

# Capstone Project Process Book

ART414- Graphic Design Practicum

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# 3 Design Brief

## OBJECTIVES

Primary purpose: To spread awareness about the continual intersectional discrimination and systematic mistreatment of LGBTQ individuals.

Intended Message:

Wake up, make change. "Silence=Death". They will ignore us until they can't. Unite & Fight.

## TARGET MARKET

Message intended for: Youths, college students, young voters, young leftists, communists, LGBTQ individuals, people of color, advocates, minorities, middle class

Skill & knowledge level: high schoolers, college students, college graduates.

Background: marginalized communities, social

advocates, value community and common good, social reformation, queer, ally, poc, gen z, government reformation, disabled individuals

Call to action: sign petitions, unionize, protest, demand an end to the death of those whom the government have decided aren't worthy of living.

Primary target audience: young queer leftists

Secondary target audience? Older allies

## SERVICE DESCRIPTION

A campaign would work best. Using both printed and digital content will best reach the audience as well as resemble historic campaigns. Sticker bombing is the best way to spread ideology across college campuses that are able to be viewed as



# 4 Design Brief Continued

public art. I want people to organize within their communities. Take action, protest, unionize, vote, read, learn, advocate, create. I want everyone to see my work and be inspired to do something for the betterment of ourselves and our communities. Digital and print. Ideally, I would like to put my pieces around major cities but Oswego and Syracuse will do! The campaign will include stickers, 8.5x11 flyers, a website landing page, an Instagram post, and Instagram story.

**EXISTING PERCEPTION:** I aim to create an LGBTQ campaign that is better representative of the entire LGBTQ community.

## WANT TO BE PERCEIVED:

Empowerment - Action - Equity - Change - Unity - Strength - Inclusion

## LOOK AND FEEL Guidelines:

stick to the color palette, include the uniform graphic elements. punk is heavily tied to communism and queerness so leaning into angry-grunge.

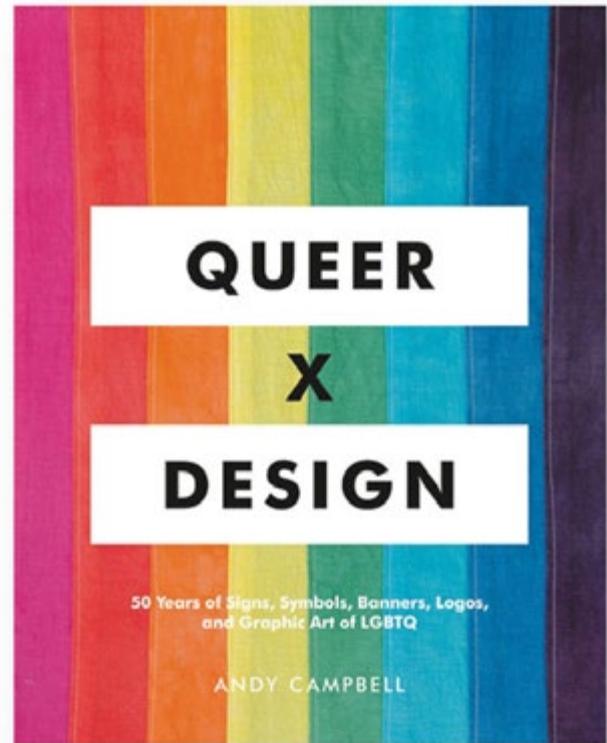
Typeface(s): ATF Headline Gothic Rough no. 2, Nuvo Mono Pro Black

Imagery: Grunge, Lavender Star, "They will try to ignore us until they can't", "unite & fight".

Formats/Color Spaces: RGB .png -digital, CMYK .tiff -print

# 5 Research

My research began with *Queer x Design* by Andy Campbell gifted to me by my mother-in-law for Christmas this past year (2021). Going into this project with the intention of reinventing a historical LGBTQ campaign, this book was the perfect place to start.



Campbell illustrates the importance of each graphic or campaign influencing the future design to come. I was inspired by the Pink Triangle, Silence=Death, Nautical Star Tattoo, Street Transvestite Action Revolutionaries (STAR), queercore, and public art.

The pink triangle is a reclaimed symbol of homosexuality first used by Nazis in the holocaust to identify queer people (and sometimes other marginalized people) targeted by Hitler. One of the



most notable uses of this symbol is the poster from the Silence=Death Project. Silence=Death was a work of a six-person collective in New York City formed during the AIDS crisis as a consciousness-raising group, and as a means of mutual support ([Wikipedia, 2022](https://en.wikipedia.org/wiki/Silence=Death)). "The Silence=Death poster was also used by the AIDS

# 6 Research

Coalition to Unleash Power (ACT UP) as a central image in their activist campaign against the AIDS epidemic. Because of ACT UP's advocacy, the pink triangle remains synonymous with AIDS activism. In 2017, the image was reinstalled in the windows of the Leslie Lohman Museum of Gay and Lesbian Art with a new line at the bottom: "Be Vigilant. Refuse.

Resist." (Wikipedia, 2022).

The Nautical Star Tattoo was a common queer signal for lesbians in Buffalo, NY. Historians Elizabeth Lapovsky Kennedy and activist Madeline D. Davis describe the



local lesbian identifier as "a star tattoo on the top of the wrist, which was usually covered by a watch". The pair also mentioned "This was the first symbol of community identity that did not rely on butch-fem imagery." (Campbell, 2019).

