

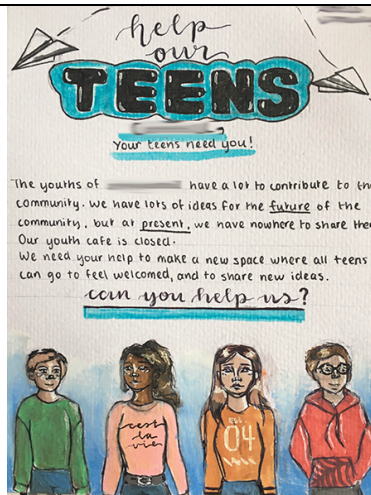
Supplementary Material : Full Analysis of Artwork Created

Final Artwork	Description and Analysis
 Aaliya's final poster	The participant created a digital self-portrait with the caption 'I'm only human'. Aaliya took two self-portraits to represent herself with and without her hijab. She chose to position the portraits back-to-back to each other, communicating the juxtaposition of her experiences in the community based on whether she wears her hijab. She overlaid the portraits onto a photograph of the community hall, a building that strongly represents Northrock public community life and is widely recognizable in the community. The chosen text, 'I'm only human', is plaintive in its bid for her humanity to be recognized. The script choice of digital font reinforces the human voice behind the message.
 Arthur's final poster	The participant created a graphic poster with a mix of hand drawn and digital elements. He chose the caption 'Please Help Support Our Community' and brought together advice under the headings 'social distancing', 'sanitation', 'mask'. He signs off with the text 'Thank you for doing your part for the community'. The poster was very much motivated by the impact of COVID-19 on his family's restaurant. Arthur chose to draw the main caption, making it the main focal point of the poster. He used a rainbow of colours for 'community', communicating the diversity of Northrock. Arthur also illustrated each paragraph of public health information with a hand drawn and digitally coloured image, attracting attention and bringing a playful element to the serious content of the work.
 Beth's final poster	The participant created a digital collage with found images and the caption 'We are all friends even if we're different'. Beth chose a digital script font. The handwritten style of font makes the poster personable and gives it a friendly tone. Beth highly emphasised the word 'friends', as this need for equal friendship was a strong motivator for her work. In focus groups, Beth said her colour choices aimed to be calm and comforting, reflecting sunset and nature. The strong silhouette makes for a very dramatic focal point and while the message aims to be warm and welcoming, there is an urgency created by this dramatic centre piece and the energetic and dominant orange background colour.



Brian's final poster

The participant created a digital graphic poster using a cropped found image and the caption 'No Farmers, No Food, No Future. Support your local farmers in [Northrock]' This draws directly from the Grassmen movement, which he strongly believes in. Brian made this poster in Canva, which offers a lot of support for graphic design. He chose to darken the background image. This decision creates a somewhat foreboding mood while also emphasizing the caption. The combination of sans serif uppercase and script upper and lowercase font creates a sense of urgency around the slogan that contrasts with the more vernacular tagline. This contrast also brings an amount of visual interest to the poster and keeps it lively.



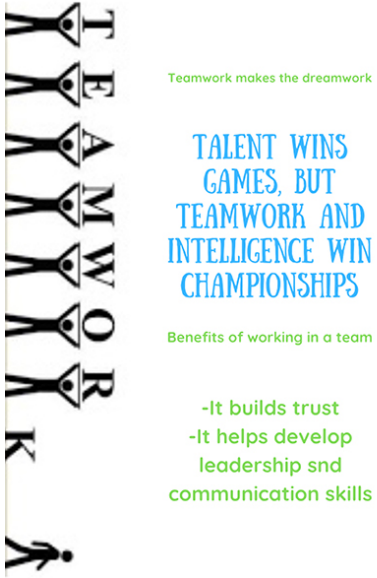
Dawn's final poster

The participant hand-drew a graphic poster with the caption 'Help our teens' and the text 'The youths of [Northrock] have a lot to contribute to the community. We have lots of ideas for the future of the community, but at present, we have nowhere to share them. Our youth café is closed. We need your help to make a new space where all teens can go to feel welcomed and to share new ideas. Can you help us?'. Dawn drew four teenagers on the poster, a mix of genders and ethnicities to communicate the various perspectives in the teenage community. Her copy text is well considered and is the focal point of the image, clearly advocating for both the potential of Northrock young people and their need for public social spaces.



