



## America's Dirty Secret Designers Against Human Trafficking Poster Competition

### Call for Entries

#### BRIEF

Human trafficking is an archaic practice still burdening our modern society. It is not a third-world issue; it is a global issue. Women and children are the primary victims, demographics which historically have little political power and, as such, little societal worth. Because of this, human trafficking in all its forms goes largely unnoticed. But a disarming number of sex trafficking victims are children (40%) and US citizens (82%).

Unbeknownst to many Atlantans, our city is a major hub for trafficking, specifically sexual slavery. As a matter of fact, Atlanta was named by the FBI as one of 14 US cities with the highest rate of children used in prostitution. It's a shameful fact of which most of us are unaware, and it is the primary reason AIGA Atlanta has taken up this issue.

While this is an AIGA Atlanta project, the competition is open to all designers across the United States. We hope to see a wide variety of opinions and impressions on the topic of human trafficking. Our hope is that this poster project will help bring light to this abhorrent problem so that we may take one step closer to stomping it out.

The long-term goals of this project are raising awareness of the issue of human trafficking in the modern world and raising funds to benefit one or more organizations working to provide aid to victims of trafficking. To achieve a lasting benefit, the project will roll out in phases, all in the metro Atlanta area:

I - Poster designs will be featured as a part of a curated group show focused on design for social good. The top designs chosen by the jury (5 professional, 2 student) will be highlighted in this show.

II - An online gallery will be developed.

III - A second show will be planned, featuring only the work from this project.

IV - In conjunction with the second show, a silent auction fundraiser will be implemented.

V - The top poster designs chosen by the jury may be printed and sold as further fundraising efforts. This stage is still in discussion, and designers of the chosen posters will be contacted at an appropriate time for consent to mass produce their work for this purpose.



## STATISTICS

Below is a sampling of some statistics on the issue that may be helpful.

- 82.1% of victims in sex trafficking incidents were identified as U.S. citizens. (Bureau of Justice Statistics)
- 40.4% of all suspected trafficking incidents were child-related and classified as “prostitution or sexual exploitation of a child”. (Bureau of Justice Statistics)
- There are an estimated 100,000 - 300,000 prostituted children in the U.S. (Polaris Project “Human Trafficking Statistics”)
- Approximately 374 girls are commercially sexually exploited monthly in Georgia. Average age of entry into the commercial sex market for girls is 12 and 14 years. (Governor’s Office for Children and Families)
- Human trafficking generates \$9.5 billion yearly in the United States. (United Nations)
- The average victim may be forced to have sex up to 20-48 times a day. (Polaris Project)
- Department Of Justice has identified the top twenty human trafficking jurisdictions in the country:
  - Houston
  - El Paso
  - Los Angeles
  - Atlanta
  - Chicago
  - Charlotte
  - Miami
  - Las Vegas
  - New York
  - Long Island
  - New Orleans
  - Washington, D.C.
  - Philadelphia
  - Phoenix
  - Richmond
  - San Diego
  - San Francisco
  - St Louis
  - Seattle
  - Tampa
  - (Department of Justice)

Here are some additional source for facts and statistics:

[www.fbi.gov/about-us/investigate/civilrights/human\\_trafficking](http://www.fbi.gov/about-us/investigate/civilrights/human_trafficking)  
[www.victimsofcrime.org/library/crime-information-and-statistics/human-traff...](http://www.victimsofcrime.org/library/crime-information-and-statistics/human-traff...)  
[www.cicatelli.org/titlex/downloadable/human%20trafficking%20statistics.pdf](http://www.cicatelli.org/titlex/downloadable/human%20trafficking%20statistics.pdf)  
[streetgrace.org/resources](http://streetgrace.org/resources)  
[wellspringliving.org/resources](http://wellspringliving.org/resources)



## CALENDAR

March 1, 2014 – Call for Entries open

May 5, 2014 – Call for Entries close – EXTENDED DEADLINE

May 9, 2014 – Jury process complete

May 13, 2014 – Announcement of juror choices

May 25, 2014 – Phase I Exhibition opens

## JURY

**Jenn Graham** — Jenn Graham is the Social Innovation Designer at Unboundary and Co-organizer of TEDxAtlanta. She believes design has the power to transform not only physical structures, spaces, events or brands but it also has the power to transform people, communities, cities and even cultures. Using design-thinking, Jenn helps create purposeful movements that make people feel happier, healthier, more connected and more empowered to create positive social change.