Street Transvestite Action Revolutionaries (STAR)



photo E. Bedos  
**S.T.A.R.**  
**STREET TRANSVESTITE ACTION REVOLUTIONARIES**  
Sylvia Rivera (center) with other Street Transvestite Action Revolutionaries (S.T.A.R.). [From Come Out (No. 7, p. 5)] Photographer Ellen Bedos. Reprinted, by permission, from National History Archives of the Lesbian, Gay, Bisexual & Transgender Community Center.

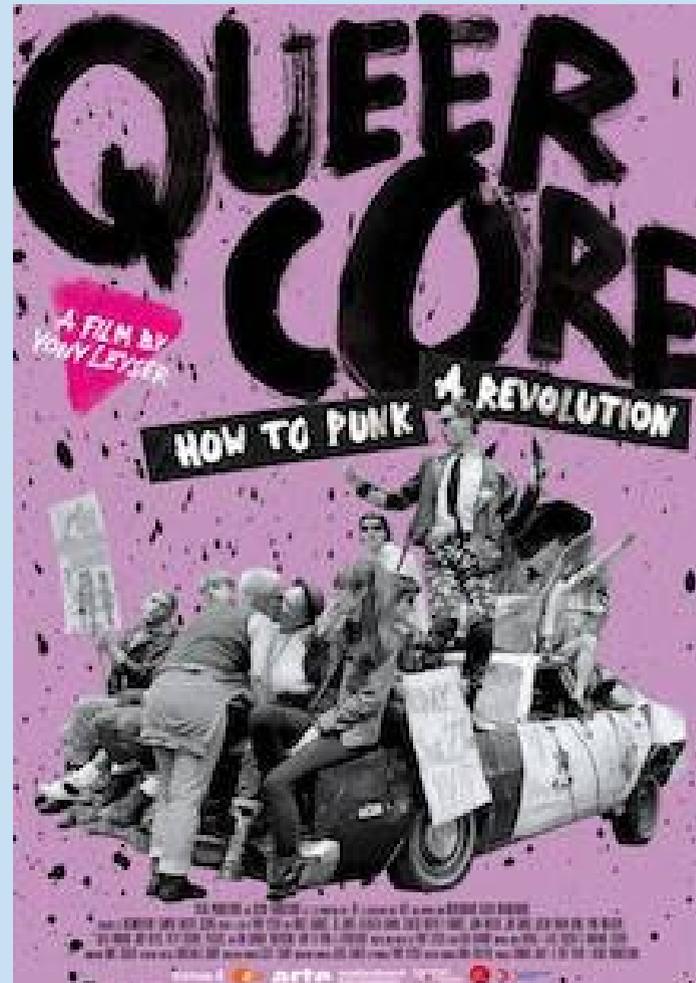
"was a gay, gender non-conforming and transvestite street activist organization founded in 1970 by Sylvia Rivera and Marsha P. Johnson, sub-culturally-

# 7 Research

famous New York City drag queens of color. STAR was a radical political collective that also provided housing and support to homeless LGBTQ youth and sex workers in Lower Manhattan. Rivera and Johnson were the “mothers” of the household, and funded the organization largely through sex work. STAR is considered by many to be a groundbreaking organization in the queer liberation movement and a model for other organizations.” ([Wikipedia, 2022](#))

Punk and queer culture have a long history of overlapping. According to NPR, “A ‘punk’ has always meant a person up to something disreputable and socially deviant,” ([NPR, 2020](#)). “Queercore” or “Homocore” has become the commonly used name to refer to specifically LGBTQ offshoots of the punk movement. According to the queercore

Wikipedia page, “It is distinguished by its discontent with society in general, and specifically society’s disapproval of the LGBTQ community.” ([Wikipedia, 2022](#)).



Street/public art and wearable art are staples in LGBTQ history therefore I felt it fitting to use stickers and sticker bombing. My target audience, college students love sticker and they are legal forms of street art. I will follow-up with flyers and a social media campaign to point people to the web page.

# 8 References

Campbell, Andrew Raymond. *Queer X Design: 50 Years of Signs, Symbols, Banners, Logos, and Graphic Art of LGBTQ*. Black Dog & Leventhal Publishers, 2019.

Editorial, Artsy, and Eli Hill. "15 Young LGBTQ Artists Driving Contemporary Art Forward." Artsy, 7 June 2019, <https://www.artsy.net/article/artsy-editorial-15-young-lgbtq-artists-driving-contemporary-art-forward>.

"Meme." Wikipedia, Wikimedia Foundation, 16 Feb. 2022, <https://en.wikipedia.org/wiki/Meme>.

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"Queercore." Wikipedia, Wikimedia Foundation, 2 Feb. 2022, <https://en.wikipedia.org/wiki/Queercore>.

"Silence=Death Project." Wikipedia, Wikimedia Foundation, 18 Feb. 2022, [https://en.wikipedia.org/wiki/Silence%3DDeath\\_Project](https://en.wikipedia.org/wiki/Silence%3DDeath_Project).

"Social Justice Art." Wikipedia, Wikimedia Foundation, 26 Sept. 2021, [https://en.wikipedia.org/wiki/Social\\_justice\\_art#:~:text=Social%20justice%20art%2C%20and%20arts,individuals%20to%20promote%20social%20change](https://en.wikipedia.org/wiki/Social_justice_art#:~:text=Social%20justice%20art%2C%20and%20arts,individuals%20to%20promote%20social%20change).

