

## **Beyond Aesthetics in Wall Art: Graphic Mural, Source of Public Health Education on Malaria Parasite**

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### **ABSTRACT**

Malaria remains a major public health challenge in Nigeria, contributing significantly to national morbidity and mortality rates. This study explores how graphic murals can function as a non-clinical approach to public health education, using creative visual design to raise awareness about malaria prevention and control. The research specifically investigates the relevance and impact of wall art as a visual communication tool among students of Olabisi Onabanjo University (OOU), Ibogun Campus. Anchored on the diffusion of innovation theory, the study applied a survey method supported by descriptive qualitative analysis to examine students' frequency of malaria infection, perceptions of visual health communication, and responses to a designed educational mural. The findings revealed a high prevalence of malaria among students and insufficient institutional health interventions. The mural successfully served as an effective educational medium, improving students' awareness of malaria parasites and prevention measures. These results suggest that graphic murals can serve as accessible, community-based platforms for health communication, extending beyond aesthetic purposes to influence behavior and promote wellbeing. The study recommends broader adoption of creative public health campaigns and institutional support for integrating art-based design strategies into health education initiatives.

**Keywords:** graphics, visual design, public health education, malaria control, mural and wall art

## INTRODUCTION

The society today is faced with many events, good and bad alike that warrant prompt attention or attract attention whether noticeably or unnoticed (Afolabi, Falade & Siyanbola, 2022) and a good example is health conditions. Communicating the unfolding health situations to the varied set of people within our immediate environment alone (not even all around the world) requires a language that can be understood; irrespective of one's location and level of understanding. Concurrently, educating the society on health and wellness is a crucial assignment in the society. Its essence cannot be over-emphasized, to empower and importantly for preventive care. The language, mood and tone of addressing health situations will differ in a way that fits a particular location and purpose and that is the essence of communication. Communication is key in the society for engagement and development while there is no rigid format, different approaches are used in daily interactions (Braji, 2023, and Prabavathi & Nagasubramani, 2018). It can be verbalised or visualised, and when packaged, it is delivered as either visual, audio, or both combined.

A means of creating packaged form of communication (to educate) is through graphics, which is regarded as a vivid account of a situation/ event. Graphic design can be integrated into other forms of human practices: painting, health, education, architecture etc. for enhanced information dissemination and societal development. The flexibility and adaptability of graphics in this regard makes it an area of endeavour that is indispensable in the human society. This vitalness is true to the extent that Lintang (2023) put it straight and irrespective of the age, consuming information without visual is challenging for some people. In practice, communication design entails adherence to the principles of design such as harmony, simplicity, repetition, balance, contrast and dominance while creatively adopting relevant elements (Afolabi, 2019). The visual elements can be as simple as a line, shapes, texture etc. to dynamic feature like colours. The psychology of colour to impact communication is worthy of noting. It can set a mood as a background on which communication thrive, solidify a point especially when a particular colour dominates or completely be a backup. In the same vein, painting

is known for colourings through brush strokes. Graphics extends this artistic practice further by making it more functional which is exemplified in visual communication; and also attainable (i.e. visual communication) via other forms of graphic practice such as cartooning, multimedia composition among others.

Based on the uniqueness of graphic design, it is essential to explore its relevance beyond aesthetics (the hallmark of painting) and especially the creative result that would be realised when mixed with pure aesthetic-based field to address health related issue like malaria fever. WHO (2023) stressed that malaria accounts for high mortality rate in humans and the parasite responsible for this is known as Anopheles - a microorganism that develops from egg to larva, to pupa, and finally an adult. All these essentials form the backdrop for this study which objectives are to: determine the frequency level of malaria fever among students in Ibogun campus; investigate the adequacy of health interventions in Ibogun campus to sensitise, educate and curb malaria parasites and lastly to examine the relevance of graphic wall mural in health-related issue like malaria. The scope of this study is Ibogun Campus (Ifo), Olabisi Onabanjo University (OOU), Ogun State.

### **Graphic Painting and the Concept of Wall Mural in Architecture**

Painting is the practise of applying colours on a surface which can be a paper, wood, wall, canvas or other fabric materials. On the other hand, in architecture, it is needed to beautify the structure and the main tools used are brushes, pallets and paint colours. It involves using brush strokes to create special effects that communicate the idea of the artist. Graphics', which also points to creative visual representation of an idea on a flat surface (Siyambola, Oladesu, Afoabi & Uzzi, 2023), often, is meant to solve a defined problem. This is where the communication makes a difference. Paintings and colourings in graphics tend to be 'flat' in approach, while relying on manual and technological tools. The strategic 'flat' style can also be used to get a form in 3D with good colour formation and mixtures. Hence, the fusion of the duo therefore means depiction of information with a flat style which can also aid composition that will have length, breadth and depth

(Siyanbola et al., 2023). This is to get models or forms that are close to reality, whether on 2D flat surfaces or 3D surface like a Wall.

