



The One Club  
2013 College Competition

**JUSTICE**  
BY  
**DESIGN**  
Creative Brief

### THE CLIENT

Justice by Design (an organization in pre-launch), aims to provide human rights advocates and social justice entrepreneurs with the graphic design resources necessary to advance their causes.

Human rights and social justice organizations work on the most compelling issues facing the planet but often lack the tools to effectively communicate the significance of their work. As a result, they are at a substantial disadvantage to overcome the well-financed opposition and entrenched social norms they typically face when advocating for change. Justice by Design seeks to level the playing field by providing these organizations with the design resources necessary to let their stories truly speak for themselves—and to others.

Design increasingly plays a pivotal role in how information is disseminated, including within the human rights and social justice sectors. Designers have the unique ability to succinctly communicate complex issues through a visual language and to engage viewers. Design can be used to raise public awareness, pressure legislative bodies and further impact litigation. Justice by Design makes these design services available to organizations that would otherwise be unable to utilize them, while enabling designers to use their skills to advance causes they are passionate about.

### THE BRIEF

Create a brand identity or infographic that supports the launch and mission of Justice by Design choosing any or all of the following options.

## CATEGORIES

### Design

- ~ Logo Design (Single)  
Create a logo that can represent Justice by Design. Present the design in both full-color and grayscale versions. Large and small versions can be included to show how the logo scales.
  - ~ Corporate Identity (Campaign of 3-5 pieces)  
Create an identity for Justice by Design. Submit a campaign of 3 – 5 pieces, including a logo (required), letterhead, envelope, business cards, fax cover sheet, etc.
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### Infographic Design

- ~ Infographic (Advanced Students)  
Create an infographic to promote one of the following three human rights or social justice topics below. The design should be primarily based on the information/data contained in the attached fact-packet for your chosen topic. Additional data sources may be utilized if taken from reliable government, United Nations, NGO or academic literature. All sources should be cited in the final infographic submitted.

Choose your topic (for Infographics only):

- ~ Topic 1: Poverty and Small Business Development  
(see attached fact packet)
- ~ Topic 2: Guantanamo by the Numbers  
(see attached fact packet)
- ~ Topic 3: Global Refugee Crisis (data intensive)  
(see attached fact packet and link)

Guidelines for Infographics:

- ~ **DATA:** Infographics can contain any data contained within the provided document
- ~ **ADDITIONAL DATA:** Additional data sources may be utilized if taken from reliable government, United Nations, NGO or academic literature.
- ~ **SOURCE:** All sources used must be cited on the final infographic submitted.

## **INFOGRAPHIC TOPIC 1: Poverty and Small Business Development**

*Information provided by the not-for-profit Start Small Think Big (<http://startsmallthinkbig.org/>)*

While cities have long been places of opportunity for the poor to forge pathways to the middle class, many New York City-based households still struggle to gain a foothold in the mainstream economy, especially in the Bronx, which is the poorest urban county in the United States. These families are cut off from traditional legal and economic structures and thus vulnerable to the worst depredations of the market system. Not only does this kind of poverty destabilize individuals and families, it jeopardizes the long-term vitality – and viability – of our cities and local economies.

Historically, the economic justice movement has focused on income inequality. To the extent that attention has been paid to assets, the prevailing assumption is that once a family's income is not consumed with basic needs, asset accrual will necessarily follow. While some gains have been made in narrowing the earnings gap, today, wealth inequality is higher in the United States than any other industrialized country. And, as with all inequality, it is crucial to recognize the racial and gendered elements of this disparity.

Starting a business is a key way for the poor, particularly those most marginalized (namely, women and minorities) to accumulate the assets that give them a meaningful stake in society. On an individual level, self-employment helps people exit poverty and build wealth. On a community level, small businesses anchor communities, providing diverse goods and services responsive to local needs.

Create an info-graphic/data-visualization based on all or some of the following facts, which highlights the issue of economic justice in the United States (and the South Bronx in particular), as well as the role of small businesses in redressing economic inequality.

