

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

- Zine
- 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

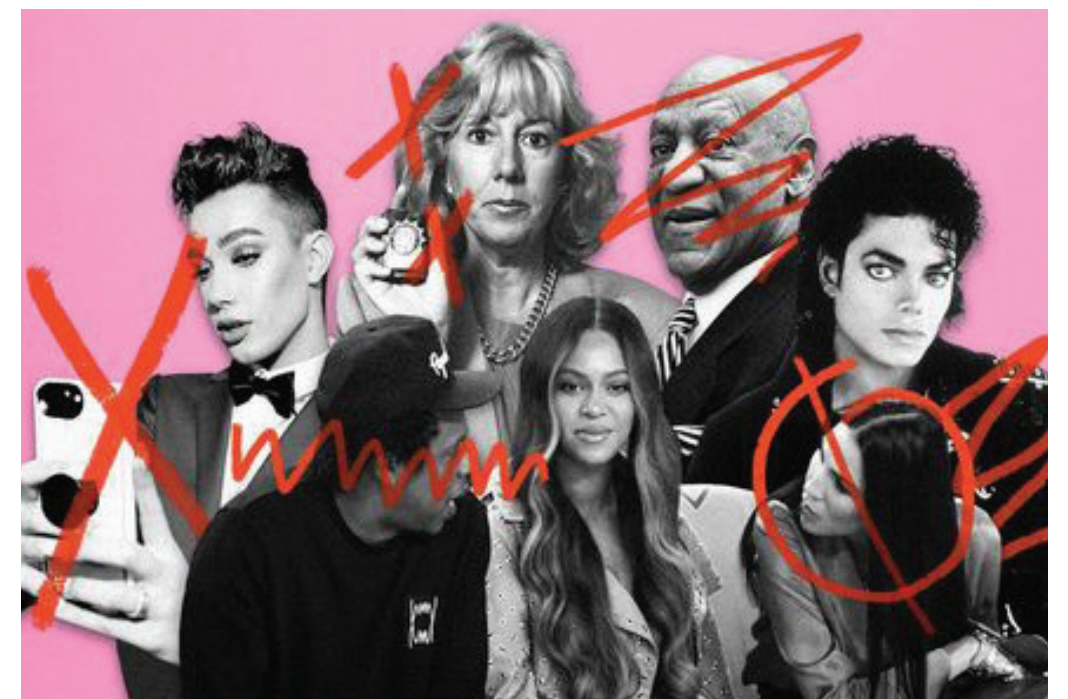
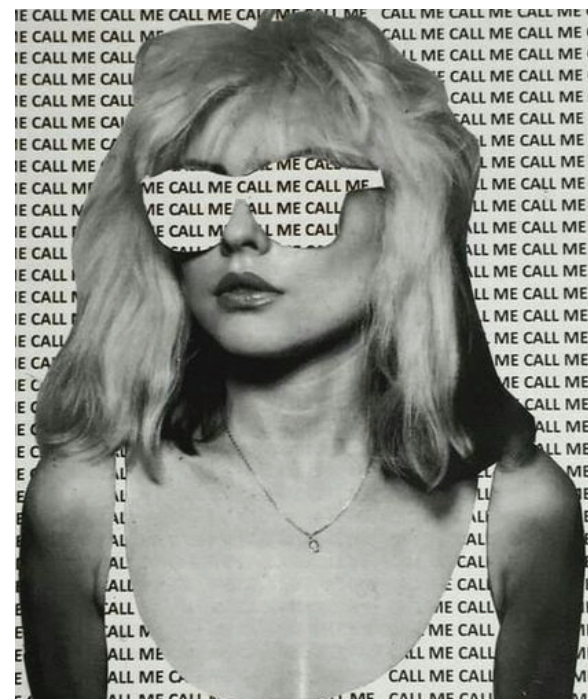
