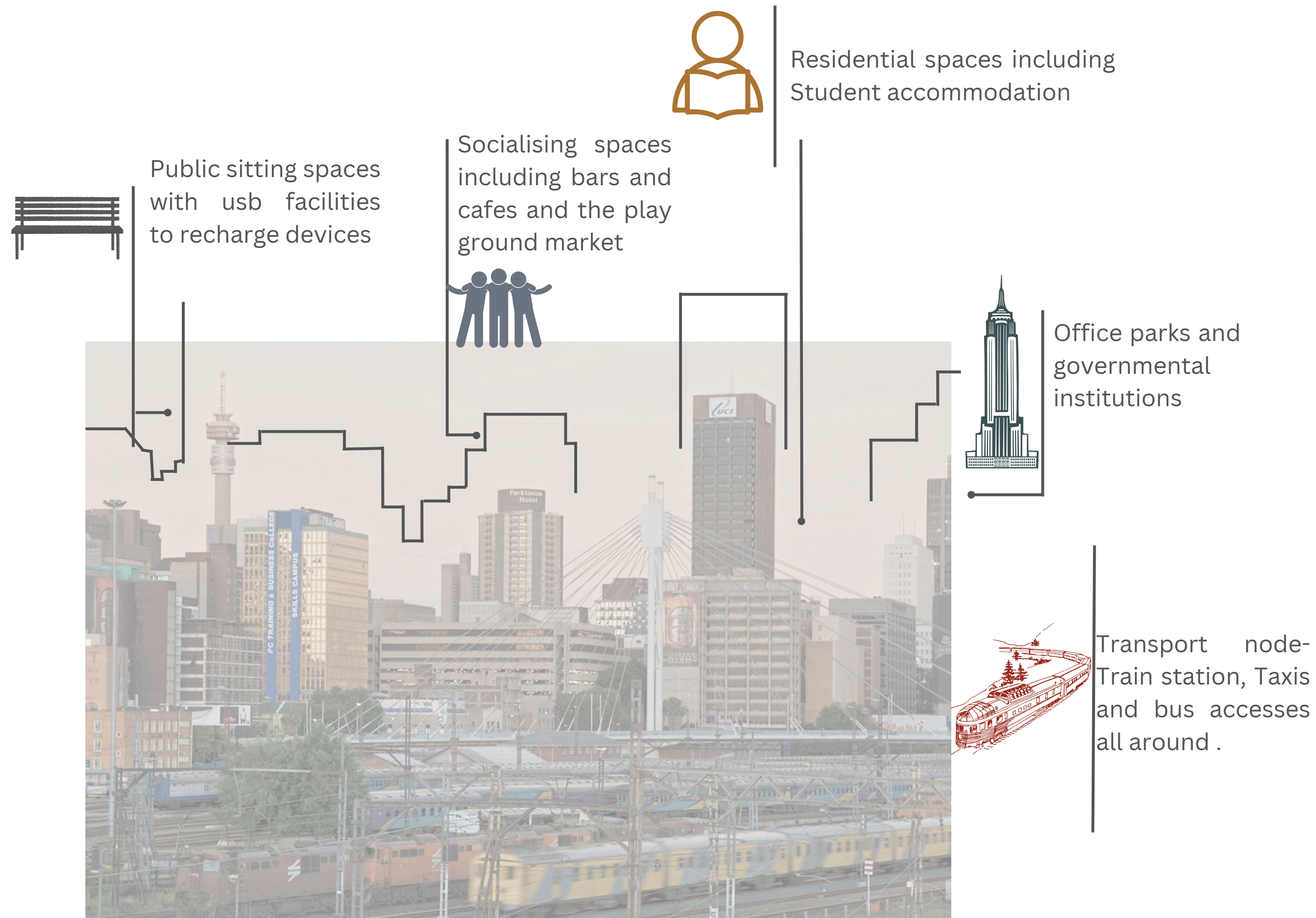# BRAAMFONTEIN **STUDENT** CLINIC

A Primary Healthcare facility That Provides Comprehensive and Affordable Services for Braamfontein's Student Community

Public sitting spaces with usb facilities to recharge devices

Socialising spaces including bars and cafes and the play ground market

Residential spaces including Student accommodation

Office parks and governmental institutions

Transport node- Train station, Taxis and bus accesses all around .

Braamfontein, Johannesburg South Africa:
a dynamic and ever-changing neighborhood that celebrates creativity, culture, and social awareness.

