Building Bridges Between Cultures through Graphic Design Advocacy

Presented by Eileen MacAvery Kane, Rockland Community College, Suffern, NY and Hendali Steynberg, Tshwane University of Technology, Pretoria, South Africa

April 25, 2016
Background
“As a medium for social change, posters record our struggles for peace, social justice, environmental defense, and liberation from oppression.”

-Elizabeth Resnick
International Posters for the Digital Age 2001–2012

JAN 15 – MAR 3, 2013

As a medium for social change, graphic design has long enjoyed a special role for its political and social-justice potential. It has been employed to communicate messages of protest and change. Graphic design, in particular, has a long history of being a powerful tool for social activism. The medium is versatile, allowing designers to create compelling visual images that can convey complex messages and ideas effectively.

The posters in this exhibition explore the intersection of graphic design and digital technology, showcasing works that reflect the rapid evolution of the medium over the past decade. They range from traditional prints to cutting-edge digital creations, demonstrating how technology has transformed the way we create, distribute, and consume graphic design.

The exhibition is organized and curated by Elizabeth Freeman, Professor and Chair of Graphic Design at R.I.T.

This exhibition is made possible through the generous support of the Howard Gilman Foundation.
INTRODUCING RCC & STUDENT UNION

http://viewpure.com/LgrrAhV--Dw?ref=bkmk
An African Group 3 Communication Brief Questions

Definition: Nyaope (also known as whoonga or wunga) is a highly addictive, dangerous and destructive street drug, unique to South Africa.

People impacted by this issue? Nyaope abusers are typically between 13 and 19 years old. The drug is cheap about R30 ($2.24) a day and is easily obtainable.

Benefit or lose from this situation? Nyaope is destroying lives and families across South Africa.

---

Xenophobia

1) “Hatred of My own Reflection”
2) Foreigners from bordering regions who want to immigrate to South Africa.
3) Background
   a) Since 1994, peaking now
   b) Main focus is in Soweto in South Africa
   c) people are starting to become violent towards foreigners wanting to immigrate
   d) The beginning of a Civil War
   e) Dept. of Home Affairs
4) Conflict that isn’t really necessary for fellow citizens of South Africa
5) There have been many advocacy posters, it’s a big issue in South Africa
6) Violence, photos of burnings, killings, etc.
7) Nothing specific, more to raise awareness for the violence going on
8) more sad tones are appropriate, more violent tones: i.e. knives, machetes, burnings
9) Raise awareness to stop the violence against fellow citizens, people who just want to work.
Results
A loaded post can have major consequences

#beawareofcyberbullying
BIG BROTHER IS ALWAYS WATCHING YOU!

BE AWARE

[Icons for social media platforms]
STOP
CYBER BULLYING

Laugh at it and you are part of it!
OUR PRIVACY IS IN DEMAND
BIG BROTHER IS WATCHING YOU

Privacy is in peril. Defend it with all your might.
HERE IS WHERE WE **DRAW THE LINE**

**NOT YOUR WEAPON.**

Let’s not let our ignorance turn into our identity.
HIGH Tuition fees
Sign now and FOREVER sink in your debts!
Education should not be a debt sentence.
FREE OF COSTS AND FEES

EDUCATION

IS A RIGHT NOT A PRIVILEGE!
THERE SHOULD NOT BE A PRICE ON EDUCATION
No hope with Nyaope
DON'T GET LEFT IN THE DARK

WATCH OUT FOR GOV CORRUPTION
“To deny people their Human Rights...

...is to challenge their very humanity”

Say NO to Xenophobia
Take-aways

- Positive experience for all students
- Created cultural awareness for both
- Diminished cultural bias for both
- Raised self-esteem of TUT students
- Time difference needs to be considered
- Practical differences, community college vs. university
Survey:
What did you enjoy the most?

“Being able to work with students across the ocean is pretty cool.”

“I thought it was an interesting project to undertake. It opens our eyes to people just like us on the other side of the world.”

“Getting to meet these wonderful people.”

“Well the fact that I was communicating to the Americans was unbelievable itself...and I’ve learned that anything is possible even the sky is not the limit...”

“The chats we had on getting to know about the US cultures, it was informative.”

“The whole experience was awesome.”
Thank You!