

# SCHIZOPHRENIA PROPOSAL

by Yaren Bilici

## **Project Definition**

An educative, interactive website about *schizophrenia* which addresses to people who does not have prior knowledge about, but interested in learning about this illness.

## **Goals & Objectives**

### **Goals**

- To provide a reliable Turkish resource for people who wish to get informed about Schizophrenia, yet does not have prior knowledge about it.
- To create awareness about this underrecognized illness
- To guide people who need to cope with their Schizophrenic relatives / friends.

### **Objectives**

- To convey the information as simply as possible in 7 main categories.
- To provide an enjoyable online experience to the user by means of illustrations and interactivity.

## **Criteria of Success**

The criteria of success will be measured with Google Analytics.

- Minimum 2 minutes spent on website
- Bounce rate: below %40
- Returning visitor: 20%
- New visitor: %60

## **Target Audience/user**

- *Anyone who wants to learn the basics of Schizophrenia which does not have prior knowledge about Schizophrenia*
- *People who aim to figure out how to cope with Schizophrenic patients*
- *Schizophrenic patients themselves*

## **Background Information**

Eventhough I did not choose to study/work in this field, I have been very interested in psychology/psychiatry for many years and I simply wanted to work on a design project that includes psychology.

There are many resources out there for people who are interested in this field, however, there is not one single source (especially in Turkish language) that covers the basics of the subject clearly and simply enough to educate a person who does not have prior knowledge but has interest in this subject. Even I, as a person who claims to be very interested in and wants to make a project about the subject, am not knowledgeable as I should be, for the sources available are very difficult to comprehend due to the nature of the subject (academic terms etc.) especially when they are in English.

By working on this project, I will be gaining the experience of conceptualizing and finalizing a project all by myself, learning web design, finding chance to expand my knowledge about a subject that I am deeply interested in and hopefully time management skills.

## Detailed Project Description

The interactive website aims to inform the audience about schizophrenia by providing the information as clearly as possible. The website will consist of seven main sections (*What, When, Why, How, Facts and Statistics, Schizophrenia Stories, Artwoks*) and sub-sections.

*What* section will cover the basic definition of Schizophrenia and its symptoms. Four types of schizophrenia (Unorganized, Paranoid, Catatonic, Residual) and diagnosis criteria of the illness will also be covered in this section.

*When* section will be answering the question “in what age Schizophrenia is more likely to start?”

Social, physical and genetic causes of the illness will be covered under *Why* section. “Is Schizophrenia genetic or more likely to be developed later in life due to certain events/traumas? What’s the physical difference between a normal and Schizophrenic brain?” are the questions to be answered in this section.

*How* section will be consisting of three sub-sections; diagnosis, treatment and coping. This section is especially important since it will guide and hearten people who have Schizophrenic relatives and/or friends by countering the myths about this illness. (For example: Schizophrenia being incurable or that Schizophrenia people cannot work etc.)

*Facts and Statistics* section will provide interesting information. (For example: the percentage of Asian patients who are cured etc.)

In order to provide a better understanding of this illness, *Schizophrenia Stories* section will provide first-hand accounts; stories told by patients and doctors.

Finally, there will be an *Artwork* section which will contain Schizophrenia themed artworks.

## WHAT

What is Scizophrenia?  
What are the symptoms?  
What are the types of Schizophrenia?  
What is the diagnostic criteria?