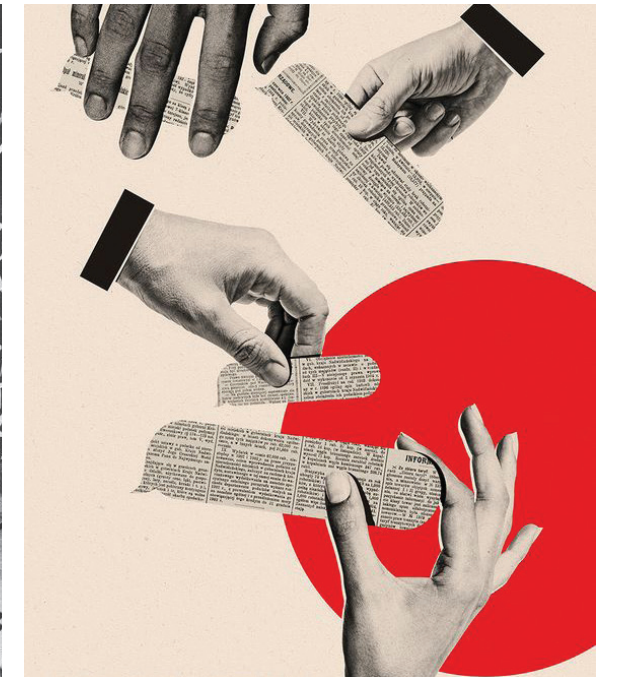
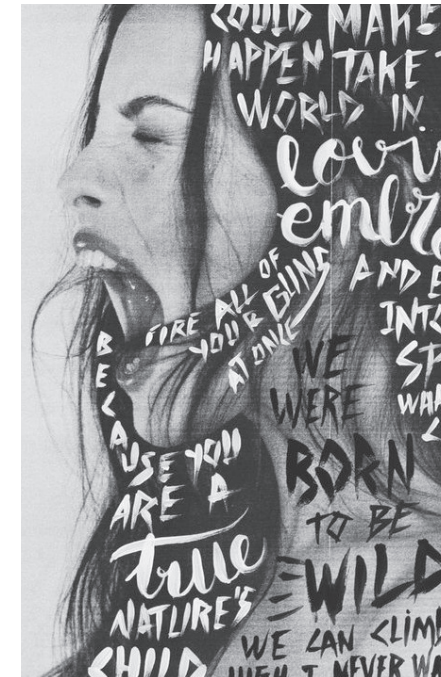
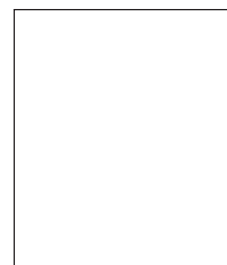
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Target Audience

