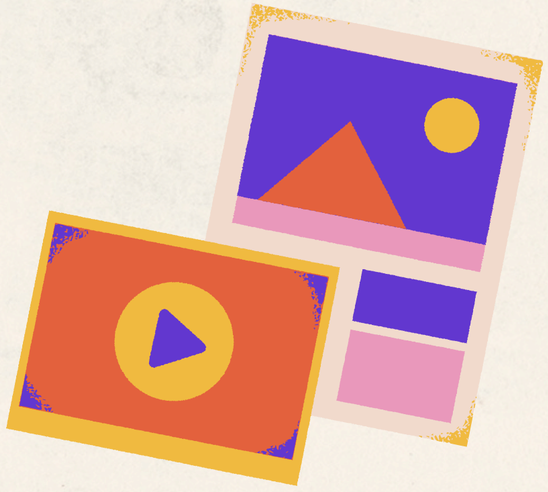




TEJED Coalition

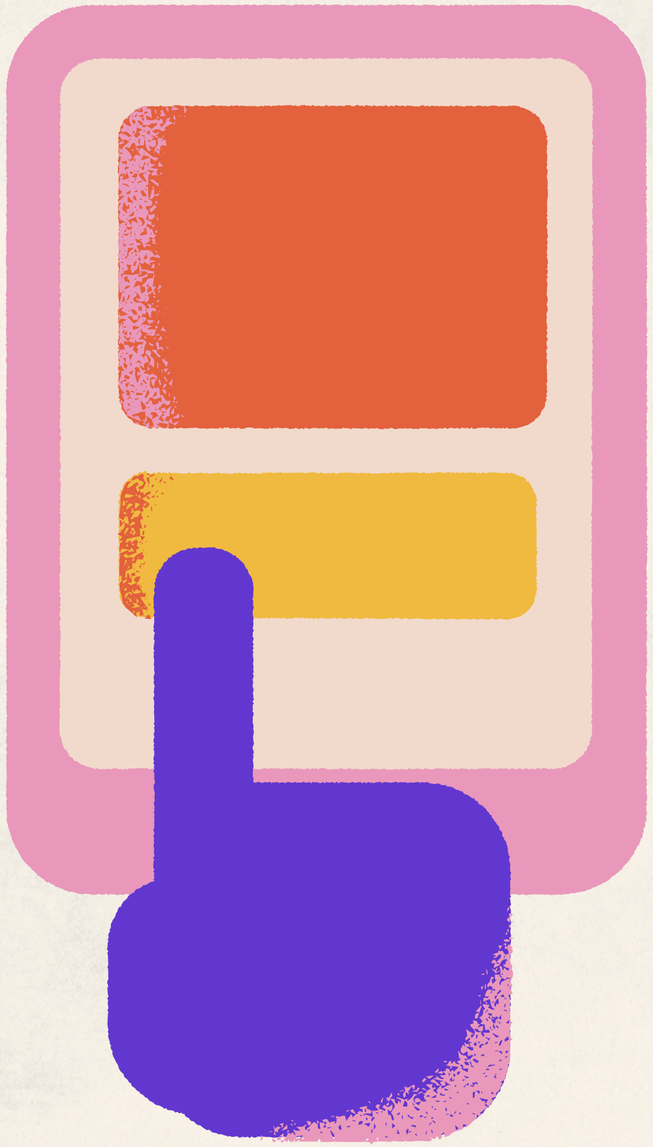
Art Collaborative

Using Art in Your Activism

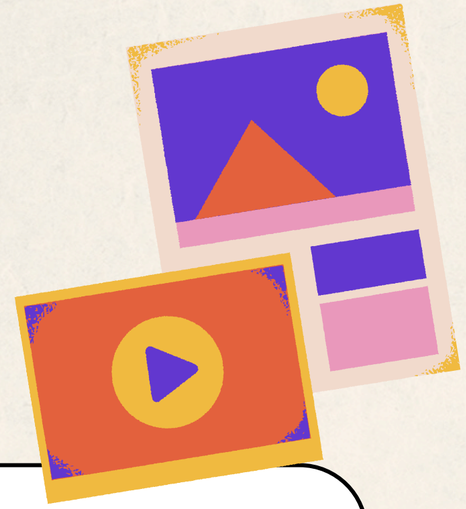




Crystal Ngo and SJ Stout



Agenda



- Our Team
- Art In Organizing
- Glossary
- Zines
- Video
- Discussion
- Questions

Our Team



SJ Stout

Zine



Crystal Ngo

Video

Art in Organizing

the WHY CHEAP ART? manifesto

PEOPLE have been THINKING too long that ART is a PRIVILEGE of the MUSEUMS & the RICH. ART IS NOT BUSINESS!
It does not belong to banks & fancy investors
ART IS FOOD. You cant EAT it BUT it FEEDS you. ART has to be CHEAP & available to EVERYBODY. It needs to be EVERYWHERE because it is the INSIDE of the WORLD.
ART SOOTHES PAIN!
Art wakes up sleepers!
ART FIGHTS AGAINST WAR & STUPIDITY!
ART SINGS HALLELUJA!
ART IS FOR KITCHENS!
ART IS LIKE GOOD BREAD!
Art is like green trees!
Art is like white clouds in blue sky!
ART IS CHEAP!
HURRAH

Bread & Puppet Glover, Vermont, 1984



Theatre



Photography



Painting

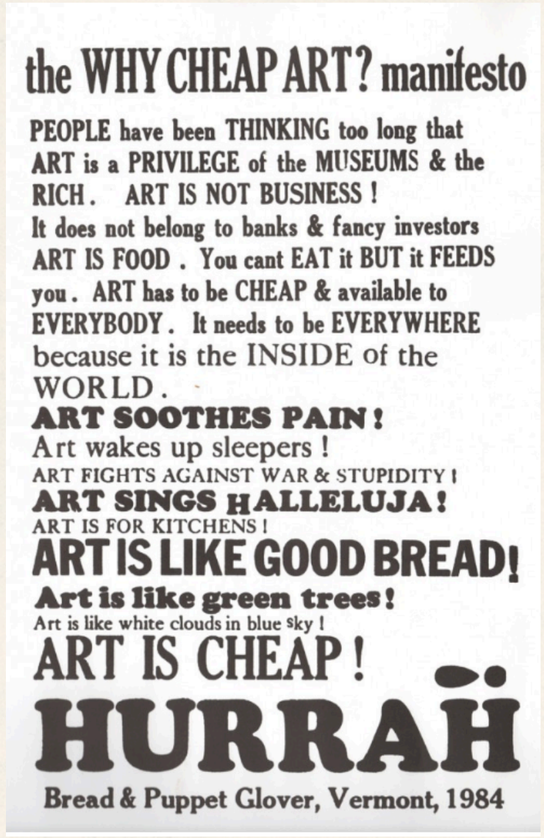


Chants



Poster contest

Art in Organizing



the WHY CHEAP ART? manifesto

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Theatre



Chants



Photography



Painting



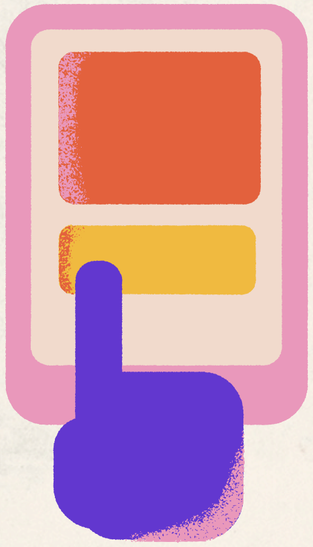
Poster contest

“ [Art] provides a **universal language** that gives voice to individuals and communities. [It] is **accessible across social boundaries.** ”

Why Zines?