A mural is simply painting on a large wall whether inside or outside the house for public consumption. Modern day architecture invents wall papers that can also serve the purpose of a mural. Wall art, whether paintings or wallpaper, is a kind of preservation that can protect the wall from wear and tear but susceptible to weathering; hence, quality materials should be used. The philosophy behind murals in the Nigerian context in rare cases addresses social issues; meanwhile, they also serve the purpose of environmental beautification. It has been observed that in most cases, prominent Nigerian figures and notable events e.g. sports, culture etc. are the themes of murals for beautifying the environment in Nigeria. This is evident in open spaces of mega cities: Lagos, Enugu, Kano etc. and some cities like Abeokuta and Ibadan in Nigeria. Historically, wall mural began in the 30,000 BC from the earliest paintings in the Chauvet cave, France. Fresco, from the word fresh, is a notable and the commonest style from Italy (MuralForm, 2017).

Apart from fresco, there are other styles and methods of wall murals hooked to the 'modernism' which depicts creative style cum art movement. In practise, fresco style uses "*water soluble paints and lime wash. Applying the mixture on large surface results in a wall painting*" (MuralForm, 2017). In a general view and from the foregoing, murals are also means of communication, bringing art to the public for awareness and sensitise them about the art itself or any other themes of relevance to the public (Ayorinde, O. S., personal communication, 1st May 2024). Communication is a key function of graphic design and can be derived through different visual methods. In a creative and graphic manner, painting on the wall (which further promotes architecture) is one of the means that can be employed as a communication platform. Graphic wall painting depicts public artwork that not just maximally optimise the environmental space but also revamps it. This is an engagement in public architecture that has been practised right from the inception of man's history (Oladumiye & Olabiyi, 2015).

## **Malaria Parasite and Health Education in Nigeria**

Malaria is a common disease, divided into severe (i.e. complicated), uncomplicated and asymptomatic; while it is endemic in Nigeria and globally, it has raised serious health concern (Isiko et al, 2024; Kolawole et al, 2023; Omojuyigbe et al, 2023). It is caused by parasites' resistance to antimalarial drugs, non-financing for health research and increased climatic changes. Apart from that, dirty environment and unhygienic human actions that attract the parasites spreading the disease are all factors impacting the epidemiological (malaria) conditions. In a recent report, WHO declared that malaria is on the rise in the global space with a total case of approximately 249 million (Miranda, 2023). Malaria, as a serious disease, spares no human; while it accounts for high mortality rate among pregnant women via anemia, stillbirth, among others, it also contributes to yearly 200,000 babies' death on account of deliveries with low birthweight (Guyatt & Snow, 2001). Africa as a whole has been observed to be highly vulnerable to malaria except Seychelles, Mauritius, Algeria, Cabo Verde and Lesotho that have been officially certified malaria free by the WHO. Malaria never existed in the first and the last African countries, or they disappeared without specific measures (WHO, 2024). Unfortunately, as at 2021, (World Health Organization. Cervical cancer, 2023) WHO (2023) in the African region maintained that Nigeria malaria cases amount to 68 million and 194,000 deaths (caused by the malaria parasite). This is on the high side and really life threatening, thus, "*Nigeria has the highest burden of malaria globally, accounting for nearly 27% of the global malaria burden*" (WHO, 2023).

In a recent reaction to the global burden meted out by malaria, WHO president advised that sustainable and resilient malaria solutions are now needed the more to curtail the fever (Miranda, 2023). This is even more crucial amidst climatic/environmental factors influencing the behaviour and survival of the malaria-carrying Anopheles mosquito - the main cause of malaria fever. This winged insect (Plate 1) has the dangerous females who suck the blood of animals and humans, thereby injecting the malaria into them. It is right to note that

whatever the specie and whether male or female, all of them develop from an egg to larval then pupal to adult, known as Imago.

