

Monotype

The brief

D&AD New Blood Awards 2017

Brief set by:
Monotype

In Collaboration With:
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The Office of Craig Oldham

Deadline:
22 March 2017 5pm GMT

Monotype challenges you to embody and express the importance of cultural diversity through a typography-led solution or campaign

Monotype

Related Disciplines

Graphic Communications
Use of Typography
Crafts for Design
Integrated Campaigns

dandad.org/new-blood-awards
@DandADNewBlood
#NewBloodAwards

Background

Words and typography are intrinsically linked to, and form a crucial part of, our identity; as individuals, as communities, as cultures.

As we witness a rise in the rhetoric and practices of protectionism from global governments, and as issues of immigration, free movement, labour and displacement dominate global news, dialogue and understanding between cultures has never been more vital. And through typography, you have a unique opportunity to express culture, local aesthetics, traditions, tastes, humour, quirks, place, and people—in any language, on any device, and with a clear voice.

The Challenge

Identify a culture, community or country that you feel is misunderstood, misrepresented or underrepresented. Create a typography-led campaign with both physical and digital elements to express your chosen culture or community in a relevant way, and engage it with the world. Use the power of type to spark a conversation, evoke better cultural understanding and celebrate diversity.

Typography embodies so much of our culture. Much more than simply language, it bears the marks of our geography, our industry, our media, our politics and our society. It becomes a vessel and a vehicle to express our local and cultural practices and meanings, our values, views, and even our humour. One typeface can feel 'British' as much as another can feel 'German', 'American' or 'Chinese'... and that's before they've even been set to work, modified, or recreated to say something.

The right typeface can operate in so many roles in culture, from ambassador to agitator.

Who is it for?

Those interested in a dialogue and debate between different cultures. Those that

believe the different ways we perform the same tasks are the foundation of human culture, and that communication (and so typography) is at the very heart of that.

Also consider any specific groups your campaign might need to engage, spark dialogue with, or influence to make a difference. What would you want them to think / feel / do?

What to Consider

- Think about the unique qualities of your chosen culture. And think about what you could say, how you could say it, and what you could say it with. Involve other cultural elements to create your communication, be they materials, textures, graphics, marks...
- Consider the challenges to cross-cultural dialogue and where typography and written communication could make a difference.
- Think about how type could creatively represent your culture, community, or country, but remember: you're not just using type to distinguish, but to unite through a better understanding.
- No stereotypes or clichés. That's the opposite of what this brief is all about. Draw on experience, do your research, get first-hand feedback... whatever you do, make sure your solution is thoughtful, authentic and true.

What's Essential

A typography-led integrated graphic design campaign including:

- At least one poster
- At least one digital element
- At least one other touchpoint

Your touchpoints could include: banners,

badges, moving image ads, newspaper ads, website banners or other online promotions – think about what's relevant to your culture and your objective, and what will get people engaged. The more innovative the better.

Show how your output is relevant to your culture alongside your execution.

Whatever applications you choose, use only type as the major creative expression.

Your solution can be in any language, not just English. However, any explanations must be in English, and you should clearly indicate any key features of your design, especially if it uses a non-Latin writing system.

What and How to Submit

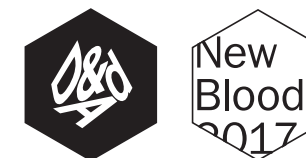
Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

- Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showcasing your campaign idea and touchpoints.

Optional (judges *may* view this if they wish):

- You can further showcase executions, details or development as **physical** supporting material and / or **interactive** work (websites, apps, HTML, etc.)
- If your main deliverable is **JPEGs**, you can also submit example film or moving image content as **video** (max. 1 min total).
- If your main piece is **video**, you can also submit example image content as **JPEGs** (max. 4).



My concept

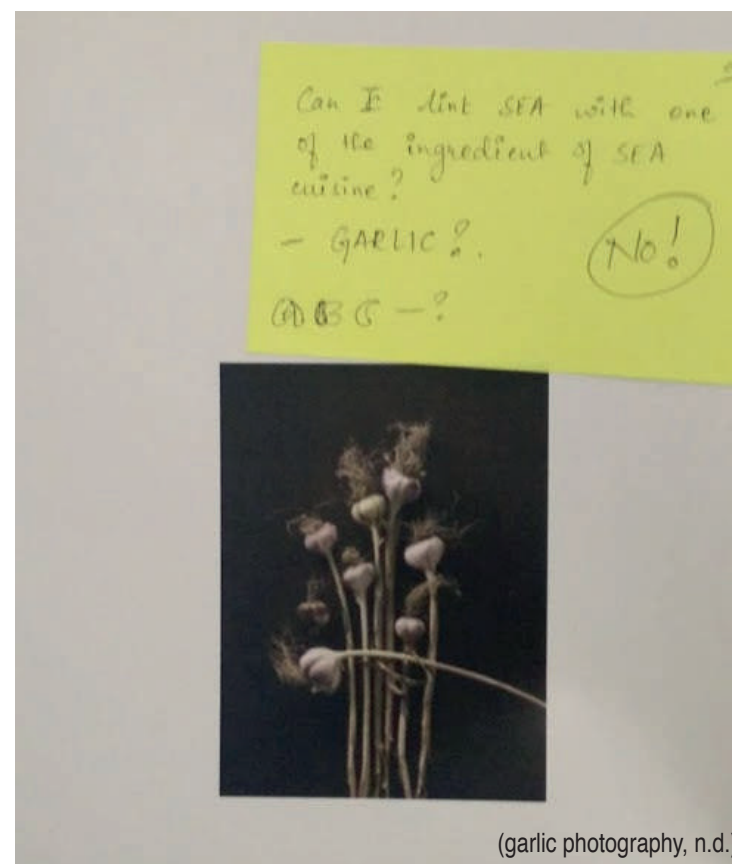
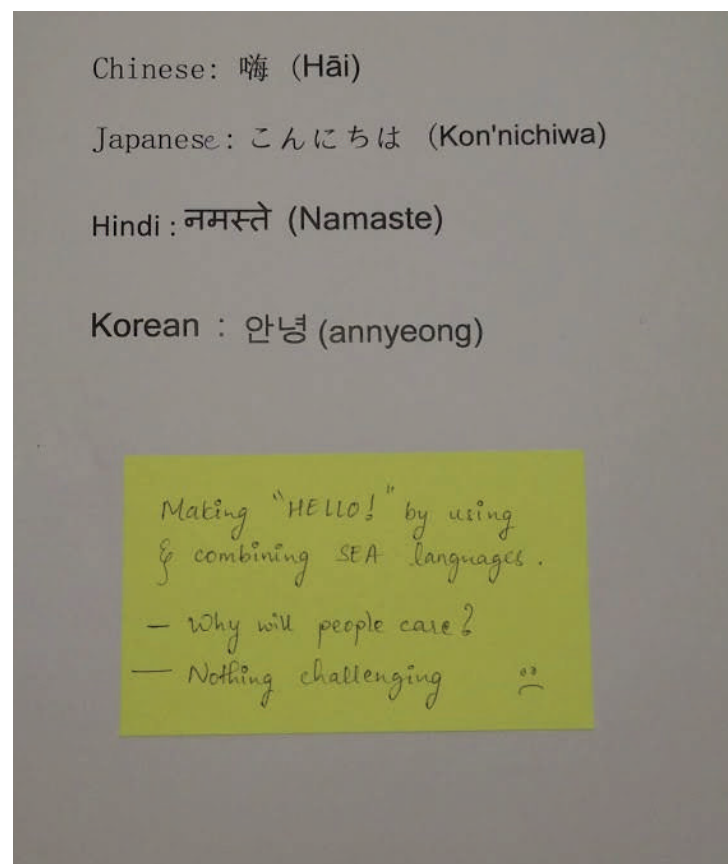