Why Videos?





- Accessible
- Handmade stands out!
- Personal videos drive engagement, add a human element

Glossary

Audience - Who are you talking to? What values, humor, connections do you share? Is your audience broad, or narrow? Keep that in mind when creating content for your audience.

Purpose - Why are you reaching out? What do you want to achieve with the video, zine, or any piece of creative content?

Tone - Can be cool and informative, silly, agitating, loving, or more

Call to Action - A prompt that tells someone what to do next ex. “Read more” “Sign on” “RSVP.” Keep calls to actions direct, simple, and specific.

Narrative Justice - Storytelling from marginalized voices, lending perspective and centering points of view that are often left out of traditional news or mainstream discourse.

Glossary cont'd

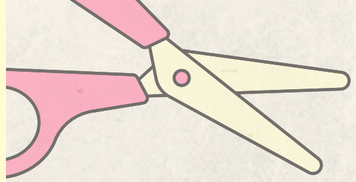
Models of storytelling - structures or "types" of stories. There's no one right way, but having a structure in mind can help organize your thoughts. One common structure is **problem/solution** where you explain the stakes or impact of a problem, then introduce a solution or call to action.

Zine - A handmade book, of any number of pages, any type of content, any style, any genre! Typically published and distributed in small, low-cost batches. Intended to spark intrigue, passion, and activate new communities of readers along similar lines of interest.

Artist Activism, "Artivism" - the combination of art and activism

DIY - Do It Yourself. According to Fandom.com: "Many DIY subcultures explicitly critique consumer culture, which emphasizes that the solution to our needs is to purchase things, and instead encourage people to take technologies into their own hands."

What are Zines?





Zines are handmade, paper books, typically published and distributed in small batches. They can use and combine a variety of styles and genres such as text, drawings, cartoons, photographs, collage, recipes, interviews, and more.



Zines are as unique as the person/people creating them. The individual, idiosyncratic qualities of a zine are what draws people to them, creating a network of readers and new community.

What are Zines?









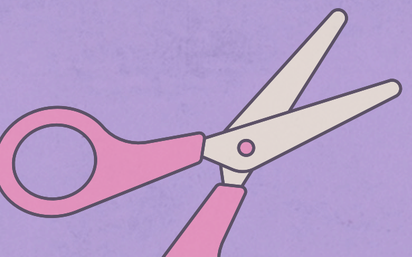


Activity: Create a handmade zine



Objectives

- I will be able create an 8 page zine
- I will be able to identify the steps of the creation and distribution process
- I will be able to identify ways to adapt and incorporate the zine into my own practices, goals, and workflow.



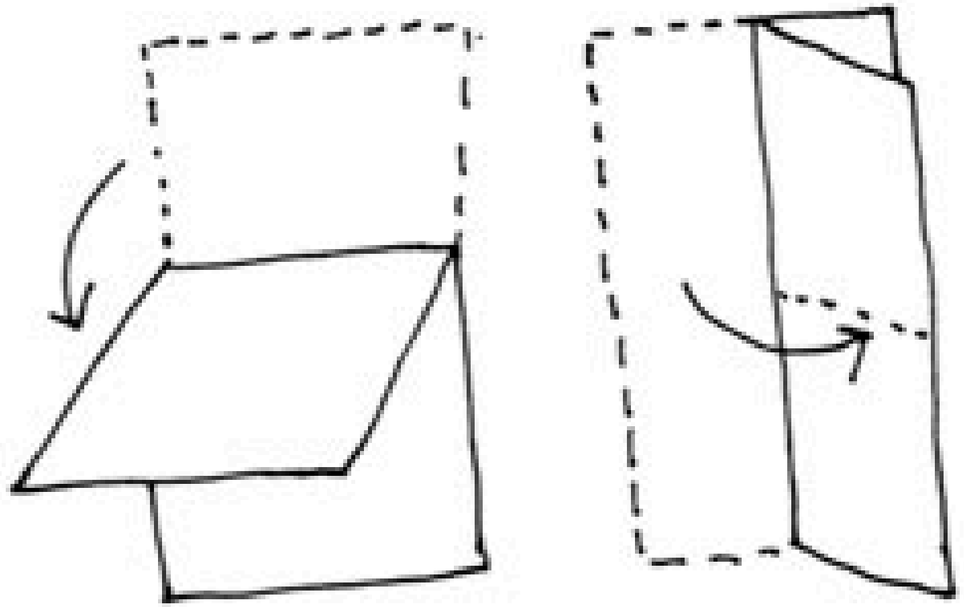


Materials

- One blank sheet of 8.5x11 paper. Printer paper or something similar will work!
- Pencil
- Pen
- Scissors

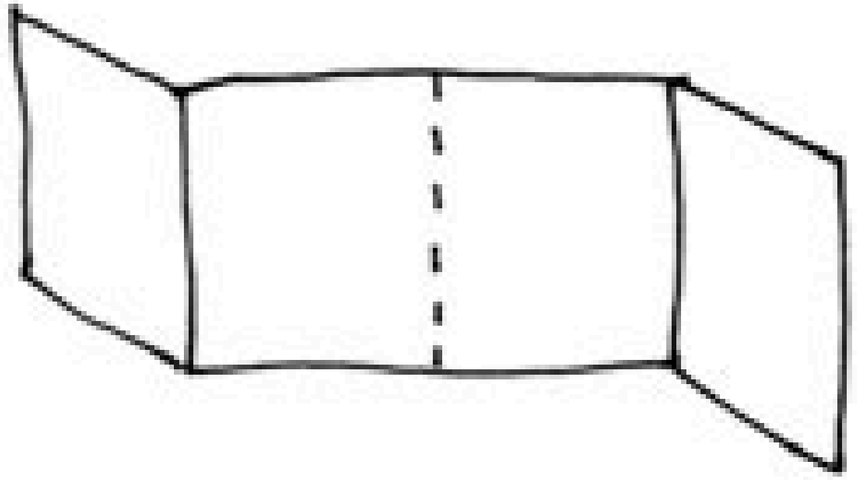


step I
Take one 8 I/2 x II seet sheet of paper
Fold sheet in half both lengthwise and widthwise.

