

The Misidentification of the Black Body

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Fall 2020

Title

My thesis will be titled The Mis-identification of the Black Body showcasing the black body is meant to be loved and appreciated, not misidentified and harmed.

Context

In times like today, we see a big in people fighting for equality for the black culture. There have been a wide range of black men and women who have been killed for the color of their skin because they are seen as different or not worthy. This matter is at an all time high but it isn't something that is new. This topic is important to see the history of so much hatred racism, and discrimination geared towards black. How a system that benefits a specific culture has caused a lot of turmoil for black people of all ages. But how white culture benefits from the culture and ideas of black culture.

Problem Identification

How might we identify and fight against the problem that causes black men and women to continue to be seen as the lesser, leading to a future that black people of all generations will be live freely amongst their counterparts?



Stakeholders

Lisa Abendroth, as my thesis professor and assistant to my project.

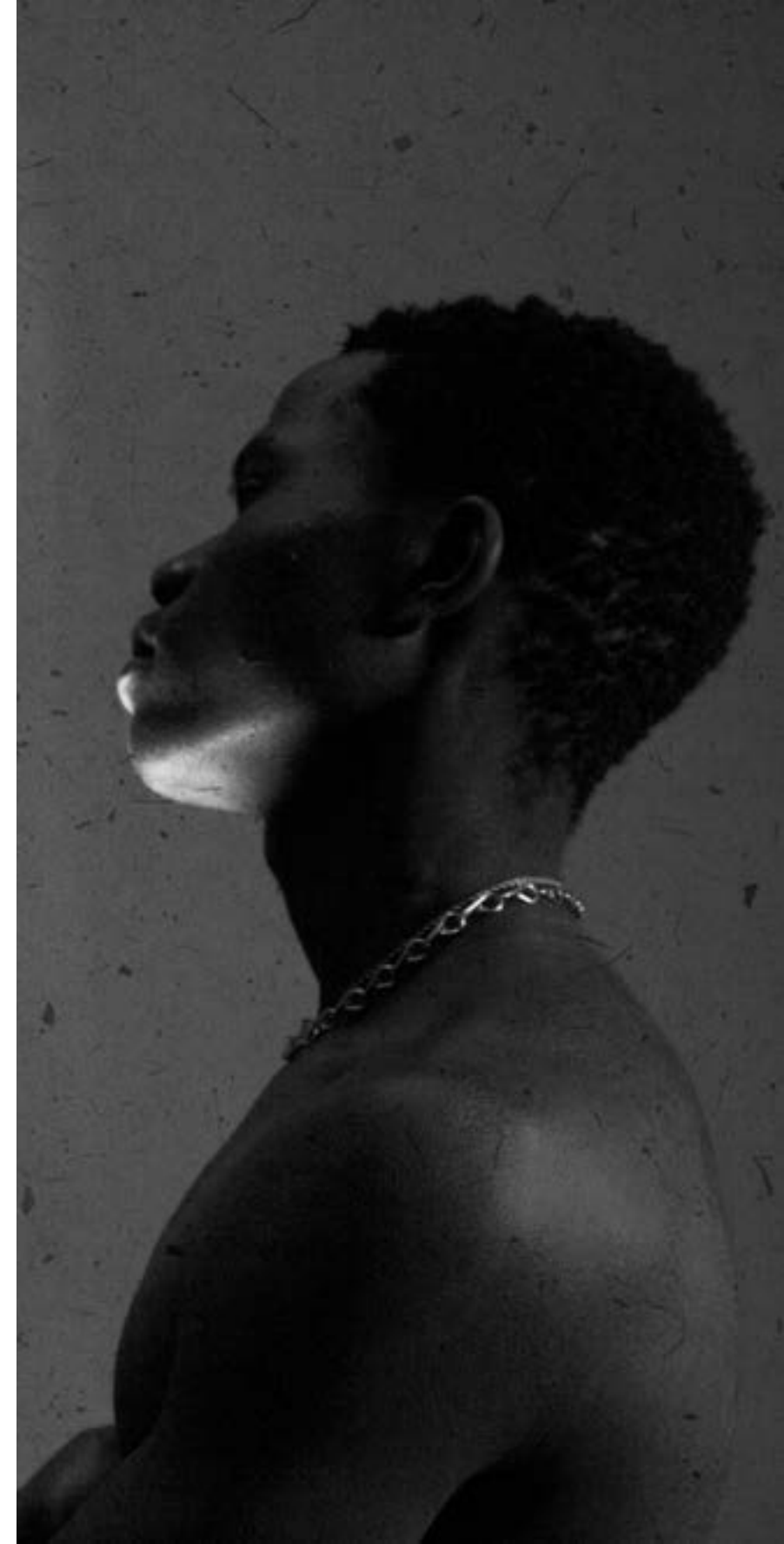
My classmates, who will be observing my project process and offering feedback.

