

CREATIVE EXPOSURE

Workshop for Amnesty International
Annual Regional Meeting
October 16, 2004



Aims

This workshop will aim to address the visual and creative needs of Amnesty International members. The workshop will give practical examples and tips on how to create attractive and effective visual material for Amnesty events and campaigns. The workshop will address the events of Amnesty by focusing on Large Scale Events, Outdoor Events and Campaigning and Branding. April Viczko is the facilitator of this workshop and will present alongside Susanne Brunetzky of Artists in Action.

Large Scale Events

In the Large Scale Events section April will address the use of colour and scale of imagery. The topics will include examples of where to purchase inexpensive materials such as Fabrics for creating stimulating displays, inexpensive paper products for effective simple signage. April will also speak about using colour in its relative terms. For example which colours are least effective together (i.e. White on Yellow or Green on Red) and which combinations can prove very effective. The focus of this topic will be on how to achieve large-scale focus with little money and relatively little experience.

Outdoor Events

Outdoor Events will be a very useful section for our members who often participate in demonstrations, outdoor campaigning and other outdoor festivals. This section ties in nicely with the Large Scale Events section since there is overlap in these two areas. In this section April will address uniformity in dress, outdoor considerations in materials, and creating simple but visually impressive pamphlets or items to hand out on the street.

Campaigning and Branding

In this section Susanne will address the use of the Amnesty logo. Susanne will cover how and when to use the highly recognizable candle (often and everywhere). The topics covered in this section will include permission and copyright issues, printing companies, and the use of theme and repetition on visual material. Susanne has a lot of experience producing posters, pamphlets, postcards and other graphic art materials.

Artists in Action

Susanne will speak about Artists in Action. She will inform members about Artists in Action and what they doing and can help with in creating effective campaigns.

Brainstorming and The Creative Process

In this section April and Susanne will speak about the use of Brainstorming in creating visual material. This section may involve a game or hands-on project if time permits.