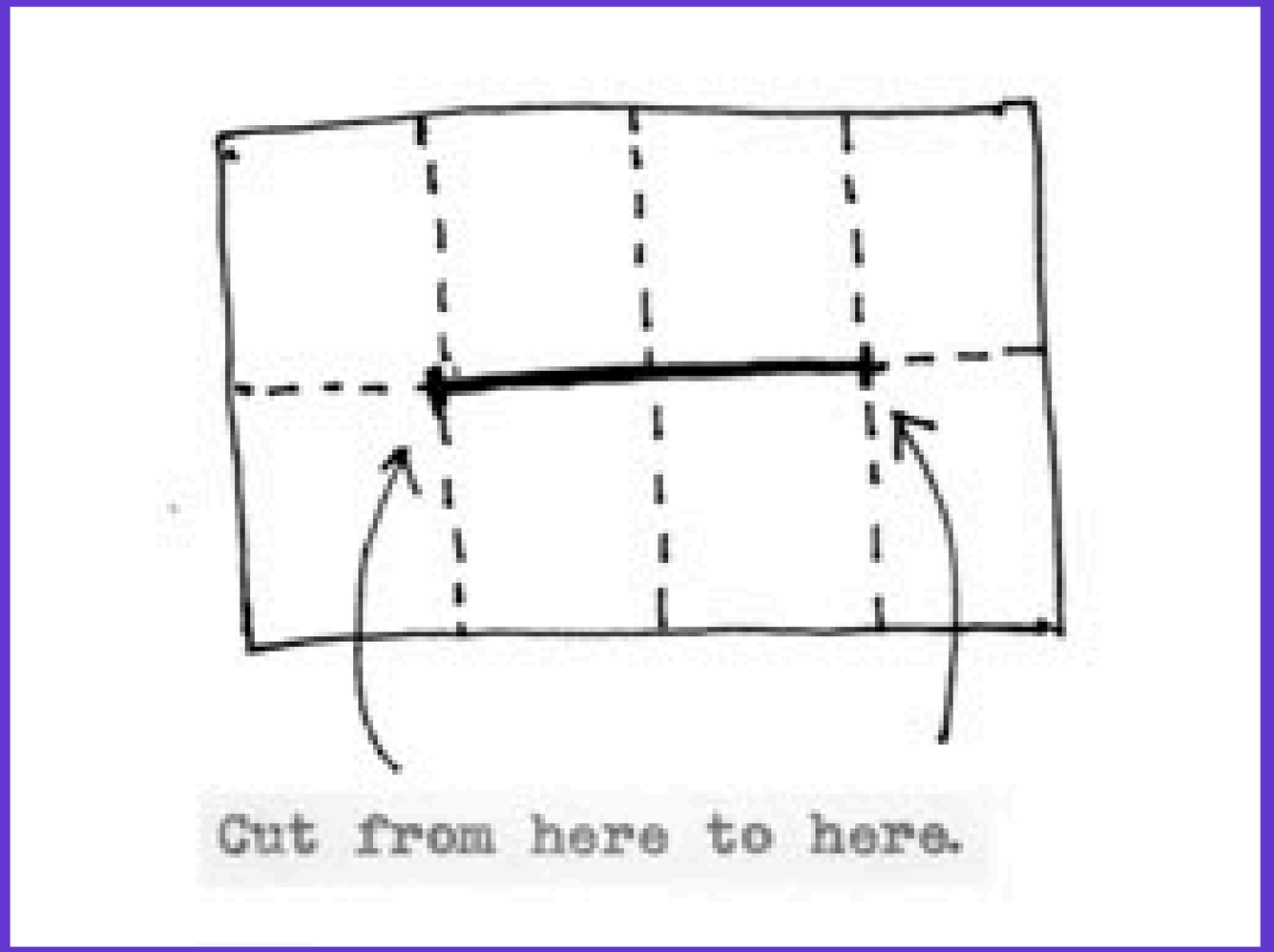


Source: AustinKleon.com

step 2
Fold paper lengthwise
then fold the ends in
like this.

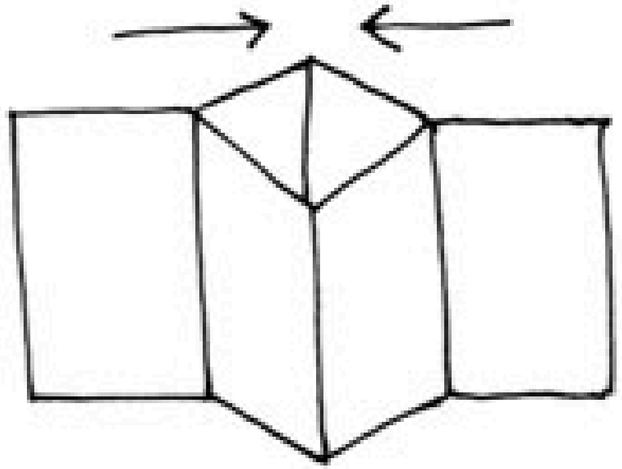


Source: AustinKleon.com

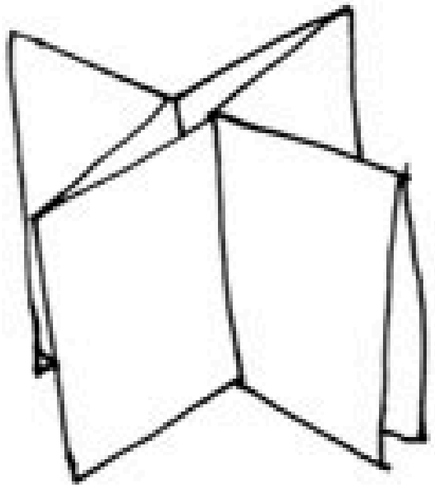


Source: AustinKleon.com

step 3
Open up the center
push in ends like this

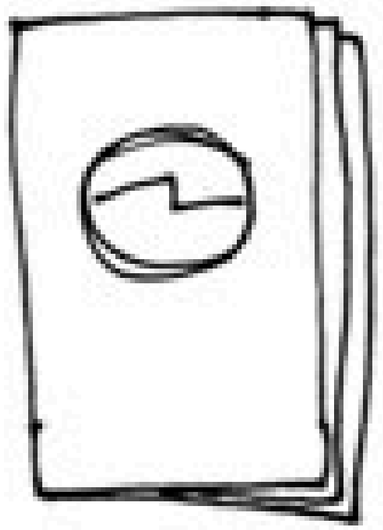


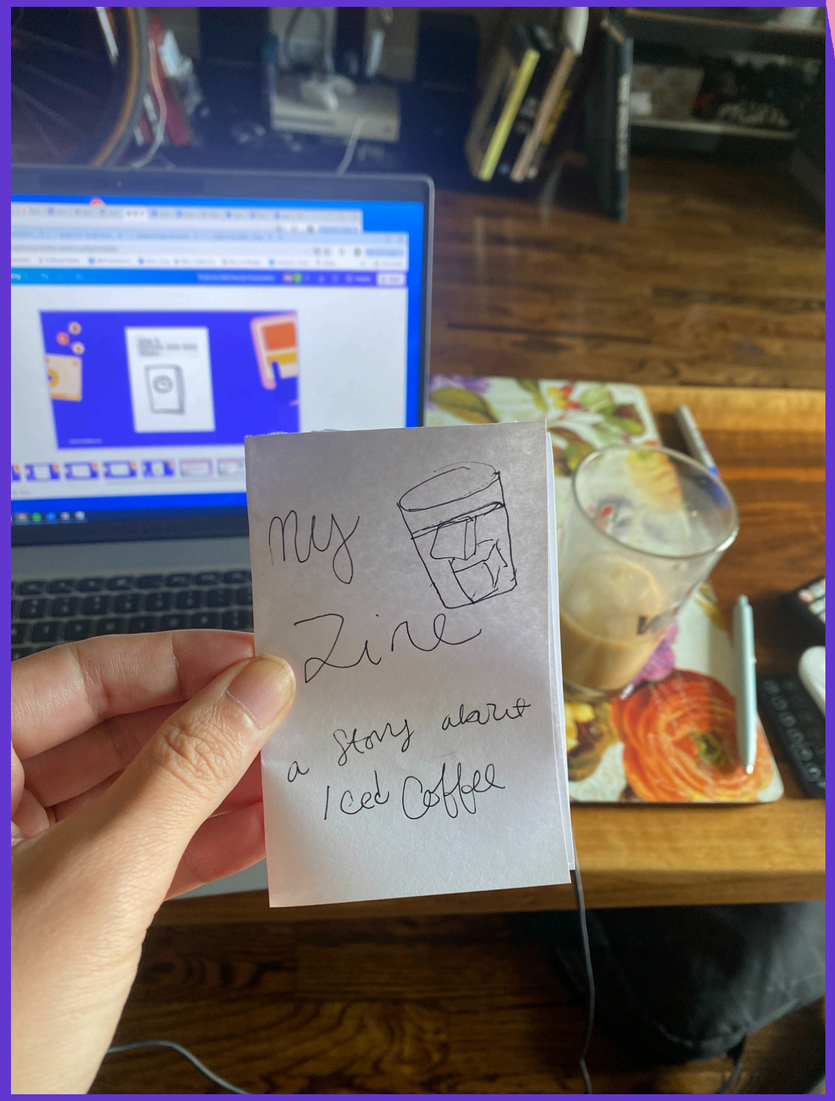
and flatten like
this.