"Sticker Art." Wikipedia, Wikimedia Foundation, 15 Jan. 2022, [https://en.wikipedia.org/wiki/Sticker\\_art](https://en.wikipedia.org/wiki/Sticker_art).

StickerYou Team. "A Sticky History of Street Art." StickerYou, 24 Aug. 2021, <https://www.stickeryou.com/blog/post/history-of-stickerart#:~:text=Taki%20was%20considered%20one%20of,own%20names%20and%20street%20addresses>

"Street Transvestite Action Revolutionaries Found Star House." Street Transvestite Action Revolutionaries Found STAR House | Global Network of Sex Work Projects, 2021, <https://www.nswp.org/timeline/street-transvestite-action-revolutionaries-found-star-house>.

"Street Transvestite Action Revolutionaries." Wikipedia, Wikimedia Foundation, 19 Feb. 2022, [https://en.wikipedia.org/wiki/Street\\_Transvestite\\_Action\\_Revolutionaries](https://en.wikipedia.org/wiki/Street_Transvestite_Action_Revolutionaries).

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# Idea Generation

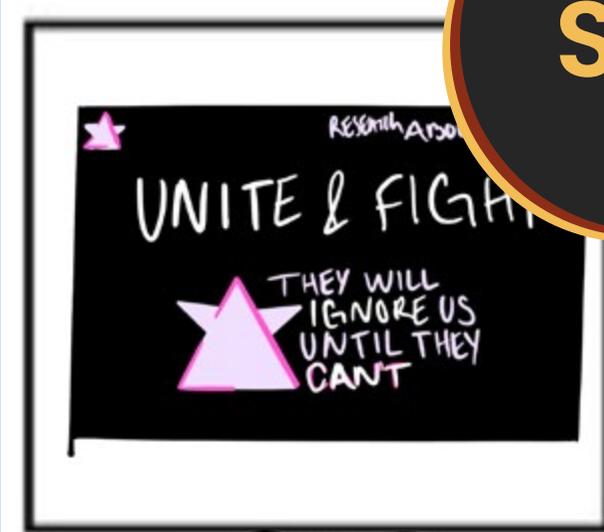




## Brainstorm

I played with many different phrases to suit this campaign. I came up with the pairing of "They will ignore us until they can't" and "Unite & Fight". These best portrayed my intended message.

Sketches





It was suggested to me by Professor Donna Greene to incorporate the grunge effect on not only the sticker but on the Unite & Fight symbol itself.

Greene also voiced her concern about the emblem being recognizable but for the sake of legibility it was decided to make no alterations to the symbol conceptually.

