

Process Book

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Project 3

Typography 3

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Introduction:

For this project, we had to pick a issue to create an ad campaign for. This campaign had to identify and give a solution to the issue. We had to create a brief to help guide our direction and give us an audience. So, I chose Racial Imposter Syndrome specifically racism toward biracial and multiracial people.

After the creative brief and research, I started sketching and came up with the photographic approach. I gathered eight mixed raced people to take their photos with signs that had words that were said by other people that impacted their lives. I compiled the photos in a grid for my poster. I used three of them for my ads, two for the website design, and one for my public transportation poster. For my guerrilla marketing, I designed a small menu piece for ice cream flavors as races. I loved this project because it made me think about other people and allows me to share their stories.

Creative Brief

Ashley Hunter

Client:

The Mixed Remixed Festival is a non-profit arts organization that brings together film and book lovers, innovative and emerging artists, and multiracial families and individuals, Hapas, and families of transracial adoption for workshops, readings, film screenings and live performance including music, comedy and spoken word. The Mixed Remixed Festival goal is to dismantle racism and prejudice and foster communication and connectedness in a unique way—through storytelling.

Mandatories:

logo

<http://www.mixedremixed.org/>

Timeline:

brief: 4 hour

research: 16 hours

concepts: 6 hours

sketches: 12 hours

digital rendering: 12 hours

refinement: 12 hours

final revision: 12 hours

Objectives:

To educate, inform, and evoke emotion from the public about racial imposter syndrome and what it means to be biracial in a society that like to categorize. This campaign seeks to leave an impression people who do not know about the issue.

Target Audience:

Everyone

Budget:

\$25/ hour= base

\$1850 estimated total

Biracial teens are are bullied more than youths belonging to any other racial group.

In adults, a majority (55%) say they have been subjected to racial slurs or jokes, and about one-in-four (24%) have felt annoyed because people have made assumptions about their racial background.

Analysis:

Biracial people often feel like they don't belong. They have to choose only one part of themselves to fit in with society. The term "racial imposter syndrome" means a feeling where someone of 'mixed race' doesn't believe they have the right to truly claim any of the 'races' within them. They may take a heightened interest in studying and appreciating the culture of one of their races, even more so than a monoracial person would, out of a fear of being labeled by others as an outsider or a fake. The mixed Remixed festival's purpose is to educate and inform the public of these untold stories of mixed people.

Call to Action:

Think about how you bring race into conversation. Think about the language used to describe others. Becoming more inclusive and understanding of differences. It's important to be open-minded and non-judgemental to allow biracial people to truly be themselves around other races.

Deliverables:

One poster: 11"x 17"

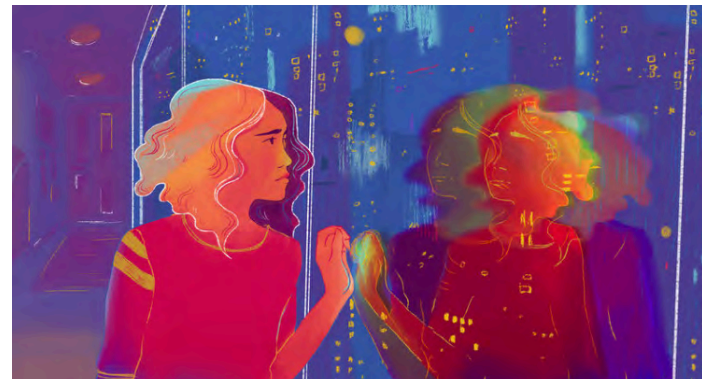
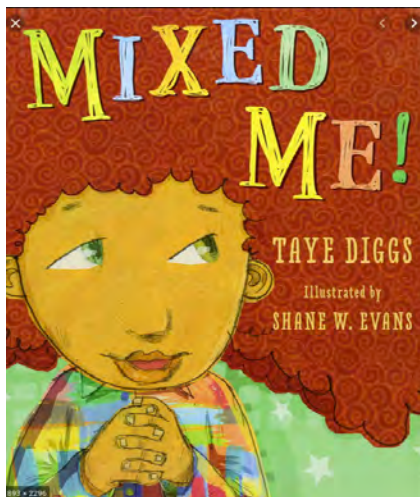
A series of three, sequential full page print advertisements for a magazine.

The landing page of a web site with a call to action to support your cause.

