

melanoma

color

melanoma | what is it?

Melanoma is a serious form of skin cancer that begins in cells known as melanocytes. While it is less common than basal cell carcinoma (BCC) and squamous cell carcinoma (SCC), melanoma is far more dangerous because of its ability to spread to other organs more rapidly if it not treated at an early stage.

how dangerous is melanoma?

Melanoma is usually curable when detected and treated early. Once melanoma has spread deeper into the skin or other parts of the body, it becomes more difficult to treat and can be deadly.

The estimated five-year survival rate for U.S. patients whose melanoma is detected early is about 98 percent. An estimated 7,230 people (4,740 men and 2,490 women) will die of melanoma in the U.S. in 2019.

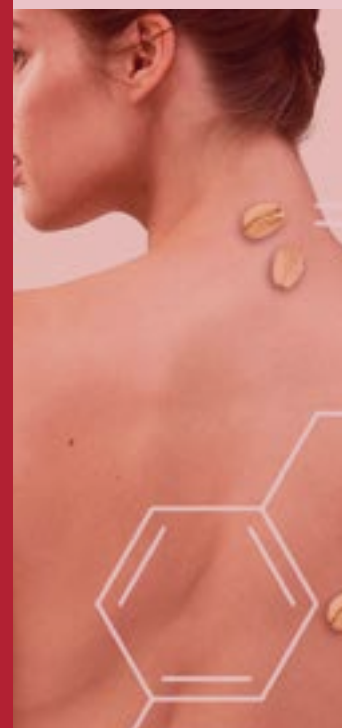
exposure

melanocytes | what are they?

Melanocytes are skin cells found in the upper layer of skin. They produce a pigment known as melanin, which gives skin its color. There are two types of melanin: eumelanin and pheomelanin. When skin is exposed to ultraviolet (UV) radiation from the sun or tanning beds, it causes skin damage that triggers the melanocytes to produce more melanin, but only the eumelanin pigment attempts to protect the skin by causing the skin to darken or tan. Melanoma occurs when DNA damage from burning or tanning due to UV radiation triggers changes (mutations) in the melanocytes, resulting in uncontrolled cellular growth.

-Myriad Pro

mood
board



personas

Annie Richter

Age:
20

Occupation:
Student

Location:
Boston,
Massachusetts

Personality:

