

~~hate~~ create!

Student Guide

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Getting Started

Create! Don't Hate. is a *Design Ignites Change* youth mentoring initiative that guides you through the process of designing of a billboard around the theme of tolerance. This document will give you an idea of what to expect and some tips on how to get the most out of this experience and make the program fun.

Design Ignites Change – a collaboration between Adobe Youth Voices and Worldstudio – is an annual program that promotes and encourages talented high school and college students from across the country to use design thinking and innovation to create messages for, and solutions to, pressing social problems.

A major component of *Design Ignites Change* is a mentoring program through which college students or creative professionals will work with you to develop actual projects that will benefit your community while giving you a voice around important social issues. This program will also serve to introduce you to the creative professions as a career option.

The Theme of Tolerance

Most of the world's problems can be traced to intolerance of one group by another. From the conflicts in the Middle East, homophobia and police profiling to the repression of women, bullying on a high school campus and gang violence – intolerance in one form or another impacts all of our lives.

When you start talking with your mentor about tolerance – or intolerance – think about issues that are close to home:

- **Is there an excessive amount of name calling and bullying in your school?**
- **Are there groups in your community that don't get along?**
- **Have you had any experiences with intolerance because of your age, gender or race?**

Don't be afraid to discuss how you feel about these issues with your mentor, you will find that he or she will have some pretty interesting things to say on the subject too. It will be up to you and your mentor to decide how you want to approach the theme. Once you have your idea you will work together to create a powerful message for your billboard.

These are billboards for public display, so it is important that the message be understood by as wide an audience as possible. We are looking beyond solely provocative messages for thought provoking solutions.

What to Expect

BEFORE YOUR FIRST MEETING

Prior to starting you will need to talk to your mentor about where and when you plan to meet. Your Project Coordinator will help you arrange this.

In advance of your first meeting, do a little investigating. You might start with an internet search around the word “tolerance.” (A good place to begin is www.tolerance.org.) Are there any songs that you like that deal with issues of tolerance, any books that you know about? Look for things that you find personally interesting. It will get your project off to a great start.

SESSION 1

You and your mentor will get to know each other. Bring your portfolio or any examples of your creative work – photos, cartoons, paintings, videos, etc. Share ideas about what concerns and interests you have on the theme of tolerance (this is where the research comes in handy). Also, during this session, create a complete schedule of meeting times.

SESSION 2

Talk seriously about the topics you are considering. Your mentor may ask you to do some more research or sketching outside of the session.

SESSION 3

You and your mentor will develop a few concepts for your billboard. You might bring along more research: fine art, images or music about the subject. Bring anything that inspires you and that would be interesting to talk about. At this point you will write a Creative Brief and create an outline of how you want to finish the project in the remaining time that you have.

SESSION 4

This session is for finalizing your concept. You may explore a number of options for executing your idea; will it be a photograph, a drawing, a collage or all text? At the end of this session you will have a good idea of what you plan to do.

SESSION 5

You will develop your concept and figure out any technical issues that you face. Your mentor will help you in the areas that are unfamiliar to you.

SESSION 6

This is when you wrap up the project. You and your mentor may decide to add a few more sessions to refine the work. You may be asked to fill out a short questionnaire to tell us about your experience. Your feedback will improve the project for future executions of the program.

A Few Things to Keep in Mind

Take this seriously, **have fun and don't stress.**

You must attend all scheduled meetings with your mentor. During your first meeting, you will create a schedule of when you will meet.

Since your mentor has limited availability, you must pay particular attention to arriving on time. If your plans change contact your mentor immediately. Please respect their time and they in turn, will respect yours.

Be sure to communicate your interests to your mentor. If you like to take photographs, paint, draw comics or write, let your mentor know. He or she is going to help you realize your ideas using the tools you have.

You may be required to work on this project outside your scheduled meeting times. But don't worry, it will be fun! **It's not like homework.**

You must come to each meeting prepared, especially with regard to deadlines. At the end of each session, you will discuss with your mentor what you need to do to prepare for the next meeting.

