GET CANCELED Process Book

BRIEF

PROJECT OVERVIEW

Get Canceled is designed to educate people on how easy it is to get canceled nowadays, and how detrimental the consequences can be, both for people's reputation and their career. When social media makes it so easy to spread hate and judgment, more and more people are ending up on the wrong end of criticism, to the point where rumor becomes accepted fact, and no proof otherwise has the power to dispute the general consensus.

TARGET AUDIENCE

The target audience will be Gen Z and Millennials who frequently use social media and have participated in, been a victim of, or are a potential future victim of cancel culture.

CONCEPT

With expressive typography and photo filters, the dynamic visuals and text will take the audience through an exaggeration of all the ways someone can get canceled, especially on social media, and how small rumors easily get blown out of proportion. Graphic elements would combine photography, Tweets, and typography to show the emotional impact of being 'canceled'.

DELIVERABLES

- -7.ine
- -Social Media Post
- -Interactive Kiosk Game

GOAL

The goal of Get Canceled is to make people think before they engage on social media, and hopefully begin to break the cycle of cancel culture. Get Canceled will both encourage people to thoughtfully consider what they share over social media, and to consult the original source of a rumor before forming an opinion, to avoid perpetuating unnecessary hate and judgment.



VISION BOARD

Idea and Concept

Get Canceled is designed to educate people on how easy it is to get canceled, and how detrimental the consequences can be, both for people's reputation and their career. Dynamic visuals and text will take the audience through an exaggeration of all the ways someone can get canceled, especially on social media, and how small rumors easily get blown out of proportion. Graphic elements would combine photography, hand-lettering, and collage, with bold colors and high contrast. Various images and words would be crossed or scribbled out, or written over, to show they've been 'canceled'.

Goal

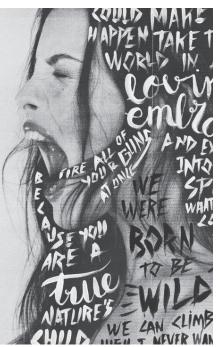
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Target Audience

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Deliverables

- Zine
- Kiosk
- Online Game (Part of Kiosk)
- Social Media Posts

Word List

Digital Mob, Chaotic, Bold, Unmasking, Commentary, Honest, Contemporary

Typeface Options

COTTON REGULAR
Elza Regular
Obviously Regular
Baskerville Regular

RESEARCH

In an article from the Pew Research Center, a majority of the Americans who have reported hearting a great deal about cancel culture fall within Gen Z and young Millennial. Of the people who are aware of cancel culture, 58% believe "calling out others on social media is more likely to hold people accountable," and only 38% believe "it is more likely to punish people who don't deserve it."

(https://www.pewresearch.org/internet/2021/05/19/americans-and-cancel-culture-where-some-see-calls-for-accountability-others-see-censorship-punishment/)

An article in the NYT suggests that once a person has been canceled, those judgments stay with you for years, sometimes even ruining self-esteem for life, especially when it happens at a young age.

https://www.nytimes.com/2019/10/31/style/cancel-culture.html

Dictionary.com explains that "cancellations are accompanied by mass unfollowings on social media, declines in sales and subscriptions, lost contracts, and more." https://www.dictionary.com/e/people-getting-canceled/

Banfield Agency explains how to avoid getting canceled. First, "be careful weighing in on social or political issues." Second, "watch how you use humor." https://banfield.agency/our_blog/3-things-to-remember-to-avoid-being-cancelled/



I wasn't able to find any similar campaigns about cancel culture. I found an advocacy organization called Unsilenced Majority, formed by conservatives to stop the "woke mob," but nothing actually intent on spreading awareness of the issue for everyday people.

