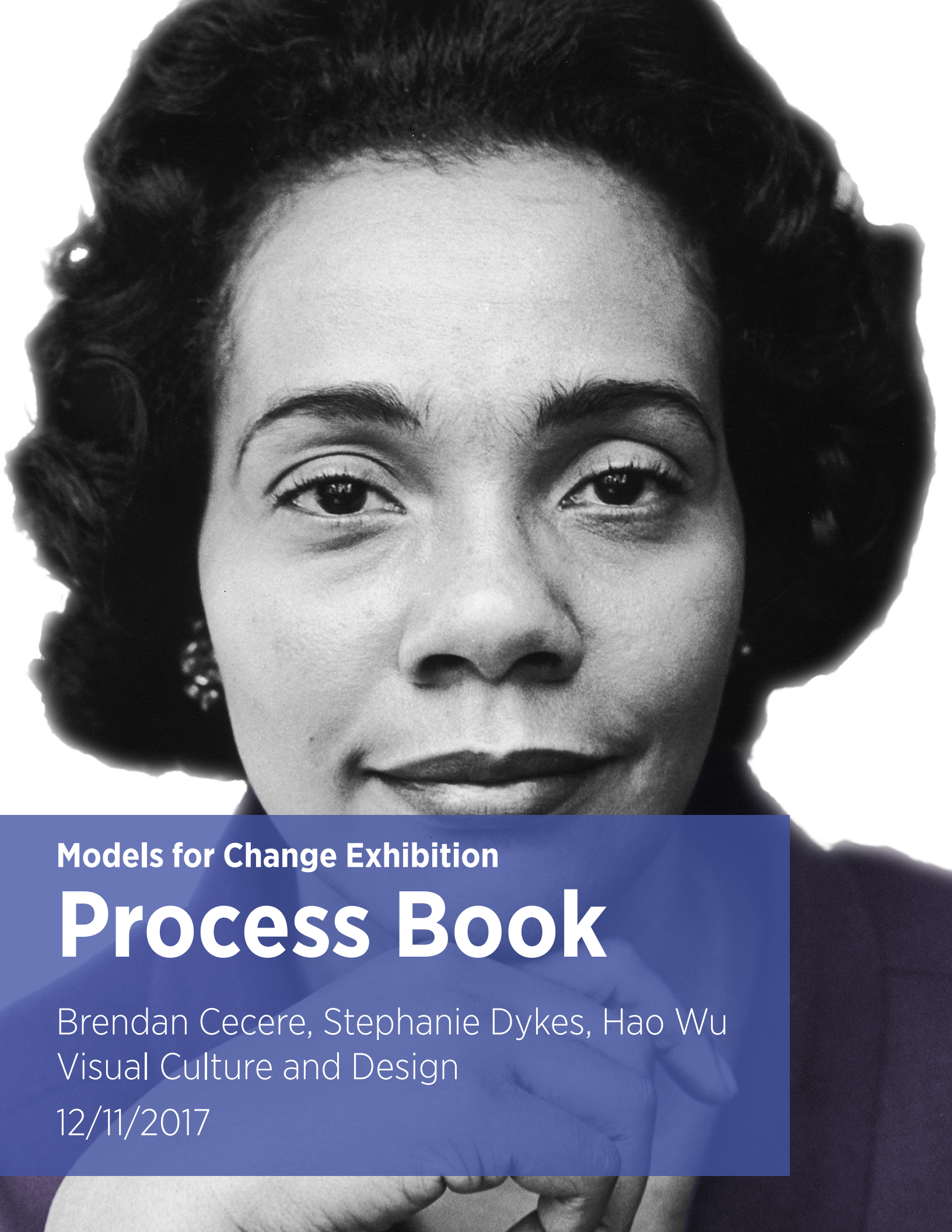

Models for Change Exhibition

Process Book

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Visual Culture and Design

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Inspiration for Exhibition

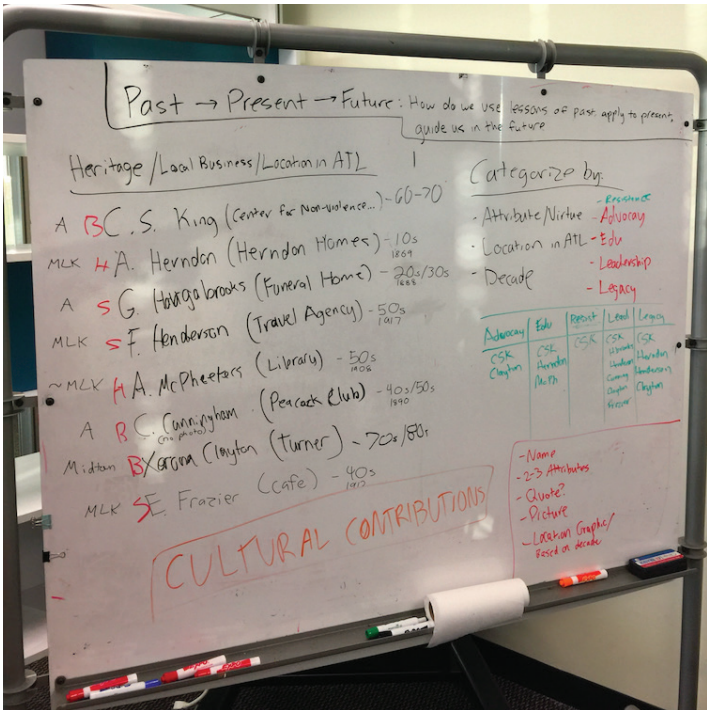
The main inspiration for choosing to focus on the five values came from another project where an Atlanta-based icon was celebrated for his accomplishments in Advocacy, Education, Leadership, Resistance, Freedom, and Legacy. We felt analyzing a person through these types of categories would be more meaningful than simply re-stating facts about their life. We ended up adopting the values of Advocacy, Education, Leadership, and Legacy while adding Community because it was a better fit for the women in our project; the intention was to show "who" these women were, not just "what" they were.

Another theme we wanted to focus on was "using the past to inform the present and change future". The five values also work well into this theme because they are timeless. People today can look at how the women exemplified leadership or advocacy in the context of their time, and hopefully be inspired to do something positive in a similar fashion.

Phase 1: Amalgamation

GENERAL CONTENT

The first name we decided to give our exhibition was “Perspectives on Civil Rights in Atlanta”. We chose this name because we saw the five values as different “perspectives” from which to look at the women’s contributions. Also, the digital map component we were planning at the time offered a different “perspective” from which to look at the information presented.

