



*Design II + Sustainability in Design III*  
classes GRA3817, GRA4818.

© 2017, Silvia Pease, Florida International University

Florida International University and AIGA|MIA present

**DESIGN IS CHANGE**  
**SUSTAINABILITY POSTERS FOR**  
**A POSITIVE SOCIAL IMPACT**  
**ON COMMUNITIES.**

March 23th- April 14th

Opening Thursday, March 23rd at 7PM

**Miami Beach Urban Studios [MBUS]**

FIU College of Communication, Architecture + The Arts

420 Lincoln Road | Miami Beach, Florida 33139

Project curated and organized by Silvia Pease

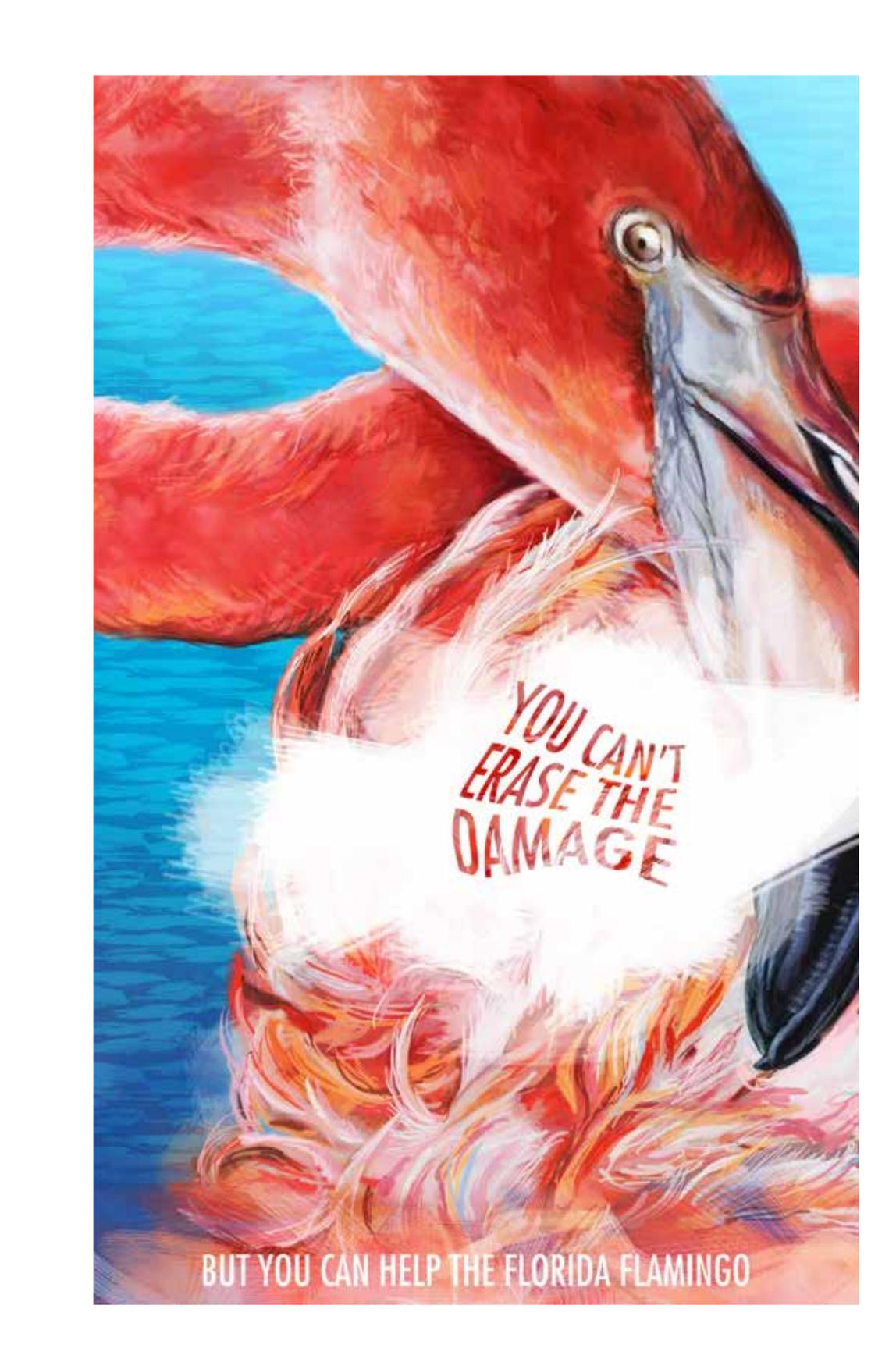


This series of Sustainability posters manifest the mission of Zoo Miami, an organization that focuses on encouraging the education and appreciation for the world's wildlife.

Through the partial erasing of digital illustrations, I'm able to make a statement about the negative impact humans have had on our local wildlife and ecosystems.

As a citizen designer, my pieces are a call to action, that although some damage has been done, one can try to restore the natural balance of our wildlife.

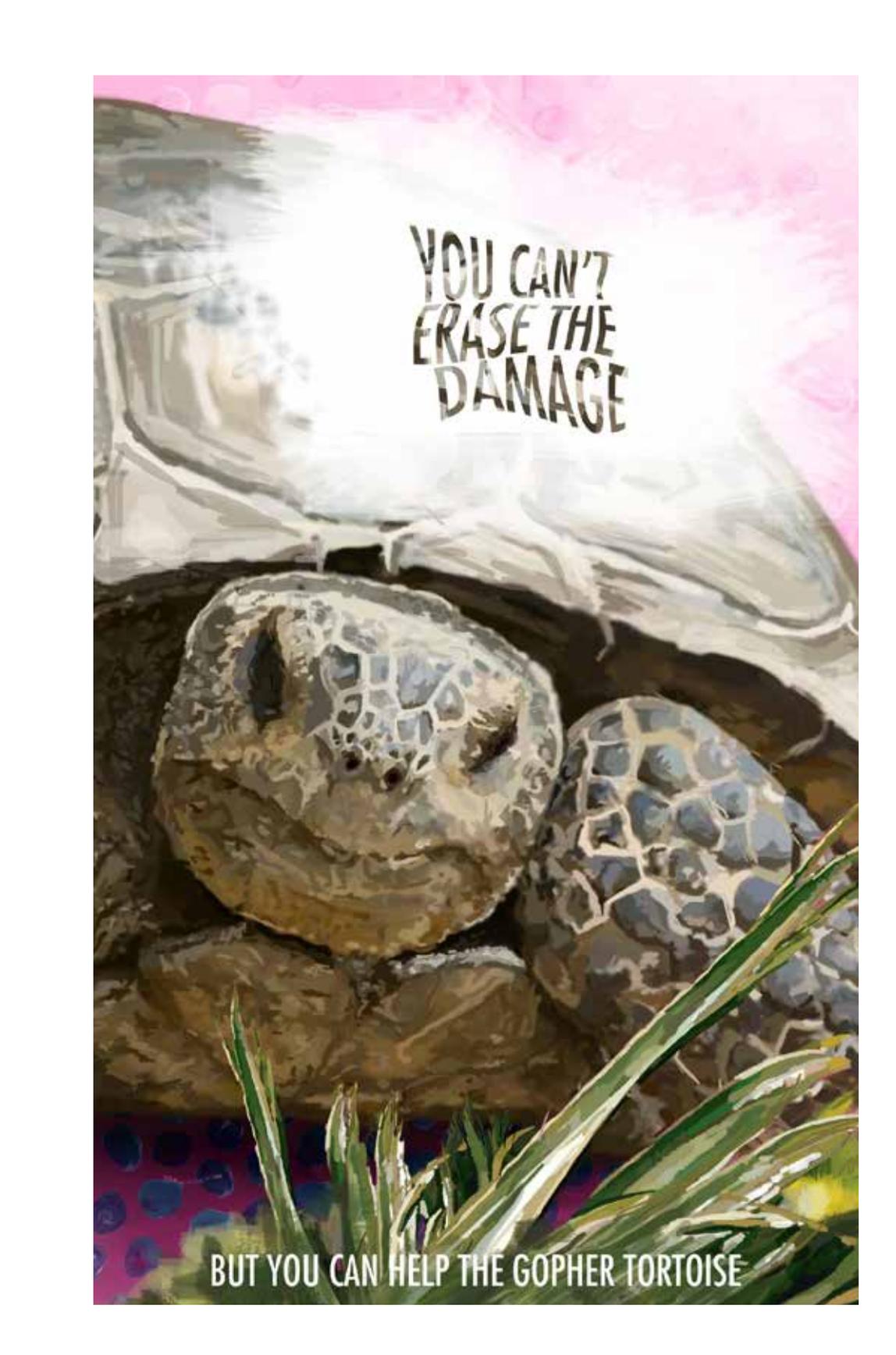
Ariel Canino  
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**YOU CAN'T  
ERASE THE  
DAMAGE**