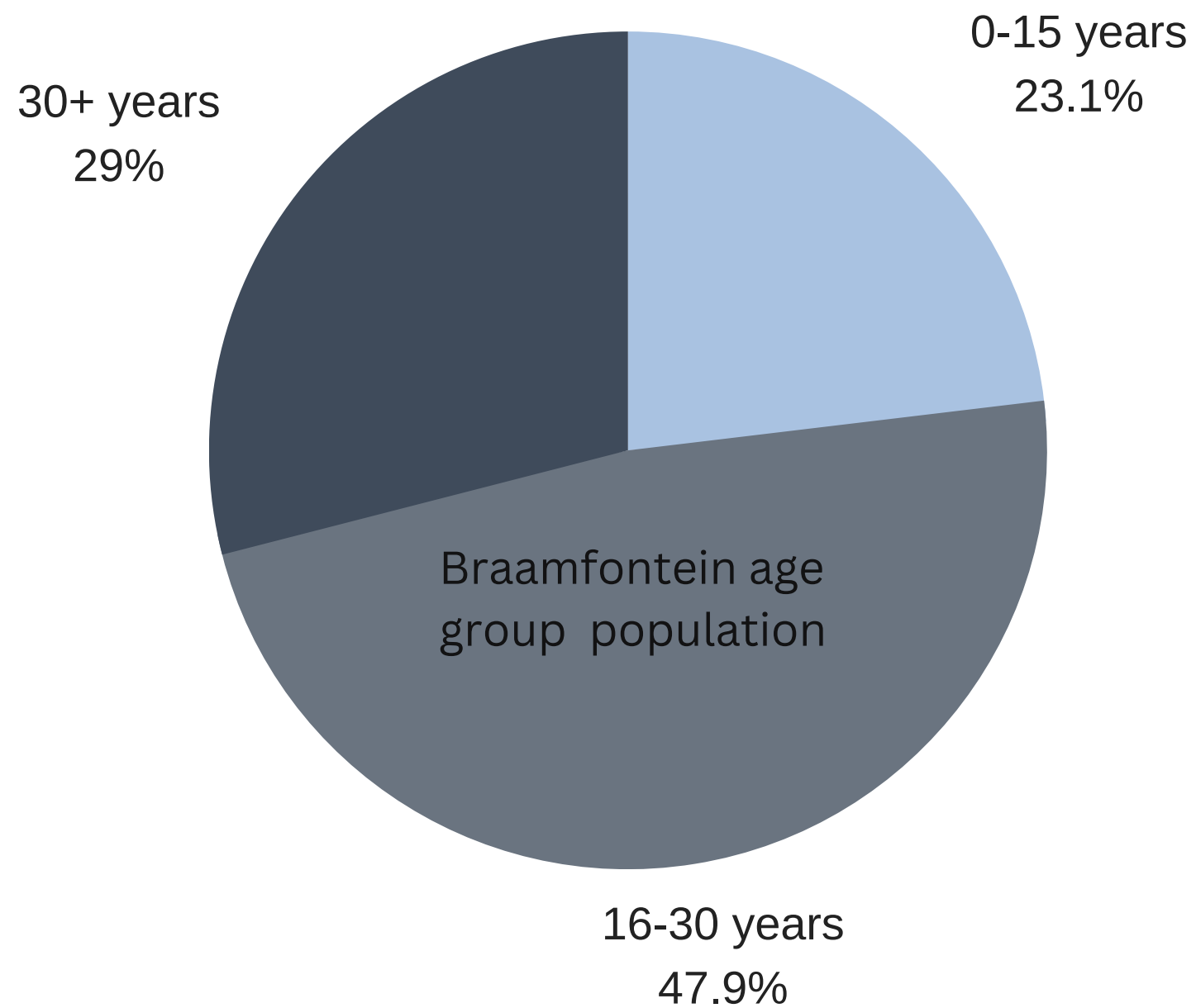81 De korte, Braamfontein

S Easy access
well connected to all kinds of public transport

W Traffic noise
No parking

O Potential parking space at rear end
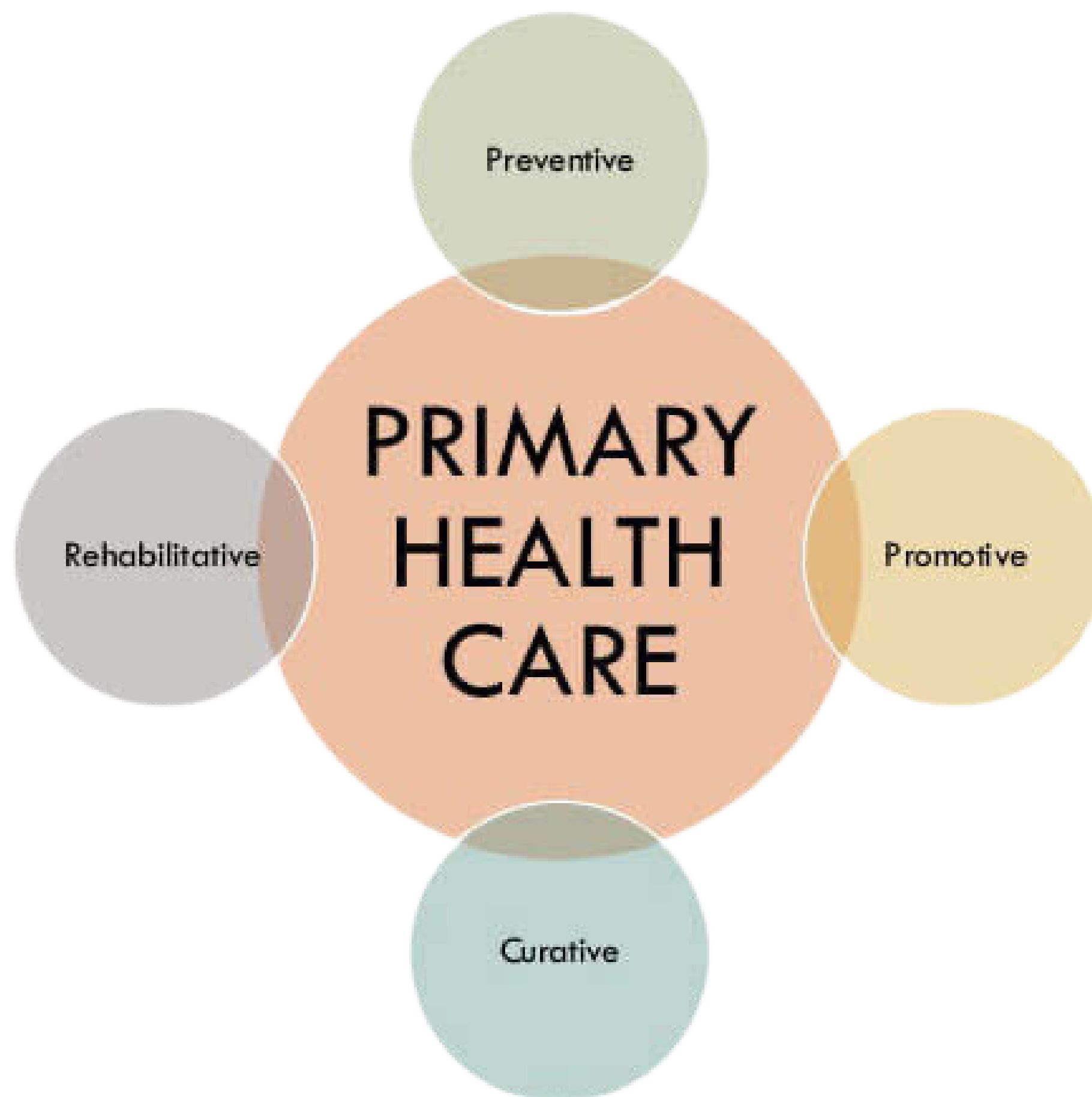
T Adjacent buildings affect natural sunlight

PROBLEM STATEMENT

- Due to Braamfontein's proximity to higher educational institutions, it has become popular among students seeking student accommodation.

- There are six general practitioners and two private clinics, with an average basic consultation fee of 400 Rands excluding prescribed medication.

- A focus group of students living in Braamfontein showed that students in Braamfontein encounter a financial shortfall unless they receive assistance from the government or bursary schemes.

- Besides Wits and UJ, which provide free primary healthcare services for their students, Students residing in Braamfontein have to travel to the nearest Public primary healthcare facility (Hillbrow Clinic), Five Kilometers away, or pay a consultation fee, with additional costs for the prescribed medication.

