Elana Levin

Program Director,
New Media Mentors

Elana has worked at the intersection of popular culture and online organizing for over a decade connecting nonprofits with pop culture creators and fans and applying the lessons of storytelling to the fight for social and economic justice. She joins Netroots Nation staff after serving as digital director for labor unions and community based organizations and has lead trainings for over 3,000 progressives as co-founder of Organizing 2.0. Elana tweets about the labor movement, online organizing and superhero comics at @Elana_Brooklyn.

Social: @Elana_Brooklyn
E-Mail: elana@netrootsnation.org

Ange Tran

Visual Communications Strategist

Ange Tran is a visual communications strategist and designer with a wide range of creative and production experience. She enjoys diverse work activity and collaboration in cross-disciplinary teams. For over ten years she has served grassroot, labor, coalition and not-for-profits to create design solutions that translate complex ideas into public-facing campaigns, communications and exhibitions. In other words, Ange makes *stuff* for people to see that's easy to read, strategically. You can view select work at www.angetran.info.

Social: @angetranland
E-Mail: design@angetran.

ICONIC

Making Images that Make a Difference in your Campaign

Organizing 2.0 Conference 2019 #Org20

April 26 and 27, 2019 — Murphy Institute

THIS IS OUR MOMENT
TEACHERS
PADRES
YOUTH
ADJUNC
WOMEN
WORKERS
NURSES
INMIGRANTES
TENANTS
PARENT
ALL OF US
ALL OF US
UFT
CWA
HTC
HTC
ARTISTS
Support Underpaid Workers

HOW WE SEE

Visual Meaning Making

How it looked here:

How it looked here.

How it looked in 2011…

https://www.wired.com/2011/01/toppled-how-the-press-spun-the-saddam-statue-...

WIRED SUBSCRIBE

SPENCER ACKERMAN SECURITY 01.03.11 01:30 PM

TOPPLED: HOW THE PRESS SPUN THE 'SADDAM STATUE' MOMENT

SHARE

"U.S. Marines did not stage the toppling of Saddam Hussein's statue in 2003 for the media's benefit. But they recognized – and nudged along– the camera-friendly moment in Baghdad's Firdos Square. The press lapped it up, amplified it, and wound up broadcasting the iconic (and deeply misleading) footage around the planet."

What we can learn from it now

- Images act to better refine messages
- Images are part of creating social culture, e.g. emblematic of social beliefs, practices, behavior
- Images have attributes like size, scale, layout, negative space, perspective; like light, shadows and highlights, color and tone; which functionally creates moods and affects legibility; all of which (not just good cropping) contribute to meaning
- Images that are iconic and/or show a clear narrative are more likely to earn press and media coverage, social media support, reach beyond our own and known network, create greater visibility for our causes, etc.

https://www.wired.com/2011/01/toppled-how-the-press-spun-the-saddam-statue-...

WIRED SUBSCRIBE

SPENCER ACKERMAN SECURITY 01.03.11 01:30 PM

TOPPLED: HOW THE PRESS SPUN THE 'SADDAM STATUE' MOMENT

SHARE

salon

Anatomy of An Iconic Image: How this photograph of a protester in Baton Rouge could come to symbolize a movement

Jonathan Bachman's photograph of Ieshia Evens being arrested Saturday shows how journalism can become art

SCOTT ERIC KAUFMAN

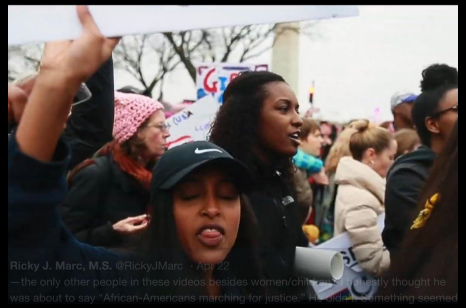
JULY 11, 2016 6:57PM (UTC)

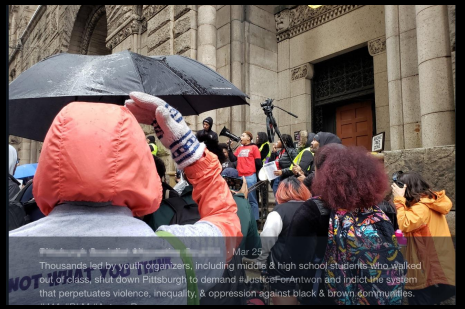
One-hundred and thirty-two protesters were arrested in Baton Rouge on Saturday and Sunday, but none quite so memorably as 28-year-old Ieshia Evans, thanks to a photograph by New Orleans-based photographer Jonathan Bachman.

