



Unity For Equality

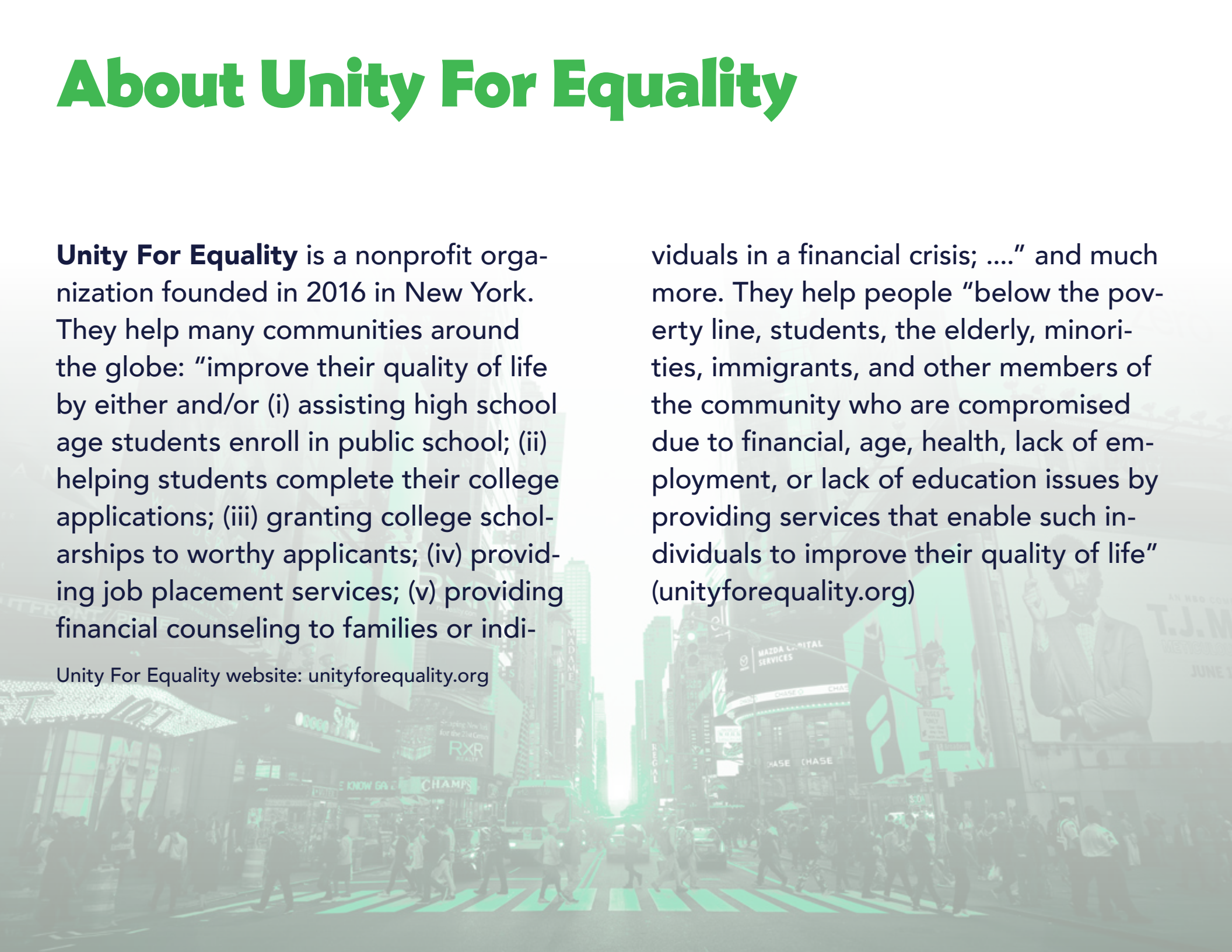
Spring 2022
Isranoor Syed

About Unity For Equality

Unity For Equality is a nonprofit organization founded in 2016 in New York. They help many communities around the globe: “improve their quality of life by either and/or (i) assisting high school age students enroll in public school; (ii) helping students complete their college applications; (iii) granting college scholarships to worthy applicants; (iv) providing job placement services; (v) providing financial counseling to families or indi-

Unity For Equality website: unityforequality.org

viduals in a financial crisis;” and much more. They help people “below the poverty line, students, the elderly, minorities, immigrants, and other members of the community who are compromised due to financial, age, health, lack of employment, or lack of education issues by providing services that enable such individuals to improve their quality of life” (unityforequality.org)



My Role

- creating newsletters, greeting cards, merchandise etc.
- incorporating logo and brand colors
- sourcing free stock imagery
- communicate with supervisor and Communications and Marketing department through Rock

Unity For Equality colors:



Unity For Equality logo:



Unity For Equality - Tote bags

My objective was simply to make designs for a reusable grocery or tote bag with the brand colors that I was given.