Higher Edu institutions
Private Medical centres
Private Medical centres
Site

UNIVERSITY OF THE WITSWATERSRAND

5 km

Hillbrow clinic

Braamfontein age group population

- 0-15 years 23.1%
- 16-30 years 47.9%
- 30+ years 29%

WHAT IS PRIMARY HEATH CARE

For the sake of this project primary healthcare is considered as the first point of contact for individuals seeking medical assistance. Primary health care is defined as essential health care based on practical, scientifically sound and socially acceptable methods and technology, made universally accessible to individuals and families in the community at a cost that the community and country can afford to maintain at every stage of their development.
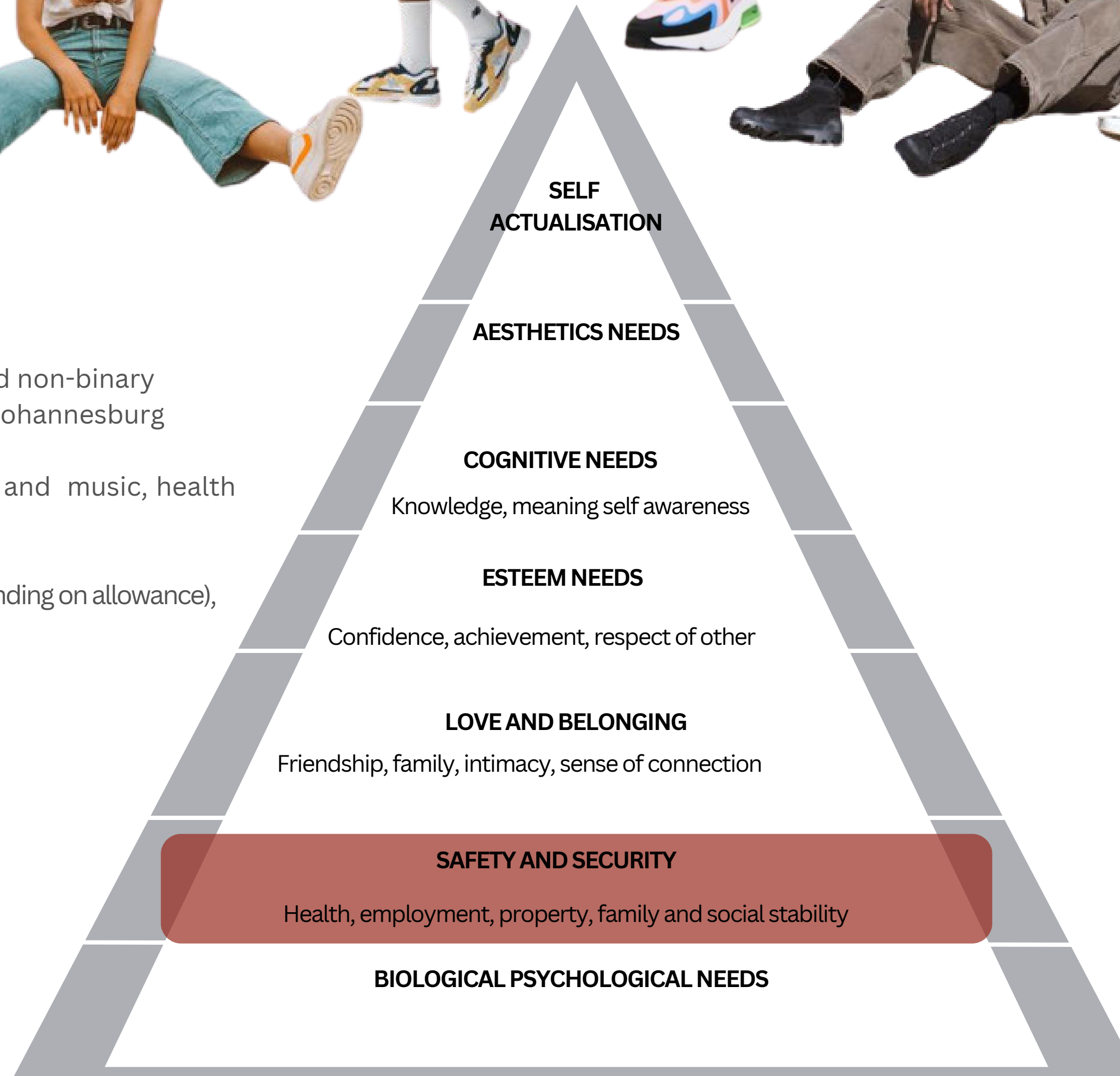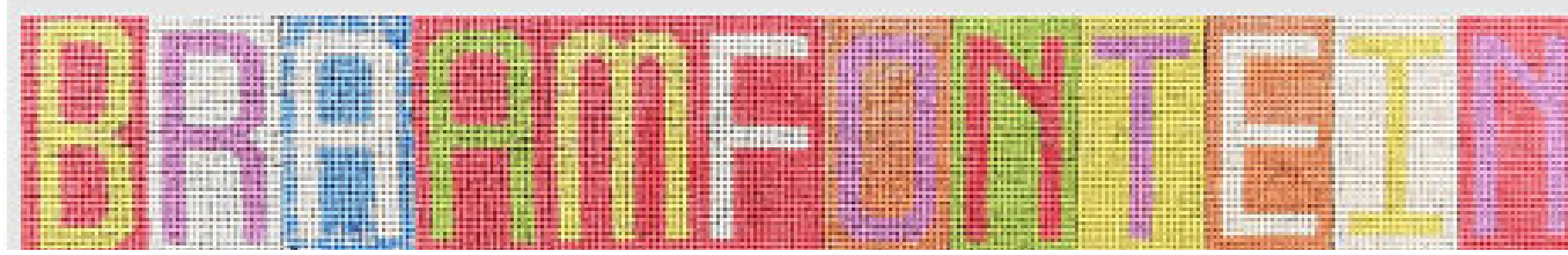
Preventive

