

RSA Student Awards 2018

Brief No.8 - Take Leave

25.08.2018

About me..
Makerversity
Sheffield Hallam
Dad

RSA Award winner 2004(!)



Shared Parental Leave

Less than 2% exercise their right to SpL



“As a couple we can’t afford it”
Budgeting, information design

Service, app

“It would be committing career suicide”
Tackling gender roles in the workplace,
exemplifying new skills...

Campaign, product (digital/physical), policy

“I don’t understand it”

Creating an appropriate service / UX experience

Campaign, product/service/app

“I wouldn’t give up my time off”
Tackling gender roles in parenthood
Campaign, product (digital or physical)

Thanks!
Be brave