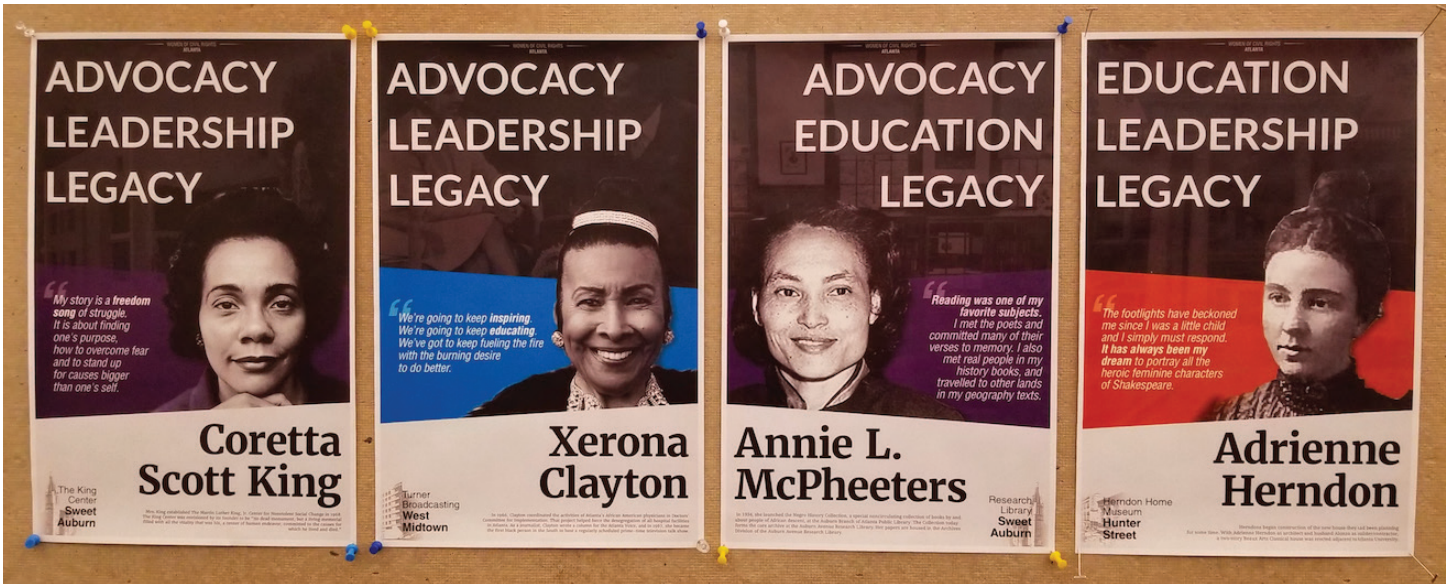


POSTERS

We began the poster series by deciding which women we would feature, as well as brainstorming potential themes. We began with a large list incorporating more than we would need in the final product, in order to explore possibilities.

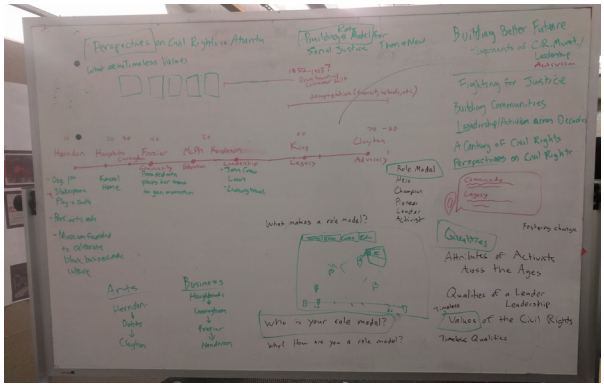
We drew up a timeline and listed possible thematic connections between the featured women, including location, decade, realm of contributions, and admirable attributes. Ultimately, it was decided upon that location and attributes would be the driving factor for the first poster series, with a historical digital map artifact planned to accompany them.

After landing on an initial theme, we agreed upon an layout which took the best elements from each of our project 2 poster series. This layout incorporated a relaxed diagonal grid line, a portrait, pop of color based on a hue relevant to the individual portrayed, and a subtle background image for setting.

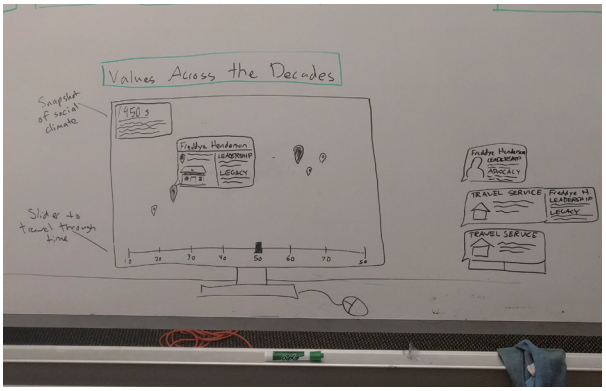


DIGITAL ARTIFACT

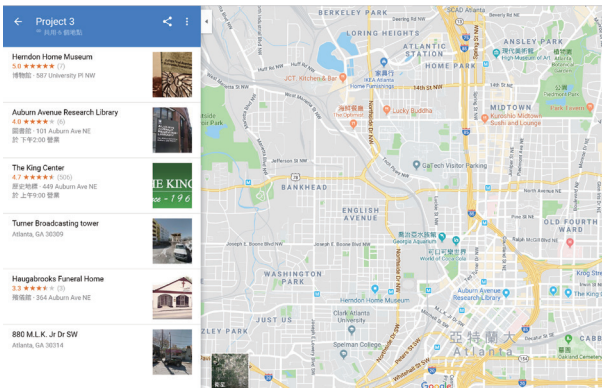
We first started brainstorming around the "perspective" on civil rights on Atlanta to figure out the theme of the digital part. After checking out several possible themes, we finally stuck on perspectives of "time" and "location" to show the legacy the female activists left and how their achievements changed Atlanta over time.