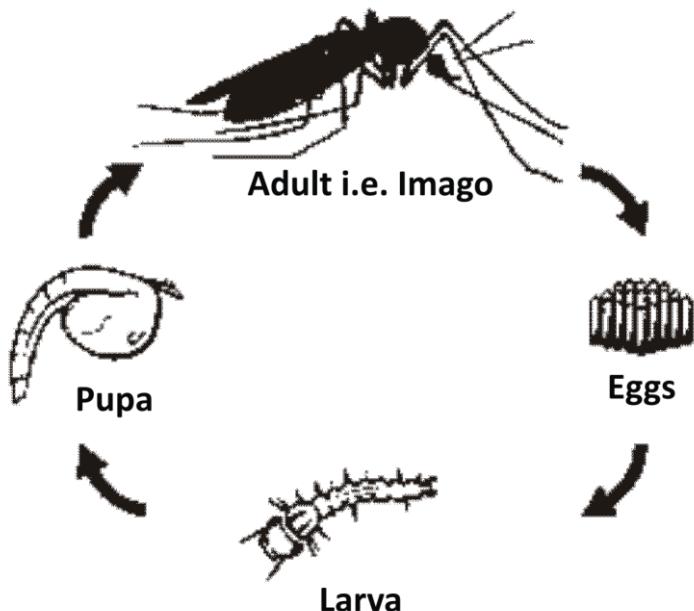


Plate 1. Life Cycle of a Mosquito.

Source: Afolabi, 2022

The solution sought by the WHO director-general is strategic such that it can take a creative form, importantly for education. It is even more worrisome that sensitisation about the malaria parasite in Nigeria is inadequate; coupled with the fact that awareness about malaria vaccine is poor (Nnaji & Ozdal, 2023). especially in rural regions. The Nigerian vaccine policy was proposed in 2021 by the government (as a control measure for the malaria). However, Nnaji, A. & Ozdal, (2023) suggested that, though the vaccine is an intervention, but it is even more important to educate the public about malaria and the vaccine, to increase their knowledge. In another dimension, the National Malaria Elimination Programme (NMEP) was introduced by the Federal Ministry of Health, with relevant partnerships to address malaria in Nigeria. Interventions captured sharing of mosquito nets, provision of preventive care to pregnant mothers, targeted indoor and outdoor insecticides spraying and ensuring that malaria cases were managed effectively. Unfortunately, some people cannot access the interventions; hospitals also, especially public facilities in Nigeria are not well equipped while healthcare

as an institution is poorly funded. These, among other challenges are another serious problem faced in combating health issues and not only malaria in Nigeria. In the middle of all the problems, Ogunwale of Slum and Rural Health Initiative buttresses on the point that lack of awareness about preventive measures is a critical factor suppressing the fight against malaria disease. Importantly, many may not be knowledgeable enough about protection and may even underestimate the power of preventive measures (Ogunwale, 2023).

### **Theoretical Perspective**

This study attempts to operationalise the diffusion principles to solidify sensitisation on effects of malaria parasite, causing the life endangering fever. This is germane in accelerating the rate of adoption (of health intervention) and widening its reach. In lieu of this, the theoretical framework for this research is the diffusion of innovation theory. It is a social science theory and according to Dearing & Cox (2018), was formulated in 1962 by Everett M. Rogers - a Rural Sociologist Professor. The theory explains how, over a period, an idea/product (termed innovation) communicated through certain channels, gains momentum and spreads i.e. diffuse through a defined or targeted society. It is all about a process in which the elements that influence the diffusion encapsulate the innovation itself, adopters, the communication platform, time and the social system. The idea or product must be new or possess features of novelty for it to gain widespread acceptance among people. As a matter of fact, "*if the idea seems new to the individual, it is an innovation*" (Wani & Ali, 2015, p.103). The 'new idea' perceived or adopted in this regard can be as simple as changing from unhealthy behaviour to hygienic practises. It can also include innovative technologies, goods or products and services. The theory establishes 5 different types of adopters namely: Innovators, Early Adopters, Early Majority, Late Majority and the Laggards (LarMorte, 2022). Each of them can be strategically used or targeted as a bait to achieve success in spreading worthy innovations, since diffusion manifests itself in different modes. Simultaneously, the type of the adopters and their decision processes will also influence the spread pattern and speed of the innovation.

This theory is appropriate for this study because it is not only applicable to marketing, sociology, communication and creative technologies but also public health. It is needed to create positive persuasion among the populace on adoption of rewarding healthy behaviours. This study also focuses on public health and the productive idea in this research work is the graphic mural to sensitise and educate about malaria and its parasite. Practically, the wall mural is innovative owing to the fact that it is a fusion of two different disciplines: graphic design and painting while concentrating on health. Besides, there is no graphic mural in Olabisi Onabanjo University (OOU), Ibogun campus, addressing a theme on malaria. The defined population comprised the students of this higher institution - OOU. As youngsters, they are passionate about cartoons and have been used as part of the media elements in the sensitisation graphic mural. Cartoons appeal to youths and always attract them. The young scholars targeted purposively and expected to embrace healthy malaria prevention habits, can therefore be viewed, also as the early adopters of the health campaign presented via graphics plus painting. In the same vein, they serve as agents for 'evangelising' the consequences of malaria parasites and essence of hygienic behaviours to mainstream audiences. Early Adopters are individuals who like to try new ideas or products because they are already informed of the need to change. It is unnecessary to convince them to change, they are therefore leaders who are opinion minded. Strategies to appeal to this set of population include how-to manuals and information sheets on implementation (Halton, 2023 & LarMorte, 2022). Concurrently, their knowledge about a particular idea can still be reinforced, consciously or subconsciously to further promote healthy retention, especially in an environment e.g. university campus, dominated by youths, who are prone to carefree (unhealthy) attitudes. Reasonably, targeting the students as early adopters is also highly crucial as the campus is located in a rural environment; where the students meet, interact and also live among the rural dwellers of Ibogun community. The further promotion of healthy lifestyle against malaria parasite among this identified populations (both students and rural communities alike) is expected to breed positive effects for a healthy society. As a word of caution, "*diffusion is a form of social activation that may or may not occur after the dissemination of information or scaling up of services or products has occurred. Diffusion can also occur without organised,*