**Sherra Bell** — As the most experienced recruiter in Atlanta with a design degree for more than a decade, design and user/customer experience are simply the lenses through which Sherra views most of life with strategic creativity applying to just about everything she does. Nothing is more fun for her than building successful teams, mediating alliances, and facilitating processes that help creative people, companies, and communities thrive and excel. She is currently fascinated by Data Science, User Experience, Knowledge Management, and Service Design. Sherra also champions any civic economic development efforts that make her city, region, country, and world more attractive to and sustaining for creative talent. Sherra is a native of Atlanta and Auburn alum.

**Matt Porter** — Writer and critic Matt Porter has been a regular contributor to Communication Arts Magazine for two decades, reviewing some of the best designers, illustrators, photographers and motion graphics professionals in U.S. He has been managing editor of Neenah Paper's online publication for graphic designers, Against the Grain, since 2009. He recently began a regular column in ArtsATL online called Design Seen. In that column he will lend his 30 years experience and insight into what works and what doesn't in communications design with examples from the Atlanta design scene. Matt owns PorterWrite Design Consulting and is founder and president of Good Thinking Atlanta, a philanthropic creative service organization.



## DELIVERABLE

We are asking designers nationwide, both professionals and students, to think about what human trafficking means in the history and society of the United States. What does this issue mean to you personally? What do you think it says about the culture of America? The politics? What do you think it means to someone in a trafficking situation? How does it affect the victim? Our society?

Designs should educate on the issue, be visually impactful and move the viewer to meaningful action. There is no required call to action verbiage. Profane imagery or text may disqualify the submitted design. We encourage designers to consider that the poster may be used for campaigning, outreach or educational material in their design process. Designs might include statistics, typography, illustration, photography, etcetera.

Entries must be submitted as Press Ready PDF files at a resolution of 300dpi.

Posters must be designed at 16x20 inches with a 0.25 inch safety allowance on all sides, and should be presented in vertical (portrait) format.

Entries must be submitted via email to Angela Aquino at [angela@aiga-atl.org](mailto:angela@aiga-atl.org). If the final PDF is larger than 10MB a service such as HighTail should be used. If you do not receive a confirmation of receipt for your submission, please notify the above address again without the attachment.

Files for entry must be named following the below format:  
ADS2014\_(Designer Name)\_(Professional or Student)\_(# of entry up to 3).pdf  
For example: ADS2014\_JulieSmith\_Student\_2.pdf

Designs must be original artwork that is previously unpublished. Designs must consist entirely of the author's work and must not include any copyrighted or otherwise protected material. Participants may submit up to 3 designs.

Designs will be anonymous during the judging process, and should not be signed or marked in any way by the designer.

## REGULATIONS

Any valid entry from an eligible participant received within the competition time frame will be submitted to the jury for judging. A valid entry is one that matches all the requirements outlined in this document.

Entries that are not relevant to the brief, or do not match the requirements may be excluded from the competition at the discretion of the jury.

Designs received after midnight EST on May 5, 2014, will be ineligible for the competition.

Designers retain full ownership of their entry. Participants grant AIGA Atlanta an irrevocable, perpetual, non-exclusive, transferable, royalty-free, nationwide license to use, copy, exhibit, publicly display and distribute their submitted entry in any form and for any activity connected to this project and its related activities, social activism campaigning, educational material and fundraising campaigns. Designers are guaranteed the right to be credited every time their entry is published or displayed.

Any change in the contents of this document will be communicated to the participants via email.