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### **Facts**

- ~ 40% of the South Bronx lives below the poverty line, compared to 21% citywide.
- ~ The Bronx is one of only five counties in the United States where more than 30% of households are headed by single women and, generally, these households are more likely to be impoverished. Indeed, the poverty rate among Hispanic single mothers in the Bronx approaches 60%.
- ~ The median family income in the South Bronx is less than half the citywide median (\$23,073 v. \$48,743).
- ~ More than 80% of South Bronx households have no money at the end of the month – a rate nearly twice as high as the NYC average (48%) and three times higher than the national average (26%).
- ~ Almost 50% of New York City families are “liquid asset poor,” meaning they have insufficient assets, such as cash or bank accounts, to subsist at the poverty level for three months in the absence of income. Across New York State, liquid asset poverty rates among families of color are nearly double the number of white families.
- ~ The wealthiest ten percent own two-thirds of our nation's wealth
- ~ In the United States, white households have 18 times more wealth than Hispanics and 20 times more than African-Americans.
- ~ Small businesses have provided more than 50 percent of all jobs and 64 percent of all net new jobs in the United States.
- ~ Small businesses make up 99 percent of all establishments and 80 percent of jobs in inner-city communities in the United States.
- ~ Without business startups, there would be no net job growth in the United States economy.
- ~ Small business owning households are more than twice as likely as non-owning households to be high income, and over eight times more likely to be high wealth households.

## INFOGRAPHIC TOPIC 2: Guantanamo by the Numbers

Information provided by the Center for Constitutional Rights (<http://ccrjustice.org/>) and the Seton Hall Law School Center for Policy and Research

Create an info-graphic/data-visualization based on all or some of the following facts:

### Historical Numbers

- ~ **January 11, 2002:** The first detainees arrive at the prison.
- ~ Guantanamo's smallest captive population since the prison opened was **20** on **January 11, 2002**. At its most populated, the prison housed about **660** men in **November 2003**. As of November 30, 2012 there are currently **166** men detained.
- ~ Since January 2002, **779<sup>1</sup>** or so men have been brought to and held in Guantánamo, **all of whom were Muslims**. **604** men have been transferred.
- ~ About **22 prisoners were under the age of 18<sup>2</sup>** when they were brought to Guantanamo. The youngest prisoner held at Guantanamo was **13** years old<sup>3</sup>. The age of the oldest prisoner to ever be held at Guantanamo is **89<sup>4</sup>**.
- ~ Citizens from **48 countries<sup>5</sup>** have been detained at Guantanamo, the majority coming from Afghanistan, Saudi Arabia, and Yemen.
- ~ According to the government, **92%<sup>6</sup>** of prisoners at Guantánamo were never "al-Qaeda fighters".
- ~ Only **5%** of prisoners were captured by American troops; **86%** of prisoners were reportedly turned over to coalition forces in response to a bounty offer.<sup>7</sup>
- ~ **February 27, 2002:** The first coordinated large-scale mass protest at Guantánamo began when prisoners initiated a rolling hunger strike. At its peak the hunger strike expanded to **194 participants** and became a protest of the prisoners' indefinite detention without any legal process and their harsh living conditions<sup>8</sup>
- ~ **9** detainees have died in Guantanamo<sup>9</sup> (5 died during the Bush Administration; 4 during President Obama's administration)
  - ~ June 2006: 3 men died
  - ~ May 2007: 1 man
  - ~ December 2007: 1 man
  - ~ June 2009: 1 man
  - ~ February 2011: 1 man
  - ~ May 18, 2011: 1 man
  - ~ September 2012: 1 man

<sup>1</sup> <http://www.miamiherald.com/2007/11/27/322461/by-the-numbers.html>

<sup>2</sup> <http://www.defense.gov/news/May2006/d20060515%20List.pdf>

<sup>3</sup> [http://news.bbc.co.uk/2/hi/south\\_asia/3488175.stm](http://news.bbc.co.uk/2/hi/south_asia/3488175.stm)

<sup>4</sup> <http://www.guardian.co.uk/world/2011/apr/25/guantanamo-files-children-old-men>

<sup>5</sup> <http://projects.nytimes.com/guantanamo/detainees/by-country>

<sup>6</sup> [http://law.shu.edu/publications/guantanamoReports/fourteen\\_myths\\_of\\_gtmo\\_final.pdf](http://law.shu.edu/publications/guantanamoReports/fourteen_myths_of_gtmo_final.pdf)