Black men and women who will be able to discuss their personal experiences with being discriminated against and can help educated others how this problem has effected their lives and others.

People who may have seen black people in a negative light because this can help provide insight as to why they may contribute to this behavior.

Activists who are also fighting against the issues of discrimination towards black men and women.

Experts of the subject because they will be able to offer me valid advice as how I can make this topic effective for those coming in conntact with the project.



Objectives

With this project I want to advocate, inform, and educate of the problem with mis-identifying the black body and how benefiting from black culture devalues the existence of black men and women of all generations. As a result of my efforts, I want to be able to accomplish making people feel that fighting against the hatefulness and discrimination that occurs on a day to day basis. Some people might not feel or see how these things effect black men and women, but they can gain an understanding how they feel. This project is to be a call to action that gets individuals to see. the issues in our system that places the innocent lives of black people at harm.

This is something that is important to me because like most other black men and women, I have personally experienced hardships that have put me in a place where living in certain climates can be harmful because of how people may choose to identify you based on how they feel. This it a platform for me to speak to my and many other stories how they maybe have been discriminated against and seen their culture taken away from them, feeling a level of emptiness. Black culture has so much deep rooted history that is shouldn't be downplayed but celebrated, and that starts by redefining how cultures see the black body.

My success will having people confront their own discrimination and turn that into fighting for the greater good of black people but also other cultures and races that receive hatred for individuals that don't understand them.



Audience

The anticipated audience is a wide range because this an issue that I feel a lot of people are exposed to but some many different cultures and walks of life come in contact with black people. It's important for everyone to get the message especially if things are to change.

Demographics:

Age: 15-100

Gender: All

Ethnic Background: Any ethic background

Knowledge of Languages: Multilingual

Psychographics:

Individuals who are open-minded and willing to have a discussion on how this problem is harmful and hurts so many people. Certain values are going to have to be challenged but have a positive attitude. Thy will also want to have an interest in a better future see as things have been on a downward spiral in the few years and especially 2020.

Geographics:

My audience will start off local with the hopes of bringing it to a more national audience.



Pragmatic Issues

- **What issues must be overcome?**

I think the issues that I see are wanting to make my ideas on this subject becoming believable for people who will be experiencing my thesis. It's a big topic of conversation right now and always has been for the black population that has been dealing with these matters for a majority of their lives. I have a tendency to put a lot of pressure on what I do to be deliverable at a high standard because the bar is set higher for black men and woman. I want to gain the support and guidance to this effective to everyone.

- **What noise can you foresee?**

I see the being noise from other responsibilities that I have or may come up and just my own mind wanting to create this over the top idea that I might not be able to execute. It can become overwhelming but I think it is something that I'll have to fight through in order to create the best project I can.

- **What concerns do you have that may prevent your project from succeeding?**

Creating a design that actually makes people think about this problem and not overlook the social issue and systematic racism. It if just comes off as just another design where the message isn't seen or doesn't make people react in a way that provokes reaction, it might not succeed. So I have to make sure I create something that gives rise to my overall ideas and what I want to portray.



Positioning and Communication Strategy

- Black people should not be seen as a lesser but as the same as equal on the systematic scale.
- Anger, empathy, disappointment, understanding, passion, pride, anticipation, light a fire,
- Stand up against these hateful actions. This isn't something that's going to be solved overnight but the sooner people come together and understand that this is a problem that affects so many people, not even just black, we can establish a better way of living where people that aren't as white can not be afraid.

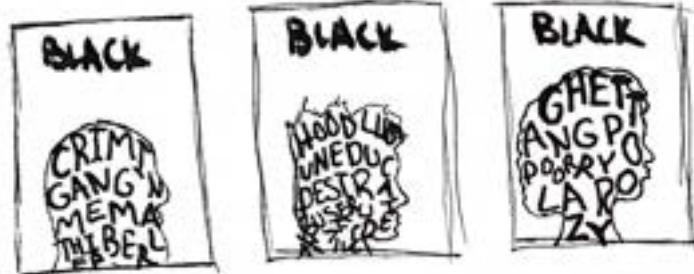
Thesis Support

In the process of finding the right people to help support this topic.