PRIMARY HEALTH CARE

Rehabilitative

Promotive

Curative

PRIMARY HEALTH CARE

IN SOUTH AFRICA

S T U D E N T S

Age group: 18-30
Gender: Male, female, and non-binary
Location: Braamfontein Johannesburg
Language: Local
Interests: Education, art, and music, health and fitness
Priority: School
Income: Unemployed (depending on allowance),
Lifestyle: Student-led
LSM: 5-7

SELF ACTUALISATION

AESTHETICS NEEDS

COGNITIVE NEEDS
Knowledge, meaning self awareness

ESTEEM NEEDS
Confidence, achievement, respect of other

LOVE AND BELONGING
Friendship, family, intimacy, sense of connection

SAFETY AND SECURITY
Health, employment, property, family and social stability
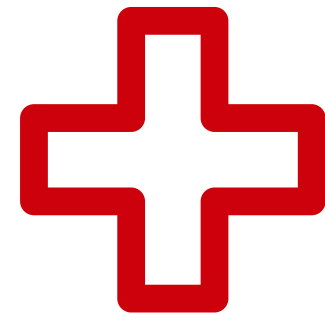
BIOLOGICAL PSYCHOLOGICAL NEEDS

BRAAMFONTEIN CULTURE

The concept is inspired by the youthful and vibrant nature of the target market, as well as the cultural and artistic surroundings in the neighborhood of Braamfontein. The walls of Braamfontein are adorned with a diverse range of street art, murals, and expressive art styles. This street art reflects the area's creative and youthful energy, which we aim to incorporate into the design of the healthcare facility.

logo

Braam Student Clinic

Symbol
The Red Cross dates back to the 1800s and was used as an   an identifier for medical personnel during wartime. Today, the red cross symbol came to be a recognizable generic emblem for medicine, commonly associated with first aid, medical services, products, or professionals

I added a modern twist on the normal cross to emphasise dynamism and communicate to a young and modern target market

The Abstracted cross- is made of two parts that join together to make a whole. This logo depicts movements, and simplicity through harmonious geometry

Colour
Red, blue and green are all colours commonly used and easily identifiable in healthcare

Braam **Student** Clinic

A B C D E F G H I J K L M N O P Q R S T
U V W X YZ

a b c d e f g h i j k l m n o p q r s t u v
w x y z
1 2 3 4 5 6 7 8 9 0 &

Braam Student Clinic   **Braam Student Clinic**

Type face, Font
Sans Serif: Also referred to as "grotesque", sans serif fonts are viewed as modern , airy and minimalist, sans serif typefaces are made of simple thin lines that look great across websites and apps.   the font is legible both online and for print (even when reduced)

Bold: The word "student" is in bold to emphasise the focus on students

Grey: According to UX This prevents overstimulating the retina and allows users to read for a more extended period.