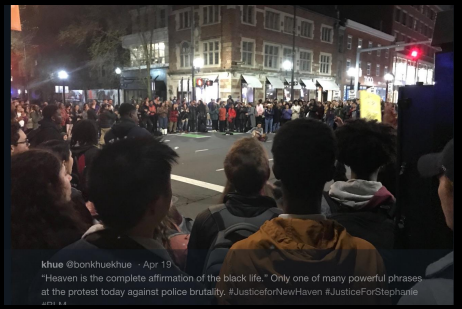
That the photograph is powerful can be quantified — activist Shaun King's Facebook post of it alone was "liked" or "shared" over 55,000 times in a little under a day — but those numbers fail to provide of a sense of why this particular composition could be the one associated for decades to come with this summer of increasingly strained relations between the police and those they're charged to protect.

Like most memorable photos, Bachman's appears staged — and in a certain sense, it is. The point of a protest is, after all, to draw attention to an issue by creating a public spectacle, Moreover, Evans admitted to The Daily Mail that she deliberately stepped into the street after the police had told protesters that they would be arrested if they continued to obstruct traffic. So in those senses — the same that would be used to describe the photographs taken by Charles Moore in Birmingham in 1965 — Bachman's photo *is* staged.

EYELINE


Ricky J. Marc, M.S. @RickyJMarc · Apr 19
— the only other people in these videos besides women/children
was about to say "African-Americans marching for justice."


Mar 29
Thousands led by youth organizers, including middle & high school students who walked
out of class, shut down Pittsburgh to demand #JusticeForAntwon and indict the system
that perpetuates violence, inequality, & oppression against black & brown communities.


khue @bonkhuekhue · Apr 19
"Heaven is the complete affirmation of the black life." Only one of many powerful phrases
at the protest today against police brutality. #JusticeforNewHaven #JusticeForStephanie

SHOOT
No Justice
STOP
BLACK LIVES MATTER

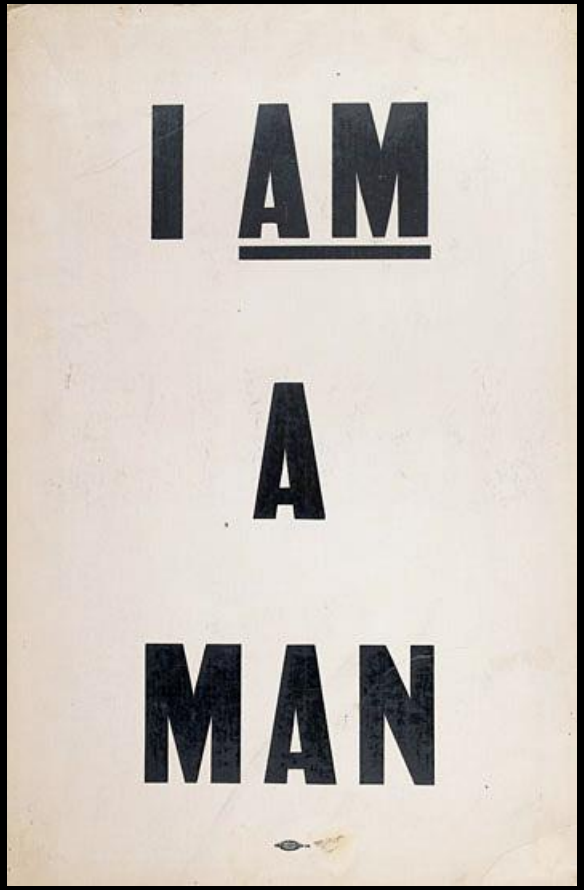
Visual literacy is the ability to interpret, negotiate, and make meaning from information presented in the form of an image