About the Unsilenced Majority: https://thehill.com/blogs/blog-briefing-room/news/553986-conservatives-launch-anti-cancel-culture-advocacy-organization/

Brainstorming

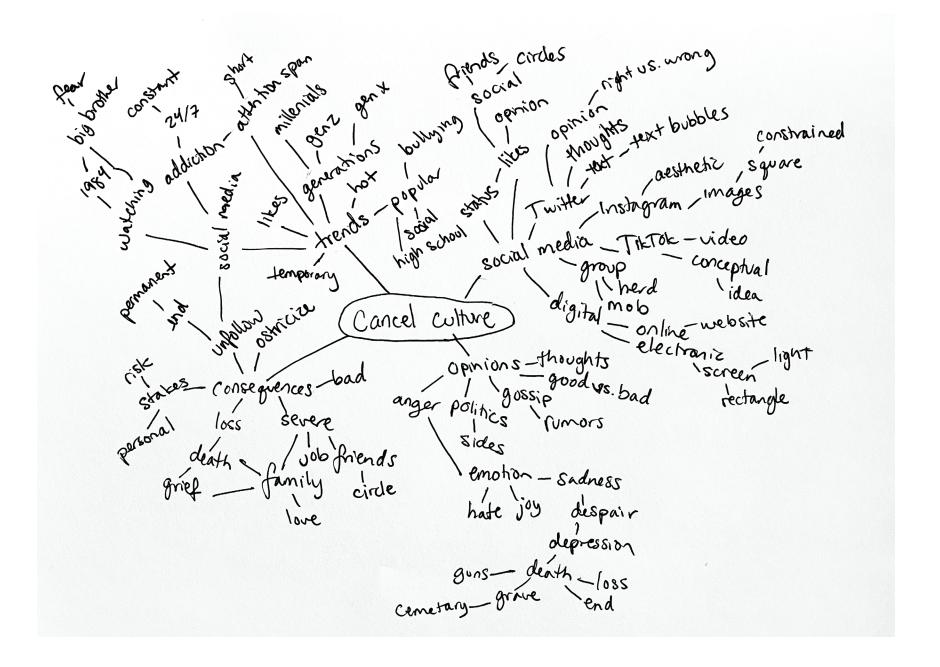
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Digital	Social	Rumor
Mob	Evil	Gossip
Stop	Group	Fear
Jail	Clique	Chance
Death	Mistake	Censorship
Reputation	Punish	Offend
Loss	Ruin	Text
Fail	Job	Phone
Friends	Followers	Online
Enemies	Likes	Ruthless
Speech	Virtual	Harmful
•		Trends
Tweet	Fake	Unmasking
		Commentary

Cancel culture (particularly relating to social media)

A guide about how to get canceled (a cynical take on how pretty much everything can get you "canceled" these days)

Happens a lot on Twitter, even innocent comments get canceled Old posts come back to haunt people when trends change

Can ruin people's lives, resulting in the loss of followers, friends, social standing, reputation, and even their jobs. One article said a reporter lost their job because of a post and couldn't find a new one. Potential Deliverables: Website, Zine, Online Game, Social Media Posts, Posters, Kiosk



TYPE AND COLOR STUDIES

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Get Canceled

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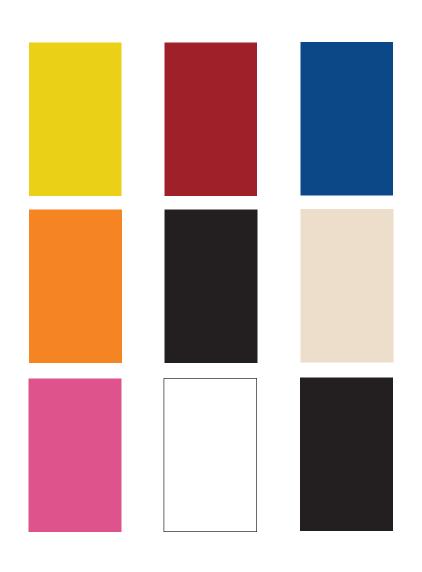
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Final Type And Colors

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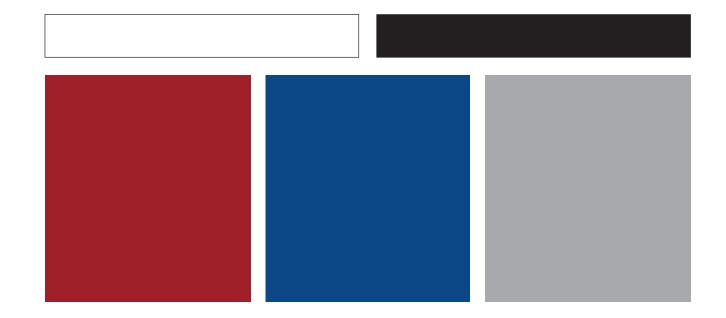
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PULL QUOTES: COTTON REGULAR