**BUT YOU CAN HELP THE FLORIDA FLAMINGO**

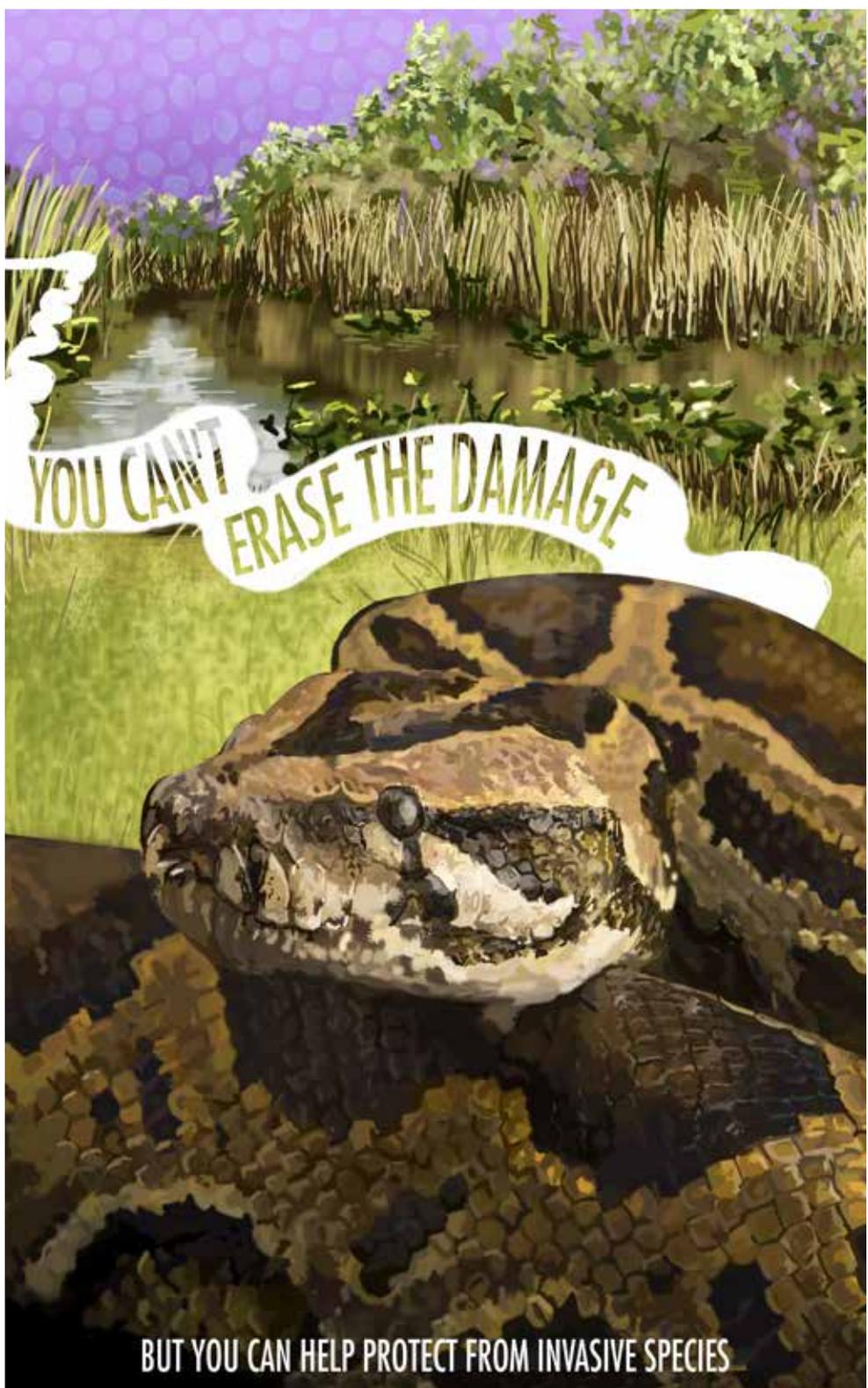




**YOU CAN'T  
ERASE THE  
DAMAGE**

**BUT YOU CAN HELP THE GOPHER TORTOISE**





YOU CAN'T  
ERASE THE DAMAGE

BUT YOU CAN HELP PROTECT FROM INVASIVE SPECIES



This poster was created as part of a series on Sustainability in Design. I partnered with the Human Rights Campaign in order to bring awareness to trans rights and equality.

In the series, I use words that are considered hurtful or insulting in a typographic manner that distorts the original message as an attempt to bring control, healing, and empowerment. People that identify as trans endure many of these insults daily as they are often ostracized and pushed to hated fringes of society. The posters all have different layers to them, symbolizing the layers of a trans person, how they desire to be viewed and how others view them. Through these posters, I'm able to make a statement about the necessity of being mindful of the words we choose.

Carlos Salazar  
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I W I L L N O T

B E I N S U L T E D . . .



HUMAN  
RIGHTS  
CAMPAIGN



LOVE HAS NO GENDER



HUMAN  
RIGHTS  
CAMPAIGN









WE ARE MORE  
| | | | | | | | | |  
THAN LABELS



Article 19

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

Carlos Salazar

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EVERYONE  
HAS THE RIGHT  
TO FREEDOM  
OF OPINION  
+ EXPRESSION.

19

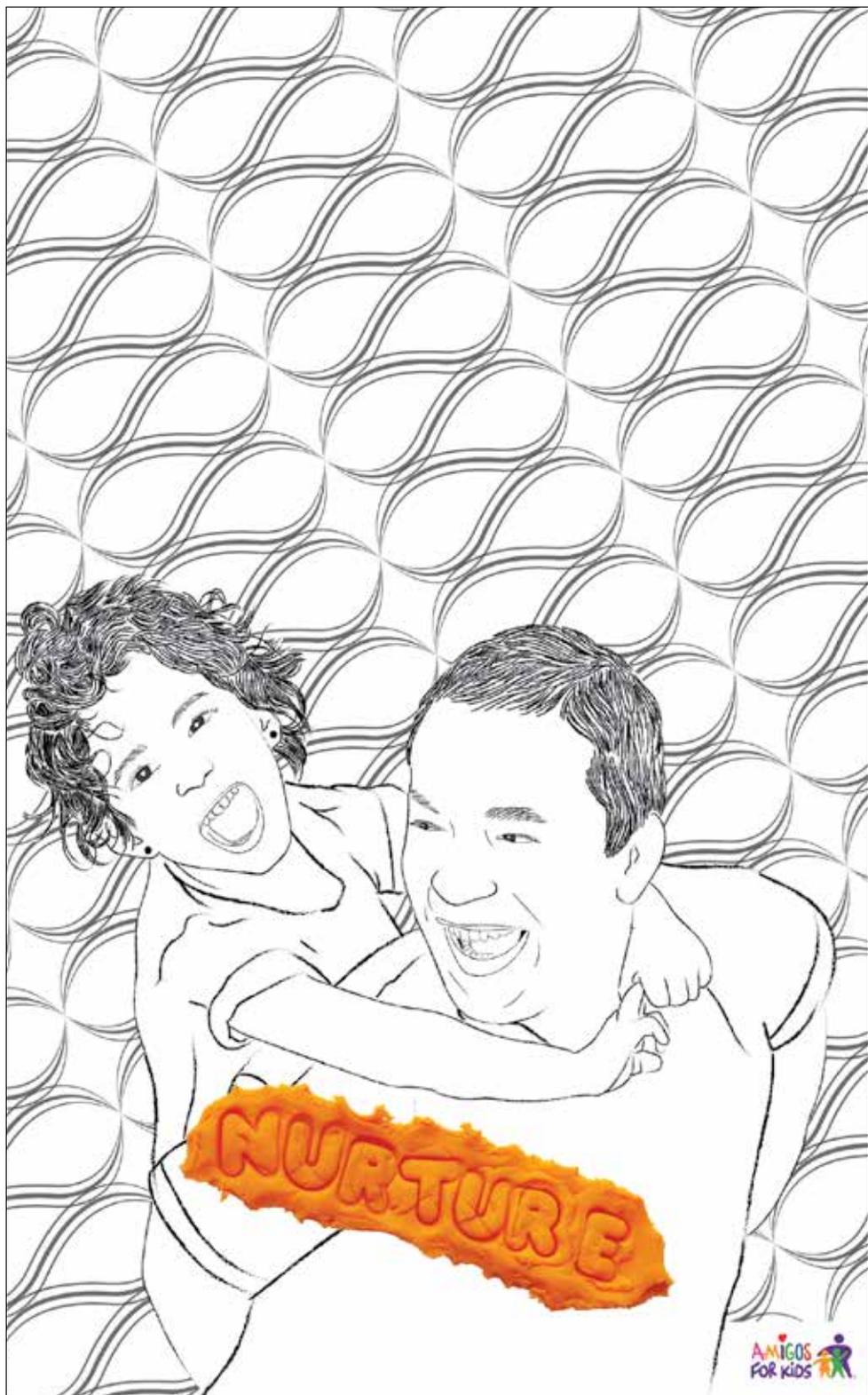


These posters were designed for the non-profit organization Amigos for Kids, as part of the Sustainability in Design project. AOF works to prevent child abuse and neglect by offering different community programs and events that promote positive parent-child relationships.