Source: AustinKleon.com

step 4
Flatten into book shape.





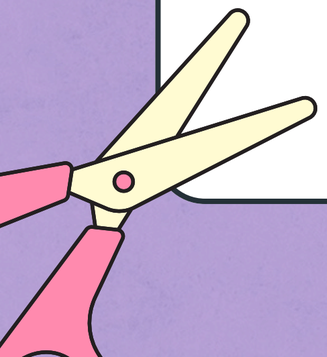
Source: AustinKleon.com

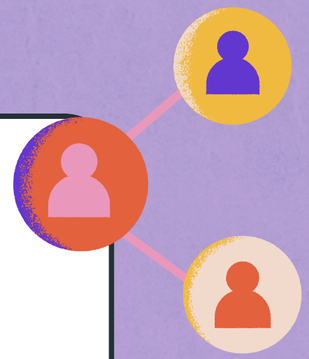
Mass Production

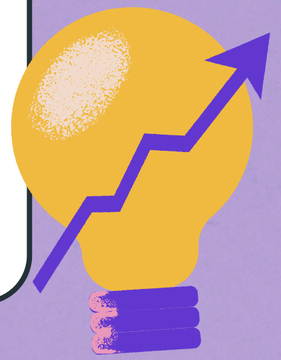
- Erase any pencil marks, and make sure final images are in **dark pen.**

- Unfold the sheet and use a **scanner** to upload the zine as a pdf. Save zine as **.PDF .PNG** or **.JPEG** to use on digital platforms. Your users can download and print themselves!

- Once uploaded, **print** as many copies as you want. Fold, cut, and **share.**



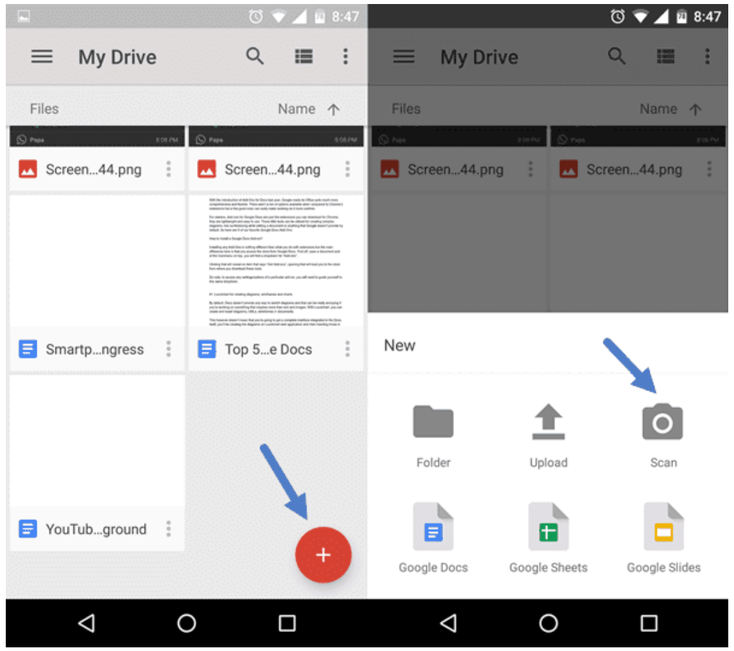




Mass Production

Options to Scan:

- Free phone app: CamScanner
- Free phone app: Google Drive
  - “+”
  - “Scan document”
  - Take picture!



without iced coffee?

I ask you...
What would the world be

yum.

Dear readers,
do you love iced coffee
as much as me?

My Zine

a story about Iced Coffee

Thanks for reading ♥

Join my coffee drinkers club!
www.coffeelovers.com!

LOL, QR code

Facts about Iced coffee

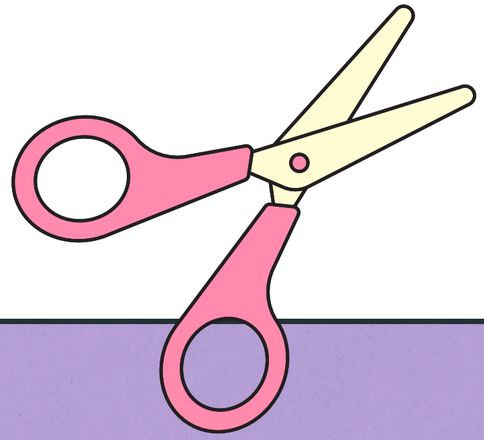
- you can add sugar to it
- It is refreshing
- ~~dry~~ It dairy Free!
- Caffeine can make you up.
- So much more!

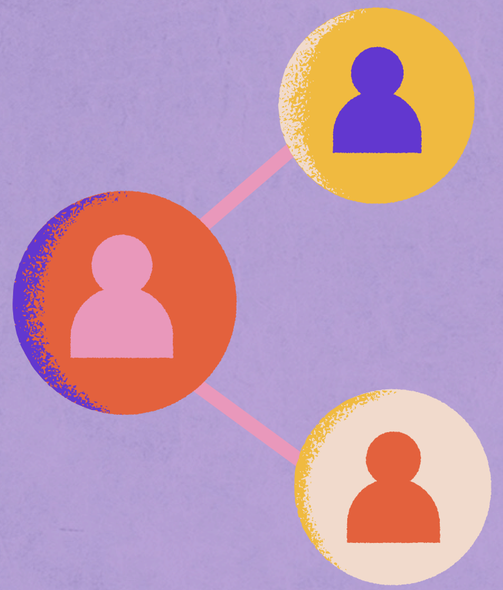
I implore you...

DRINK MORE ICED COFFEE!

Where to use zines?