(Anon, 2016)

'All Asians are not Chinese'

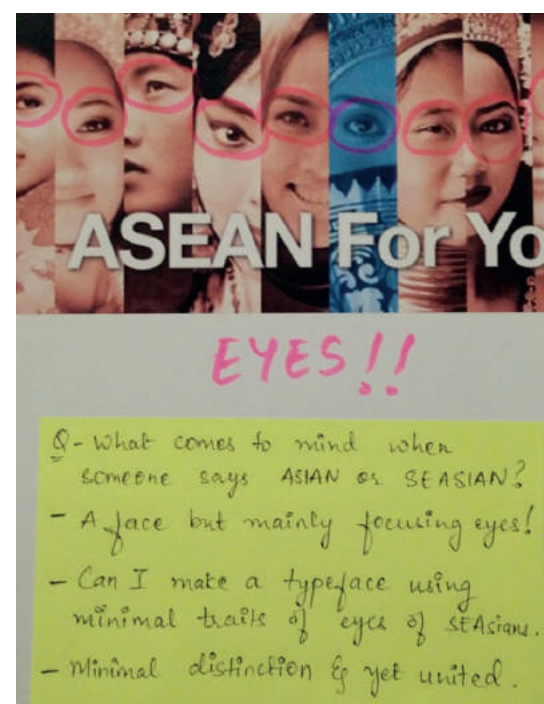
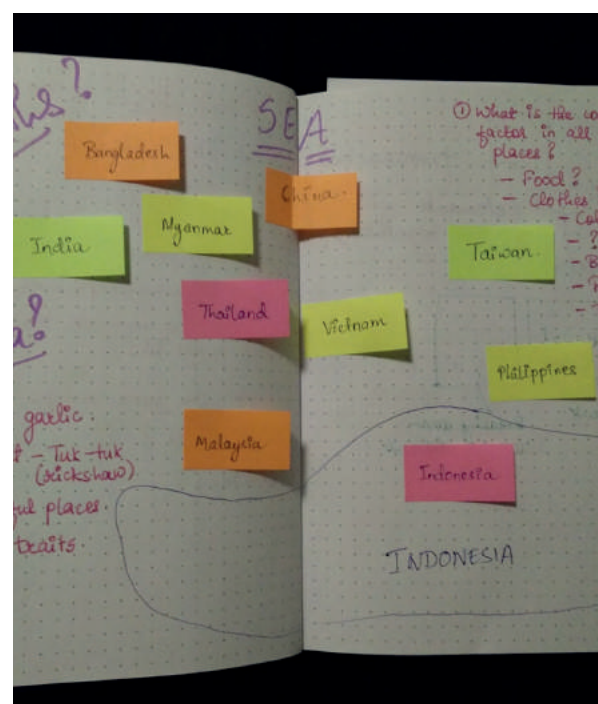
There are over 80% of Asians in my class. As most of them have similar looks so I had a misunderstanding initially that everyone is Chinese. My monotype project is inspired by this misunderstanding. When I started to research, I came across a lot of memes and debates but, there was no positive message towards this issue. I asked few of my classmates if they had the same problem and I realized that they feel sad and angry when all of them are considered as one community based on their looks.

Research

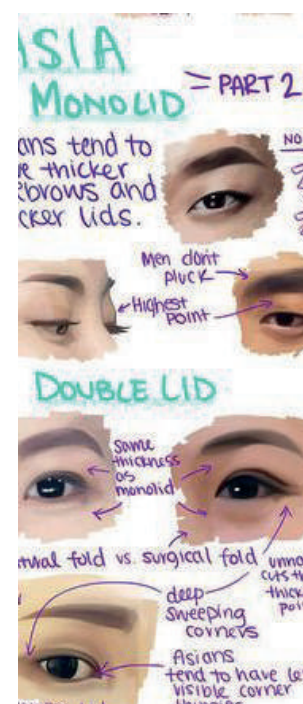


I started my research with finding a common factor among most Asian people. I came across few options like Cuisine, Clothes and Transport. I got a feedback from my tutor and my peers on each subject.