*intentional dissemination* "(Dearing & Cox, 2018,p.186). However, irrespective of the assertion, as far as Nigeria is concerned, it is critical that all available relevant options must be tried to enrich and promote healthy lifestyle practises among its citizens, whether in the rural or urban centres. This is equally necessary since Nigeria still records high malaria mortality rate. Additionally, diffusion of innovation theory is the most appropriate in a higher citadel of learning for investigating technology adoption (Sahin, 2006) as it also serves as foundation for introducing 'new ideas'.

## RESEARCH METHODS

This study is primarily a survey, using a structured questionnaire as well as descriptive statistics (frequency, percentage and mean). The components of graphic mural, malaria parasite and health education were examined relying on descriptive qualitative approach. This involves describing the behaviour of the subject without influencing it in any way. Primary data was obtained through a closed-ended questionnaire. Secondary data was obtained from journals, conference materials, textbooks, national newspapers, etc. for the qualitative aspect of the study. The total study population was 2,121 comprising solely the students of OOU, Ibogun campus in the 2023/2024 session. Statistical formula was used to get the appropriate size for the students which was 326 respondents, sampled randomly. The calculation for n (i.e. number of sample size) is:

$$\text{Sample size} = \frac{\frac{z^2 \times p (1-p)}{e^2}}{1 + \left( \frac{z^2 \times p (1-p)}{e^2 N} \right)}$$

N= population size (2,121)

z= z-score (1.96 constant at 95% confidence level)

e= margin of error (0.05)

p= standard of deviation (0.5 approx. 50%). In calculation:

$$n = [1.96^2 \times 0.5 (1-0.5) / 0.05^2] / 1 + [1.96^2 \times 0.5 (1-0.5) / 0.05^2 \times 2121]$$

$$n = [3.8416 \times 0.25 / 0.0025] / 1 + [3.8416 \times 0.25 / 5.3025]$$

$$n = 384.16 / 1.18$$

$$n = 325.5 \text{ approximately} = 326$$

- **Research Instrument: Validity and Reliability**

The face and content validation of the questionnaire was conducted by experts in the fields of healthcare, visual communication and media. The study instrument was pilot tested using forty (40) young adults from another location not included in the study. Cronbach alpha reliability estimate was used to establish the internal consistency of the items. The result yielded. alpha reliability estimate of 0.80, showing high internal consistency of the items. 326 copies of the questionnaire were distributed, 316 (about 97%) were duly retrieved.

- **Data Gathering Process and Analysis**

The questionnaire adopted a 5-point Likert scale model and was administered with the help of a research assistant. A clear picture of the painted graphic mural (Plate 2) was attached to the questionnaire and first given to the respondents before they answered the survey questions. Remarkably, the mural (Plate 2) is also in a very conspicuous area on campus, seen by all and sundry. It was created on the large wall of Ibogun OOU College Health Centre, adorning the edifice. The health centre is stationed in a strategic spot on campus where it is easily accessible to both staff and students; thus, not difficult for the target population to flow and relate with the questionnaire. The questionnaires were analysed using descriptive statistics with the aid of frequency, mean and percentages. Charts were used to visualise the collated data and together with Tables, aided result presentation. SPSS software was employed to fast track the process for error free statistical results. Additionally, in order to say that a respondent has a positive reaction towards the mural, health intervention and malaria, he or she must at least score a mean value of 3.0 or higher. Anything lower than that is perceived negatively and therefore invalid. This aligns with the summations of Mzomwe, Calkin & Respicius, (2019) on the midpoint of a 5-point scale.

