THE USE OF PHOTOBOOKS TO DISSEMINATE AND GENERATE MORE AWARENESS ON RABIES AMONG THE GENERAL PUBLIC

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ABSTRACT
The paper examines how Photographs in the Photobook are used to disseminate information and generate awareness about rabies among the general public. A studio-based paper investigating how images could be utilised to educate the public on the danger of rabies through a photobook. The materials for data collection were a professional camera, phone, and questionnaire. The finding revealed that photographs play a pertinent role in overcoming language and verbal barriers, thus, photography is crucial in answering live' challenges, the best means for conveying messages.

Introduction

In the past, people found ways information could be disseminated through the use of signs, drawings, paintings and symbols in the caves, walls and mountains. As time went by, photographs were introduced as ways to advance visual communication in disseminating critical information to society. Photography, therefore, is the act of drawing with light or light drawing or using a device to capture or record light on a sensitive surface (DeGuzman, 2022). Such a device is called a camera. This has become one of the strongest ways to communicate with people, regardless of their diverse languages, distances, and backgrounds (Nida, 2018). Photobook, according to Template.net, (2023) is the compilation of images, illustrations and photos that give information on a given topic largely placed where people can see it. Thus, the topic for the article is rabies. A contagious, fatal viral disease found in dogs, cats, and other mammals, transmitted through saliva to humans causing convulsions and madness resulting in death if attention is not given at the preliminary stage of infection. A life-threatening disease common particularly in dogs, causing the death of about 59,000 annually worldwide. (World Health Organisation (WHO), 2002). Food and Agriculture Organization (FAO), 2025 reported that about 1,500 people die of this disease in Nigeria every year with 1,000 cattle and uncounted domestic animals. Consequently, with these huge losses, it is pertinent to campaign and spread information to the public about this deadly zoonotic disease killing both man and animals alike through the use of photobooks.

Materials and Methodology

The research uses a studio-based design method to describe systematic studio processes and analysis, focusing on practical procedures for photobook production. The study includes preliminary sketches, questionnaires and one-on-one interviews, thus, the designs of the

photobook sheets were done from sketching to computed generated (Dakyes, 2022).



Fig. 1: Do not touch or capture animals Unprofessionally

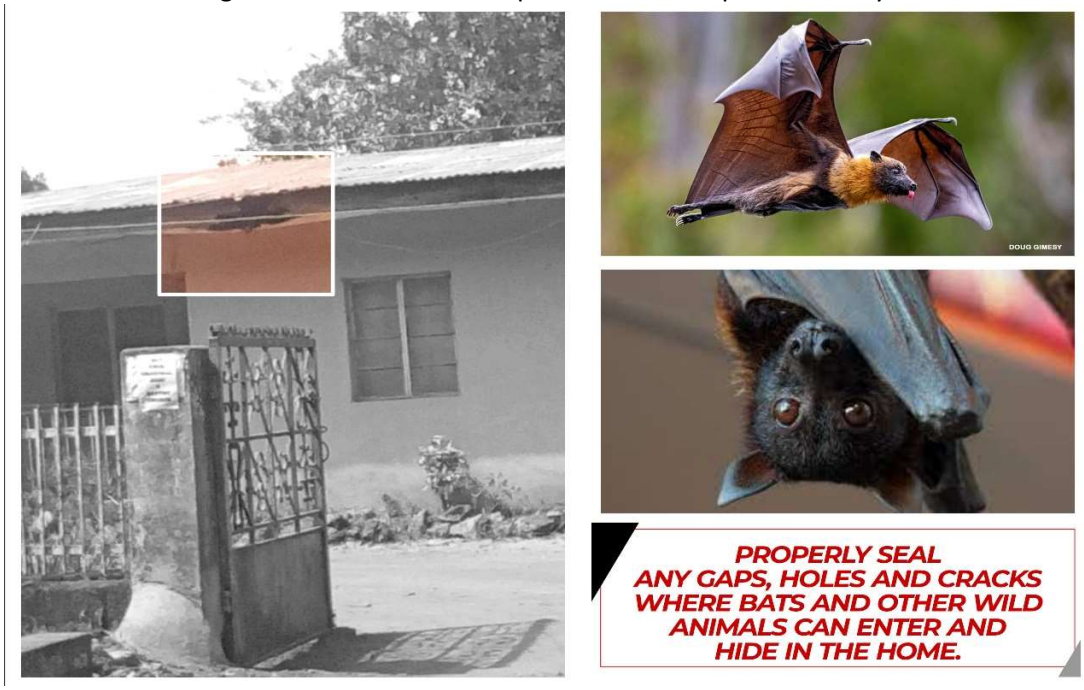


Fig. 2: Properly seal holes and cracks in the home where animals can enter and hide

Discussion and Findings

The overall responses from the above graphic design discovered that effective use of photography/images and illustrations were viable means to disseminate information, generate more awareness about rabies among people and spread information on rabies for commuters. Arguably, photography has become one of the most radical and effective tools of communication for current artists to visually communicate what they find noteworthy. (Debashish*et el*, 2019).

Conclusion and Recommendation

In conclusion, photography is a crucial tool for scientific research and effective in communication, helping the profession to make vital discoveries, it is therefore recommended that the use of images in design makes researchers collect data and analyse vast amounts of information, determining public perceptions and views on important issues.

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