But, then I thought - What is the first thing everyone observes in Asians and gets to a conclusion that they look like Chinese?- **Eyes.**



(asean for you, 2014)



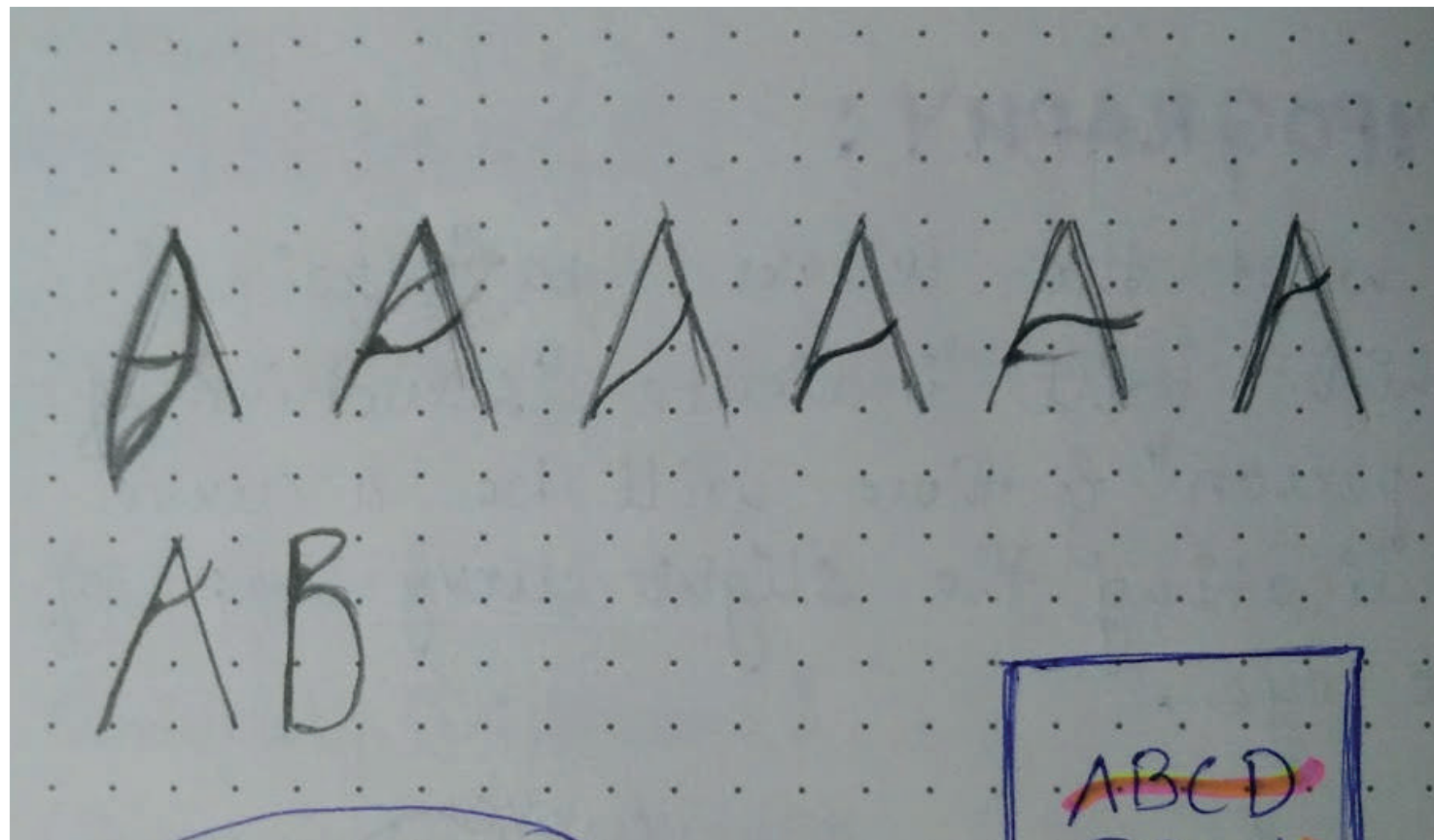
(Anon, n.d.)

I discovered that Asians have epicanthic fold which makes the eye so similar among them.

Feedback by tutor (Tao):

Garlic as a common factor is a good concept. Think about how garlic is chopped in different Asian cuisines and how it can be implemented in typographical format.

Further research

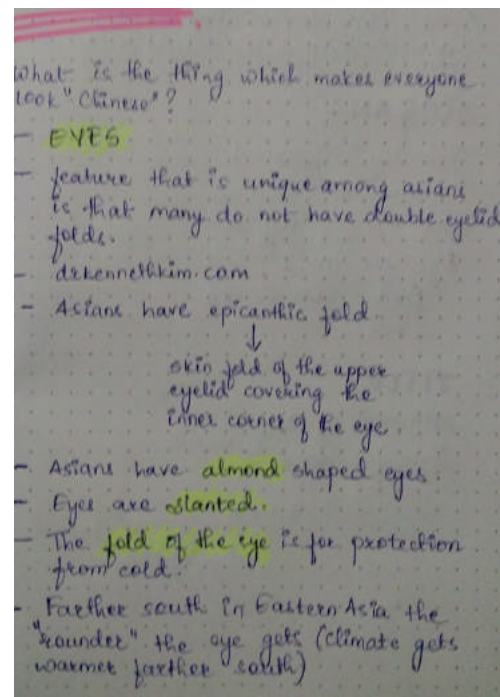
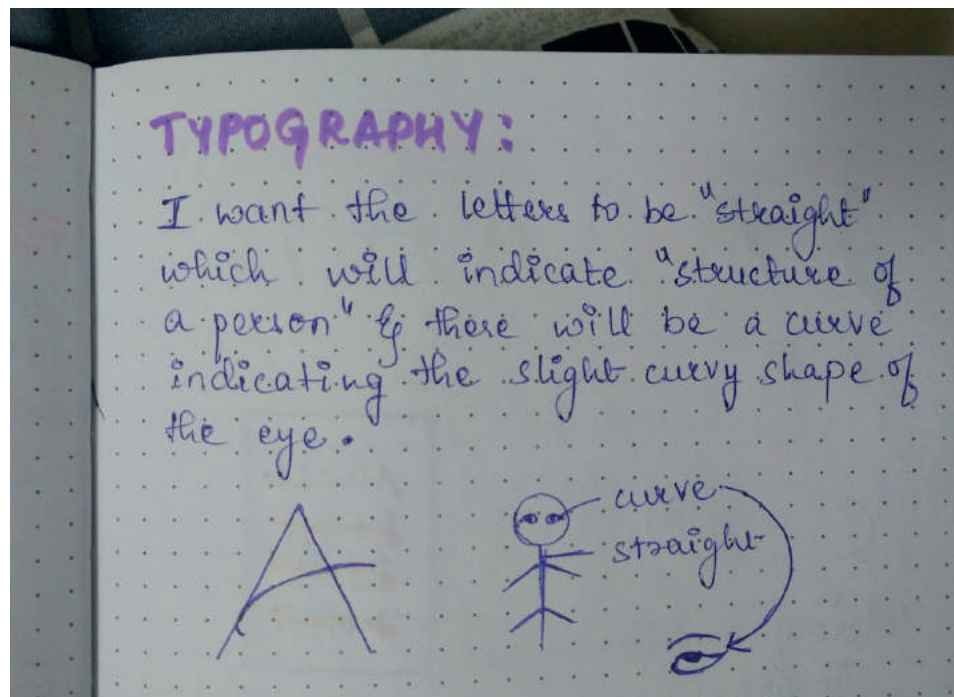