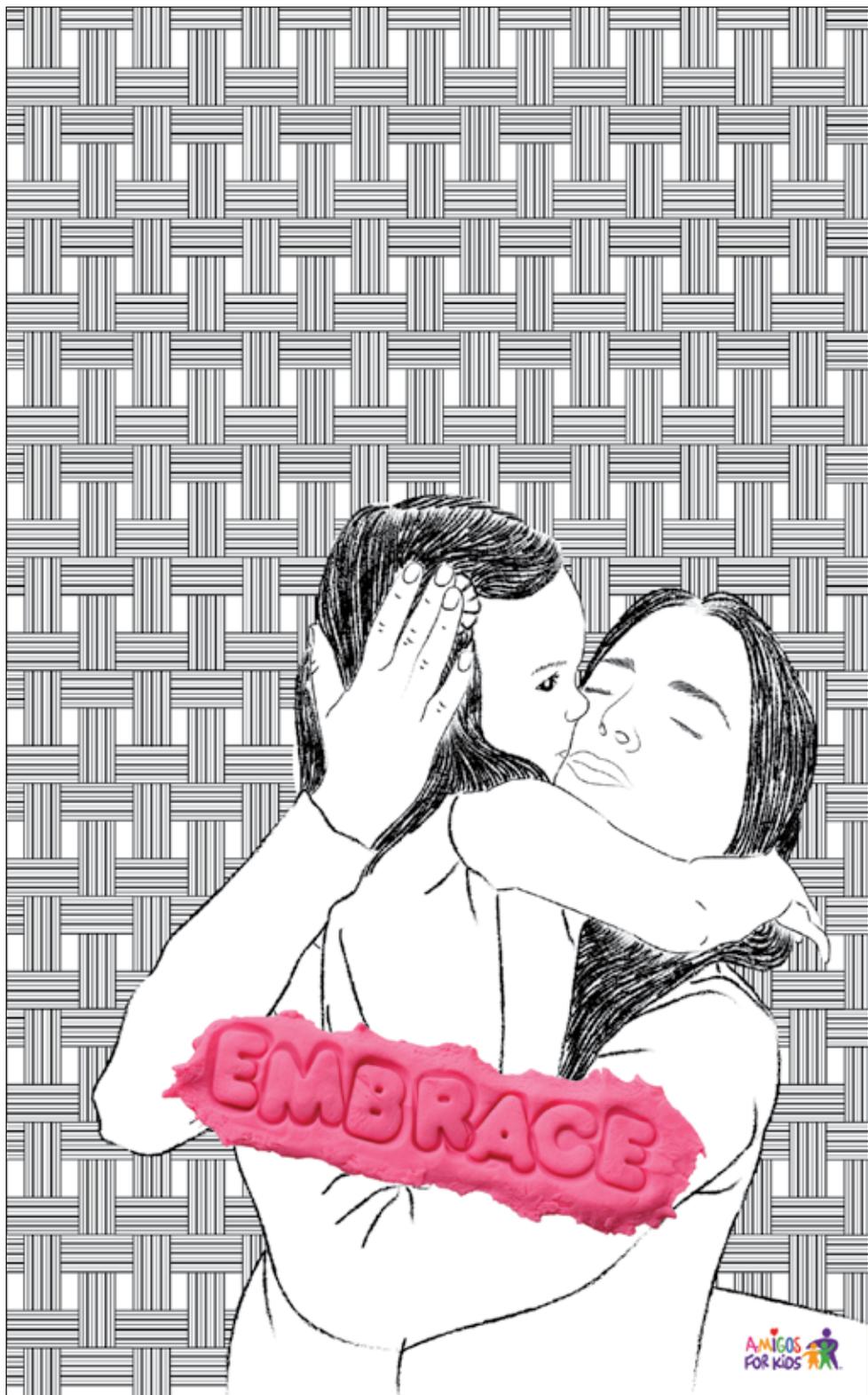
Their mission inspired me to create a series of posters that are intended to promote positive parent-child relationships by persuading parents to improve their parenting and communication skills for a healthy social and emotional development of their children.

As a citizen designer, I wanted to highlight and promote the great causes for which this non-profit organization stands for and help to make the lives of the South Florida children, brighter and safer.

Carolina Radas  
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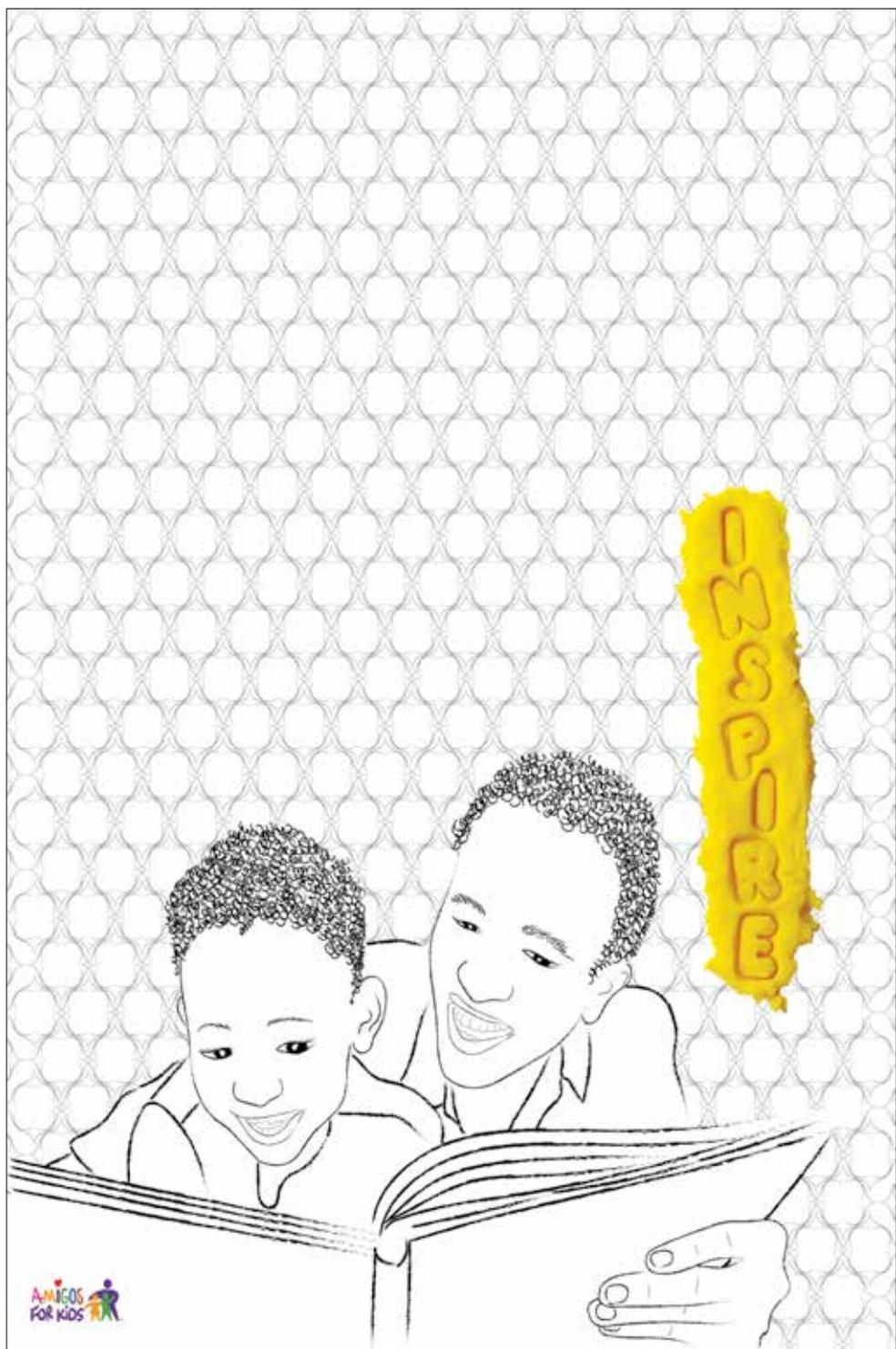






EMBRACE







These posters were created as part of a series of posters relating to Sustainability in Design. I decided to work independently choosing to bring attention to the environmental issues in Florida.

Using detailed photographs representing issues of note to Florida's environment in conjunction with overlaid text that state the negative aspects relating to these situations, I seek to bring light to the full impact of human causation to our environment.

Coming from a biology background and a Florida native, this is a topic that has always been important to me.

David Marte



FLORIDA'S BEEN  
DISSOLVED



FLORIAN'S

WAVE

WAVE

ATTACKS

OVERS

ATOPY

ERRIS

ATION

MA

BLACK-ARBON

FORMALDAHYDE

Signatures belong to the artist. The use of  
names of products is not intended to be  
an endorsement or recommendation of any  
product. For more information, visit  
[www.robart.com](http://www.robart.com)



# BIG SUGARY



IN  
FLORIDA

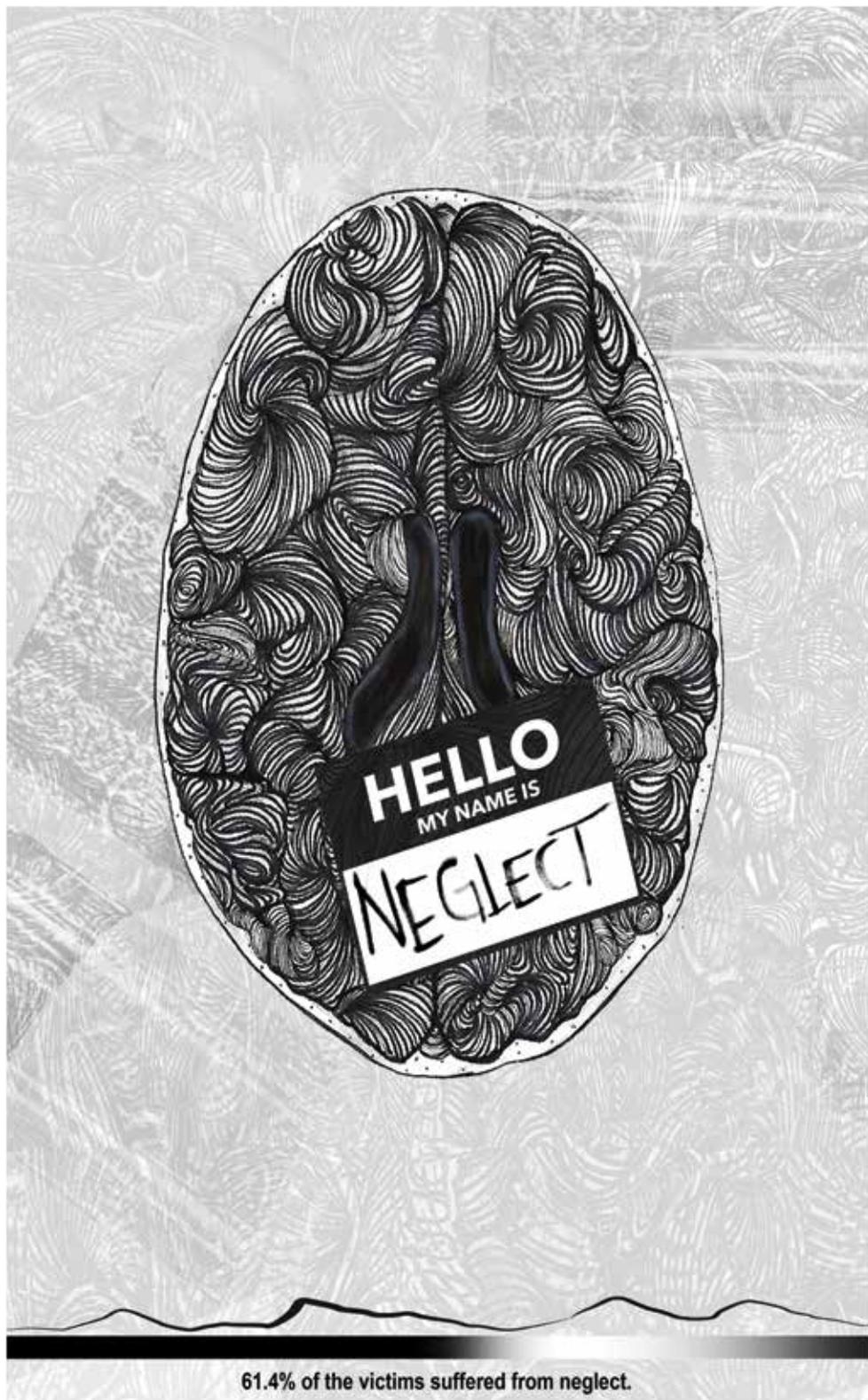
Companies that represent "Big Sugar" in Florida are responsible for irresponsible sugarcane burning, which is one factor in the state's environmental and the people who live there. Find out what you can do at [www.nature.org](http://www.nature.org).



