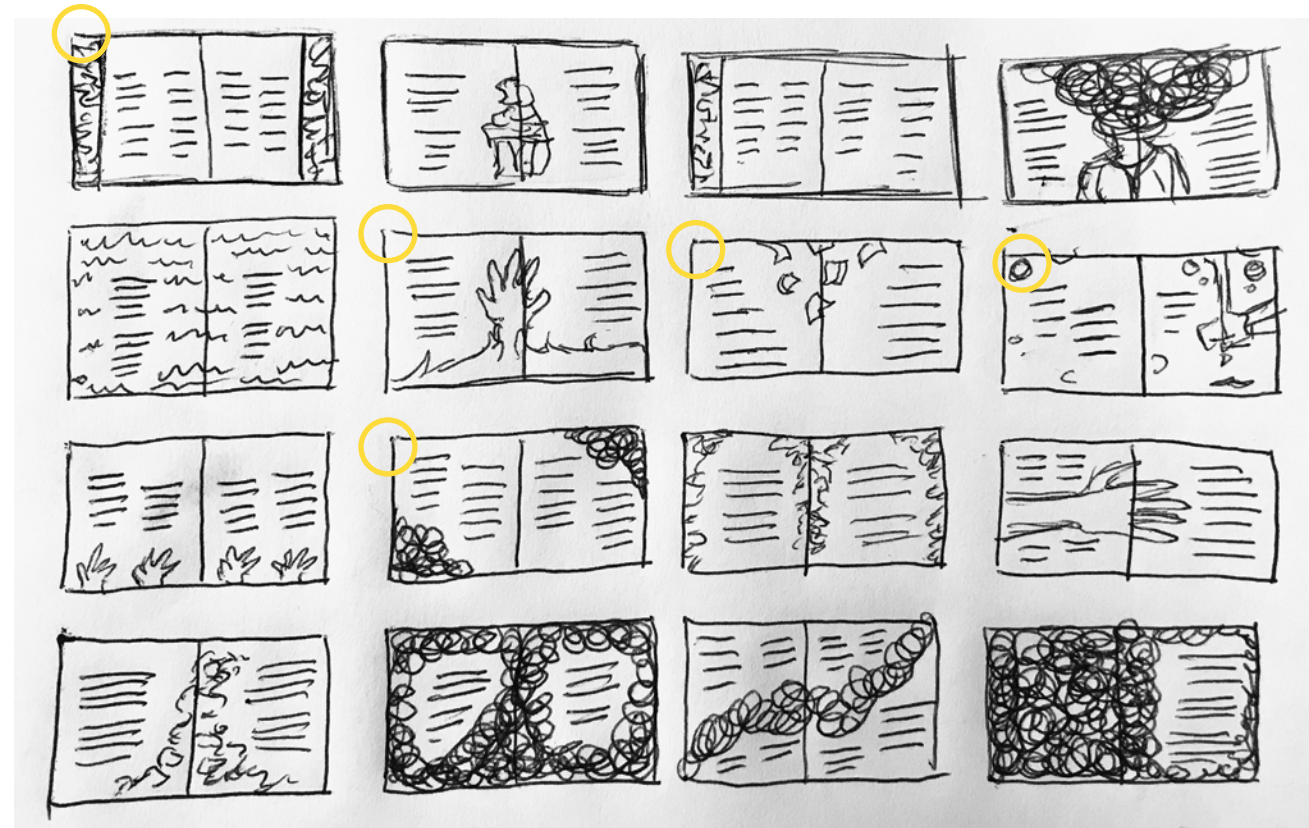
INITIAL SKETCHES

● : FAVORITES

THOUGHT ALBUM

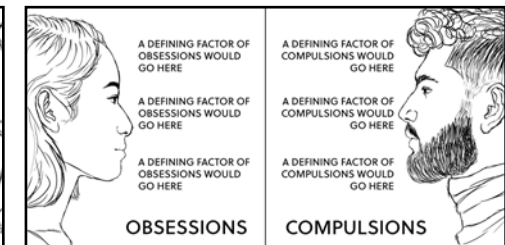
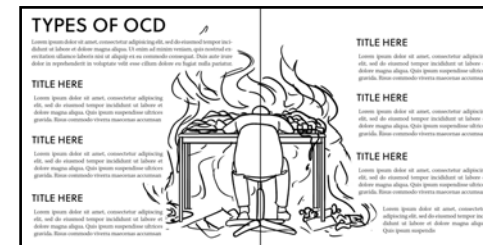
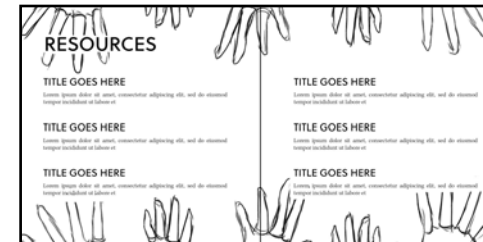
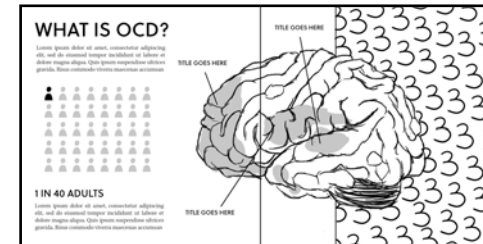
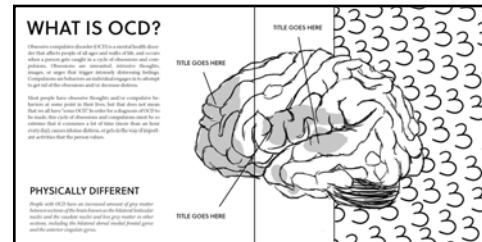