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# Deliverables

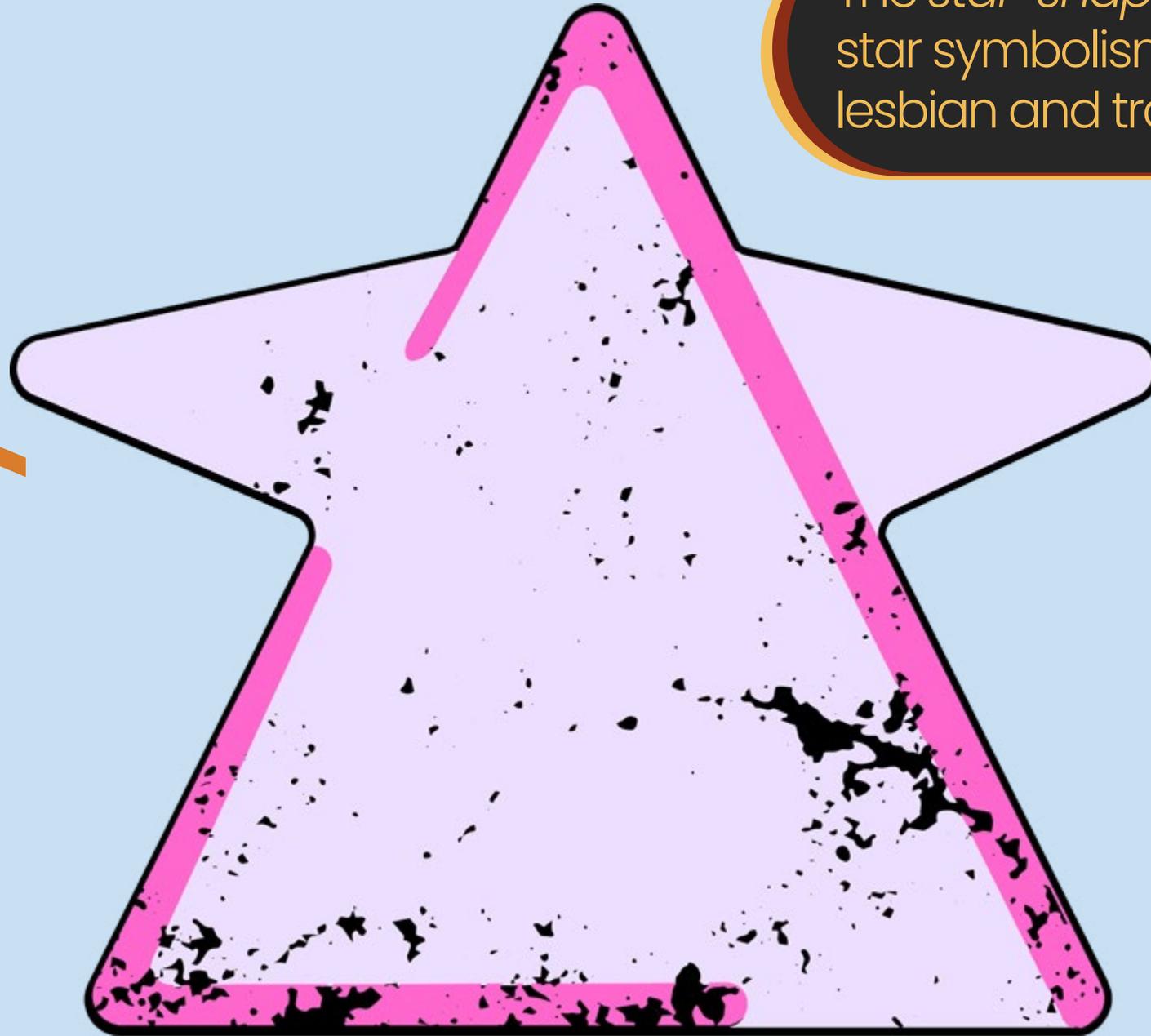
# 15 Sticker & Sticker-Bombing

"They will ignore us until they can't". I chose this phrase in the hopes of allowing this sticker to stand on its own. If it is seen without context it can still empower.

I chose the *sticker* format to mirror the other physical campaigns