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.

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 hearing 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."

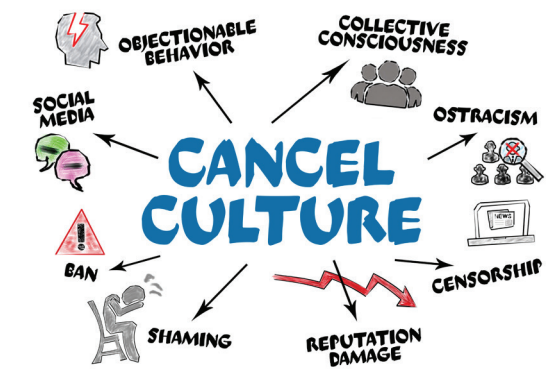
(<https://www.pewresearch.org/internet/2021/05/19/americans-and-cancel-culture-where-some-see-calls-for-accountability-others-see-censorship-punishment/>)

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/>

TYPE AND COLOR STUDIES

Elza Bold
Elza Regular
Get Canceled
Get Canceled

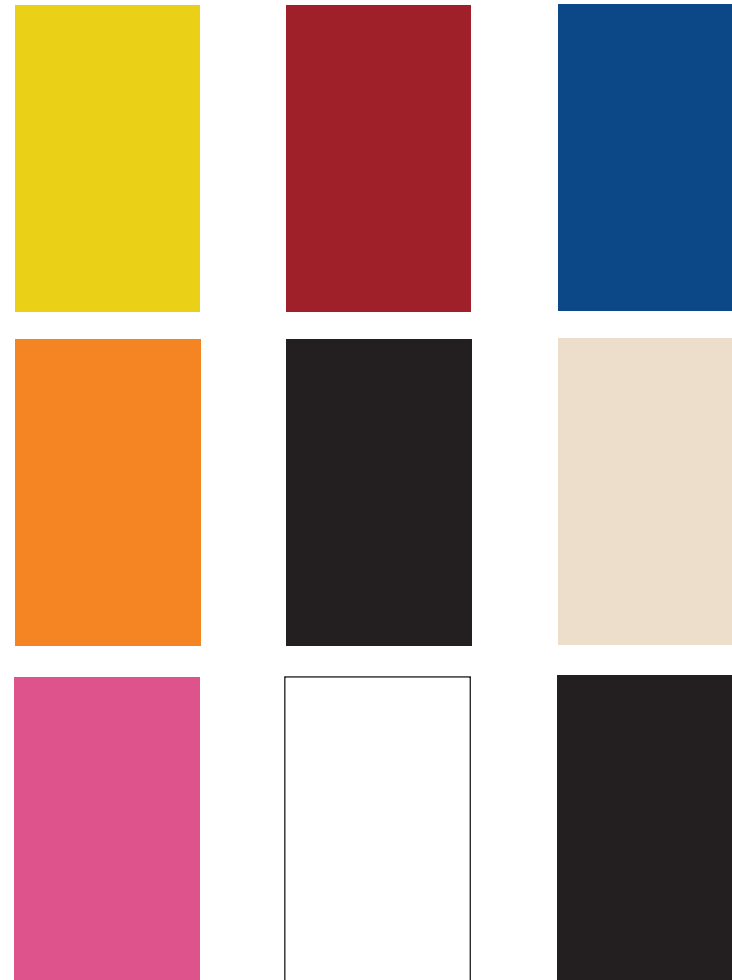
Obviously Bold
Obviously Regular
Get Canceled
Get Canceled