introvert extrovert

thinking feeling

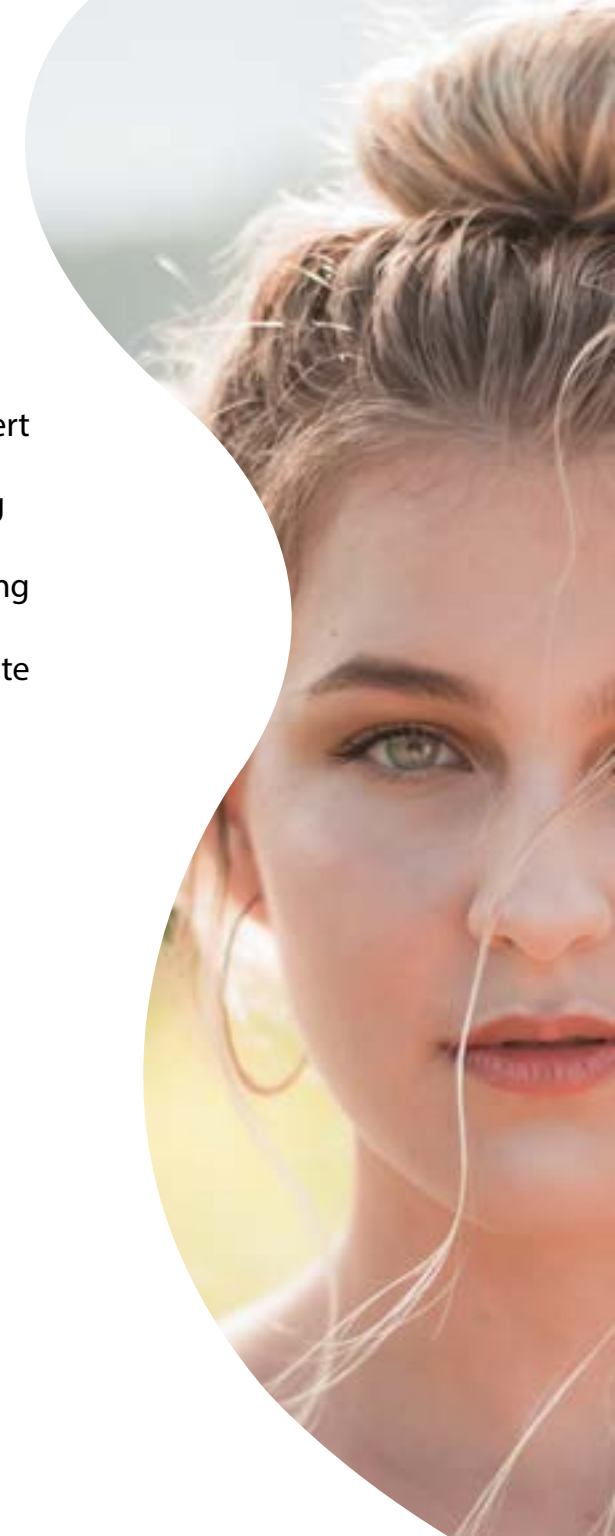
judging perceiving

passive passionate

Goals: Annie studies health sciences at school. Her aunt recently found out that she has Melanoma, and since then Annie has become very passionate about raising awareness about it. She wants to help keep people safe and healthy.

Dislikes: People who don't wear sunscreen.

Hobbies: Writing blog posts, spreading awareness, doing homework, hanging out with her friends, and photography.



Jane Bergman

Personality:

introvert extrovert

thinking feeling

judging perceiving

passive passionate

Goals: Melissa has recently found out that she has melanoma. She tends to overthink things and is a bit of a hypochondriac, so she's looking for a website to give her clear information to answer all her questions.

Dislikes: When she's researching and websites use big words and medical lingo.

Hobbies: Pinterest-ing, gardening, cooking and baking are all at the top of her favorites list. She also enjoys walking her dog and being with her family.

Age:
47

Occupation:
homemaker

Location:
Oregon, USA



Age:
43

Occupation:
Project manager

Location:
Texas,
USA



Goals: Thomas's teenage daughter recently has taken up a really bad habit of tanning, and doesn't really like to wear sunscreen when she goes outside. He knows that people in his family have had melanoma, so he wants to educate his daughter to keep her healthy and safe.

Dislikes: When his daughter doesn't listen to his advice.

Hobbies: Building things, golfing, and reading the newspaper. He also always looks forward to his morning coffee, and his after-work beer.

Personality:

introvert extrovert

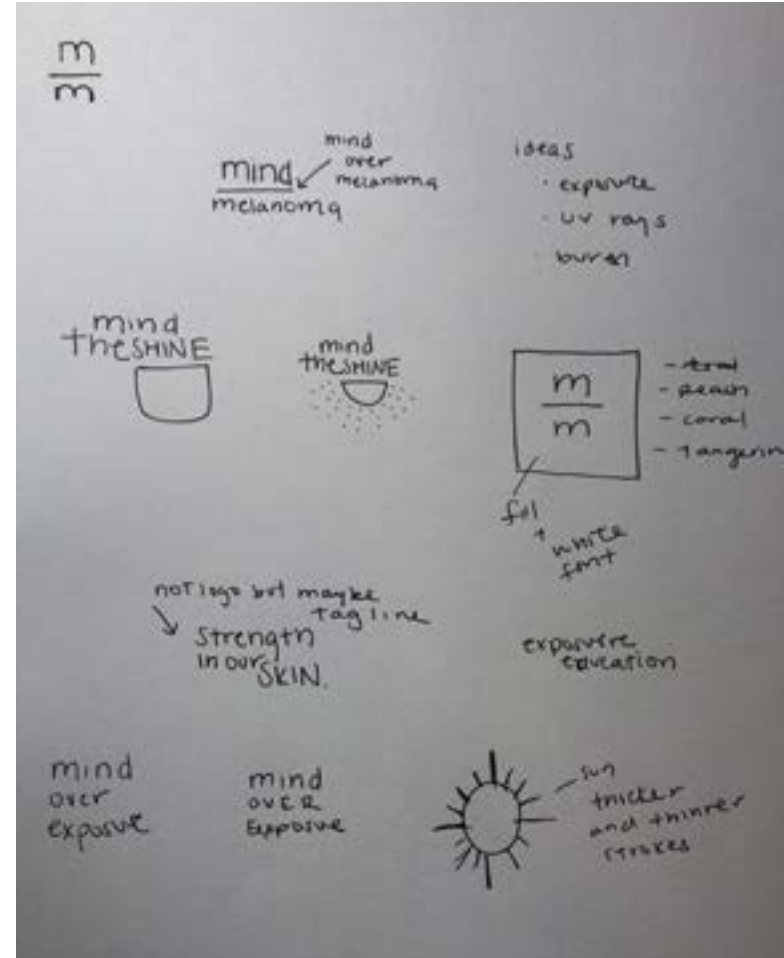
thinking feeling

judging perceiving

passive passionate

Thomas Gold

logo sketches



logos

mind
over
exposure

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exposure

exposure
education

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overexposure

exposure

strength
in our
SKIN

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melanoma

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**final
logos**

exposure

exposure

brand board

primary logo

exposure

secondary logo
exposure

colors



type

myriad pro

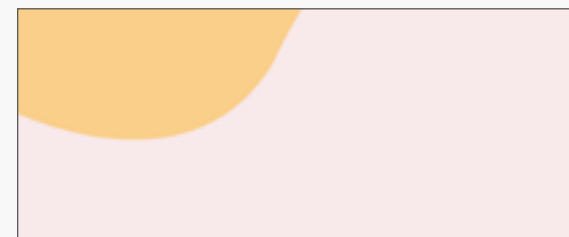
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brand elements and icons



patterns



wireframes

exposure



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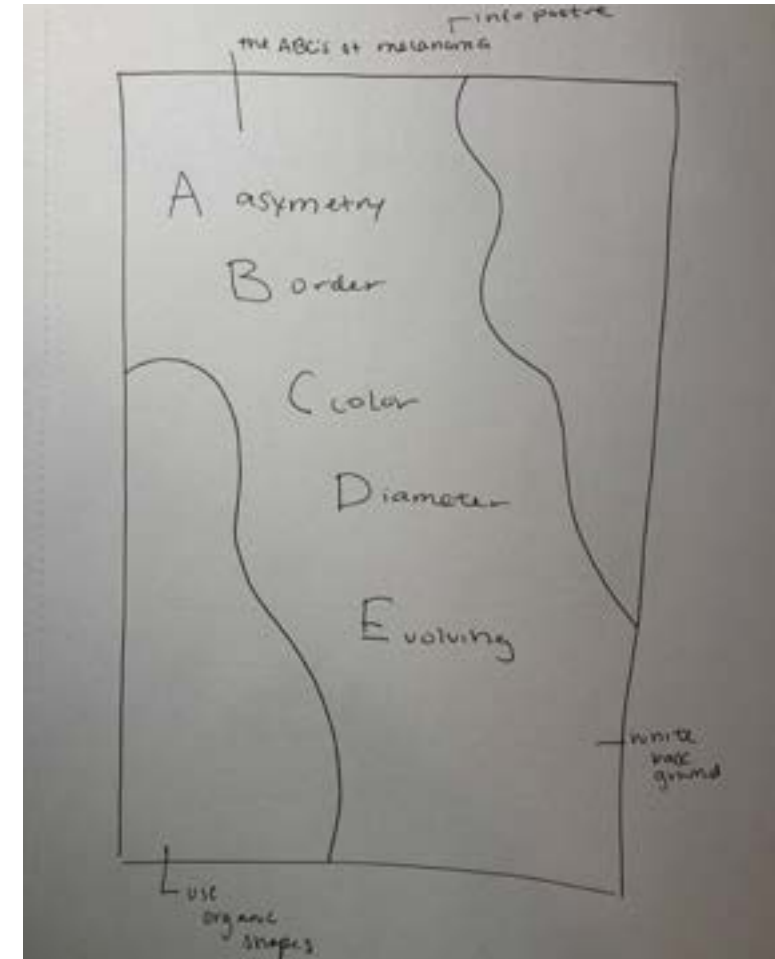
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poster sketches



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INFORMATION ARCHITECTURE

exposure



poster
mockups

exposure

strength in our skin.



only **20-30%**
of melanomas are
found in existing
moles.

Your skin type is a major factor in your risk for skin cancer, including melanoma. And while it's true that people with fair skin tones are more at risk for sunburn, sun damage and skin cancer, UV exposure can raise skin cancer risk even if you tan and don't burn. That's why it makes sense to know the skin you're in.

There are six types of skin, ranging from very fair (type 1) to very dark (type 6), according to the scientific classification known as Fitzpatrick skin typing.

know
the **SKIN**
your in.

exposure

strength in our skin.

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know
the **SKIN**
your in.

strength in our skin.
think about exposure.