used in the LGBTQ community like pins, shirts, matches, etc. Stickers are versatile because they can be displayed, worn, and easily passed. Additionally my target audience, college students, love sharing/collecting stickers.



# The Symbol

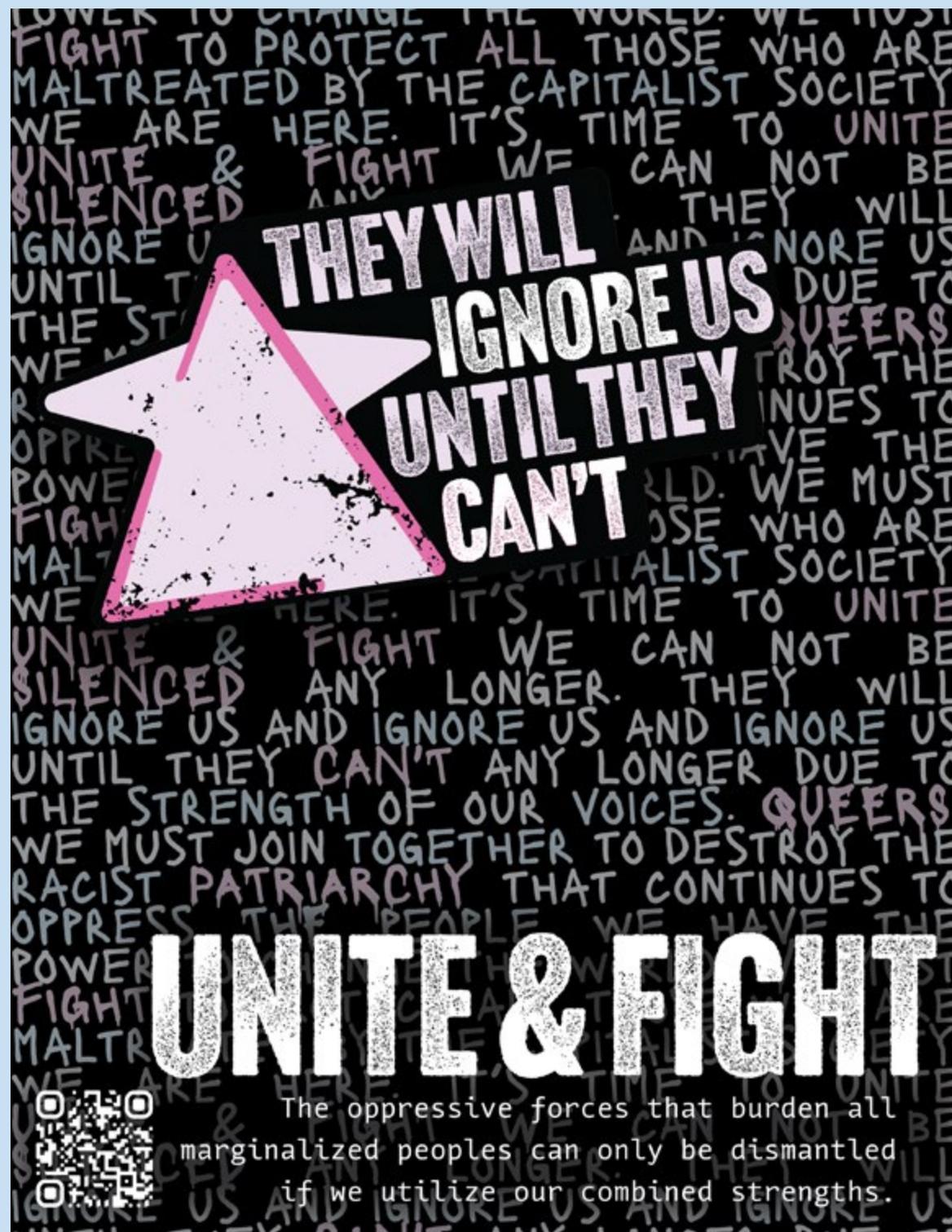


The *star-shape* was inspired by the star symbolism commonly used in lesbian and trans communities.