Museo 100
Museo 300
Get Canceled
Get Canceled

Elza Bold
Museo 100

Obviously Bold
Museo 100

Obviously Regular
Museo 100



Final Type And Colors

Headline: Obviously Bold

Body Copy: Museo 100

PULL QUOTES: COTTON REGULAR

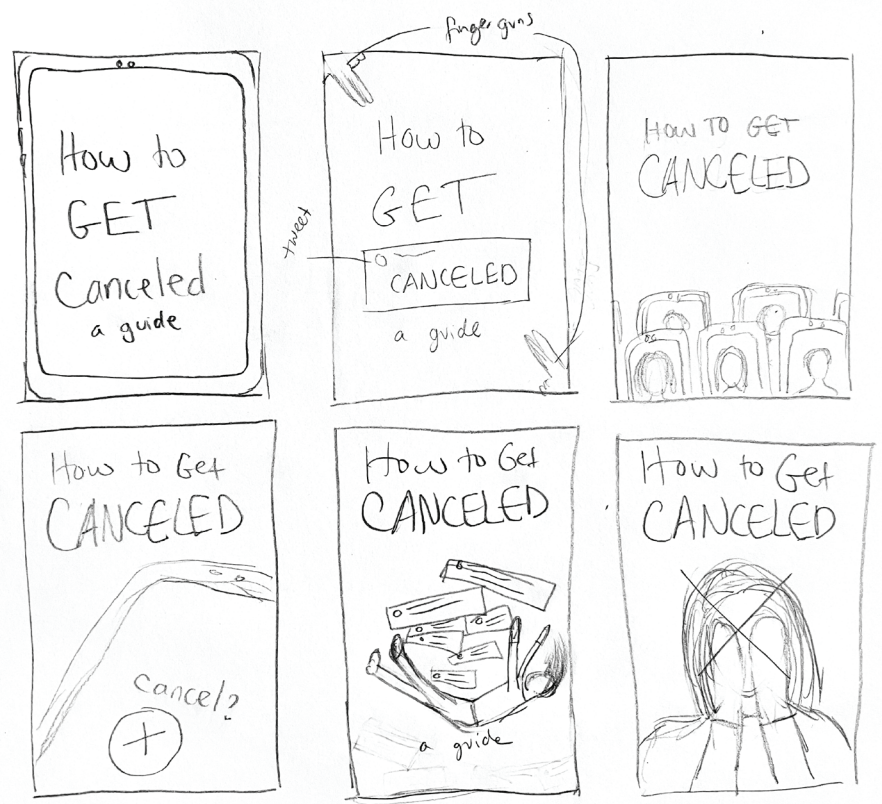
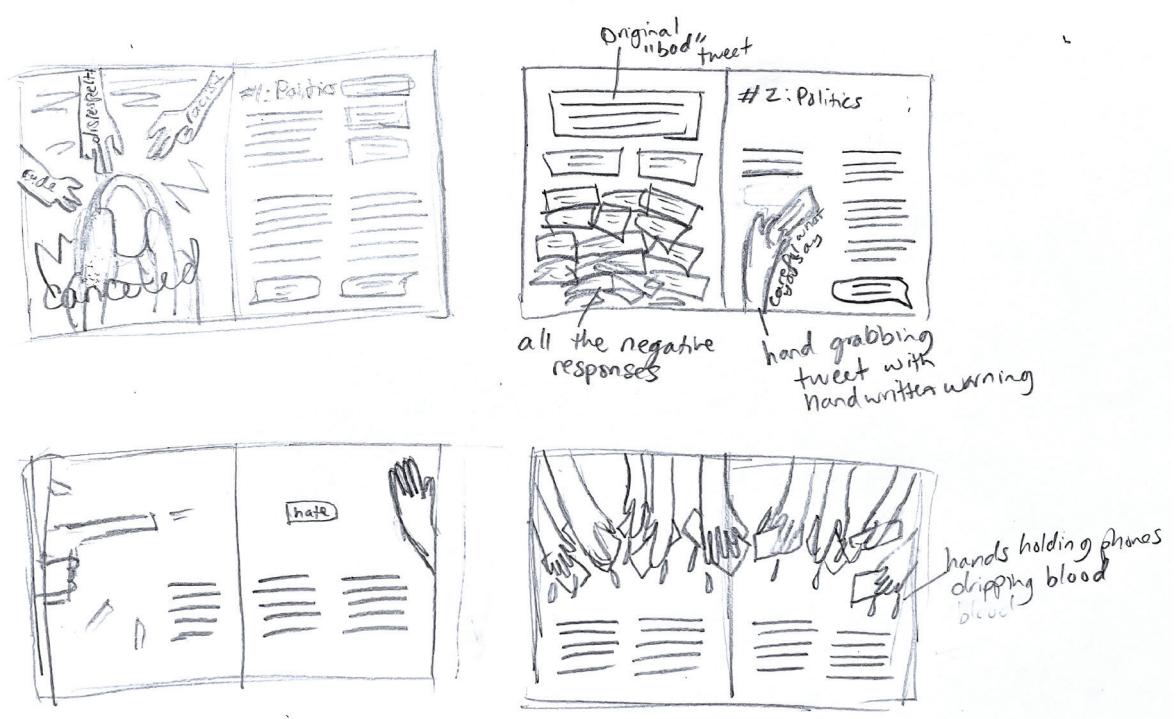