The ABCDEs *of melanoma*

Asymmetry

Border

Color

Diameter/
Dark

Evolving

Dark

exposure

THE ABC's
of melanoma

A is for
asymmetry.

B is for
border.

C is for
color.

D is for
diameter.

E is for
evolving.

exposure
strength in our skin

**1^{OUT}
OF 5**
AMERICANS
develop
skin cancer
by the age of
70

exposure
strength in our skin

**1^{OUT}
OF 5**
AMERICANS
develop
skin cancer
by the age of
70

know the skin your in

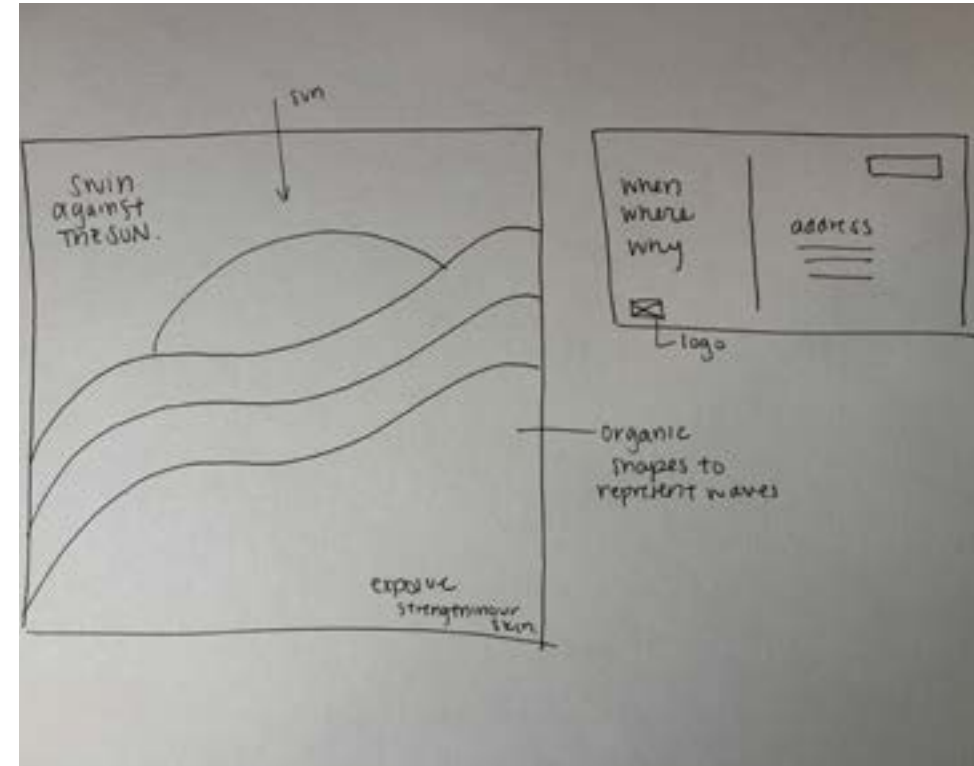
exposure
strength in our skin

final
poster

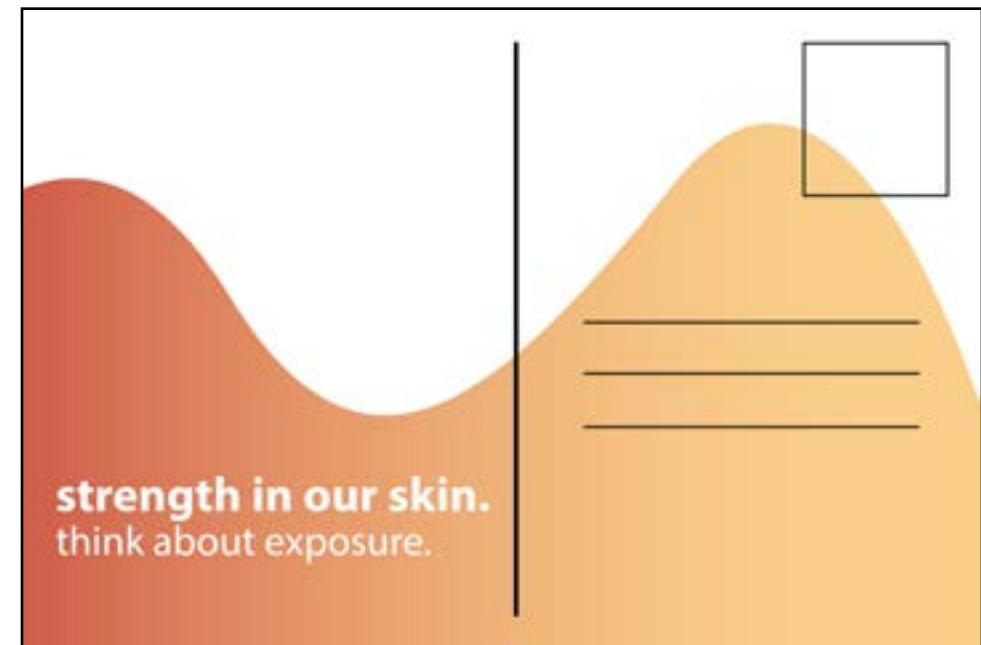
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postcard sketches