This series of posters are brain scans of different behaviors that children of abuse may experience. I was inspired by a friend of mine, who personally deals with cases of abuse in homes and hearing the tragic events that the children face daily.

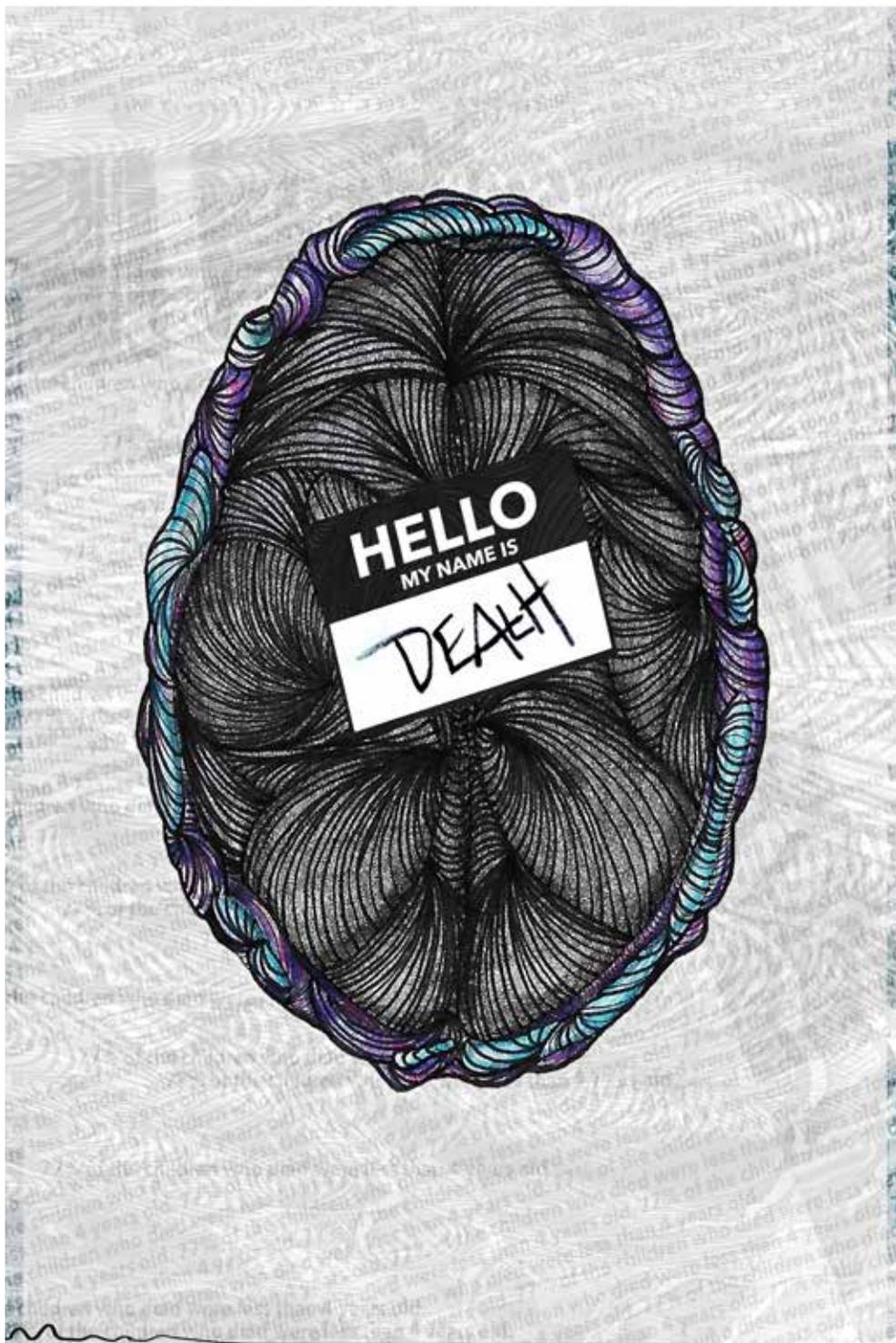
This created my own concerns for those in my family as well. I feel as if advertisements portray the positives or more of what organizations can provide. My focus is to show the behaviors during abuse without being vulgar, yet teaching viewers through an intricate design pattern.

Kimberly Joseph



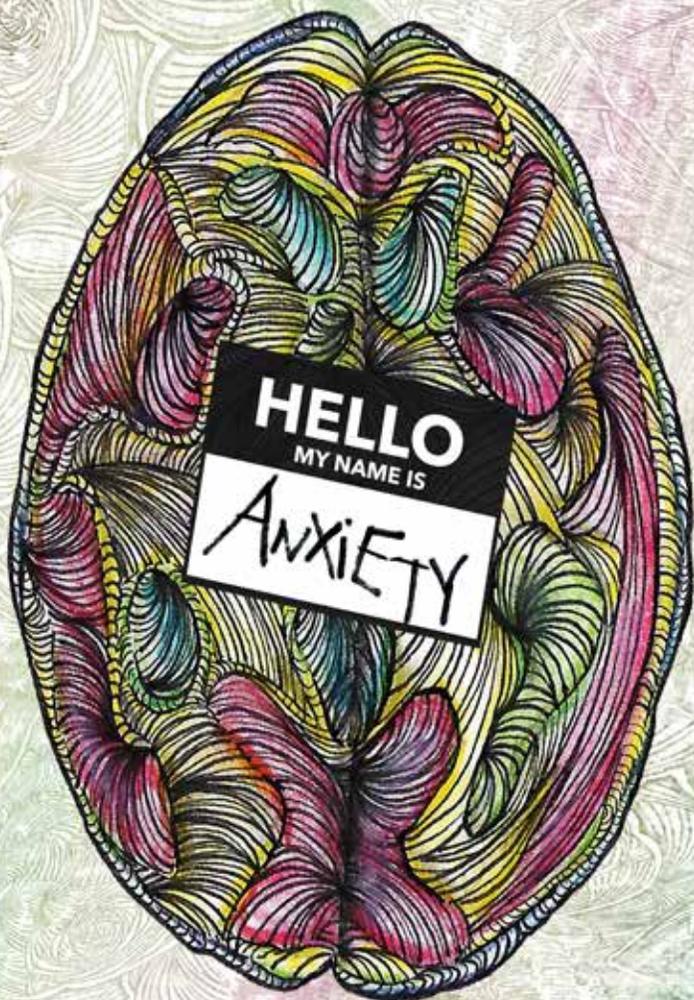
61.4% of the victims suffered from neglect.





77% of the children who died were less than 4 years old.





Anxiety often appears in an abuse child's behavior.