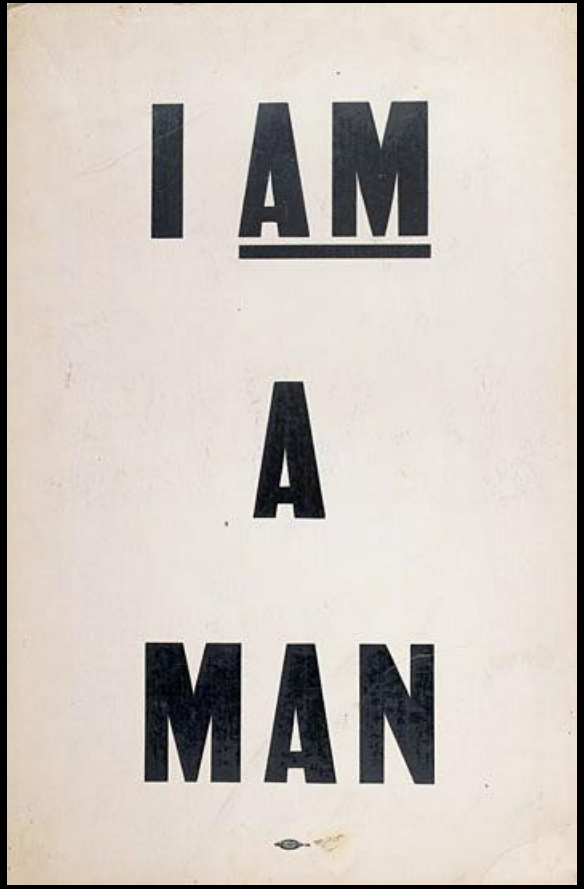
Visual literacy is the ability to interpret, negotiate, and make meaning from information presented in the form of an image

The efficacy of the imagery we create is the visuals' ability to produce a desired or intended result

HOW WE SEE

Purpose and Power


I AM
A
MAN



- In 1968, after two men were crushed in a garbage truck, more than 1,300 Memphis sanitation workers went on strike 50 years ago to protest abysmal wages and working conditions

- Jerry Wurf, the national president of the AFSCME, considered the Memphis sanitation workers' protest more than a strike; it became a social struggle

- The labor movement and the civil rights movement came together to demand basic rights and respect for all working men and women