My message:

Asians look similar but we are different in many ways. Respect each individuality.

Typography concept:

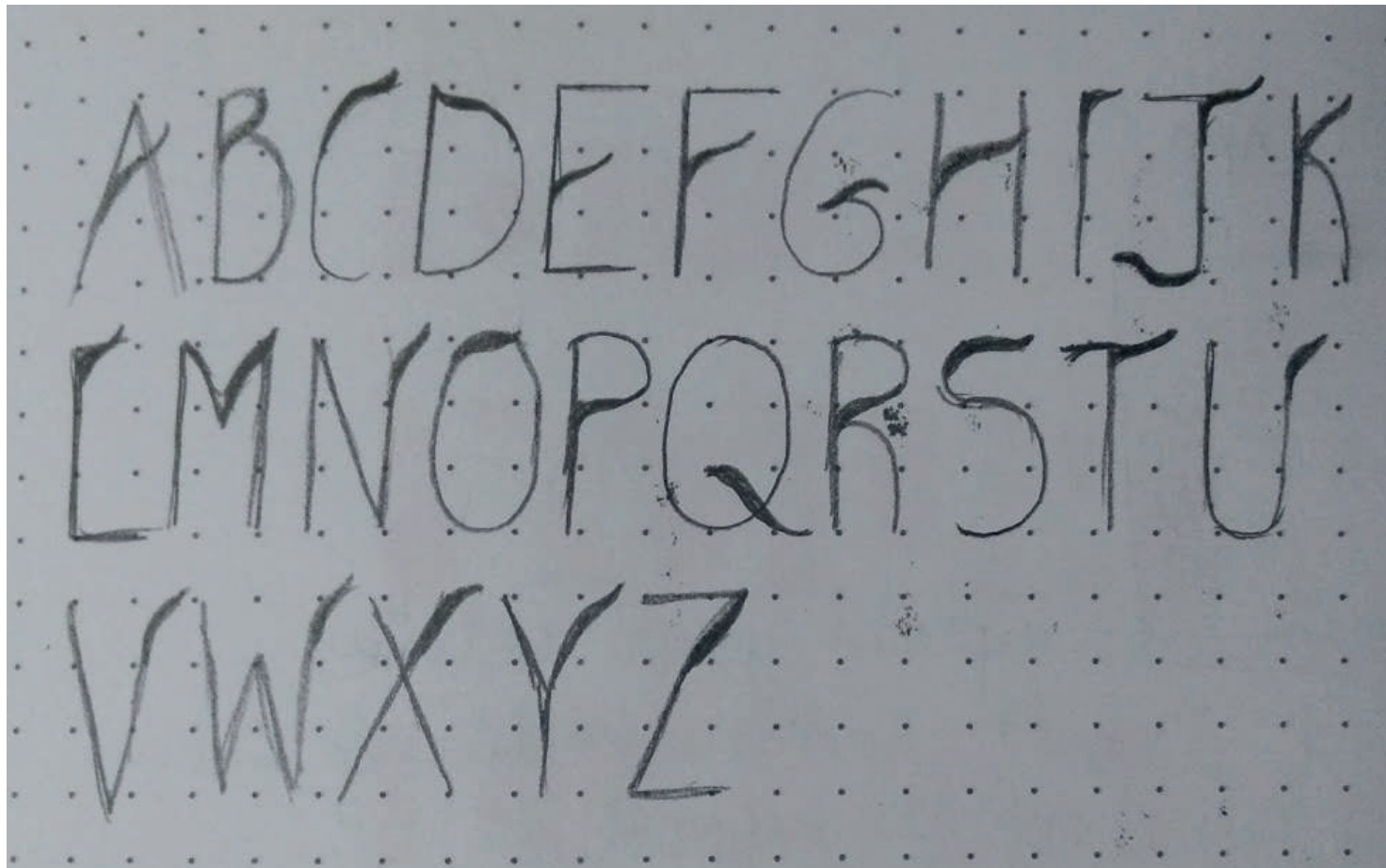
I designed a typeface which would resemble a straight posture of a human with a slight curve indicating eyes.