## **Result and Discussion of Findings**

**Objective 1:** determining level of malaria fever among students of OOU in Ibogun campus.

**Question/Variable:** *Rate of students with frequent malaria fever is high in Ibogun Campus?*

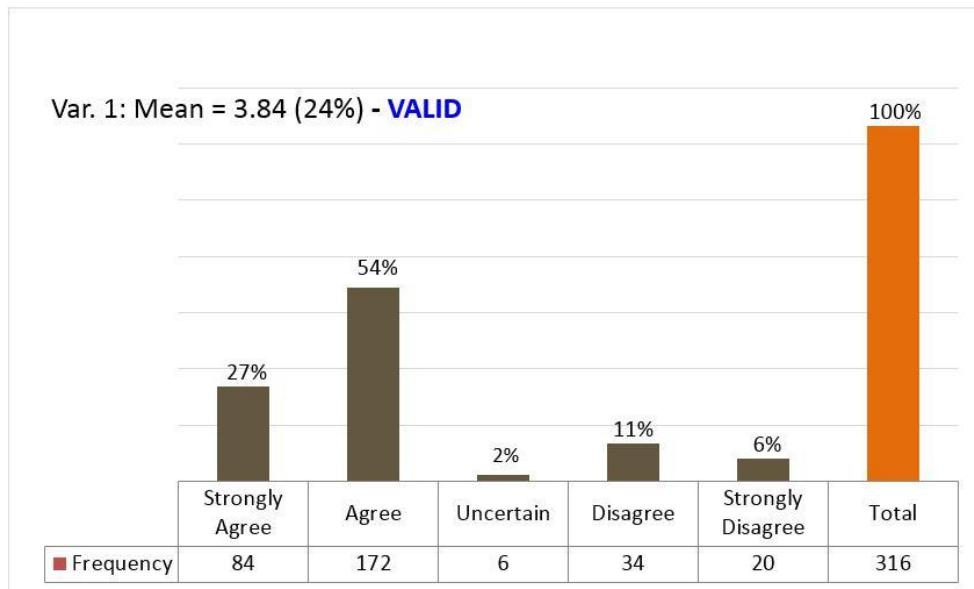


Figure 1. Malaria fever in Ibogun Campus/Frequency  
 Source: Authors' Fieldwork, 2024

The result above (Figure 1) simply attests to the report of the WHO African Region that Nigeria is highly affected with malaria, bearing much of the burden globally (WHO, 2023). Malaria fever manifests itself through some signs which could be subtle or obvious. They are pains in the body or joints, weakness, loss of appetite, vomiting among others. Malaria is a leading cause of death and disability issues in marginalised and low-income/underdeveloped territories (WHO Global Malaria Programme, 2021). Ibogun community that harbours the University campus is also a remote local centre. Logically, the whole community is not free from malaria since it is part of communicable diseases as classified by the World Health Organisation. Others in the category are: HIV/AIDS, tuberculosis (TB), malaria, viral hepatitis, sexually transmitted infections and NTDs - neglected tropical diseases (WHO, nd).

**Objective 2:** investigation of the adequacy of health interventions in OOU, Ibogun campus.

Question/Variable: *Apart from the graphic mural, there are enough health interventions in Ibogun Campus to sensitize, educate and curb malaria fever?*

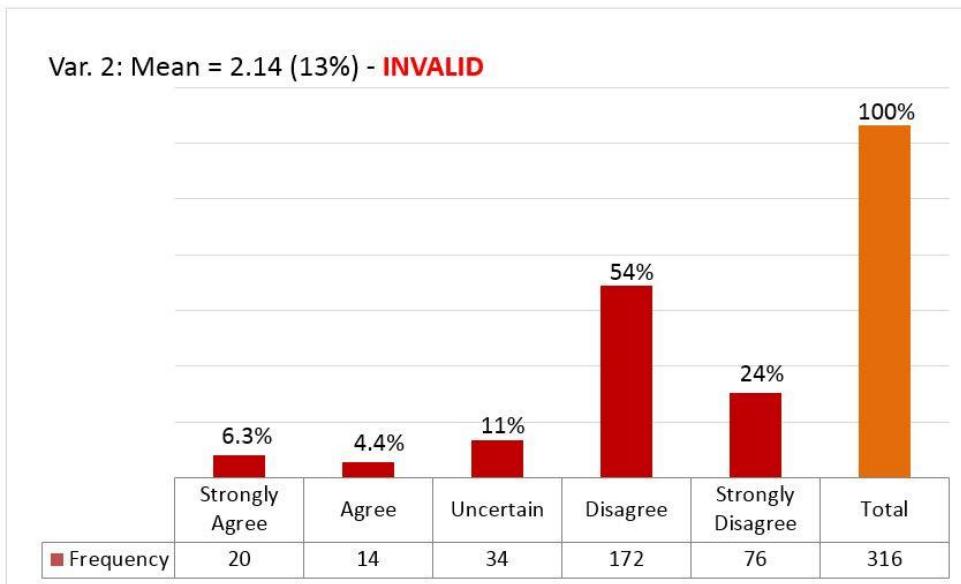


Figure 3. Health interventions in Ibogun campus to curb malaria  
Source: Authors' Fieldwork, 2024