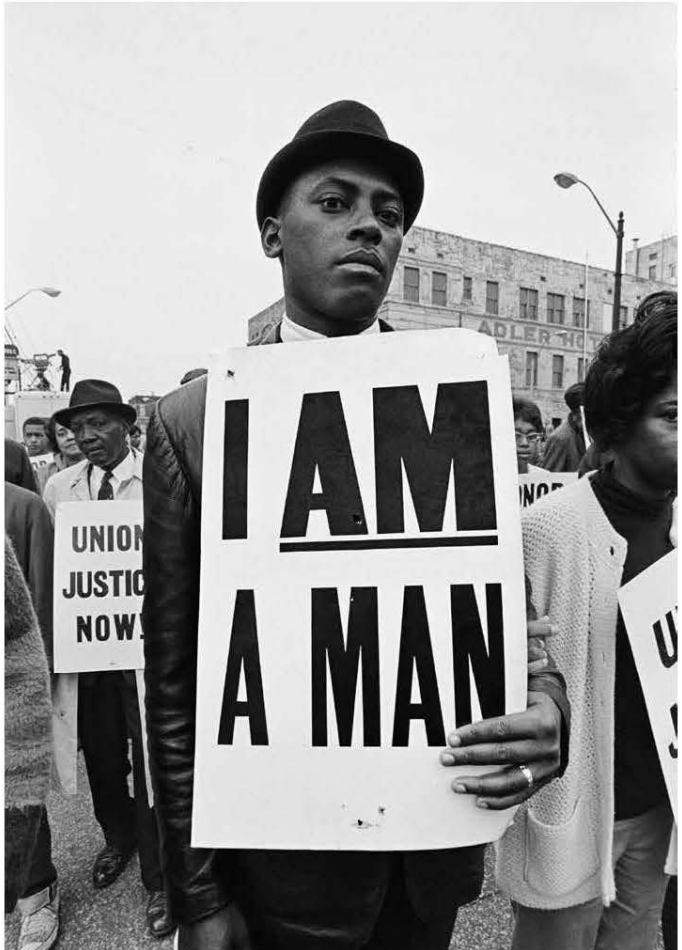
I AM

A

MAN

Burson's
MEN'S SAMPLE SHOES
NATIONAL
SHIRT SHOPS
I AM
A MAN
I AM
A MAN

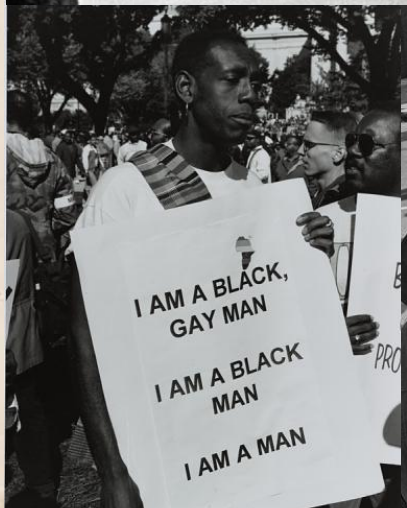
A perfect example of the starkness of the message supported and amplified by the starkness of the design



END DISMAL WORKING CONDITIONS NOW
MACE WON'T STOP TRUTH!
CHAPMAN FURNITURE

I AM A MAN
I AM A MAN

I AM A MAN



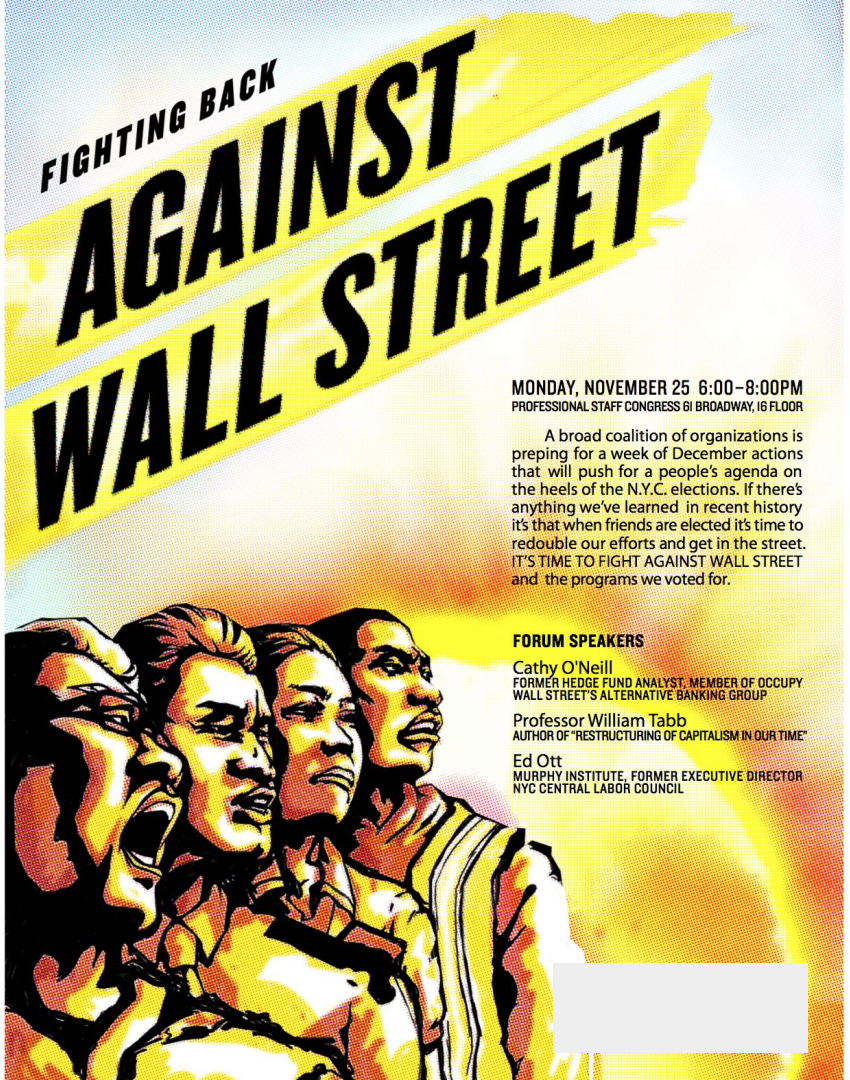
“...Don’t just think about the subject matter; think also about, and in fact, primarily about, the job that your content is doing for the reader or the viewer. ”