- Community and tabling events
- Free digital downloads
- Social Media and website



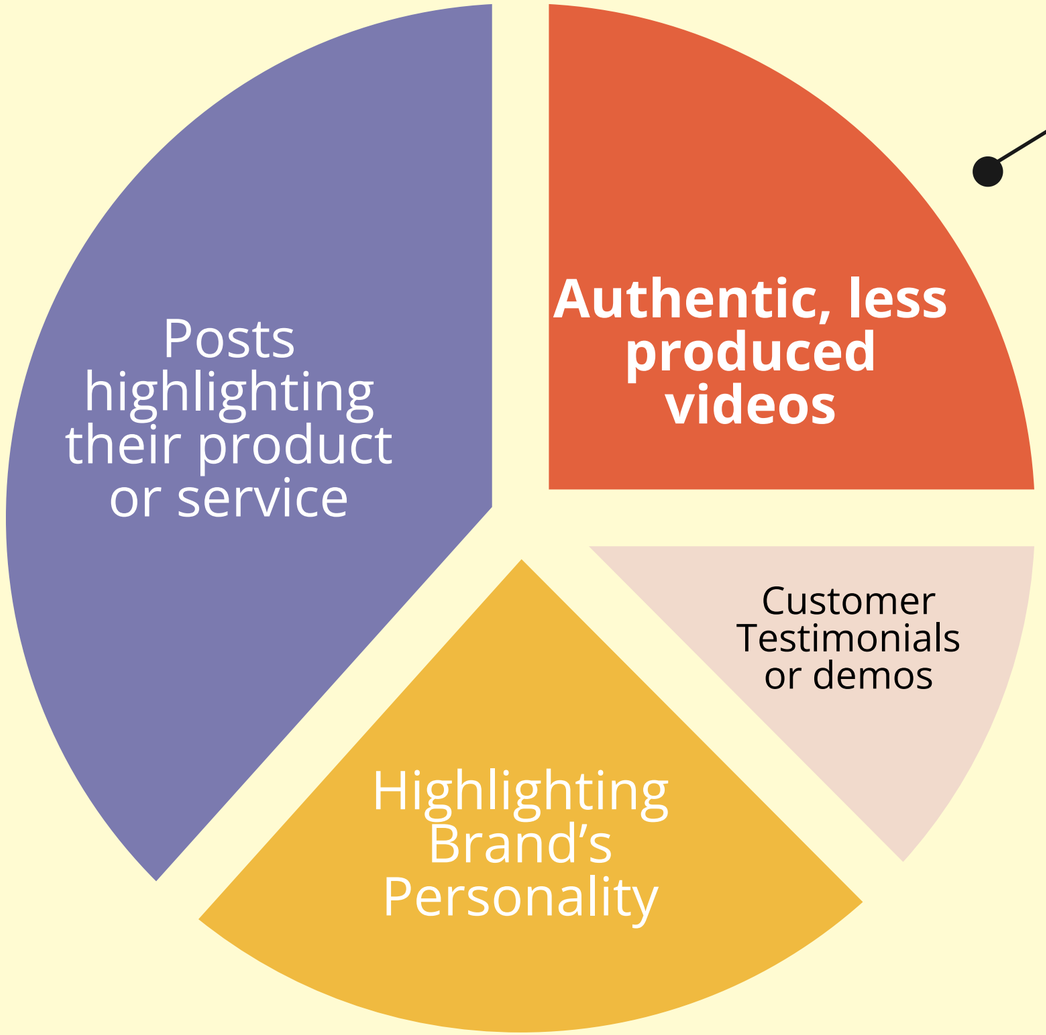


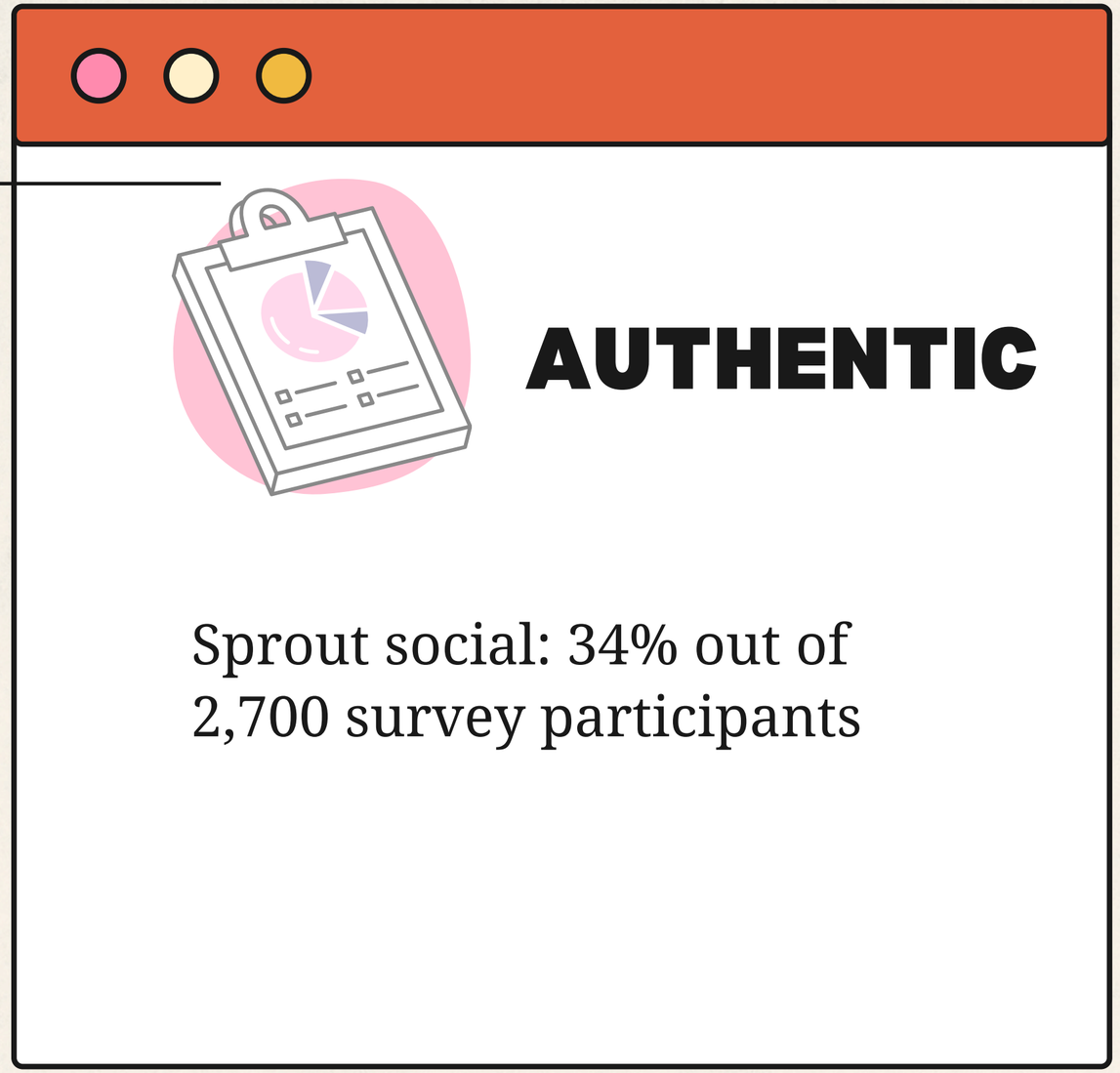


Reflection/Discussion

- What did you like about the zine examples?
- Where do you see these modes of creating fitting into your organizing work flow?
- What did you find fun or challenging about the process of A) creating your own zine? B) creating your own short video?
- What skills or tools would you like more practice or knowledge about?

Why Videos?