It is evident from the result above that there is inadequacy of health intervention in addressing malaria disease in Ibogun Campus (Figure 2). Nnaji, A. & Ozdal, (2023) had already lamented that awareness about malaria vaccine is poor while Adeleke et al (2025) Adeleke also exposed this awareness issue among Caregivers (of underage children) in Southwest, Nigeria. It is a challenge that must not be taken with levity. However, it can be inferred that intervention can be in the area of medicals and clinical. It is apt to note that intervention to combat the disease can also be in the form of non-clinical means, precisely the preventive therapy. Creative arts: graphics and painting are useful in this regard, strategically from the lens of the diffusion of innovation theory. This (i.e. preventive care) can be done by designing an awareness that is persuasive for prevention, targeting 'early adopters' who in return will then spread the health campaign to a larger community (by words and actions). This is effective, not only in malaria cases but any health challenge that can be thought of. Information is powerful, when people are equipped with health knowledge, it will help in eradicating diseases including malaria; even if not completely, at least, they will be suppressed.

**Objective 3:** examine the relevance of graphic mural in health-related issue like malaria.

*Before examining the relevance of the mural, it was essential to first assess the visual components that make up the design. This serves as a foundation to getting objective answers from the respondents; to be sure they understand the concepts of the graphic mural. The visual elements adopted were in multiples and more than two. However, the cartoon characters depicted various problems of malaria: vomiting, fever, boredom, pain etc., as an eye opener that there is no better solution than preventive care against the deadly mosquito.*

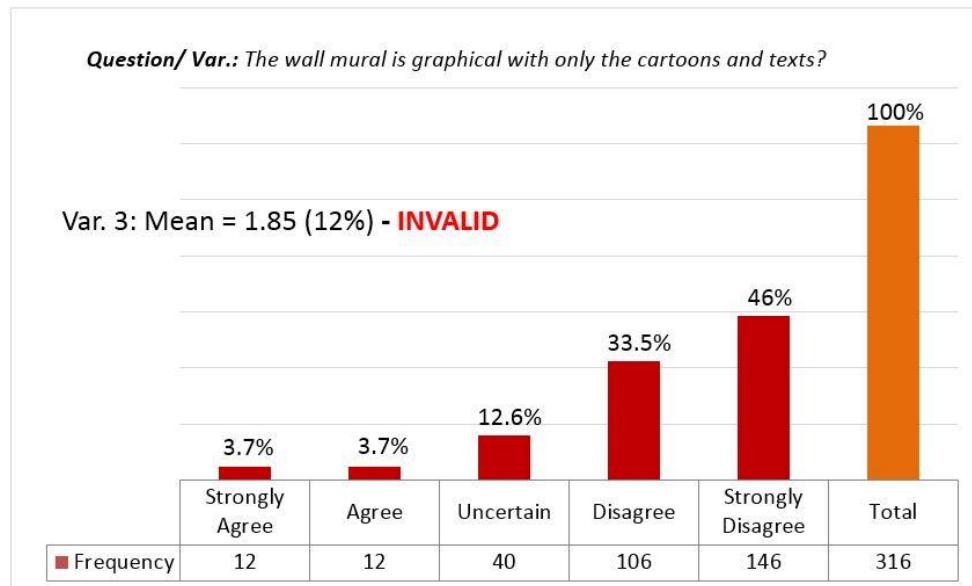


Figure 3. Assessment of visual elements in the wall mural  
 Source: Authors' Fieldwork, 2024

The result in figure 3 above shows the students understood the components of the design to be more than solely cartoons and texts; more reason for the negative value (mean = 1.85); and thus exposes the strength of the design (see Figure 4), which was not attained by chance. This was due to creative planning through the conspicuous use of graphic elements embedded in the design (Plate 2); while keying into the precepts of the diffusion of innovation theory. This deliberate style and approach also solidify the assertion of Osaigbovo (2024) that the practise of

graphic design is experiencing a steady change on account of various specifications: styles, techniques, skills etc. developed by the practitioners.

