



Photo Credit: photos.edmonton.ca

POSTERS AND A STATEMENT

A SHOW OF SUPPORT

HOPE JUBENVILL - LGBTQ+ PROJECT LEAD



Photo Credit: photos.edmonton.ca

An Explanation for the Project:

This project revolved around the concept of safe spaces and the LGBTQ+ community. For those who are LGBTQ+ there exists fear, anxiety and worry when coming out to others. This largely stems from the uncertainty of their response. An individual or an organization may hold understanding or accepting views of the LGBTQ+ community but that may not be known by someone coming out. And in those instances, an LGBTQ+ person is possibly opening themselves up to discrimination, rejection or violence.

This fear and uncertainty has consequences. Many LGBTQ+ people do not feel comfortable talking about the part of their life that could result in prejudice so they hide that part, becoming hyper vigilant and more withdrawn from others. An LGBTQ+ person may avoid discussions of personnel or romantic life, or feel forced to constantly watch their own behavior or words. Members of the LGBTQ+ community face high levels of discrimination when it comes to the workplace so the fears of the LGBTQ+ community are legitimate. This situation results in a worse workplace/social environment, less engagement from the LGBTQ+ community and personnel problems for the LGBTQ+ members experiencing this.

There are a lot of ways to combat this but one of them is the creation and use of safe spaces. These are environments that are accepting, non judgmental but most importantly safe for members of a specific group, in this case the LGBTQ+ community. And as Community Leagues face the same problems as a work place in terms of the LGBTQ+ community, it seemed like there was a way of creating a safe space within Community Leagues through the use of this poster. It will hopefully help those who are LGBTQ+ to feel safer and more comfortable engaging with their neighborhood Community League but also the Edmonton Federation of Community Leagues as well. Thus the statement was drafted and the posters designed.





Design and Development:

Posters:

Part of the goal of these posters was to combine elements of the City of Edmonton with an element that is instantly recognizable as being associated with the LGBTQ+ community as a whole. I settled on something rainbow for that element was it stands out and it is not associated with one specific sexual or gender minority. However finding a way to make sure the City of Edmonton was represented fully and clearly proved a bit more difficult. There were about six different designs created, each having two to eight different variants then. Through a process of examining visibility, structure, overall design effectiveness and clearness, one design was chosen and the original eight variants were cut down to four. The point of having more than one design is to give the different community leagues more options when choosing or customizing their version of the poster.

Statement:

With drafting this statement, a goal was to address both a Community League as an organization and as a physical entity in terms of the hall and the programs/projects that are run by the Community League. Another goal of the statement was to affirm a positive and progressive attitude for the future and a commitment to being better while at the same time commenting on the continuing negative experiences felt by the LGBTQ+ community. These two goals served to direct the majority of the process and wording of the statement, which is written down below.



"The Edmonton Federation of Community Leagues is committed to being respectful, inclusive, and supportive of the LGBTQ+ community, both as an organization and as a work place. Furthermore this building stands as a safe space for all members of the LGBTQ+ community from harassment, discrimination, and intolerance"

- Edmonton Federation of Community Leagues
Statement of LGBTQ+ Inclusivity

Photo Credit: photos.edmonton.ca