DO NOW: Share some things you saw over the break that inspired you with the others on your table.





EXAMPLES 1: Artworks by **Emory Douglas** from the Black Panther Newspaper. Douglas would include full page illustrations with slogans mirroring the issues raised in each issue. Readers were encouraged to display them publicly to help promote the message of the Black Panther Party. The paper ran in it's original form from 1967 - 1976.







conditions what points would you raise?





Huey P. Newton Minister of Defense Black Panther Party

We want freedom. We want power to datermine the destiny of our Black Community.

We believe that black people will not be free until we are able to deternine our destiny

2. We want full employment for our people.

We believe that the federal government is responsible and obligated to we every man employment or a guaranteed income. We believe that if he white American husinessmen will not give full employment, then the means of production should be taken from the businessmen and placed in he community so that the people of the community can organize and em-Noy all of its people and give a high standard of living

Within every edition of the newspaper as well as like-minded publications of the time the Black Panthers would advertise their ten-point plan on moving away from the racial suppression of the time. If you had a plan for improving today's political and societal

2. We want an end to the robbery by the CAPITALIST of our Black Community

We believe that this racial government has robbed us and now we are demanding the overdue debt of forty acres and two mules. Forty acres and two mules was promised 100 years ago as restitution for slave labor and mass murder of black people. We will accept the payment in currency which will be distributed to our many communities. The Germans are now aiding the Jews in Israel for the genocide of the Jewish people. The Ger-mans murdered six million Jews. The American racist has taken part in the slaughter of over fifty million black people; therefore, we feel that this is a modest demand that we make

4. We want decent housing. fit for shelter of human beings.

We believe that if the white landlords will not give decent bousing to our black community, then the bousing and the land should be made into cooperatives so that our community, with government aid, can build and make decent bousing for its people.

5. We want education for our people that exposes the true nature of this decadent American society. We want education that teaches us our true history and our role in the present-day society.

We believe in an educational system that will give to our people a knowl-edge of self. If a man does not have knowledge of himself and his position in society and the world, then he has little chance to relate to anything

6. We want all black men to be exempt from military service.

We believe that Black people should not be forced to fight in the military service to defend a racist government that does not protect us. We will not fight and kill other people of color in the world who, like black people, are being victimized by the white racist government of America. We will protect ourselves from the force and violence of the racist police and the racist military by whatever means necessar

7. We want an immediate end to POLICE BRUTALITY and MURDER of black people.

We believe we can end police brutality in our black community by organzing black self-defense groups that are dedicated to defending our black community from racist police oppression and brutality. The Second Amendment to the Constitution of the United States gives a right to bear arros. We therefore believe that all black people should arm themselves

8. We want freedom for all black men held in federal, state, county and city prisons and jails.

We believe that all mark people should be released from the many jails and prisons because they have not received a fair and impartial trial

9. We want all black prople when brought to trial to be tried in court by a jury of their peer group or people from their black communities, as defined by the Constitution of the United States.

We believe that the courts should follow the United States Constitution so that black people will receive fair trials. The 14th Amendment of the U.S. Constitution gives a man a right to be tried by his peer group. A peer is a person from a similar economic, social, religious, geographical, en-vironmental, historical and racial background. To do this the court will be forced to select a jury from the black community from which the black defendant came. We have been, and are being tried by all-white juries that have no understanding of the "average reasoning nan" of the black

10. We want land, bread, housing, education, clothing, justice and peace. And as our major political objective, a United Nationa-supervised pichis-cite to be held throughout the black colony in which only black colonial subjects will be allowed to participate, for the purpose of determining the will of black people as to their national destiny.

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with equal station to which the laws of nature and nature's God entitle them, a decent respect to the opinions of markind requires that they should declare the causes which impet them to the separation.

We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life. liberty, and the pursuit of happiness. That, to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed; that, whenever any form of government becomes destructive of these ends, it is the right of the people o alter or to abolish it, and to institute a new government, undation on such principles, and organizing its powers in such form, a to them shall seem must likely to effect their safety and bappiness. Pru-dence, indeed, will dictate that governments long established should not be changed for light and transient causes; and, accordingly, all experience hath shown, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accusionned. But, when a long train of abuses and usurpations, pur-suing invariably the same object, evinces a design to reduce them under ab-solute despotism, it is their right, it is their duty, to throw off such government, and to provide new guards for their future security.





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We want education for our people that exposes the true nature of this decadent American societ We want education that teaches us our true history and our role in the present-day society











EXAMPLES 2: In 2021 curators, writers, and podcasters **The White Pube** posted a series of posters in cities across the UK suggesting ways in which to improve the running of the contemporary art world. What things do you think could improve your industry and how could you achieve this? (AIM HIGH).







acist

white pub

ideas for a new art world

THE TWO OF AND ADDRESS OF THE PARTY

002: Universal Basic Income and affordable housing so that everyone, including artists, can make a living



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003: Curators should ask the public what they want to see and what they think galleries and museums should be used for

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004: people across the creative industries need to declare if they have rich parents who helped them get where they are today

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065: The art world should not replicate the capitalist structures of other industries and instead should set a better example with a horizontal approach to decision-making and pay

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006: dear museums, give back all stolen objects



ideas for a new art world

001: if I were the Tate, I would simply remove my racist paintings x







EXAMPLES 3: Seibu Railways in Japan have worked regularly with Illustrator **Takahiro Kadowaki** through Dentsu Inc ad agency to produce this ongoing poster series. The images subvert traditional ukiyo-e print aesthetics to illustrate proper train etiquette.





TASK 1 (3 MINS): Now you are going to make your own poster/s. In your groups choose a theme, issue or subject you would like to cover.

Each person come up with their own and take a vote as a group to decide which one to move forward with.

TASK 2 (3 MINS): Your table is a collective. What is your collective's name? Again, each person have a go and pick the best one between you.



TASK 3 (4 mins): Create a logo! Now you have a name and a focus, what simple image can illustrate this best? Everyone have a go, then pick the best one.



TASK 4 (5 MINS): Inspired by the Black Panthers and the White Pube think of 2 actions (each) that could help change / alleviate / support your cause or theme. What needs to change? Who would benefit from this change? How could you impliment this change? What is the time scale of the change? Where is the location of your change? + Why is this change important?



TASK 5 (25 MINS): Now you are going to design a series of posters that advertise your collective's values. Each person must illustrate one of the actions you've chosen to create your own poster campaign. Will you have a house style? Will you make them recogniseable as a set? How could you sloganise your statement to make it snappier? How can you use symbols to aid communication? How will your illustration illuminate your text? Do you even need text? How can you use referencing to make the image more effective?



TASK 3 (15 MINUTES): Now find somewhere to put up your poster outside the building. Where can you put the poster thats most effective in the time frame? Where will the most people see it? How could it's location aid it's communication? Consider your audience - who needs to see this?

Once you've found a place for it, take a photo and email it to d.freeman@fashion.arts.ac.uk.



WHAT WAS THE POINT IN THAT? By activating your work to a considered audience you have used your own voice to talk about activism whilst simultaneously self promoting your work.

Communicating your ideas publicly can connect with a more diverse group than your like-minded peers. The internet is great and all but don't forget about the 'real' world!