Unity For Equality - Tote bags

I was encouraged to be creative with the design and to have the designs include photography, a quote or be colorful.



Unity For Equality - Tote bags

On one side of the bag, there had to be the name 'Unity for Equality' and the logo of the organization.



Unity For Equality - Holiday Greeting Cards



I was assigned a project towards the beginning of March relating to every holiday the US commonly celebrates.

Unity For Equality - Holiday Greeting Cards



I was to create greeting cards for all the holidays from St. Patrick's day all the way till New Years day. I had to create the designs with the Unity for Equality logo included in some way.

Unity For Equality - Holiday Greeting Cards



I had to incorporate brand colors when they suit certain holidays. I was told to have a front and back card design for each holiday.

Unity For Equality - MLK newsletter

Unity For Equality | January 2022 Newsletter

The Legacy of MLK

Ruht Lovos

There has been an ongoing battle for civil rights since the forming of the United States.

As colonizers came and took over the Americans many people were displaced from their homes. At the time slaves were a commodity to have and something which greatly affected people of color. Since then many things have changed but Black people continue to fight for their rights to this very day. Martin Luther King Jr. is a name which is widely known due to his leadership during the civil right movement of the 50's and 60's.

King became a powerful symbol and his name has been associated with streets, parks, and even monuments. His impact was strong enough to even have a federal holiday named



after him which is celebrated on the third Monday of January in the United States.

This day is celebrated with celebration of his accomplishments and by sharing his message and belief that everyone is equal.

Communities come together to celebrate through giving back, parades, and speeches. Yet, there are some critiques about the exhaustion of his Legacy. Robin Givhan writes for The Washington Post that it is a celebration of "a promise yet to be fulfilled". She claims that this holiday is romanticized and about celebrating history rather than continuing the battle for social justice.

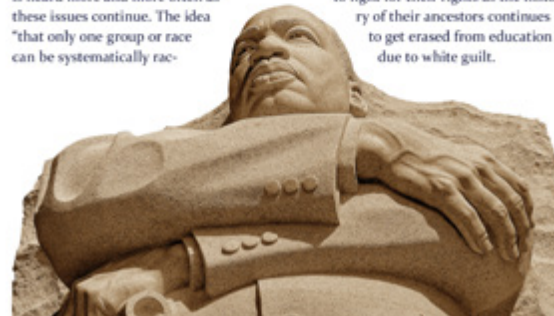
As King's history continues to be shared and celebrated, the battle for his dreams continues. As more activists continue to call

for a change in our system it is becoming harder for oppressors to "disappear anti-racism's history and deny it's contemporary silence". (Crenshaw-Williams of the LA Times). Yet, White Americans continue to try and claim King's ideas are only highlighting the diversion in America and creating resentment as a method to shut down the spread of his goals. Celebrating his life without teaching the truth about racist history or further changes being made is "a narrative built on illusions, delusions, and lies", according to Crenshaw-Williams. Although MLK created change for his own community, many of the battles he fought are still ongoing. Activists continue to organize rallies and protest for issues like voting, police brutality, and fair wages. *Black Lives Matter* is a social movement which continued to advocate for the equal treatment of Black Americans. Despite MLK's impact on society more needs to happen for there to be true equality among society.

The idea of Critical Race Theory (CRT) is heard more and more often as these issues continue. The idea "that only one group or race can be systematically rac-

ist" is being made to seem to contradict King's beliefs. Givhan claims that white parents fret "their children will feel bad about being white". Yet, this division only highlights, as Michael Lee of Fox News has said, the fact that "racism is at the heart of the foundation of America" and drastic changes must occur for there to be equality. People cannot continue to survive in a system that will not give them opportunities to achieve their goals. King's ideas are not being taught in a way which highlights the change he sought for but rather as a celebration of the changes he made in his time. Yet, the battle continues for minorities to be treated as equals.

