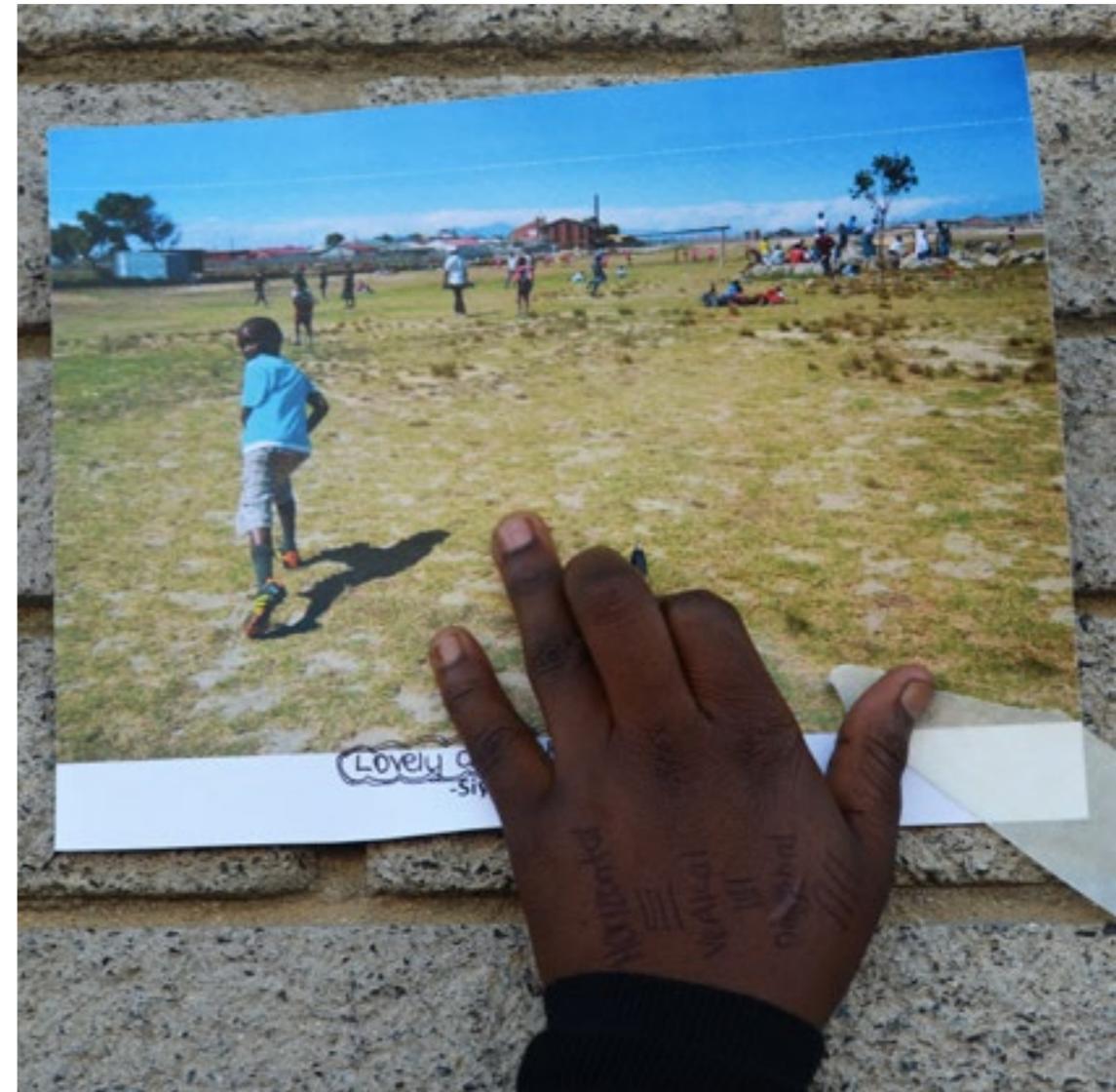
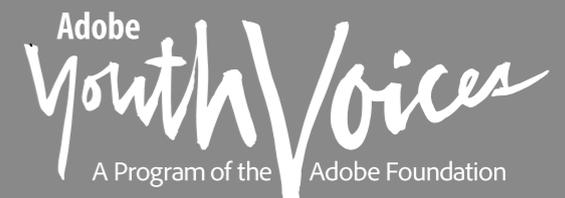


ENVISION

A GUIDE TO SHOWCASING
CREATIVE EXPRESSION



Brought to you by



FOREWORD

Since 2010, TakingITGlobal and Adobe Youth Voices (AYV) have worked in partnership to ignite creative confidence in youth by empowering them to find their voice and make it heard. This partnership enables TakingITGlobal to deliver the AYV program experience to educators and young people around the world.

The youth involved in AYV explore issues that they care about and by utilizing the digital media skills they gain in the program, create original media to share their message. The combination of their experiences, their passion for change, and the support they receive from AYV enables them to get involved in their communities, re-engage in education, and realize their potential as changemakers. Through programs like AYV, TakingITGlobal is proud to support initiatives that increase creativity in education and equip young people to solve the world's biggest challenges.