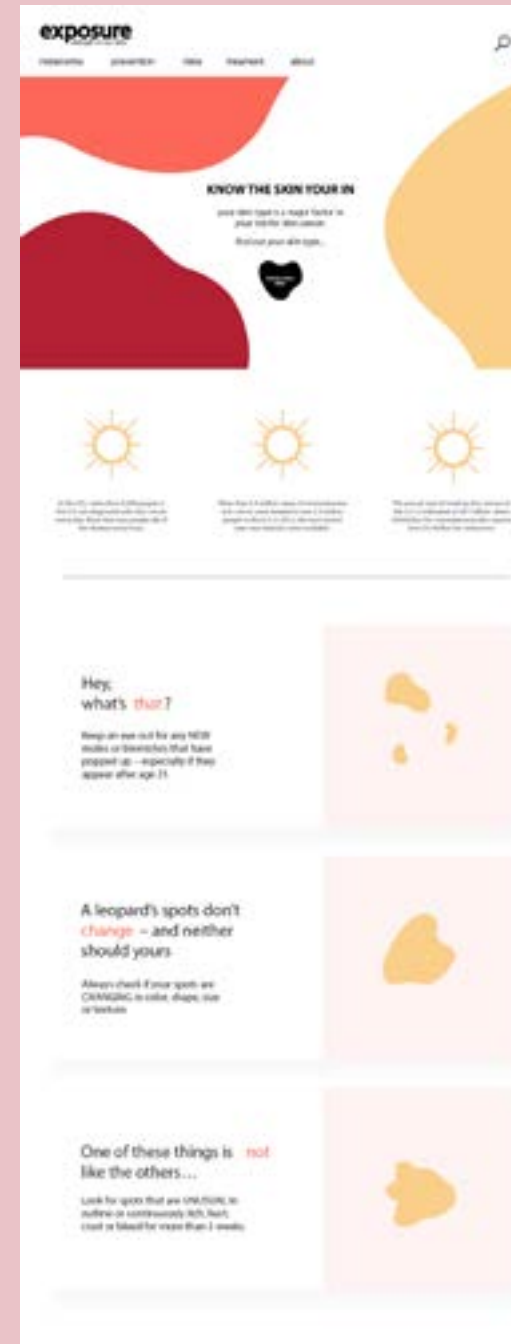
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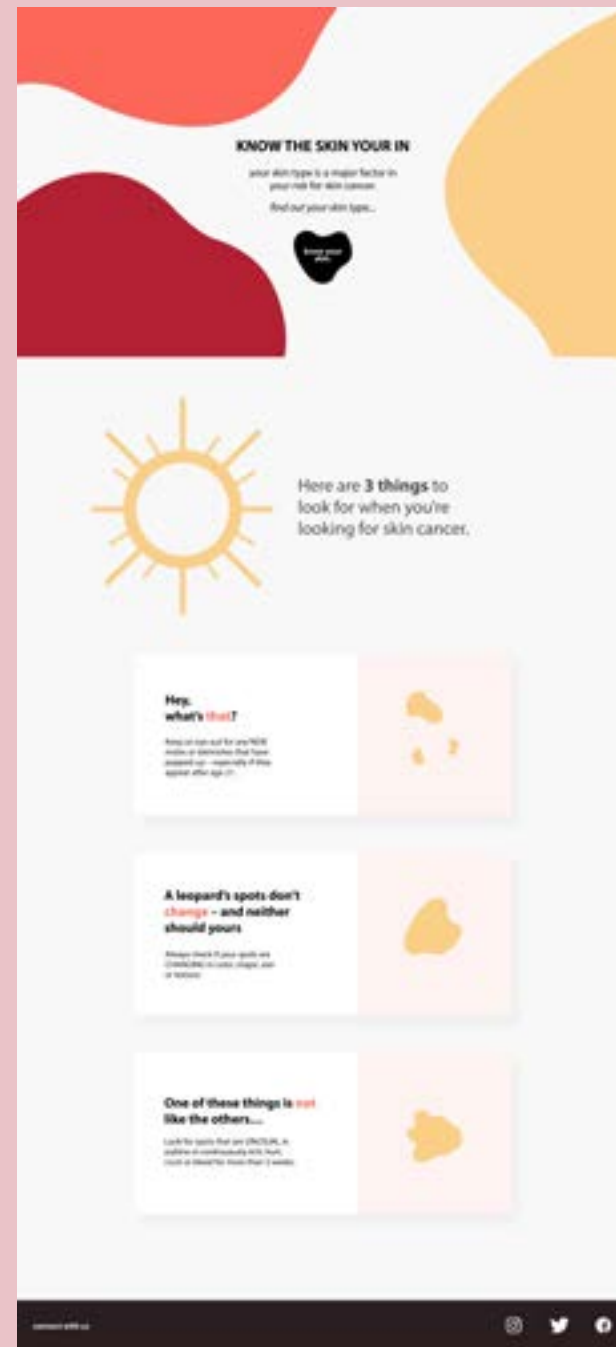
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mockups



