

RIT Campus Week of Dialogue

Poster Campaign

Process and Concept Work

Fall 2009

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Campus Week of Dialogue Poster Campaign

The Campus Week of Dialogue is sponsored by the President's Commission on Pluralism and Inclusion in partnership with Residence Life, Campus Life, GLBT Center, Study Abroad, and OUTspoken.

Purpose

To inform the RIT community about the Campus Week of Dialogue and to promote campus-wide discussions regarding diversity and tolerance through a multi-faceted, interactive, and low-cost poster campaign.

Theme

The theme of this year's Campus Week of Dialogue focuses on global human and civil rights. Highlighted topics include GLBT issues, hate crimes, and women's rights.

Concept

In 2009, college students know what is appropriate, or "politically correct," to say in public about various peoples of different races, ethnicities, genders, sexual orientations, spiritual paths, or any other human diversity. Despite this, underlying or unspoken bias may still be present. The goal of our poster campaign is to expose the internal biases that many people still have, despite their outward "acceptance" of diversity. This concept is represented by the tagline – **Intolerance can be hard to recognize.**

Approach

The poster campaign conceptualizes a subject's internal thoughts through use of hidden messages within a seemingly normal photograph on an informational poster. To the naked eye, the viewer sees an average person, whether it be a college student or business executive, with the tagline Intolerance can be hard to recognize underneath the image. With the use of "truth glasses," however, the viewer can see the subject's internal thoughts and expose underlying biases. The campaign avoids blatant shock value and instead encourages the viewer to become cognizant of his/her own internal biases.

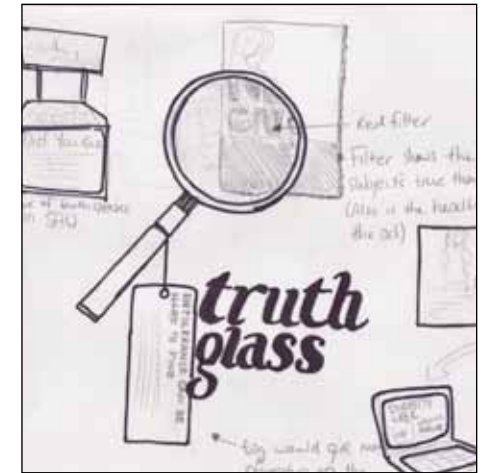
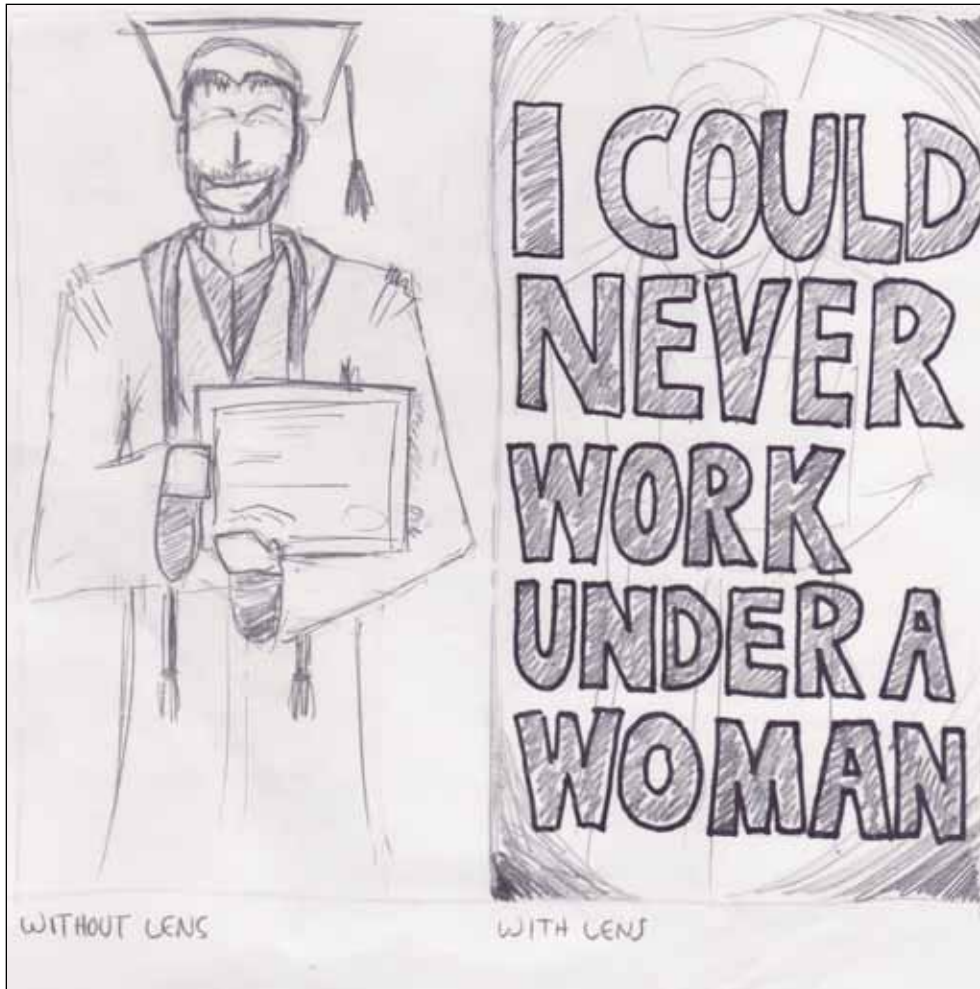
This approach and use of the "truth glasses" serves several purposes. The use of the truth glass gives another opportunity, in addition to the informational poster itself, to inform the audience about the Campus Week of Dialogue. The truth glasses add an interactive element that forces the audience to actively pursue the message of the campaign, increasing the chance of the viewer retaining the information found on each poster. The glasses provide the audience with a sense of context for the potentially-offensive headlines found on each poster. Without the truth glasses, the thoughts of each poster's subject could be interpreted as the message itself.

Timeline

- Late September Post approximately 400 posters around campus, including the residence halls, apartment complexes, academic buildings, SAU, Quarter Mile, dining facilities, etc.
- Send out email blast to RIT community containing information on the Campus Week of Dialogue.
- October 2 Place 200 truth glasses in random issues of the Reporter to generate interest.
- Week of Oct. 5 Set-up of four info booths, one each in Crossroads, the SAU, Gracie's, and the SDC, containing a bin of truth glasses and information regarding the Campus Week of Dialogue.
- Post concept proposal for poster campaign and PDFs of all posters on the <http://diversity.rit.edu> web site.
- Week of Oct. 26 Campus Week of Dialogue begins.

Photography

All photographs were obtained with permission from iStockphoto.com.





Intolerance can be hard to recognize.

Join RIT's Campus Week of Dialogue
October 26–October 30, 2009

RIT's Campus Week of Dialogue engages faculty, staff, and students in dialogue and activities that ultimately heightens their sense of awareness and comfort levels, enabling constructive dialogue while addressing difficult issues related to diversity. For a full list of the week's events and activities, visit <http://diversity.rit.edu>.

Free and open to students, faculty, and staff. Sign language interpreters provided.

Presented by the President's Commission on Pluralism and Inclusion, Residence Life, Campus Life, GLBT Center, Study Abroad, and OUTspoken.



Poster viewed without truth glasses



We think bisexuals are just ashamed to be gay.

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Poster viewed with truth glasses