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Idea of the BIP

The Strategic Communication Design BIP 2025 explores how design and communication strategies can address urgent social and health challenges. This year's edition focuses on antibiotic use and antimicrobial resistance (AMR) — one of the most critical global threats identified by the World Health Organisation.

The programme connects students and teachers from design, communication and psychology to co-create visual and narrative interventions that improve public understanding of health-related issues. By combining scientific knowledge with creative methods of strategic communication, participants will explore how design can act as a medium for behavioural and social change.

The BIP uses the "learning by doing" and a creative jam approach, where students collaboratively develop conceptual campaigns, infographics, and storytelling materials promoting responsible use of antibiotics. Through this process, participants learn how to combine analytical thinking, creative storytelling, and ethical awareness in the context of public health communication.

Objectives of the BIP

The objectives of the 2025-2026 BIP are to:

1. Develop strategic communication skills through interdisciplinary teamwork, addressing real-world social and health challenges.
2. Raise awareness of antimicrobial resistance (AMR) and the behavioural, social, and communicative factors that accelerate it.
3. Encourage collaboration between international students of design, communication, and psychology to exchange perspectives and methods.
4. Create impactful communication artefacts (visual, digital, narrative) that promote responsible antibiotic use.

5. Promote critical reflection on the role of communication design in shaping public understanding, trust, and responsibility.
6. Foster ethical, socially responsible design practices aligned with public policy goals and the UN Sustainable Development Agenda.

Programme

Day	Phase	Main objectives	Activities	Outputs
Pre-sprint (online)	Introduction	Build a shared cognitive, thematic, and organisational foundation	1. partner and participant presentations 2. introduction to AMR and CARE-BEH research 3. fundamentals of strategic communication design moderated discussions	Shared understanding of the challenge, preliminary team formation, project brief
Day 1	Team building + problem framing	Integrate teams and frame the communication challenge	1. ice-breakers and team-building activities 2. presentation of CARE-BEH behavioural insights 3. stakeholder mapping 4. framing the communication challenge	Stakeholder maps, initial problem statements
Day 2	Empathy & Defining	Understand users, audiences, and social context	1. personas and user journeys 2. analysis of cognitive and communication barriers 3. problem reframing (“How might we…”) 4. consultations with public health experts	Defined design challenges, behavioural insights

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Day 3	Ideation & Early Prototyping	Generate and test communication concepts	1. ideation workshops (co-creation, brainstorming, design studio) 2. campaign sketching 3. low-fidelity prototypes (posters, narratives, storyboards) 4. rapid feedback sessions	Set of concepts and initial prototypes
Day 4	Concept Development	Develop and refine communication solutions	1. campaign narrative development 2. visual and digital design work 3. micro-campaign scenario building 4. methodological and ethical consultations	Coherent prototypes: campaign concepts, infographics, video/social content
Day 5	Presentation & Reflection	Present and critically evaluate outcomes	1. final preparation of materials 2. team presentations 3. feedback panel (design, psychology, public health) 4. reflection on the role of communication in public health	Final campaign prototypes and process documentation
Post-sprint (online)	Consolidation & Dissemination	Consolidate results and support dissemination	1. virtual gallery of projects 2. team reflections 3. evaluation and lessons learned 4. exploration of implementation and research opportunities	Digital exhibition, process report, reusable educational materials

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Project Description – Antibiotic Communication Campaign

Antimicrobial resistance (AMR) emerges when bacteria evolve to resist the effects of antibiotics, making infections harder and sometimes impossible to treat. The CARE-BEH Centre at SWPS University conducts behavioural research on antibiotic use in Poland, analysing factors that influence patients' and physicians' decisions. Studies reveal persistent misconceptions — such as the belief that antibiotics accelerate recovery from viral infections — and show the urgent need for effective, trustworthy communication targeting the general public.

Within this BIP, students will collaborate with the CARE-BEH research team to translate empirical findings into creative visual narratives. The design task will involve developing a public awareness campaign that addresses misinformation, promotes evidence-based attitudes, and builds public trust in healthcare communication.

Working in mixed international teams, participants will produce a set of strategic communication prototypes:

- educational posters and infographics,
- short video pitches or social media content,
- micro-campaign scenarios for local adaptation,
- and exhibition materials that can be presented across partner institutions.

The outcome will be both educational (learning to communicate science and health effectively) and societal (producing design solutions with real-world applicability).

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UN Sustainable Development Goals

This BIP aligns with the United Nations Sustainable Development Goals (SDGs) by integrating design, behavioural science, and social innovation for health and well-being.

SDG	Relation to BIP Theme
SDG 3 – Good Health and Well-Being	Promoting rational antibiotic use and preventing antimicrobial resistance through effective communication.
SDG 4 – Quality Education	Strengthening interdisciplinary, project-based learning that links design, communication, and health education.
SDG 10 – Reduced Inequalities	Supporting inclusive access to understandable health information for all citizens, regardless of background.
SDG 12 – Responsible Consumption	Encouraging responsible and evidence-based use of medical resources.
SDG 17 – Partnerships for the Goals	Building international collaboration among universities, researchers, and public health stakeholders.

Learning Achievements

The BIP enables students to develop a set of cross-disciplinary competencies relevant to future professional and civic engagement. Upon completion, participants will be able to:

Knowledge

- Understand the principles of strategic communication design and its relevance to social challenges.

- Recognise behavioural and cultural determinants influencing antibiotic use and health communication.

Skills

- Apply design thinking, storytelling, and visual communication methods to complex health-related problems.
- Co-create and prototype interdisciplinary design interventions.
- Translate scientific knowledge into accessible, persuasive, and ethical communication forms.

Social and Ethical Competences

- Collaborate effectively in intercultural and interdisciplinary teams.
- Reflect critically on the ethical, social, and cultural implications of communication design.
- Advocate for responsible and socially sensitive design practices that serve the public good.

Online Sessions:

The virtual component of the BIP project serves as an integrative and extending element of the intensive physical mobility, broadening the project in time and enhancing the inclusiveness and reflective quality of international cooperation.

In the pre-mobility phase, the virtual component focuses on building a shared cognitive and working space for participants representing different institutions, disciplines, and cultural contexts. Its primary objectives are to enable participants to get to know one another, exchange academic and professional experiences, and become familiar with the thematic scope and objectives of the project. This phase includes a combination of synchronous and asynchronous activities, such as short presentations of participants and partner institutions,

moderated discussions, and introductory theoretical sessions. The theoretical input provides key concepts, methodological frameworks, and relevant social and cultural contexts, helping to establish a common conceptual language, align expectations, and ensure that all participants are well prepared for the intensive on-site collaboration.

In the post-mobility phase, the virtual component functions as a space for consolidation, reflection, and dissemination of project outcomes. A key element of this phase is the presentation of the final projects in the form of a virtual gallery, accessible to project participants, partner institutions, and a wider academic and professional audience. The virtual gallery presents the outcomes of team-based work in a structured and narrative manner, complemented by conceptual descriptions, research context, and reflections on the design process. This approach ensures lasting documentation of the BIP results while supporting further discussion, evaluation, and potential reuse of the outputs in educational and research activities beyond the duration of the project.