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# IT'S ON US

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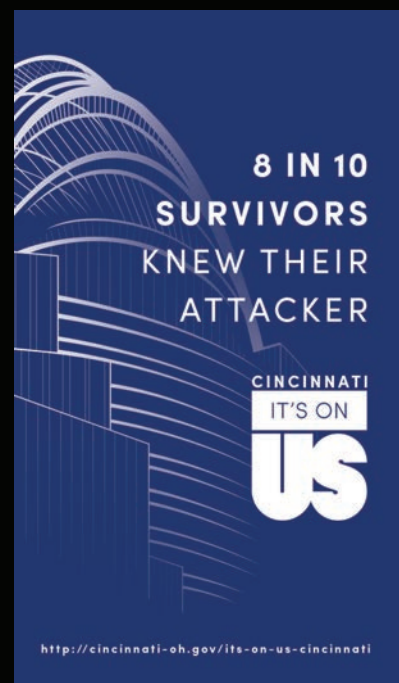
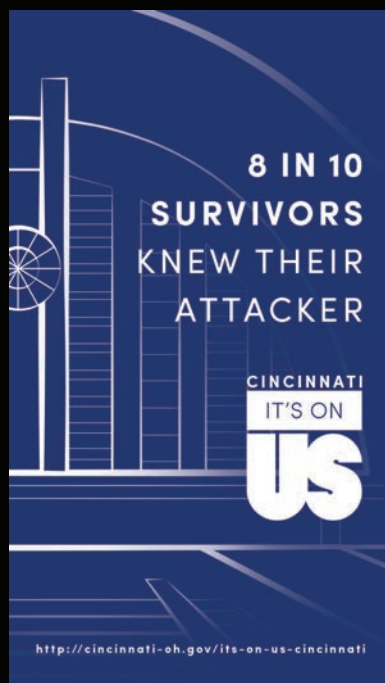
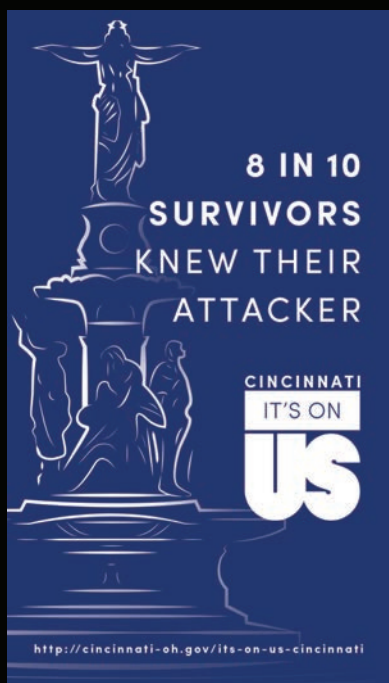
(A) Sticker 1



(B) Sticker 2

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(C) Billboards



(D) Facebook cover photo

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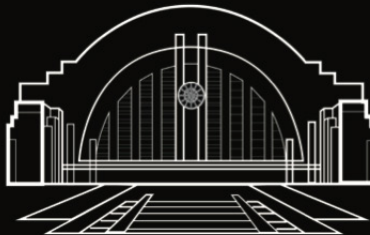
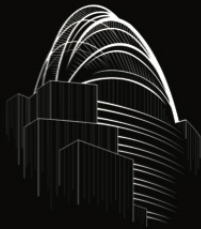
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(E) T-shirt

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(F) Landmark process



(G) Skyline process

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(H) T-Shirt featured on WCPO News



(I) Social media coverage





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I sat in my Newark, New Jersey apartment watching Lady Gaga perform with a chorus of survivors. My roommates walked around the apartment, chatting on the phone, making dinner, and finishing work from Audible, but I remained still, my eyes glued to the television. Growing up, my mother and I made a point to watch the Oscars, discussing favorite artists and formal wear with my aunt and cousins. But tonight, our conversation over the phone was a lot more serious. Lady Gaga not only showcased her immense talent, but she also brought awareness to sexual assault and rape, violences which has been harboring misunderstanding and a social stigma for decades.

## STATISTICS

1 IN 5 WOMEN AND 1 IN 16 MEN  
ARE SEXUALLY ASSAULTED IN COLLEGE

40% OF SURVIVORS FEAR REPRISAL  
BY THEIR ATTACKER

ONLY 2% OF INCAPACITATED  
RAPE SURVIVORS REPORT ASSAULT

ONLY 13% OF RAPE  
SURVIVORS REPORT ASSAULT

8 IN 10 VICTIMS KNEW THEIR ATTACKER  
(FRIEND, SIGNIFICANT OTHER, ETC.)

Growing up, stereotypes surrounding sexual assault and rape bring grave violence to my mind. I feel that my belief along with societies belief on what constitutes a sexual assault or rape needs clarification. The It's On Us campaign aims to reestablish the belief system, showing society that rape is more than a dark alley attack or brutal beatings. Sexual assault and rape can happen to anyone, by anyone. Trusted family members, boyfriends, husbands, same gender

friends— sexual assault and rape is a serious offense and it happens too often.