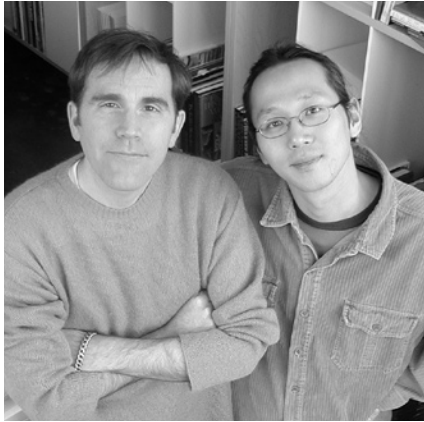
You may be responsible for creating finished artwork for your billboard. Your mentor will be able to guide you in this area (he or she will help you in any areas with which you are unfamiliar).

Someone from your school or organization will check in with you from time to time to discuss any questions you may have. **Always be honest!** In order for this to be a rewarding and fun experience, you need to let your coordinator know how things are going.



Here's Some Inspiration

Several years ago a group of college students and their mentors created posters around the theme of tolerance. Here are examples of the posters they created which will hopefully give you some good ideas to start **thinking about this exciting project!**

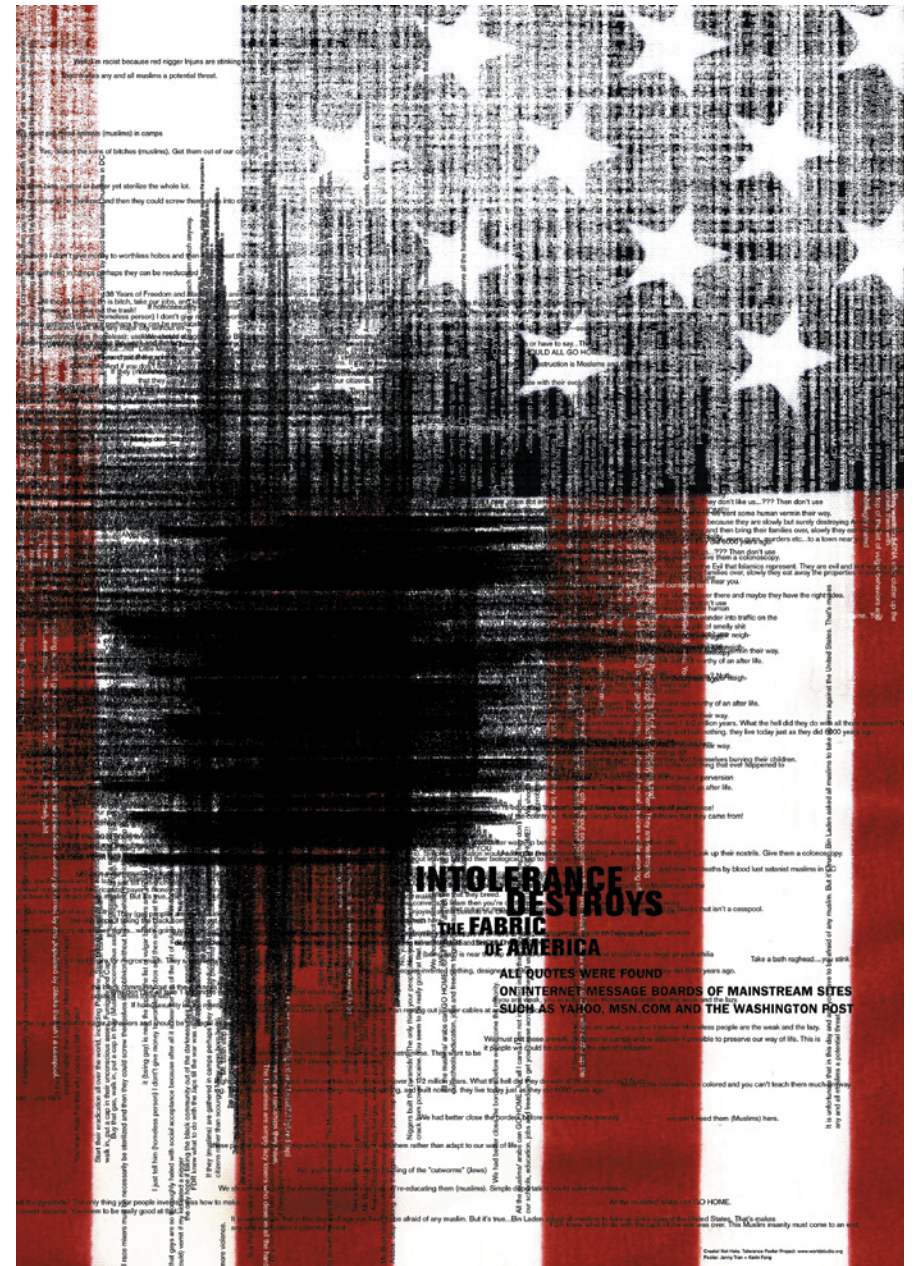


“Our poster speaks to a young audience – that **we must all unite to “erase hate.”** There is evidence of rising levels of intolerance among youth and a significant involvement of young people in hate crimes. Incidents of bias occur all too often in classrooms, hallways and schoolyards. The team of kids working together with the huge eraser seemed to capture perfectly our hopes for the next generation.”



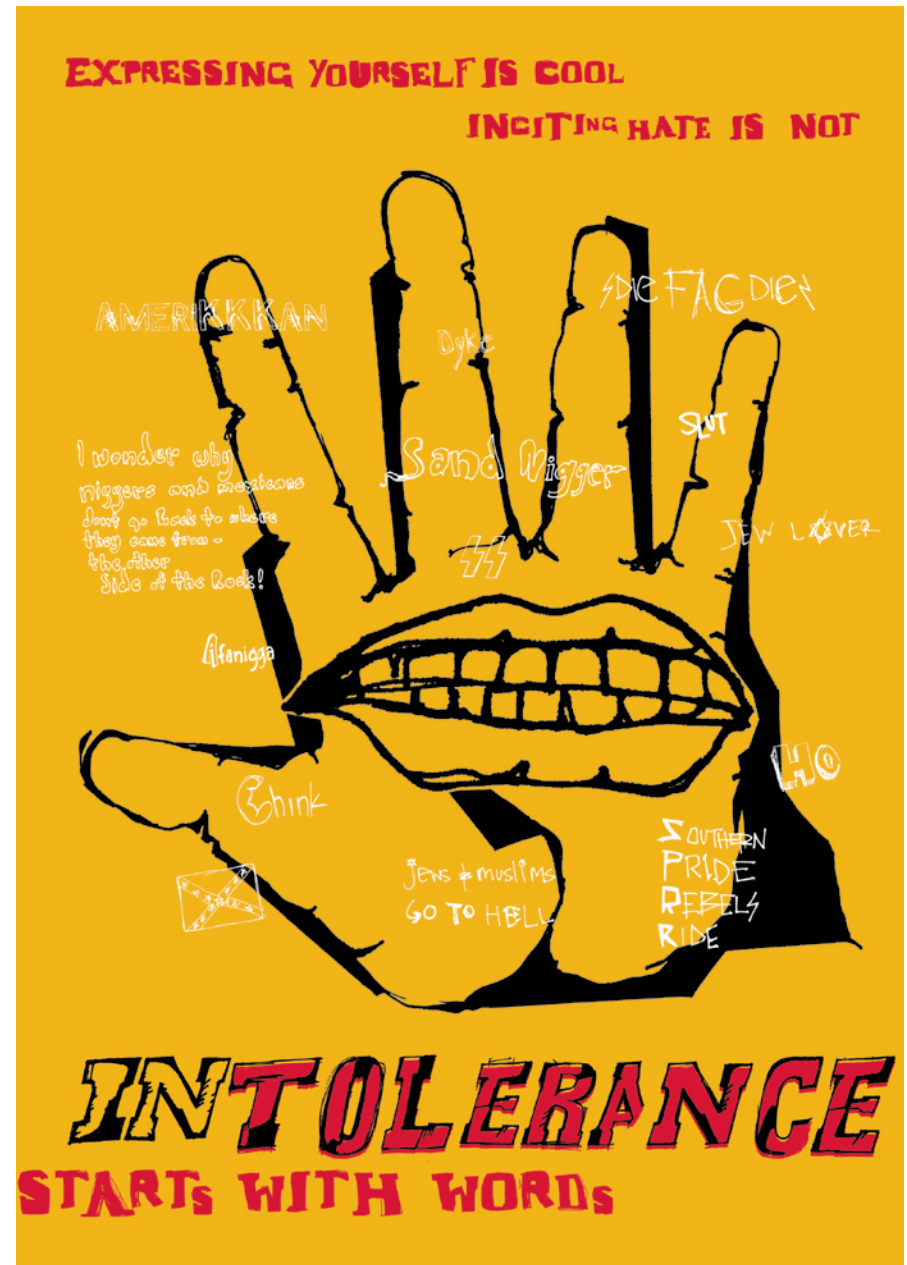
Jenny Tran Art Center
Karin Fong Imaginary Forces, Los Angeles