## WHEN

Age range

## WHY

Causes  
Social  
Psychical  
Genetic

## HOW

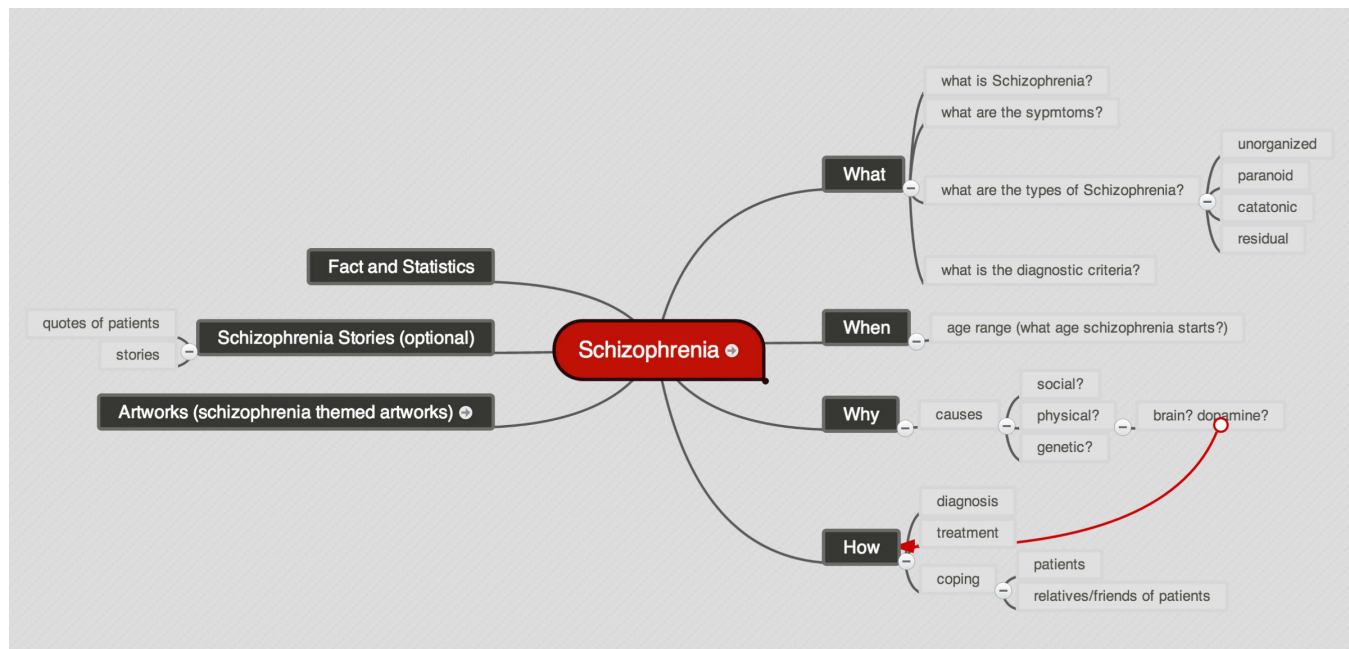
Diagnosis  
Treatment  
Coping

## FACT AND STATISTICS

## SCHIZOPHRENIA STORIES

## ARTWORKS

## SITE MAP



## Scope Of The Project

This website will only cover the *basics* of schizophrenia and related information that is essential to understand this basics. It will not contain detailed scientific information, academic documents, any kind of videos and difficult terminology...

## Required Know-how And Resources

- : Flash (and / or HTML 5)
- : Responsive design
- : Help of psychology department's people

## Difficulties & Risks

The most significant risk would be not being able to fully design the website as I wished, for I'll be learning to code and design a website from scratch.

## Phases Of The Project

- : Acquiring a reliable resource
- : Designing the interface
- : Drawing *illustrations*
- : Learning web design / related softwares  
*flash*  
*html 5 (if necessary)*
- : Getting a domain for the website
- : Testing and publishing the website

## **bibliography and references**

[http://www.brainline.org/multimedia/interactive\\_brain/the\\_human\\_brain.html](http://www.brainline.org/multimedia/interactive_brain/the_human_brain.html)

<http://www.opencolleges.edu.au/informed/learning-strategies/>

<http://www.kaahe.org/health/en/712-panic-disorder/interact.html>

[http://www.nobelprize.org/educational/medicine/\\$plit-brain/\\$plitbrainexp.html](http://www.nobelprize.org/educational/medicine/$plit-brain/$plitbrainexp.html)

<http://www.nobelprize.org/educational/medicine/bloodtyping-game/game/index.html>

<http://keltymentalhealth.ca/healthy-living/healthy-thinking/older>

<http://www.bbc.co.uk/science/humanbody/body/interactives/organs/brainmap/>

<http://ukcatalogue.oup.com/category/academic/pn/neuroscience.-do?sortBy=bookTitleAscend&nType=2>

<http://ocw.mit.edu/courses/#brain-and-cognitive-sciences>

<http://nhscience.lonestar.edu/biol/ap1int.htm>

## GANTT CHART

