



Design for Human Rights: Balancing Genders

10 design workshops
with the support of
Royal Norwegian Ministry
of Foreign Affairs

Thanks to the support of the Royal Norwegian Ministry of Foreign Affairs we will be organising week long programs in 10 developing and emerging countries in Africa, Asia and Eastern Europe. The goal is to promote democratic values, with a special focus on promoting women's rights. The workshops will open with a debate on gender equality, led by specialists on the issue including representatives from local NGOs. The participants will produce posters with the help of experienced designers, before the workshop culminate in a public exhibition of the posters.

poster for tomorrow 2014 Workshops:

Design for Human Rights

Balancing Genders

GOALS:

- Promote democratic values and human rights awareness
- Create a bridge between designers in developed and developing countries
- Transform every participant into an ambassador for human rights

TARGET COUNTRIES:

10 developing and emerging countries in Africa, Asia and Eastern Europe will be selected to participate in the program: Ghana, Kenya, Tunisia, Morocco, Egypt, Lebanon, India, Pakistan, Belarus, Bosnia and Herzegovina are the proposed countries currently proposed.

THE PROGRAM:

A one week workshop, running from Monday to Friday, divided in 3 phases.

KEY ACTIVITIES:

1. DAY 1 - OPENING DEBATE

4 Tomorrow will invite speakers such as NGOs, psychologists, doctors, anthropologists and specialists on gender equality to stimulate discussions on women's right issues. Based on the results of these talks, the tutor will define key insights with the students that will provide the basis for the second phase of the workshop. These sessions will help the participants to have a better understanding of women's right issues in their area and gain more powerful insights to create strong posters.

2. DAY 2-5 - DESIGN WORKSHOP

The aim of the workshop is to shape communication tools which could prove useful to CSOs active in female empowerment and relevant to the general public. Up to 25 participants may take part to the workshop: 15 to 20 students, 5 to 10 CSO members. They will be asked to produce poster designs based on the outcomes of the opening debate. To create a richer cultural experience and to establish connections between designers, the workshops will be held by experienced designers in the social communication field from other parts of the world.

3. DAY 5 (AFTERNOON) - POSTER EXHIBITION

The posters made during the workshop will be exhibited in a public place. The opening will be held on the last day of the workshop and the exhibition will last for a minimum of 7 days. This exhibition will be an opportunity to bring all the topics raised during the debate to a larger audience in the local community.

FOLLOW UP

The workshop tutors will assess the quality of the posters and the participants' progress during the activity in a written report. This may help to focus on the strengths and weaknesses of the program and make improvements for the following edition.

4 Tomorrow will promote the project together with local coordinators by organising the poster exhibition in other cities within the country.