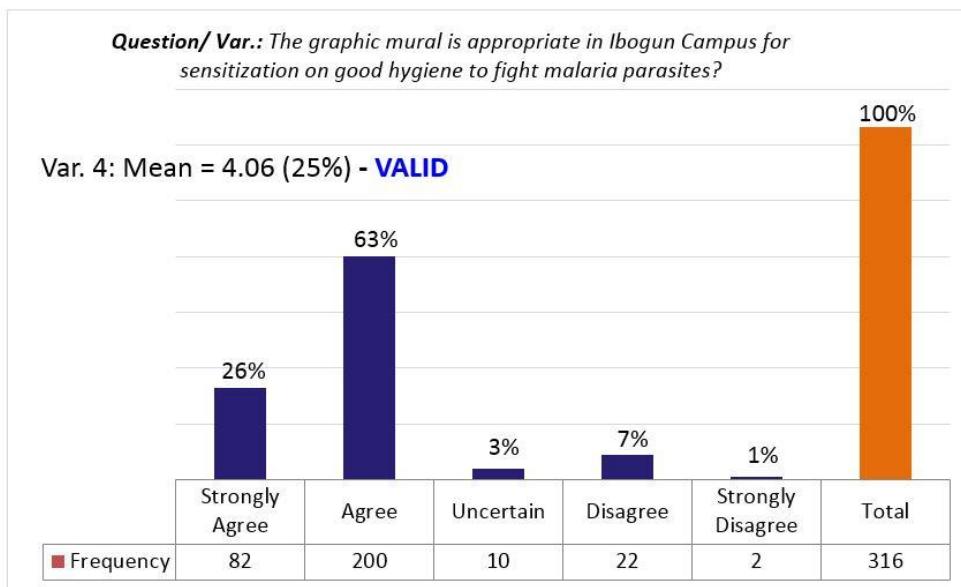


Figure 4. Appropriateness of the Graphic Mural as Health Intervention/ Sensitisation  
Source: Authors' Fieldwork, 2024

On the positive side, it is also not surprising that the students highly agreed that the innovative graphic mural is fitting for sensitisation in Ibogun campus (Figure 4). This is because diffusion of innovation theory had already stressed that such innovation or idea has to be new or possess features of novelty for it to gain widespread acceptance. The graphic mural on health is new in the campus and agreeably, does not only comprise the cartoons and texts (see Figure 3) but vividly the colours as well (Plate 2).



Plate 2. Graphic mural for sensitisation/health education on malaria  
Source: Authors' Fieldwork, 2024

Colour is part of our environmental experience, highly influential to evoke emotions and permanently stored in human memory. It is known to be a property causing visual sensation, used in the design process with the design principles for public-health information (Baxter et al., 2021; Selim & Elshakhs, 2021). Remarkably, it is evident that the interplay of red to depict danger as regards the mosquito (Plate 2) also contributes to the strength and effectiveness of the design. Apart from that, warm and cool colours adopted attract attention. They are well mixed in hue, tone and contrast, thus create 'harmony'; vibrant use of red at the centre of the design (Plate 2) also depict dominance. These are principles in visual design that must not be trivialised for a creative solution to be achieved, especially in any design that deals with communication (Afolabi, 2019). In addition, when this is done professionally, it leads to a 'new idea' or 'innovation' as described by the diffusion of innovation theory.

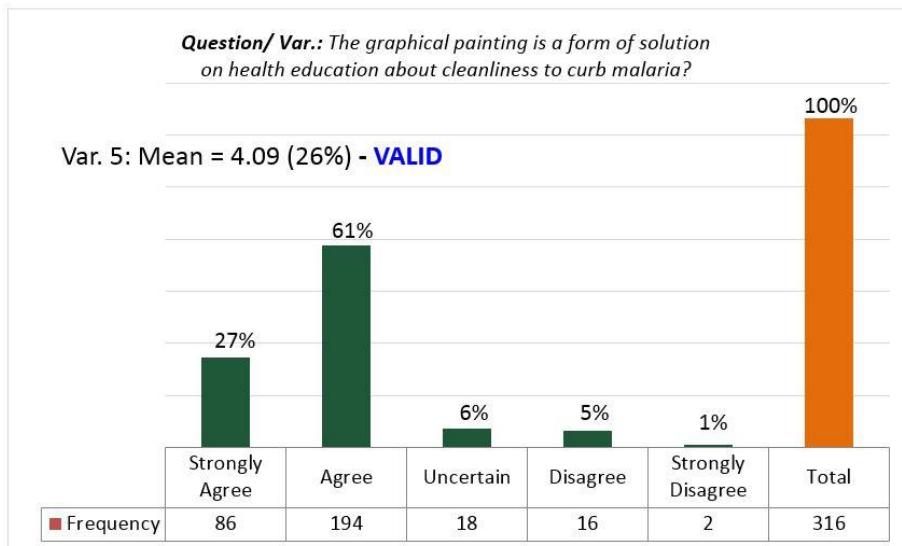


Figure 5. Graphic mural – form of solution/ health education on malaria  
Source: Authors' Fieldwork, 2024

In all, the result in figure 5 can also be attributed to the fact that the visual elements used in the graphic mural transcend solely cartoons and text (Figure 3); while they are important, colours introduced into the design do not only beautify (Plate 3) but are also informative (Plate 2). The colours therefore complement the creative process as a 'new idea' which involves the integration of two different (inter-related) disciplines - graphic design and painting.



