



**Brief set by**  
Google Fonts &  
The Typographic Circle

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## Typoetry activism

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**Deadline**  
20 March 2024, 5pm GMT

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### The backstory

Poetry has the power to help us understand and appreciate the world around us, grant us new perspectives, tell stories, and even help us understand ourselves better.

We live in a world that needs our help. Climate change is affecting both wildlife and humans across the globe, and without action the world we know may be gone for good. But with so many worries and concerns, it can be difficult to encourage humans to connect and drive forward positive action. The only way we can make a difference in this world is by uniting people together to strive for change.

Typography has the power to make words matter, facilitate change and create awareness. Emerging font technology from Google Fonts, such as variable fonts (officially known as OpenType Font Variations, that remove the explicit distinctions between different weights and styles ) represents a huge leap forward in font technology and the power that typography can yield. Combined with the possibilities of poetry, it provides a unique opportunity to incite audiences to make a difference.

### What's the challenge?

Find a poem and use emerging font technology and typography to reinforce its meaning, focusing on an ecological or environmental message. Bring this message to life in an engaging way for your audience and develop a typographically-led campaign that compels your audience to reconnect with the planet and fight to make a change.

It can be in any language or alphabet (see *The Important Stuff*).

### Who are we talking to?

Climate change is an issue for everyone, but to build momentum sometimes you have to start small. You should create a campaign that speaks to a local audience that you can utilise with your chosen poem to make the biggest impact and create a halo effect that encourages wider action.

### 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 offers over 300 variable fonts. Included in this is the Noto typeface project, a truly universal method of communication for billions of people around the world accessing digital content.

#### Take your time

In order to share your poem's message, make sure you truly understand its meaning and nuance. Read and reread the text as much as you can to enable you to articulate it

to its fullest. Seek out deeper understanding through research and speak to others about their interpretations.

### Play

Play with words and forms. The power of typography is the opportunity to reinvent the expected when it comes to words and language, so make the most of your opportunity. Spend time exploring typographic joy and written culture to make the most of your campaign.

### Be authentic

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

### 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. Clearly indicate any key features of your design, especially if 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 one physical/IRL touchpoint (a poster, a book, a piece of packaging)
- At least one digital element (for example, an animation, social posts, etc.)
- At least one non-traditional touchpoint (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).