Sketches (Week 1)

Idea 1: Lenticular Printing / 3 poster set



* 3 poster with 6 images * Black and white (maybe color)

* 3 posters display with the problem and the resolution

People see a person who is black and place false terms on the black body:

- * hoodlum
- * gang member
- * uneducated
- * criminal
- * ghetto
- * drug abuser
- * lazy
- * drug dealer
- * problematic
- * poor
- * angry
- * destructive
- more terms

THE SHIFT OF IMAGES

Using lenticular printing, when people enter gallery they'll see the posters display black silhouettes of men and women with "false terms" as the figures

* "The Problem with Misidentification"



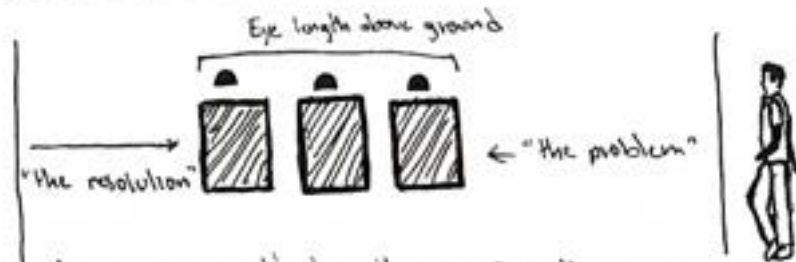
* STOP MISIDENTIFYING THE BLACK BODY

Walking past the image, the lenticular printed posters will shift, allowing viewers to see the positive, more accurate view of the black body. This will scream "STOP THE FALSE TERMS" or "STOP MISIDENTIFYING THE BLACK BODY" because these terms cause black men and women to experience harm. We want to change that way of thinking.



Needs to be displayed on right side in order to get message

walk in viewing from left side to see "the problem"



As visitor walk by, the image will change to show a positive message and image of what ~~the~~ black body should be identified as to have a positive outcome for black men and women



Sketches

Black Identity / Black Body * New Concept

"By courageously looking, we defiantly declared: "Not only will I stare, I want my look to change reality" Bell Hooks, 1992

"The Black Gaze"

- self awareness
- systems of power and knowledge
- self regulation
- interrogates whiteness
- insight into how white supremacists function

18" x 24" Black and white portraits of black men and women

- head shots
- straight on to show characters and features

Type posters displaying a power message about the black body / identity

Build on the idea of connecting text to photograph

How do they want the black body to change the of life in the future

- what is the black body fighting for?

create connection

NOT ONLY WILL I STARE I WILL

what the bell hooks quote means to them? what do they think you look or body needs to help change in society?



Sketches

*Call to action through piece

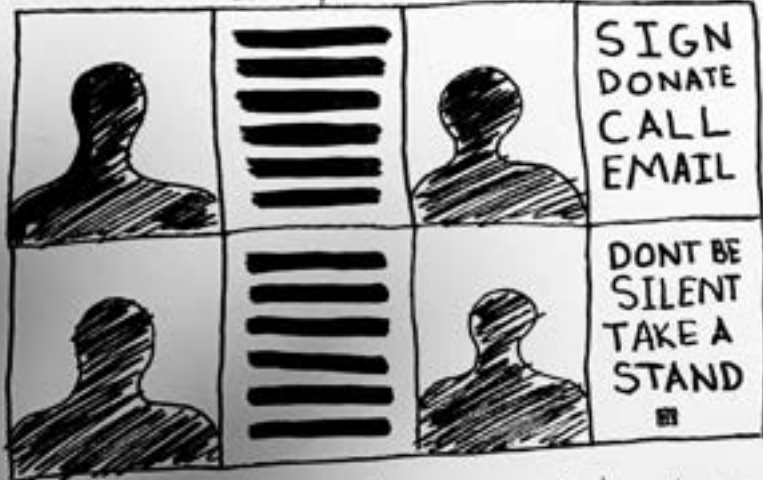
How can we get people to partake in fighting for change

Local chapters of BLM
NAACP Legal Defense Fund } Donate
Say Her Name

* Sign Petition

* Call & Email

How can we identify the black body?



Add posters that act as a call to action
Want it to be bold enough but also adding to overall design and thesis problem

How do we use the black gaze to fight a system built on oppression?