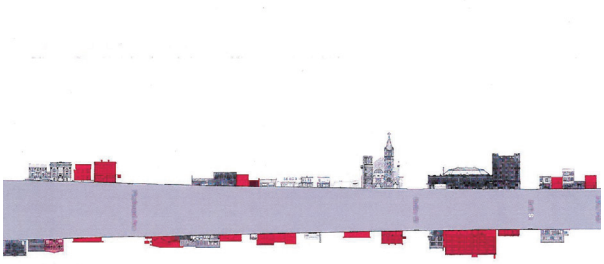
Initially, we planned to show a map with all the legacies highlighted. The audience could choose a time period and the old map of that time would show the significant locations about civil rights corresponding to that time period.

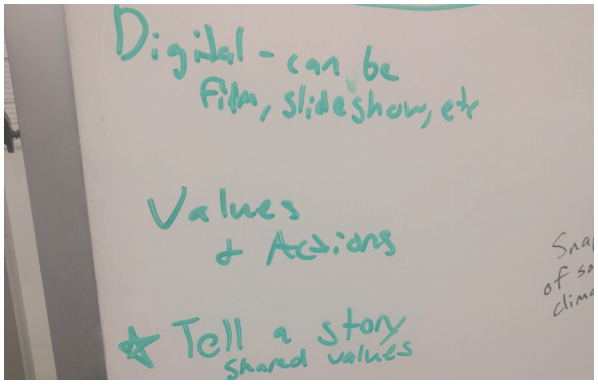


Then, we collected a lot of old maps and pinned all the locations on Google map but found that the information was out-of-order. Some of them were really far away from each while some else gathered at one place. Therefore, we categorized the locations into the areas where the women were located (Sweet Auburn, Hunter St, and West Midtown) to make the information more clear and understandable. As the picture at the top-left corner shows, we used the watermark to indicate the area which the women belonged to.



After finishing the prototype of the map, we found that the lack of connection between the posters and the digital part was more serious than we expected because the digital part did not highlight the values from posters.





Phase 2: Refinement and Re-focus

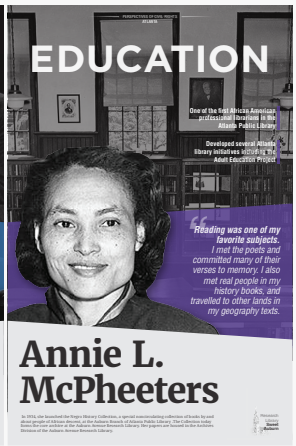
GENERAL CONTENT

We did more brainstorming around how to better frame our exhibition. We eventually introduced the concept of “role models” and positioned each woman as a civil rights role model and each of the five values are elements that a good role model would exemplify. The role model direction also fits into the “past, present, future” theme because viewers can reflect on their personal role models or even think about how they themselves can be role models. We wanted to extend viewer engagement to actually posing a question like “who is your role model?” or “how are you a role model in your community?”. Ideally, we would provide a whiteboard/chalkboard and allow viewers to publicly write down their answers for others to see. Finally, to better frame our posters in terms of role models, we added a banner above the set which posed the question “what makes a role model?”; each of the 5 values on the posters are meant to be the answers to this question.

POSTERS

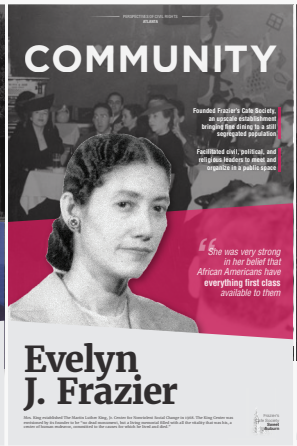
After receiving feedback that the values were hard to parse, our group chose to narrow down each poster’s focus a single value per woman. We also added two points of information per poster to show how the woman exemplified that value. We wanted to hone in on the idea that each was a different perspective lens through which one could look at the civil rights movement to better align with our title, Perspectives on Civil Rights.

We chose ‘Advocacy’ for Clayton because of her talk show and founding of the Trumpet Awards.



We chose ‘Education’ for McPheeters because of her involvement with Atlanta libraries and African American education programs.

We chose ‘Legacy’ for King because she established The King Center and fought to make MLK Day a national holiday.



