



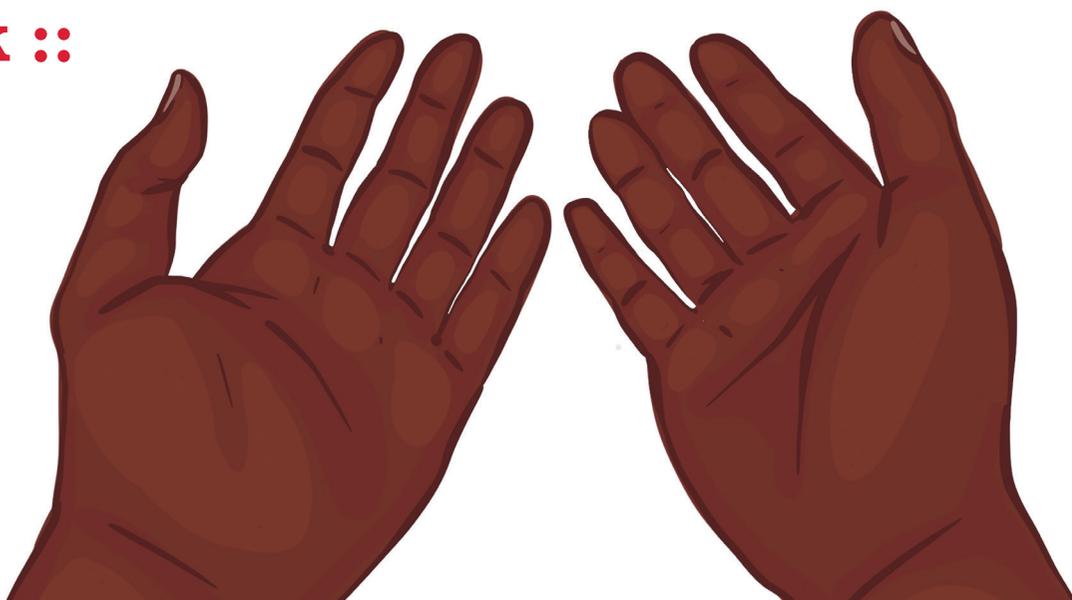
PROJECT: CCA

:: Process Book ::

Agitprop: Issues and Causes

Fall 2022

Jones



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Agitprop: Issues and Causes

California College of the Arts

Fall 2022

Instructor: Steve Jones

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Chaewon Park • Siyu Shao • Kairuo Song • M Tanaka • Claire Turner • Yusi Yao

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Assignment Project: CCA

This project involves you looking inward to observe and address an issue/cause of personal relevance: your experience as a student at CCA. Each student will decide on an issue of concern: student loans/repayment; curriculum; diversity; tuition costs; (Internet) infrastructure; public transportation; parking; housing; school funding; reproductive choice; homelessness around the campus/city; response to the COVID-19 pandemic; preparation for life after school; equality on campus; student/professor dynamic, etc.). You will dissect, analyze, research, and create a response—that is informed by your personal experience/s as a member of the CCA student body.

We will discuss how the government's (local, national, and school leaders) response to issues, big and small—affect your college journey and interactions. Do you feel the decisions by our local and national leaders, have exasperated, or helped, your CCA issue? We will discuss the importance of civic engagement and elections, in an ever divided country, and how it relates to your time at CCA. For the project, students will be asked to focus on a CCA issue, that they feel strongly about (pro or con), and implement tools of critique and response to address the issue. As you delve into their college issue - think of how it is linked to the political climate in the city, state, and country.

You will create a campaign/response that addresses and brings awareness to your issue. The outcome can be stealth (covert), or open (overt). The end result will be in some fashion of printed or digital form—the poster (or printed matter) is, generally, the (historically)

preferred means to get a message out to the general public. But feel free to generate alternative outcomes, e.g. social media, film, an app, the mail, etc. For printed matter (poster, postcard, sticker/s, flier, booklet, etc., dimensions can vary). The work will be didactic, and integrate the strategies that the students will have learned within the first few weeks of the semester; primarily—understanding, differentiating, and employing the techniques of media-literacy, form-making, messaging, and propaganda.

Success will be measured by how each student's knowledge is enriched, and the opportunity to examine their individual experience and values to establish an awareness theme around an important issue at CCA. The goal will be to draw attention and/or educate a targeted audience on the importance of understanding, participating, and questioning a binary system (between student/college) that mutually affects, and benefits both parties.

You will choose an audience, and create a targeted response. The final iterations will be evaluated on the quality of research, analysis, creative thinking, form-giving, craft, and process book.

By the completion of the campaign, each student will demonstrate the following competencies:

- Gain an in-depth understanding of issues, traditions, and/or themes arising from the history, culture, and present condition in institutions of higher learning.

- Learn to question political, traditional, and systemic boundaries and offer critical analysis within collegiate apparatus and their impact.
- Foster an understanding of the material and social conditions of student life at CCA as they intersect with politics, the CCA administration, and student body communities
- Develop a historical understanding of how political advertising/propaganda and systematic institutional exclusions that have led to current pedagogical/curricular landscapes
- Implement skills in creative problem solving and apply them to critical socio-political issues.

Propaganda and social Issues go hand-in-hand. Since the beginning of human history, there have been those who subversively or overtly critique/attack an institution, ruling power, religion/religious leaders, politics, or the imposed conventions of a society/culture. What these actions all have in common, is that it speaks to some truth, a truth that irritates/condemns or praises the depicted subject/institution. Propaganda comes in all mediums (film, design, photography, etc) and runs the gamut from small, underground one color stickers... The main goal with any propaganda material is in its ability to persuade (change/challenge opinion/s)—this will be the goal that you have with your final outcome.

As you brainstorm - research the existing solutions to your problem, and identify characteristics that you feel are successful, and characteristics that you feel short in communicating to the target audience. When thinking of your final outcome - propaganda is generally messaged in two categories*: poetic vs. dialectic; and covert vs. overt (or a combination of both)

*covert, adjective
not openly acknowledged or displayed: covert operations against the dictatorship.

overt, adjective
done or shown openly; plainly or readily apparent, not secret or hidden: an overt act of aggression.

Dialectical:

Is meant language—the art of investigating or discussing the truth of opinions—used to communicate with logical argumentation, which means to encourage, council or persuade (typically with ulterior motives, such as in advertising, propaganda and political speeches). While its intention is a rational approach of argumentation, the results often provokes non-rational response. Characteristically an argument takes a position, an oblique point of view of indirect nature.

Poetical:

Is meant language—used to communicate by stimulating imagination and intelligence—the higher levels of consciousness; a characteristic device is to expect one to “experience” the object of communication (i.e., it is not about the experience, but to become a participant in the experience as if to create or become the object). The intention is to satisfy an inner sense that deepens or broadens one's view or understanding. It means to gain a greater awareness of content, which offers a richness of meaning. It evokes principles and values, essence and vitality.

You will be graded on the following:

1. Research
2. Imagery / Design
3. Concept
4. Execution/Production
5. Thesis
6. Process Book

Here at CCA we hear you and prioritize your financial needs*

Contact us at wedontactuallyhelp@gmail.com with any questions or concerns

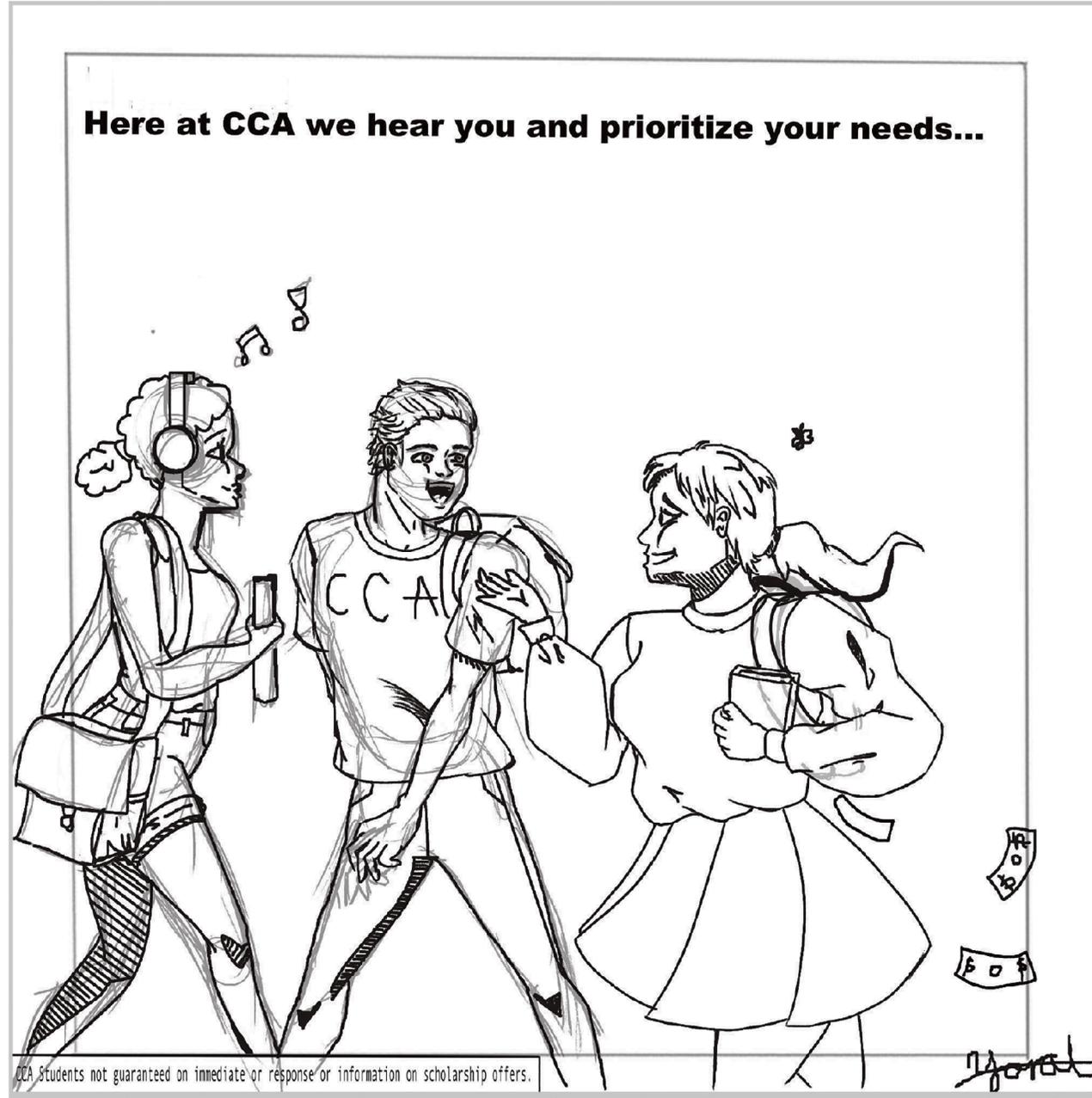


*Not guaranteed immediate response or information on scholarship offers

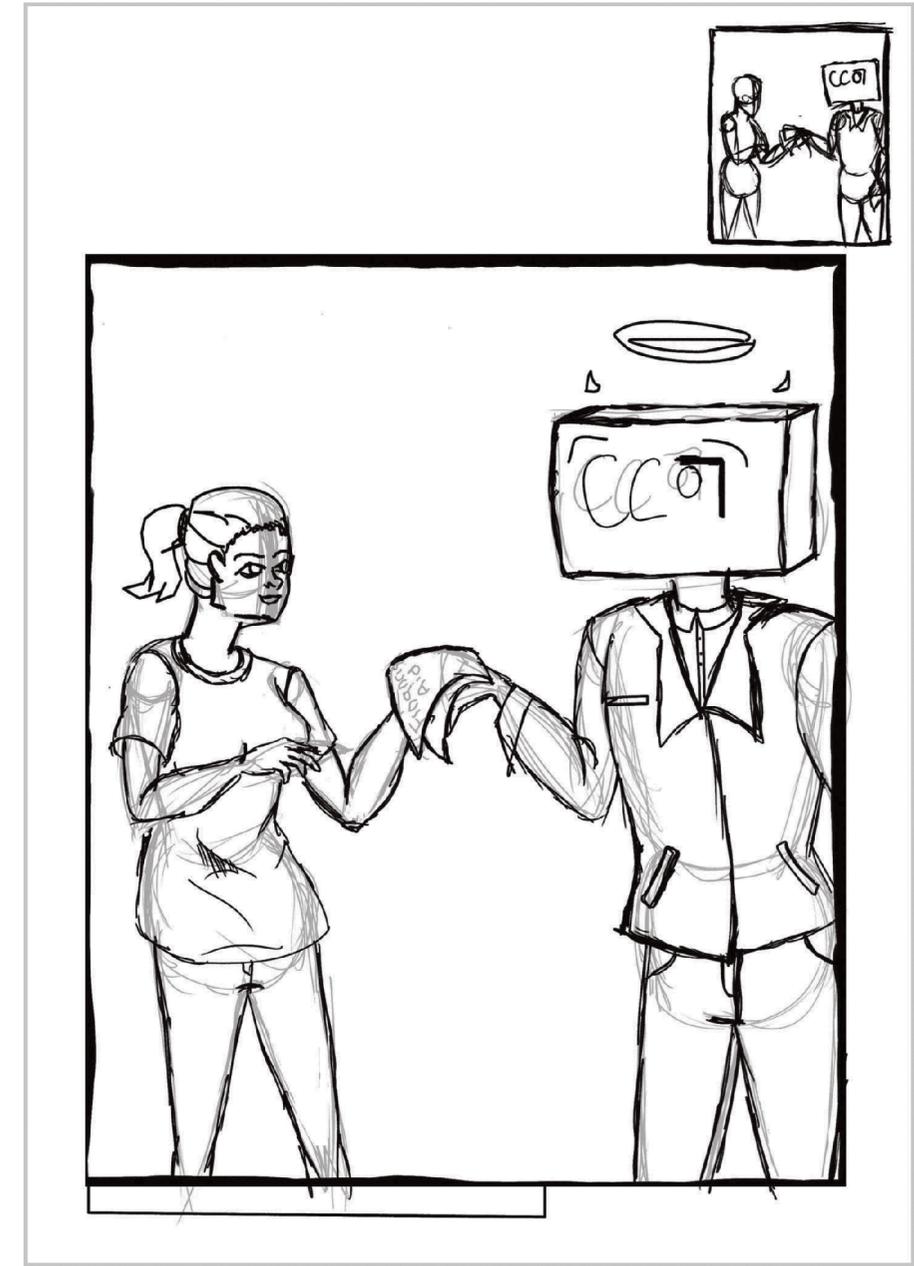
When coming to CCA they claim to tell us how they would gladly support us financially and how they would prioritize students' needs to their fullest yet forget about us when we reach out. When first applying to CCA I was aware that there were scholarships available to students but it wasn't until a CCA admin was helping me and told me about the diversity scholarship opportunity before my first year and semester at CCA began. I managed to get support and information from this person, but I now know that some people at CCA were not given as much information about financial aid as I was informed. A friend who attended CCA last year was not informed of the different scholarship options available and unfortunately ended up staying at CCA for one year and could no longer financially afford staying at CCA. This unfortunately led them to drop out of CCA and transfer to another school because there wasn't enough communication with the student from CCA's financial aid office. Why does it take so long to respond to said students for their needs when we see that they're treating us more like people giving them money than students attending this school to graduate to the major they worked hard for?

If CCA could do better in having a better system for students to access booking appointments without looking so hard for it in the student portal then there should also be a better way into solving minor issues that should have already been resolved. From listening to many students' requests of what needs to be solved at CCA it takes forever for CCA to answer our request or wait until a larger group of students ask for the issue to be resolved. These minor problems such as requesting more accessible gender-neutral bathrooms or having more diverse foods at CCA's Maker's Café shouldn't be taking so long for CCA to make a decision and should prioritize how many times I've seen and heard these "minor" issues should be seen as important. I created a flier that is intended to 'promote' how CCA themselves will be there to assist students and on the bottom left-hand corner of the flyer is a small print stating that CCA does not guarantee an immediate response to students. I got inspiration from commercial ads that promote their brand and have thin tiny printed information that is important but know that consumers will miss and not read. My flyer is meant to be viewed as a way of mocking how CCA is "great" at communicating with students. The CCA student portal should have an easier way for continuing and new CCA students to find CCA admin contact information and a way to book an appointment with them.

Sketch Process
Draft 1



Sketch Process
Draft 2



Research Notes

Problem: Lack of communication from CCA admin to Students.

(Research: From the CCA Student Portal)

- In CCA Portal there are many things students don't know about such as how to properly make a zoom or call an appointment to CCA financial aid or admin.
- When it comes to contacting CCA admin or CCA financial aid via email they would usually respond back a week later instead of 1-2 business days and reply late.
- CCA does indeed have money and gives scholarships but will either not tell you or let you figure it out by yourself especially for first generation students entering college.
- In the CCA portal it takes awhile to search for the contact information to get help from administration or to make a simple appointment to talk to someone from financial aid.
- Requests from students to change certain things in CCA usually don't get resolved or cca finds an alternative solution that still doesn't help the problem.
- Are they prioritizing profit over people?

Source of Research: CCA Portal

Example: A friend who attended CCA last year was not informed of the different scholarship options available and unfortunately ended up staying at CCA for one year and could no longer financially afford staying at CCA. This unfortunately led them to dropping out of CCA and transferring into another school.

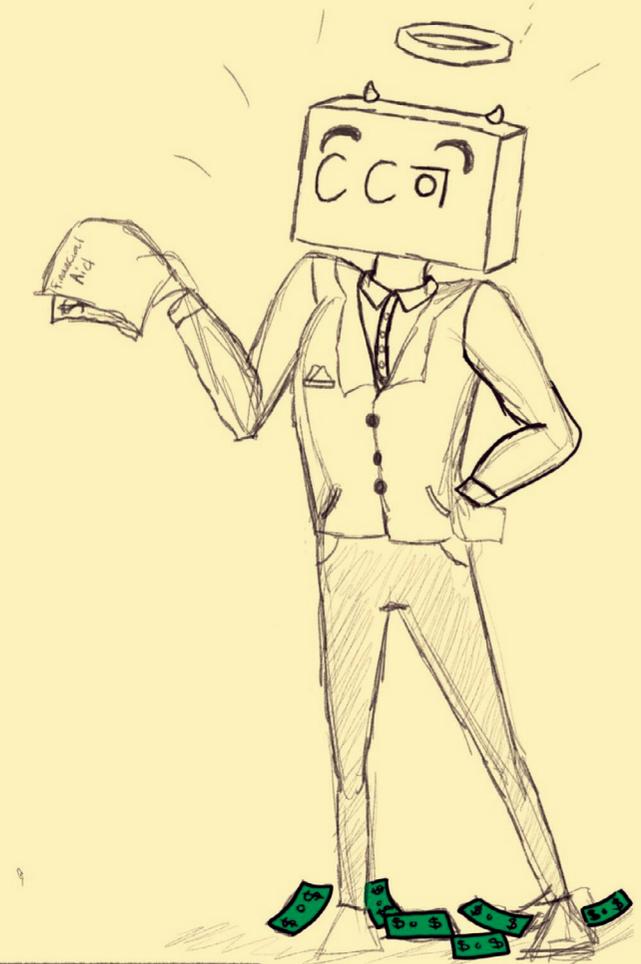
Fine print on flyer/small poster: CCA Students not guaranteed an immediate response or necessary information on scholarship offers.

Add onto poster: Contact Us for any assistance at.....

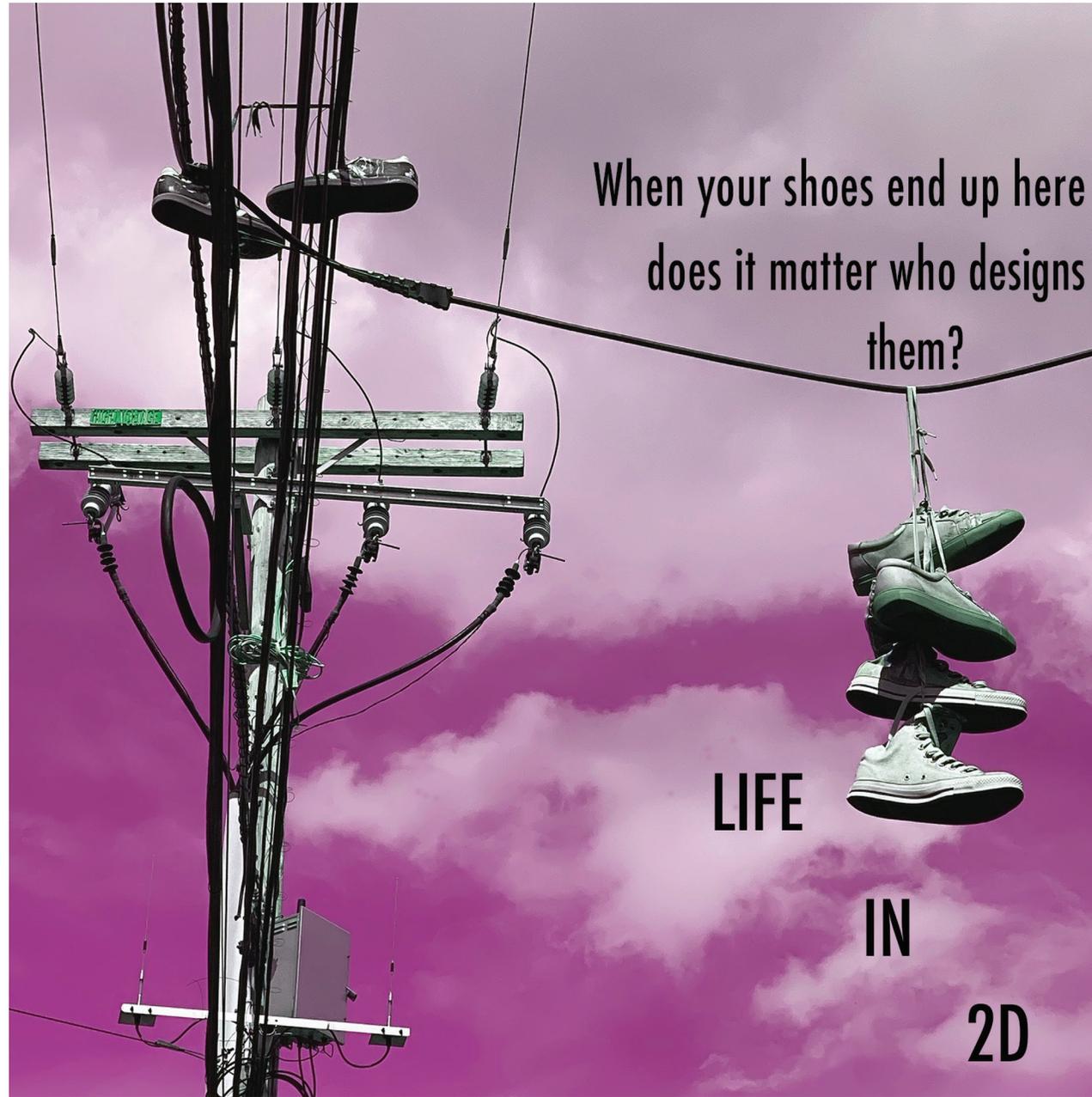
Note: Just Write thesis paper then put all your work into process book of how you made everything and print out flier

Here at CCA we hear you and prioritize your needs

Contact us
at.....for any
questions or
concerns.



not guaranteed on immediate response or information
on scholarship offers...



The concept for my proposal highlights the overlap in philosophies and practices of both fashion design and industrial design majors here at CCA. It further illustrates the lack of a fundamental curriculum centered around the use of 2D software available for fashion design students, even while the proficient use of this software has come to be the status quo upon entry to reputable companies around the world.

My objective is to create a visceral and immediate response driven by our current zeitgeist. I have chosen to use a photo I snapped quickly, not far from my house. The alley in which I reside serves as a backdrop to some of the most recognized graffiti artists in the bay area, even worldwide. However, in more recent years it also serves as a place for drug users to buy, sell, and use dope. I decided to riff on this juxtaposition, consequentially using it to emphasize the premise of my campaign. My prose is crafted to capture the attention of the reader, while simultaneously emphasizing systemic problems in our society. This, parlayed in stark contrast against the flatness of the composition, draws attention to the caption. The shade and saturation of colors used as a filter for my photo were influenced by trend-forward, prominent hues today in fashion. My choice of text was simple and minimal to leave the mind to wander in the created subtext.

My proposal is for academic revision that includes 3D programs in the core practice of the fashion design major and the potential reformation of available minors for both fashion design and industrial design majors. This initiative would level up the quality of work for both majors while bridging the gap between two interlaced fields of study.



FD
 Already Interconnected,
 Let's lace them up.
 ID

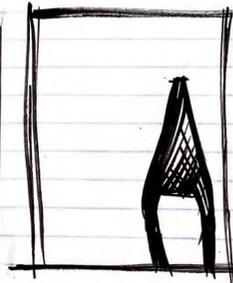
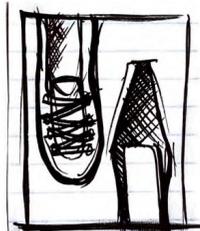
High Fidelity

What is design w/o the right details.

What is an outfit without
 the right kicks...?
 ... Bridge the gap!
 ... let's bridge the gap!

