

Abstract | The Second Act of SOCIAL MEDIA ACTIVISM

Question

What can I say about the visual identity of an activist movement with regard to how successful they are on the internet?

Second source

In the chapter "It's Showtime!"² of "Rhetorics of Display", Jerry Blitefield talks about public demonstrations and how they are organised. He mentions the example of the IAF and how they checked out houses before taking actions, in order to explain their ideas to people. Nowadays, this work can be done via the internet and a strong visual identity can be beneficial for that.

³ Jerry Blitefield, "Rhetorics of Display, It's Showtime!, Staging Public Demonstrations" published by the University of South Carolina Press, 2006

Other examples

Greenpeace

Greenpeace demonstrate that you don't need sleek graphics to have a strong visual identity. They use photographs to make people aware of their cause.



Artist unknown, date unknown, <https://www.greenpeace.org/international/>. 07.12. 2020

Vaccine resistance movement

Their identity is less modern and looks classic to me but it almost seems out of date. The layout of the website is confusing and it's hard to navigate. It doesn't look like a professional has done this and therefore it doesn't seem inviting.



Artist unknown, date unknown, <https://vaccineresistancemovement.org/>. 07.12. 2020

Concept from the article

Jane Hu's article deals with activist movements and their use of social media. She concludes that social media activism has entered a second act. Groups like Black lives Matter have become better at integrating the internet into their structure and using it to benefit their cause and "the public tends to focus, understandably, on the profusion of hashtags and sleek graphics."¹

¹ Jane Hu, "The second act of social media activism", New Yorker, 3. August 2020, <https://www.newyorker.com/culture/cultural-comment/the-second-act-of-social-media-activism> / .22. October 2020

Aesthetic reference

Visual identity of Black lives Matter and Extinction Rebellion

Extinction Rebellion and Black lives Matter have a strong visual identity. Extinction Rebellion has their own art group which designs posters and graphics for them and they provide all of it on their websites. Black Lives Matter's identity was created by independent design agency Design Action Collective.



Artist unknown, date unknown, <https://blacklivesmatter.com/social-media-graphics/>. 22. November 2020



Artist unknown, date unknown, <https://extinctionrebellion.uk/act-now/resources/art-group/>. 22. November 2020

Method

I will look at the visual identity of different movements and create an overview on their visual identity. What are the the elements they are using for their campaign? Are they beneficial?

Conclusion

A successful graphic for the internet has to be easy to share and recognize. If the design is inviting, people are more likely to repost, share and participate in the campaign. The website should be clear and it should be easy to find your way around, so you are more likely to stay on the platform and inform yourself about their cause.

The Second Act of SOCIAL MEDIA ACTIVISM

What elements about the visual identity of an activist movement are important with regard to how successful they are on the internet?

Bold typefaces

**ENOUGH
IS
ENOUGH**

On the example of
Black lives Matter

Strong contrasts



Simple graphics

**ENOUGH
IS
ENOUGH**

Consistent design

SOCIAL MEDIA GRAPHICS



Socialmedia Graphics

Easy to reproduce



Recognizability

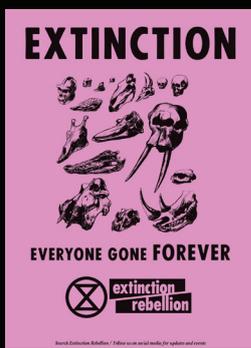


Strong visual identity

The Second Act of SOCIAL MEDIA ACTIVISM

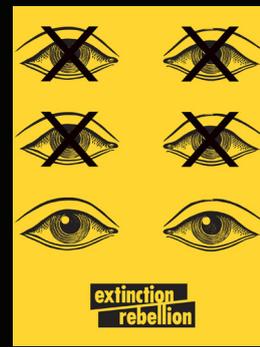
What elements about the visual identity of an activist movement can contribute to a successful internet campaign?

Woodtype font



On the example of
Extinction Rebellion

Contrast



Simple graphics



Consistent design



Color scheme



Recognizability

Easy to reproduce



Strong visual identity

The Second Act of SOCIAL MEDIA ACTIVISM

What elements about the visual identity of an activist movement can contribute to a successful internet campaign?

Photography

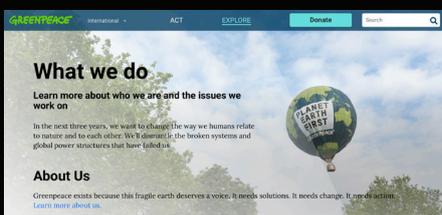


On the example of
Greenpeace

Slogans



Being active on social media



Hashtags

Recognizability



Strong visual identity

clearly structured website

The Second Act of SOCIAL MEDIA ACTIVISM

What elements about the visual identity of an activist movement can withhold a successful internet campaign?

Darkgraphics

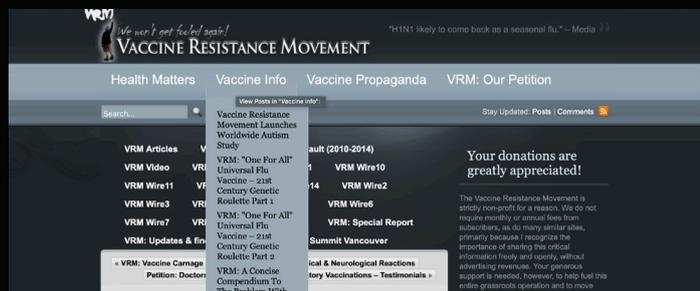


On the example of the Vaccine Resistance Movement

Shocking photographs



Inconsistent designs



Unclear website

No activism on social media



Weak visual identity