We chose ‘Community’ for Frazier because she brought community members together through organized meeting spaces.

We chose ‘Leadership’ for Henderson because of her entrepreneurial spirit.

The main feedback we received was that ‘Legacy’ seemed like a value equally shared amongst all the women. It was suggested that we move ‘Leadership’ to Coretta Scott King and give Henderson a new value: ‘Experience’. Experience works as a value for Henderson because she allowed African Americans to experience the world through her travel agency and a experience is a valuable characteristic of a role model.

DIGITAL ARTIFACT

We decided to ditch the map and focus on the timeline to create a more consistent experience. Inspired by the exhibition in Atlanta History Center, we designed a vertical scrolling timeline for our digital part which could include all the eight women we selected at first.

In details, the timeline consists of a bunch of vertically arranged panels. Each panel shows the date and the associated event described with one or two sentences and values as tags. Clicking the panel, users will be navigated to the details page which includes all the five values with the context of what the woman did to display the values as a role model.

Based on the feedback from the classmates and our own critique, we found the issues which needed to be solved:

1. The tags looked like buttons.
2. More general contexts of civil rights events was expected.
3. The details pages were too boring and more multimedia materials could be included.
4. We still needed text to tie the whole exhibition together
5. We should come up with better title(s)
6. An introduction paragraph should be used to connect the digital part to the posters.

Phase 3: Models for Change

GENERAL CONTENT

To finalize the exhibition, we needed wanted to rename the exhibition and add an intro paragraph to help explain the women we chose, the five values, and the overall objective. We also wanted to reword the question in the banner over the posters and added some text to the top of the digital component to better frame what was being presented. After more brainstorming, we came up with the title "Models for Change" because the women were role models fighting for change and their actions can be used as a model on how to make a difference in the world.

Based on the new title, we changed the poster question to "How do role models inspire change?". We also officially named the digital component "Moments of Change" to reflect the timeline functionality.