Slogan:

'Open your eyes to our differences'

First prototype

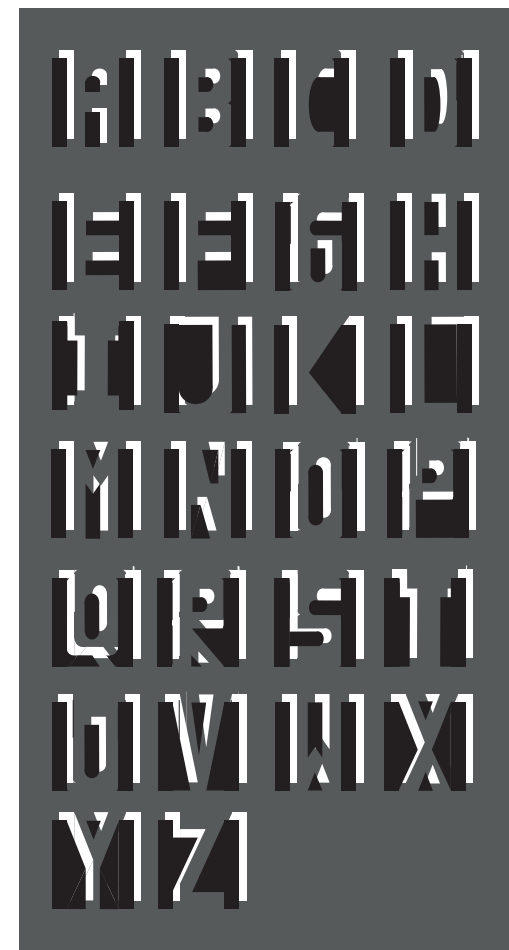
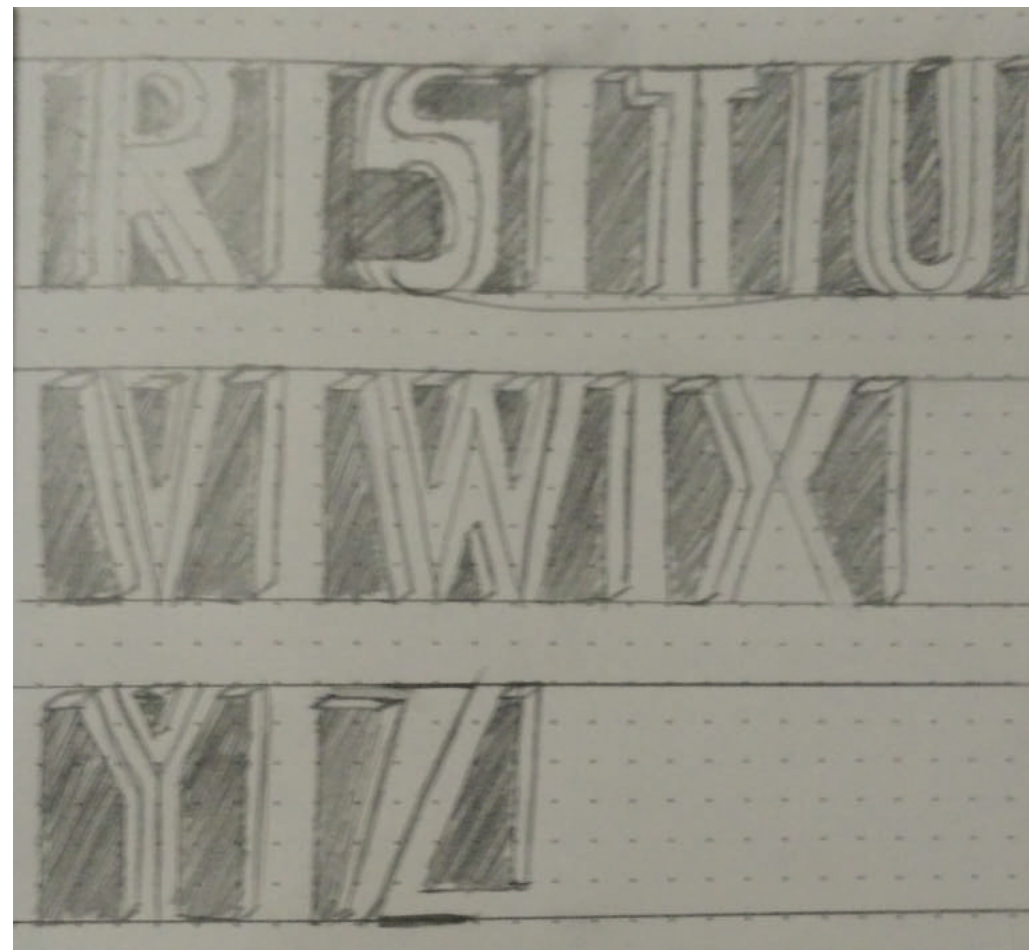
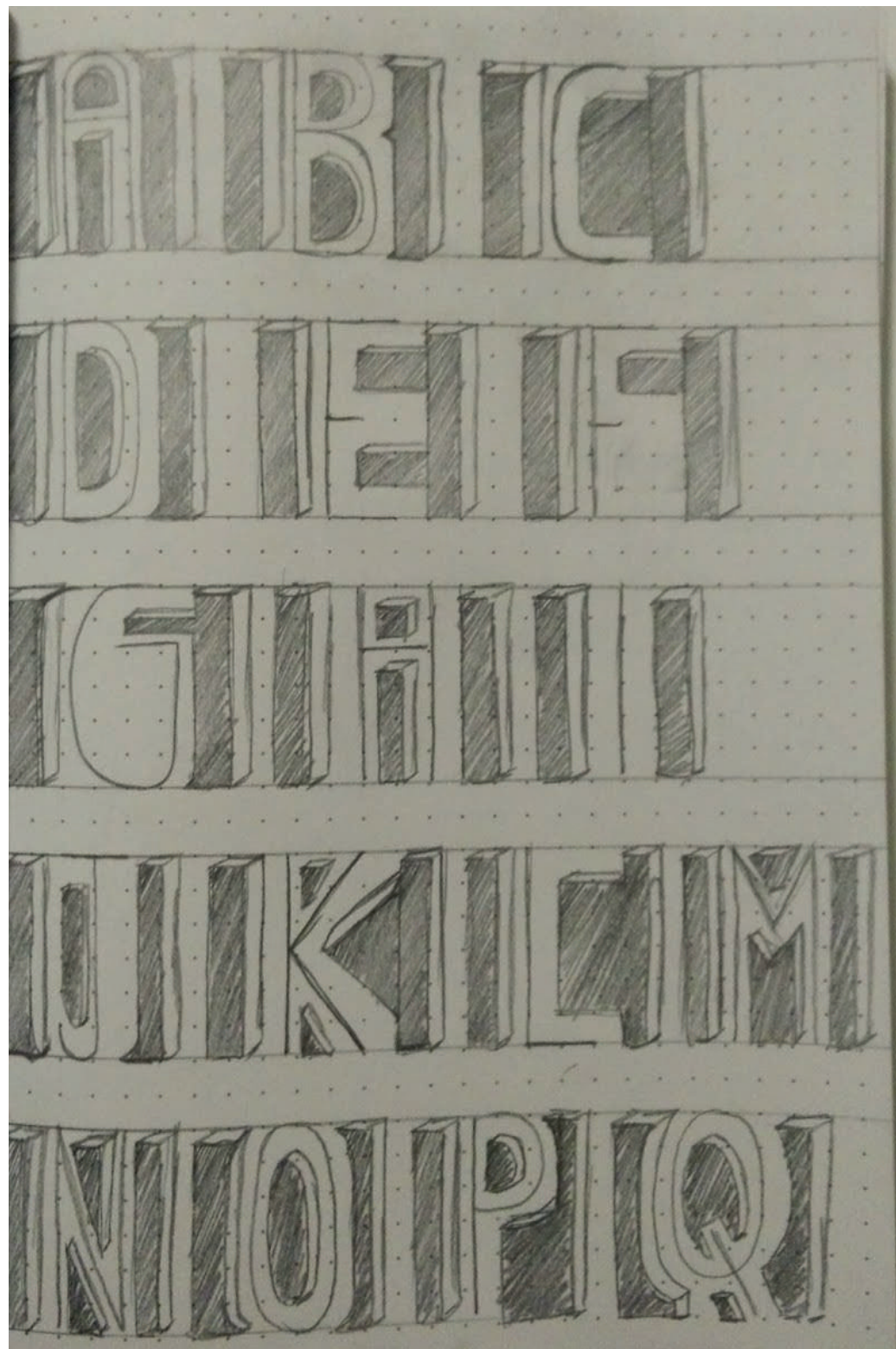