The *outline of the pink triangle* is used to tie the symbol to the more widely recognizable "Silence=Death" campaign. This acts as a dog whistle to queer people.

The *grunge* is used to tie the symbol to the punk movement and queercore. Both movement's values align with the mission of this campaign.

# Printed Flyer



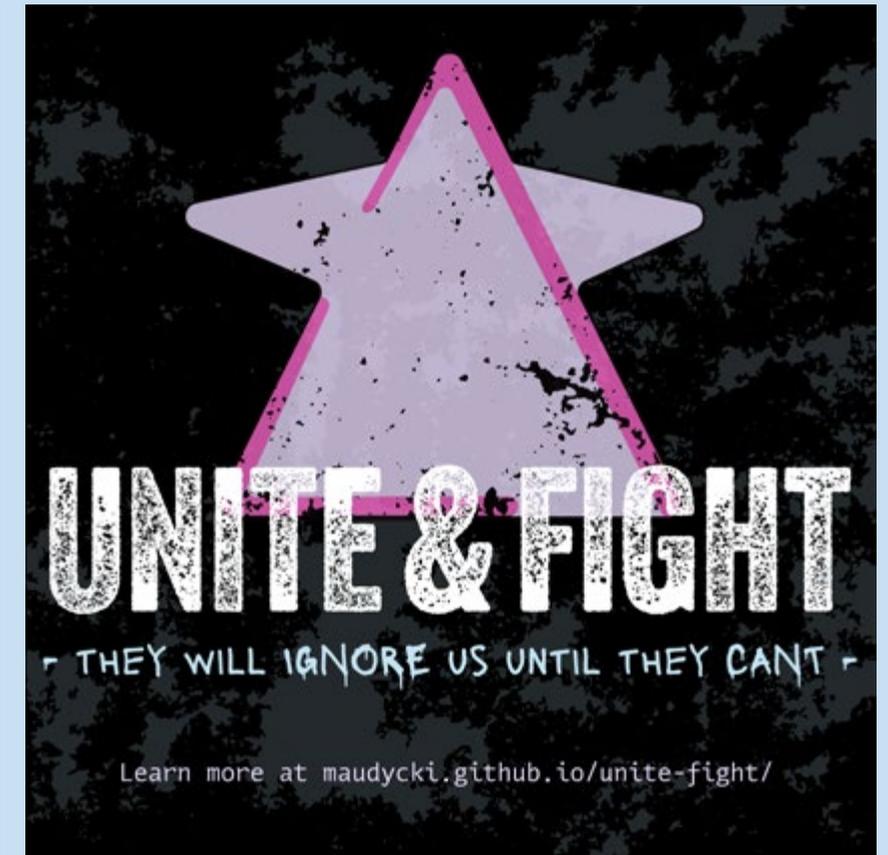
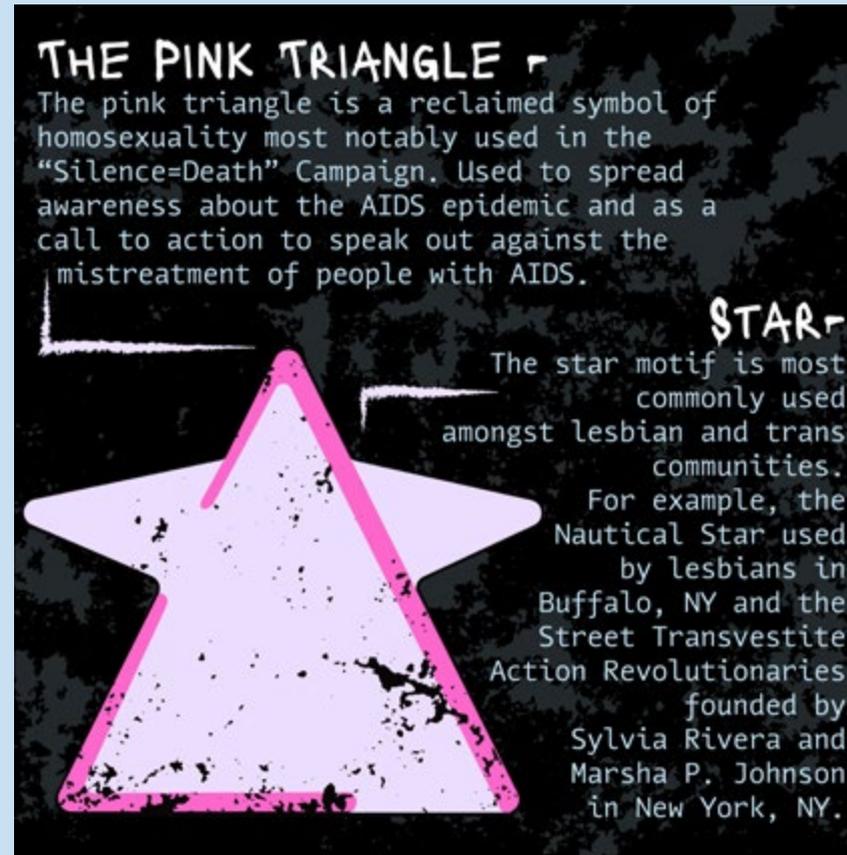
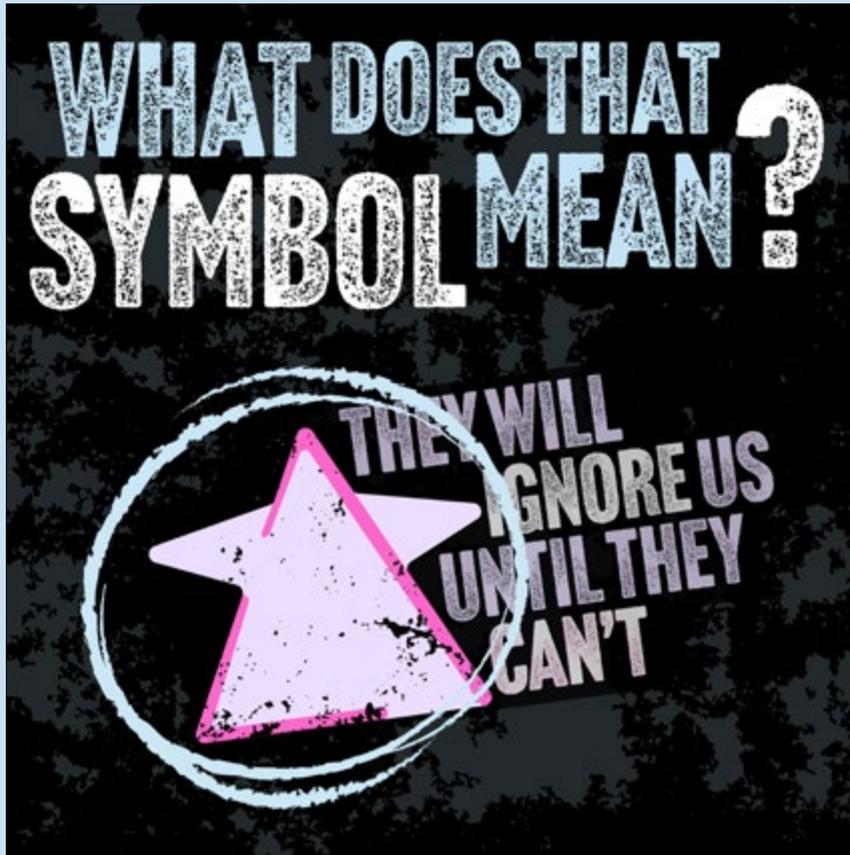
The flyer will be used as a follow-up to the sticker bombing in order to provide context to the campaign and lead the audience to the Unite & Fight website featured below.