Models for Change

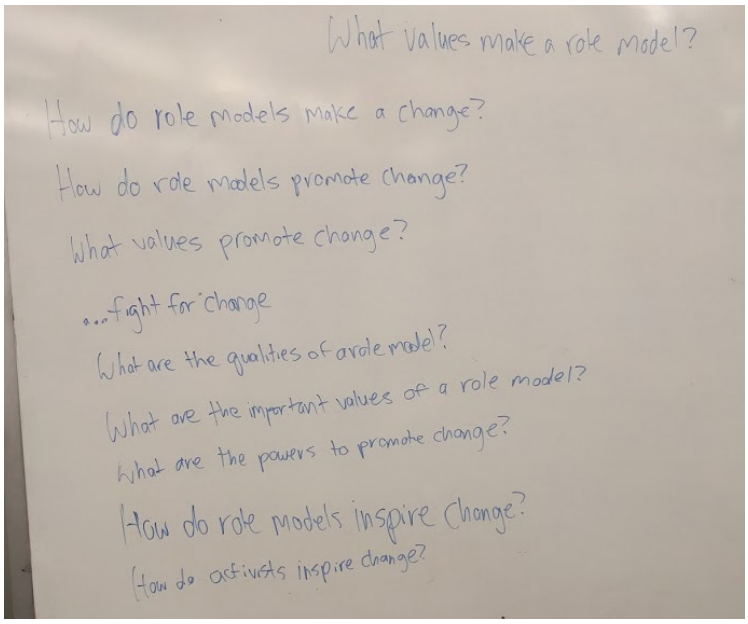
Women of Civil Rights in Atlanta

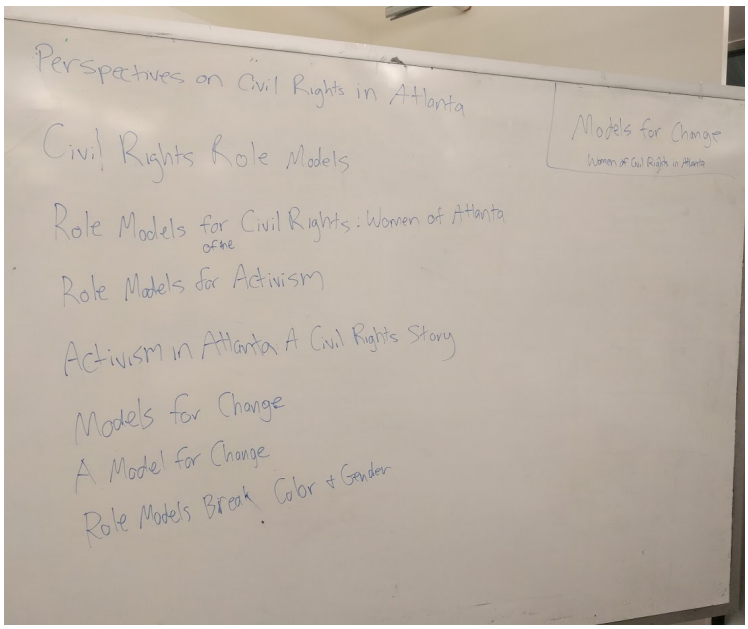
This exhibit focuses on women in Atlanta who were prominent activists and role models fighting for change during the civil rights movement.

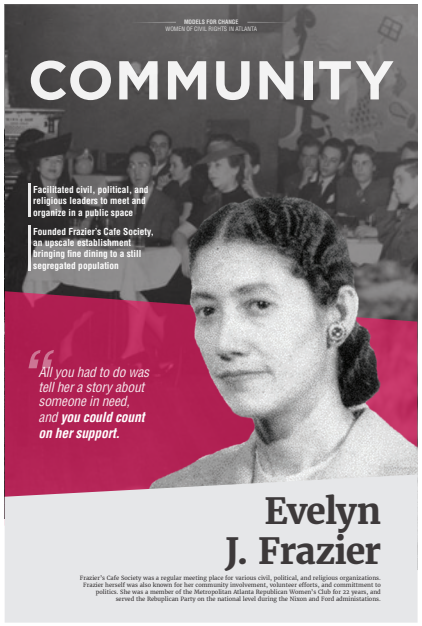
These women are being celebrated for their unique legacy in Atlanta as well as demonstrating the values we have identified as exemplary traits in an activist and role model. The following poster series establishes the five values of a role model we observed to be most impactful. For each poster, we provide information about a civil rights activist who's actions best demonstrate that value.

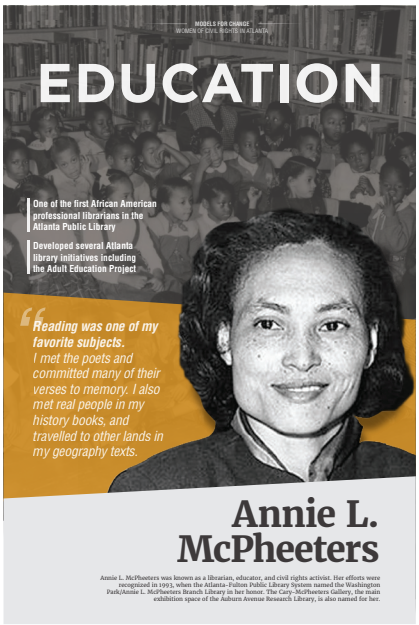
However, the accomplishments of these women can not be encapsulated by just one value. A truly inspirational role model will exemplify multiple values through their actions. To learn more about the accomplishments of these women in the context of civil rights in Atlanta, we invite you to scroll through our interactive digital time-line.

While the changes these activists fought for occurred in the past, the values they demonstrate provide a model for making a change in the present and future. We encourage you to think about how you can use these values as a model for making a positive impact in the world today.









POSTERS

The final poster edits only included minor tweaks to colors, font sizes, and layout. We ultimately reduced the height of the bottom section, made the names smaller, and made the detail text more pronounced. We also removed the watermarks since we were no longer using a map in the digital artifact.

We also used Google Material Design colors with each woman. These colors will also appear in the digital component to help viewer recognition. Finally, we changed the graphic on each poster to match the new title to visually tie them to the rest of the exhibition.

DIGITAL ARTIFACT

To solve the existing issues, we included values in the event text instead of using the tags, added important dates for civil rights events to create general context, re-styled the detail pages to make each value a whole section and included pictures and more details about what the woman did.

To avoid overwhelming information and create a more consistent experience, we reduced the women included in the timeline back down to five from eight to match the posters.