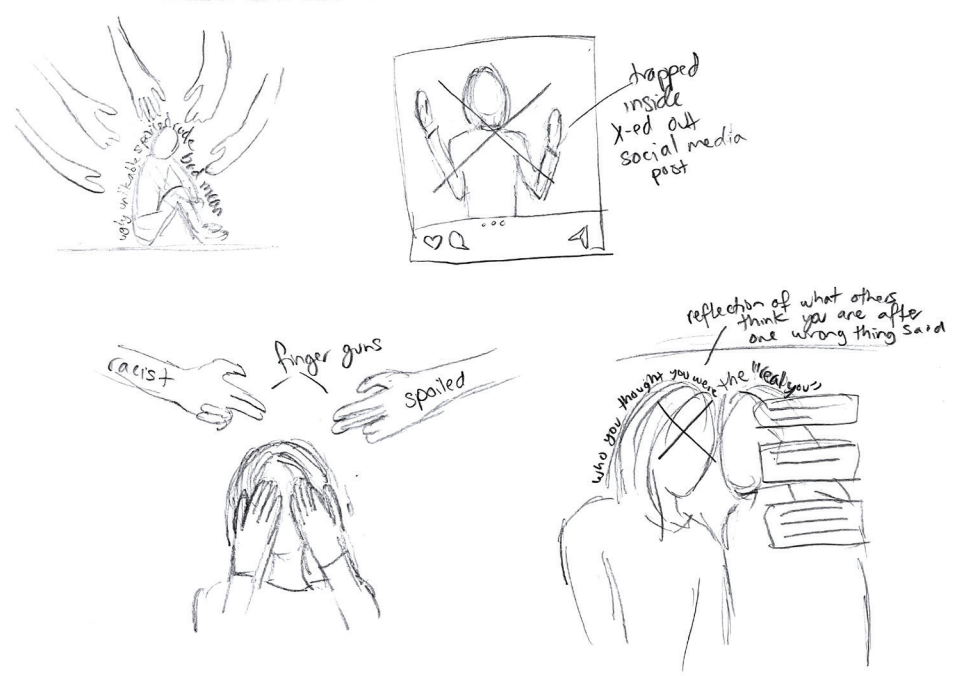
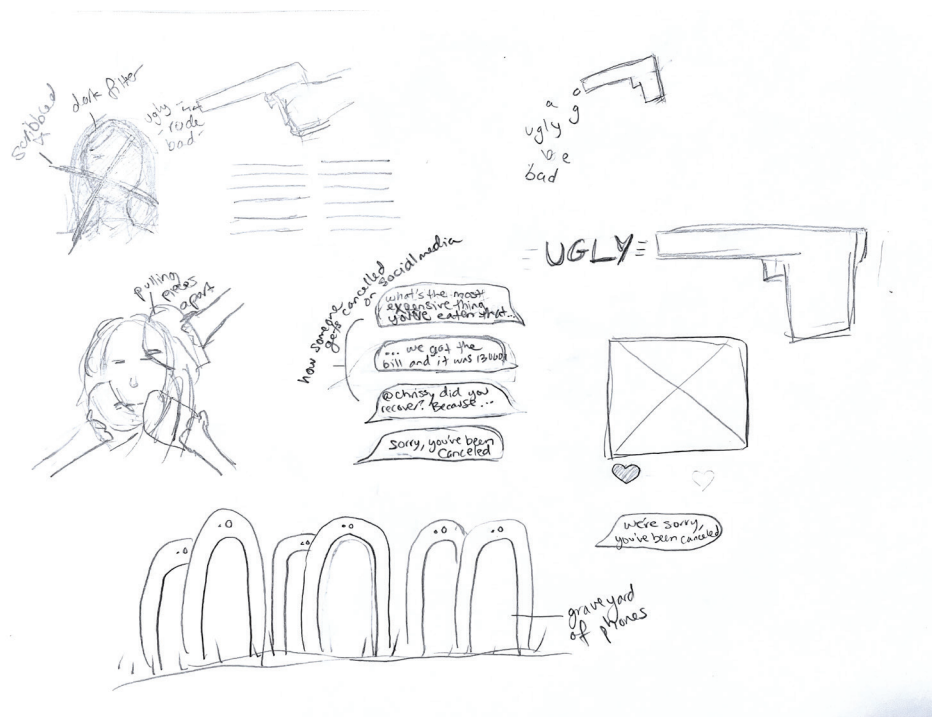
Rise of Cancel Culture

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



SOCIAL MEDIA ROUGHS

Being canceled means you could lose your...

Being canceled means you could lose your...



Friends



Job



Think before you post.



Reputation



KIOSK ROUGHS