Generate a QR of some sort that takes individuals to website to sign, donate, call and email for the greater good

Where and how can this be positioned and place in exhibition?

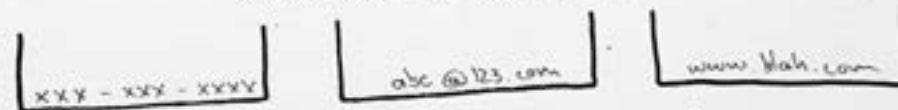
- bottom of type poster
- solo poster stating sign, donate, call and email stated in style of other posters
- accompanied with a "don't be silent take a stand"

Get people to want to interact and feel something real

add email links to posters so people can go to direct website



Display in bold text actions that people need to keep taking




Display links and phone numbers of who to reach out to for info



QR CODE AT BOTTOM
• brings up link


Sketches

well with possibilities of large posters in one line



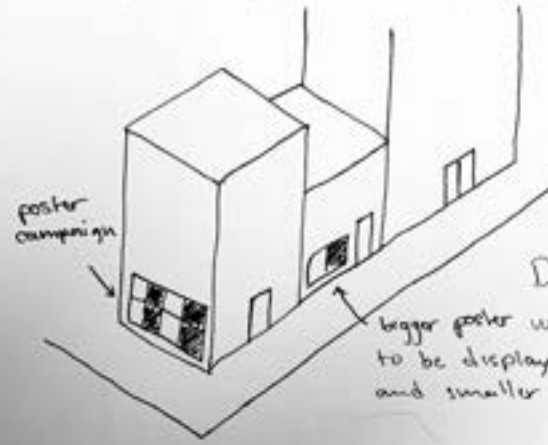
*** Wheat Pasting**

- placing these ideas and concepts around the city
- places where black and brown people aren't in the community
 - cherry creek north/cherry creek
 - highlands
 - baker
 - capitol
 - rino / 5 points



bigger posters that can be overlooked

- important to the times
- don't overlook blackness/black body




poster campaign

bigger poster with chances to be displayed in bigger and smaller areas

Creating the gaze from different angles but still focusing on the structure of the face


Different Placement Types



Creating posters that use different ideas

close up of black facial features

- the eye showing the gaze
- features show there is no real difference between black and white