—Dao Nguyen
BuzzFeed’s Publisher

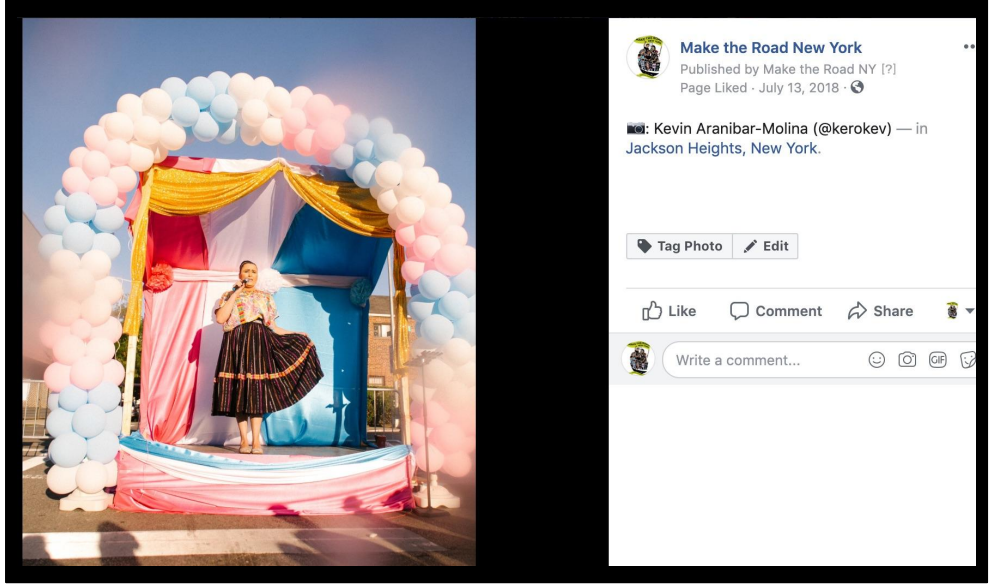
Source: https://kottke.org/19/04/cultural-cartography

Let’s look at these graphics

8.29
STRIKE



Let’s look at this photo



Let's look at Organize 2.0—Help us!

www.facebook.com/organizing20

HOW WE SAY

(Through what we make for people to see)

MS. MARVEL #31
DUB BOI
BY DERICK JONES
PERSEPOLIS 2
THE STORY OF A RETURN
MARJANE SATRAPI
YOUR BLACK friend
U.S.
WINNER OF THE HUGO AWARD
ONE OF TIME MAGAZINE'S 100 BEST NOVELS
WATCHMEN
ALAN MOORE
DAVE GIBBONS
Paper Girls
MARVEL COMICS GROUP
JUNGLE ACTION FEATURING:
THE BLACK PANTHER
BEGINNING: AN ALL-NEW BLACK PANTHER EPIC!
IN THE HEART OF CIVILIZATION, T'CHALLA BATTLES THE PRIMITIVE POWER OF THE CLAN!
SACRIFICE OF BLOOD
art spiegelman
MAUS
Premio Pulitzer 1992
Disney
DuckTales
DEATH OF WOLVERINE
SOULE
McNIVEN
SAILOR MOON
THE FIX
GRAVE DIGGERS UNION
GAME OF THRONES

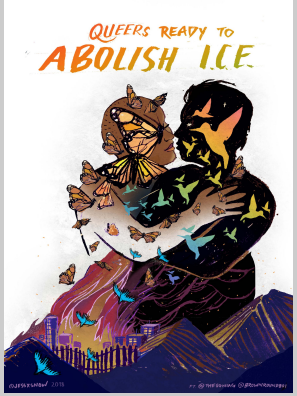
PRINCESS SHURI

THE FIX
GRAVE DIGGERS
GRAVETRANCERS
DESCENDER
RISE OF THE ROBOTS
The Forevers
GAME OF THRONES

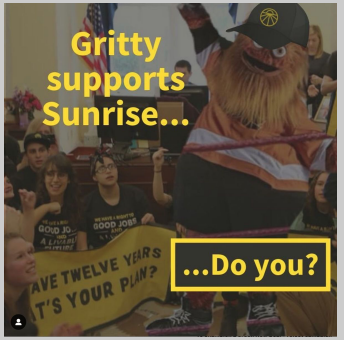
ABOLISH I.C.E.