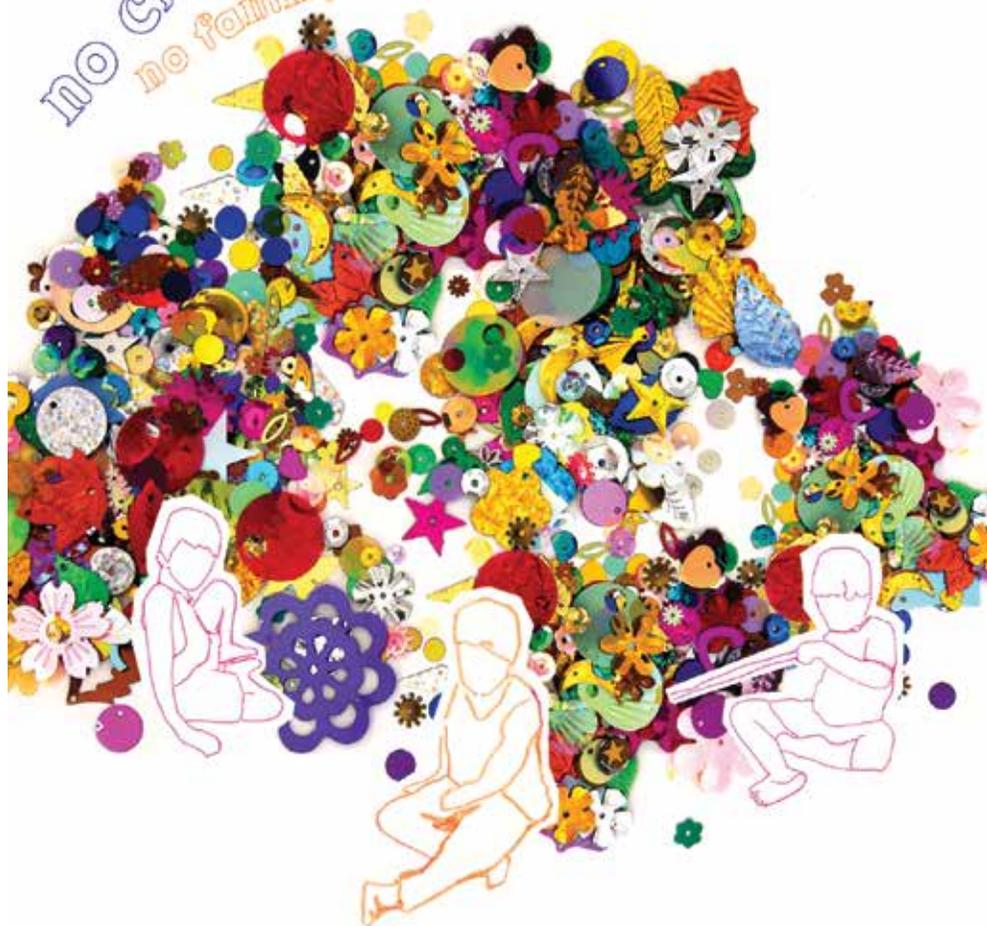


This poster is one of ten created as a series showcasing “Sustainability in Design” and our responsibility as graphic designers in society.

I was given the opportunity to represent the non-profit organization Defense for Children International- an organization that works to ensure that children’s civil, political, economic, social, and cultural rights are protected globally. The posters I have created for this series show imagery of disadvantaged children in a more positive light, placing children out of dangerous situations and into carefree lives.

Maria Eugenia Dominguez  
[mariaeugenia.myportfolio.com](http://mariaeugenia.myportfolio.com)

no child displaced  
no family uprooted



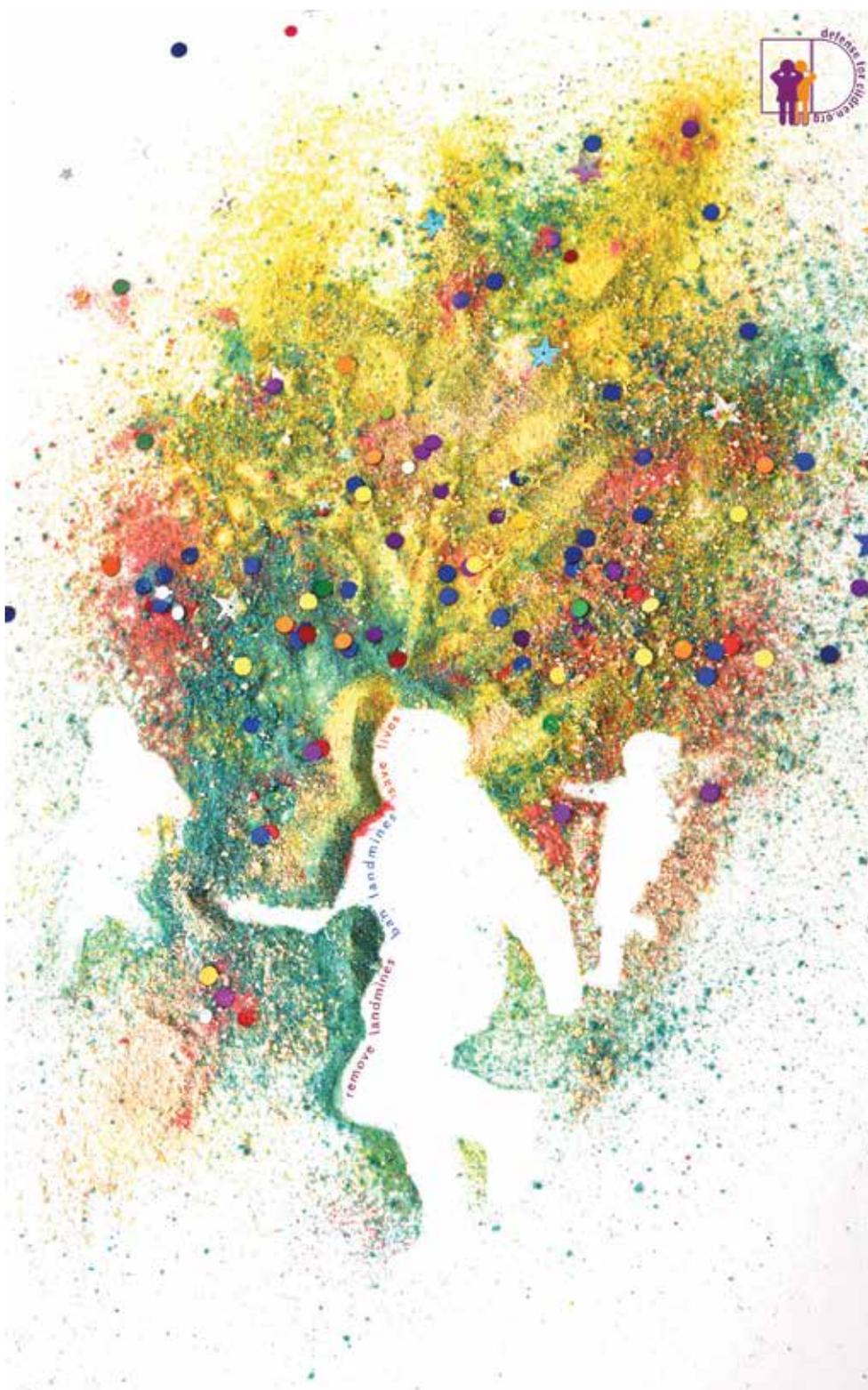




Asylum







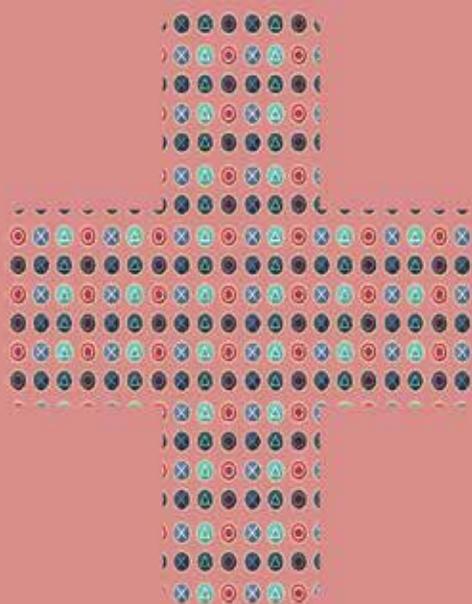
remove landmines  
save lives



This poster was created as part of a series of Sustainability in Design. I chose to work with Child's Play Charity, a charitable organization that donates toys and games to children's hospitals all over the world.

Video games has always been a huge part of my life, and the fact that anyone can raise money by playing video games to improve the lives of children in hospitals and domestic violence shelters really inspired me to create my series of campaign posters.

Paula Valbuena  
pvalb005@fiu.edu



**Play to Aid**



These posters are created as part of a series of Sustainability in Design. The concept was created by brainstorming ways to connect people and tie them to their ultimate potential as philanthropists. OUT Miami's director expressed the need to inspire everyday people. He said: "Everyone can be a philanthropist, not just those who donate money."

I took photographs of a group of people and wrote inspirational quotes which begin within the person and end outside of them. In other words, connecting typography and design to everyday people.

Carlos Spartacus  
[www.carlospartacus.com](http://www.carlospartacus.com)

REPEATED TEXT BLOCKS

SELFLESS







POSITIVE ENERGY





I chose to work with the National Coalition Against Censorship, an organization that promotes the freedom of “thought, inquiry, and expression.”

Censorship is rapidly increasing, and visual communicator’s basic right of freedom of expression is in jeopardy. The idea of censorship is terrifying and unacceptable, which is the reason of my collaboration with the NCAC.