*** Keep black/white**

different type treatment and fonts

- san serif
- serif
- bold typefaces
- alignment

*** All caps. to show intensity**

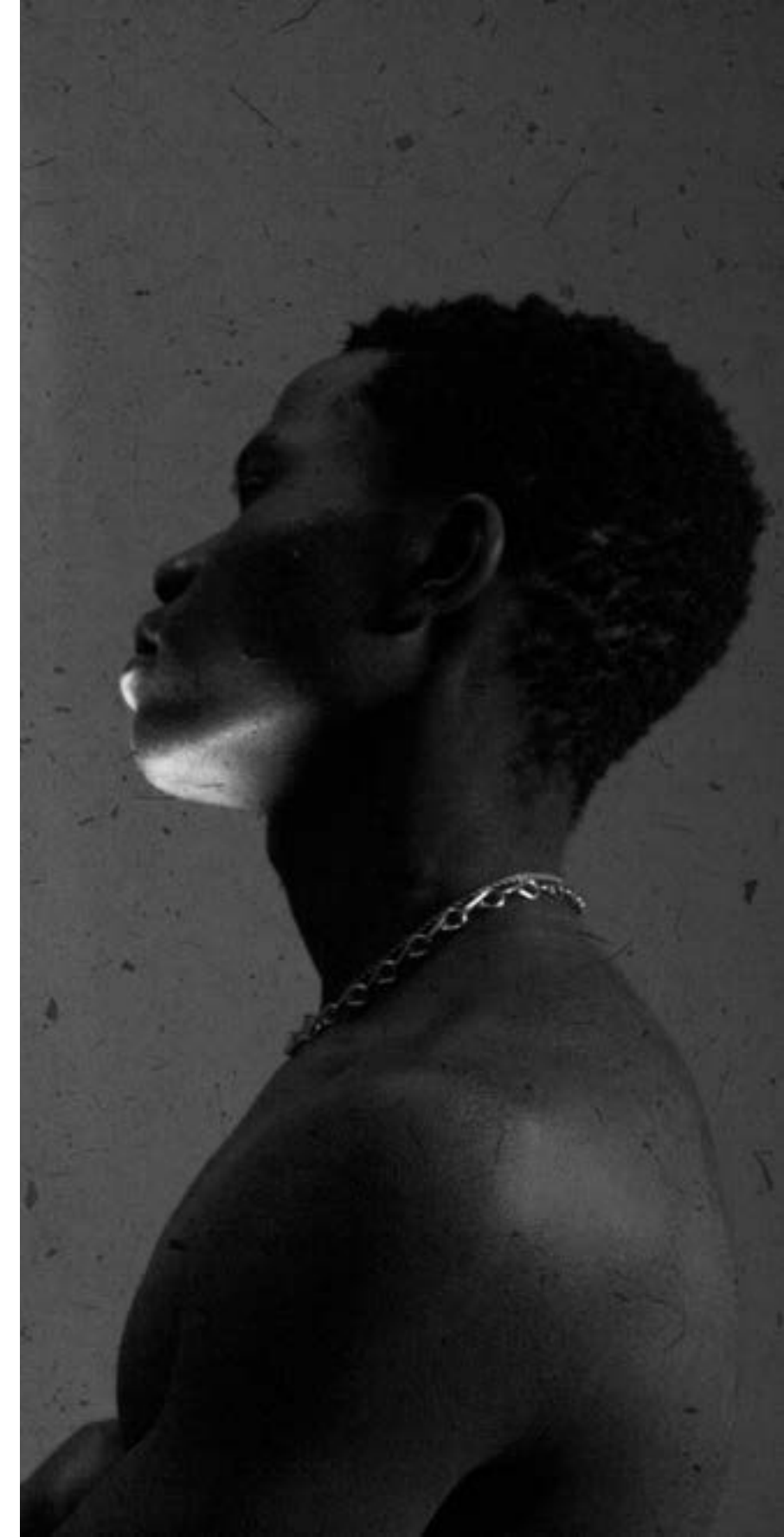


PRO BLACK ISNT ANTI WHITE

IF YOU CHOOSE TO BE NEUTRAL YOU SIDE WITH THE OPPRESSOR

RACISM IS NOT ABOUT YOU LOOK TTTS ABOUT HOW PEOPLE ASSIGN THE MEANING

- create a connection to the message
- introducing more language to the campaign
- create uniqueness between figures



Inspiration (Quotes)

IT IS NOT ENOUGH TO BE QUIETLY NON-RACIST, NOW IS THE TIME TO BE VOCALLY ANTI-RACIST.

ALL LIVES CAN'T MATTER UNTIL BLACK LIVES MATTER

THERE COMES A TIME WHEN SILENCE IS BETRAYAL

SOMETIMES PEOPLE TRY TO DESTROY YOU, PRECISELY BECAUSE THEY RECOGNIZE YOUR POWER — NOT BECAUSE THEY DON'T SEE IT, BUT BECAUSE THEY SEE IT AND THEY DON'T WANT IT TO EXIST. — BELL HOOKS

"When you're accustomed to privilege, equality feels like oppression" AFRO PUNK

BLACK LIVES MATTER
BLACK PAIN MATTERS
BLACK VOICES MATTER
BLACK HISTORY MATTERS.
BLACK CHILDREN MATTER
BLACK WOMEN MATTER
BLACK MEN MATTER
BLACK JOY MATTERS
BLACK LGBTQ'S MATTERS
BLACK FEMINISM MATTERS
BLACK SPACES MATTER
BLACK MENTAL HEALTH MATTERS
BLACK HEALING MATTERS.
PERIOD.
simplyblessedshy.com

"WHITE SUPREMACY HAS TAUGHT HIM THAT ALL PEOPLE OF COLOR ARE THREATS IRRESPECTIVE OF THEIR BEHAVIOR. CAPITALISM HAS TAUGHT HIM THAT, AT ALL COSTS, HIS PROPERTY CAN AND MUST BE PROTECTED. PATRIARCHY HAS TAUGHT HIM THAT HIS MASCULINITY HAS TO BE PROVED BY THE WILLINGNESS TO CONQUER FEAR THROUGH AGGRESSION."
BELL HOOKS

Sometimes people try to destroy you, precisely because they recognize your power - not because they don't see it, but because they see it and they don't want it to exist.
— Bell Hooks
AZ QUOTES