final
mockups



risks

There is a growing body of evidence that shows that people who use Moh's surgery have a lower risk of skin cancer recurrence than those who use other treatments.

The following factors increase your skin cancer risk:



INDOOR TANNING

Indoor tanning is a leading cause of skin cancer.

SUNBURNS



Sunburns are a leading cause of skin cancer.



SKIN TYPE

People with fair skin and light hair are at a higher risk of skin cancer.



UNPROTECTED SUN EXPOSURE

Unprotected sun exposure is a leading cause of skin cancer.



GENETICS

Some people have a genetic predisposition to skin cancer.

ATYPICAL MOLES



Atypical moles are a leading cause of skin cancer.



ORGAN TRANSPLANTS

Organ transplants are a leading cause of skin cancer.

RED HAIR



Red hair is a leading cause of skin cancer.

treatment

If you've been diagnosed with skin cancer, you're likely facing decisions that can be overwhelming or hard to understand. Be sure to speak with your medical team to discuss your diagnosis and treatment options, and ask for clarification on anything you are uncertain about.

Moh's Surgery is considered the most effective technique for treatment many basal cell carcinomas (BCC) and squamous cell carcinomas (SCC), the two most common types of skin cancer.

the advantage of moh's?

99%

cure rate for a cancer that has not been treated before.

Moh's is an efficient, cost-effective treatment with precise results. This leaves you with the smallest scar possible and with healthy tissue spared.

Moh's surgery is performed by doctors who are specially trained to fulfill three roles:

1. the surgeon who removes the cancerous tissue
2. the pathologist who analyzes the lab specimens
3. the surgeon who closes or reconstructs the wound

IS MOH'S RIGHT FOR ME?

Moh's surgery is the gold standard for treating many BCCs and SCCs, including those in cosmetically and functionally important areas around the eyes, nose, lips, ears, scalp, fingers, toes or genitals.

Moh's is also recommended for BCCs or SCCs that are large, aggressive or growing rapidly, that have indistinct edges, or have recurred after previous treatment. Some surgeons are also successfully using Moh's surgery on certain cases of melanoma.

exposure

exposure saves and improves lives.

We empower people to take a proactive approach to daily sun protection and the early detection and treatment of skin cancer.



What We Do

We provide you with the tools you need to prevent, detect and treat skin cancer. Our most crucial role is to help you understand the risks of skin cancer, show you what you can do to avoid the disease and teach you how to spot potential skin cancers at an early stage, when they are usually curable.

Who We Are

Our physicians, doctors and corporate partners, along with members of the media, help us develop and distribute our programs to those who need them most.

our mission

Since our founding in 1979, exposure has sought to save and improve lives. We empower people to take a proactive approach to daily sun protection and the early detection and treatment of skin cancer.

know the skin you're in.

connect with us



final site

exposure

Home Melanoma Risks Prevention Treatment About Us

KNOW THE SKIN YOU'RE IN

self examining your skin is a major factor
in knowing the signs of skin cancer

find out more about your skin...



site link: <http://mywebspace.quinnipiac.edu/dtbrinson/melanomaSite/index.html>

exposure