

Title: Brewanda | Social Good Campaign

Program of Study: Studio and Digital Art: Graphic Design

Presentation Type: Juried Art

Mentor and Mentor Email: Stacy Cannon (scannon@liberty.edu)

Student name and email: Hailey Worrell (haworrell@liberty.edu)

Research problem statement

During the 1990's the conflict between the Hutu and Tutsi tribes lead to a mass genocide resulting in the death of an estimated 1 million and the displacement of 2 million Tutsis. The Rwandan government since then has largely been focused on rebuilding its country, an effort that has been fairly successful in implementing policies for the welfare of its citizens. However, over two decades later, almost 40% of Rwanda's population still live below the poverty line with 16% living in extreme poverty. Currently, the Rwandan government is implementing policies to boost their economy in order to move away from external reliance and internal poverty. Part of this initiative will involve teaching Rwandan farmers how to implement better agricultural practices to keep farms running well and staff paid fairly. So the question is, if Rwanda is striving for economic independence, how can outside countries (such as the United States) aid in this endeavor without becoming necessary for Rwanda's economic survival?

Communication objective

The objective was to use a traditional campaign to bring awareness to an issue and encourage action on the part of the audience. While researching the issues in Rwanda, I continued to ask how outside countries can help Rwanda move towards economic independence. I discovered that countries like the United States could lend a helping hand through the purchase of Rwandan exports, especially agriculture. Agriculture accounts for 35% of the GDP, with almost 90% of Rwandan's making their income from agriculture. Coffee beans are one of Rwanda's largest cash crop exports. Through the purchase of Rwandan coffee, outside countries can aid in boosting Rwanda's economy and helping Rwanda move out of poverty. Upon consideration of the research, it was concluded that focusing on coffee drinkers and using the purchase of coffee as a call to action could be one effective way to aid Rwanda in their goals to overcome poverty. The implications of this could extend to other countries where agriculture, including coffee beans, is the main source of income for inhabitants. Coffee drinkers, especially in the United States, should consider how they use their buying power to impact the world at large.

Visual solution

The solution was a traditional ad campaign that included a series of three posters and three social media posts. Each poster focused on a different symptom of poverty in Rwanda and how the coffee drinker in America could alleviate that symptom through the purchase of Rwandan coffee beans. Poster one asked, “What If Your Coffee Could End Hunger?” and went on to explain some statistics about hunger in Rwanda and calling coffee drinkers to purchase Rwandan coffee. Poster two asked, “What If Your Coffee Could Save a Life?” and Poster three asked, “What If Your Coffee Could Educate a Child?” likewise giving statistics and urging the audience to purchase Rwandan coffee beans. The posters were set in local coffee shops where the audience (coffee drinkers) would most likely be found and respond to the call to action. In addition to the posters, several social media posts were created to increase the visibility of the campaign. These posts took a different approach to the same topics as the posters utilizing photography to illustrate the symptoms of poverty.

How it was produced

As I began to develop the campaign, I wanted to represent Rwanda’s culture within my visuals in a unique way. After some more research, I discovered the Rwandan artform known as *Imigongo*, which features bold lines and geometric patterns. Because of the artform’s heritage in Rwanda and its striking appearance, I used it as an influence in the visual style of the campaign. After the research stage where my objectives were solidified and artistic direction was found, I brainstormed ideas for the name of the campaign and theme of each poster and social media post. From there, I generated thumbnails and rough sketches for each designed piece before moving to the computer where I digitized the posters in Adobe Illustrator and edited the social media posts in Photoshop. After a few rounds of corrections from my professor, I took the final drafts out for a field test to see if the general public understood the message. After getting the public’s feedback, I made the final adjustments to my posters before sending to print.