“Intolerance is everywhere, including right here in the U.S. Our poster reflects on the everyday instances of intolerance that pervade our lives. We exposed hate speech from Web message boards because it hits close to home – reminding us that intolerance is not about radical hate groups. It can come from every person. The United States is tearing at its own social fabric. Hopefully, reflection can bring about positive change.”

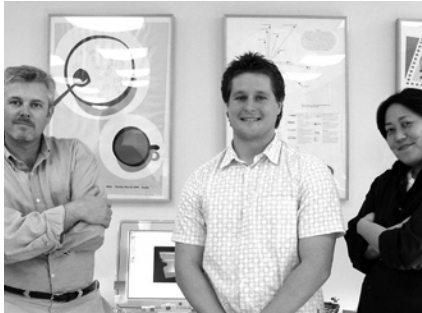


Rikesh Lal California College of the Arts
Rhonda Rubinstein Exbrook Exchange, San Francisco

“This immediacy of murals, handmade flyers and graffiti inspired the raw typography and aggressive imagery of this poster. The graffiti came from actual scrawls found in the San Francisco area. **The mouth stands for the freedom** to speak that is so essential, while the hand warns against the abuse that incites hatred.”



Ashton Taylor Academy of Art College
Sean Adams + Noreen Morioka Adams Morioka, Los Angeles



“Gay adolescent males are seven times more likely to attempt suicide than straight ones. It is a misconception that homosexuality leads to depression and suicidal ideation. The cause is isolation, intimidation, hate and fear by society. Tolerance goes beyond not attacking those who are different, but accepting – even celebrating – those differences.”

A color photograph of a young man with reddish-brown hair, smiling broadly. He is wearing a red and black plaid button-down shirt. A large, sparkling, multi-colored 'X' is drawn over his face, obscuring his eyes and nose. The background is a solid blue color. The image is framed by a white border.

The best years of your life
Gay teenage males are seven times more likely to attempt suicide than heterosexuals.
Isolation, intolerance and hate are the causes.

Wonravee Chavalit Academy of Art College
Brett Wickens MetaDesign®, San Francisco

“The phrase “weapons of mass destruction” usually has military implications. But with 28,000 people killed or injured in the U.S. each year as a result of road rage, the most common weapon of mass destruction is in your garage. Behind the wheel, **intolerance for others becomes dangerously evident.** This poster presents the facts through a chaotic image of streaming headlights with typography based on the visual language of license plates and military launch codes.”



Patrick Rocha School of Visual Arts
Michael Bierut Pentagram, New York

“What is beneath the makeup? Each of us is beautiful. We don’t need products to alter us. Everywhere we look – in movies, in magazines, and on television – we are pressured to look a certain way to be accepted. If you don’t fit some prescribed notion of the “perfect image,” you can be ostracized. This image – a woman assaulted by a storm of products and enhancers – is our response. The concept is a **call for tolerance for everyone,** no matter how he or she looks.”