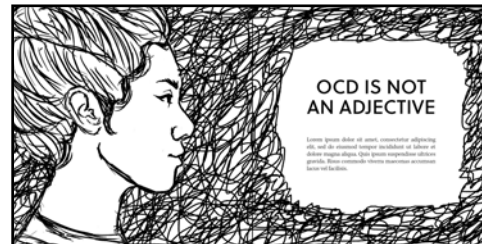
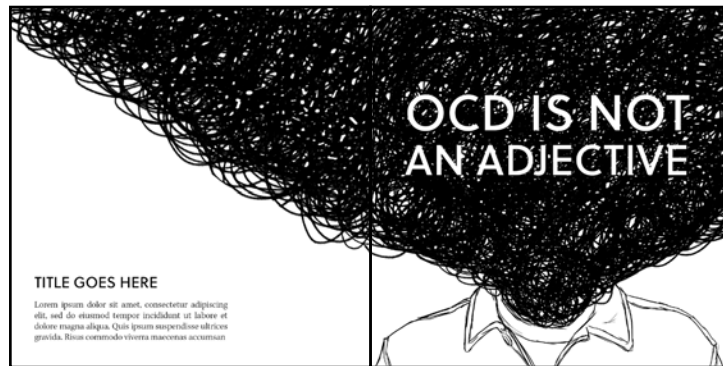
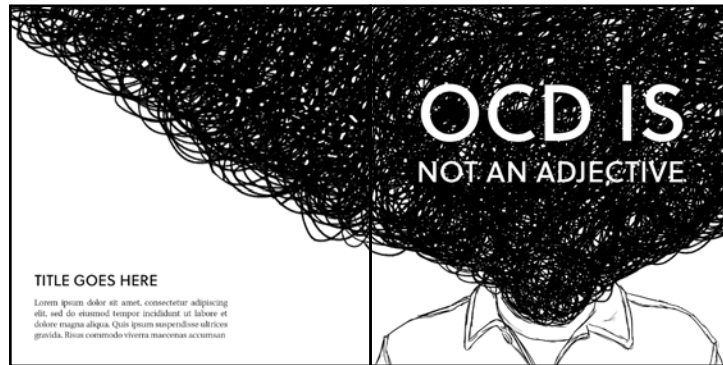


LYRIC BOOKLET



REFINED SKETCHES

BOOKLET

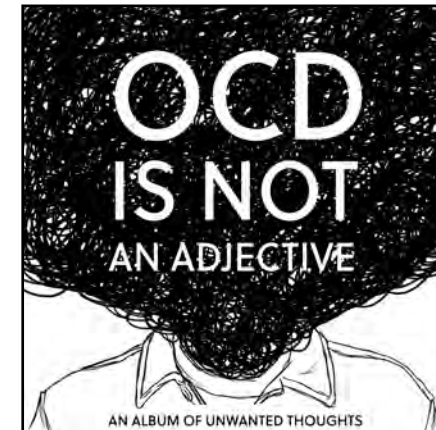
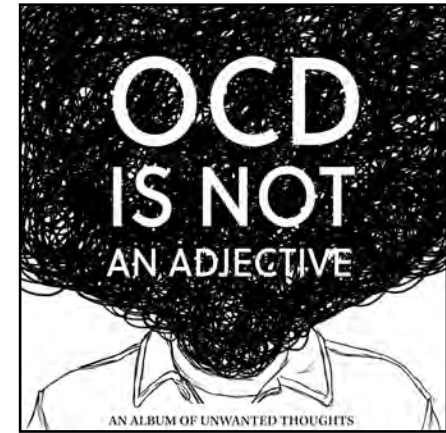
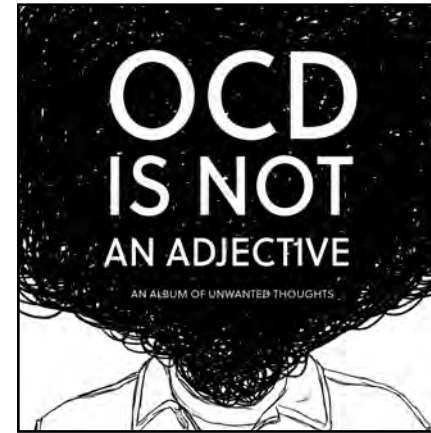