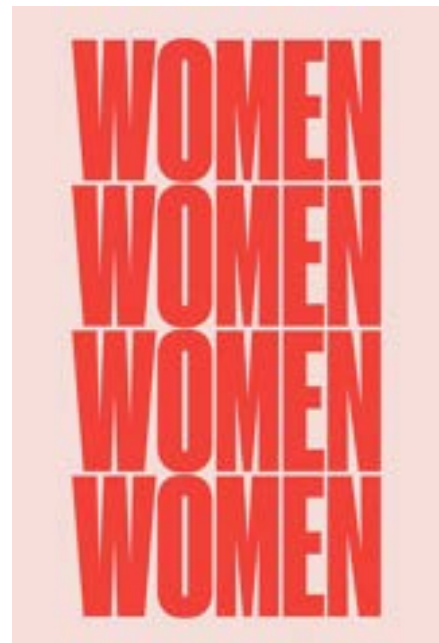
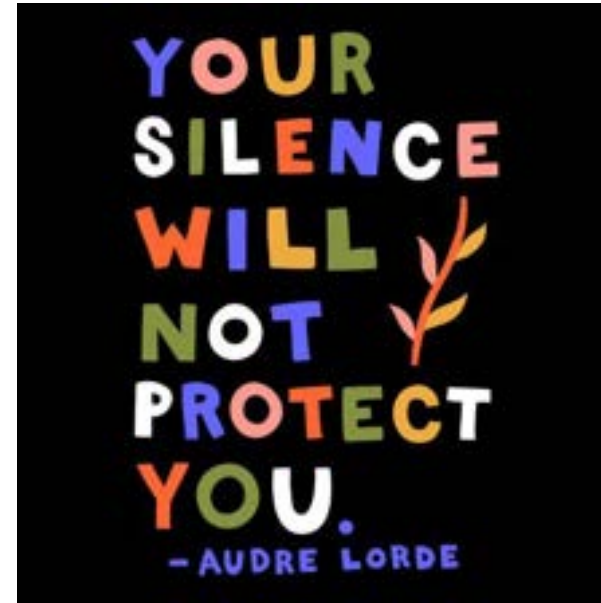
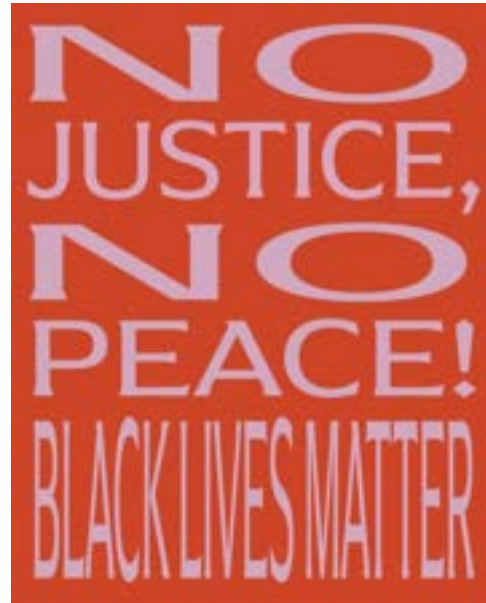
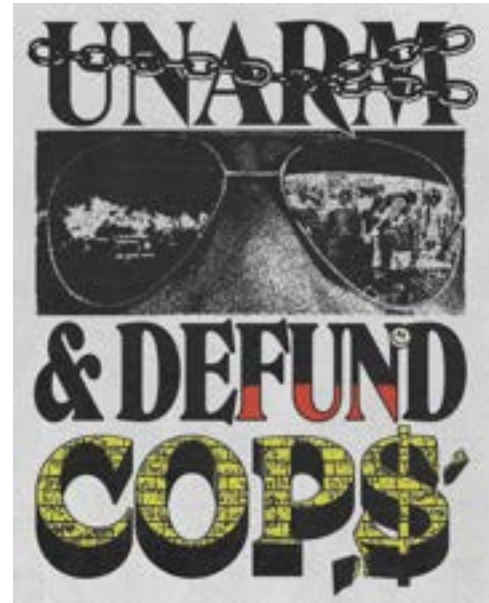
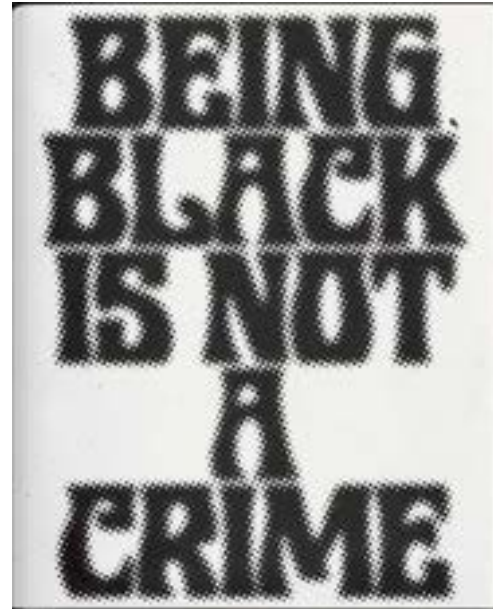
If you're tired of hearing about racism, imagine how tired some people are of experiencing it...