Envision was created to support youth around the world to exhibit their artwork. Our hope is that this toolkit will provide inspiration, tips and ideas for young artists who are excited to share their creativity with diverse audiences all while making a difference in their communities.

This toolkit is an interactive PDF. That means that each page has many different sections for you to explore and enjoy.

You can navigate through the pages by clicking on the arrow icons at the top of each page. You can also explore the interactive elements of each page by clicking on different buttons and icons. Here is some information to help you through navigation:



If you see this icon it means that you are hovering over an interactive element.

Each page has a variety of media and pop-up information that you can access this way.

We recommend navigating the toolkit using the interactive pointer.



If you see this icon you can click and your PDF will progress to the next page.

Keep in mind that you might miss some of the interactive layers of the toolkit if you navigate it this way.

ENVISION

A GUIDE TO SHOWCASING CREATIVE EXPRESSION

Anyone can take a picture, shoot a short video on their cell phone, or post an opinion on a social media site. The art of media-making has empowered people worldwide to develop their creativity, use their voices and share their perspectives and ideas. It's easier than ever before to engage with others around the world and be a voice for the people, places, and ideas that matter most to you.

Media-makers, young artists and educators alike, welcome to ENVISION A Guide to Showcasing Creative Expression. This resource will help you share your message through powerful exhibition by supporting you with the tools and insights to:

RECOGNIZE the things you care about and establish your message, **CREATE** meaningful artwork to explore your perspective, and **SHARE** the finished product with others, allowing them to engage with your message.

Here you will find everything you need to know about what it takes to share your creativity with the world. Let's get started!



WHAT DO YOU WANT TO TELL THE WORLD?

Art has the power to influence how people perceive the world. It can transform communities and inspire change.

Before you start to create, take a step back and look at the big picture. Being an artist is about more than making and showcasing art. It is an opportunity for critical thinking and authentic self-expression.

Meaningful artwork can have a great impact on how you and your community perceive and work to address important issues. Sharing your creative expressions through exhibition opportunities can help bring big ideas to light and affect positive change in yourself and the world.



FIND YOUR MESSAGE

This chapter will help you to discover your message!
Click the boxes on the left to get some ideas.

CHOOSE YOUR MEDIUM

Young people worldwide have caught on to the power of media making, and are utilizing the creative potential of photography, video and audio production, animation, print media, and fine arts to express their unique perspectives. The Internet has opened up new mediums for expression that make it possible for young artists to communicate and engage across borders.

Each medium has advantages and limitations. As an artist, you need to select the best medium for your message. As you create, regularly think about your central message and ask yourself, *“How can I harness this medium to amplify my message and better engage my audience?”*

Photography

Photography enables artists to convey feelings and tell stories by capturing moments in time.

Techniques such as light writing, time-lapse, and strobe photography can be used to create powerful images with a great aesthetic.

An artist might choose photography for its accessibility. Digital cameras are easy to find and operate, allowing both new and experienced photographers to employ these tools for self-expression.



TIPS

- Setting up a photo exhibit is easy to do, and there is a range of presentation options available to you. Try hanging your photos, laying them on the ground, resting them against walls or other surfaces, or even posting them online.
- Photography is both familiar and accessible - shoot with a video camera, digital camera, or even your cell phone!
- A picture is worth a thousand words, but will your audience know what you are trying to say? Consider using written descriptions to explain your work.
- Well-lit spaces are ideal for showcasing photography. If your exhibition space has limited natural light, consider using floor lamps, spotlights, or even candles.

Nia's Gallery Exhibit

These images were taken at an exhibition, organized by a group of young people, aged 13-18, alongside the Nia Centre for Arts. The photographs in this exhibition showcase the collaborative perspectives of the young artists, highlighting their understanding of community as well as a shared desire to break stereotypes about poverty.

By exhibiting in a traditional gallery the young artists opted for a minimalistic style, allowing the white-space of the walls and the direct spotlights to draw in the viewers. They also provided an exhibition description, which helped to inform the viewers of the perspectives and key themes that inspired their work.



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“You don’t
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photograph,
you make it”

Ansel Adams
American photographer



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Generation Self-Identification

Rema Tavares is a Canadian artist who uses photography to share powerful messages about contemporary Canadian society. She created Generation Self-Identification, a photo collage that showcases people's identities, to deliver a distinct social message.

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Video Production

Film has the potential to influence how people perceive an idea or topic, particularly when the director has a clear message that is effectively communicated through a documentary, animated film, public service announcement, or music video.

Why choose video production? This medium provides an opportunity to capture the world as you see it. Editing tools such as Adobe Premiere Elements enable you to rearrange and assemble footage so that the end product expresses your unique message.