NO MORE DETENTION
©PHOEBE WAHL 2018
NO MORE DEPORTATIONS
ABOLISH I.C.E.

PRINCESS SHURI


QUEERS READY TO
ABOLISH I.C.E.

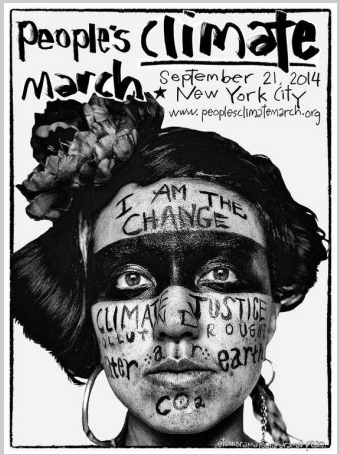
+ENOUGH IS ENOUGH+


Gritty supports Sunrise...
...Do you?

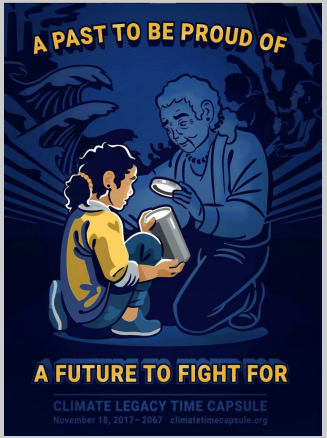
"NOTHING'S MORE IMPORTANT THAN FAMILY"
#FreeOurFuture
#ImaginActionFigures

KEEP FAMILIES TOGETHER
INTERNATIONAL MIGRANTS DAY

NO MORE DETENTION
NO MORE DEPORTATIONS
ABOLISH I.C.E.


People's Climate March
September 21, 2014
New York City
www.peoplesclimatemarch.org
I AM THE CHANGE

KAVA
NOPE
#STOPKAVANAUGH
UNITEFORJUSTICE2018.COM


A PAST TO BE PROUD OF
A FUTURE TO FIGHT FOR
CLIMATE LEGACY TIME CAPSULE
November 18, 2017 – 2067 climatetimecapsule.org

NODAPL
MNÍ WIČHÓNI

Your Imagery Is An Ecosystem

An entire “community” of interacting visual representations and their physical environment

The Ecosystem Is Broad & Distributed

Many different environments contribute to (and interplay) in the ecosystem:
physical events and actions, digital environments and social platforms,
our physical spaces (like like an office or, booth), other spaces where our imagery,
artifacts and materials are present

Touch-Points

Artifacts like photos, physical objects like flyers, placards, wearables like patches and t-shirts, the shareables we design & illustrate, as well as the pages we populate, moderate and manage, the partners' whose content we promote over our channels, the posts we make, are all TOUCH-POINTS — Ways that a person may encounter a campaign or organization, that might alter how they feel about the organization, coalition or campaign

Presence

The culmination of your imagery, imagery ecosystem, touch-points and the experiences people have of them, all contribute to the development and establishment of your online presence, media presence, etc.

Culture

Images act to better refine messages. And, the images we make through photography, graphic design and illustration are part of creating social culture, e.g. are emblematic of social beliefs, values, practices, behavior

Be aware and attentive to the cultural imagery of your audiences… including the shows people watch, clothes they wear, music they listen to

“ Organizing is leadership that enables people to turn the resources they have into the power they need to make the change they want. ”

—A Definition of Organizing

*Source: Shea Sinnott and Peter Gibbs (2014), Organizing: People, Power, Change**

* https://d3n8a8pro7vhmx.cloudfront.net/themes/52e6e37401925b6f9f000002/attachments/original/1423171411/Organizers_Handbook.pdf?1423171411

HOW WE DO

Practical Tips & Advice

with your
home-team or
staff

with external
talent you hire &
collaborate with

Photography

Practical Tips & Advice

Art / Illustration

Practical Tips & Advice

Graphic Design

Practical Tips & Advice

Elana Levin

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