<sup>7</sup> [http://law.shu.edu/publications/guantanamoReports/guantanamo\\_report\\_final\\_2\\_08\\_06.pdf](http://law.shu.edu/publications/guantanamoReports/guantanamo_report_final_2_08_06.pdf)

<sup>8</sup> *Hunger Strikers Force-fed at Camp X-Ray*, Assoc. Press, Apr. 1, 2002; *Watching Over the World's Most Infamous Prisoners*, Newhouse News Service, Mar. 22, 2002

<sup>9</sup> <http://www.miamiherald.com/2007/11/27/322461/by-the-numbers.html>

## Current Guantanamo Facts

- ~ Currently there are 166 men in Guantanamo, from 23 countries<sup>10</sup>. Approximately 90 are from Yemen.
  - ~ **86** detainees are approved for transfer
  - ~ **56** of the **86** approved are Yemenis
  - ~ **46** men have been designated for indefinite detention
  - ~ **31** detainees have been referred for prosecution
  - ~ **3** detainees have been convicted by the military commissions
- ~ Currently, the youngest captive, Hassan bin Attash of Yemen, is **26** or **27**. The oldest captive, Saifullah Paracha of Pakistan, is **65** years old.<sup>11</sup>
- ~ Resettlement
  - 17 nations have resettled cleared detainees who are not their citizens: Albania, Belgium, Bermuda, Bulgaria, Cape Verde, El Salvador, France, Georgia, Germany, Hungary, Ireland, Latvia, Palau, Portugal, Slovakia, Spain, Switzerland.<sup>12</sup>
  - Albania is the nation that has resettled the largest number of non-citizen freed detainees: Albania has taken 11 to include Uighurs, Egyptians, an Algerian, Libyan, Tunisian and Uzbek<sup>13</sup>
- ~ Convictions
  - 7 men have been convicted by military commissions.
- ~ U.S. Supreme Court
  - Cases involving detainee rights that have gone before the U.S. Supreme Court during the War on Terror: 4
  - Times the justices sided with detainees against the Bush administration: 4
- ~ See <http://projects.nytimes.com/guantanamo/> and <http://www.miamiherald.com/2007/11/27/322461/by-the-numbers.html> for more information

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<sup>10</sup> <http://projects.nytimes.com/guantanamo/>

<sup>11</sup> <http://www.miamiherald.com/2007/11/27/322461/by-the-numbers.html>

<sup>12</sup> <http://www.miamiherald.com/2007/11/27/322461/by-the-numbers.html>

<sup>13</sup> <http://www.miamiherald.com/2007/11/27/322461/by-the-numbers.html>

### **INFOGRAPHIC TOPIC 3: The Global Refugee Crisis (data intensive)**

*Information compiled by the United Nations High Commissioner for Refugees (<http://www.unhcr.org/>)*

Create an info-graphic/data-visualization based on the data, or some subset of it, provided by the UNHCR Statistical database on the Total Refugee population by country of asylum/country of origin (1960-2010).

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#### **Data**

The data is available at: [http://www.unhcr.org/statistics/Ref\\_1960\\_2010.zip](http://www.unhcr.org/statistics/Ref_1960_2010.zip).

Please cite the source of the data in your piece as: "UNHCR Statistical Online Population Database, United Nations High Commissioner for Refugees".

Welcome to the 2013 Young Ones Competition. Below are the specifics on how to enter your work in each category.

## **ENTRY INSTRUCTIONS, BY CATEGORY**

### **Design**

#### Logo Design

- ~ Send in the logo design (In both color and grayscale) printed on **UNMOUNTED 8"x11" (A4) or 11"x17" (A3)** paper for judging.
- ~ Print the entry label through the online entry system and securely attach it to the back of the printouts.
- ~ In addition to submitting the hardcopy for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.

#### Corporate Identity

- ~ Send in a hardcopy of the entire campaign printed on **UNMOUNTED** paper **NO larger than 20"x40" (51 cm x 102 cm)**, showcasing all elements on one sheet for judging.
- ~ Print the entry label through the online entry system and securely attach it to the back of the presentation board or printout.
- ~ In addition to submitting the hardcopy for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.

### **Infographic Design**

- ~ Send in a hardcopy of infographic printed on **UNMOUNTED 11"x17" (A3)** paper for judging. **Please Note:** It is **REQUIRED** that you send in a hardcopy of your entry. Please contact The One Club if there is any reason that you cannot.
- ~ Print the entry label through the online entry system and securely attach it to the back of the infographic.
- ~ In addition to submitting the hardcopy for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.