TIPS

- Videos are great for storytelling, but keep in mind that the multiple processes required for production – writing the script, filming, and editing – can be challenging and time consuming. Good planning is essential!
- Be creative when you exhibit your film. Project it onto a wall, use computer screens, or post it online to allow your audience to view at their convenience.
- If your audience will be visiting your exhibit throughout the day, you may need to plan multiple screenings.
- Your audience will be interested in the story behind your film. Consider using a short video to introduce the cast or hosting a live Q&A following the screening.

Cine en el Campo

Cine en el Campo is a Mexican initiative dedicated to bringing all aspects of the cinematic experience to marginalized, rural communities. Through production training, film making workshops, and screenings, they engage people of all ages on a national scale.

Since 2008, Cine en el Campo has visited over 150 communities, towns, and villages all over Mexico, bringing over 450 screenings to approximately 150,000 individuals.



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“I’ve combined my love of film and story telling with environmentalism. My goal is to effectively give my generation a voice and put a human face - something we connect to on a heart level as human beings...”

Slater Jewell-Kemker
Canadian filmmaker



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Deaf not Dumb by Deaffinity

Deaffinity is a group of young women who advocate to break barriers and stereotypes about the D/deaf community. They describe this short film as “a powerful counter-narrative to the discrimination targeting members of the deaf community.”

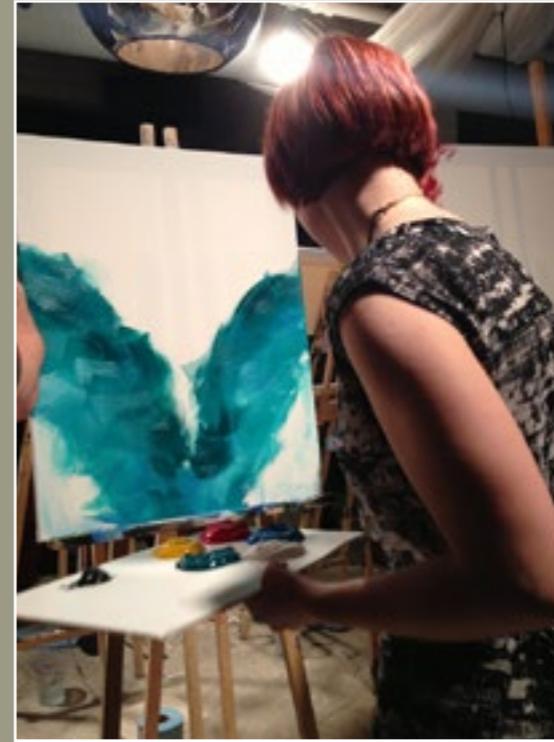
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Fine Arts

The fine arts include everything from drawing and painting to pottery and sculpture. These traditional art forms require particular skill and creativity on the part of the artist. Most audiences are familiar with these long-standing mediums of expression.

You might gravitate to the fine arts because you are already familiar with one of these mediums. Being comfortable with a medium makes it easier to employ it to draw the audience into your message. Take advantage of your skills in the fine arts to express yourself and leave a lasting impression.



TIPS

- Are you a sculptor or painter? Often when people think of “art” it is traditional mediums that come to mind. This familiarity can help the audience to understand and engage with your work.
- If you plan to transport your artwork to an exhibition, don’t forget these important items: bubble wrap, duct tape, cardboard, and “fragile” stickers.
- If your project involves the use of public property (a mural, for example), make sure you have the necessary permits or permission.
- Consider how you want to display your work. You have many options, from traditional frames to wall installations, light boxes, and pedestals. Make sure you have the right materials to successfully display your work.

Salvadoran Mural

In 2009, the Center for Exchange and Solidarity invited local youth and international volunteers to participate in a mural project in San Salvador, El Salvador.

The project sought to engage participants in creative collaboration to explore Salvadoran culture, memory, history, and identity.

The mural showcases El Salvador's complex history through vivid and colourful imagery. Today, it is an integral part of San Salvador's transnational community spaces.