THE TIME IS ALWAYS RIGHT TO DO WHAT IS RIGHT.
— MARTIN LUTHER KING, JR.

PRO BLACK ISNT ANTI WHITE

"To ignore evil is to become accomplice to it" MLK

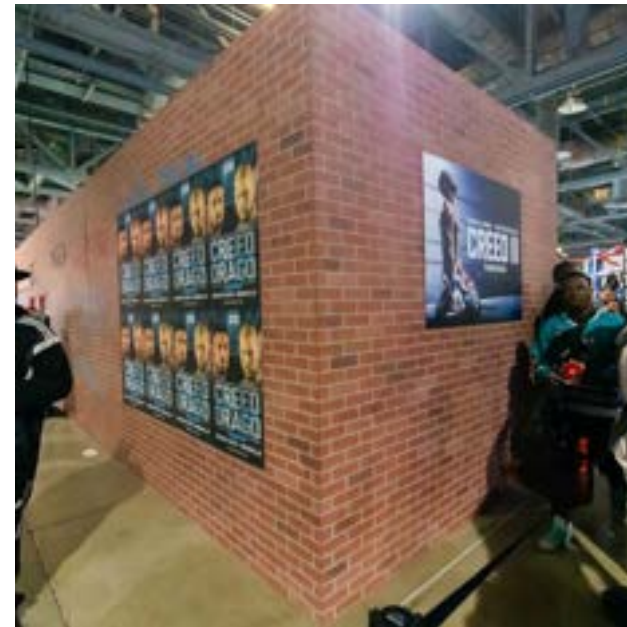
Inspiration (Design)



Inspiration (Gaze)



Inspiration (Wheatpaste)





**SIGN
DONATE
CALL
EMAIL**



**NOT ONLY
WILL I
STARE
I WANT MY
LOOK TO
CHANGE
REALITY**



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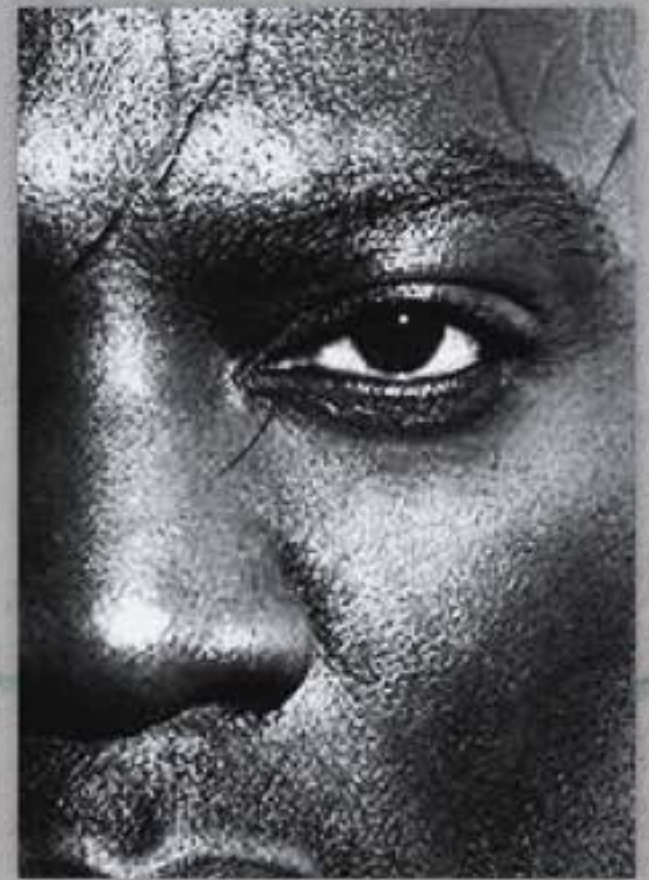
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