The Young Ones online entry site will be up in **February, 2013**. All entries must be registered on our online entry site, [www.theyoungones.org](http://www.theyoungones.org), and the physical submissions for the judging must be sent to The One Club along with entry labels, itemized list and payment confirmation. All necessary documents can be printed out through the entry site.

## ENTRY INSTRUCTIONS

### Digital Files for Upload

You must upload digital images for **ALL** entries. This process will be required during the online entry registration. These images will NOT be used for judging.

#### Image specifications:

- ~ High res JPEG, 5MB max
- ~ 300 DPI, RGB color mode
- ~ The longest side should be between 2400 - 4800 pixels
- ~ For entries with multiple images, name the file followed by \_a, \_b, \_c so that it is clear this entry is a campaign or has multiple pieces.

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### Entry Fee(s)

- ~ \$30 USD per entry (regardless of single or campaign). Students can enter more than one entry in the same or different categories.  
(e.g. 1 entry in Integrated Branding and 1 entry in Product Design = \$60 USD).
- ~ There will be a \$10 USD late fee added to each entry registered after the **March 8, 2013** deadline.

#### Entry Fee Payment Options

- ~ **Option A:** Students register and pay for their own entries.

At the end of the online entry registration, students can chose ONLINE PAYMENT using a Credit Card or select OFFLINE PAYMENT and send in a Check or Money Order along with the submissions.

- ~ **Option B:** Students register the entries and school pays for the submission: This can be done in two ways:

1. **GROUP PAYMENT CODES:** With this new method of entry, an exclusive customized Group Payment code can be created for schools and classes, which students can use to enter their own work as individuals, and then when the school administrator is ready, the code can be turned off and one invoice will be generated for all of the student entries, making the entry process more efficient. *\*\*Also note that a cap can be placed on the number of times the code can be used.*
2. Instruct your students to chose the **OFFLINE PAYMENT** option at the end of the online entry registration. The school then collects the OFFLINE PAYMENT FORMS from all students and sends them in with the payment.

- ~ **Option C:** School registers and pays for their students submissions: At the end of the online entry registration, schools can chose ONLINE PAYMENT using a Credit Card or select OFFLINE PAYMENT and send in a Check or Money Order along with the submissions.

**Note:** Payments from schools must be received by The One Club on or before **Friday, March 22, 2013**.

## **Deadline**

All entries must **ENTERED** on the online entry system and **ARRIVE** at The One Club by **Friday, March 8, 2013**.

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## **Entrant Eligibility**

Entrants must be college students or enrolled in an accredited advertising or graphic design program. Entrants from non-accredited advertising or design programs must be approved by The One Club prior to the submission of entries. You are **NOT** eligible if you are working at an agency as a copywriter or art director. Internships are acceptable. Students do not have to be a member of The One Club in order to participate in the College Competition.

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## **Awards and Honors**

One Show Pencils, along with cash prizes, are awarded to each winning team. All winners and finalists will be published in the One Show Annual.

## **Winners / Finalists**

The finalists will be contacted in **April 2013**. All awards will be presented during the Young Ones Education Festival in May 2013 in New York City. All entries become the property of The One Club and will not be returned. All finalist work will be retained by The One Club for use in the One Show Annual. The entrant also grants permission to The One Club to show or license others to show, edit and publish the entries at such times and in such manner and media The One Club deems appropriate. The decisions of the One Show Judges are final, including determinations as to eligibility.

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## **Usage Rights**

The One Club will act as a liaison to ensure that the client will contact the students if they decide to publish or produce any work entered in this competition.

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## **Client Pitch Competition**

The seventh Annual Client Pitch Competition will be held during the education Festival. All entrants for the College Competition are eligible to participate upon separate registration. The 10 selected teams will give a live presentation in front of a panel of judges. The results of the College Competition do not exclude anyone from participating in the Client Pitch Competition.

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## **Contact the One Club**

If you have questions regarding submission preparation, format, specifications or other details regarding entering the 2011 One Show College Competition, please contact The One Club's Education Department at **212-979-1900** or e-mail us at **education@oneclub.org**.