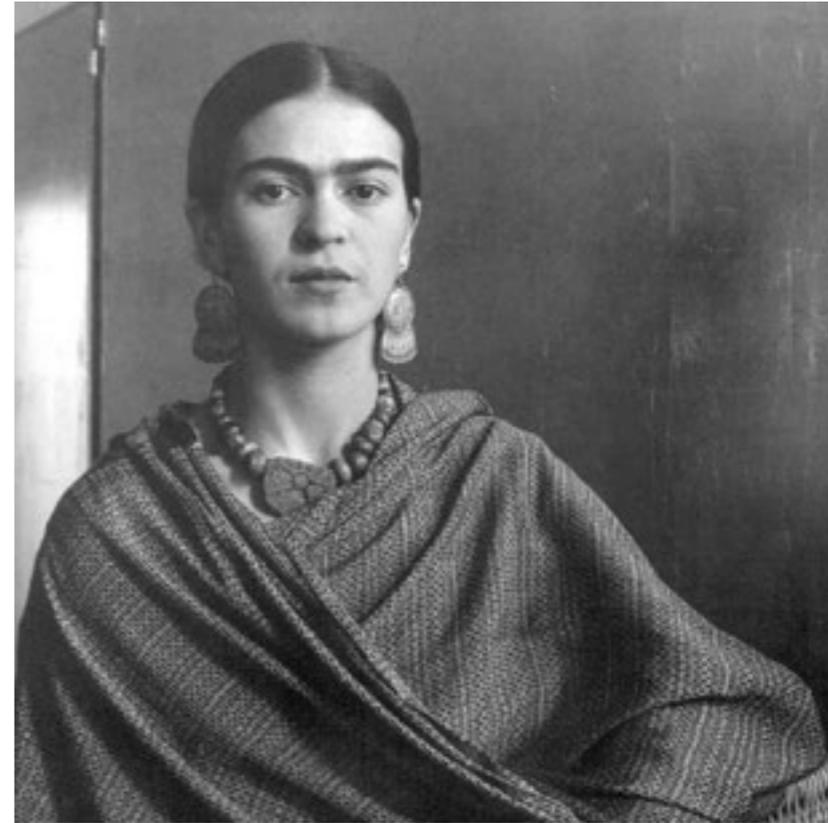


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“I don’t paint my dreams
or nightmares. I paint
my own reality.”

Frida Kahlo
Mexican painter



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Eduardo Robles Vera

A Mexican sculptor shares his journey as an artist, from creating artwork for purely aesthetic reasons to incorporating powerful, socially conscious messages into every piece he creates.

TIPS

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Print Media

This is where photography, typography, and illustration collide. Design software offers endless opportunities for expression and creativity, whether the end result is a poster or pamphlet.

Choosing print media enables you to use a variety of digital skills to create engaging art. With print media, you can focus on one idea, presenting it in a straightforward way, through text, or in a more subtle form such as a digital illustration.



TIPS

- Artists can make printed copies of their digital work, put them in the hands of their audience, and invite them to engage and discuss!
- Print media can be exhibited in many ways: in a traditional exhibition space focusing on printed images text, or by posting digital works in an online space.
- Consider how the presentation of your work within the exhibition space will reinforce your message. Lay posters in piles around the room and invite the audience to pick one up and take it home.
- Stuck for ideas? Use your artwork to create posters, pamphlets, or stickers for a campaign.

El Oso Pipo

Tatiana Jorge, a young artist from Uruguay, wrote a story. She then staged a series of photographs using only her script, a few stuffed animals, and toy props. Once she was happy with her pictures, she uploaded them to her computer and created a book. Her intention? To exhibit her message as a storybook and raise awareness about child abuse – take a look!

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“Print media is a way to communicate our feelings simply on any issue for positive change. It’s effective and useful to all people. Digital media needs some special things like computers or software to show posters so not require these things. They are handy also and we can use them anywhere. In rural areas, posters are very effective and useful. I think it is very easy to say something to all.”

Manthan Charles
Indian artist



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Posters for Tomorrow

This annual international competition encourages people within and outside of the design community to make posters to stimulate reflection and action around pressing global issues.

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Mixed Media

Mixed media art invites you to combine various materials to create a unique artistic experience for the audience.

With mixed media, you will be able to creatively explore combinations of materials and mediums. You have a range of great possibilities. Combine audio with a visual piece, add graphic elements to a photo, or create a collage using some of your favourite materials. That's the best thing about mixed media – you can use as many different mediums as you want to create a unique, eclectic piece of art.



TIPS

- Don't shy away from combining diverse mediums to create an artistic experience.
- You have countless exhibition options! Invite the audience to listen to a recording or podcast, or exhibit online, enabling people to login, appreciate your art, and engage with each other.
- Mixed media is great for group work. You can draw from various artists' expertise in diverse mediums to create a collaborative piece.
- Mixed media installations often require various types of technical expertise. Remember to test everything before you exhibit.

Wasteland

In 2008, New York City artist Vik Muniz traveled to Brazil to embark on an art project in Jardim Gramacho, a landfill on the outskirts of Rio de Janeiro. There he collaborated with a group of catadores (self-identified garbage pickers) to create larger-than-life self-portraits using garbage and recyclable materials from the landfill.

These portraits were later auctioned off, raising over \$60,000 USD in support of the workers' cooperative, the Garbage Pickers Association of Jardim Gramacho.



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“Mixed media is a way to leverage the possibilities of textures, colours, and materials in a way that creates new conversations in art. For me personally, mixed media is a way to rescue orphans of beauty, objects that would be otherwise discarded and embed them in my paintings to showcase what we may have missed when we first looked at them.”

Julie Lottering
South African/Canadian artist



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Nothing is Impossible by Tansy Piar

This media piece is about believing in your own dreams and not preventing your own fears to hinder you from reaching your goals in life. Tansy used Adobe After Effects and Adobe Premiere to create a fun animation that encourages teens to reflect on the fact that dreams can come true.

