



Brief set by
Google Fonts & HMCT

Lead the way through type-led activism

Deadline
21 March 2023, 5pm GMT

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The backstory

Social activism is a personal choice to work to bring about change in society, and can address principles of justice, inequality, freedom, choice, and more. Activists like Dr Martin Luther King Jr, Nelson Mandela, Amal Clooney or Greta Thunberg have challenged and questioned the behaviour and policies of governmental, economic and social institutions; they have all promoted change and alternative solutions that they believe would benefit the common good.

“Activists need to become aware of the roles they and their organisations are playing in the larger social movement. There are four different roles activists and social movements need to play in order to successfully create social change: the citizen, rebel, change agent, and reformer. Each role has different purposes, styles, skills, and needs; and can be played effectively or ineffectively.” **Bill Moyer**

Through your typographic voice, you have the opportunity to address an issue you believe is of consequence, and to call for change – in any language, on any device.

What’s the challenge?

Typography has the power to make words matter, to facilitate change, create awareness and a call to action. Choose an issue that compels you and makes you care deeply. Bring this issue to life in a way that is engaging for your audience. Create a typographically-led campaign that is a call to action or raises awareness of your subject.

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. You’ll need to articulate how your idea is particularly relevant to your chosen community.

Things to think about

Explore Google Fonts

Your typographic choices are important. In support of the voice of typography, Google Fonts is a library of 1,455 open source font families and APIs, and has developed over 1,000 free-licensed fonts that aim to support all languages. Included is the Noto typeface project, a truly universal method of communication for billions of people around the world accessing digital content. Noto has more than 100 writing systems, 800 languages, and hundreds of thousands of characters, multiple styles and weights, and is freely available to all. Consider the challenge of a cross-cultural dialogue where typography and written communication could make a difference.

Be authentic

Research your topic. This is how you’ll find the insight that will drive your work and

inform your designs (see *Further information* for helpful links). Show fresh-thinking visuals. No stereotypes or clichés. 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 campaign can be in any language. If you choose a language other than English, you’ll need to provide an English translation and explanatory descriptions. Any content not in English should be reviewed by a native speaker or translator, not just put through translation software (including Google Translate). Clearly indicate any key features of your design, especially you use a non-Roman writing system. Do not use Google’s logo or brand assets, nor any copyrighted images or audio.

Present a typography-led graphic design campaign, using Google Fonts, that includes:

- At least three posters.
- At least one digital element.
- At least one non-traditional touchpoint.

The non-traditional touchpoint should be an innovative solution, unrestricted by commercial factors, and inspired by your ideas.

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 Four Roles of Social Activism by Bill Moyer
commonslibrary.org/the-four-roles-of-social-activism

Center for the Study of Political Graphics
politicalgraphics.org

David King Poster Collection
archive.hmctartcenter.org/collection/david-king-poster-collection

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

HMCT Art Center
hmctartcenter.org