

Context:

At your predominantly White institution (PWI), you've witnessed a lot of offensive costumes that perpetuate harmful stereotypes about marginalized groups. You decide to make the "Culture, Not Costume" posters the first campaign of the year. After a few weeks, you start receiving feedback....

Text

Figure

Branding

Text:

Missing the Point - a mom is pissed because she missed the small letters.

Option 1: Argument

Once the parent calms down, you explain the argument before pointing out the small text.

Discussion ?s : Why would starting your explanation with the argument help get the message across? Why does the different size of text help the message get its argument across? How would you redesign the poster so that the message is not missed?

Option 2: Comparison

You have a passing student bring you another poster with different text. You show this to the parent, and explain what the posters are trying to do.

Discussion ?s : Why is comparison an effective tool in visual analysis? What does comparing text offer in terms of making sure the message gets across?

Figure (situation 1):

Triggered - You notice that one of your students won't look at any of the posters, and holds their hand to the side of their face when passing the one by their room. You ask why, but the student doesn't respond. Later, their friend tells you that they were sexually assaulted, and the man in the posters makes them uncomfortable.

Option 1: Focus Group - You have your hall participate in an online focus group to determine why the poster made some of them uncomfortable.

Discussion ?s : Why might this poster be triggering for students who have suffered sexual assault? Which design elements give the poster its intimidating demeanor? As an RA, what would your next step be?

Comparison - You take half of the posters down, and replace them with MYM posters that feature a woman.

Discussion ?s : Why might this be an effective compromise? Why might this plan not work?

Figure (situation 2):

Perceived Sexism: One of your students is angry, because they think the posters are sexist towards men.

Option 1: Audience - Male

You explain the poster's purpose and target audience.

Discussion ?s : Who is the target audience for this poster? How do you know? Why is using this figure appropriate and/or effective for reaching this intended audience?

Option 2: Comparison

You explain the poster's purpose and target audience. In order to deescalate the situation, you put up some of the MYM posters featuring women.

Discussion ?s : Is this an appropriate compromise? What concerns or issues may arise by using both posters?

Branding:

Volunteer - A student saw the poster and decided to volunteer with the group. They thank you for bringing the issue and the organization to their attention.

Discussion ?s : What elements in the poster invite the audience to do more? What does it invite the audience to do? How well does the poster promote the organization?