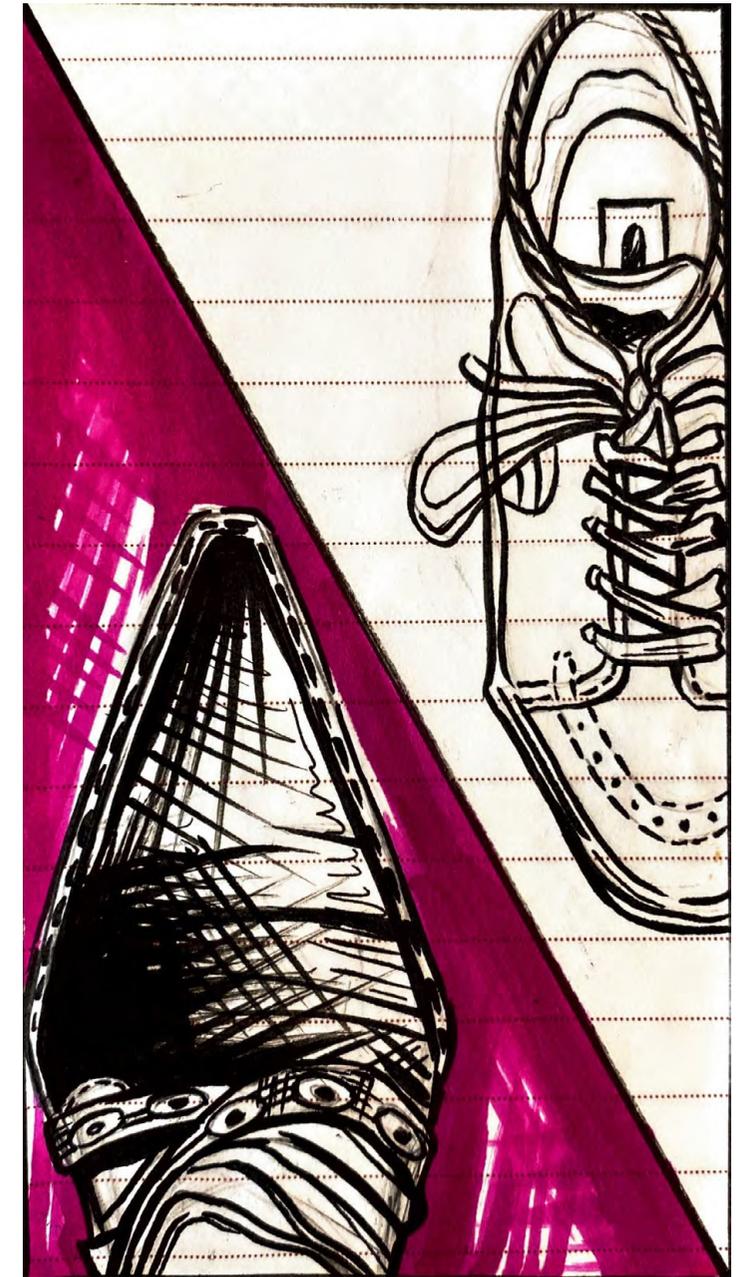


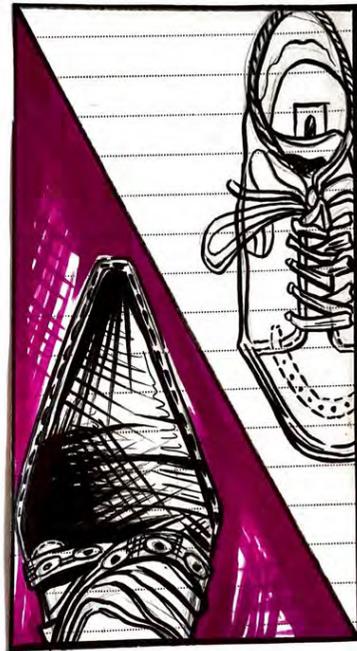
Interlace



- what is a drink
 w/out a garnish?
 - what is an outfit
 without the right
 kicks?

Already Interconnected
 let's lace them up!

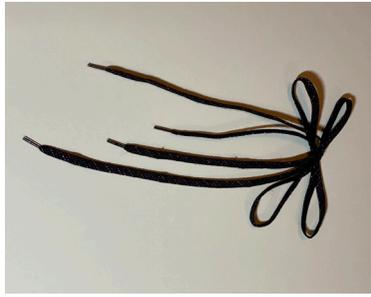
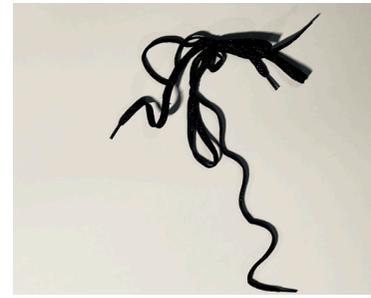
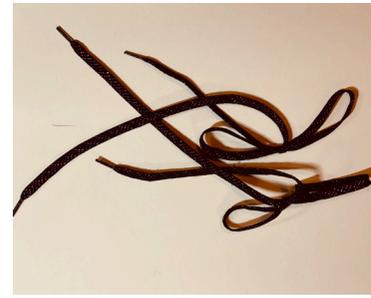
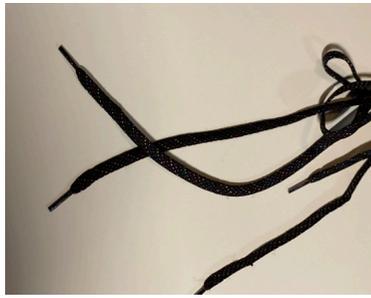
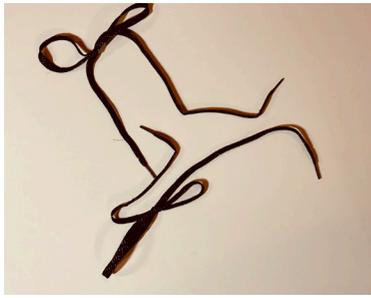
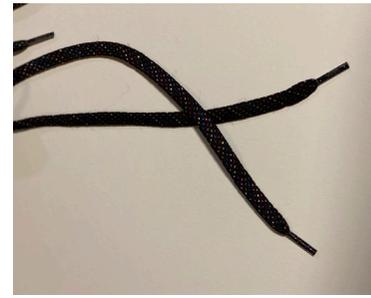
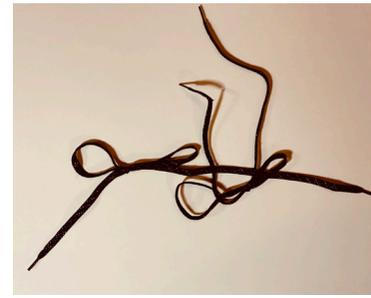
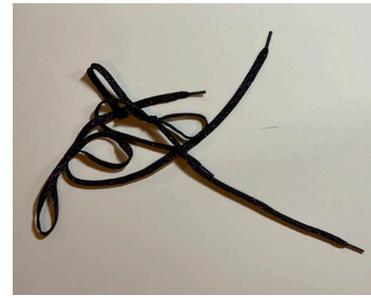


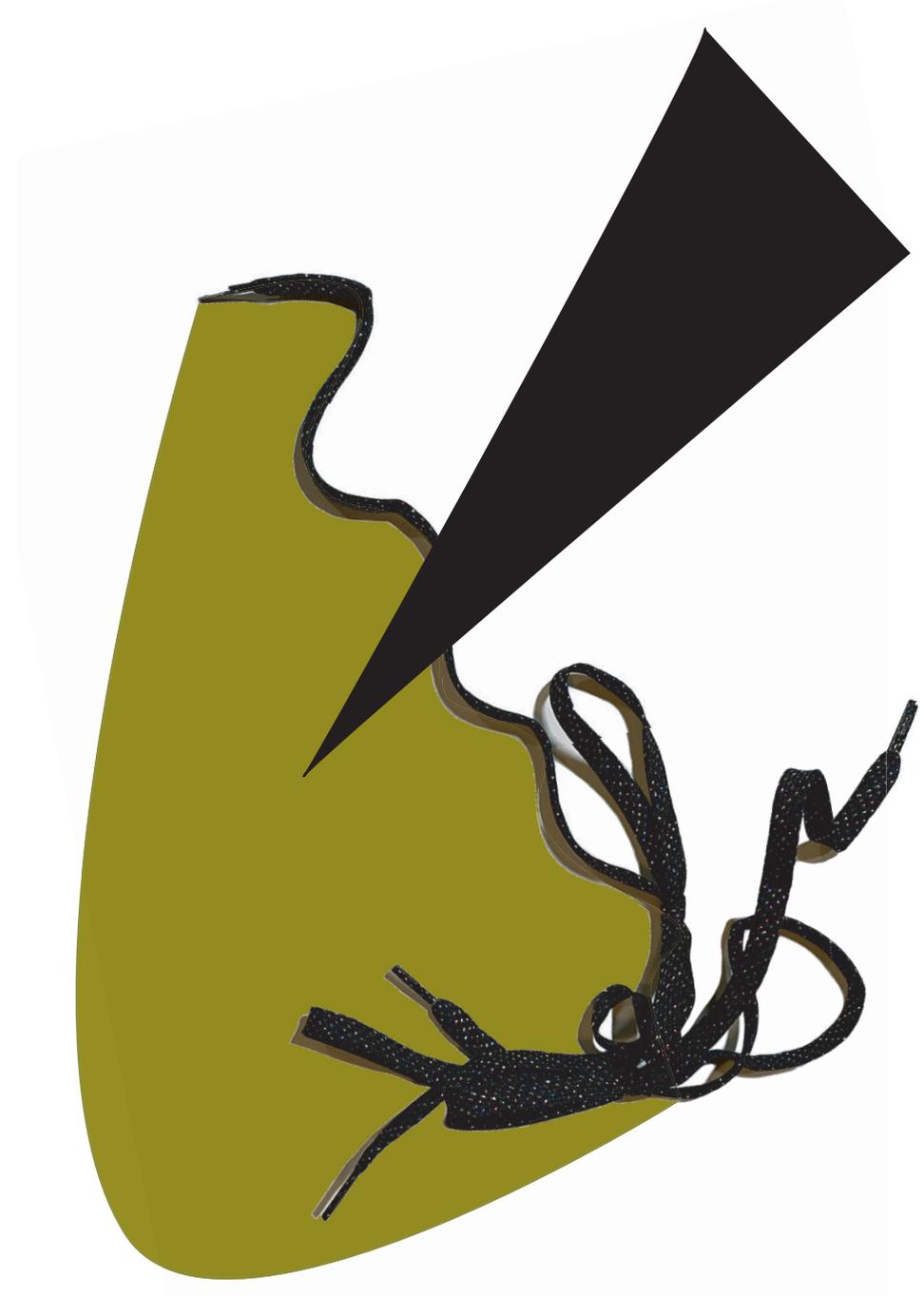
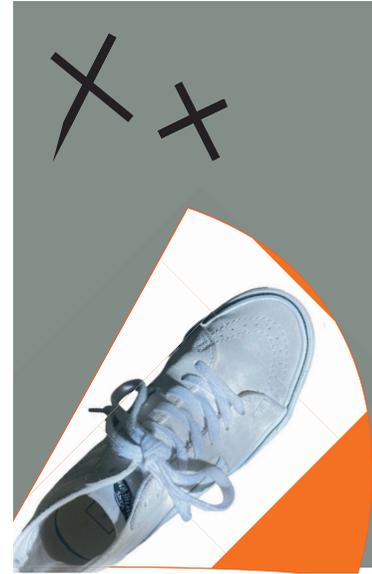
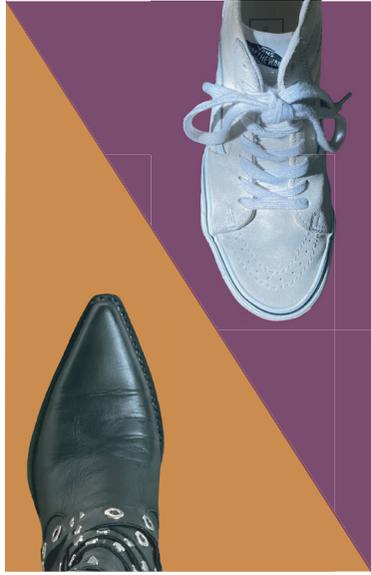


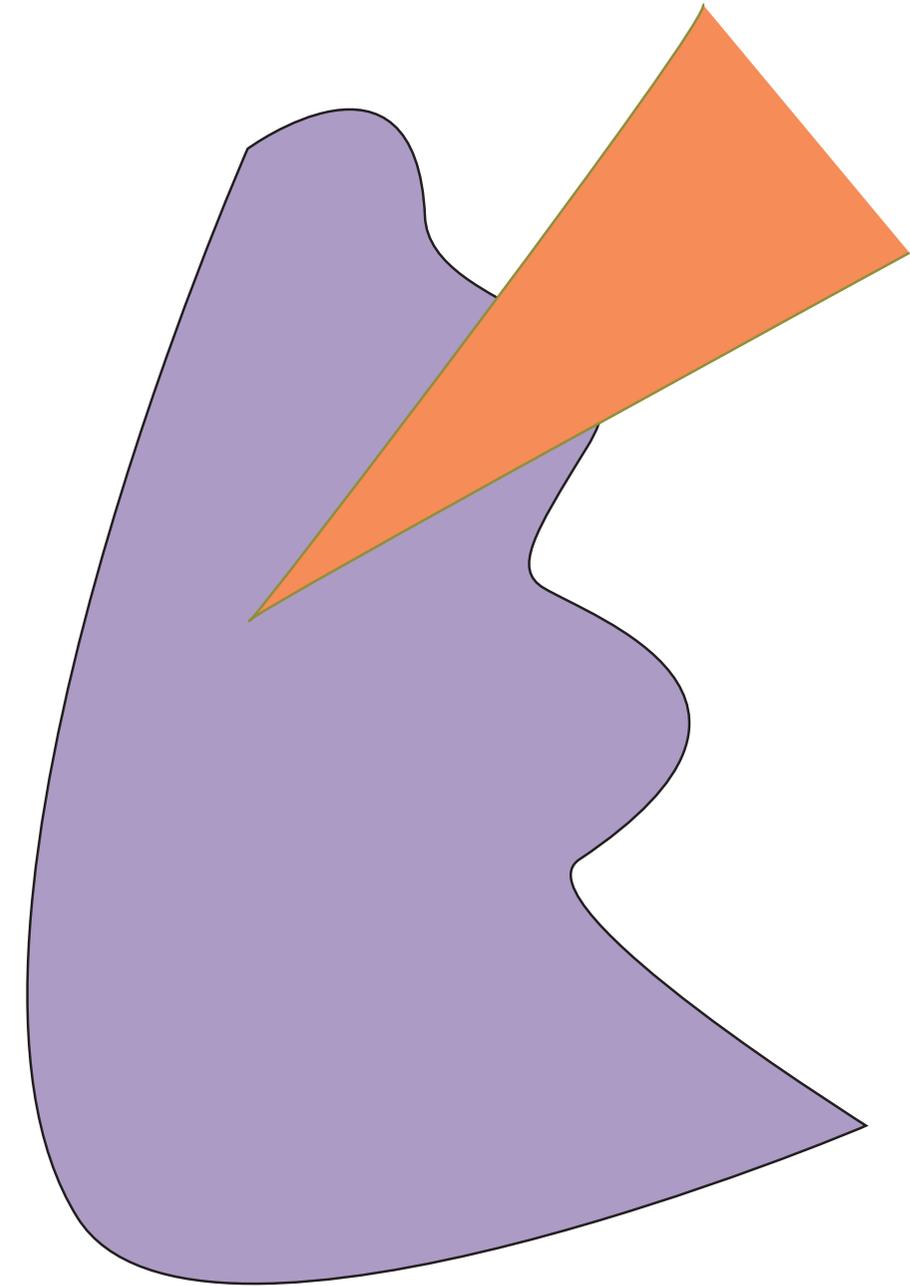
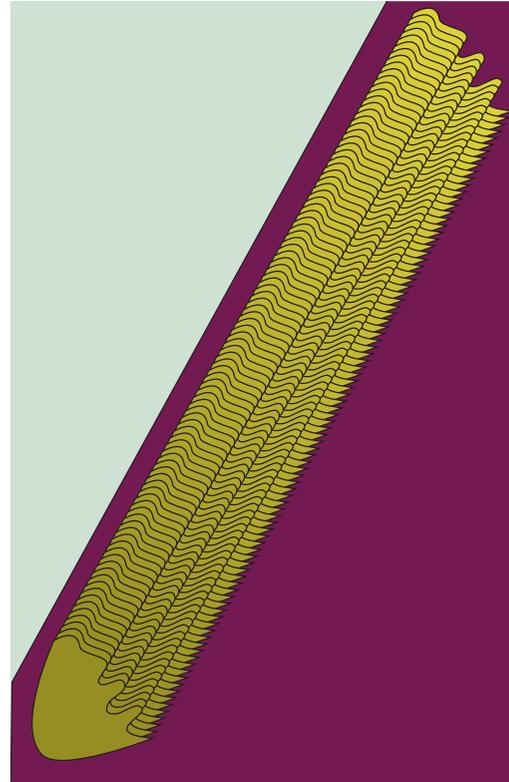
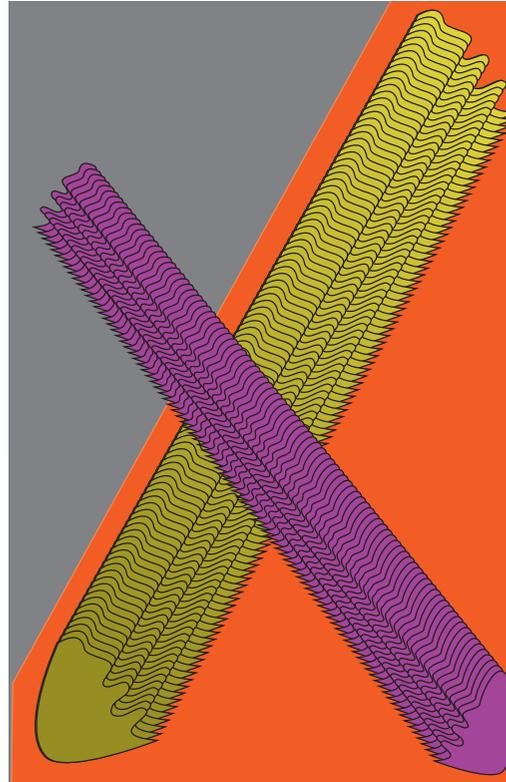
Double Sided Flyer?

An initiative to connect an unite
Fashion and Industrial Design
programs with one another's
curriculum to level-up the
Playroom Field.







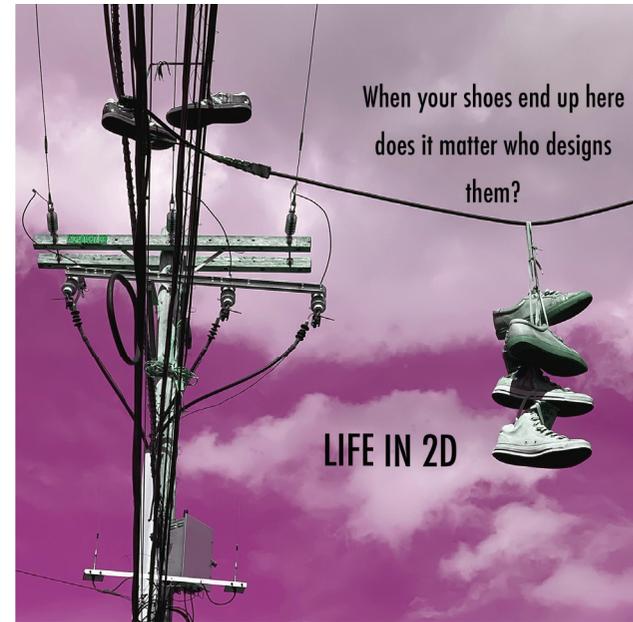




DON'T LET YOUR DESIGN LOSE IT'S MEANING

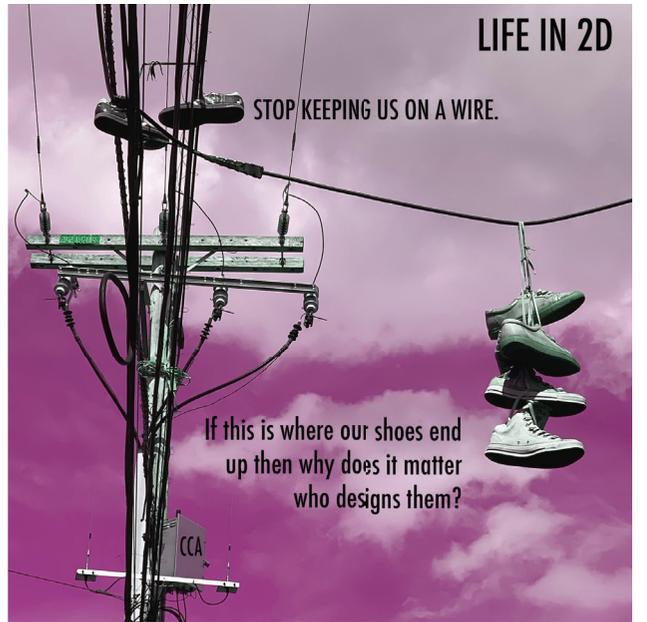


When your shoes end up here
does it matter who designs
them?



When your shoes end up here
does it matter who designs
them?

LIFE IN 2D



LIFE IN 2D

STOP KEEPING US ON A WIRE.

If this is where our shoes end
up then why does it matter
who designs them?

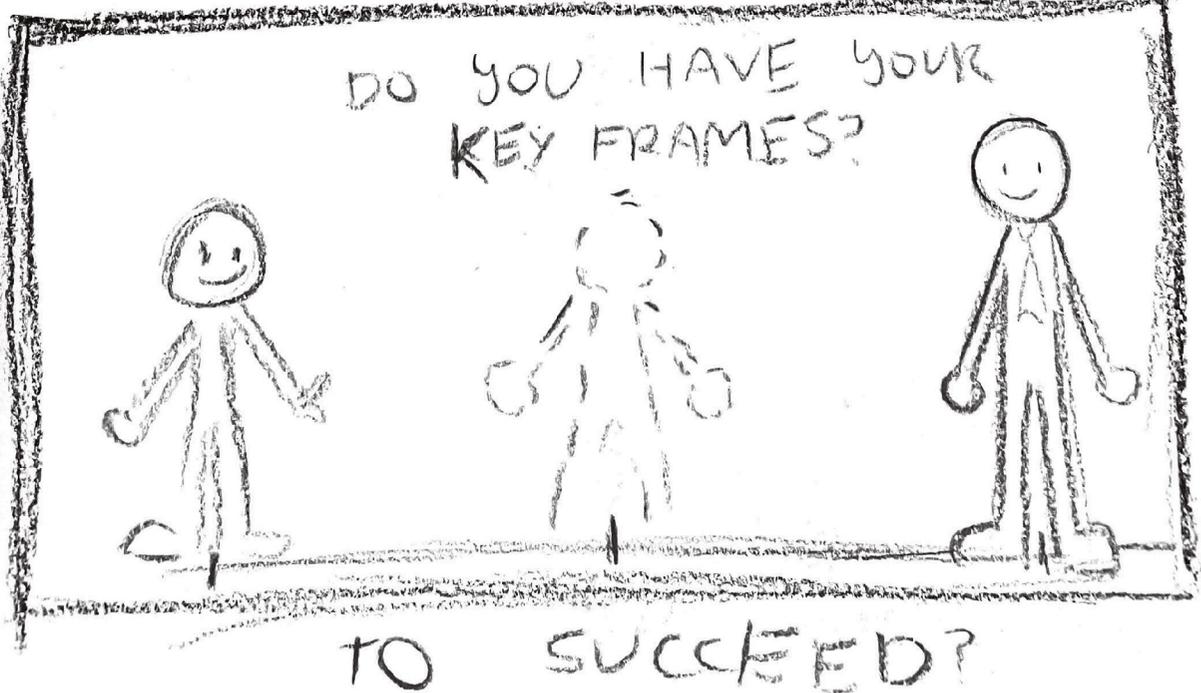
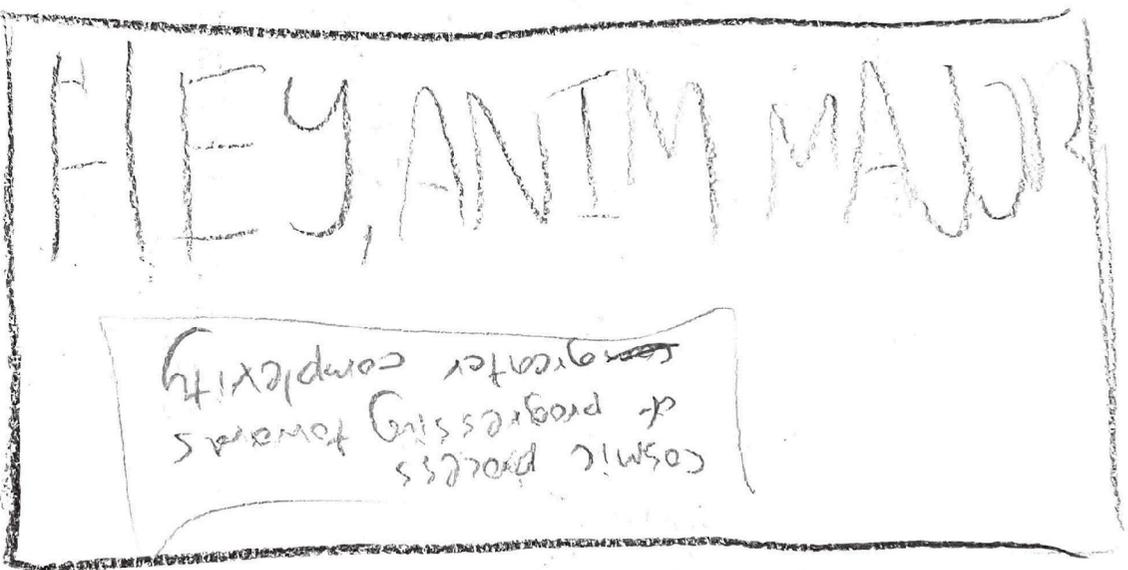
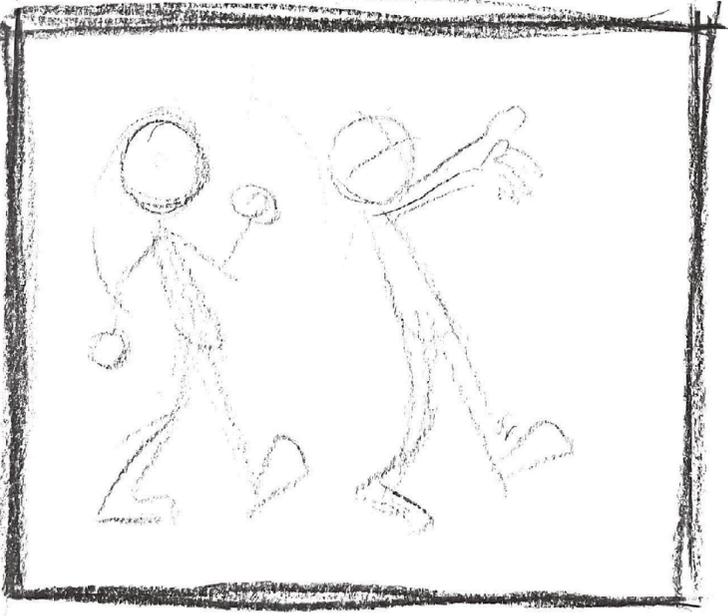
Sophia Rose Cruz
Do You Have Your Keyframes for Success?