Martin Luther King Jr. has become an image of hope rather than of change. For real change to occur Americans must radicalize the systems in place which oppress minorities. This cannot be done without exploring the true history of racism despite the discomfort the current white generation might feel. Activists continue to fight for their rights as the history of their ancestors continues to get erased from education due to white guilt.



References:

- Givhan, Robin. January 11, 2022. Exhaustion Martin Luther King Jr's Legacy. The Washington Post. <https://www.washingtonpost.com/nation/2022/01/11/exhausting-martin-luther-king-jr-legacy/>
- Michael, Lee. January 17, 2022. Black Activists say CRT Hurts Martin Luther King's Legacy. Fox News. <https://www.foxnews.com/politics/mlk-black-activists-critical-race-theory-legacy-martin-luther-king>
- Williams-Crenshaw, Kimberle. January 17, 2022. Op.ED King was a Critical Race Theorist Before There Was a Name for It. LA Times. <https://www.latimes.com/opinion/story/2022-01-17/critical-race-theory-martin-luther-king>

The main criteria for newsletter designs was to use the Unity for Equality logo, brand colors, include the "Unity For Equality (_month) 2022 Newsletter" in the header, and A4 size document.

Unity For Equality - MLK newsletter

Unity For Equality | January 2022 Newsletter


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King became a powerful symbol and his name has been associated with streets, parks, and even monuments. His impact was strong enough to even have a federal holiday named after him which is celebrated on the third Monday of January in the United States. This day is celebrated with celebration of his accomplishments and by sharing his message and belief that everyone is equal. Communities come together to celebrate through giving back, parades, and speeches. Yet, there are some critiques about the exhaustion of his Legacy. Robin Givhan writes for The Washington Post that it is a celebration of "a promise yet to be fulfilled". She claims that this holiday is romanticized and about celebrating history rather than continuing the battle for social justice.

As King's history continues to be shared and celebrated, the battle for his dreams continues. As more activists continue to call for a change in our system it is becoming harder for oppressors to "disappear anti-racism's history and deny



it's contemporary silence", (Crenshaw-Williams of the LA Times). Yet, White Americans continue to try and claim King's ideas are only highlighting the division in America and creating resentment as a method to shut down the spread of his goals. Celebrating his life without teaching the truth about racist history or further changes being made is "a narrative built on illusions, delusions, and lies", according to Crenshaw-Williams. Although MLK created change for his own community, many of the battles he fought are still ongoing. Activists continue to organize rallies and protest for issues like voting, police brutality, and fair wages. Black Lives Matter is a social movement which continued to advocate for the equal treatment of Black Americans. Despite MLK's impact on society more needs to happen for there to be true equality among society. The idea of Critical Race Theory (CRT) is heard more and more often as these issues continue. The idea "that only one group or race can be systematically racist" is being made to seem to contradict King's beliefs. Givhan claims that white parents fret "their children will feel bad about being white". Yet, this division only highlights, as Michael Lee of Fox News has said, the fact that "racism is at the heart of the foundation of America" and drastic changes must occur for there to be equality. People cannot continue to survive in a system that will not give them opportunities to achieve their goals. King's ideas are not being taught in a way which highlights the change he sought for but rather as a celebration of the changes he made in his time. Yet, the battle continues for minorities to be treated as equals.

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Williams-Crenshaw, Kimberle. January 17, 2022. Op, ED King was a Critical Race Theorist Before There Was a Name for It. LA Times.
<https://www.latimes.com/opinion/story/2022-01-17/critical-race-theory-martin-luther-king>





This is the 2nd version of the article I designed about MLK. In these article designs I used stock images of a MLK statue and used it in different layout with text wrap.

Unity For Equality - Extraordinary Women newsletter


Unity For Equality | February 2022 Newsletter

February's Extraordinary Women



 Daniah Dailey

The two women I will be talking about below are trailblazers not only for their time but for us all. They paved a way for us to be able to have things we may consider simple freedoms but for them it was restricted. Susan B. Anthony and Rosa Parks: extraordinary women.