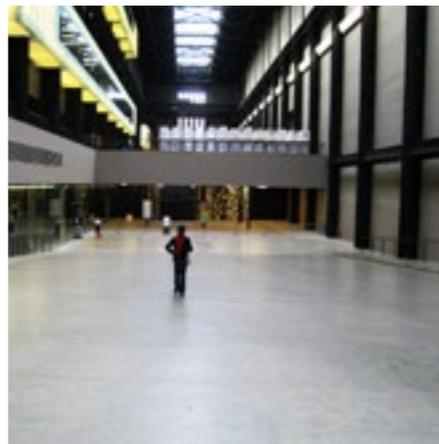
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FIND YOUR SPACE

Your exhibition may seem far off, but it is important to spend some time thinking about where you want to host it. The space that you choose will impact everything from the size and number of pieces of artwork you show to the overall vibe. Just as an outdoor space can give the audience a sense of freedom, large indoor spaces can feel intimate or isolating.

Spaces impact how art is perceived. It is important to consider the various elements that make a space unique, such as size, location, grandeur, lighting, and style. As an artist, you must intentionally choose an exhibition space that effectively reinforces your core message.



WHAT WILL YOU NEED?

There are a lot of things to think about when planning an exhibition, from the choice of venue to the finer details of running the event. Keep the following in mind as make your way on your exhibit journey:

PLAN to stay on track and achieve your goals;
TEAM to support you and lend a helping hand;
RESOURCES to cover all exhibit costs.

The equipment, financial resources, and labour you need will depend on your overall vision for the exhibition – its size, location, scope, and reach. While thinking about securing equipment, funds, and human resources can seem overwhelming initially, start by looking around you. Some of the people in your network likely have access to important tools, resources, and connections to help you succeed.



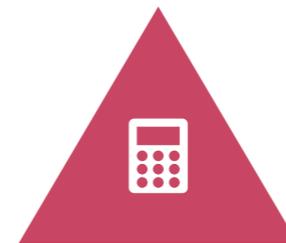
A detailed plan will help you stay well organized and ensure that everything you need to do gets done! There are countless things you will need to keep in mind. Setting goals and deadlines is a great way to keep yourself on track.

Make a PLAN...



Logistics

Make sure you secure your space and equipment, and have all necessary permits. Free online tools such as Eventbrite can help you manage your guest list and ticket sales.



Budget

Creating a budget will help you figure out how much your exhibit will cost. Make sure you track your costs in line with your budget to ensure that you don't overspend.



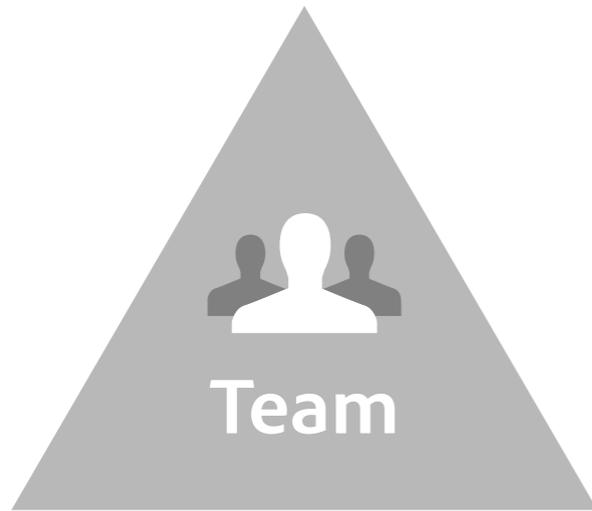
Outreach

Make the most of social media to promote your exhibition. Using hashtags is a great way to spread the word about your event.

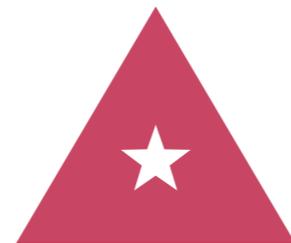


Timeline

With so many things to do, it can be difficult to remember every detail. Use planning tools such as virtual calendars and alerts to make sure you meet all of your deadlines!



Having a core team of people to support you is vital to your success. Not only do they bring much-needed skills and expertise to the table, but they can also help to carry your message forward!



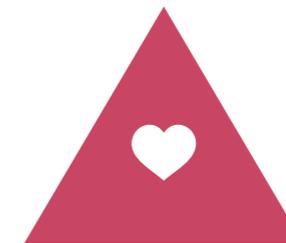
Experts

Find mentors who can give you guidance and advice. Think about the information you need to succeed and reach out to experts in those areas.



Volunteers

Gather a team of volunteers to help with tasks ranging from heavy lifting to designing promotional materials. Don't be afraid to ask for help. Friends and family are always happy to lend a hand!



Supporters

Planning an exhibit is a lot of work. At times you may feel stressed out or overwhelmed. You will need people to stand by you, providing support and encouragement along the way.



Promoters

Generating buzz will be important to get people interested in your event. Get the ball rolling by telling your friends and asking them to share details about your event through social media and word of mouth.

Find your dream TEAM!