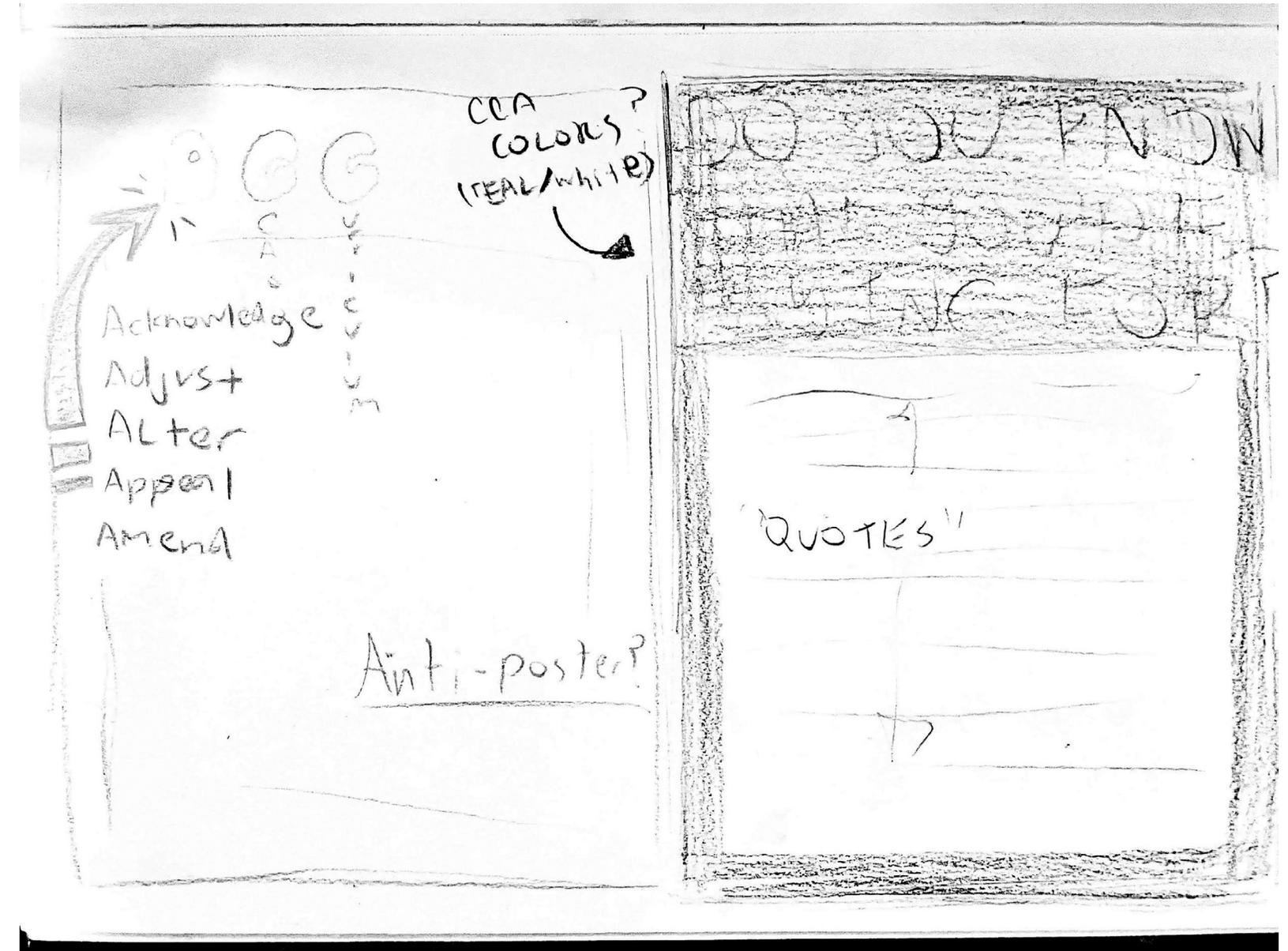
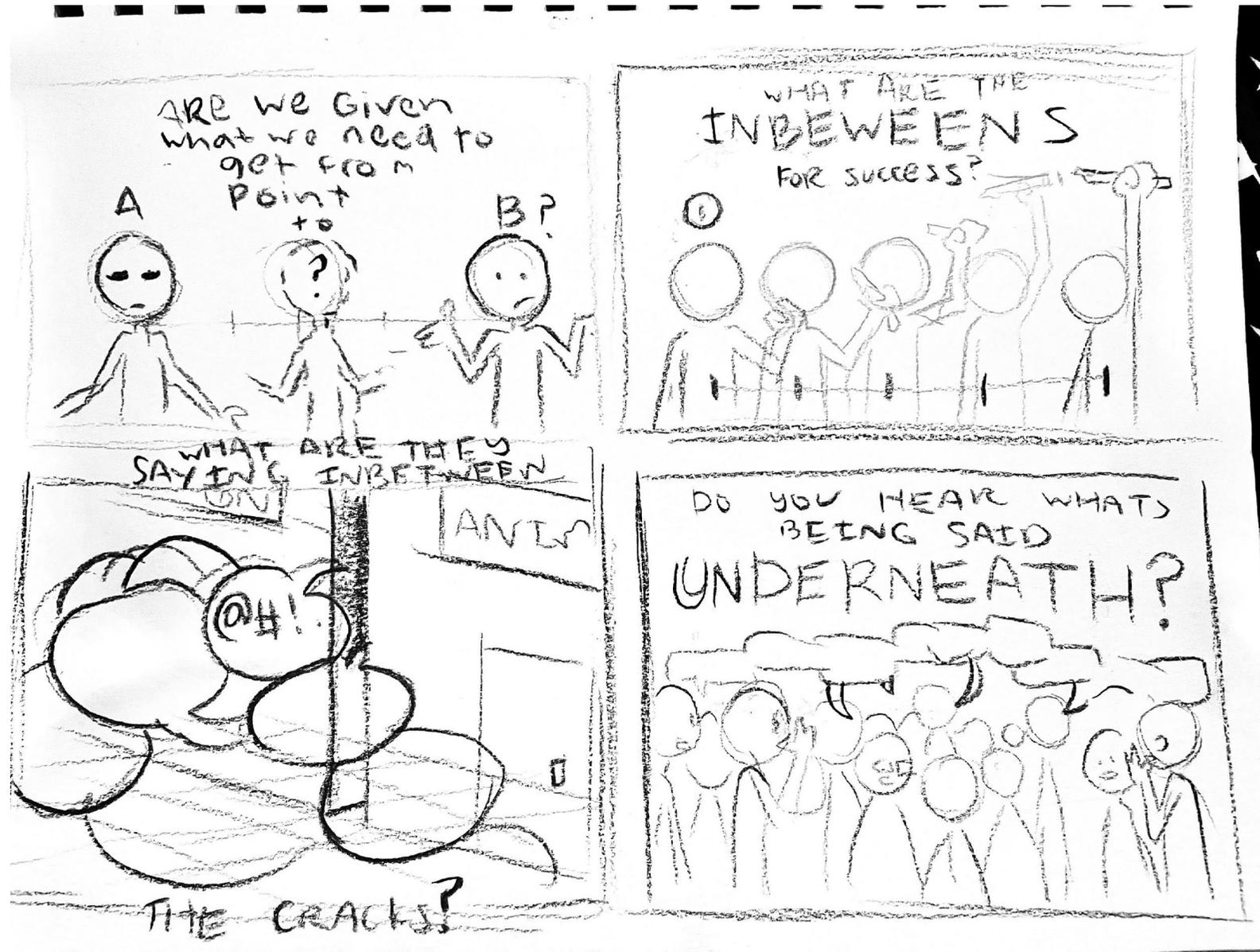


My project aims to bring awareness to CCA's animation curriculum and how it may compare to other animation schools. I have noticed and heard many things about the curriculum while here at CCA as an animation student. Some classes that are required for our major have nothing to do with animation and some courses that should be a huge focus for animation majors are prerequisite classes that almost all students have to take only once whereas our major should be taking them at least once every school year. I hear complaints about some very important software not being taught at all or not even being accessible at all despite it being part of our tuition. I aim to bring some of these problems to light so my classmates can have a thorough and transparent analysis of whether this tuition is worth paying for.

My poster features a common animation learning chart but parodied to be a student looking back at each of their "steps" in concern. The tagline "DO YOU HAVE YOUR KEYFRAMES FOR SUCCESS?" also uses common animation jargon to further draw in my desired audience of animation students. In regards to the character, I tried to use a design with lots of western animation appeal and tried my best to keep the character's gender as androgynous as possible in an effort to make them more relatable to the viewer. I used highly saturated primary colors to make my poster stand out as much as possible. Red and blue are the most common sketching colors for artists as well, so I wanted to try my best to implement that into my poster. Beneath everything is a QR code where I will post quotes and concerns I have gathered through my own experience and many other classmates into a google document so others can read them.

I enjoyed making this poster and talking with many classmates who both shared my frustrations and raised my awareness of new ones. The brainstorming process took me way longer than usual but I'm happy that I managed to fit everything I wanted to say into one cohesive piece of work. I only hope that this poster will raise awareness so change can begin to happen.





**WE ALL PEE.
LETS DO IT
TOGETHER.**

**MAKE ALL
CCA
BATHROOMS
GENDER
NEUTRAL!**

CCA's bathrooms are not working for *anyone*, let alone trans and non-binary students. The main building is simply too large, with too few bathrooms. At almost 163,700 square feet, 1111 8th Street has only nine bathrooms, with merely one gender-neutral restroom hidden on the second floor. It's inconvenient for everyone who attends or works at CCA and creates an unjust environment for trans students. Depending on where you are on campus, leaving class to use the restroom is no longer a quick task. Students of all identities may have to walk upwards of 2 minutes to get to a bathroom that matches their gender. I came to the straightforward conclusion that if all bathrooms are gender-neutral, students would be able to use the bathroom closest to whichever classroom they're in, regardless of their gender. This would create an inclusive safe and convenient space for all who attend CCA. All people deserve the opportunity to use the bathroom without stress, fear, or even a long walk!

Access to gender-neutral restrooms is incredibly important. They provide a safe place for non-binary and trans students and without it, the simple act of using the toilet can become a horrible reminder of the pain they've gone through. Some may even face harassment within those gendered spaces. It is a human right to use the bathroom freely. A study done by researcher Thea A. Schlieben, shows that "sex-segregated bathrooms increase the likelihood of transgender students becoming depressed, anxious, isolated, and hopeless. They also establish a school environment that stigmatizes transgender students as "different" and "unusual," ultimately leading to social dynamics of being shamed and bullied."

When I first began this project, my mind raced with ideas! I'm a visual artist, normally working with many colors and visual images, so my first thought went to drawing. However, I decided to focus on promoting this message through words, as there are so many different ways to utilize a restroom depending on genitalia and which bowel movement is occurring. I went through many stages of design, trying all different types of fonts and colors. At first, I believed making it look bright and interesting

would draw viewers in—using strange bubbly fonts, saturated colors, and 70s-inspired designs. Then, at the Letterform Archive (San Francisco, CA), I found myself drawn to protest posters that were clear, shocking, and bold, often with limited color palettes. They seemed to do so because their issues were serious, they wanted sharp contrast, and it told the viewer clearly what was happening. I decided to put my message forward in a similar manner.

The thick font I chose emulates power, it feels like a demand and draws attention when walking past it. Using a limited color palette allows for a focus on the message, and draws the viewer directly into what's being said. The black and white contrast jumps off the wall. I utilize humor in my slogans, hoping to make those who support my message laugh and help those who don't develop a different standpoint. The message is delivered through posters and stickers, hung up around the school. A clear campaign is put forward by placing posters in all common areas, stickers in all the bathroom stalls, and new signs for each bathroom. The same font, color palette, and style is used throughout the variations to allow for easy connection to a larger campaign. If a student were to see the sticker in the bathroom and the poster in the hallway, they would be able to easily connect them as being for the same cause.

Though I directed this project to all CCA students, I know those who oppose this idea won't have their minds changed by my designs. I think perhaps adding information about how it affects trans students/how it is simply more convenient for all students if the bathrooms are gender-neutral would assist in changing how students think. However, the trouble I had was condensing that information down to a readable poster. I thought maybe adding a website link would assist, but I think only those who support my message would go through the effort of reading it. I believe that this project is successful in its design and campaign structure, however, I'm not sure if it will change anything. Connecting it to a petition or somehow rallying students to cause change is something that I'd like to do. For now, simply drawing attention to this issue and causing some chaos and conversation around it is enough.

free people
people
people

MAKE ALL
CCA
BATHROOMS
GENDER
NEUTRAL!!

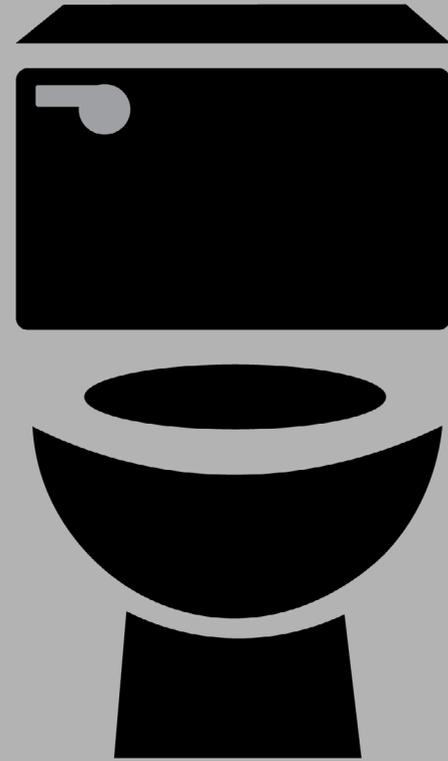
**HELP US CREATE
A FULLY
INCLUSIVE,
CONVENIENT
SPACE FOR
EVERYONE!**

**MAKE ALL CCA
BATHROOMS GENDER
NEUTRAL!!**

**ON THE
OAKLAND
CAMPUS, ALL
BATHROOMS
WERE GENDER
NEUTRAL.**

**WHY DID THIS CHANGE
WHEN WE MOVED TO
SAN FRANCISCO?**





GENDER NEUTRAL

How Will AB 1732 Affect Employees?

If you work in a business, a place of public accommodation, or a state or local government agency, then all single-occupancy restrooms in your workplace will become gender-neutral. This means that if you identify as transgender or gender non-conforming, then you will be able to use any single-occupancy restroom at your workplace.

What AB 1732 Does Not Do

The bill does not address multi-stall bathrooms, nor does it require any workplaces to add to existing facilities. If your workplace only provides multi-stall bathrooms, then this law does not affect your place of work.

On Thursday, September 29, 2016, California Governor, Jerry Brown, signed legislation requiring all single-occupancy bathrooms to be labeled as “all gender” in every business, place of public accommodation, and government agency in the State of California.

“Sex-segregated Bathrooms and Suicidal Ideation in Transgender Youth Thea A. Schlieben”

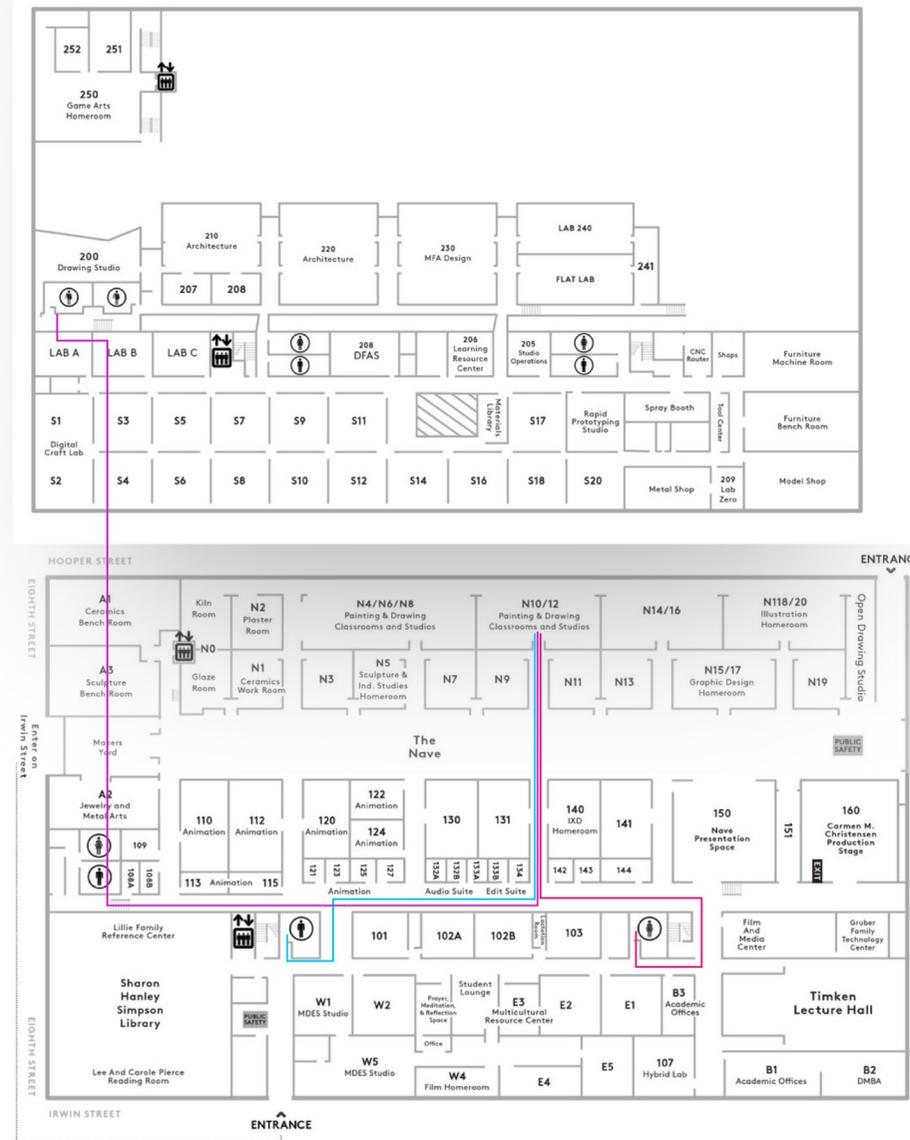
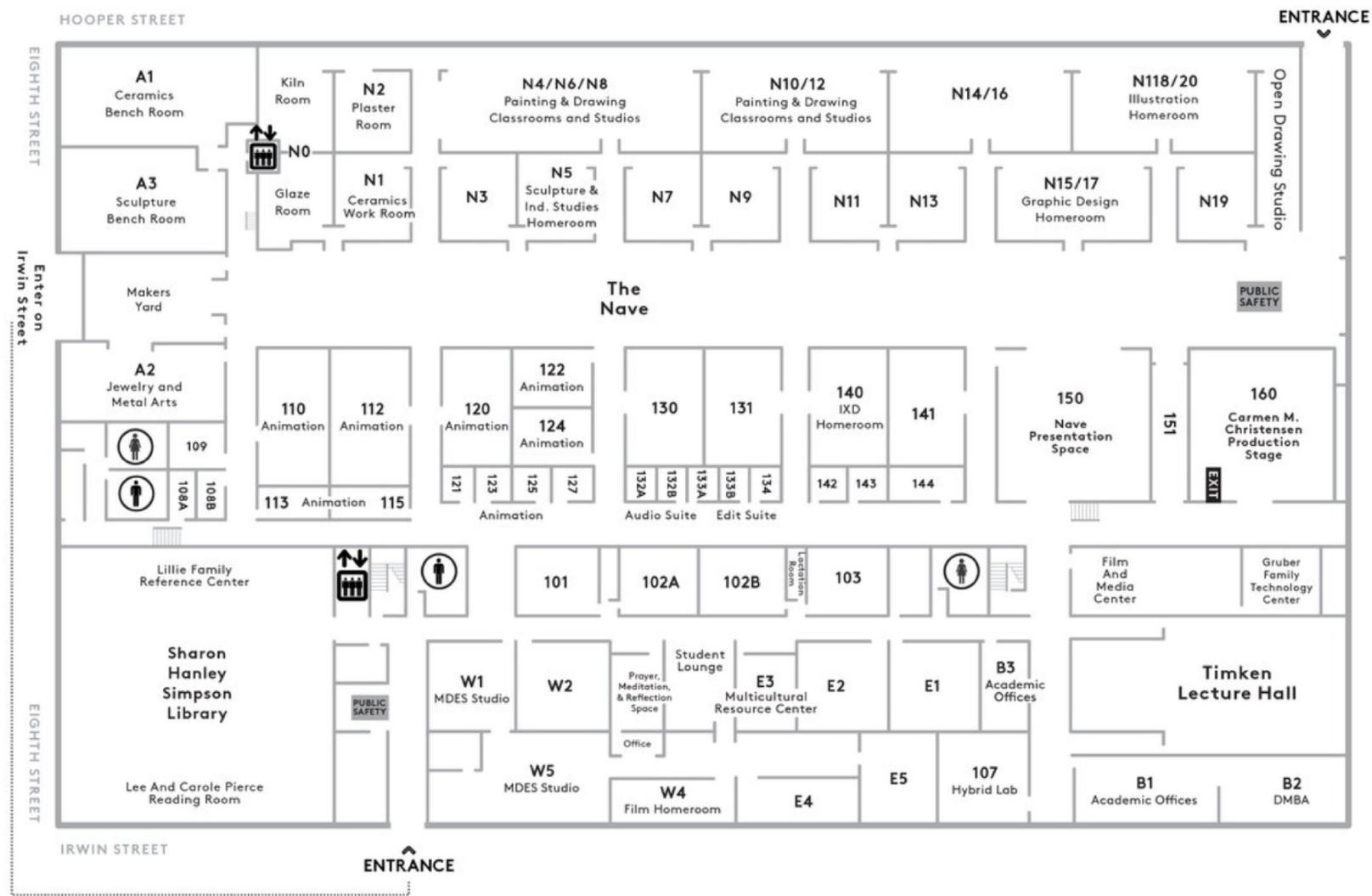
Sex-segregated school bathroom laws impact transgender students and the entire school community negatively. The literature, reviewed in this paper, shows that sex-segregated bathrooms increase the likelihood of transgender students becoming depressed, anxious, isolated, and hopeless. They also establish a school environment that stigmatizes transgender students as “different” and “unusual,” ultimately leading to social dynamics of being shamed and bullied. As the above literature demonstrates, 31 Sex-segregated Bathrooms and Suicidal Ideation in Transgender Youth elevated levels of depression and hopelessness may lead to suicidal ideation and attempts.

Are schools in California required to provide gender-neutral bathrooms for students?

No. However, some schools may allow students to use bathrooms reserved for staff. Those bathrooms are typically “single-user” — a toilet and a sink in one room — which under California Health and Safety Code Section 118600 must be labeled as gender-neutral. Otherwise, students must use the regular multi-stall bathrooms that are segregated for boys and girls.

California wants to expand gender-inclusive bathrooms in schools

<https://19thnews.org/2021/12/california-schools-bathrooms/>



WHY ARE THE GENDER NEUTRAL RESTROOMS SO FAR AWAY?

ON THE OAKLAND CAMPUS, ALL BATHROOMS WERE GENDER NUETRAL.
WHY DID THIS CHANGE WHEN WE MOVED TO SAN FRANCISCO?
IT WOULD BE MORE CONVENIENT FOR ALL STUDENTS AND CREATE A FULLY INCLUSIVE SPACE FOR FOR EVERYONE.

WHY AREN'T ALL OUR BATHROOMS GENDER NUETRAL?
WHY DOES IT MATTER WHAT GENDER YOU ARE?
I JUST HAVE TO PEE!!!!

WHY AREN'T ALL OUR BATHROOMS GENDER NUETRAL?
I JUST HAVE TO PISS BITCH!!!!

WHY AREN'T ALL OUR BATHROOMS GENDER NUETRAL?
WHY DOES IT MATTER WHAT GENDER YOU ARE???
I JUST HAVE TO PISS BITCH!!!!

WHY AREN'T ALL OUR BATHROOMS GENDER NUETRAL?
WHY DOES IT MATTER WHAT GENDER YOU ARE???
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WHY AREN'T ALL OUR BATHROOMS GENDER NUETRAL?
WHY DOES IT MATTER WHAT GENDER YOU ARE???
I JUST HAVE TO PISS BITCH!!!!

ON THE OAKLAND CAMPUS, ALL BATHROOMS WERE GENDER NEUTRAL.
WHY DID THIS CHANGE WHEN WE MOVED TO SAN FRANCISCO?
IT WOULD BE MORE CONVENIENT FOR ALL STUDENTS AND CREATE A FULLY INCLUSIVE SPACE FOR FOR EVERYONE.

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I JUST HAVE TO PISS BITCH!!!!

MAKE ALL OUR BATHROOMS GENDER NEUTRAL!
#PEEFREE

I JUST HAVE TO PISS !!
MAKE ALL OUR BATHROOMS GENDER NEUTRAL!

I JUST HAVE TO PISS!!
MAKE ALL OUR BATHROOMS GENDER NEUTRAL!



MAKE OUR BATHROOMS GENDER NEUTRAL!
#PEEFREE

THE TOILET DOESN'T CARE WHAT YOU IDENTIFY AS. MAKE CCA BATHROOMS GENDER NEUTRAL!

MAKE ALL OUR BATHROOMS GENDER NEUTRAL!

MAKE ALL CCA BATHROOMS GENDER NEUTRAL! !



I JUST HAVE TO PISS!
LETS MAKE IT SIMPLE.
ALL CCA BATHROOMS SHOULD BE GENDER NEUTRAL!

I JUST HAVE TO PISS!
LETS MAKE IT SIMPLE.
ALL CCA BATHROOMS SHOULD BE GENDER NEUTRAL!

WE ALL PEE.
LETS DO IT TOGETHER.
MAKE ALL CCA BATHROOMS GENDER NEUTRAL!



PEEPEOPLE

I JUST HAVE TO PISS!
MAKE ALL OUR BATHROOMS GENDER NEUTRAL!

I JUST HAVE TO PISS!
MAKE ALL OUR BATHROOMS GENDER NEUTRAL!



FUCKING ANYONE!



ON THE OAKLAND CAMPUS, ALL BATHROOMS WERE GENDER NEUTRAL.