The icon system in place serves as a valuable tool for patients and visitors in navigating the complex medical environment. The use of recognizable and simple iconography bridges the gap between medical terminology and the general public, reducing confusion and minimizing stress. The majority of the symbols employed were designed by the author, while some were sourced from standardized symbols such as the AIGA, with minor modifications. In creating such systems, I tried to refrain from creating new designs when effective and widely understood symbols already exist. This approach reduces confusion and promotes ease of use for all users.
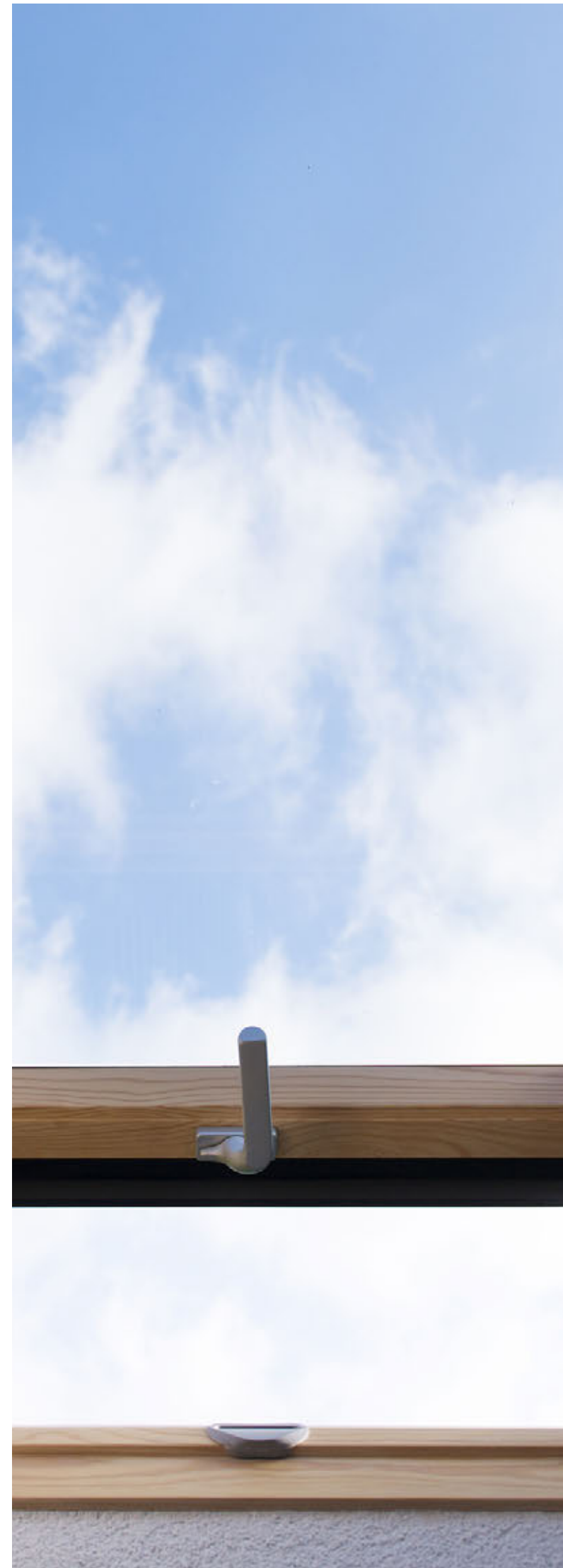
Pictogram system

General signange

Emergency signage

EMERGENCY
Emergency
Parking Only

Application

The goal of the space is to create an environment that feels both fresh and inviting, striking a balance between youthful energy and a sense of order.

PERSPECTIVE OF CONSULTATION ROOM

For the consultation room, I ensured there's enough space for the essential elements: a desk or table, chairs, storage, and any necessary medical equipment.
The furniture is arranged to create an open and welcoming atmosphere, promoting good communication between the consultant and the client.
I chose a calming and neutral color palette to create a relaxed atmosphere.

PERSPECTIVE OF COURTYARD

Integrating nature into healthcare facilities can have several positive effects on patients, staff, and the overall atmosphere of the space .By incorporating a courtyard, I want to create an environment that support the healing process, reduce stress, and contribute to the overall well-being of patients, staff, and visitors. I incorporated warm natural materials in , such as wood and stone, to create a warm and organic atmosphere.

PERSPECTIVE OF DENSTIST CONSULATION ROOM

I wanted this space, along with all the other rooms to consider ease of movement for patients with mobility challenges as well