Tiffany Tejera  
tiffanytejera.weebly.com  
tteje007@fiu.edu



**RESTRICTED  
— AREA —**

**DO NOT ENTER**

AUTHORIZED  
PERSONNEL ONLY

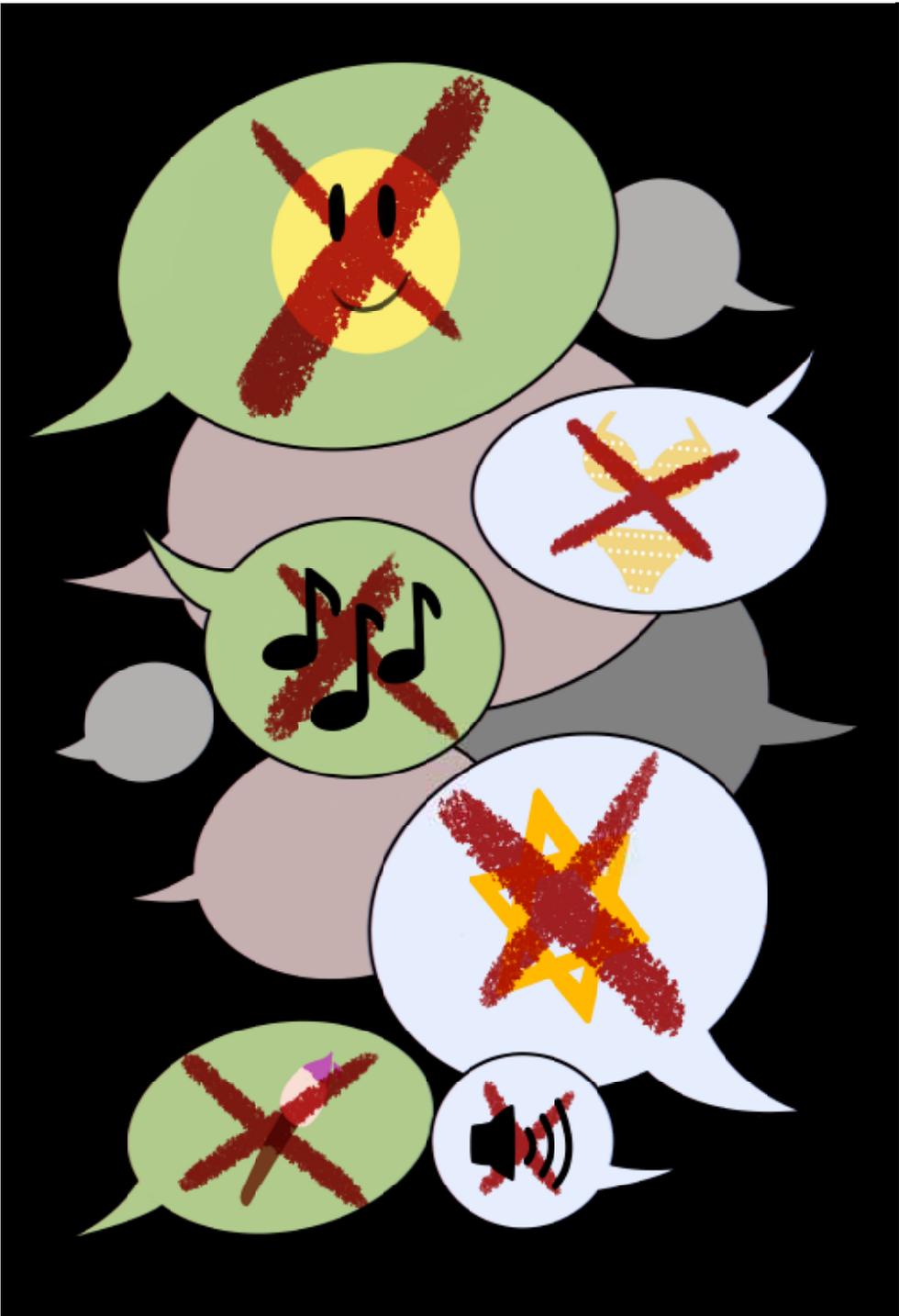


Public  
Records

Article 19

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

Tiffany Tejera  
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ARTICLE 19

#womensmarch

Tiffany Tejera  
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YOU REALLY  
CAN  
CHANGE THE  
WORLD  
IF YOU CARE  
ENOUGH  
- MARIAN  
EDELMAN





I chose to work with the Humane Society of Greater Miami to help raise awareness of their pet therapy programs. The Humane Society provides countless animals with the hope of finding forever homes, and providing hope to people who suffer from both mental and physical illness that are looking for alternative ways to find peace and a possible cure to their issues.

Each poster was hand carved and printed in the technique of relief-printing. The animals depicted are based on the registered therapy pets available at the Humane Society and are being formed by the petals of a dandelion. The dandelion represents individuals seeking help and therapy from the numerous pets available. The animal is visible after taking part in therapy and “releasing” their troubles, turning a negative situation into a positive one.

Samantha Gonzalez  
missmachineart.com  
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#YOURTHERYPET







HUMANE SOCIETY  
OF GREATER MIAMI  
ADOPT-A-PET

#YOURTHERAPYPET

## Article 18

“Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance.”

Samantha Gonzalez  
missmachineart.com  
missmachineart@gmail.com



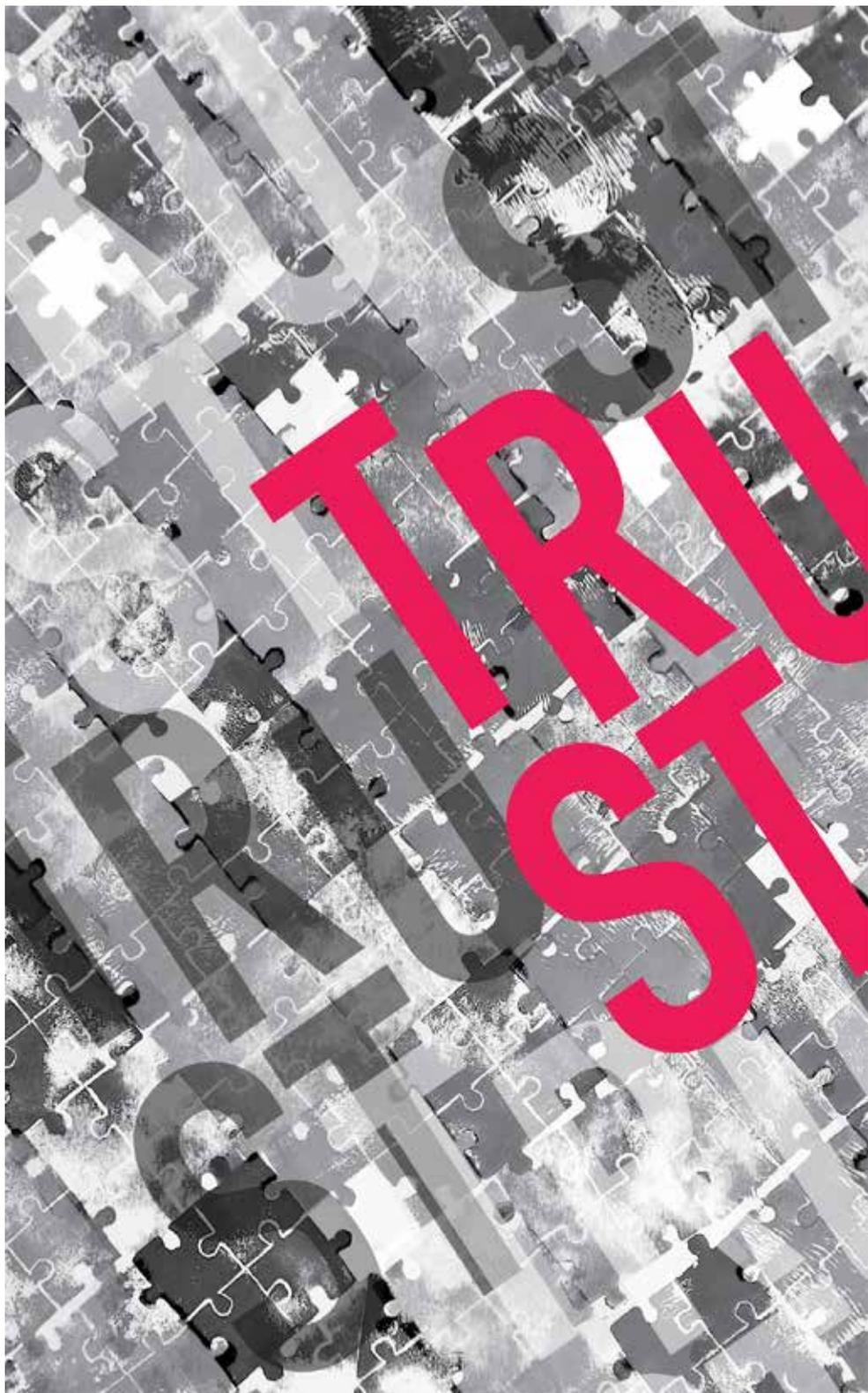


Find Trust is the first poster in a series of ten for the Community of Police and Students organization based in Broward College. The posters metaphorically and visually use games that require patience and concentration to describe the difficult and time-driven process that is required to build trust among members of the community and police officers.