MAKE ALL BATHROOMS GENDER NEUTRAL

PEE-PEE FREE-PEE HERE

#PEEFREE



#PEEFREE

#PEEFREE

#PEEFREE



#PEEFREE

#PEEFREE



#PEEFREE
#PEEFREE



FREE-PEE PEE-PEE HERE

#PEEFREE

FREE-PEE PEE-PEE HERE

FREE-PEE PEE-PEE HERE

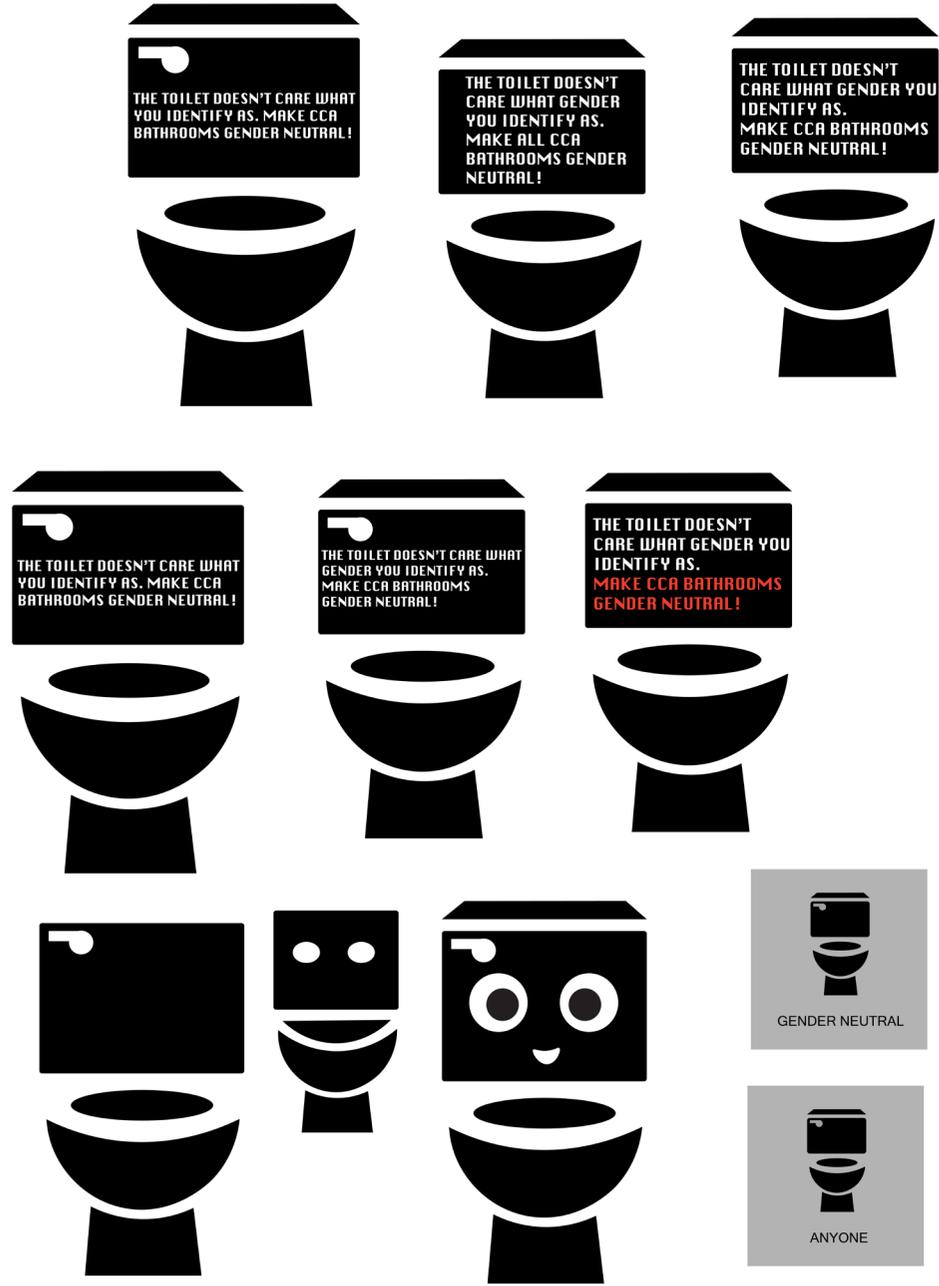
FREE-PEE PEE-PEE HERE

FREE-PEE PEE-PEE HERE

#PEEFREE

#PEEFREE

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WE ALL PEE. LETS DO IT TOGETHER. MAKE ALL CCA BATHROOMS GENDER NEUTRAL!

MAKE ALL CCA BATHROOMS GENDER NEUTRAL!!



HELP US CREATE A FULLY INCLUSIVE, CONVENIENT SPACE FOR EVERYONE!

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WHY DID THIS CHANGE WHEN WE MOVED THE SAN FRANCISCO CAMPUS?

OUR BATHROOMS AREN'T GENDER NEUTRAL.

WHY?

IT WOULD BE MORE CONVENIENT FOR ALL STUDENTS AND CREATE A FULLY INCLUSIVE SPACE FOR EVERYONE.

HELP US CREATE A FULLY INCLUSIVE, CONVENIENT SPACE FOR EVERYONE!

MAKE ALL OUR BATHROOMS GENDER NEUTRAL!!

ON THE OAKLAND CAMPUS, ALL BATHROOMS WERE GENDER NEUTRAL.

WHY DID THIS CHANGE WHEN WE MOVED TO SAN FRANCISCO?

HELP US DEMAND CHANGE

OUR BATHROOMS AREN'T GENDER NEUTRAL.

WHY?

LET US #PEEFREE! MAKE ALL THE BATHROOMS GENDER NEUTRAL!

HELP US CREATE A FULLY INCLUSIVE, CONVENIENT SPACE FOR EVERYONE!

MAKE ALL OUR BATHROOMS GENDER NEUTRAL!!

IT TAKES 153 STEPS TO GET TO THE GENDER NEUTRAL BATHROOM FROM THE MIDDLE OF CAMPUS.

IT ONLY TAKES 36 STEPS TO GET TO THE GIRLS BATHROOM FROM THE SAME PLACE.

WHY ARE WE OKAY WITH THIS?

MAKE ALL THE BATHROOMS GENDER NEUTRAL!

IT TAKES 2 MINUTES TO GET TO THE GENDER NEUTRAL BATHROOM FROM THE MIDDLE OF CAMPUS.

IT ONLY TAKES 20 SECONDS TO GET TO THE GIRLS BATHROOM FROM THE SAME PLACE.

SIMILARLY, FROM THE MIDDLE OF CAMPUS, IT TAKES 1 MINUTE AND 30 SEC TO GET TO THE MENS ROOM FROM THE MIDDLE OF CAMPUS

WHY ARE WE OKAY WITH THIS?

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WHY ARE WE OKAY WITH THIS?

MAKE ALL THE BATHROOMS GENDER NEUTRAL!

(ROUGH)

“Hypocrisy of the school about the Issues about homelessness/school debt/tuition”

- Why do we have homeless issues around our campus? Why can't the school help them to find a place where they can rest other than the streets? Why does the school say to “respect others” and teach about ethics, but they don't seem to care about the students and the overwhelming tuition that will end up in thousands of debts and the homeless surrounding them? It's like they are saying, “Oh, you need to respect people and pursue equality just like how we are teaching you in ethics class! But you have to pay thousands of tuition. And homeless people are just....eh...homeless....there is nothing we can do. And you don't pay tuition, all the debt....you will have to pay.... you know this, right?”
- Tuition cost and general living expenses (Food, Dorms... general tuition) How am I going to do this?
- The story idea below will be either a bubble-less comic that I will read out to class (like a storytime) or an animation (not sure if I will have time for this.)
- I have 4 poster ideas as well that will be included in my story.
- After a little storytime (either animation or video narrative), I will do a very brief/short presentation about statistics and hard facts.
- Storytime dialogue (ROUGH)
- Narrator: Hello! I am a student!
- I came to CCA with hopes and dreams to become a great artist who cares about other people's voices!
- And I am so excited to be here! [repeats this phrase, begins to echo, and breaks apart]
- [After this, the voice becomes silent like they are submerged under water, and the scene shows “the student” turning his head, looking at the homeless and the graduated student with debt.]

- [Echoing louder and louder] Respect others! Equality! Respect others [getting distorted] -
- [The screen fades to black]
- Hello! I am a student!
- I came to CCA with debts and dreams to become a great artist who doesn't care about other people's voices!
- And I am so excited to be here! [distortion again] Mediums to use
- Adobe Photoshop (2022)
- Using the lasso tool, texture brush
- Simple, but readable art style
- “Boxed person”, Box Face
- Limited palette
- Textures

Research Aspect

Research about average American house income.

- Low-income people and their accommodations
- Homeless statistics
- Student loans and debts/ how long does it take for the students to pay off debt
- How are the low-income people with artistic ability and wanting to do art come to CCA with high living expenses (Some of them are unnecessary) and tuition?
- To be cont

https://nces.ed.gov/programs/digest/d16/tables/dt16_204.75d.asp

<https://studentloanhero.com/student-loan-debt-statistics/>

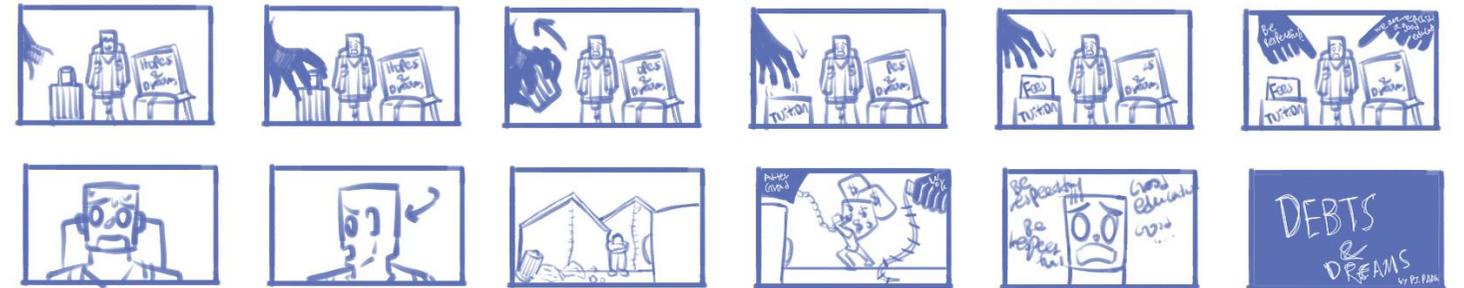
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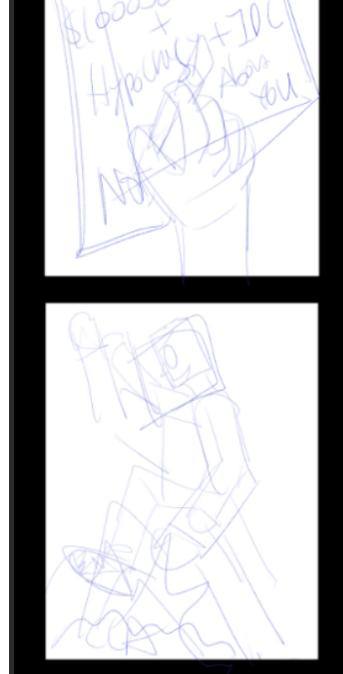
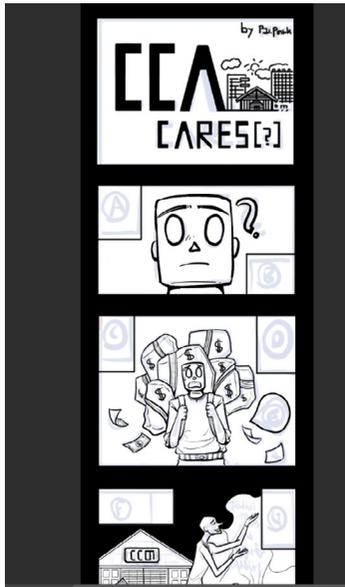
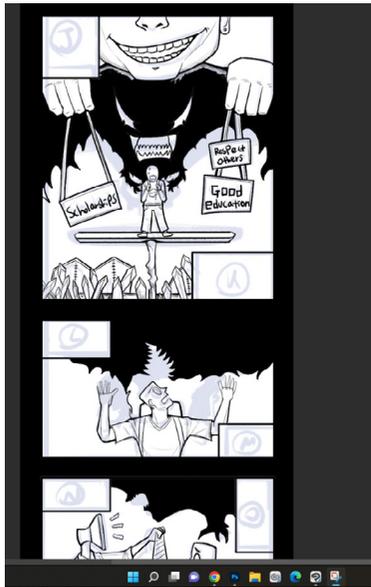
<https://sfgov.org/scorecards/safety-net/homeless-population>

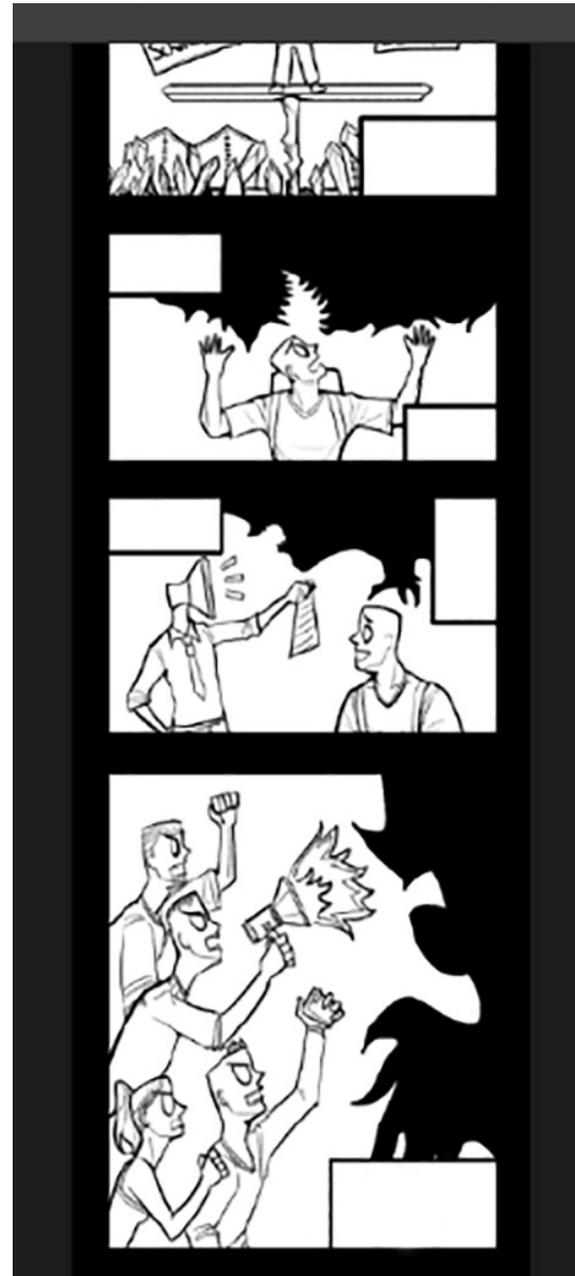
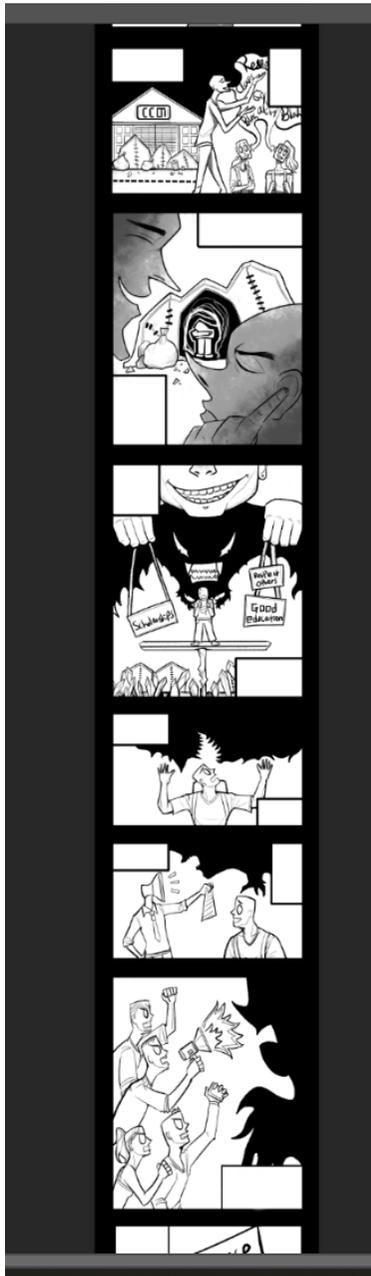
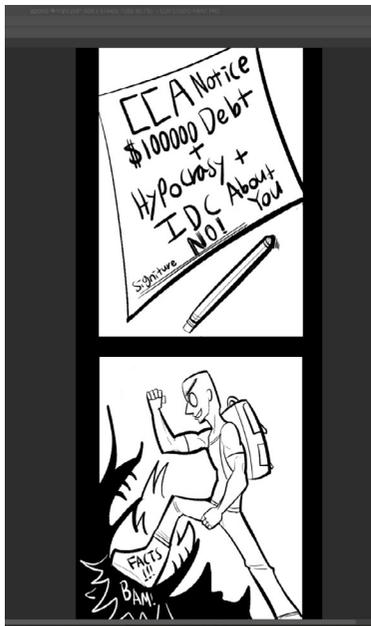
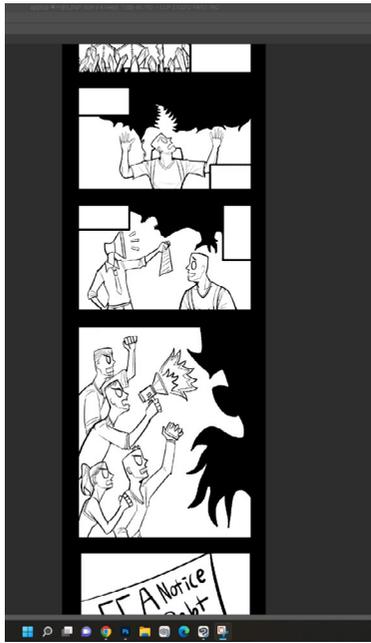
Initial Thumbnail Sketches



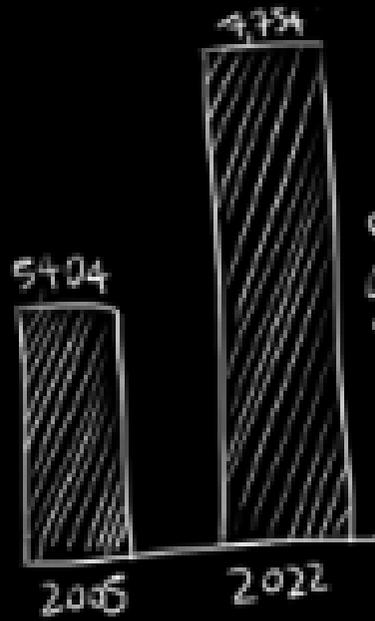
Story Idea







In US California,
Around 17,714
Students have
Faced homelessness.



Homeless
Situation,
despite technological
advancements
and sheltering
laws over the
years, did not
get any
better.

Around
68% Private
College Students rely
on loans.
About \$31,450.

We need to Act
NOW,

Before it's too late.



Siyu Shao
Abolish All Mandatory Fees!

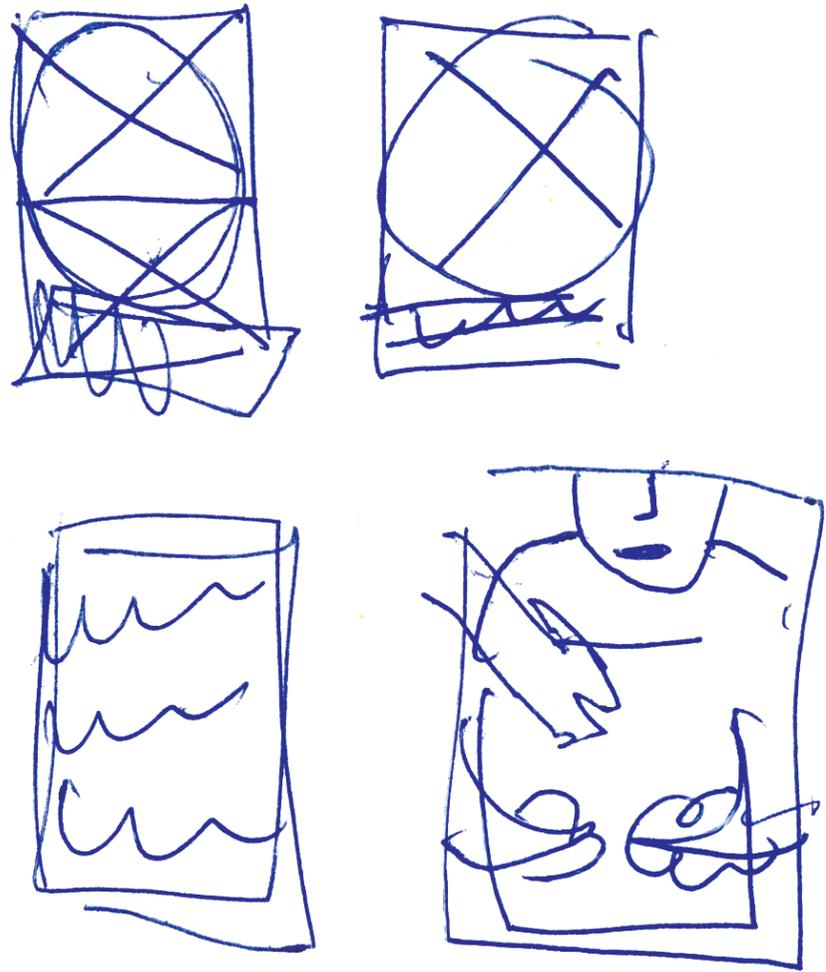
Concept

CCA is unreasonable for the mandatory transportation fee, because CCA pass does not meet the needs of most students to use, and can even be said to be redundant. It is undeniable that the CCA pass does meet the needs of some students for public transportation, but not all. Therefore, instead of charging a mandatory transportation fee, CCA should offer the option of a CCA pass and let students decide whether to purchase it or not.

Production

How/why products are used I made a poster to preach the theory that you are in charge of your own money and reject the school's mandatory fees. I will print out this poster and post it on various walls of the school so that more students can see it and join together to fight against the school's unreasonable fees and protect our own interests. I will also show the school that the students are not happy with the mandatory CCA pass fee because it is a service that was only added this semester and the school's intention is to facilitate the students, so the school does not necessarily know how the students feel about the fee. In fact, the CCA pass is not as convenient as the school expected. I would like to use this poster to show the school that the students are not happy with the mandatory fee and to make changes.

Our money! Our choice! Abolish all mandatory fees!



refuse all forced fees

abolish



Background Choose:



- **What is CCA pass? How to use it?**

- The CCA Pass is a CCA initiative that provides students with unlimited rides on SFMTA (Muni) buses, trams and Muni subways (excluding cable cars) throughout San Francisco, citywide with the MuniMobileApp and CCA student email.

- **Why Use Public Transportation?**

- According to information from cca portal, the university provides cca passes to make it easier for students to get to and from campus, especially those who live off campus, and to reduce carbon footprint compared to driving or sharing services.

- **How much it cost?**

Transportation's fee is \$155 per semester which is required and only available Fall (8/26-12/31) & Spring (1/1-5/14) semesters.

- **How many people actually use cca pass?**

- According to my research, only 8 out of 51 people will take muni regularly, while 43 people will not use muni.



- According to my research, only 6 out of 41 people will increase their use of muni due to cca pass, while 35 people will not.



- **What are the problems with cca passes?**

- Unlike the Clipper Card all-inclusive transportation service, the cca pass is only available for transportation within the city of San Francisco. Many cities in San Francisco Bay, are use public transportation such as "bart" and "smart trans" instead of muni, so the cca pass does not work within the boundaries of San Francisco Bay. According to the information provided by cca, cca pass is to facilitate commuting for off-campus students, but many of them do not live in the city of San Francisco.They live in various cities in San Francisco Bay, such as Daly City,Oakland and Berkeley etc. And people can't use the cca pass to get to and from campus because the cca pass doesn't work once you leave San Francisco city. Therefore, the cca pass does not serve the purpose of facilitating students' commute.
- Not only that, but the cca pass is certainly redundant for students who drive.

- **How many people really accept the mandatory fee for cca pass?**

- According to my research, only 2 out of 44 people think that the mandatory fee for cca pass is reasonable.



- **Reasons for not using cca pass? Or the reason for not using public transportation?**

- Students have own car, they drive.
- Not available outside of the City of San Francisco.
- No use of muni regularly.

On top of that, the City of San Francisco, and public transportation are a safety hazard. On the morning of Wednesday, June 22, the first fatal shooting in San Francisco Muni history occurred. The shooting left one person dead on the spot and one innocent passenger injured!(CBS NEWS) And this has become the reason why some students are reluctant to take muni.

Do you think the transportation fee charged by CCA is reasonable?

Yes: 4.5%

No: 95.5%

Kairuo Song
Stop Mandatory MUNI Fees



I believe CCA tuition and cost should be reasonable, efficient, and clear. Every CCA student is charged a \$155 transportation fee for MUNI since the COVID pandemic. Is it necessary? I believe the school only wants to inflict costs and earn more money. The mandatory transportation fee puts a weight on students—but students have no option, even if they are not using MUNI. Why transportation fees should be banned.

First.

There are multiple transportation options for students to choose to commute in San Francisco and Bay Area. Including BART, bicycle, scooter, on foot, vehicle, Lyft, and Uber. Students have the freedom to choose what transportation they want to use.

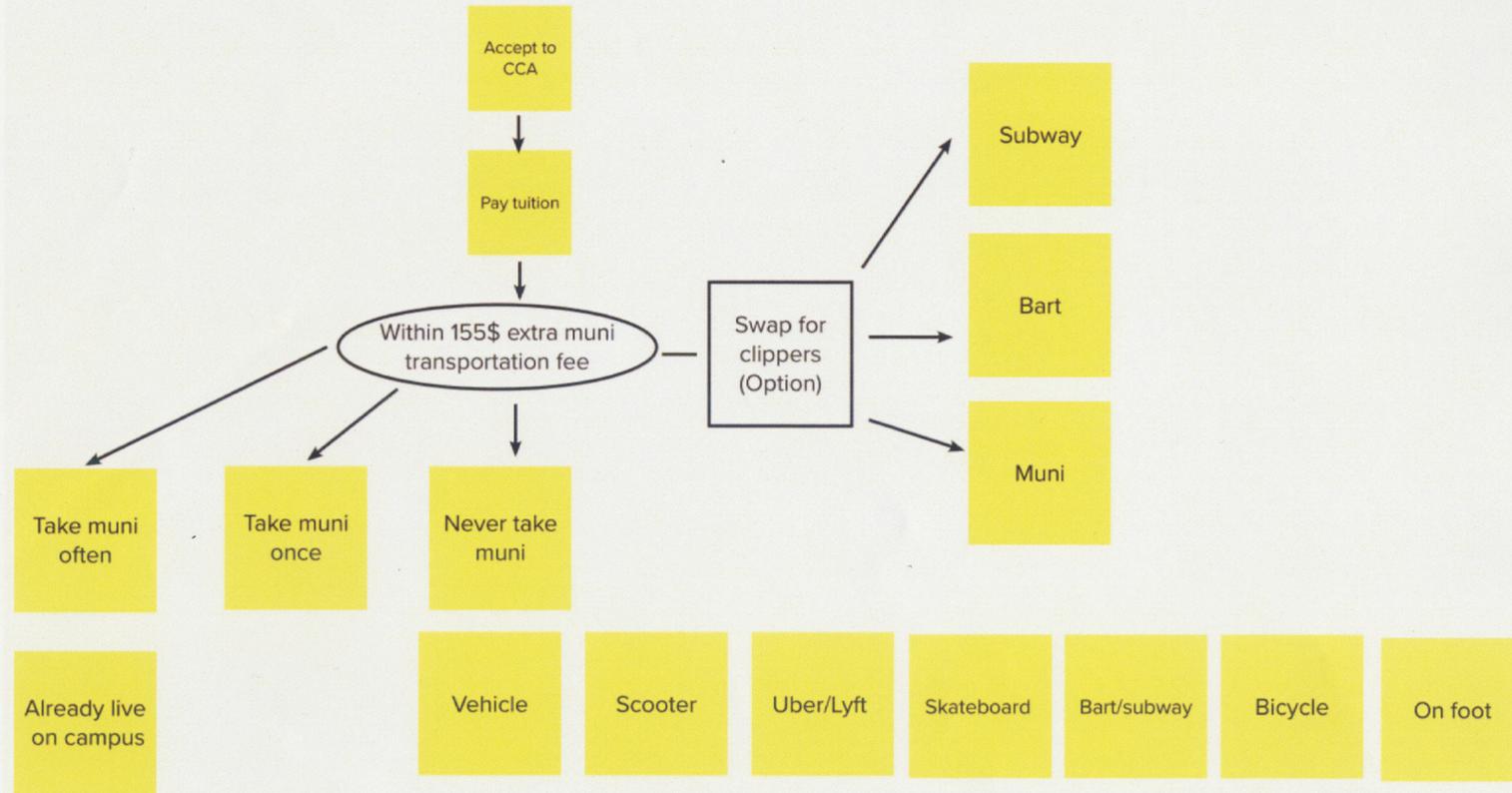
Second.