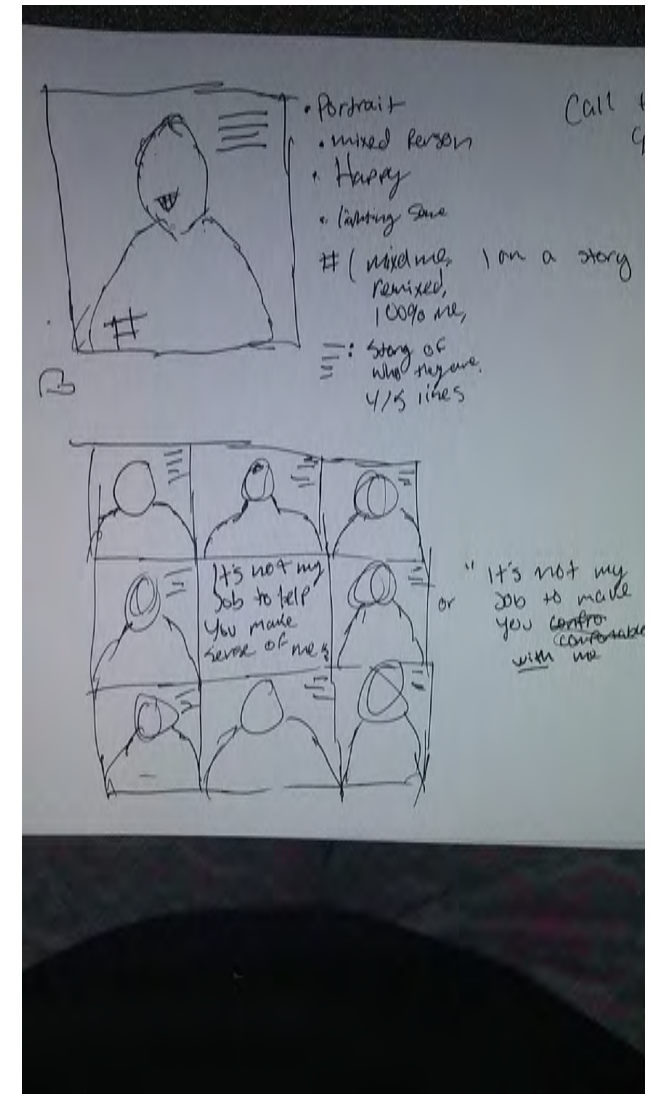
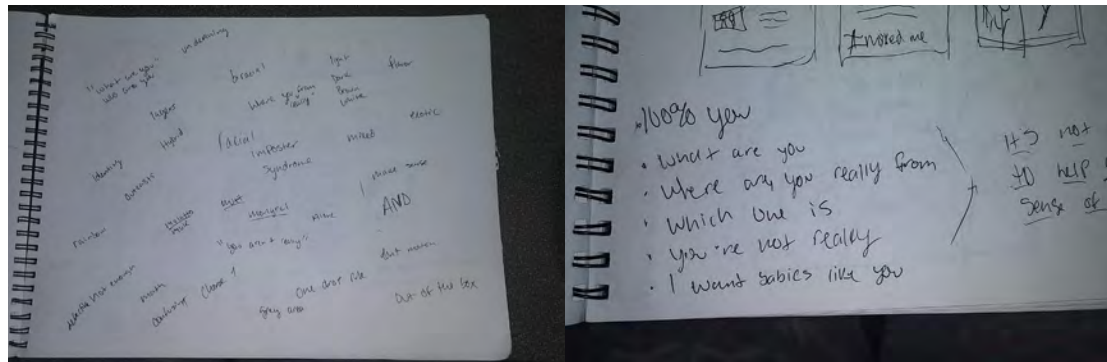
One public transportation application

One item of choice

Mood Board:



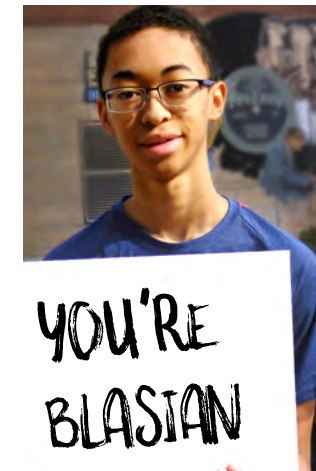
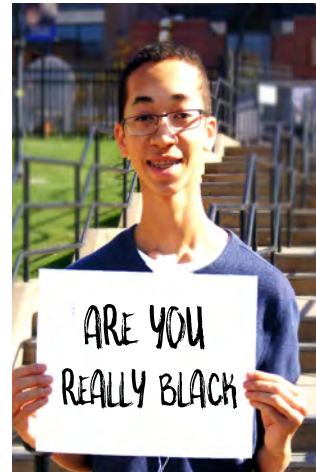
Thumbnails:



Photography:



Digital layouts:



Digital layouts:



Final