Feedback by tutor (Tao):

The typeface does not look appropriate for making a statement. It lacks in visual identity and is not clear that it is inspired by 'eyes'.

OP:EN::Y:OUR
E:Y:ES
T:O:OUR
DI:FF:ER:ENC:ES

Improvising typeface



Concept:

I wanted to create a typeface using negative and positive space. A typeface which can be read when you squint your eyes.

Poster prototype

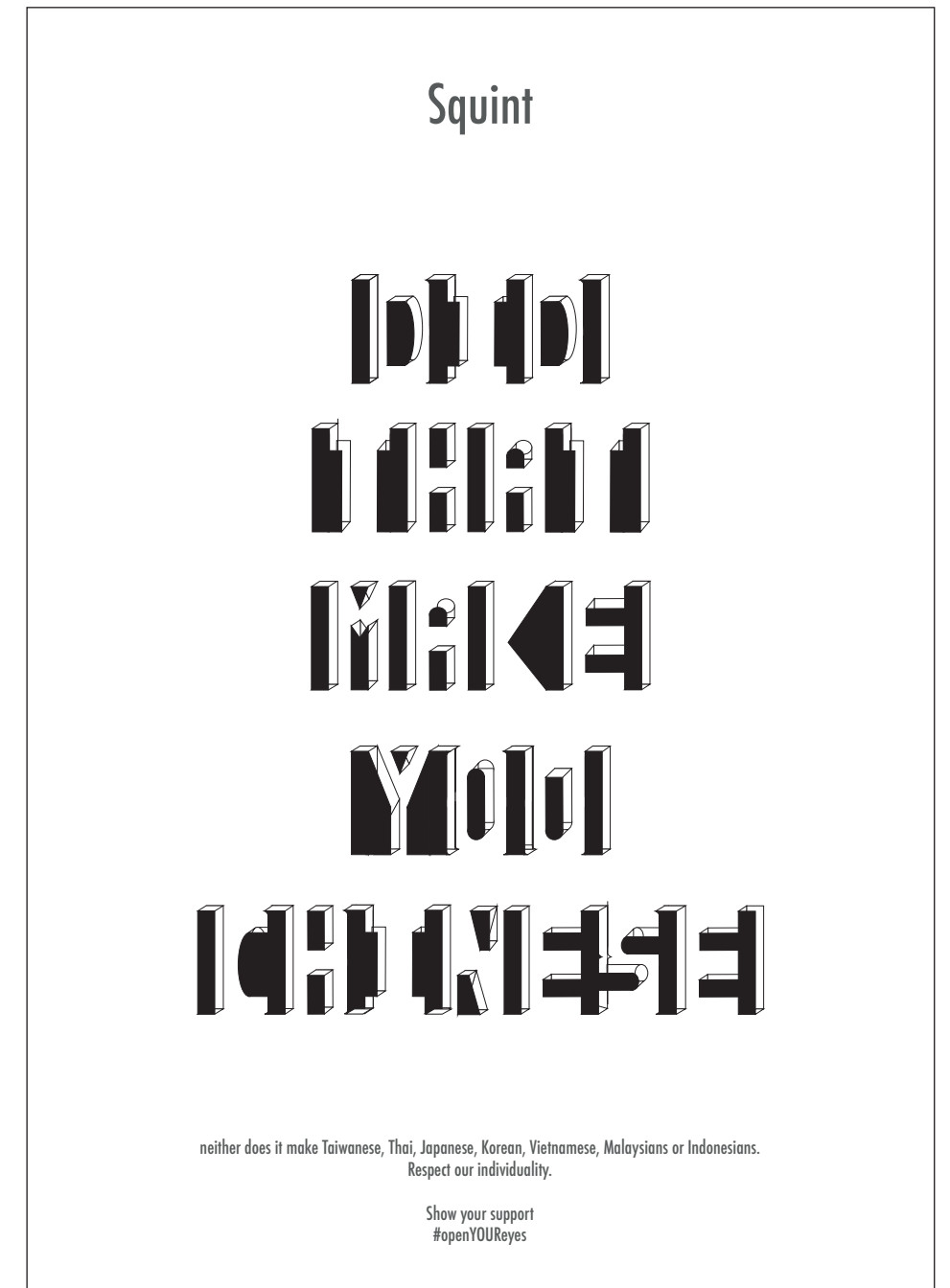