There are students who never use MUNI but are still required to pay the MUNI fee, along with their own transportation expenses such as a CLIPPER card and gas money. \$155 is equivalent to one month's gas for someone who lives in the Bay Area.

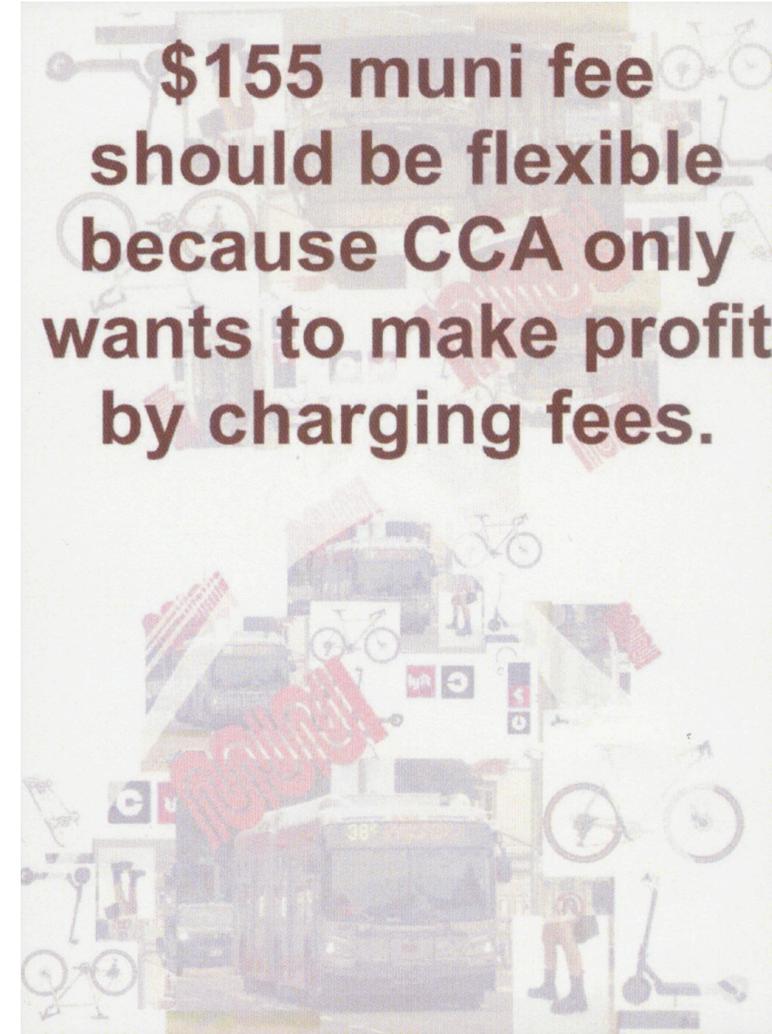
I raised this issue because the mandatory fee confused me at first. I've used MUNI once (for a class trip)—but on a daily basis, I drive to the CCA campus from Oakland. I sent out a short questionnaire in my three classes—asking my classmates what they thought of the mandatory transportation fee, and what transportation they use. I received much support from my classmates—the majority believed transportation should be flexible. They felt that a CLIPPER card is preferable because it can be used on all of the Bay Area's transportation systems.

I designed the poster to show there are various options students take to commute to campus at the beginning phase. Then I decided to go for a simple look that could catch the eye of students. The subject of MUNI gives the main aim of this poster. And the title shows its purpose.

Thoughts on paying mandatory muni fee



\$155 muni fee should be flexible because CCA only wants to make profit by charging fees.



CCA

'Ban paying mandatory muni fee.'





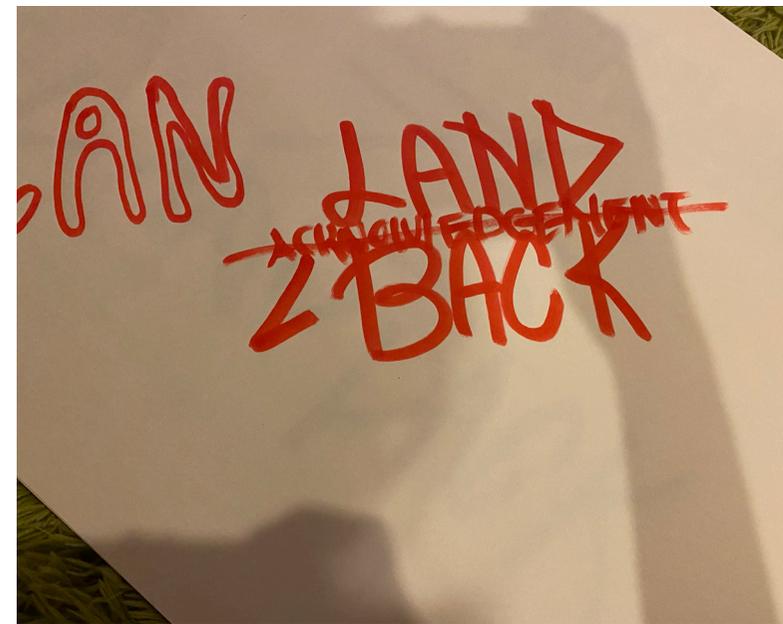
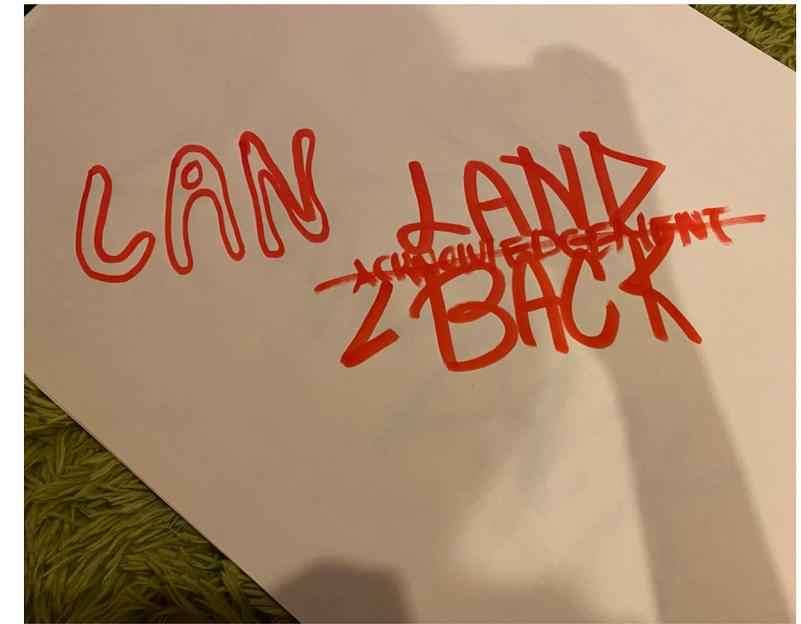
In the modern day, the concept of “wokeness” has taken over society; the more politically correct you are, the more societal praise and acceptance you receive. In states like California, we can see the practice of being “woke” often in our daily lives. Although the idea of paying attention and giving consideration to what we do and say is fundamental now and in building a more inclusive and equal society in the future, many factors of modern “wokeness” bring it closer to performative activism and white saviorism.

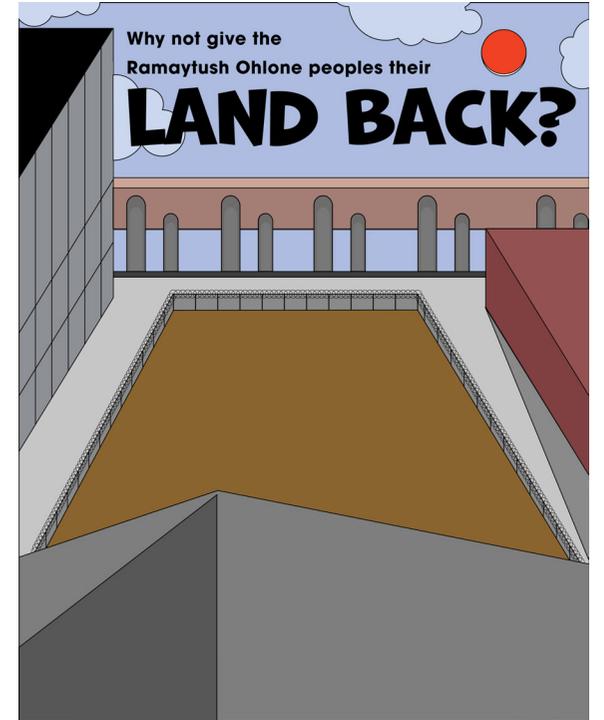
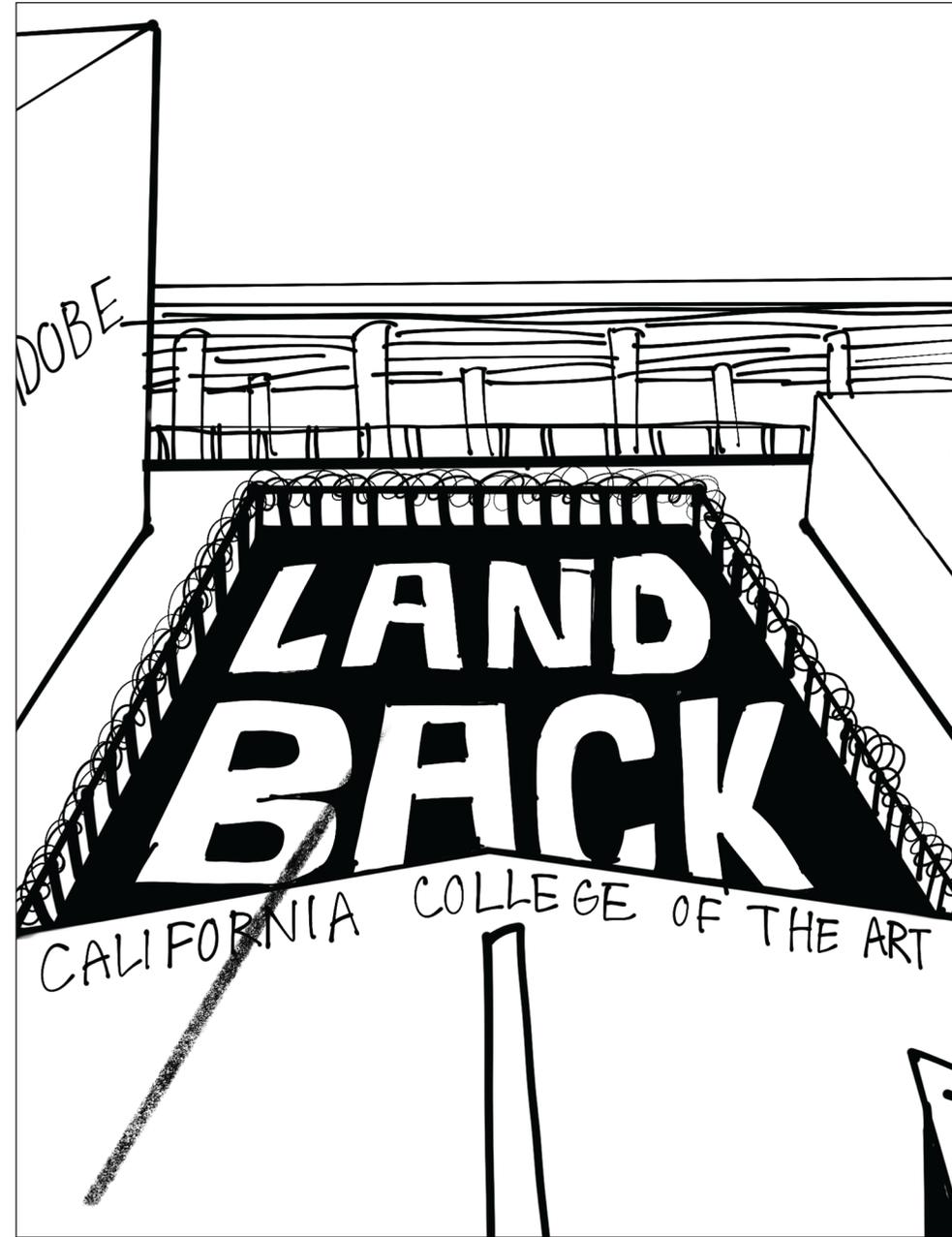
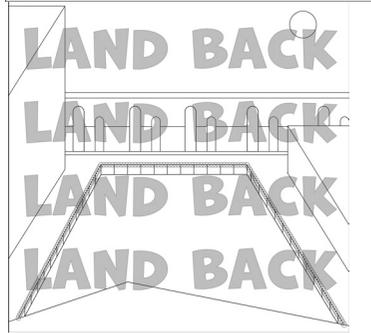
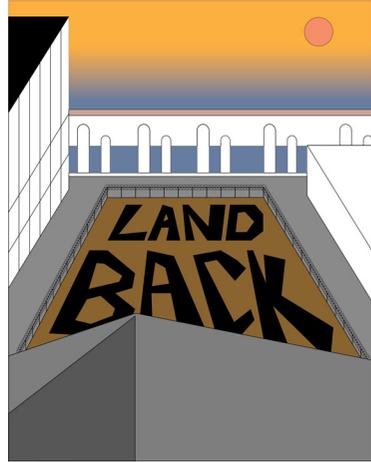
In the California College of the Arts, land acknowledgment is commonly seen throughout emails, the web, and the majority of official statements of the school. While CCA is one of the few schools that imply land acknowledgment in their curriculum, we must remember these statements’ real impact and weight. As one of the few schools that put out these statements, CCA is proud—but how proud can we be? Is this the bare minimum of what can be done and given back to the indigenous people of the land who experienced colonization of their land, genocide, generational trauma, and so much more?

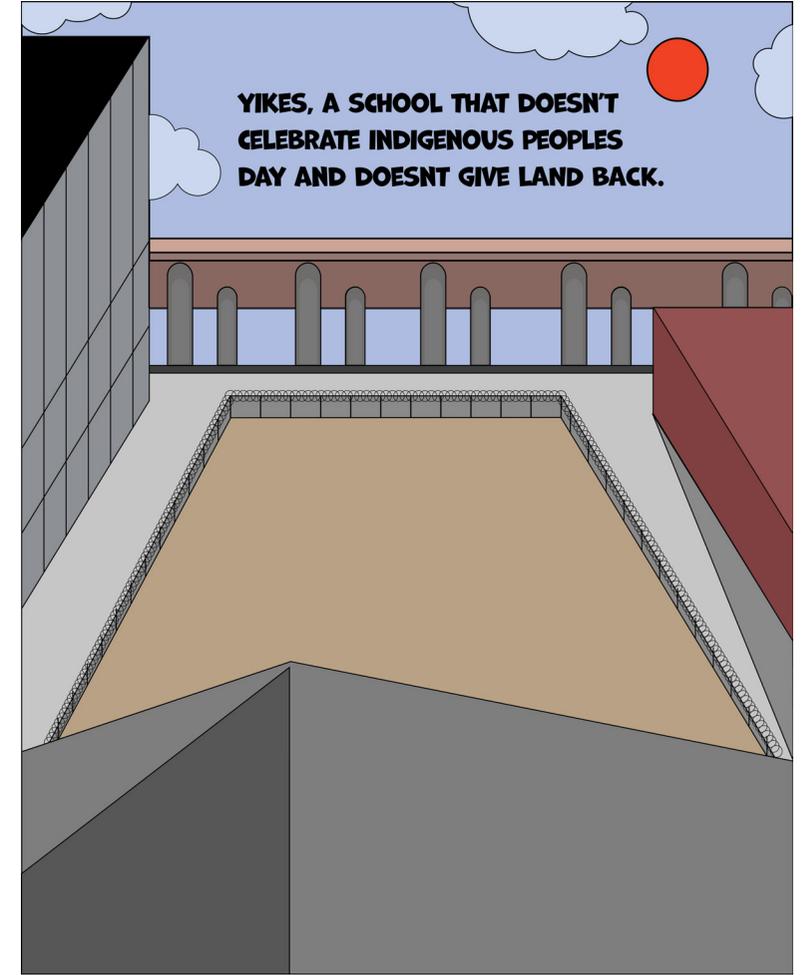
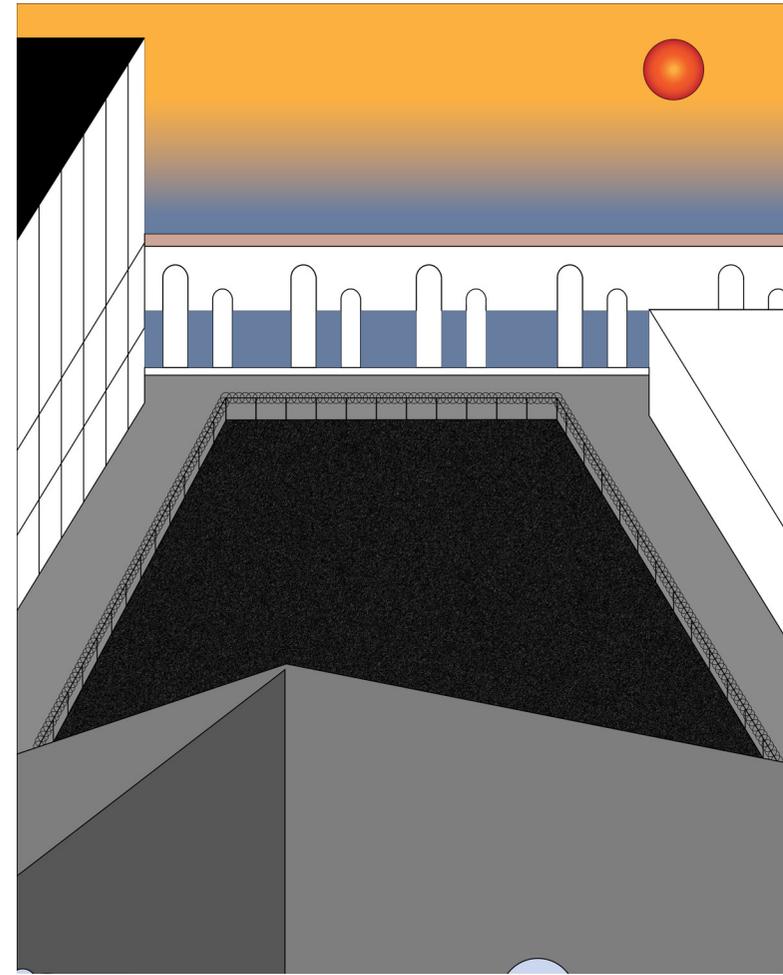
This project raises the question, “is it enough?”. Not only CCA itself but its students and professors, is this enough? Or should this be the start of a conversation? Is this the opportunity to further the understanding of land acknowledgment and what can be done further to give back? Should CCA give back the land? Can we give back? Why or why not? In a society where action is praised more than intention, this project strives to bring up the intricate, complex topic of colonization both on a historical and modern-day scale.

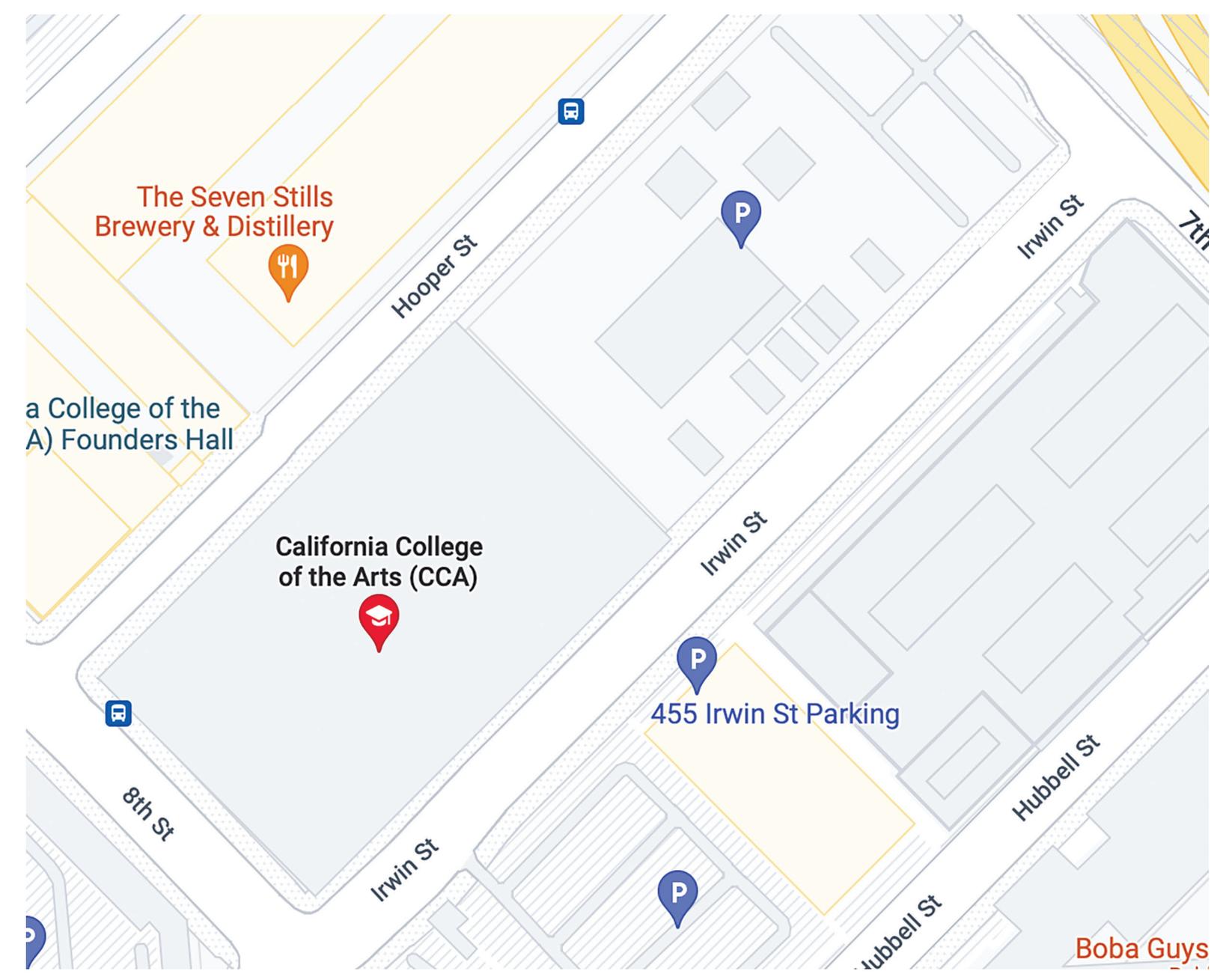
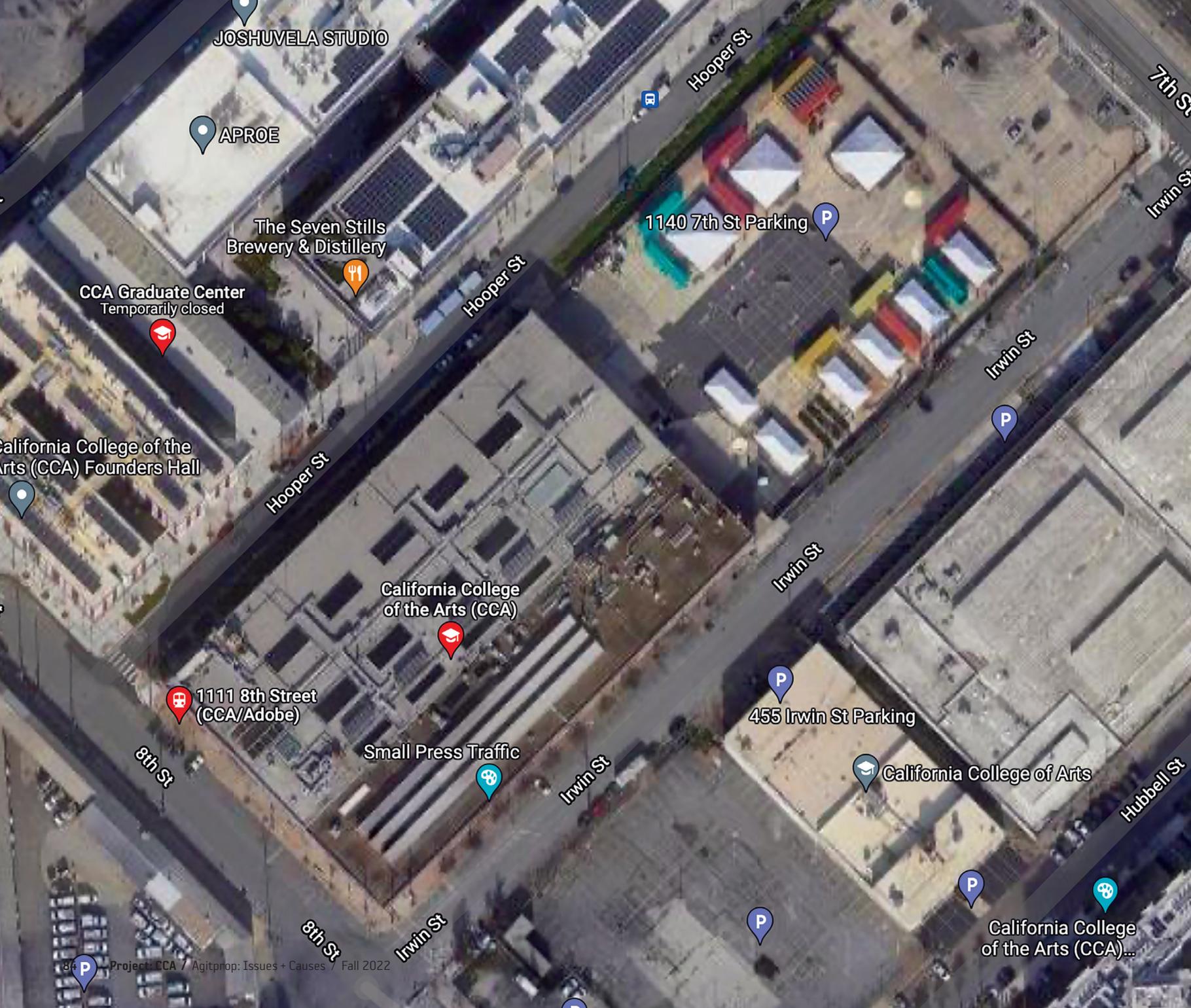
The text land acknowledgment is big and bold, being the first thing viewers notice, representing the loud emphasis CCA gives about our land acknowledgment and the great praise it can receive. In contrast, the small, subtle drop represents the small action and little change made through land acknowledgment, as well as life, and how the topic of land acknowledgment is thrown around while the subject deals with real-life people and their livelihoods.

As the creator of this piece, I believe that land acknowledgment is about more than an acknowledgment paragraph but a start to a highly complex and (for many) uncomfortable conversation. While history can not be undone, the future can be made. The steps taken forward are entirely up to the people here now.