Susan B. Anthony born February 15th, was an American social reformer and women's rights activist, she played a pivotal role in the women's suffrage movement. This isn't how she started out though, she was born into a family committed to social equality. Her motives were that under God everyone was equal and during that time frame that wasn't a common eye level. She stood her ground though, nonetheless. Long before she was standing for women rights she was standing for the rights of colored people and she was close with Frederick Dougless, at 16 she began circulating anti-slavery petitions, then during an anti-slavery rally she met Mr. Dougless and their lifelong friendship began. Yes, they may have had different priorities with the black suffrage and women's suffrage, nonetheless they were both still trailblazers for their cause. During times of slavery, she served as an American Anti-Slavery Society agent, arranging meetings, making speeches, putting up posters and distributing leaflets. When she was faced with hostile mobs, armed threats, and had things thrown at her, she did not quit. She did more than just that though. In 1872, she was arrested alongside 14 other women for registering to vote because these bold acts weren't allowed, even though women already had the constitutional right to vote. Then in 1900 she was able to convince the University of Rochester to accept when. Which was not an easy thing. How committed was she? She cashed out her own life insurance policy to reach the funding goal. She is one of the many people we have to thank for standing up and not quivering in times of fear for the greater good of all females.

Unity For Equality | February 2022 Newsletter



Rosa Louise McCauley Parks or just **Rosa Parks** born February 4th, was an American activist in the civil rights movement best known for her pivotal role in the Montgomery bus boycott. She was one of the helping factors in the civil rights movement. We all know her story. She sat at the front of the bus and refused to move for a white person, it's deeper than that though, Mrs. Parks knew what she was doing by not moving and making sure to look her best when this all went down. The first minute that picture hit the papers her people would stand behind her because how could they arrest such a nice lady like that. This boycott lasted a year and was led by a friend of Mrs. Parks, Dr. Martin Luther King Jr, it ended only when the U.S. Supreme Court ruled that bus segregation was unconstitutional. Rosa's mother was a teacher so in her family, education was important. She unfortunately didn't get to finish school and had to drop out by 16 due to the fact that she had to take care of her dying mother. She married Raymond Parks, a self-educated man who also happened to be a part of the NAACP (National Association for the Advancement of Colored People). He stood behind her in her efforts to continue on with school and get her high school degree, in which she did. In December 1943, Rosa also joined the Montgomery chapter of the NAACP and became chapter secretary. She worked closely with chapter president Edgar Daniel (E.D.) Nixon. So on that day on Thursday, December 1, 1955, Rosa Louise McCauley Parks Sat down in her seat after a long day of work. Being told to move by the bus driver was not a part of her day. Segregation was written into laws and put in place, but the bus drivers made it a custom and used their authority to have black people move to the back of the bus to make space for their white counterparts. There were contradictory Montgomery laws on the books: One said segregation must be enforced, but another, largely ignored, said no person (White or Black) could be asked to give up a seat even if there were no other seats on the bus available. So, Rosa really didn't have to move.

These women in their lifespans made differences that if they hadn't, we would all be in a different place and stance. Celebrate them this month and remember their work and dedication to us as people.



This is an article I designed about extraordinary women in history and it features Susan B. Anthony and Rosa Parks. I used the pink and blue brand colors and used stock imagery along with imagery of the featured women as well.

Unity For Equality - Books Women Should Read newsletter

Unity For Equality | March 2022 Newsletter

10 Books Women Should Read

Article by Viscette Villalobos

The year 2022 is proving itself to be a huge year for literature. This year I was most excited for these new releases by some of my favorite authors. This list compiles all of my favorites as well as a few I am looking forward to reading further into the year. What makes this list so special is these are all titles that I feel every woman should read. As a woman, picking up and reading a book that represents you and your experiences or your ideas is one of the most beautiful things. Each of these books does just that.

The Hacienda by Isabel Cañas

Cañas is a Mexican-American writer who focused her debut novel on telling the story of a woman named Beatriz in her new marriage in this beautiful Latine Gothic style. The whole story is told through the walls of a haunted house which Cañas expertly depicts and adds to the total fear Beatriz endures as she attempts to reassert her dominance in the home ruined by her new husband.

The School for Good Mothers by Jessamine Chan

This is another debut novel, however this one follows the story of a Chinese mother named Frida Liu. Liu struggles with being able to live up to her parents' expectations for her as a daughter and as a mother to her child. The story is a bit dystopian, which I typically never seem to enjoy books of this genre. However, the "all seeing" nature of the dystopian world within the novel serve to represent the anxieties that all new mothers experience. Liu's every move with her daughter is being watched and criticized and she begins to attract attention from an institution which would strip her of her motherhood. This story hits a sweet spot for many first generation children who feel the need to live up to and honor the sacrifices made by their parents to seek freedom and a better life.