Deirdre's final poster

The participant hand-drew a graphic poster with the slogan 'Join the girl's team' and the taglines 'keeps you fit', 'teamwork', 'you make new friends' and 'fun'. Deirdre included a hashtag to suggest a possible social media campaign around her message. The strong use of blue and yellow references the colours of the Northrock GAA team and is very recognizable as such to community members. The canted perspective of the image creates visual interest while maximizing real estate for the call-to-action slogan. The main image is of a girl playing Gaelic football, connecting with the earlier discussion around 'if you see it, you can be it'.

 Liam's final poster	The participant created a digital graphic poster using a found graphic and the caption 'Teamwork makes the dreamwork. Talent wins games, but teamwork and intelligence win championships.' and the tagline 'Benefits of working in a team. It builds trust. It helps develop leadership and communication skills.' Liam, like his brother Brian, also used Canva to create his poster. He chose to maximise the size of the 'Teamwork' graphic and create visual interest by placing it on the side of the poster. Liam chose two different fonts, a san serif for the main body text and a stylized, slightly frivolous font for the main caption. The colours chosen for the text are bright and cheerful, supporting the informal font choices. Overall, the positive and encouraging text, which promote teamwork, contrasts strongly with the graphic, which suggests failure due to a lack of teamwork.
 Lucas' final poster	The participant created a digital collage with found images and the caption 'We need you to save the youth café'. Lucas reappropriated a famous conscription poster (which he and other participants called a 'meme') and adapted the well-known existing slogan to suit his message. He included found text illustrations of 'youth café', two of which draw from graffiti culture which sets a youthful and slightly subversive tone to the poster. The use of orange was described by Lucas as 'striking' and 'inviting people to stop and look'. The angles of the found images and photographs also lend a sense of energy to the piece. The various photographs represent well known places in the community, connecting the message with Northrock public community life.
 Molly's final poster	The participant created a digital painting with the caption 'NATURE'. In the focus groups, Molly discussed a technical skills motivation to her design decisions, she wanted to develop her digital painting skills and learn mirroring effects in her chosen app. Molly kept the message of the poster simple, her impetus being to promote the natural aspects of Northrock. The perspective of the path invites the viewer into the image, which relies on colours strongly associated with nature and soft blurring and gradient effects to create a peaceful and calm atmosphere, further promoting the value of spending time in nature to the viewer (Molly's chosen message).



Patrick's final poster

The participant created a digital graphic poster with the caption 'St Vincent De Paul, Supporting Various Diverse People' and the text 'Donate clothes and volunteer for a stronger [Rock]. Contact [number] or drop in at our store on Main Street.' Patrick spent a lot of time developing the slogan and used colour to highlight the repeated capital letters connecting the slogan and the name of the organization. In the final presentations, he discussed the symbolism of umbrellas as offering shelter and the blue colour as communicating trust. The colour and branding of the umbrella image also connects with the organization and creates a focal point in the image. Patrick finishes the poster with a call to action, making it a very practical piece.



Teresa's final poster

The participant mixed hand-drawn and digital elements to create a graphic poster with the slogan 'We welcome everyone!'. Teresa developed her idea based on an image shared in the workshops – one of hands of various shapes, sizes and colours and using well known visual cues (eg the rainbow wristband) to represent diversity. Teresa found this image to be powerful and reappropriated it in her own work, adding the slogan 'We welcome everyone!' to communicate her message around diversity and inclusion in Northrock. Teresa makes the image her own through her hand drawing and colouring of it. Her choice of digital text is a strong, black sans serif font which contrasts strongly with the hand drawn aesthetic of her graphic. In the final presentations, one of the participants made the observation that the open hands support the idea that everyone is welcome.