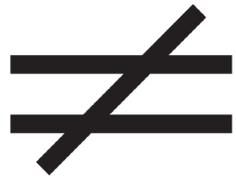




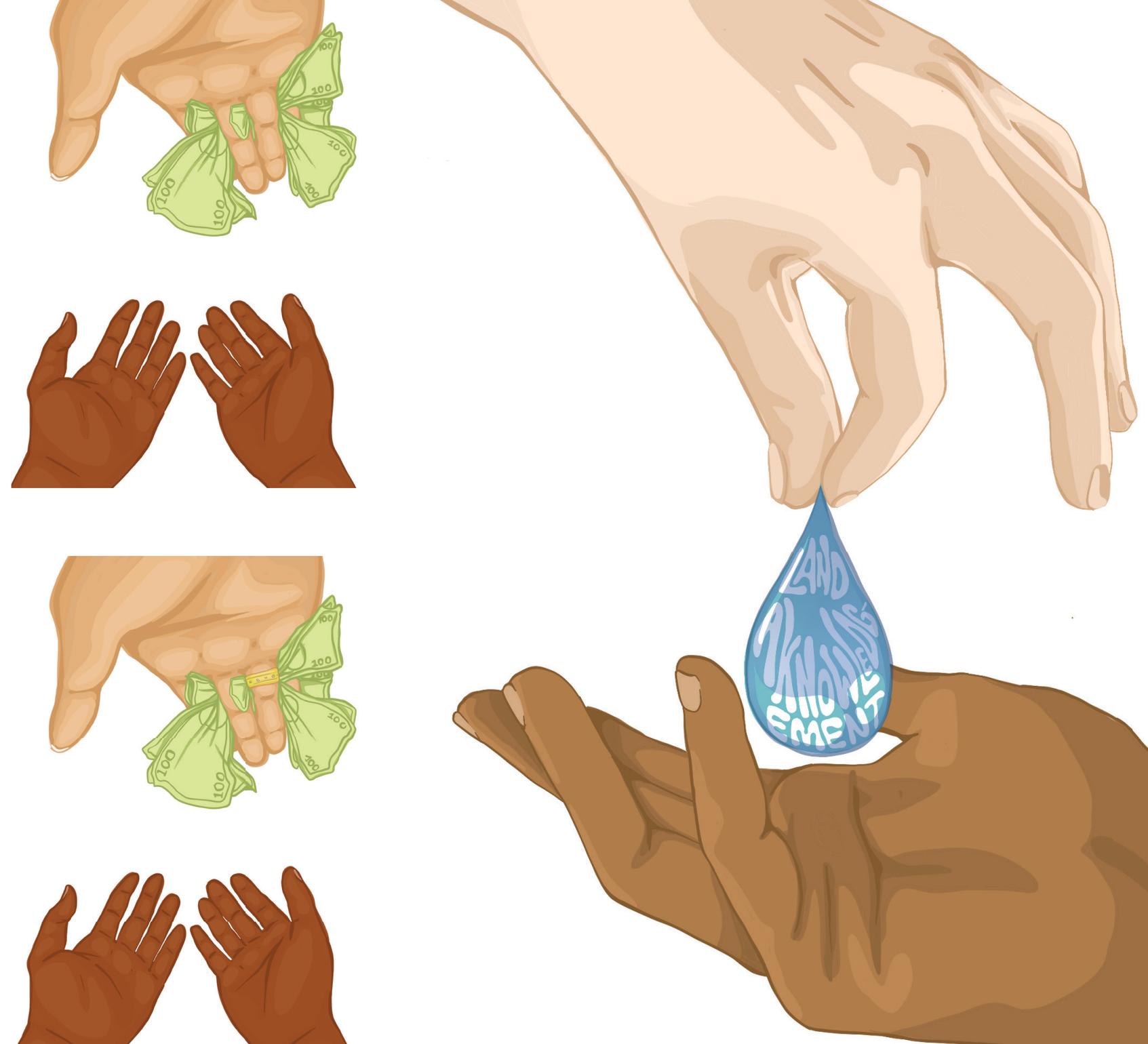


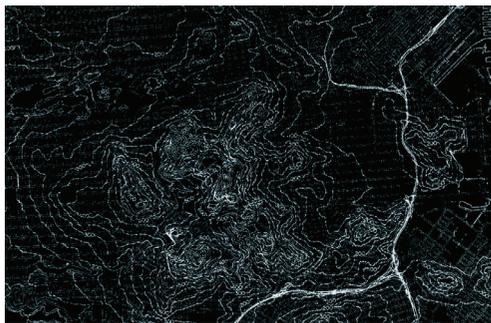
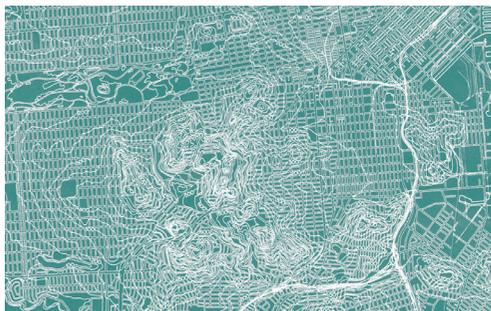
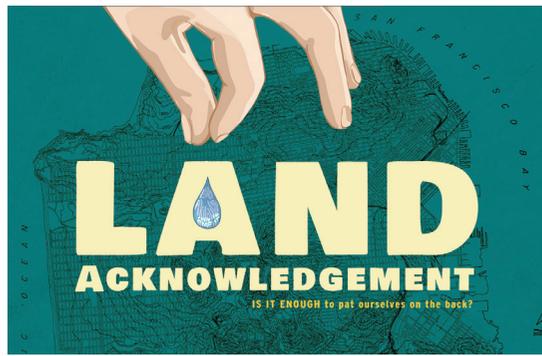
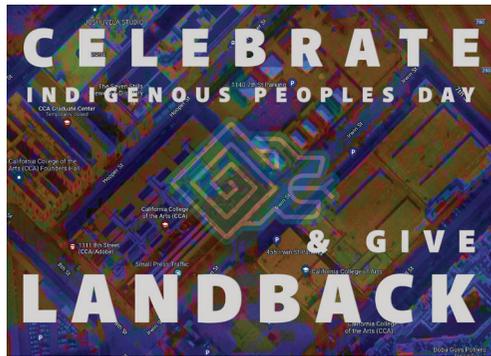
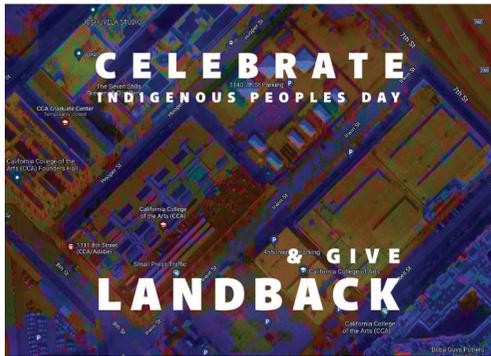


LAND ACKNOWLEDGMENT



LAND BACK

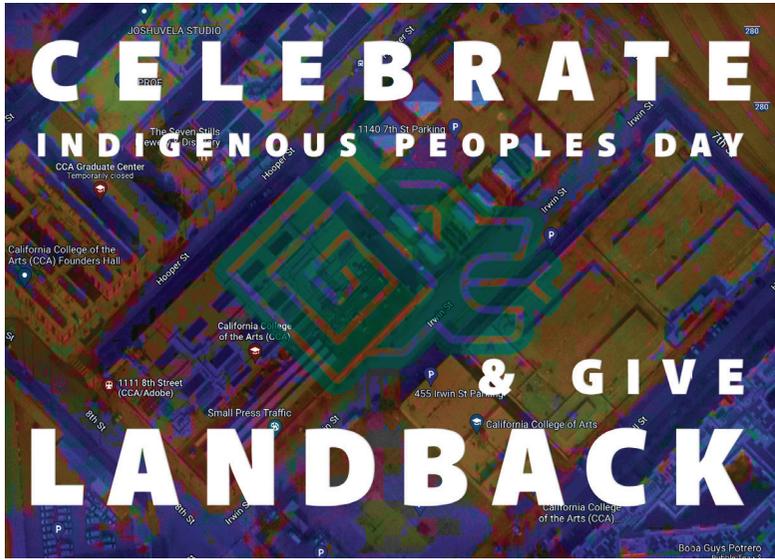
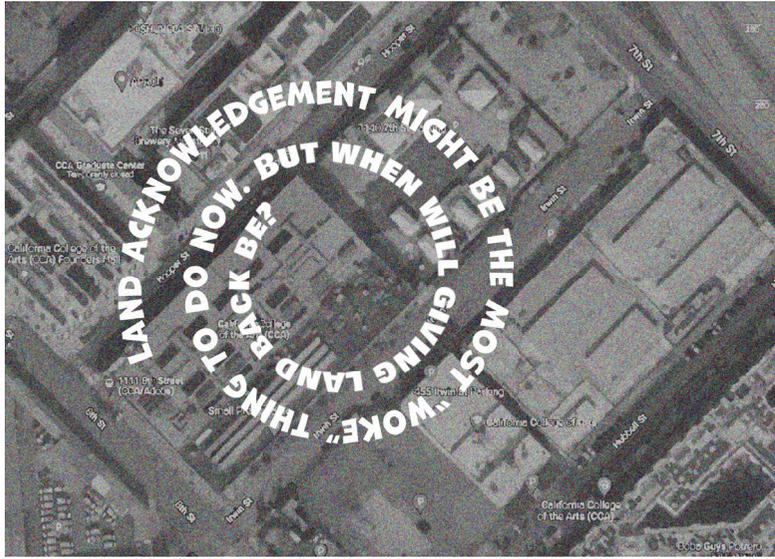




Did you know?

The CCA backlot is a cultural site.

Land Acknowledgment (?)



Paste [icon] BTU

California College of the Arts campuses are located in Huichin and Yelamu, also known as Oakland and San Francisco, on the unceded territories of Chochoeny and Ramaytush Ohlone peoples, who have continuously lived upon this land since time immemorial. We recognize the historic discrimination and violence inflicted upon Indigenous peoples in California and the Americas, including their forced removal from ancestral lands, and the deliberate and systematic destruction of their communities and culture. CCA has a responsibility to oppose all forms of individual and institutionalized racism toward all people but especially toward Indigenous peoples within the arts, fields in which discrimination has occurred through the omission and silencing of Indigenous voices. CCA is committed to the inherent academic and creative activism required to foster a culture that acknowledges these harms, shows empathy and care, and demonstrates positive steps toward reconciliation and repair.

CCA appreciates Larry Tesler, the great inventor of copy & paste.

Land Acknowledgement is CCA's biggest stunt.
Admit more Indigenous students, give out scholarships, and teach us Indigenous artists and designers.
Make the change you teach us to strive for.

Paste [icon] BTU

California College of the Arts campuses are located in Huichin and Yelamu, also known as Oakland and San Francisco, on the unceded territories of Chochoeny and Ramaytush Ohlone peoples, who have continuously lived upon this land since time immemorial. We recognize the historic discrimination and violence inflicted upon Indigenous peoples in California and the Americas, including their forced removal from ancestral lands, and the deliberate and systematic destruction of their communities and culture. CCA has a responsibility to oppose all forms of individual and institutionalized racism toward all people but especially toward Indigenous peoples within the arts, fields in which discrimination has occurred through the omission and silencing of Indigenous voices. CCA is committed to the inherent academic and creative activism required to foster a culture that acknowledges these harms, shows empathy and care, and demonstrates positive steps toward reconciliation and repair.

**CCA appreciates Larry Tesler,
the great inventor of copy & paste.**

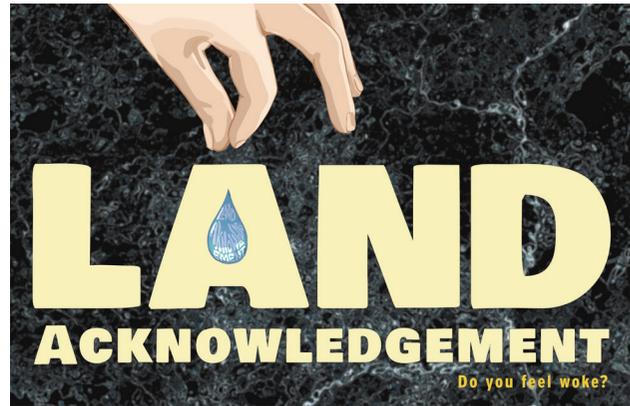
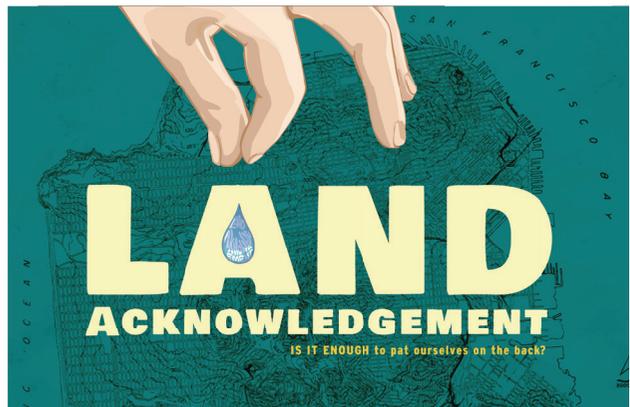
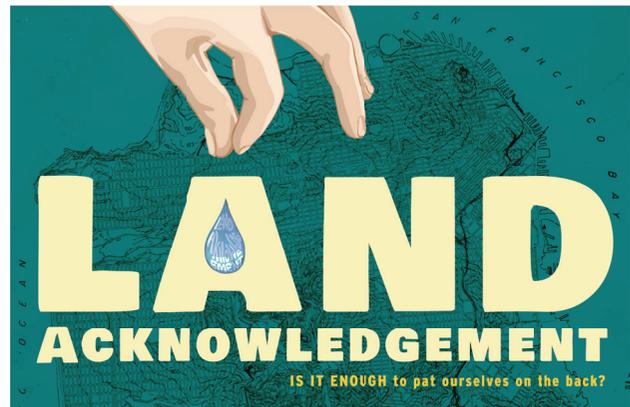
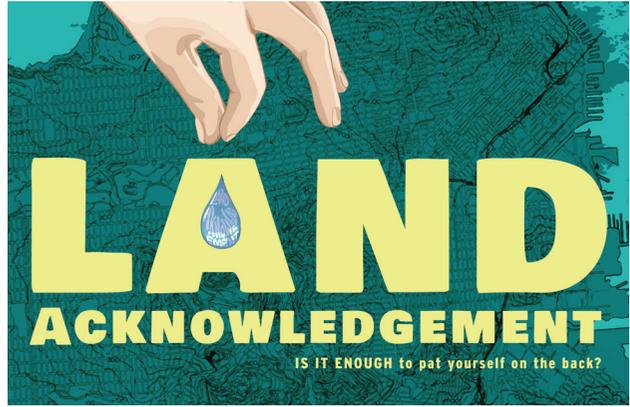
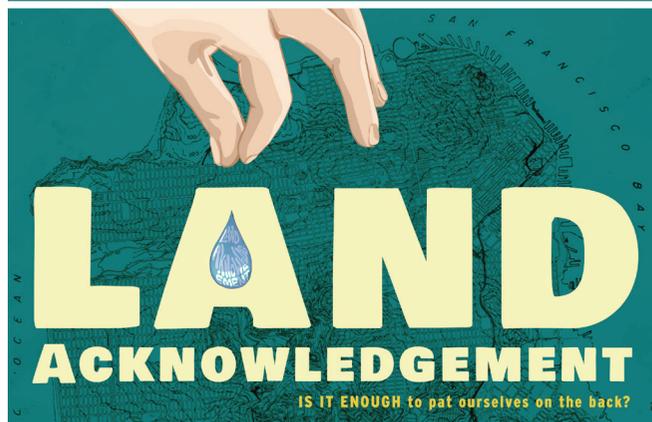
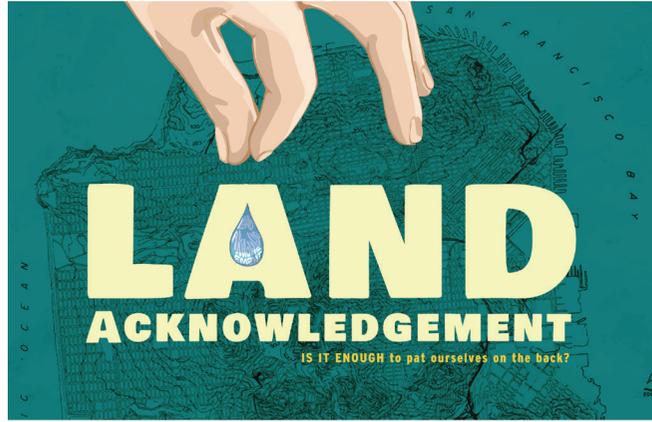
P.S. Land Acknowledgement is CCA's biggest stunt.
Admit more Indigenous students, give out scholarships, and teach us Indigenous artists and designers.
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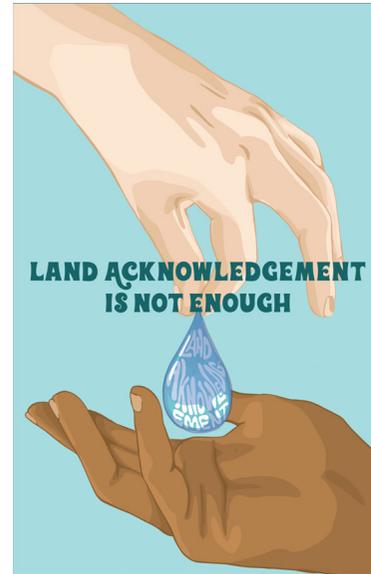
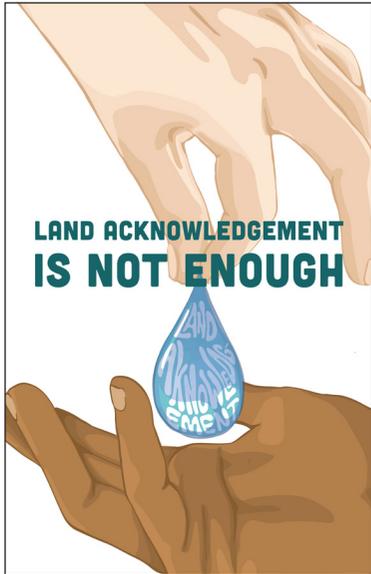
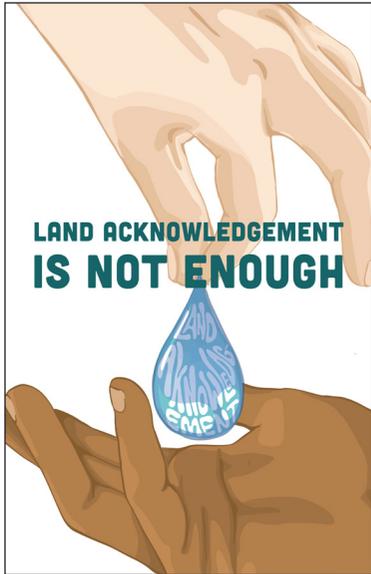
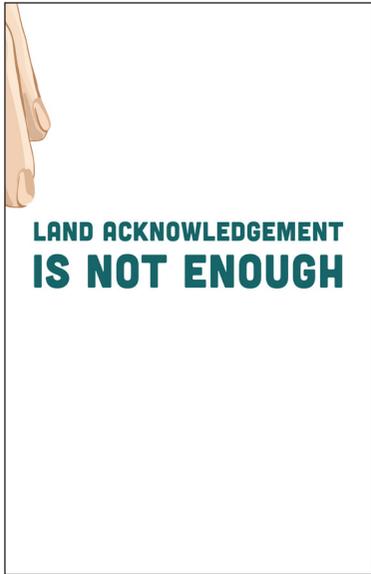
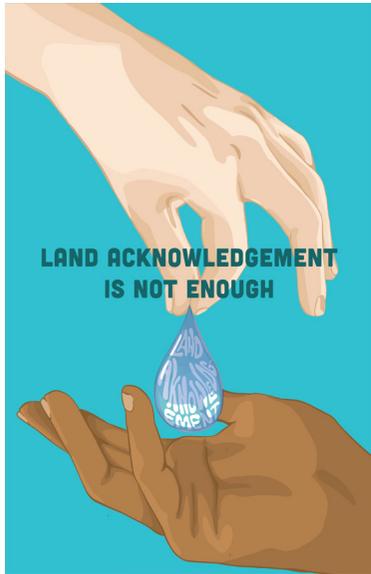
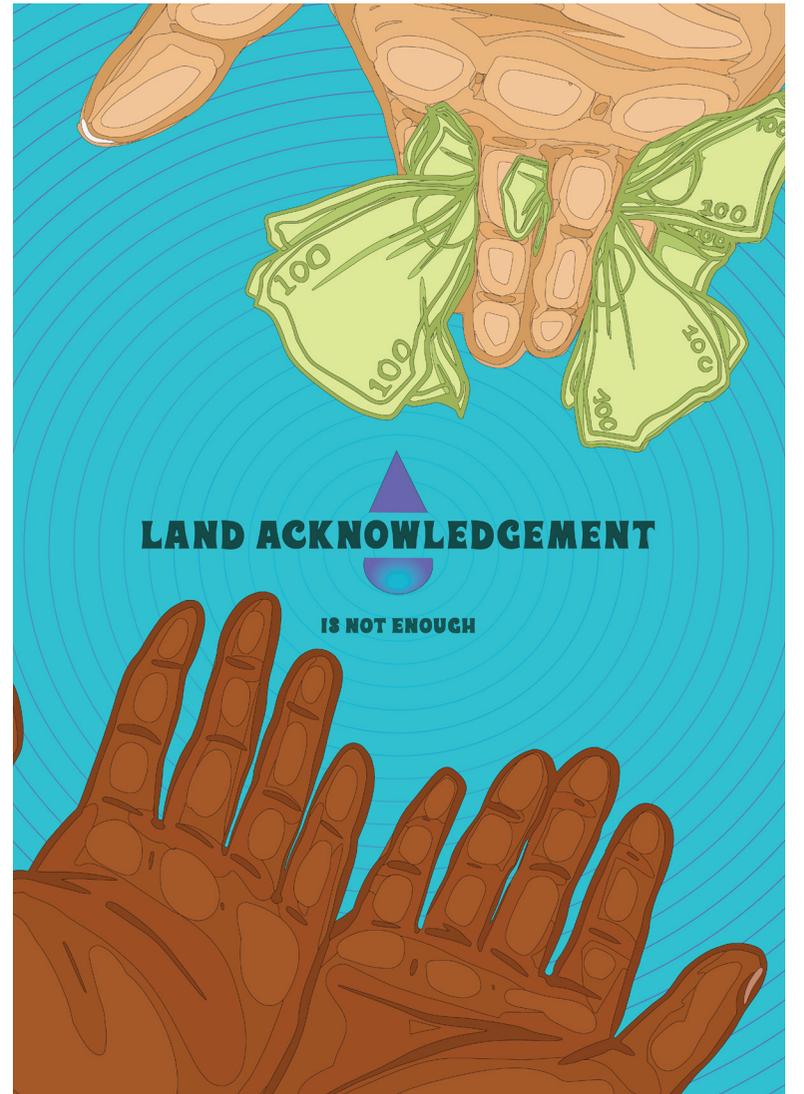
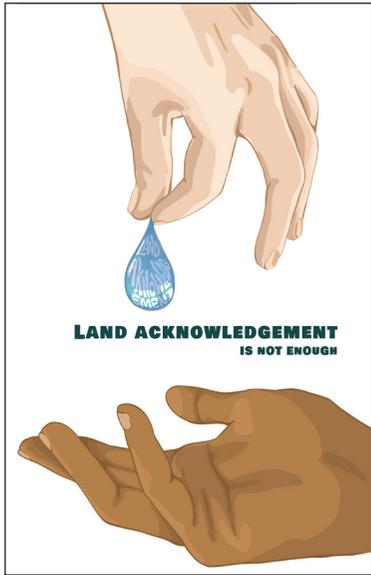
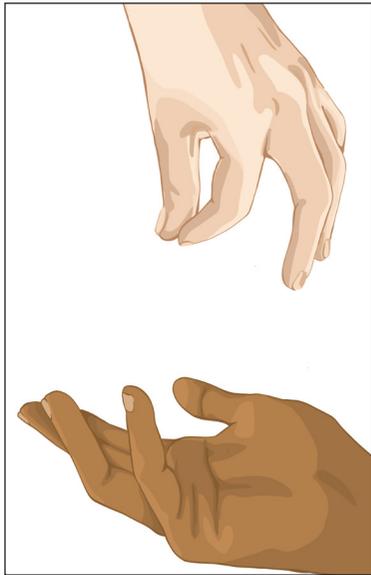
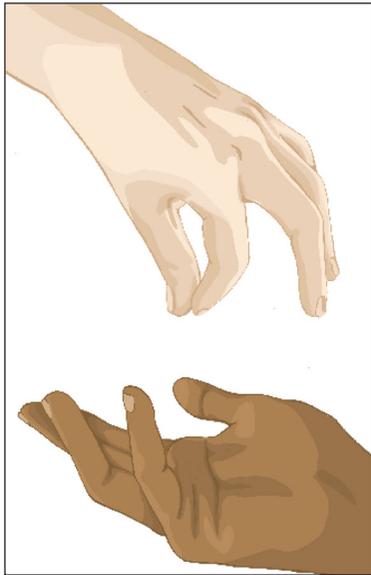
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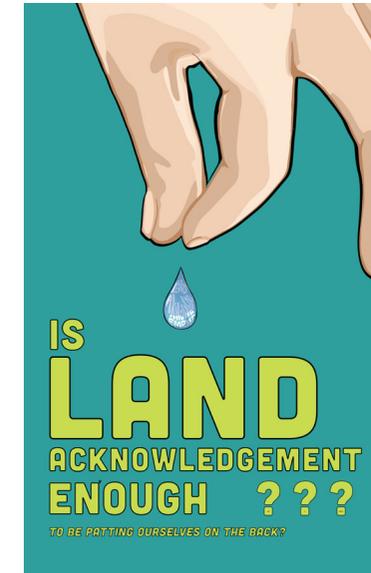
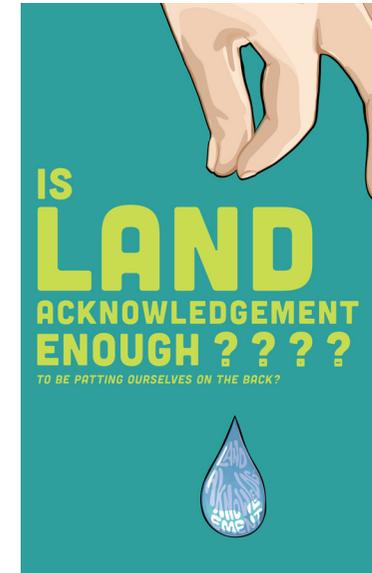
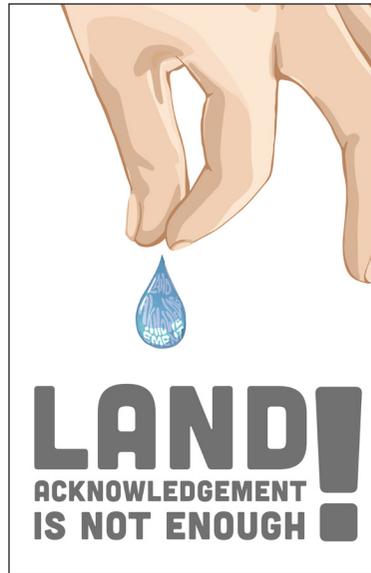
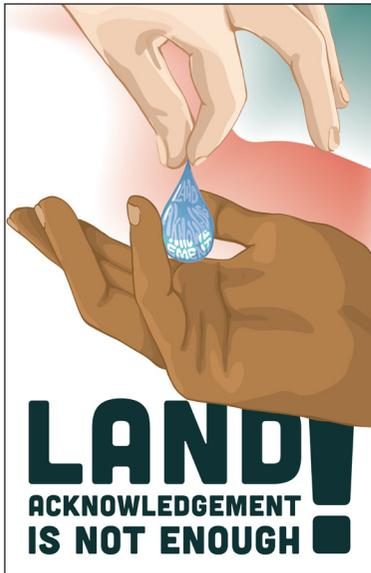
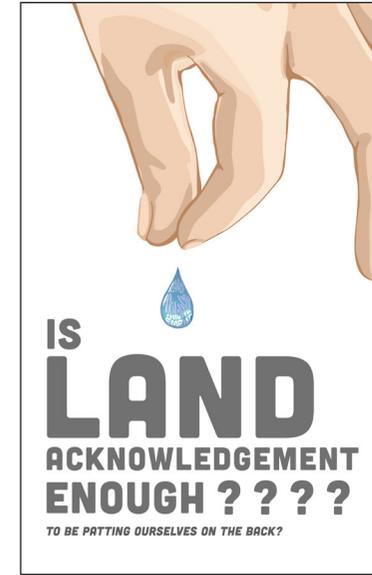
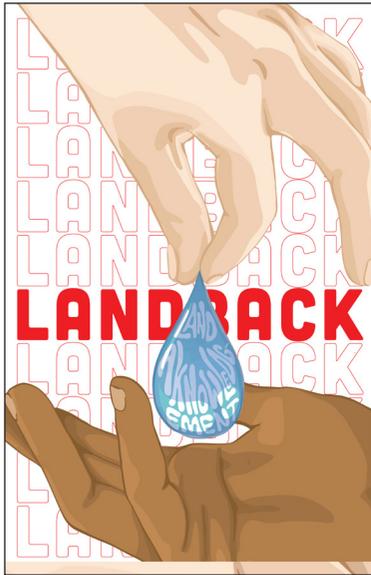
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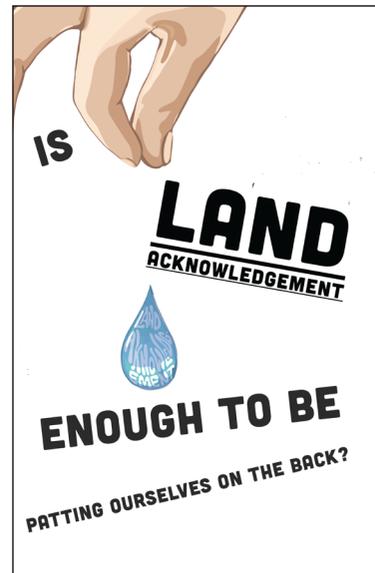
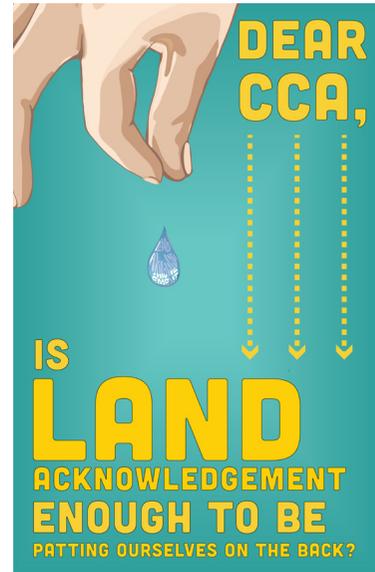
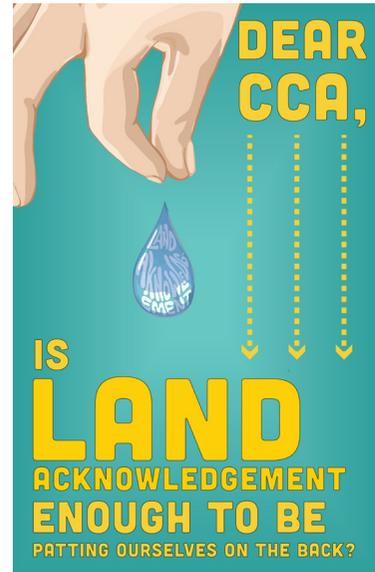
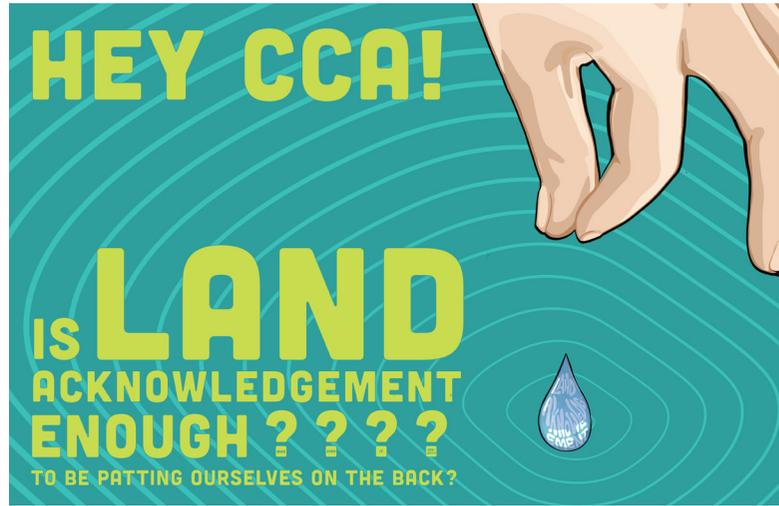
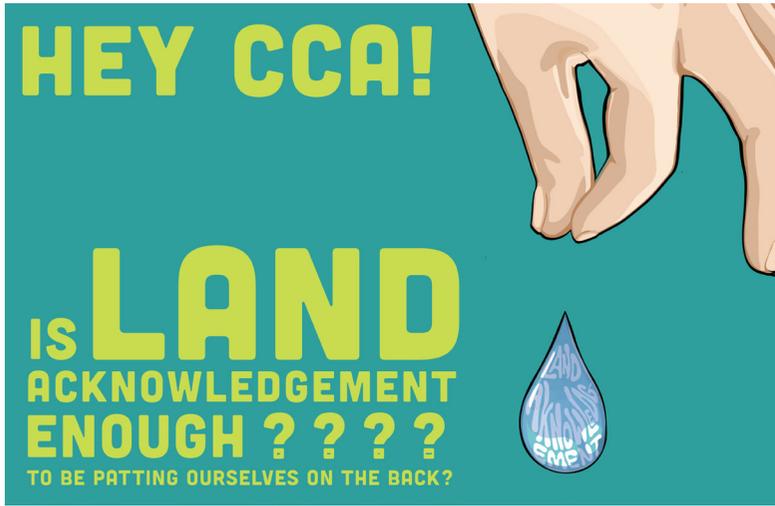
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LAND
ACKNOWLEDGEMENT