Yekaterina Lobuzova  
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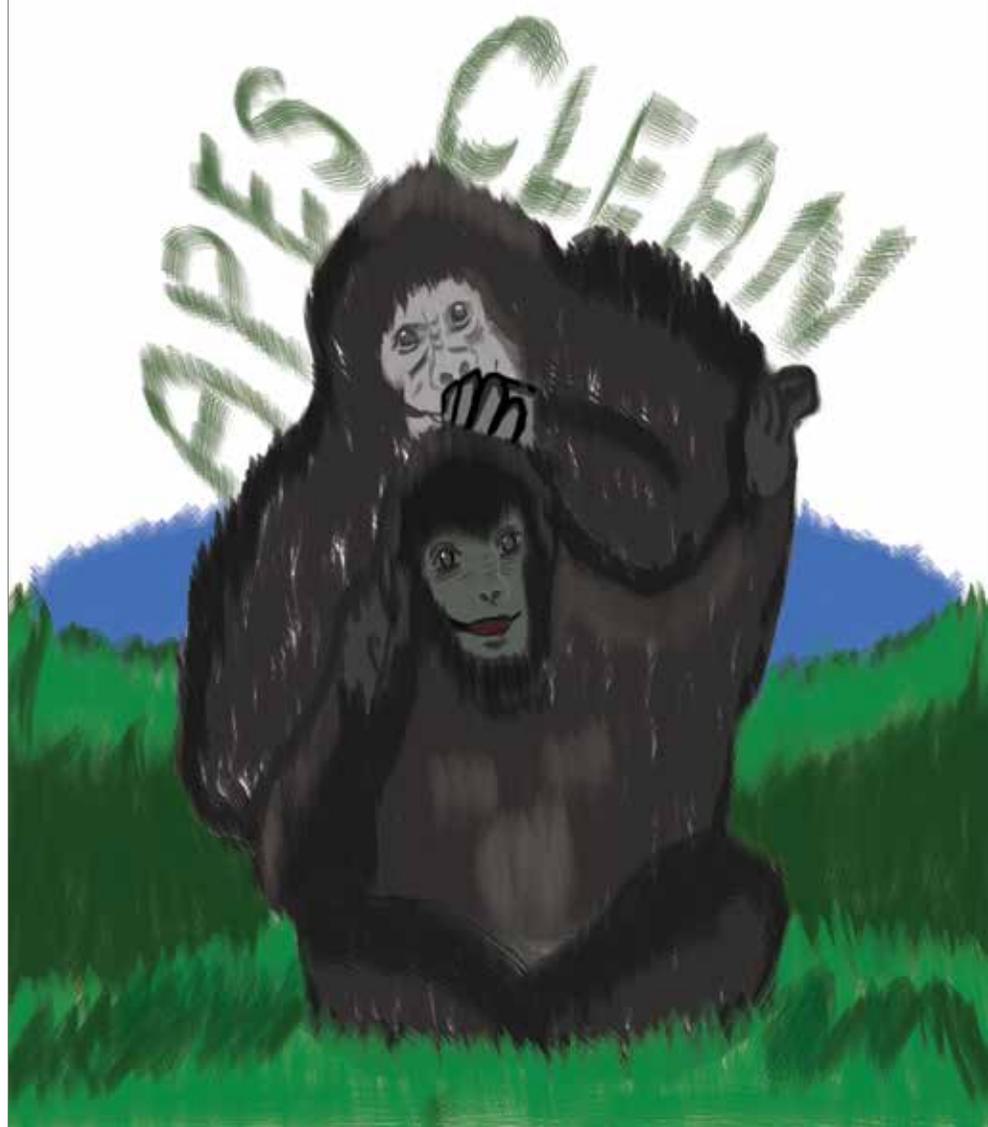


I selected the Dian Fossey Gorilla Fund International to show how gorillas are not so different from us by illustrating their human-like activities. These posters create awareness on the topic of gorilla endangerment and question our responsibility.

Alejandro Perez  
apere817@fiu.edu



THE DIAN FOSSEY  
GORILLA FUND  
INTERNATIONAL





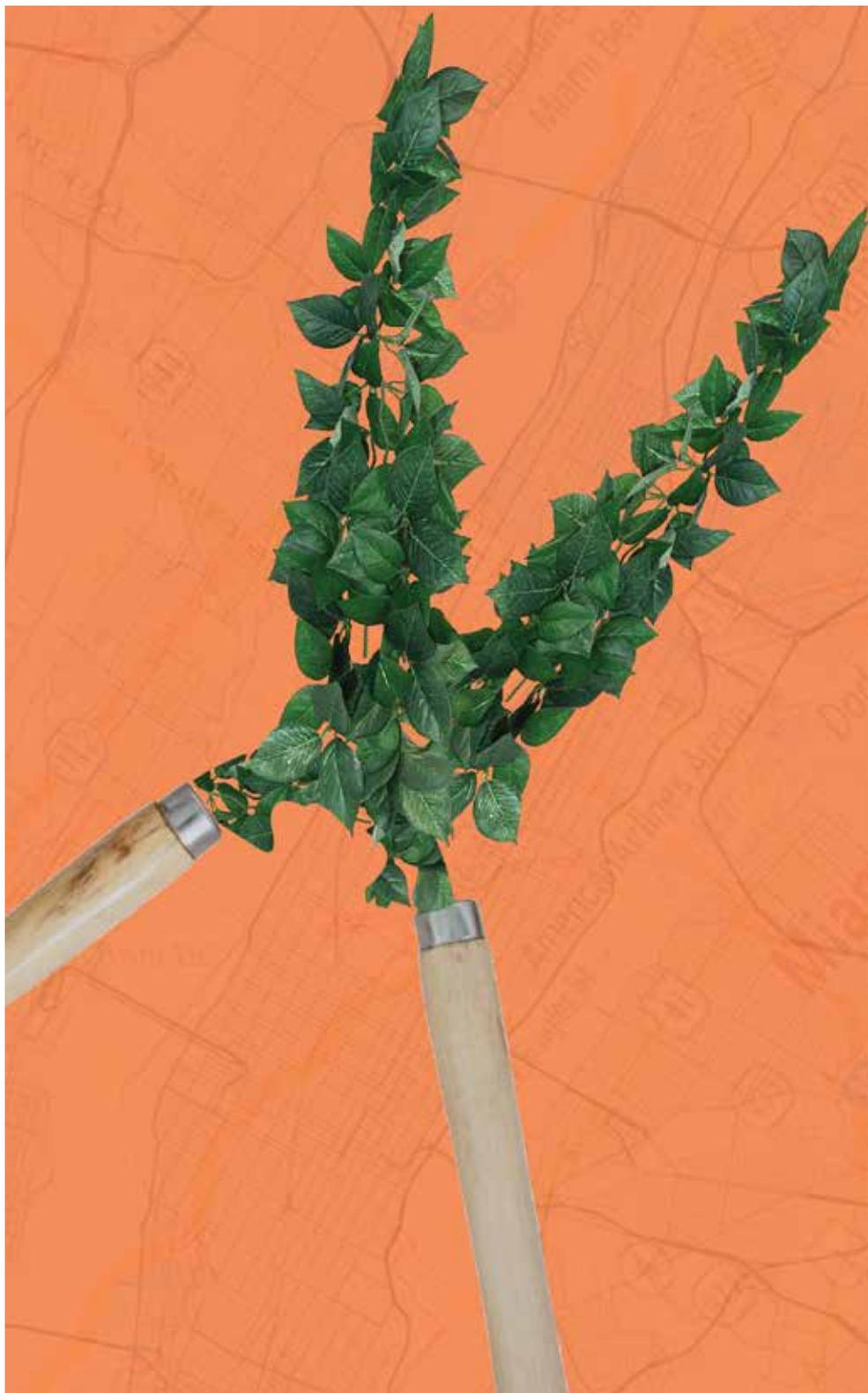
I designed posters for HandsOn Miami, a nonprofit organization that inspires and equips people to take action and create a positive change in Miami Dade County.

Each poster I've done for the Sustainability in Design project visually references the positive impact taking action can have on our community. The maps within the background of the posters assist viewers in identifying each location where the organization made a positive change.

Kimberly Espinoza  
kespi031@icould.com





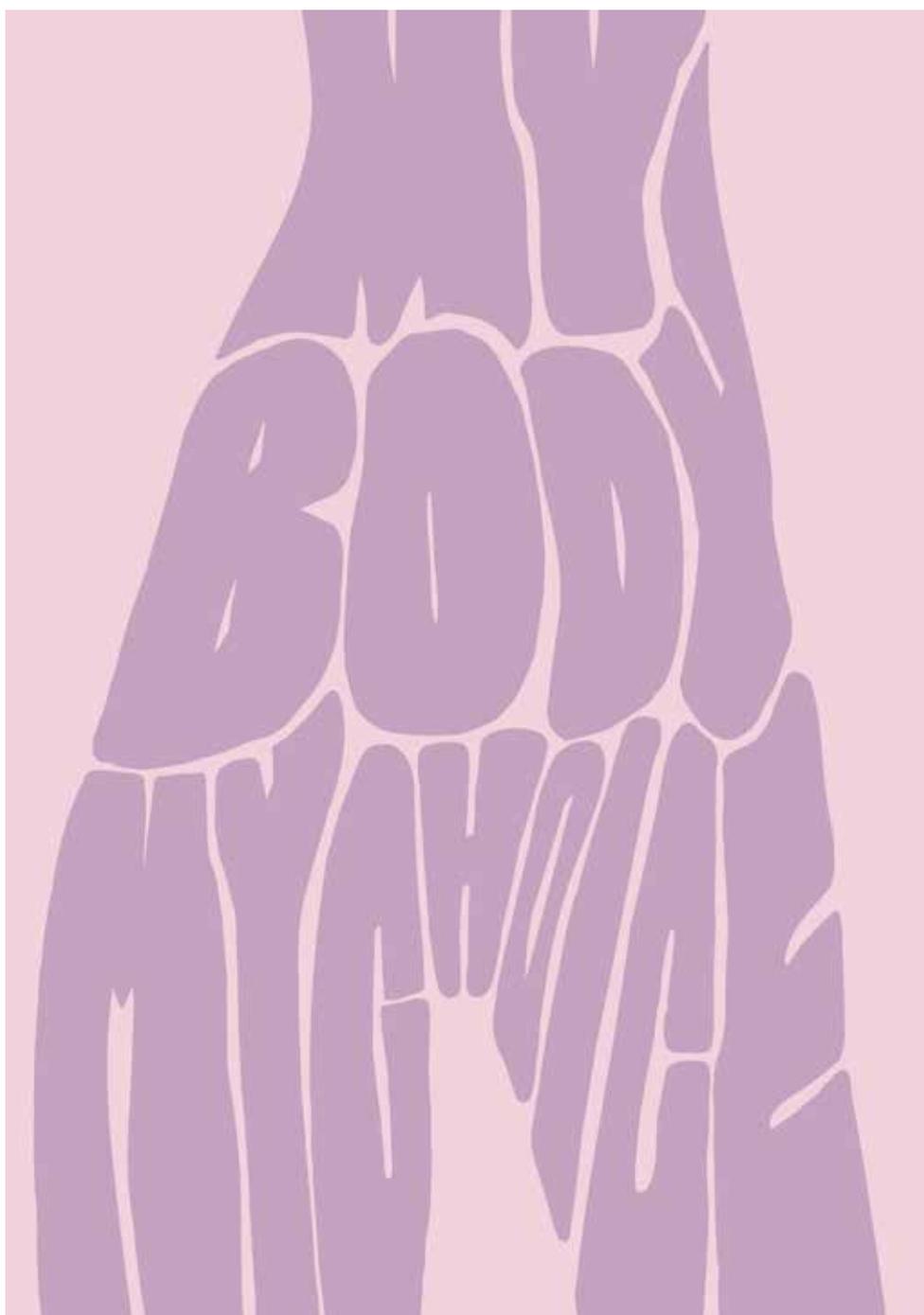




My posters are about the non-profit organization Planned Parenthood. If politicians get their way, over 2.5 million patients could lose access to care. My purpose is to raise awareness on this issue, and gain more supporters willing to fight for Planned Parenthood.