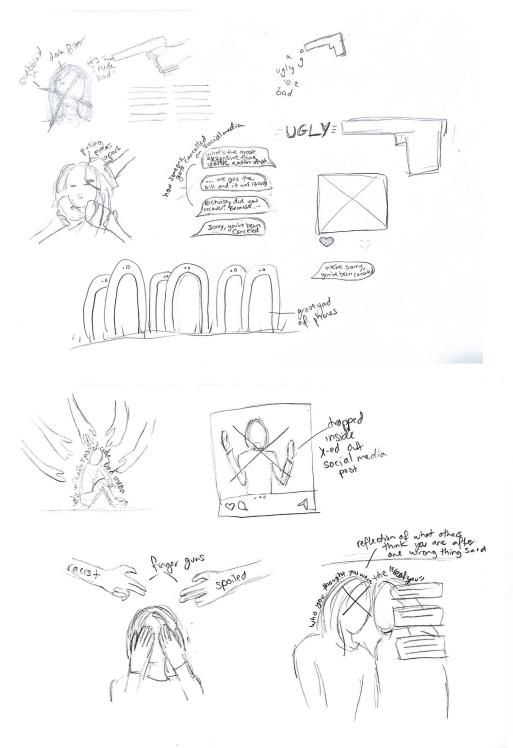
Rise of Cancel Culture

With cancel culture on the rise, social media makes it easy to spread hate, judgment, and criticism

WITH CANCEL CULTURE ON THE RISE, SOCIAL MEDIA MAKES IT EASY TO SPREAD HATE, JUDGMENT, AND CRITICISM



SKETCHES





Cancelo





EXECUTIONAL VARIATIONS











REASON 1

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ZINE ROUGHS





HOW TO GET CANCELED







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Cancel Culture: the digital mob.

SIMPLY PUT. CANCEL CULTURE IS THE IDEA OF THEIR CAREER, POPULARITY AND/OR FAME BECAUSE OF SOMETHING THEY'VE SAID OR DONE THAT'S CONSIDERED UNACCEPTABLE



But Who Am I?



Digital Mob

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Who you are doesn't matter.

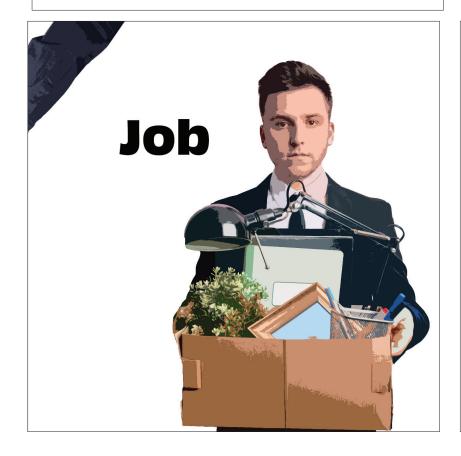


SOCIAL MEDIA ROUGHS

Being canceled means you could lose your...



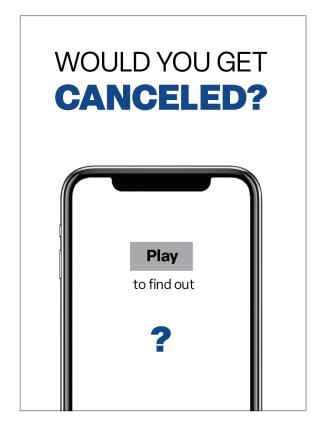








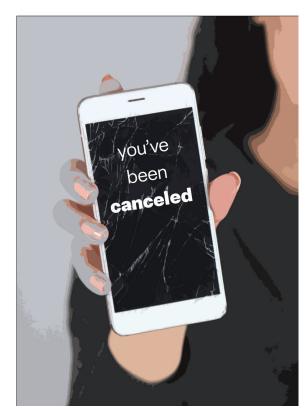
KIOSK ROUGHS











Being canceled means you could lose your...

job friends followers reputation





friends followers reputation job