IS IT enough to pat ourselves on the back?



LAND
ACKNOWLEDGEMENT

Q: IS IT ENOUGH to pat ourselves on the back?



LAND
ACKNOWLEDGEMENT

IS IT ENOUGH to pat ourselves on the back?



LAND
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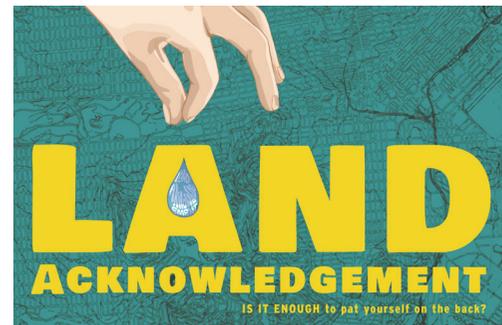
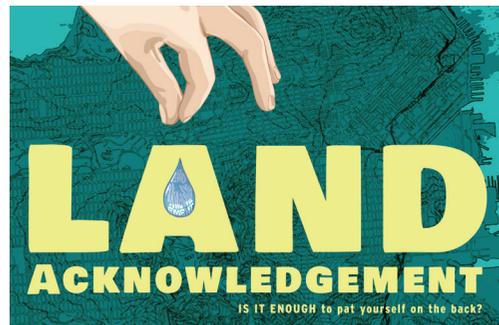
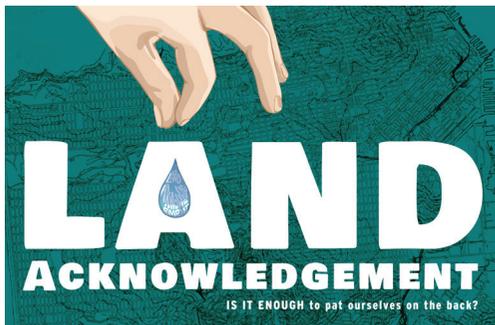
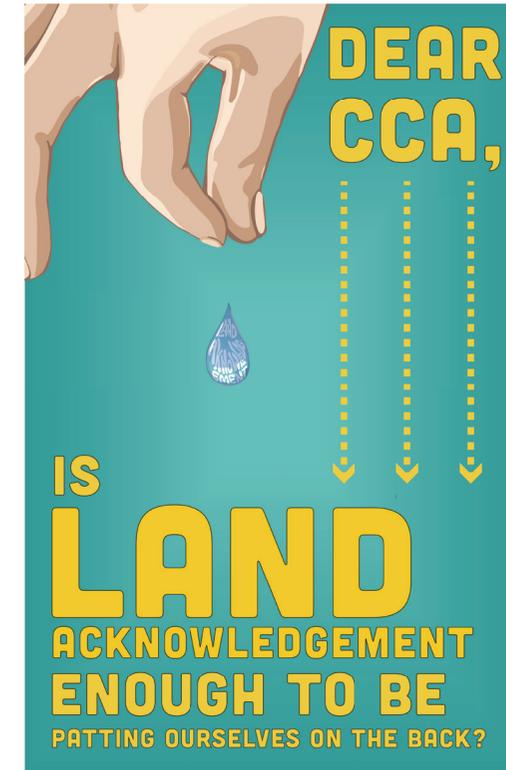
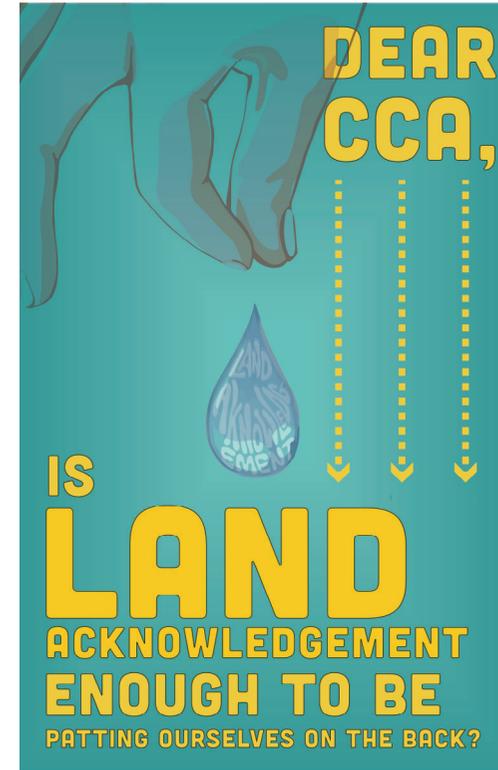
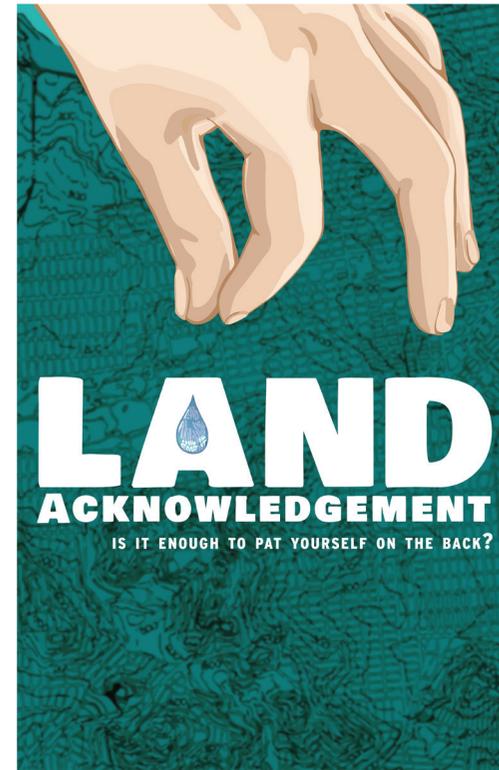
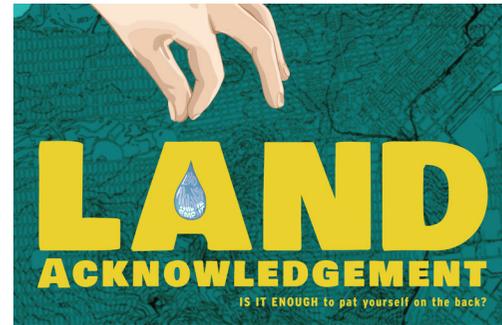
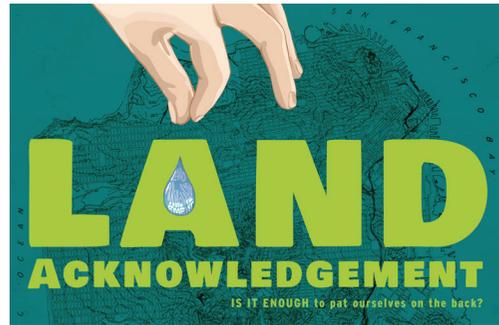
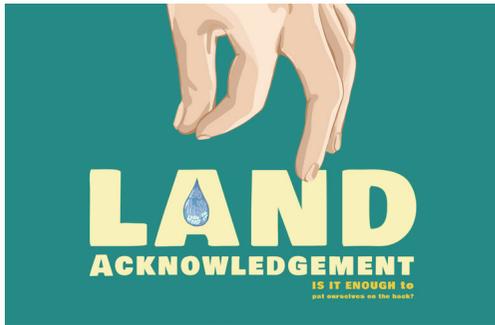
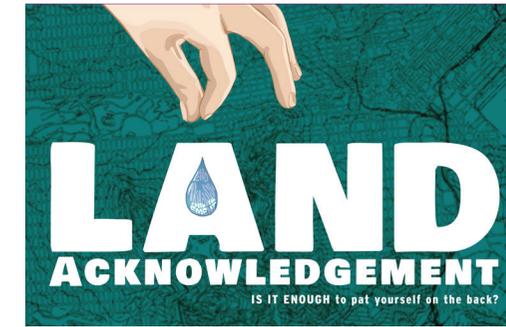
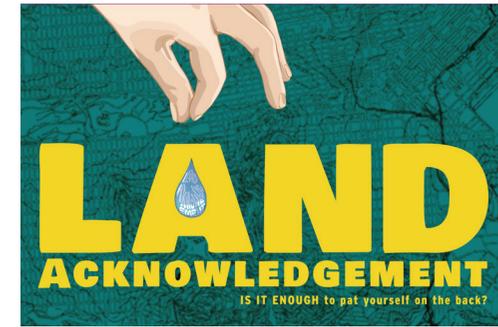
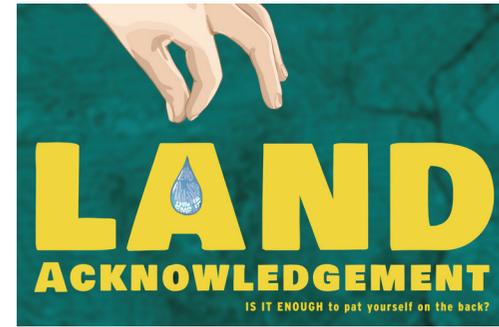
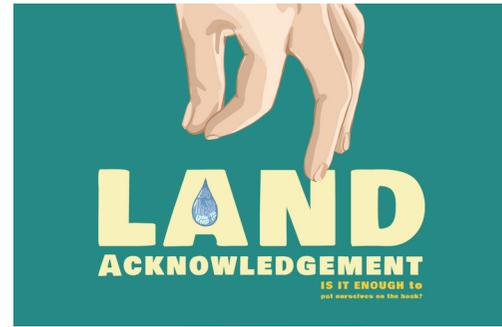
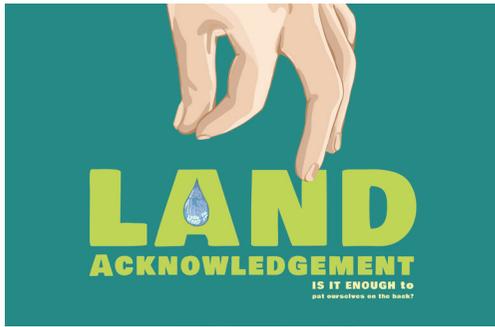
LAND
ACKNOWLEDGEMENT

IS IT ENOUGH TO PAT YOURSELF ON THE BACK?

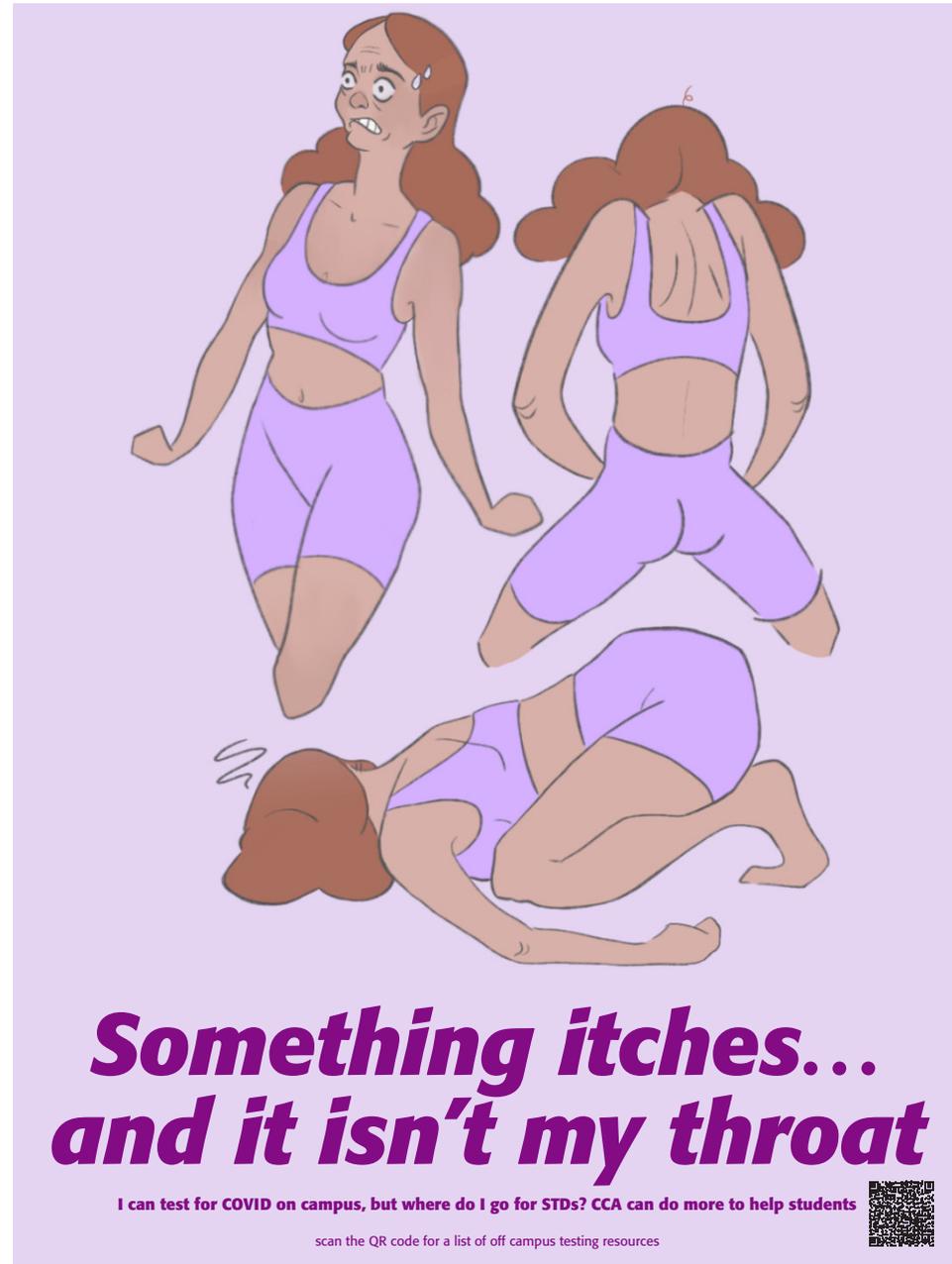


LAND
ACKNOWLEDGEMENT

IS IT ENOUGH to pat ourselves on the back?



Claire Turner
Lack of STD Testing on Campus



When deciding on an idea for this project I bounced between a couple of ideas. There are plenty of possibilities to critique CCA. The school is essentially run by business-oriented people who intend to meet CCA's financial "bottom line." The school cuts corners wherever it can and for an institution that prides itself on advocating for student rights, they've made plenty of decisions that only stood to negatively impact its students. Whether that be charging for school health insurance that doesn't cover counseling, dissolving a highly decorated glass-blowing department, or even just totally neglecting to provide their students with workout space. However, one of my ideas was considerably more personal to me. While I was attending Louisiana State University, I benefited greatly from having access to gynecology resources and access to buy condoms in one of the school's many corner stores. Now the Louisiana State University student body is almost 22x larger than the student body at CCA, but I noticed that I couldn't find any resources through the school for nearby testing centers, and the Maker's Café corner store doesn't even sell condoms. I, therefore, decided to dedicate my project to critiquing CCA's lack of sexual health resources.

I initially thought about addressing the topic in a more visceral way by bluntly discussing STDs and sex, but I came to the conclusion that this topic is more palatable through subtlety. So I scrapped my idea about an orgy being ruined without condoms and instead chose to highlight the contrast between the access to on-campus COVID tests and the lack of access to STD tests. The easiest way to compare the two was by the early symptoms which mean testing is required. An itchy throat hints at COVID symptoms and an itchy crotch is synonymous with STIs symptoms. Now I needed to figure out how to make an itchy crotch relatable while also leaning in on the obvious joke there. I sketched out a couple of different illustrations of a girl suffering from itchiness. I used photo references of women hunched over with period cramps and then slightly changed their position to suit the imagery I was going for. I ultimately came up with three illustrations that I was really happy with, so I grouped them together and plopped them in the center of my flier design. I came up with a mock idea for my critiques and used some of the feedback I received to end up with the final draft. I used Procreate for this project, and in hindsight, when adding text I'll probably use Adobe Illustrator as it has way more font options. Ultimately I think my flier achieves the message I was going for and it's a position that I feel personally invested in.

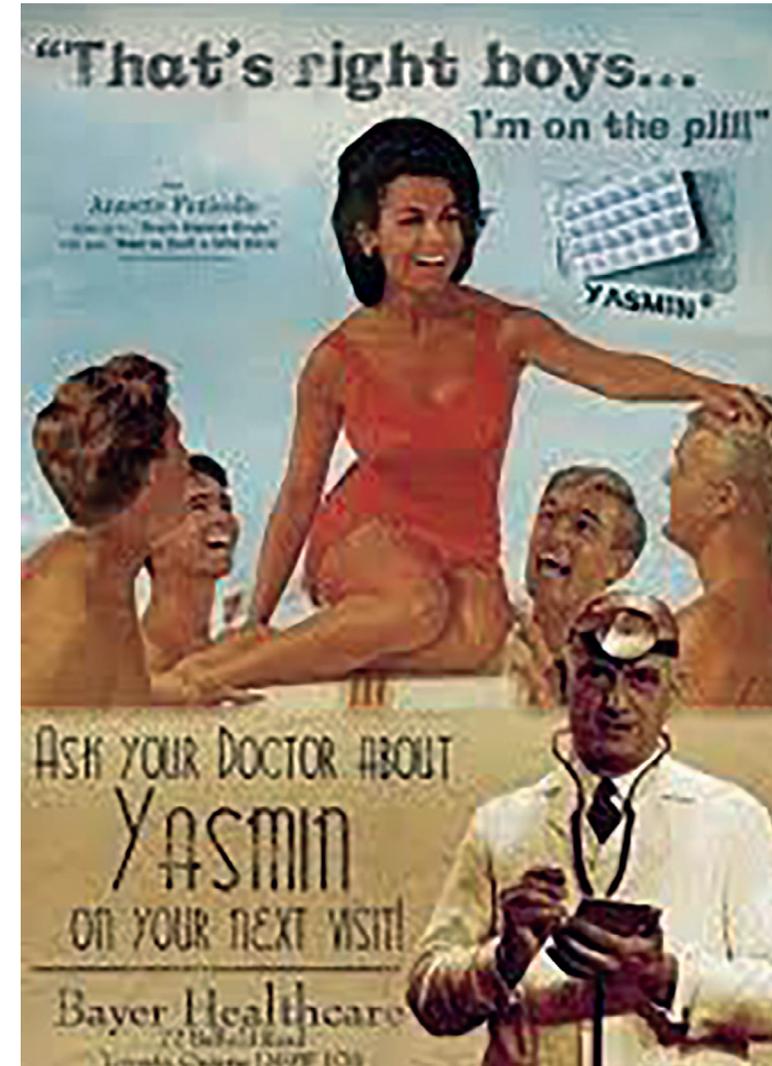
INITIAL INSPIRATION



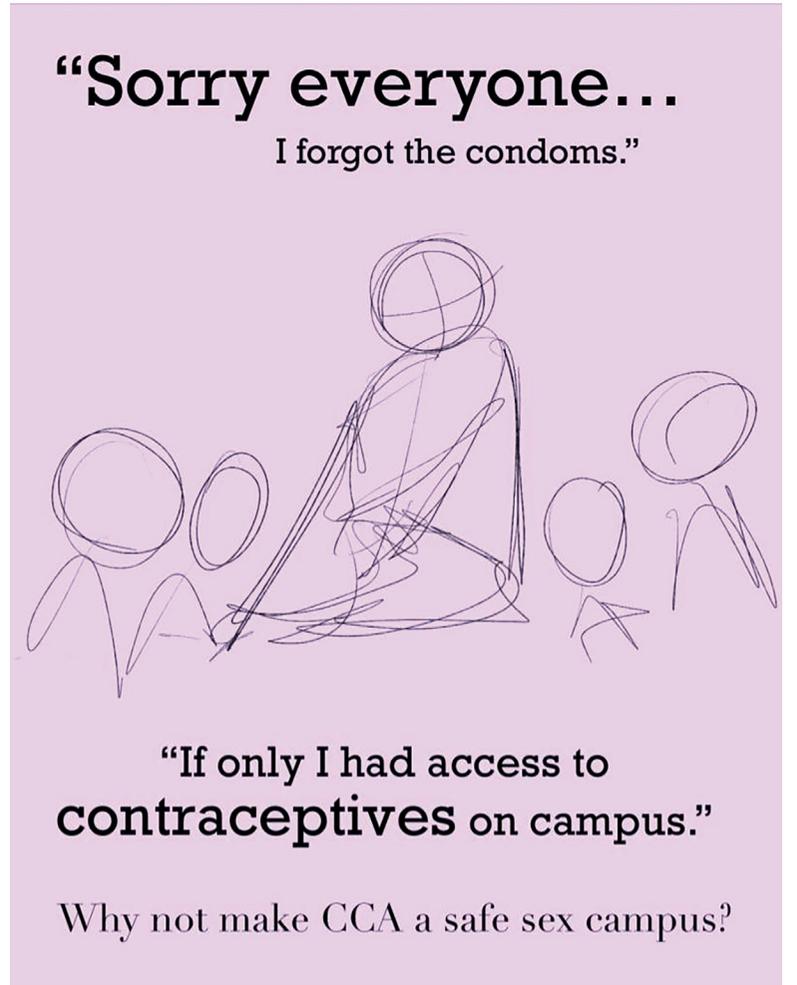
I found this illustration through a quick google search for “STD testing posters.” What I liked so much about this was the illustration of the woman. She has minimal details yet it’s clear that she’s distraught. This gave me the inspiration for the way I ended up posing my character to show what STD symptoms may look like in a person.