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[www.samanthahurtado.com](http://www.samanthahurtado.com)



[www.plannedparenthoodaction.org](http://www.plannedparenthoodaction.org)  
**#ISTANDWITHPP**





[www.plannedparenthoodaction.org](http://www.plannedparenthoodaction.org)

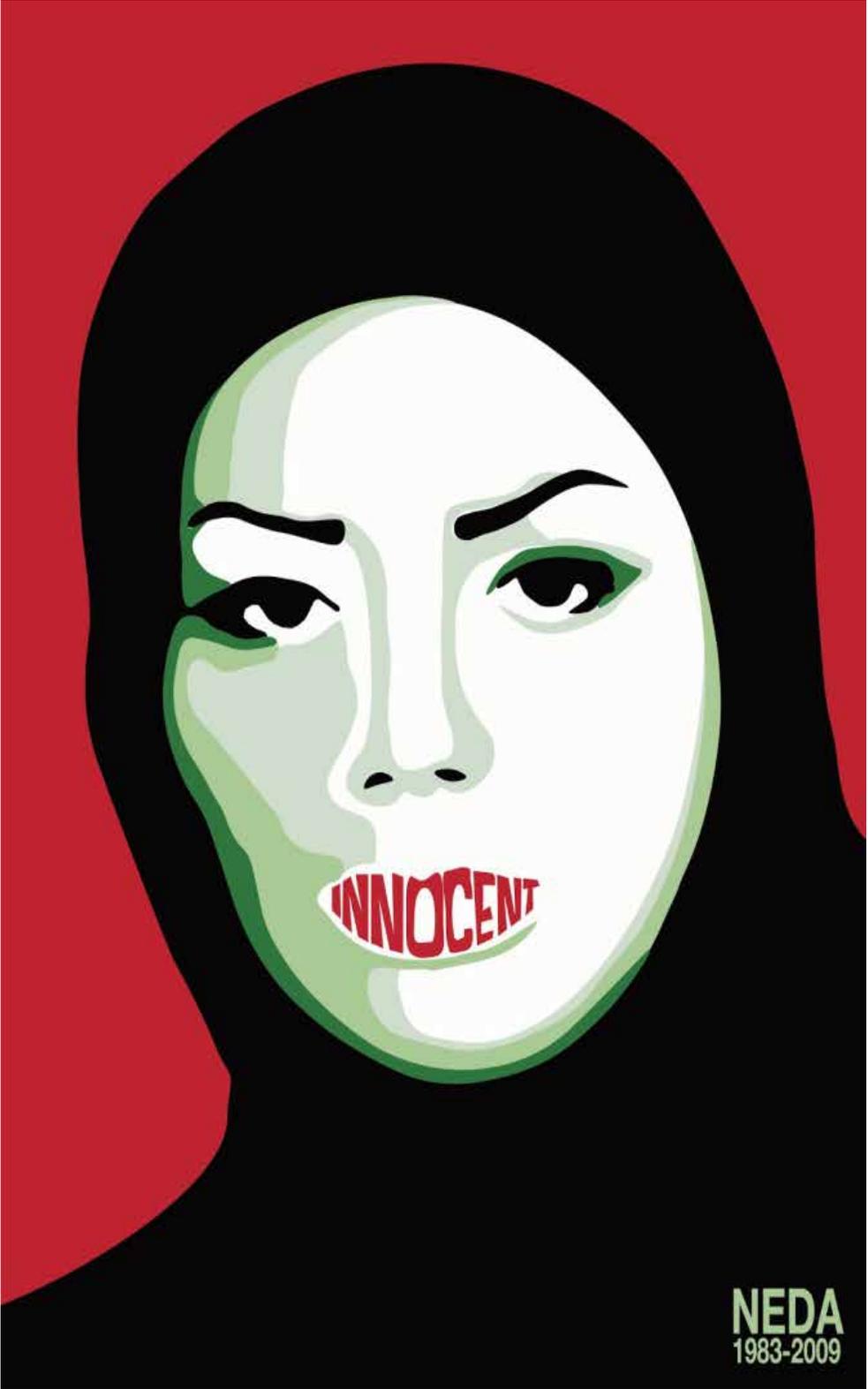
**#ISTANDWITHPP**

This poster illustrates the innocence of NEDA. Neda Agha-Soltan, the face of Iranian's protester killed.

Article 19

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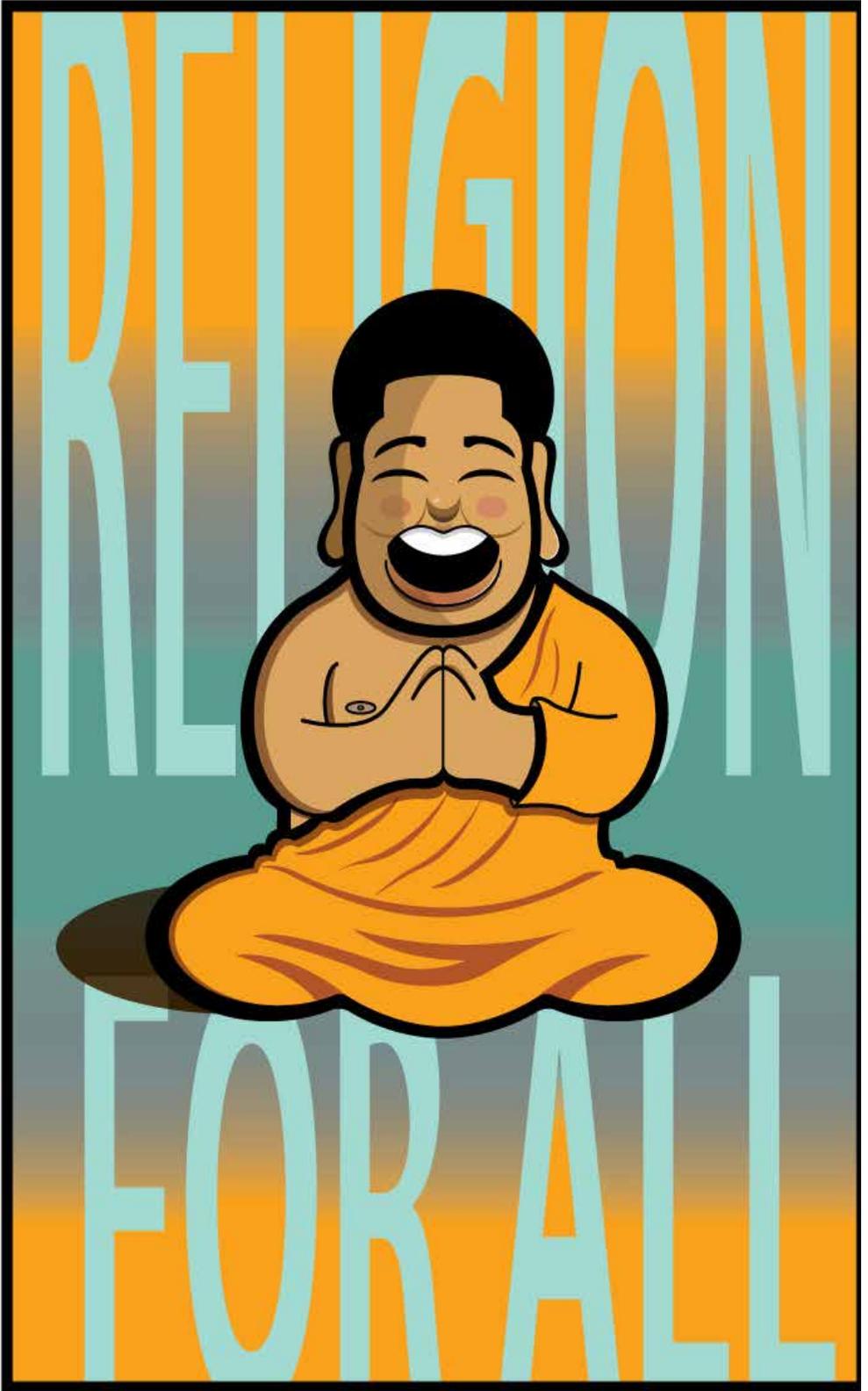
Clara Kaghazchi



**NEDA**  
1983-2009

I believe that we should all have the freedom to practice any religion.

Michael Mitchell





I am working with National Voices for Equality, Education and Enlightenment (NVEEE). This organization discourages bullying, violence, and suicide among youth, families and communities by mentoring and educating kids to build confidence.

Stephanie Chock  
stephanie.chock001@gmail.com



My poster addresses the importance of education to achieve success in life.

Article 26

“Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.”

Matthew Treumon





For my sustainability in design project, I worked with the organization Health in The Hood. I was inspired by their mission statement which is to break barriers between healthy choices and low income communities.

Juan Liriano  
jliri005@fiu.edu



[HEALTHINTHEHOOD.ORG](http://HEALTHINTHEHOOD.ORG)





**HEALTHINTHEHOOD.ORG**