UNITE & FIGHT We can not be SILENCED any longer. They will ignore us and ignore us and ignore us until they CAN'T any longer due to the strength of our voices. QUEERS, we must join together to destroy the racist PATRIARCHY that continues to oppress THE people. We have the power to change the world. We must FIGHT to protect all those who are maltreated by the capitalist society. We are here. It's time to unite

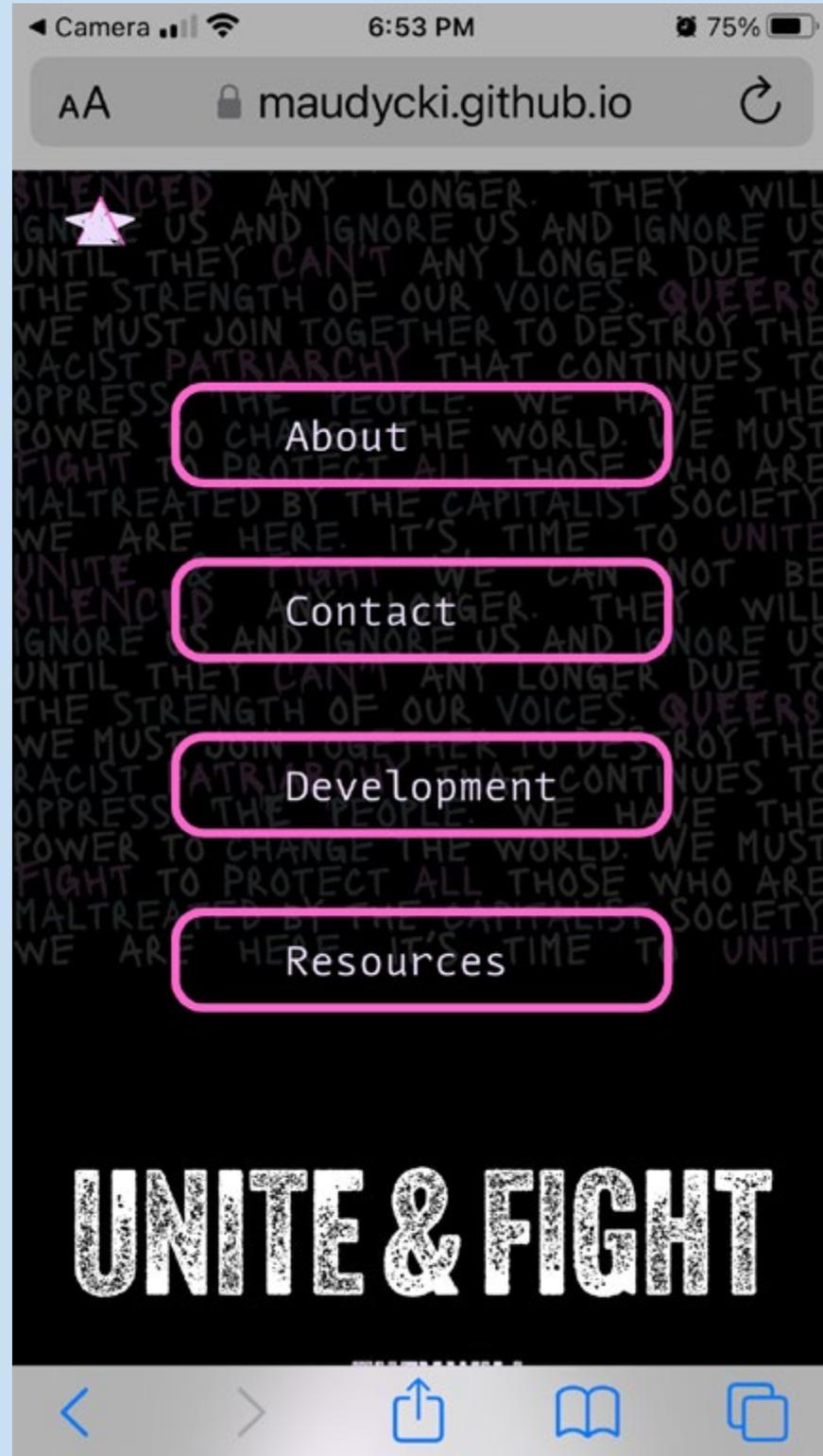
# Instagram Post



The *Instagram Post* will be used as a promotional device to lead the audience to the Unite & Fight website featured below. This also directs the audience and their web of connections to helpful resources that could change their life.



The *Instagram Post Trio* is used to give the audience a brief look into the creation of this piece and a better understanding of the historic meaning of the symbolism used.



The *mobile web page* will house the information regarding the goals and mission, the development, resources, and contact information for the designer. Using HTML and CSS, I coded using a mobile-first method then adding media queries to accommodate for larger screens.

# 21 Wide Screen Web page

The wide screen web page changes format to mimic the sticker appearing on a graffiti wall. This also allows for easier site navigation.



# 22 Resource List

The *resource list* directly gives my audience access to life-changing resources. Resources cover areas such as LGBTQ, Health, Activism, Legal, and Related Information.

## RESOURCES

If affiliated with SUNY Oswego or you are located in the Oswego area, please check out the QTOC website for LGBTQ+ resources. QTOC has resources separated by On-campus, local Oswego, New York State, National, and Online.

Below are resources for LGBTQ people, Activism, and Organizing for Social Change.

[Oswego's Queer and SUNYTrans Outreach Center](#)

[Guides & Resources on Personal Pronouns](#)

[Resources from GLSEN](#)

[Parents & Family of Lesbians And Gays \(PFLAG\)](#)

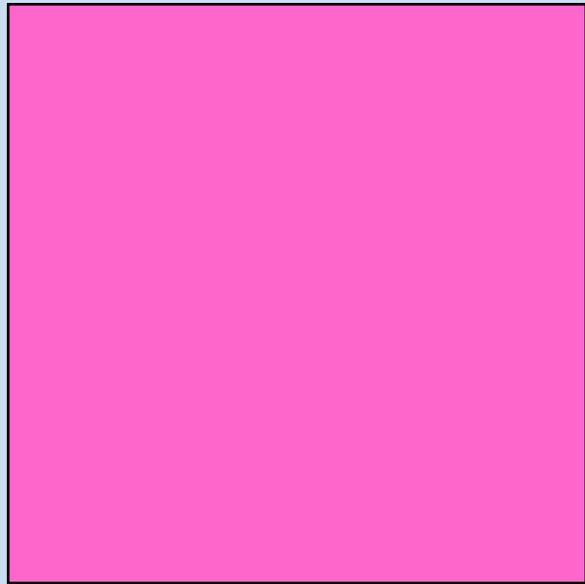
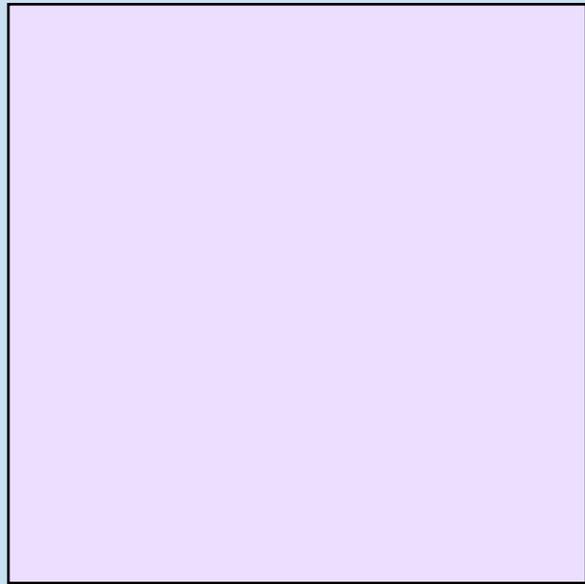
[Trillium Health](#)

[LGBTQ Community in Rochester](#)