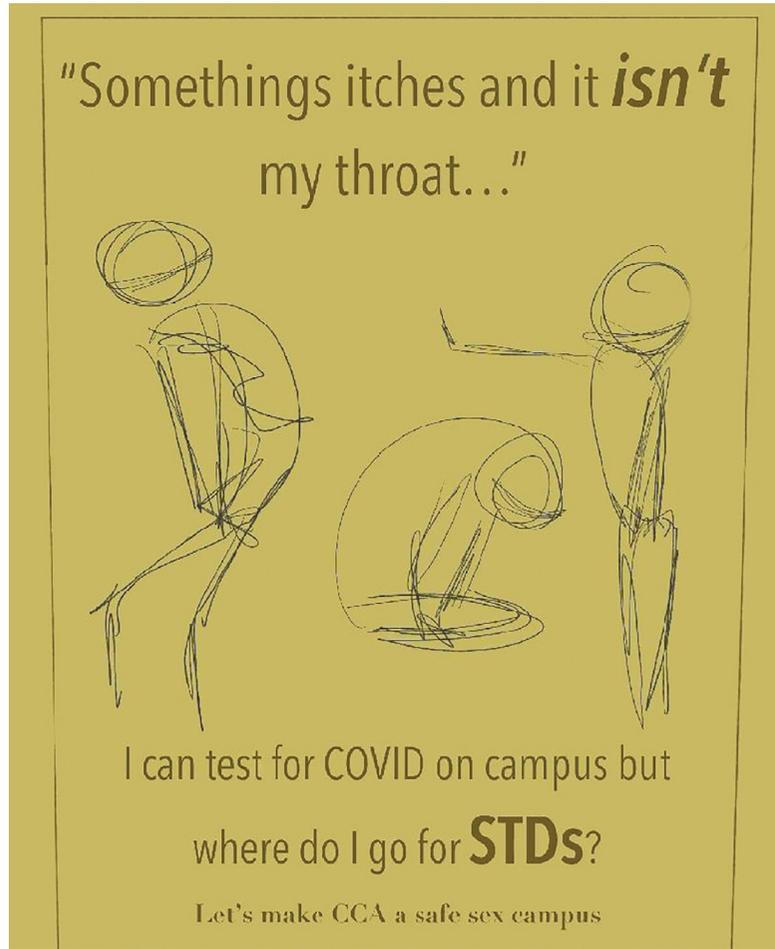
This was another poster I found through my google search. It does a good job of encapsulating the opportunity to poke fun at a serious issue. The cactus is a metaphor for the uncomfortable symptoms of chlamydia, yet it’s clearly meant to destigmatize the STD through humor. That was the same goal I wanted for the flier I was going to make.



I found this poster while researching the sexual liberation movement of the 1960’s. In class we had just gone over examples of misogyny in advertising, so when I came across this I was inspired to reimagine it with my own sarcasm. It served as the inspiration for my first flier idea, which was ultimately scrapped after our first in-class critique.

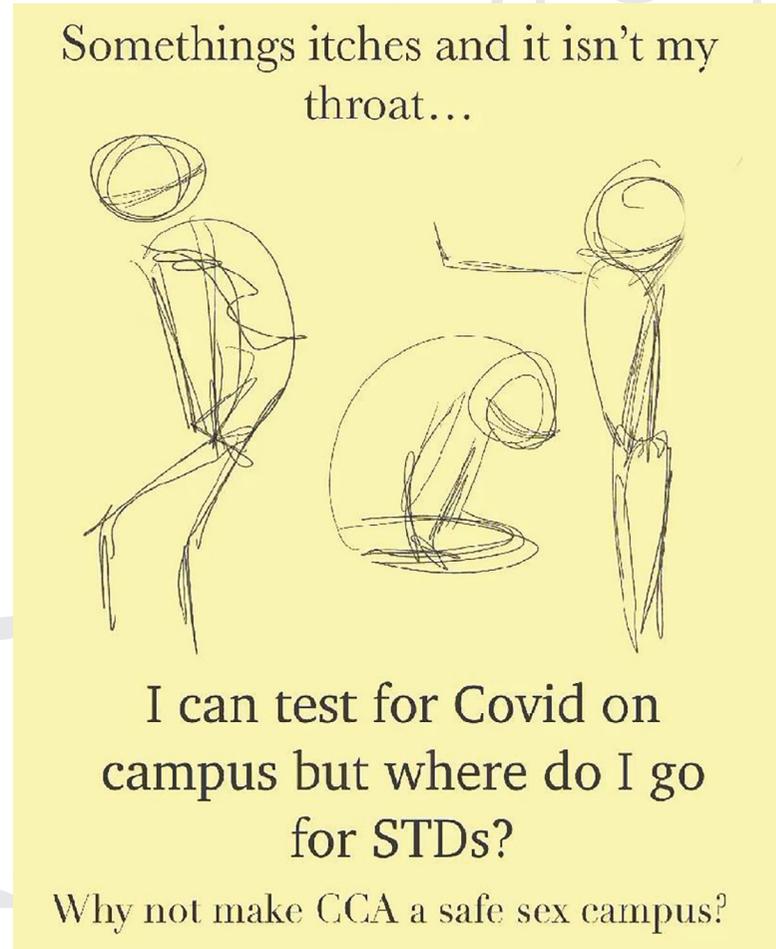


This was the initial idea for my flier. It was supposed to show an orgy that ended before it even started because the woman in the center couldn’t find access to condoms on campus. It was definitely a less straightforward message than my second idea, but I thought it would have been a funnier concept. However, while explaining the idea during our first critique session it became clear that this idea wasn’t as relatable as catching COVID.

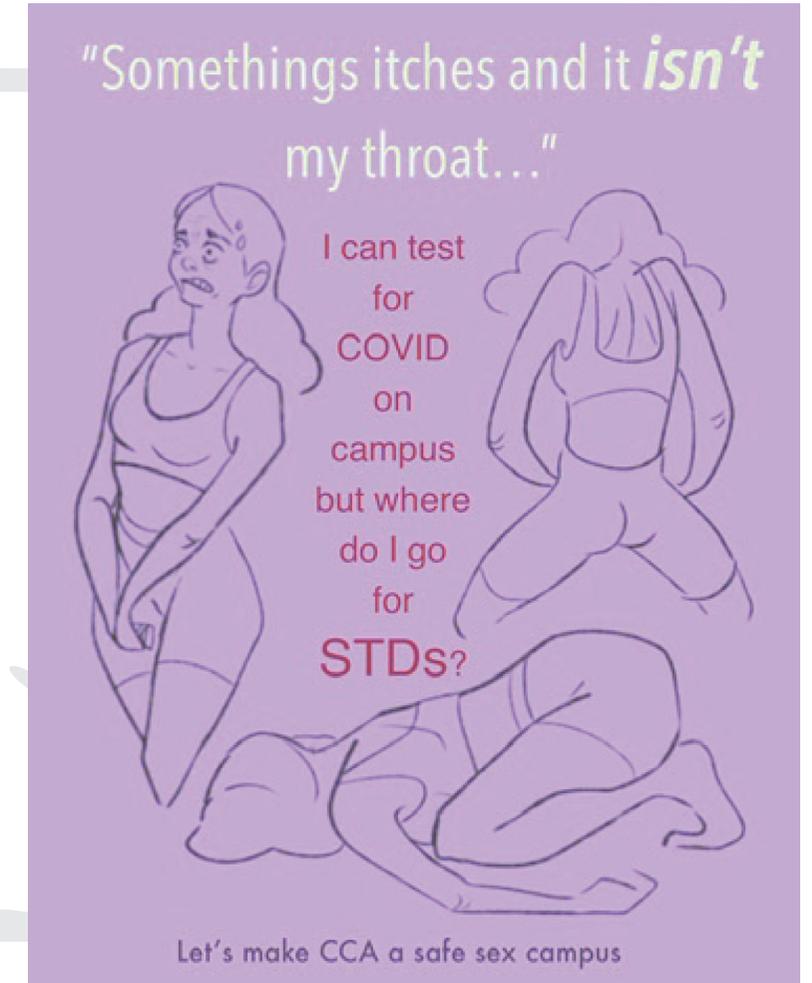
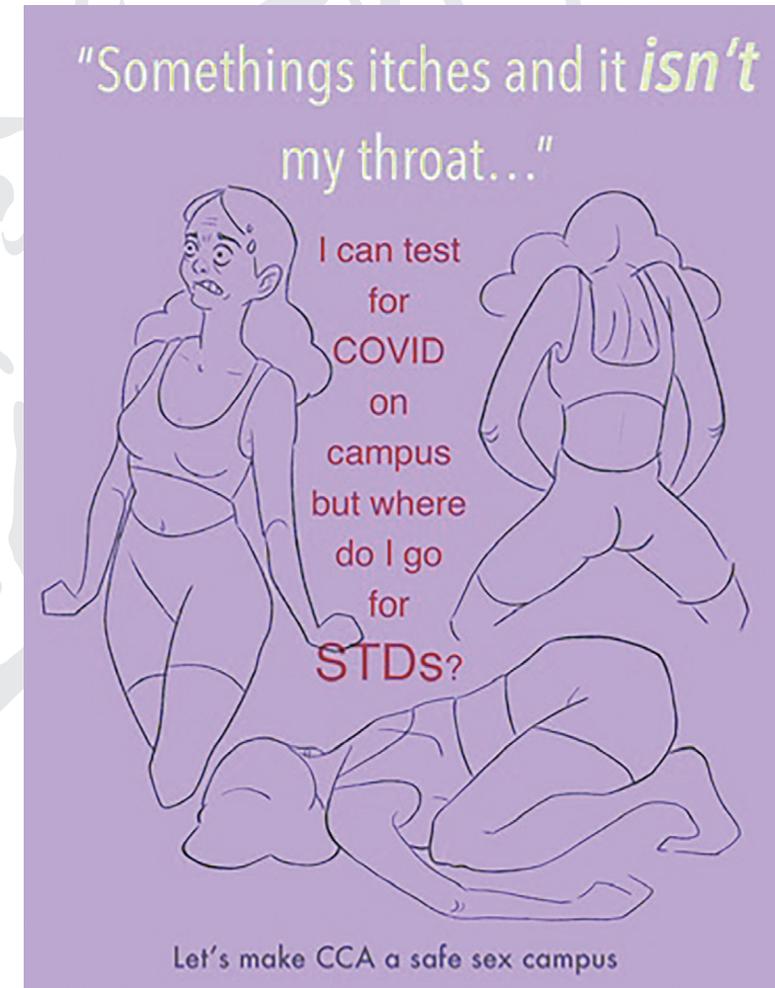


First Drafts

These two fliers were some of my first drafts for the idea that I ended up choosing. I did quick little gesture sketches to visualize how I might pose my character. For the color I kept switching between a mucus green (not pictured) and these repulsive baby vomit yellows. I figured that if the topic for the flier was STDs then it would make more sense to use off putting colors. However, as seen below, I ended up choosing



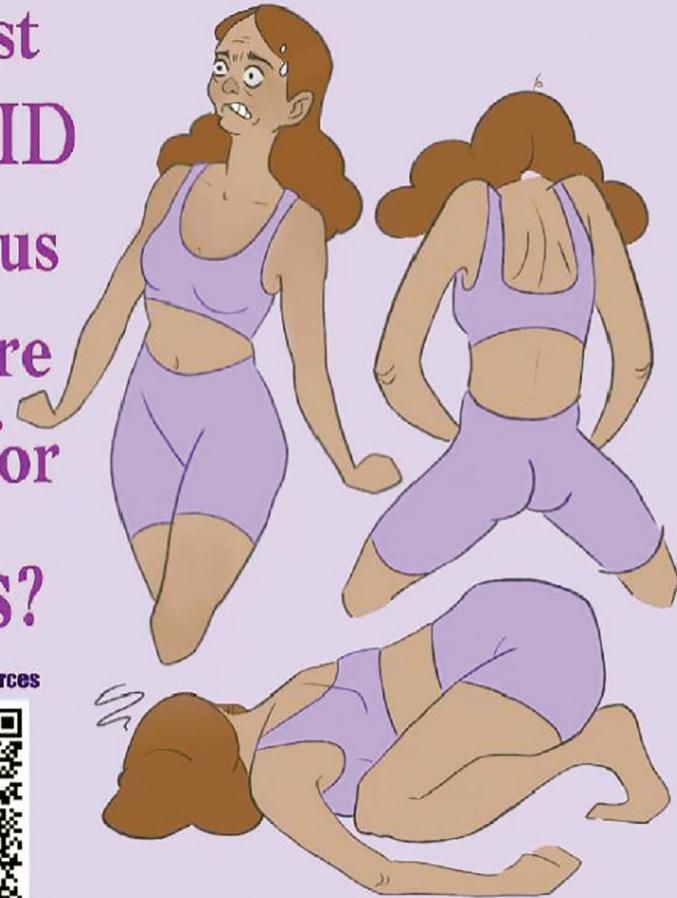
a more pleasant pink violet because I decided it would be better to avoid grossing out my intended audience. I also fully fleshed out the line art and design of my character using real images of people with period cramps. The next task was now to figure out how to find an appropriate balance between the illustration and text.



“Something itches and it *isn't* my throat...”

I can test for COVID on campus but where do I go for STDs?

Scan the QR for a list of resources



CCA can do more to help students

Second Draft

After my first critique I finished coloring my character and I decided to add a QR code that gave a list of testing centers nearby. I also changed my color palette again so that the text, the background, and my character's outfit were less saturated and more harmonious. This was the draft that I presented at our second in-class critique session. I was hearing from multiple people that my illustration and my text were fighting for the viewer's attention. The text was too large and there was no clear hierarchy as to what I was trying to say. I was also told that changing the leading on my text would help with the way my poster was read. As far as my colors and my illustrations, I was receiving mixed feedback on whether to change the color palette or make the illustration the main focus of the flier. I personally was most confident with my illustration, so I made the decision to move it to the center so that it would be the first thing that people see.

CCA can do more to help students



Something itches... and it isn't my throat

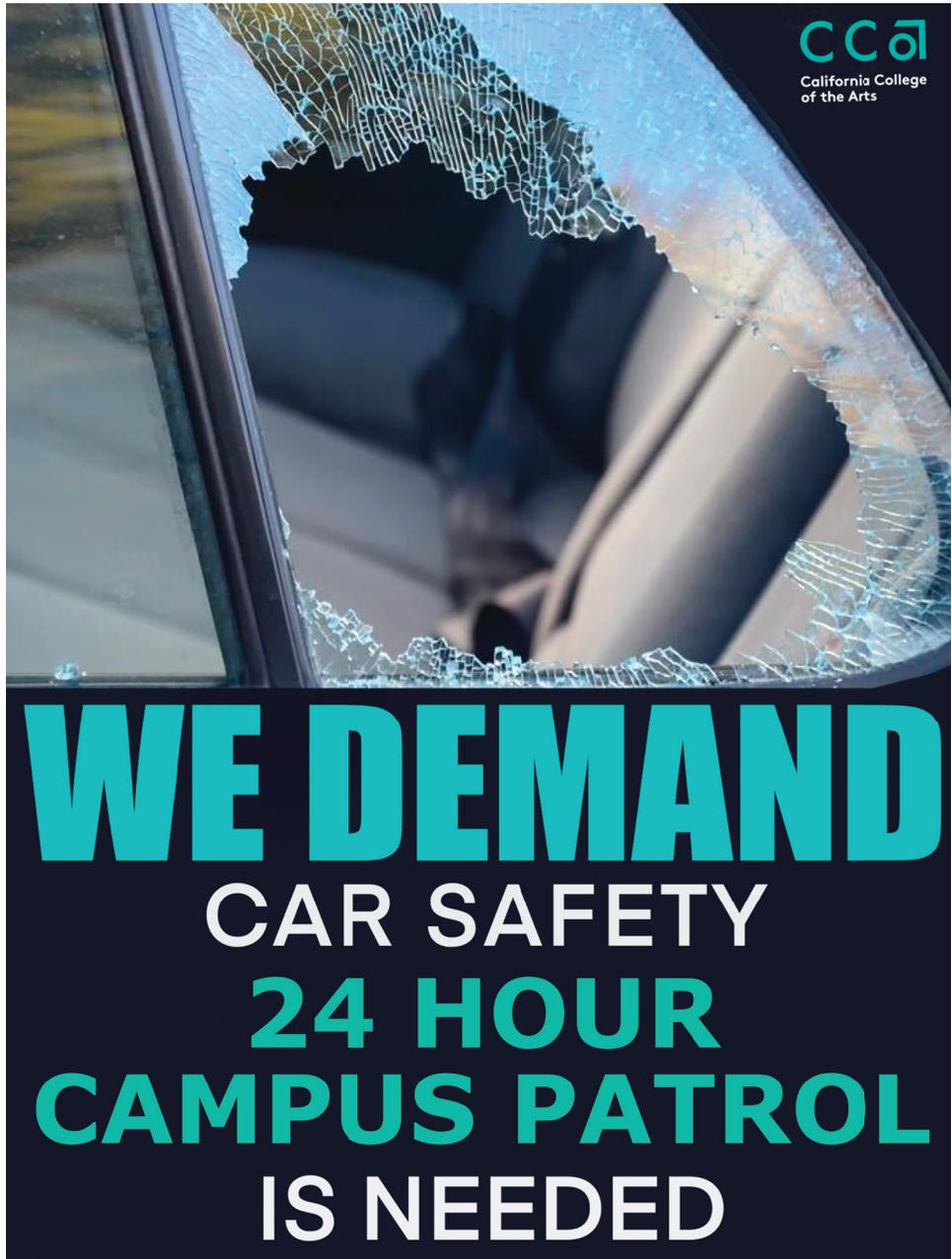
I can test for COVID on campus but where do I go for STDs?

Scan the QR for a list of resources



Final Draft

After taking my critiques into consideration, this was the final draft for my project flier. I lessened the saturation on the background color and I received help from the teacher to fix my text hierarchy. I did receive a critique that I should darkened the line art on my illustration, and I planned to do that, but I got caught up with school work and never got around to fixing it. Overall, I am happy with my finished product and it does deliver the message that I had planned on achieving. I will need to be careful with the QR code when printing out my flier as the version below is too pixelated to be properly scanned.



Topic:
Homelessness

Media:
Poster

Specific point:
How Homelessness around campus affect student safety in CCA, such as feeling unsafe at night after class.

Audience:
• Student Council President
• Public Safety

Yusi Yao
Car Safety Around the CCA Campus

CHANGE TOPIC

 Afilmby 「_」

素质旧金山，友好美利坚。
数一下最近水逆的一个月发生的和车有关的：

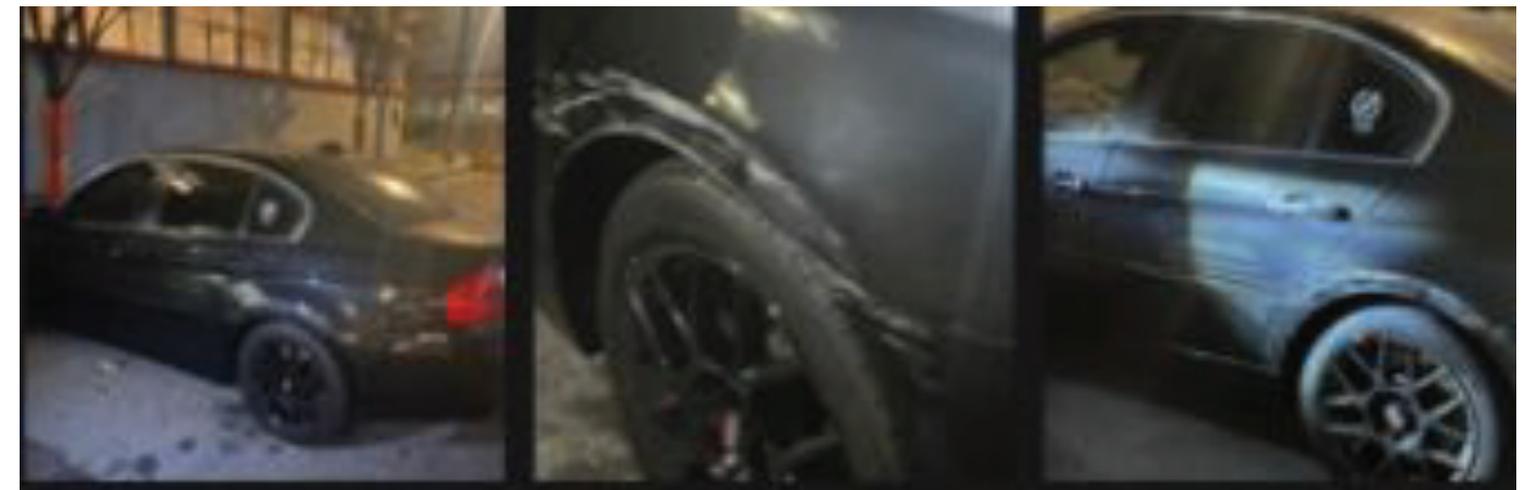
- ①后车牌被偷（听说这种被盗车牌会被用作抢劫贩毒车辆伪装）
- ②被砸窗（旧金山传统）
- ③前车牌被别人倒车的时候干碎，因没了前车牌吃了两张说我没车牌的罚单（121刀一张）
- ④车停在学校大门口，晚上出来定睛一看，车漆**無**。肇事者，跑。**無**监控**無**目击证人，保险maybe say **無**

就离谱。



United States of America · San Francisco · San...
42 mins ago Delete

In the school group chat see someone post his experience of car broken by others. I think this would be more specific and also have real example that can show. But I can't totally say that it is caused by homelessness, then I redirect the topic into ask for public safety to ensure the car safety.

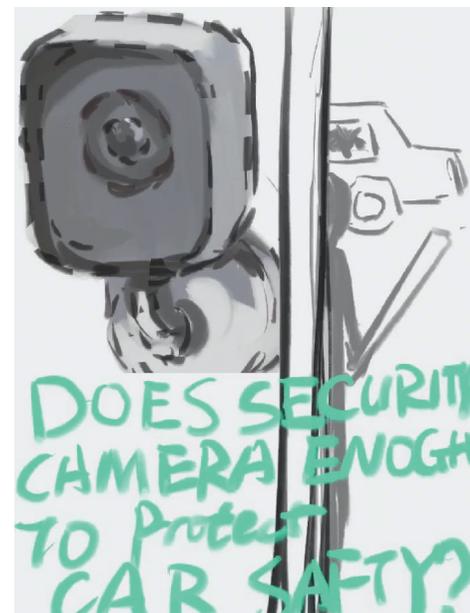




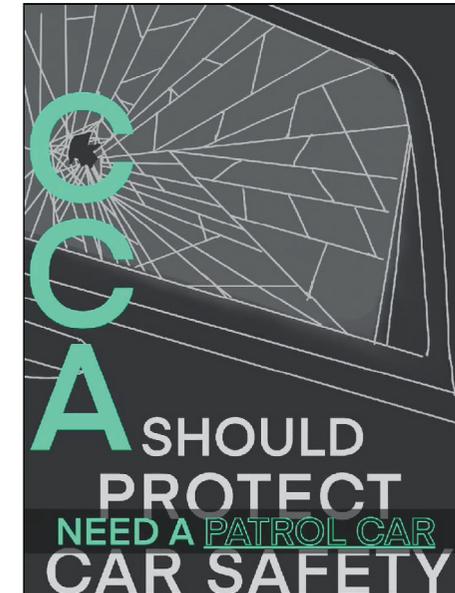
Lay out all the issues with the car, but the feeling is not strong enough and not specific.



The audience group change to the people on street, which is not dealing with the issue.

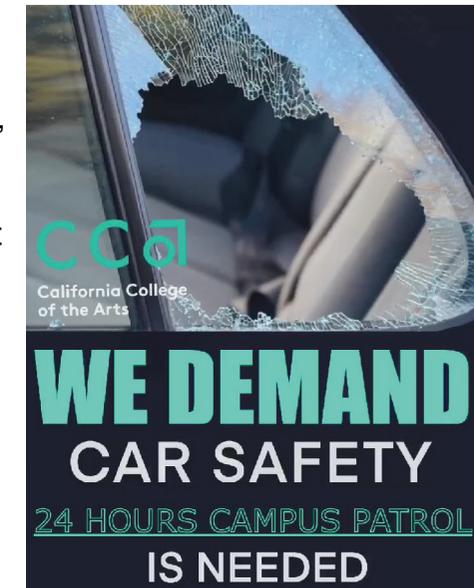


Ask for security camera, but too focus on the camera, weaken the issue with car.



Try to use "CCA" to emphasize the broken car window to point out the issue. The sentence call for what is needed.

But seems the broken window is not clearly enough, it looks like only a gun shoot broke the window but not stealing things. The issue is to display the car broken and things lost.



This design will be the Final decision. Change to use real photo of broken car window, which is more impact. Enlarge the sentence "WE DEMAND" to show strong asking the issue.

Use the color same as CCA, which more relate with the school and also can make the sentence jump out from the black background. Use CCA logo which more clearly relate with school, calling the school safety department to think about this issue. Use uppercase letter in design all the time, because uppercase letter is more powerful in propaganda.



FINAL DECISION

Topic chosen: Car Safety Around School

Media: Poster

Specific point: Car stop around campus but still get broken, Asking public safety to have 24 hours campus patrol.

Audience:

- Student Council President
 - Public Safety
- People in school who also having same issue with the car problem

