

Our History Is Not Your Fault but It Is Your Responsibility

THE PREAMBLE:

Design has power. It has power to communicate and influence and educate. In-fact that is what design is for! So how do we use this influence? What do we communicate and why? Let's try to use our newfound skills and knowledge in service of something that is truly worth talking about and sharing.

THE RESEARCH:

- Watch the TED talk: [Decolonization is for Everyone](#) by Nikki Sanchez.
- This is not an exhaustive study or explanation of our History of colonization in Canada but it is a good start and a good reminder - so that this work is in our consciousness.
- Now check out this website called [Beyond 94](#). It details the 94 Calls to Action as created and communicated by the Truth and Reconciliation Committee.
- In a Word or Google doc answer the following questions:
 - What is the Truth and Reconciliation Committee?
 - Explain the 94 Calls to Action.
- Navigate down to the bottom of the website where the 94 calls to action are organized according to theme and start exploring. Notice that when you click on each call to action it will provide more information about it.
- Choose one that speaks to you, that makes sense to you and that you feel strongly about. This might take some time but make sure you give it the attention it deserves
- Choose one that has NOT been resolved yet.

THE ASSIGNMENT:

- Create a text poster in Photoshop communicating your chosen action.
- You may paraphrase if you need to (if the call to action is really long) but make sure, with your teacher's input that the nature of the call to action is retained.

ROUGH DRAFTS

- In your sketchbook or on blank paper write out your chosen Action
- Start formatting and making design decisions.
- Do all words have to be the same size? What happens when you make some text smaller and some larger?
- Create space around certain words. What effect does this have on them?
- Which words will you emphasize? How and why?
- Now that you have a better understanding of your content you can start sketching out some rough drafts.
- Check out the presentation entitled “Typographic systems” available on our Graphics 10 webpage.
- You need to use ONE of the strategies outlined but try a few in your rough drafts.
- Only your main Text (Call to action) NEEDS to be described by one of these strategies. The secondary and tertiary pieces of information can be arranged in a more neutral way (like maybe in columns, in small type along the bottom of the poster.)
- You can include an image if you like but the image MUST remain a secondary element and NOT overpower your main content.
- Think about colour – use one of your colour schemes from your Colour Palette assignment as inspiration/a starting point.
- Make sure that colour is used to inform and help establish your Visual Hierarchy. Remember: contrast is key!
- Make sure you maintain UNITY
- Remember that rough drafts are ROUGH by nature – don't worry about making them all pretty.

PHOTOSHOP

- The document should be 16” x 24” and 300 dpi (of course)
- Decide on a Font (or at most 2) to use.
- You may need to learn some new Photoshop strategies (such as “Type on Path”) or production or development strategies in order to execute your idea.
- You may rasterize type if you want to treat it as an object rather than a piece of type.
- Make sure to include ALL required information (see requirements below.
- Make sure that colour is used to inform and help establish your Visual Hierarchy. Remember: contrast is key!
- Make sure you maintain UNITY

- Include as secondary or tertiary information (maybe at the bottom of the page):
- 94 Calls to Action # ____ (this should probably go at or near the top of the page so that it is read first...
- A Summary, in your own words, explaining and giving context to your chosen action.
- the full call to action (if you have paraphrased it)

- the acknowledgement: *Information researched from: Truth and Reconciliation Commission of Canada: Calls to Action and Beyond 94: Truth and Reconciliation in Canada*
- Make sure you use visual hierarchy strategies to separate this information from your main content.
- Include your name. You can include this anywhere you want – anywhere that makes sense.
- This is TERTIARY information. Meaning that it is third most important (no offense) so make sure you treat it visually as such.

EVALUATION

/5 All required information is included and all instructions followed.

/10 Composition. Is your Composition balanced, unified and dynamic?

/10 Visual Hierarchy. Do you incorporate a unified, dynamic, effective and logical visual system to define a visual hierarchy within your design?

/5 Colour Scheme. IS it harmonious, interesting and well employed within the established Visual Hierarchy. Does it employ harmonious analogous colours as well as contrasting complimentary colours to create emphasis.

/10 Typographic system. Do you employ an effective, recognizable and interesting new typographic system of composition in your work.

/40 TOTAL