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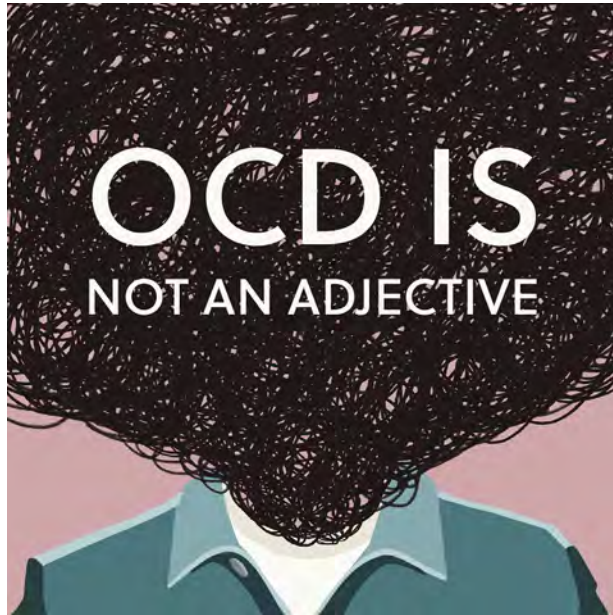
POSTERS



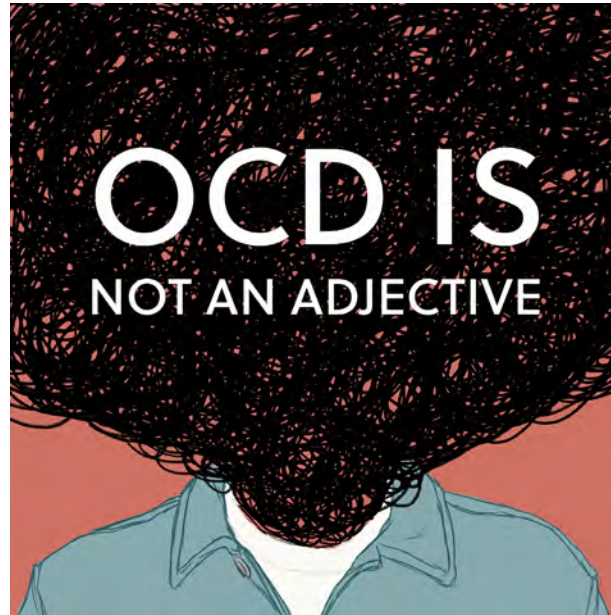
THOUGHT ALBUM



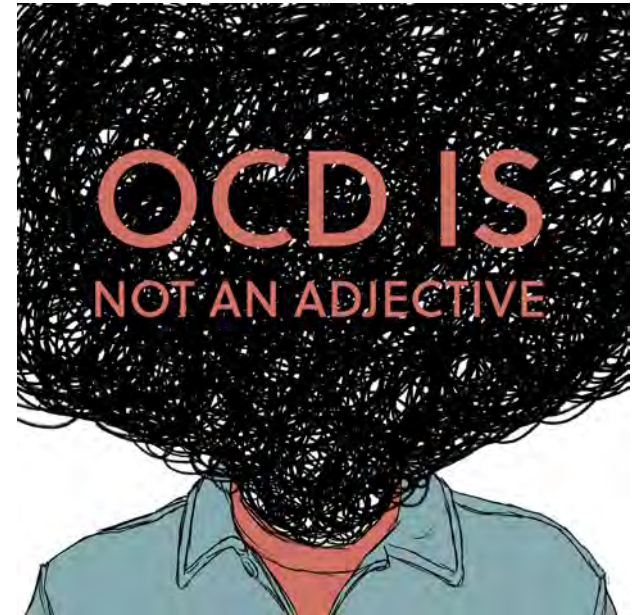
STYLISTIC EXPLORATION



NO OUTLINES



COLORED OUTLINES



BLACK OUTLINES

ROUGH DRAFTS

BOOKLET