The campaign encourages society to replace the word 'victim' for 'survivor,' promoting empowerment and a sense of self to those affected. It's On Us brings attention to the life long impact one experiences mentally, emotionally, and physically after sexual assault or rape. Acknowledging outsiders vantage point, the campaign teaches compassion along with confidence to counteract the guilt survivors feel.

When researching sexual assault and rape, I found that family and those closest to survivors can impede the healing process the most. Often times they aggregate survivors wounds, filling silences with unhealthy means of reassurance and affirmation. Those associated with survivors may tease them, placing blame for the assault or rape because of the way they dress or act—stating the survivor 'asked for it.' Also minimizing the incident is common, family and friends justifying assault or rape because the survivor is dating or married to the perpetrator. These types of extended emotional abuse is often due to a misunderstanding of the issue.

Many survivors seek therapy after the trauma, and along with family and friends, therapists can aggregate the issue further. Especially with licensed professionals, those affected are at their most vulnerable in therapy. When someone the survivor trusts provides unhelpful support or discredits their story, damage builds.



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It's On Us aims to alter the view society and outsiders hold on sexual assault and rape. An alarming amount of offenses occur to college aged students, therefore, many universities recognize It's On Us on campuses across the United States. Instead of keeping crimes in hushed voices or blaming the victim for something that was not their fault, It's On Us pioneered by Vice President Joe Biden takes a stand for those who cannot. Additionally, celebrities like Lady Gaga, Zoe Saldana, Mayim Bialik, and Joel McHale are joining the fight, speaking out and supporting the cause.

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I am currently a sophomore in the DAAP Graphic Communication Design program at UC. Andrew Naab, UC Student Government president for 2015/16, reached out asking me to design the branding for It's On Us Cincinnati, a city wide campaign. This campaign is under President Obama and Vice President Biden's It's On Us government campaign, Cincinnati being one of the first city wide initiatives. Andrew Naab, Colleen Reynolds (past Xavier University Student Body President), UC Women's Center, and Women Helping Women were primary contacts when designing.

Designing for It's On Us Cincinnati, although challenging, was an incredible experience not only for enhancing my design skills, but also to learn about an important cause. I feel that changing societal views will lessen the amount of offenses and will also educate those who may be at high risk for doing the crime. The shame and guilt survivors feel needs to be placed on the perpetrators, not the survivors.

To me, placing blame on the perpetrators is a lot like placing blame on individuals who leak nude photographs of celebrities. Take Jennifer Lawrence. Her photos were leaked and her body was exposed all across the Internet on illegal terms. Those who leaked her photos are perpetrators. Jennifer did not stay silent, she directly blamed the perpetrators, the individuals who carried out the real crime. She did not ask to have her privacy compromised. Instead of accepting the embarrassment and recoiling with shame and guilt, an understandable response to a clear invasion of privacy, Lawrence directed the blame to those who did the crime— individuals who violated her boundaries without consent, exploiting her to billions of viewers.

Although I designed and created the overall ideas for It's On Us Cincinnati, I was also able to solicit one of my friend Alexis Jerome to help with the designing of the skyline, used on the official logo, t-shirts, and laptop stickers. This gave me a view into the world of art directing, a career path I would like to pursue when I get further in my graphic design profession. Not only did my organization skills improve, my confidence in delivering a vision for another designer to understand improved as well. I had to clearly communicate ideas for her to execute and spend time explaining the project and initiatives. I was not only responsible for myself, I also had to guide another designer's skills. Additional design help from Alexis ensured that deadlines were met, files were organized, and visions for the design direction were shared and collaborated upon.





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A) Used Cincinnati Landmark elements created in Adobe Illustrator. Each landmark took around 8 hours to conceptualize, draft, and create.

B) Experimented with vectorizing handwriting using a Pentel pen. Instead of structured and strict letter forms, I kept my handwriting fluid. This type of lettering can be seen in many advertisements today (Bumble and Bumble beauty products, American Eagle, Audible, and Amazon Company, etc.) I also used Alexis Jerome's city skyline in the design.

E) Mock-up of shirt design. Challenging to design within a system, taking the screen printed shirt and the digital design into consideration.

H) Very exciting to see my designs featured on the news! I also got a shoutout in WCPO's article on the It's On Us Cincinnati campaign.

## WEBSITES REFERENCED

<http://itsonus.org/>

<http://www.wcpo.com/news/insider/xu-gender-violence-prevention>

<https://www.facebook.com/itsonuscincinnati513/>

<http://www.vanityfair.com/hollywood/2014/10/jennifer-lawrence-photo-hacking-privacy#6>



THANK YOU