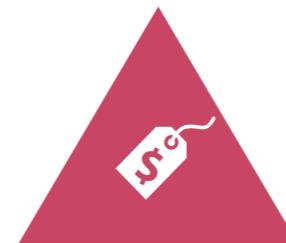
Once you've figured out your budget, you'll have to be creative to raise the funds you need. Taking the time to plan a variety of fundraising activities will help ensure that you have the resources you need without breaking the bank.

Get FUND-RAISING...



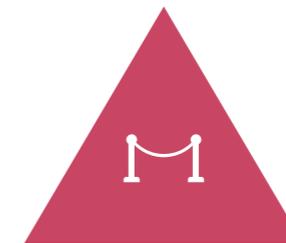
Sponsorship

Contact local vendors and caterers and invite them to become exhibit sponsors. Look for local government programs that provide grants for the arts.



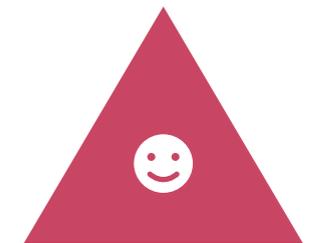
For Sale

Use your skills to fund your exhibit! Have a bake sale, run a lemonade stand, or sell your arts and crafts to friends, family, and members of your community.



Donations

Find community events where you can tell people about your plans and ask for financial support or gifts in-kind. It is usually best to do this within familiar communities.



Crowdfunding

Use websites such as Indiegogo (International), Kickstarter (USA), Ideame (Latin America), and Seedcamp (Europe) to help fill your exhibit piggy bank.

SPREAD THE WORD

You have chosen a message, identified an audience, considered spaces, and figured out what it will take to bring the exhibition together. So what's next? Promotion! Do this by utilizing informal online spaces, advertising in local newspapers, slapping posters on street corners, or relying on word of mouth.

Choose promotional avenues that you think will help you reach your intended audience and add value to your exhibition. You want your exhibit to be seen as an event that is well thought out, has a clear purpose, and is worth seeing.



LET'S SEE IT!

Congratulations! All of your hard work, planning, and creativity have led you to the exhibition stage! In the days ahead of the big event, you will need to put together all of the pieces of the puzzle that take place **PRE, DURING,** and **POST** exhibition.

You will have to balance many priorities, including last-minute promotion, volunteer management, liaising with funders and journalists, the setup and takedown of the exhibit, and sharing messages of thanks. While this is often the most hectic part of the process, it can be a lot of fun with good planning and help from supporters!





In this time-lapse video, Bay Area artist Joe Brubaker and a group of visiting artists and designers collaborate with students from MiraCosta College in California to provide insight into the detailed process of setting up an art exhibition!

Art

Space

Communications

People



The exhibit setup at TechXpo Chicago enabled the audience to move freely around the space and interact with the artwork. Making your setup innovative and appealing makes a big difference!

Art

Space

Communications

People



The audience makes the most of an interactive art piece during an exhibition in Jordan. Creating opportunities for your audience to actively engage with your artwork will help make your message more meaningful and memorable.

Art

Space

Communications

People



Free popcorn and refreshments were provided at the Cine en el Campo exhibit in Mexico City to help set the mood for a movie night!

Art

Space

Communications

People



Following their exhibition, Adobe Youth Voices Live artists mingled with guests in the lobby to offer thanks to guests for attending, network with supporters, answer questions about their artwork, and discuss what's next!

Art

Space

Communications

People



Students of Christel House India use the “Creative Minds” blog to share highlights, challenges, and lessons learned from their art projects and exhibits.

Art

Space

Communications

People

KEEP IT GOING!

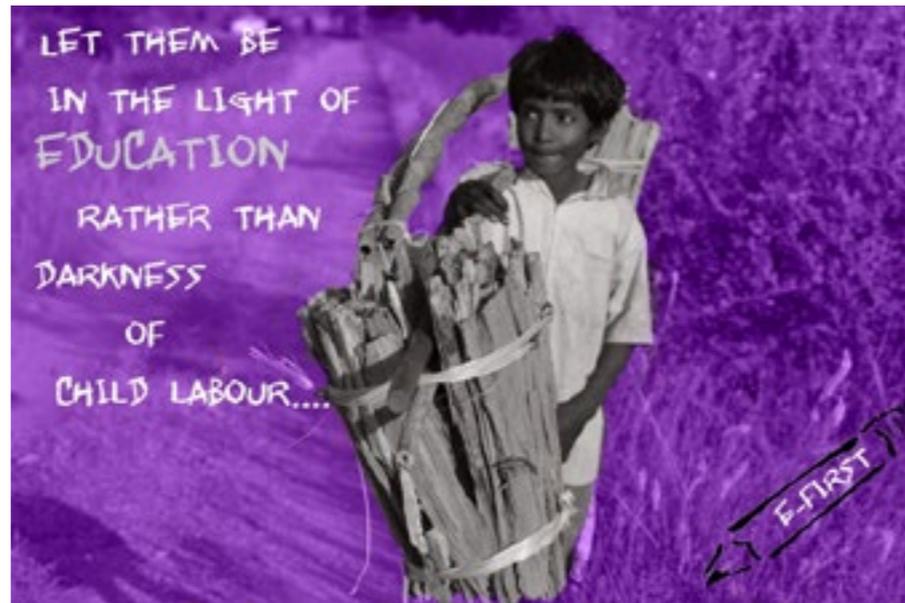
You have just completed an exhibition and succeeded in sharing your perspective with others! The exhibit provided you with an opportunity to meet new people and use your message to inspire change. Now it is time to think about how you can harness your momentum! How can you continue to connect with the people who attended the exhibition, and extend your reach beyond your immediate community?