ADVOCACY

Advocate for Civil Rights
King conceived and performed a series of "freedom concerts" which consisted of poetry recitation, singing, and lectures demonstrating the history of the civil rights movement.

Advocate for Women
King called for women to "unite and form a solid block of women power to fight the three great evils of racism, poverty and war" during a Solidarity Day speech.

"The woman power of this nation can be the power which makes us whole and heals the rotten community, now so shattered by war and poverty and racism. I have great faith in the power of women who will dedicate themselves whole-heartedly to the task of remaking our society.

Advocate for Equal Employment
In 1974 Mrs. King formed a broad coalition of over 100 religious, labor, business, civil and women's rights organizations dedicated to a national policy of full employment and equal economic opportunity.

EDUCATION

Educating for Social Change
King founded the Martin Luther King Jr. Center for Nonviolent social change on Auburn Ave. The King Center was envisioned to be "no dead monument, but a living memorial filled with all the vitality that was his, a center of human endeavor, committed to the causes for which he lived and died." That vision was carried out through educational and community programs.

Moments of Change

A contextual view of the accomplishments made by female activits in Atlanta

Click on an event to learn more about the values that make these women great.

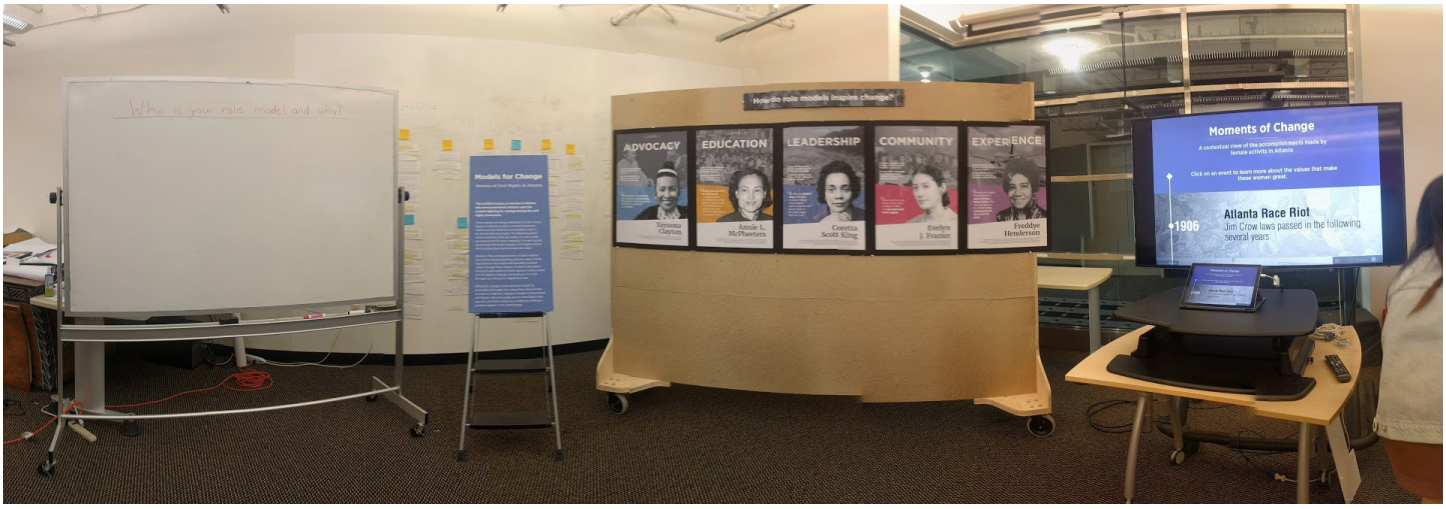
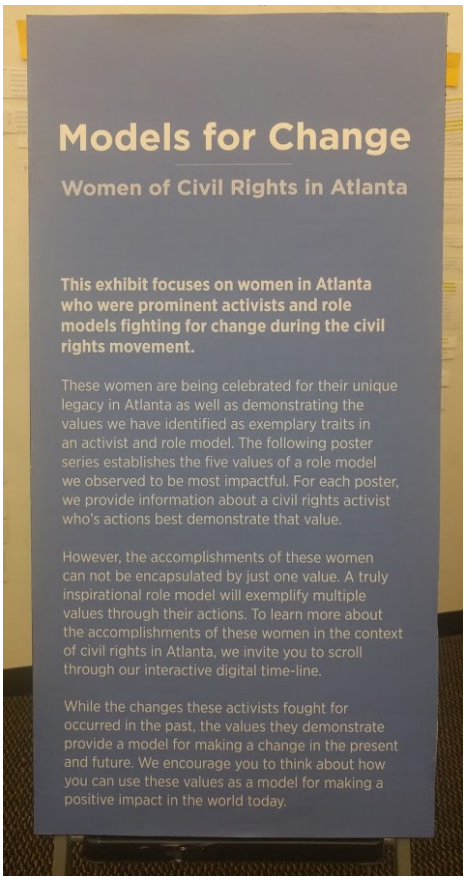
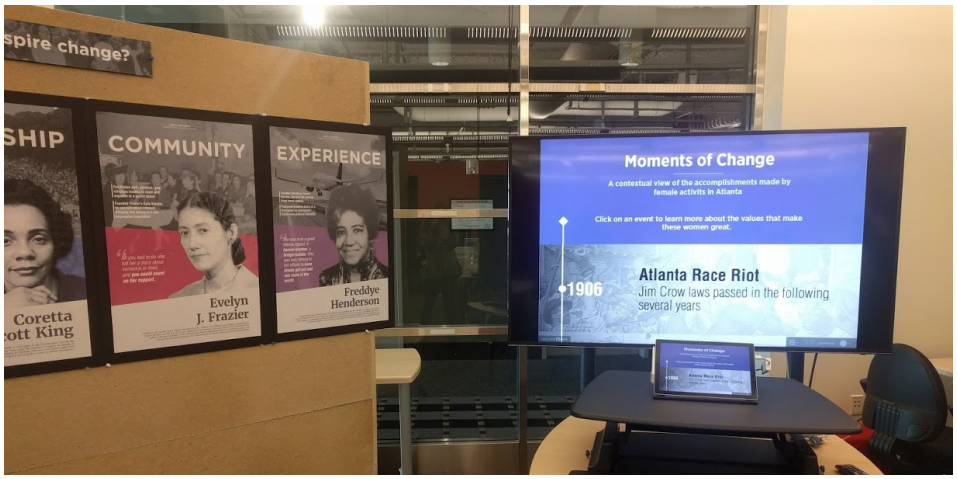
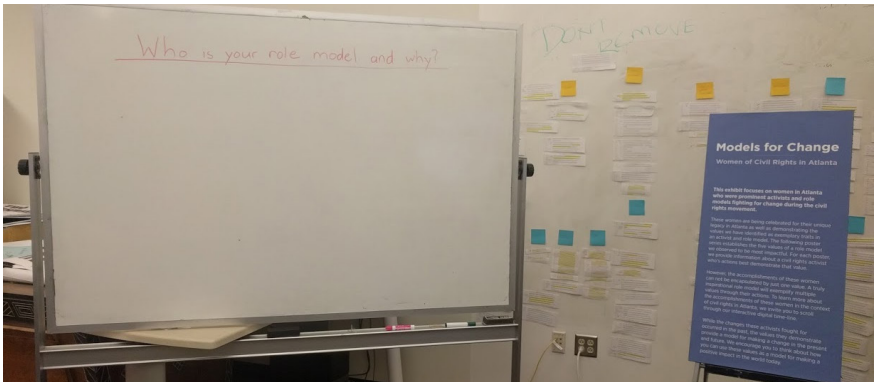
1906 — **Atlanta Race Riot**
Jim Crow laws passed in the following several years

1913 — **Residential Segregation**
City of Atlanta created official boundaries for black and white residential areas

1946 — **Evelyn J. Frazier**
founded Frazier's Cafe Society, establishing a **community** meeting spot and providing a rare first class dining **experience** to patrons

1946 — **Annie L. McPheeters**
Became first African-American reference librarian and provided library services and resources to segregated communities through **educational** programs.

1954 — **Brown vs Board of Education**
Landmark Supreme Court case desegregated public schools

1955 — **Freddye Henderson**
established the first full service black travel agency, enabling blacks to travel & **experience** the world

The Final Outcome