Plate 3. OOU Ibogun College Health Centre adorned with graphic mural on health  
Source: Authors' Fieldwork, 2024

### Percentage Distribution of Mean

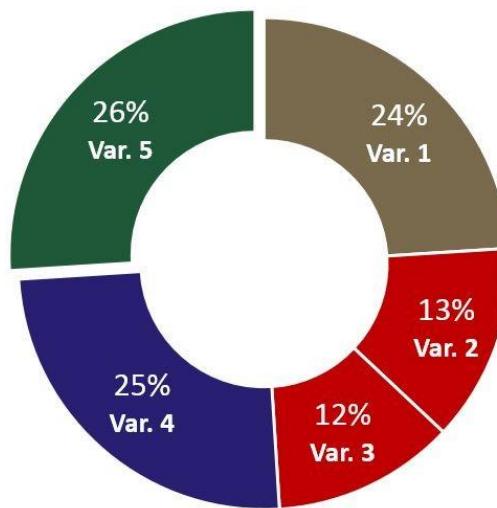


Figure 6: Mean Percentages  
Source: Authors' Fieldwork, 2024

In the distribution of the mean percentages, Variable 5 is of high importance since it has the highest value (26%). At the same time, it has got its solid base from Variable 4 (second highest in ranking of values). Interpretatively, the graphic mural is appropriate in Ibogun Campus to sensitize on cleanliness and good hygiene so as to fight the malaria parasite. It is in the realm of this finding that the artwork (graphic mural) then becomes a form of solution on health education towards prevention of malaria fever. The wall mural has successfully proved that it is not just for architectural beautification (Plate 3) but functional (Plate 2). This is a clear reason it is a source of health campaign and relevant beyond mere aesthetics purpose. In totality, it thus serves as well, a response to the concern of United Nations for contribution on good health and quality education (i.e. SDG 3 and 4) towards attainment of the 2030 agenda. For the sake of emphasis, *“stakeholders must work with the academic community in all disciplines to mobilize, harness and disseminate existing knowledge to accelerate the implementation of the Sustainable Development Goals”* (Independent Group of Scientists, p. xxxii).

## CONCLUSION

Malaria is endemic - a very common issue in Nigeria and a communicable disease caused by Anopheles mosquito. Malaria-free Nigeria is possible; hence, the parasites can be curtailed. Part of the measures put in place by the government include distribution of nets, fumigation through direct spraying of environments and rendering assistance to pregnant mother to keep them safe from malaria related pregnancy problems. Unfortunately, these solutions are inadequate which calls for collaborative care, such that everyone is required to play a participatory role. In the creative circle, affective illustrations aided through images are believed to speak more than a thousand words (Adesile, 2024). The integration of graphic design and painting, yielding a colourful and illustrative mural is then, acceptable; but importantly incorporating multiple visual elements tied to the design principles. As an innovation, it practically serves as a sensitisation platform to raise awareness and educate students about malaria in Ibogun Campus. Prevalence of the life endangering fever in this higher institution is worrisome, while insufficiency in health interventions has been identified. Hence, the need for a creative solution such as the graphic mural which communicates and simplifies information for retention. Resultantly, when people are well informed about malaria parasites in Nigeria and especially the local community of Ibogun, they will constantly take precautionary actions to safeguard themselves against malaria. This study thus recommends that the University (OOU) through relevant policies/ initiatives, should encourage and invest adequately, in innovative and creative health interventions so as to curb malaria in Ibogun Campus. Also, this study is a call to the National Orientation Agency (NOA) in Nigeria, to champion sensitisation campaigns rooted in visual design and productions against malaria. This is expected to be done on a large scale, since Nigeria is highly affected with malaria. An anti-malaria drive via meaningful commitment and campaigns will impact Nigeria's GDP by almost \$34 billion ((Malaria No More UK, 2024). Apart from that, the Nigerian government should address the rot in the health sector through adequate funding, staffing and quality 'human-centered' policies. This will equally help to tackle the menace of malaria that is endemic in Nigeria. It has been established that graphics' (in practise) is function oriented. Designers are therefore

cautioned not to myopically concentrate on utility, thereby take for granted the power of aesthetics which is valuable in innovative visual solution. Simultaneously, functional art should be approached from the perspective of 'new idea' i.e. innovation. It is in this regard that creative design and development will gain needed acceptance.

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