Continue to spread the word and use your art as a platform for activism by submitting your work to contests, film festivals, and magazines and developing online spaces for exhibition and discussion.

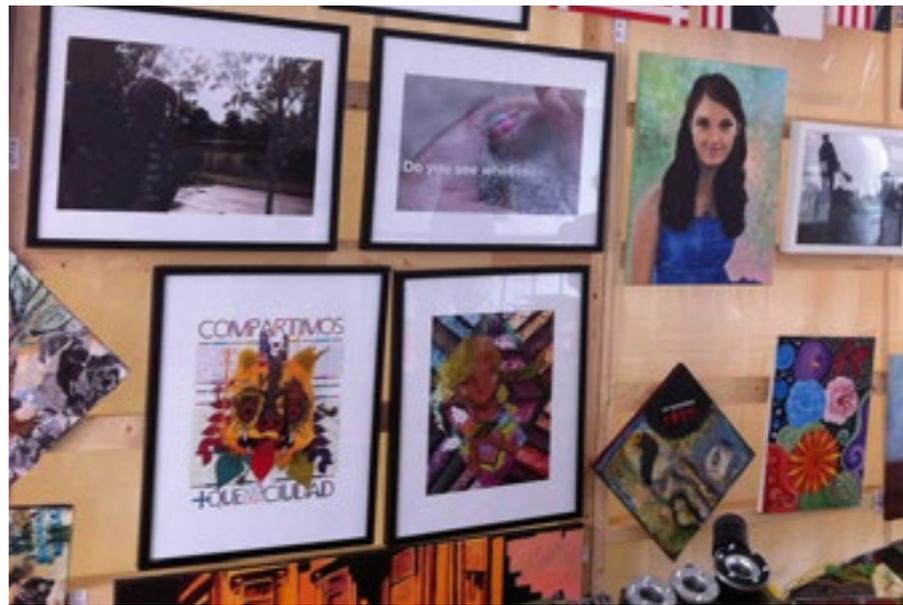




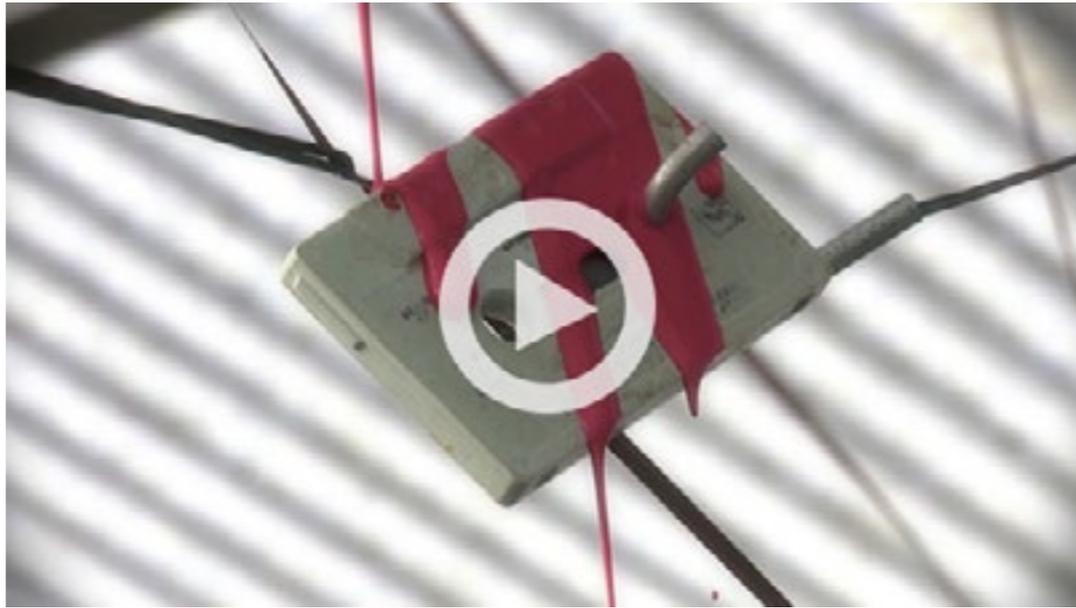
The Adobe Youth Voices Awards is a global challenge that invites youth to creatively express their vision for driving change in their communities. Youth participants submit original, high-quality content for online viewing and voting. Finalist entries are judged by a panel of professionals working in art, film, and other creative fields, and also by the general public through social media engagement.