AUTHENTIC

Sprout social: 34% out of 2,700 survey participants

Video



Objectives

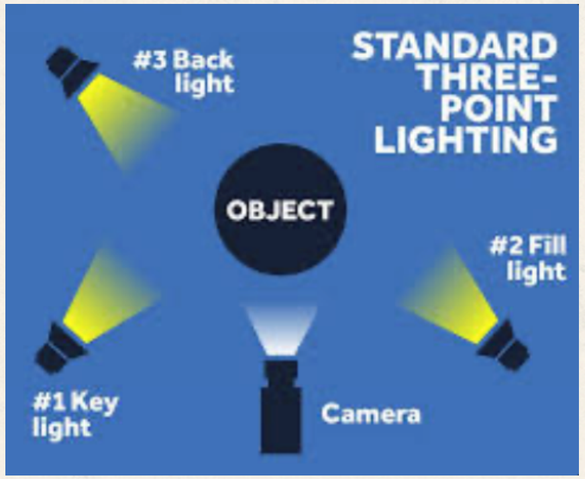
- I will be able to plan, shoot, and edit a video
- I will be able to upload a video to Facebook
- I will be able to feel comfortable using the tool bar to edit my video
- I will be able to share a finished video on Facebook

Agenda

- Video basics (camera, lighting, audio)
- Write a script
- Edit and upload to Facebook

Video Basics:

Lighting:





YES

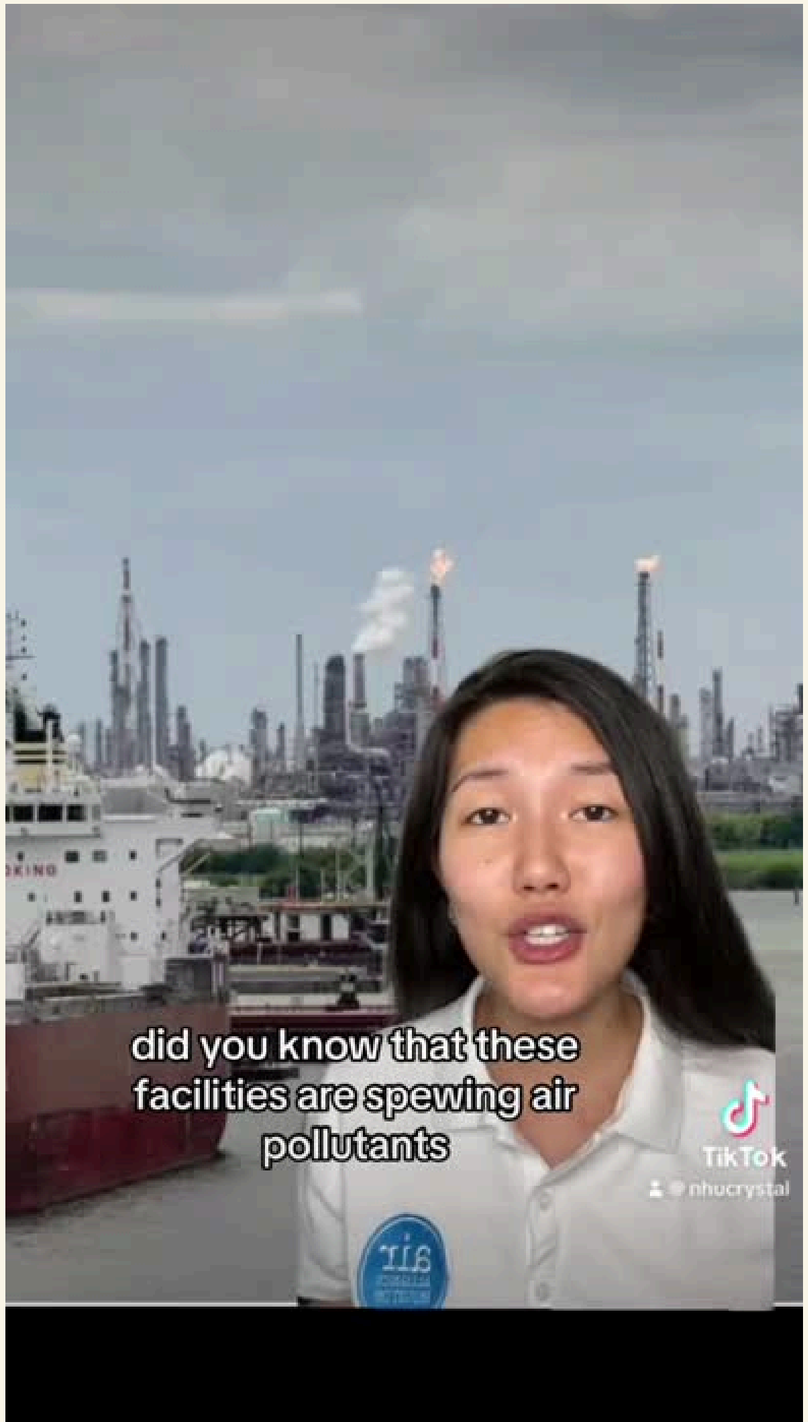


NO

Audio:



Example Video

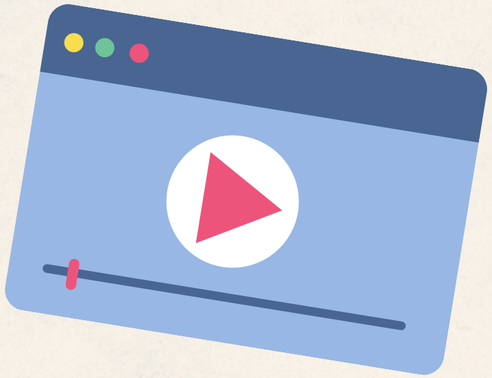


Materials

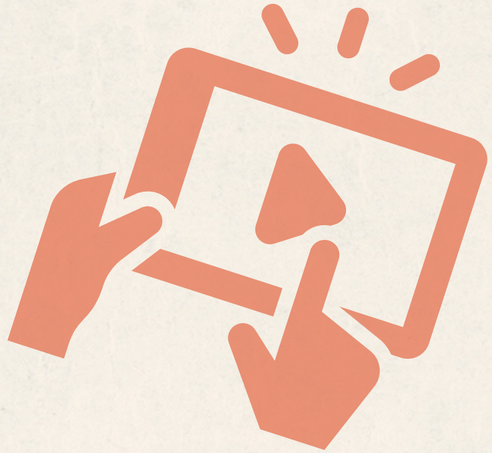
- Writing utensil
- Paper
- Phone
- Facebook App
- Videos
- Pictures







Planning:



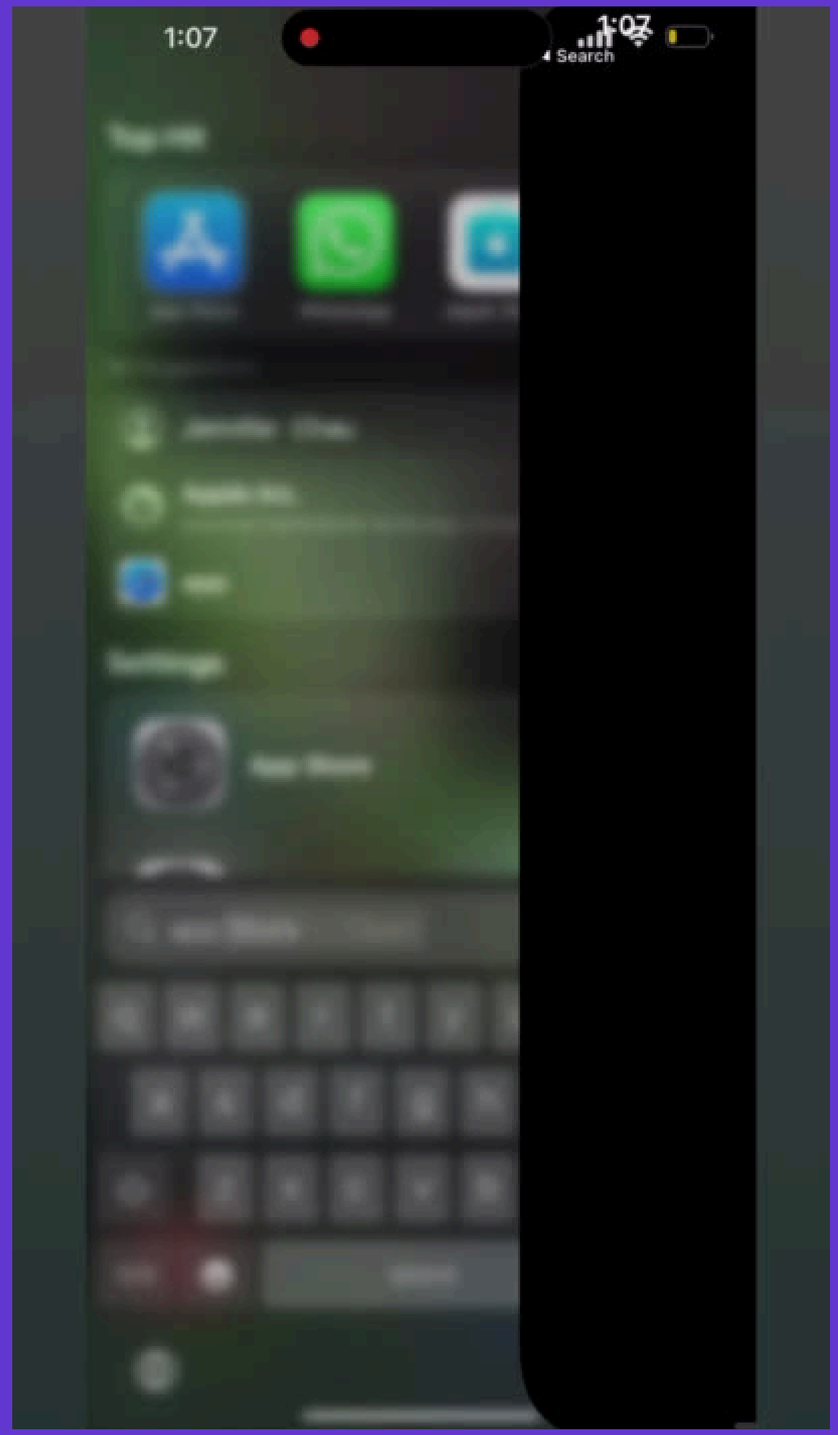
Script your message
Goal: 30 second video

What is the problem:

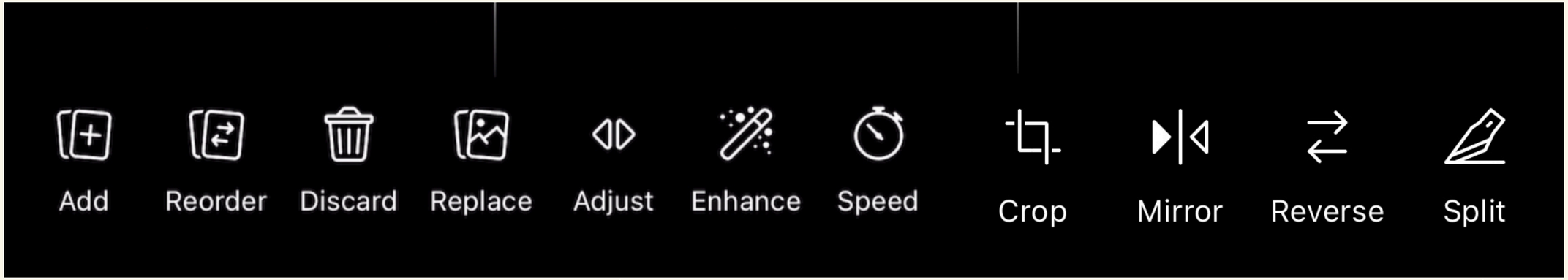
- Explain the issue in 2 sentences
- Why should someone care?

What is the solution:

- How can the audience get involved?


1:07
1:07
Search

Facebook Editing Toolbar:

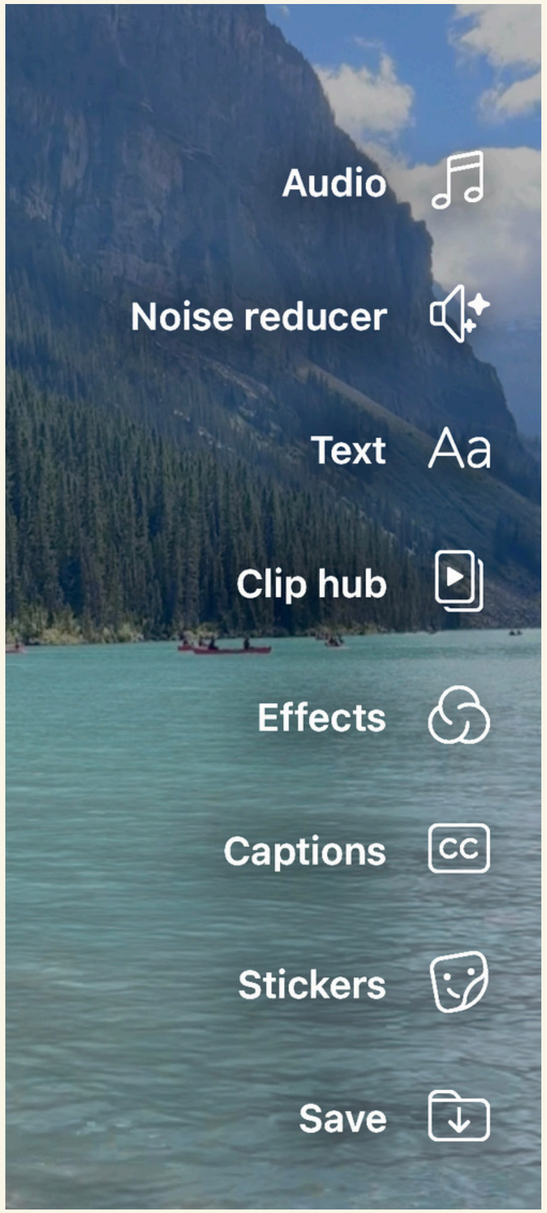


Add more photos or video from your gallery

Adjust the length of the video

Split the video. This is helpful when you want to reorder your video

Facebook Editing Toolbar:

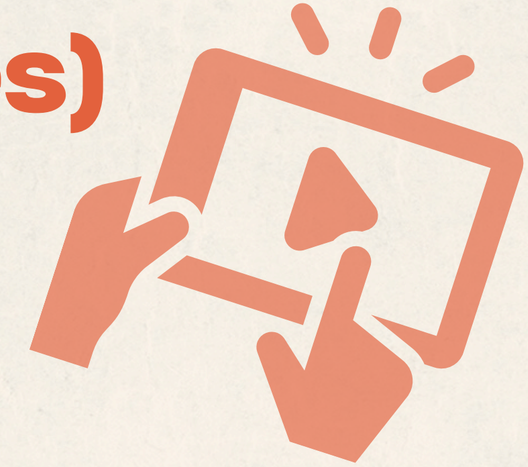


Add text (title, things you want to emphasize) - you can change font and color

Short gifs you can add

Captions can auto generate and are able to be edited

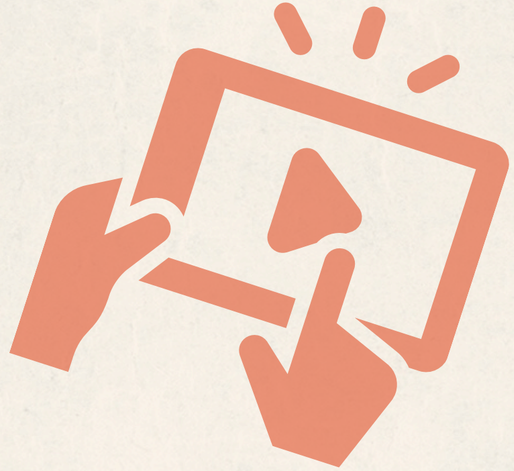
Independent Activity (10 Minutes)



Record your video

Step 1: Search for the App Store or Play Store on Android Step
Step 2: Search Facebook
Step 3: Download Facebook
Step 4: Create an account if you don’t have one
Step 5: Click the “+” icon at the top right corner
Step 6: Click Reel on the drop down
Step 7: Select video or photo you’d like to edit
Step 8: Edit with tools (trim the video, add a title, caption)
Step 9: Click Next at the bottom right corner
Step 10: Add caption
Step 11: Click bottom button “Share Now”

Group Activity

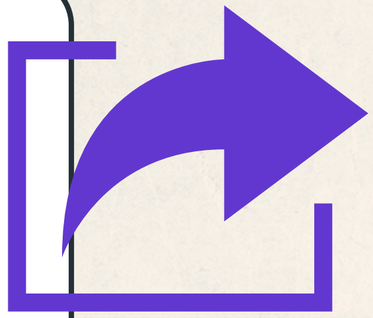


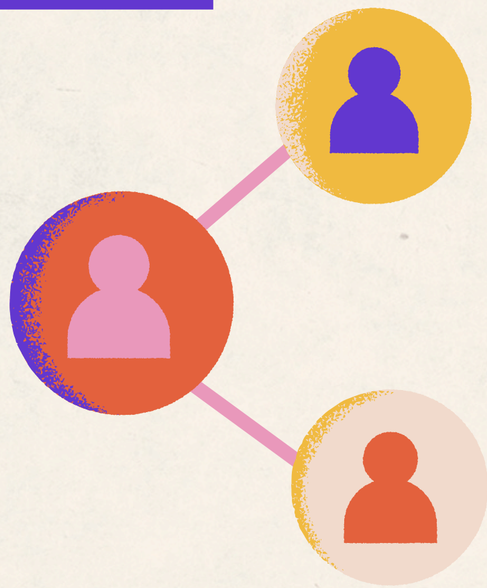
Record with a Partner

1. Pick a partner
2. Record them using the correct techniques
3. Upload the video to Facebook like before
4. 10 minutes

Where to use video?

- All social media platforms
- Tabling events
- A showing series - community event

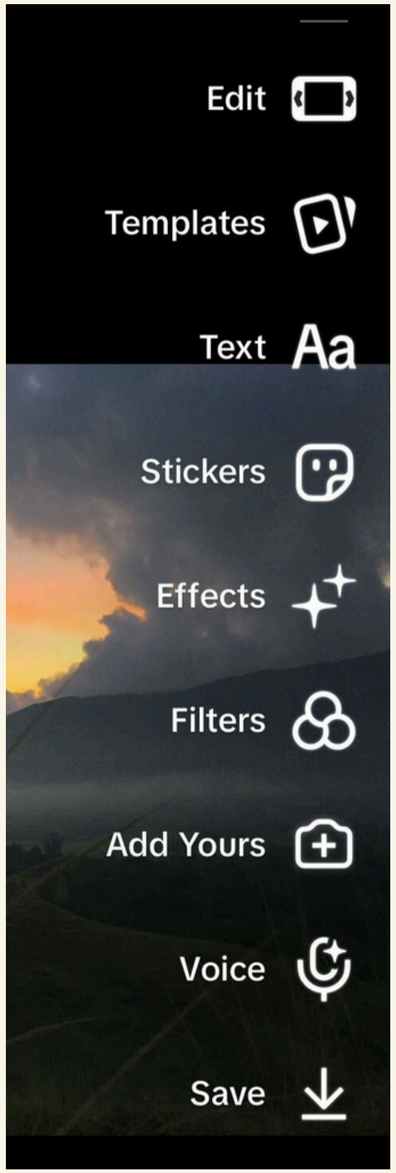




Reflection/Discussion

- What were some challenges that we encountered during the video production and upload process? What was fun?
- What are various forms of video making styles (humor, documentary, etc)
- What are some reservations someone could have about using technology?
- What are some ways that we can make the video engaging without showing other people's face?

Toolbars for other media platforms:



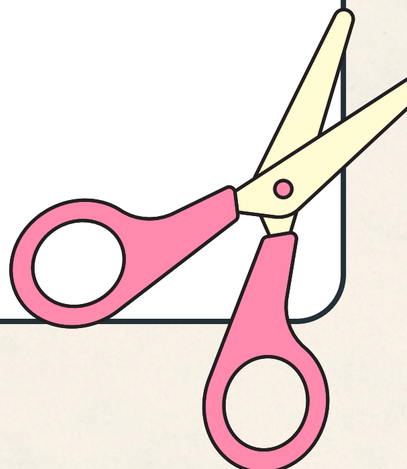
Tik & Instagram

Voiceover - which allows you to record your voice telling a story over any video or pictures that you choose from your photo gallery

Resources

- Biel, Joe. “Make A Zine” Microcosm Publishing. 2017.
- Kleon, Austin. “How to make a zine from a single sheet of paper.” March 4, 2020. Youtube. https://www.youtube.com/watch?v=ab4O9SWNI9g
- How to make a Facebook reel





Questions we have for y'all

-does the content we want to cover seem to fit the time we have to run the modules?

-should there be more overview info in the front slides?

-any new glossary terms we should add?

tips, best practices

- quality of audio
- How to help people practice and get comfortable in the camera
- The engagement questions
- how could you use this workshop to create your own with the art ideas that y'all had besides the zine and videos
- who would you want to bring in?
- glossary term: then what? where do we want you to share the art
- zine: could take a while
    - elaborate on mass production? how?
    - choose your own adventure- zine making
- covers for songs

glossy: what does narrative look like? components of a larger art. map of a story

- cooking!cultural mentions/bridges: even if you don't consider yourself an artist.....
- example to use my own work with AAPI into the examples of this module
- intergenerational and cultural mentions!!
- art competition and artistic production promotion
- community event idea: how was the art impoacted you? having this event to prepare for commisoners court. Sound of the Water
- children art contest: grade specific and different themes- speak to parents: reminder to bring what you learn into the home - share with your family
- Art co-ops
- Art drives its own engagement
- Art into advocacy- your testimony can be poetic- bringing art into the testimony court room