Fiona and Jane by Jean Chen Ho


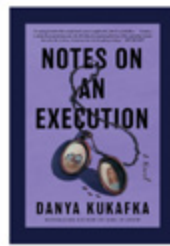

The sweetest book I have ever read. I wish to see and hear more stories of intimate platonic female friendships and the countless coming of age stories which flourish from them. The author explores the relationship between the two long-time childhood friends as they spend their teen years in Los Angeles before Fiona eventually moves to New York. The two must navigate new relationships, strange encounters, family deaths and new beginnings without much presence in each other's lives. This was true such a beautiful read and I think that any woman, young or old, can read this and relate this to their own relationships with the women most important to themselves in their lives.

Notes on an Execution by Danya Kukafka

This one is a bit different than the others as the central character is a man named Ansel. However, the novel includes three different women's opinions, personal interactions and relationships with Ansel. Ansel's mother, his sister in law and a detective all serve as the primary narrators of the story of why Ansel is on death row. This is truly such a unique perspective of womanhood, as I've never thought that genuine stories of such could be promoted by the seemingly unrelated tragedy that binds these women together.

Wahala by Nikki May

stands as a beautiful first debut for the author. Wahala is such a fun read and is another on the list that depicts close female platonic friendship. Each woman in the novel views each other as living a better life than themselves, when in reality they are all dealing with their own struggles. May shows how suddenly beautiful friendships can sway and be put in jeopardy through the eyes of four Nigerian women.



This article is about books by women that all women should read. I showcased each book, alternating left to right with the title and summary next to each book cover.

Unity For Equality - Books Women Should Read newsletter

Other People's Clothes by Calla Henkel

This one might be my favorite on the list. I love the way that the writer takes so many detours before getting to the climax of the novel. The story begins simply as two 20 year old girls from New York travel to Berlin to study art and make it big. Their crime-novelist landlord fuels this story as the two girls suspect she is spying on them and using them as characters in her new book. The girls want to be the most interesting characters possible so they begin hosting the most drug and sex filled parties ever and it goes very bad very quickly. A must read for any mystery readers.



Pure Color by Sheila Heti

Heti is known to be a very abstract writer. I can't really explain too much about this one but it utilizes a lot of nature as motifs for the human existence. This novel may not be for everyone as it is strongly rooted in religion and mentions God as the creator through most of it.

Girls Can Kiss Now by Jill Gutowitz

It is a series of essays, spanning Gutowitz's entire life as she explores lesbianism and American culture at the time in order to seek her own identity. Readers are able to grow with the writer and see how lesbianism is rooted in culture over the years and the communities it has bloomed. It gives queer women a sense of "place" in the world by fascinating readers with a sense of identity and gratitude for their gay ancestors. Her story is a beautiful and quite humorous one. I feel as though every young woman coming to terms with their sexuality should read this one.



Memphis by Tara Stringfellow

This debut novel depicts the incredible lives of three generations of women over 70 years. This non-linear read jumps between different eras and the heartbreaking lives of each woman and the hardships they endured. The novel displays how injustices have followed black families for decades and the sacrifices, distrust and defeats that carry along. Joan is the daughter who seeks to create art by painting the women of Memphis. Joan looks back on her family history and accepts it and moves on from it with grace, carrying her traditions and expressing them through art.

Woman, Eating by Claire Kohda

Finally, have a novel that is not yet released but one that I am most excited to read. Mixed race women are not typical in horror novels, and especially not depicted as vampires. The story follows a young Japanese-American woman and her lust for human flesh as she simultaneously navigates adulthood and how lonely it gets as a vampire. As someone of Asian mixed race heritage and a lover of vampire novels I cannot wait to read this one.



Unity For Equality



I used navy blue and pink from the brand colors. I also have a running motif of a book-mark on the first and last pages.

Conclusion

I've learned a lot from my time at Unity For Equality. I learned about the design industry and the type of work you can be expected to do as a graphic designer. I learned that nonprofits like Unity for Equality need to have many newsletters articles because these articles are usually centered around informing and helping

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others by spreading awareness of info relating to health issues or social/political issues. I have learned all about these topics that really matter and learned how to create designs that visually connect the organization Unity for Equality with the stories they want to share by sticking to the various brand colors.