At the age of 13, Manthan Charles gathered a group of friends in his hometown of Balaghat in India and started E-first, a youth-driven campaign with a mandate to voice young people's concerns about the environment and education through a series of posters.



Youth Day is an annual free community arts event that takes place in Toronto, Canada. Showcasing the work of young artists of all ages through a Youth Gallery, this event attracts over 20,000 visitors each year. It presents a great opportunity for up-and-coming artists to exhibit their talent and creativity to a large audience.



Chase Bortz is a driven and passionate high school student who created this film after being inspired by a song. Chase took his idea from the terribly important pre-production stage right through to the final edit, conveying his creative message.

What do you want to tell the world?

- YES Film Project by Shilpa Sayura Foundation, Sri Lanka

Choose Your Medium

- Offscreen Education Programme, England
- Nia Centre for the Arts Annual General Meeting, Canada <http://niacentre.org>
- Generation Self-Identification by Rema Tavares, filmed by Mani Mehramooz
- Youth Parliament of Jammu and Kashmir, India <http://youthparliamentjk.blogspot.ca/>
- Slater Jewell-Kemker, Canada
- Cine en el Campo, Mexico <http://cinecampofest.com>
- Photo of painter at National Projections, Canada, photographed by Pegah Tootoonchian
- Frida Kalho Rivera, painter, by Imogen Cunningham
- Mural Project, photographed by Vivian Trumblay
- Eduardo Robles Vera, Mexico
- Yolkan by Maria Fernanda López Martinez
- Manthan Charles, India
- La Historia del Oso Pipo by Tatiana Jorge
- UNESCO Poster for Tomorrow Art Contest, France <http://www.posterfortomorrow.org>
- A Creative Mind by Isabelle Higgins, Yani Perez, Adrian Pizarro, and Irene Samson
- Portrait of Julie Lottering by Tara

McMullen

- Wasteland by Vik Muniz, Brazil/USA
- Nothing is Impossible by Tansy Piar, Bonaire

Find Your Space

- Adriano Castelli, Shutterstock
- Street Art by Dissidents <http://www.curatedmag.com>
- Julien Leroy, England
- Adobe Youth Voices, USA
- TakingITGlobal Defining Moments, Canada <http://canadianmoments.ca>
- Edward Cooper, Ecuador
- TakingITGlobal Defining Moments, Canada <http://canadianmoments.ca>
- Brendan Howard, Shutterstock
- Adobe Youth Voices Jordan Clubhouse Exhibit
- AYV Youth Summit, USA
- Cine en el Campo, Mexico <http://cinecampofest.com>
- Street Art in Suchitoto, photographed by Vivian Trumblay
- TakingITGlobal Defining Moments, Canada <http://canadianmoments.ca>
- Bonaire Youth Outreach Foundation Facebook Gallery

Spread the Word

- Promotional Piece by EIME
- Bonaire Youth Outreach Foundation TV Interview
- Say It Out Exhibition, Uganda
- Adobe Youth Voices Aspire Awards <http://youthvoices.adobe.com/awards>

- AYV Live! London, England
- Boom by Boom by Rose and Joy Broadbent <http://boombyboom.com>
- TakingITGlobal Defining Moments, Canada <http://canadianmoments.ca>

Let's See It

- The power is in your hands, Allan Mukungu, Chole Richards, The Shadow Idols Youth Club, and PMM Girls, Uganda
- Creating an Art Exhibit Time Lapse, MiraCosta College, USA
- TechXPO Chicago, USA
- Adobe Youth Voices Jordan Clubhouse Exhibit
- Cine en el Campo, Mexico <http://cinecampofest.com>
- AYV Live! London, England
- Creative Minds Blog by Christel House <http://christelhouseindiaayv.blogspot.ca>

Keep It Going

- Express Yourself: Slater Jewell-Kemker by Champions of Unity <http://vimeo.com/user4510387>
- Adobe Youth Voices Aspire Awards <http://youthvoices.adobe.com/awards>
- E-first campaign by Manthan Charles
- Youth Day, Canada, photographed by Vivian Trumblay
- Dream by Chase Bortz

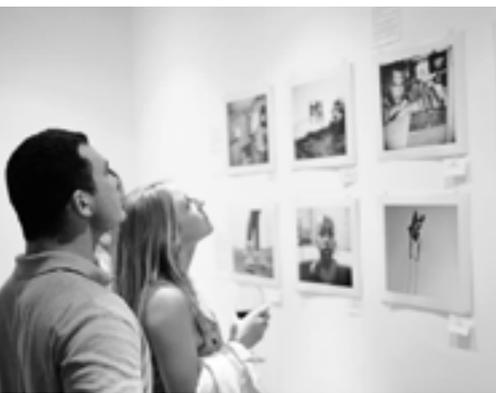
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