



Brief set by
Google Fonts & HMCT

Type as the universal voice of peace, dignity, and equality

Related Disciplines
Typography
Graphic Design

Deadline
22 March 2022, 5pm GMT

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The backstory

The United Nations Universal Declaration of Human Rights (UDHR) was a milestone document in the history of human rights. Drafted by representatives with different legal and cultural backgrounds from all regions of the world, the Declaration was proclaimed by the UN General Assembly in Paris on 10 December 1948. The 30 articles of the UDHR set out, for the first time, fundamental human rights to be universally protected. It has been translated into over 500 languages.

Today, almost 75 years since the ratification of the UDHR by over 48 countries, we are witness to a rise in the voices of protest and rhetoric, addressing issues such as justice, freedom, choice, and equality.

Through typography, you have the opportunity to give a voice to these and other issues you believe are of consequence, or of relevance — in any language, on any device.

What's the challenge?

Typography has the power to make words matter, and to make words more relevant.

Create a typographically-led campaign based on or expanding the Articles of the UDHR as a call to action or awareness. Choose an issue that compels you, and makes you care deeply. No matter our origins or where we live now, we should all have access and rights to: education, the right to choose, breathe clean air, freedom, justice, etc. Bring these issues to life in a way that is engaging for your audience.

Who are we talking to?

Universal means everyone. You can address an issue that is of global concern, or a local issue important to your immediate community.

Things to think about

Explore Noto

In support of the universal voice of typography, Google has developed a font family called Noto, which aims to support all languages with a harmonious look and feel. Google Noto spans more than 150 writing systems and over 1000 languages, and hundreds of thousands of characters. The Noto typeface is a truly universal method of communication for billions of people around the world accessing digital content. Noto has multiple styles and weights, and is freely available to all.

Find the intersection

Consider the challenge of a cross-cultural dialogue where typography and written communication could make a difference. How could your response utilise these ideas?

Keep things fresh

Show fresh-thinking visuals. No stereotypes or clichés. Draw on experience. Do your research and get first-hand feedback. Whatever you do, make sure your solution is thoughtful, authentic, and true.

Use tech

Think about how technology — analogue or digital — creatively affects your use of type. You could also explore using variable types, generative type, or animated type.

The important stuff

Your solution can be in any language, though you will need to provide an English translation. Any accompanying explanatory descriptions must be in English, and you should clearly indicate any key features of your design, especially if it uses a world-script writing system.

Present a **typography-led, graphic design campaign** that uses Google Fonts, a library of over 1200 free licensed fonts. Your campaign must include:

- At least one poster
- At least one digital element
- At least one non-traditional touchpoint

Your non-traditional touchpoint should not be limited by any commercial factors. The touchpoint should be an innovative solution inspired by your ideas in any medium.

What and how to submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

The United Nations Universal Declaration of Human Rights
un.org/en/about-us/universal-declaration-of-human-rights

Google Fonts Library (Noto Font)
fonts.google.com/noto

HMCT Art Center
hmctartcenter.org/