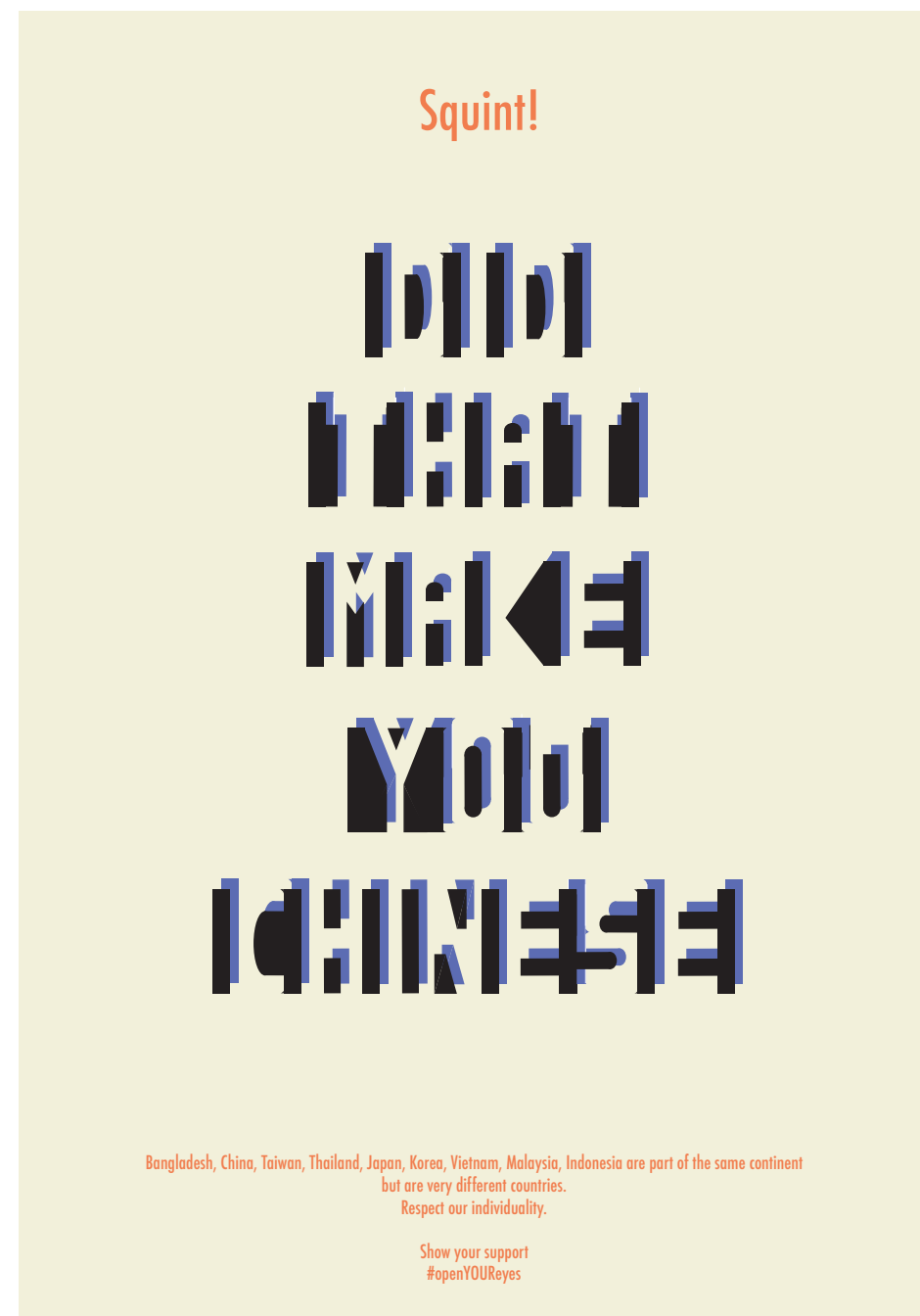
Squint your eyes to see the magic!

WOW
WOW
WOW
WOW
WOW

I wanted to make a poster which you can read when you squint your eyes. By playing around with negative and positive spaces, I came up with this prototype for poster.

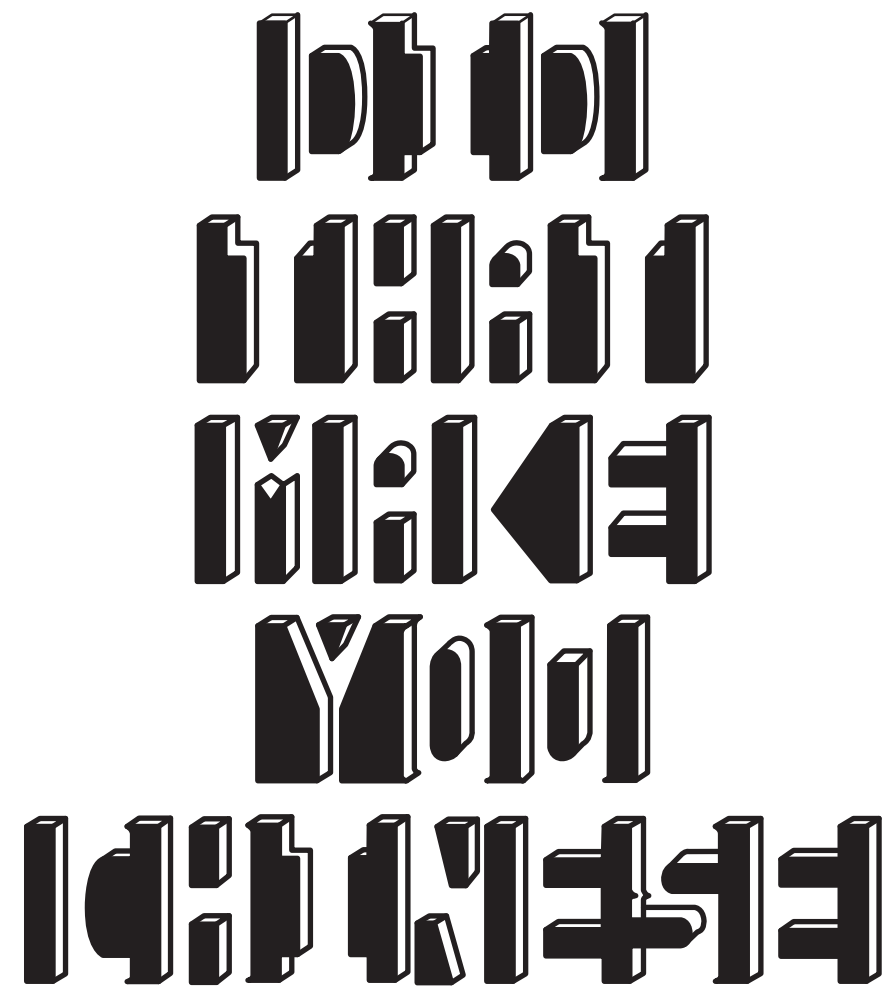
For the slogan, I chose a 'sarcastic' tone to convey my message and which will have an effect on my audience.