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# Analysis

# 24 Color Study



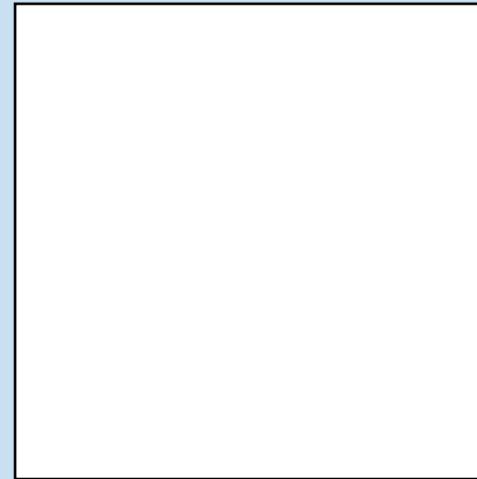
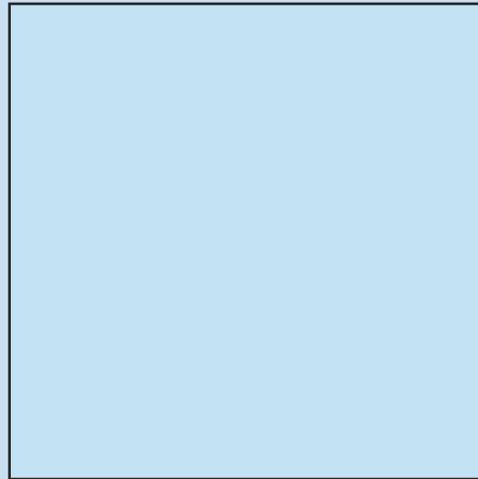
*Lavender* - #ECDEFF RGB 236, 222, 255

*Pink* - #FF66CC RGB 255, 102, 204

*Blue* - #C3E3F5 RGB 195, 227, 245

*White* - #FFFFFF RGB 255, 255, 255

*Black* - #000000 RGB 0, 0, 0



# 25 Type Study



## HEADLINE GOTHIC ATF- ROUGH NO.1

Nuvo Mono Pro- Regular  
LACQUER- REGULAR

*ATF Headline Gothic – Rough No.1* Used for Sticker and Headlines. This is a grungy sans-serif font from the American Type Founders Collection

*Nuvo Mono Pro – Regular* Used in the body of the website and information on flyer and Instagram post. Designed by Siegfried Rückel. From FontFont

*Lacquer – Regular* Used as background text. Designed by Niki Polyocan, Eli Block

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# Activity Log

**Brainstorming: 45min**

**Research: 8+ hours**

**Idea Generation: 2 hours**

**Deliverable Development: 5 hours**

**Coding: 4 hours**

**Critique: 3 hours**

**Process Book: 5 hours**

# 27 Student Summary

I would like to start off by mentioning how proud I am of myself for accomplishing this project and getting my degree. It has been a short but challenging journey and I am grateful to have been given the opportunity to grow.

I believe the Unite & Fight campaign has a message that needs to be heard. I feel this project is a perfect culmination of the work I have done in

my undergrad. With this capstone project, I wanted to combine my areas of study, Graphic Design, Communication, and Advocacy. I sought out to create a campaign with the goal of promoting the intersectionality of the LGBTQ community and the strength of unification. I intended on doing this through comprehensive research into the history of the LGBTQ movement, art/design, and social movements in the United States. Research was the

cornerstone of my capstone project. Every detail of the campaign holds historical significance and purpose. Message based communication is a crucial concept to understand when creating intentional design. I began my design process with message creation. I reviewed these thoughts and writings with professional colleagues to ensure that I had a solid foundation. For

# 28 Student Summary

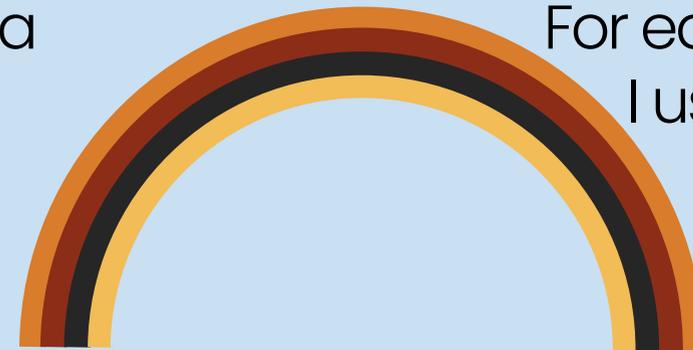
the above reasons, I believe my design solution was incredibly effective in creating a more inclusive, more accessible LGBTQ campaign for social change.

My target audience is LGBTQ college students. I feel my campaign effectively reaches this demographic because of the chosen mediums, content, and

overall aesthetic. My campaign focuses primarily on the sticker and web page mediums. Those formats are most used by my intended audience. Stickers are the second easiest thing to spread on a college campus and in the age of the internet, a web page was unavoidable. Social media is also a large part of college students' lives which is why I decided to incorporate a series of social media posts intended for

Instagram and Facebook. To reach my secondary audience of older allies, I opted for the flyer (and Facebook post) to provide context to the sticker they may see displayed around campus. I feel the overall grunge aesthetic is also very appealing to college students, LGBTQ people, and other minorities as they are the most typical demographics to make up "punks".

For each of my mediums, I used the same color



# 29 Student Summary



palette, typefaces, and queercore aesthetic to ensure a unified series and clear concept. I think the cohesiveness of the series and its core messaging is what makes it a successful design and successful campaign. I think my campaign could be improved upon by making it

even more expansive. Adding additional marketing materials, connecting people with more resources, having a narrower call to action. I think this campaign could be really successful if it were in association with a pre established organization that focuses on LGBTQ rights and social advocacy. This project has strengthened my skills in areas of project

management, researching for design, coding, leadership, inclusivity and accessibility practices, and cohesive branding. I also learned how to print my own stickers! I am very grateful to be able to express my passion for advocacy through graphic design.