

Payment Guaranteed

**Job Type:** Illustration Design

**Task Outline:** Design preventative skin self-examination educational materials for dark-skinned populations.

**Task Description:**

We are cancer researchers in need of illustrations that depict a rare form of skin cancer (acral lentiginous melanoma, or ALM). We have photos of ALM, but we need illustrations that help lay individuals identify this illness. The materials should focus on dark-skinned populations as they are especially at risk for ALM. ALM is the most common type of melanoma found in dark-skinned populations, but the majority of publicly accessible visual materials portray ALM symptoms on light-skinned bodies. Currently, there is a lack of material available to help darker-skinned patients identify and assess their risk.

Our research lab is interested in developing skin self-examination materials for ALM that specifically represent dark-skinned patients. The goal of this project is to equip dark-skinned patients to effectively and knowledgeably engage in their own preventative care. We hope to circulate these materials to clinics, hospitals, and the broader cancer research community who may adopt them to educate patients on how to screen themselves for ALM.

We are hoping to collaborate with illustrators who can effectively balance clarity and educational efficacy with liveliness and creativity in their design.

**What does ALM look like?** ALM is a form of melanoma skin cancer that appears on the palms of the hands, the bottoms of the feet, or beneath finger and toenails. The telltale sign of ALM is the appearance of discolored patches or spots on these parts of the body; these discolorations are typically darker than the person's regular surrounding skin tone, and feature irregular borders. These discolorations are commonly mistaken for moles, blood blisters, or stains on the skin and they often go overlooked.

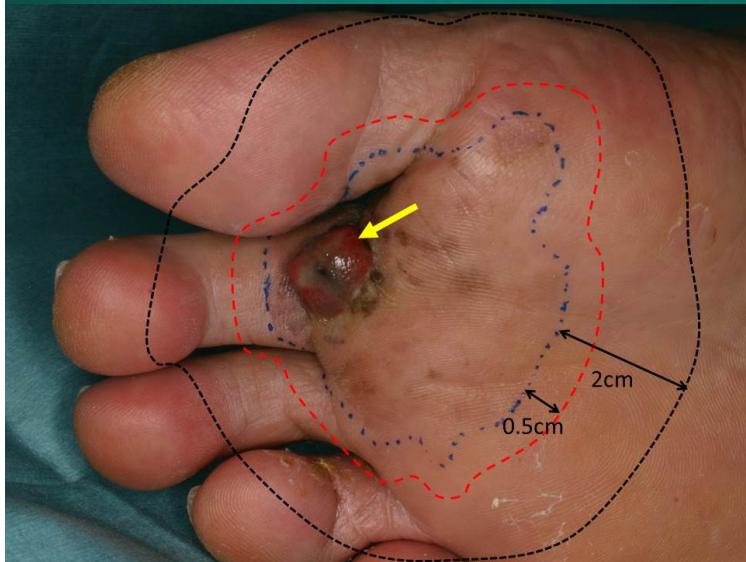
**ALM on palms of hands:**





**ALM on bottoms of feet:**





**ALM beneath finger and toenails:**





**ALM mistaken for moles, blood blisters, or stains:**



**The task:** submit a design that portrays ALM on the dark-skinned body. The goal is to produce a visual that might help dark-skinned individuals determine and assess their ALM status by comparing the visual to their own body.

This is an open call for designs. We anticipate that each design will have unique visual properties, but that some designs will be especially useful given the identified goals and purposes of this project.

This project is supported by funding from the University of Utah.

To help designers brainstorm this task, here is a collection of ALM patient education materials available online.

AIM at Melanoma Foundation

<https://www.aimatmelanoma.org/melanoma-risk-factors/melanoma-in-people-of-color/acral-lentiginous-melanoma-alm/>

DermNetNZ

<https://www.dermnetnz.org/topics/acral-lentiginous-melanoma/>

Skin Cancer Foundation

<https://www.skincancer.org/skin-cancer-information/melanoma/types-of-melanoma>

NIH

<https://rarediseases.info.nih.gov/diseases/9570/acral-lentiginous-melanoma>

Melanoma Research Foundation

<https://www.melanoma.org/understand-melanoma/what-is-melanoma/cutaneous-melanoma>

Melanoma Education Foundation

<http://blog.melanomaeducation.net/acral-lentiginous-melanoma/>

Cleveland Clinic, on its page on melanoma

<http://www.clevelandclinicmeded.com/medicalpubs/diseasemanagement/dermatology/cutaneous-malignant-melanoma/>

Mayo Clinic (overview of melanoma)

<https://www.mayoclinic.org/diseases-conditions/melanoma/symptoms-causes/syc-20374884>

**Deadline:**

**April 12th, 2019**

**Target Market(s):**

Dark skinned populations without medical training/with minimal education.

We will award best designs as follows:

1<sup>st</sup>: \$500

2<sup>nd</sup>: \$300

3<sup>rd</sup>: \$200

4<sup>th</sup>: \$150

We will award \$100 for any design we decide to purchase beyond 4<sup>th</sup> place. In our last competition, we purchased the top 30 designs.