Poster versions



Feedback by tutor:
This poster is more sensible than the
other two.

Poster



neither does it make Taiwanese, Thai, Japanese, Korean, Vietnamese, Malaysians or Indonesians.

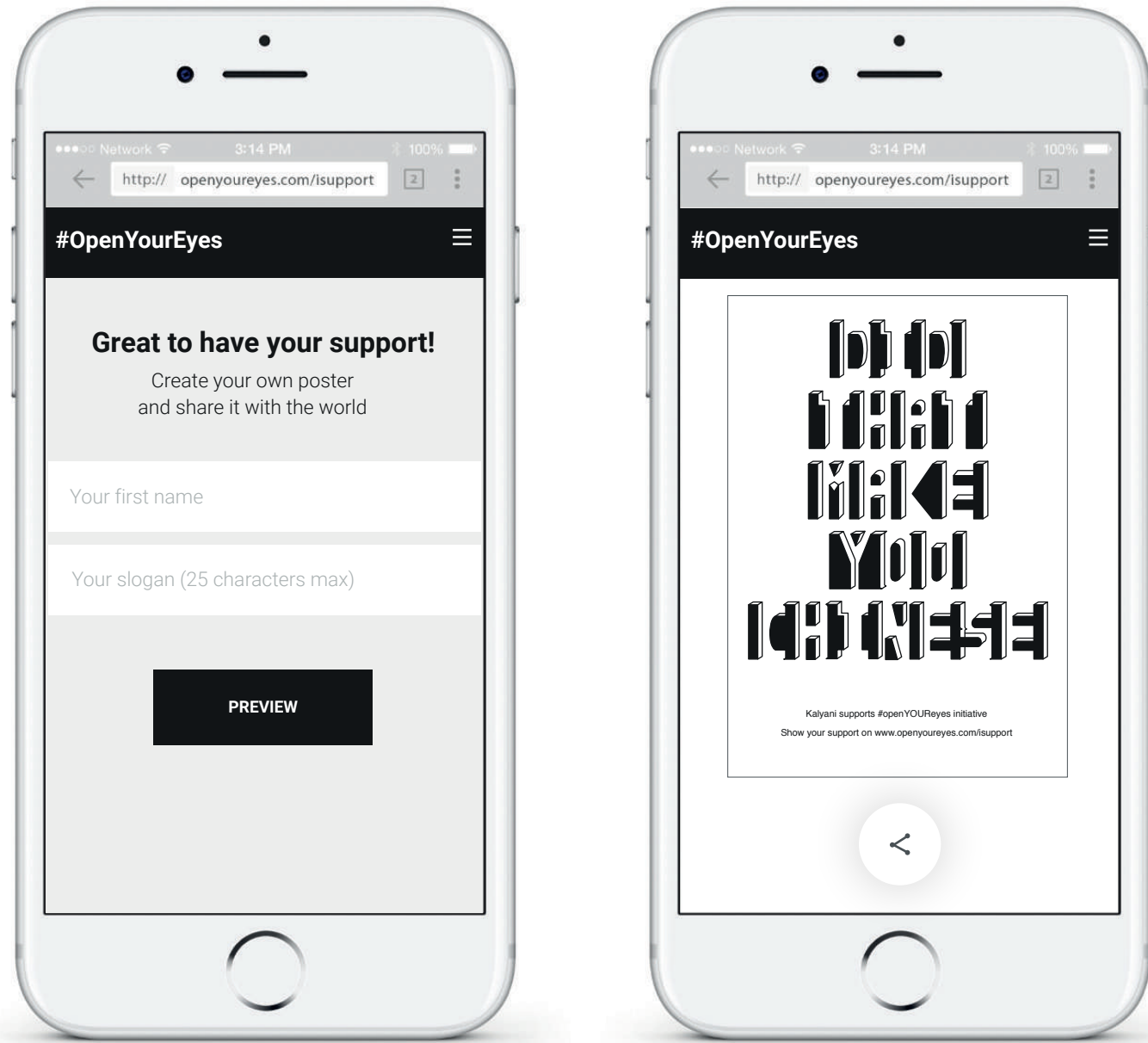
Respect our individuality.



Show us your support.
Scan this code to create
your own slogans and
upload it with **#OpenYourEyes**
www.openyoureyes.com/isupport

I added a QR code on the poster so that it is easily scanned on the mobile phone, which take you to a webpage where you can create posters with your own slogan.

Digital elements



When you scan the QR code on the poster, it will take you to a webpage where you can create posters with your own slogans. On the landing page, you can input your first name and your slogan. Once you click on the 'preview' button, it will generate the poster and you can share it on social media to support this cause with #OpenYourEyes.

Other touchpoints



(Free PSD Newspaper Advert mock-up, 2015)



(bus stop ad, 2014)