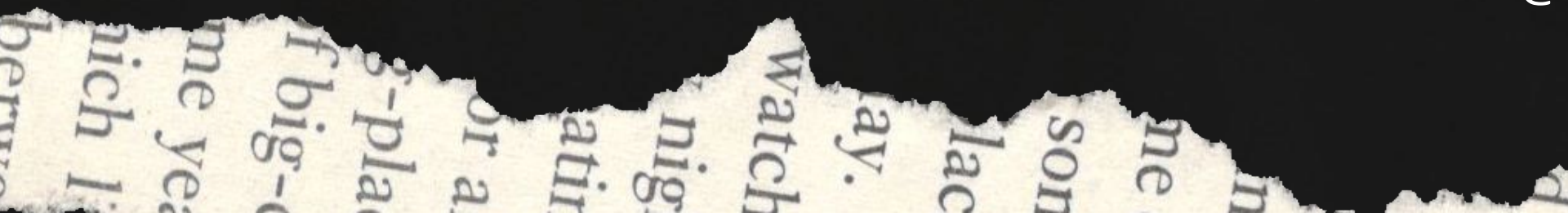




ZINE AND BE HEARD

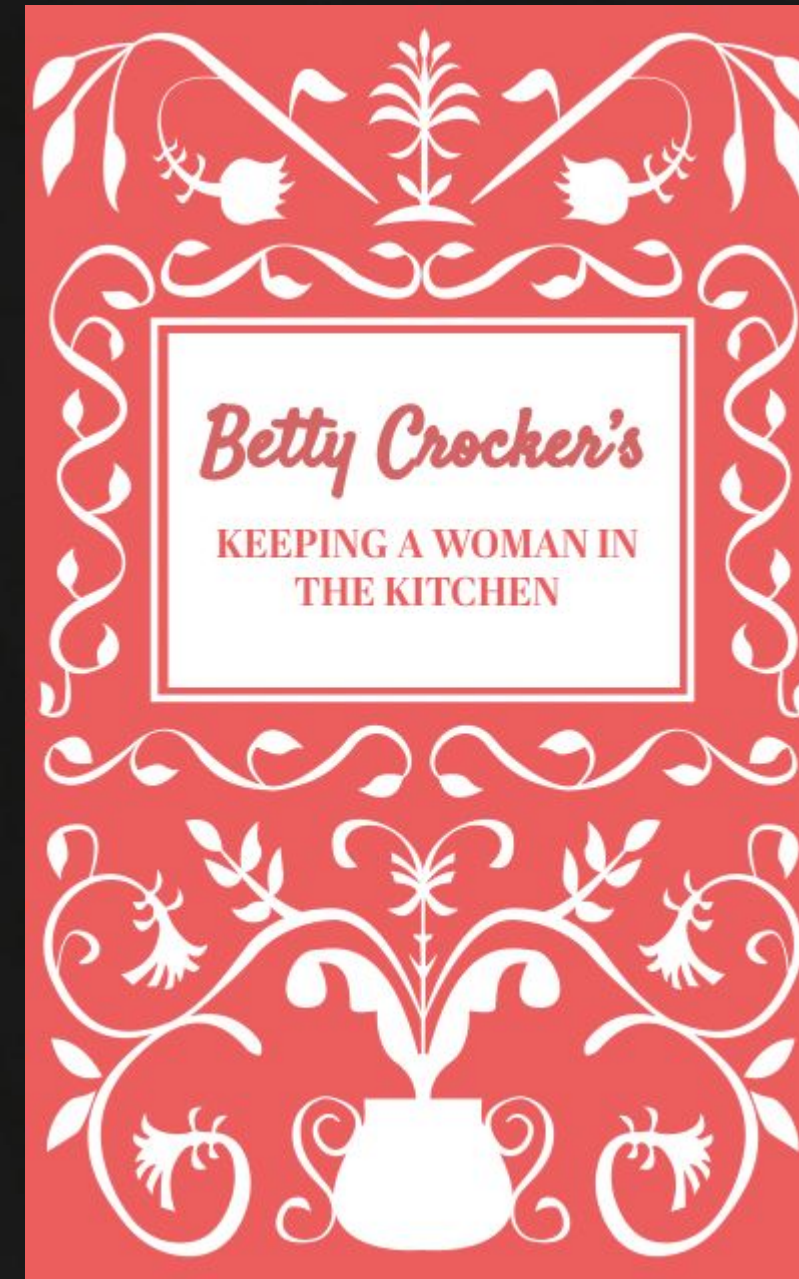
ENGAGING DESIGN STUDENTS IN SOCIAL JUSTICE THROUGH ZINES

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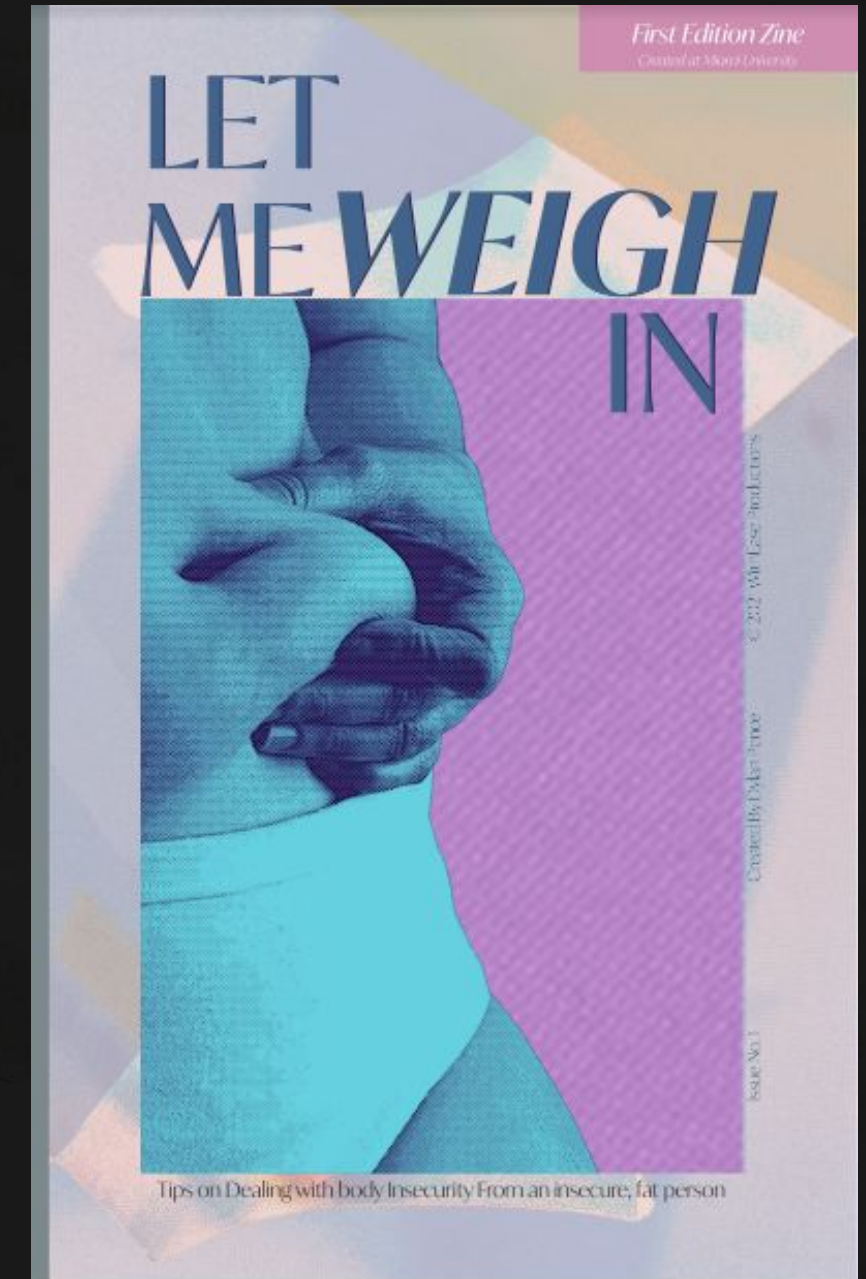


PROJECT BACKGROUND

- Collaboration with a communication design faculty member teaching a special topics class
- Two iterations - Fall 2020 and Fall 2021
- Overarching goal - engage students in zine-making as a tool for social change
- Zines were made digitally and added to Miami's zine archive



Emilie Abrams, Cassidy Gebhart, Gracie Glickman, Coleen Sallot. (2020). Betty Crocker's Keeping a Woman in the Kitchen. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.



Dylan Pence (2021). Let Me Weigh In.. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.

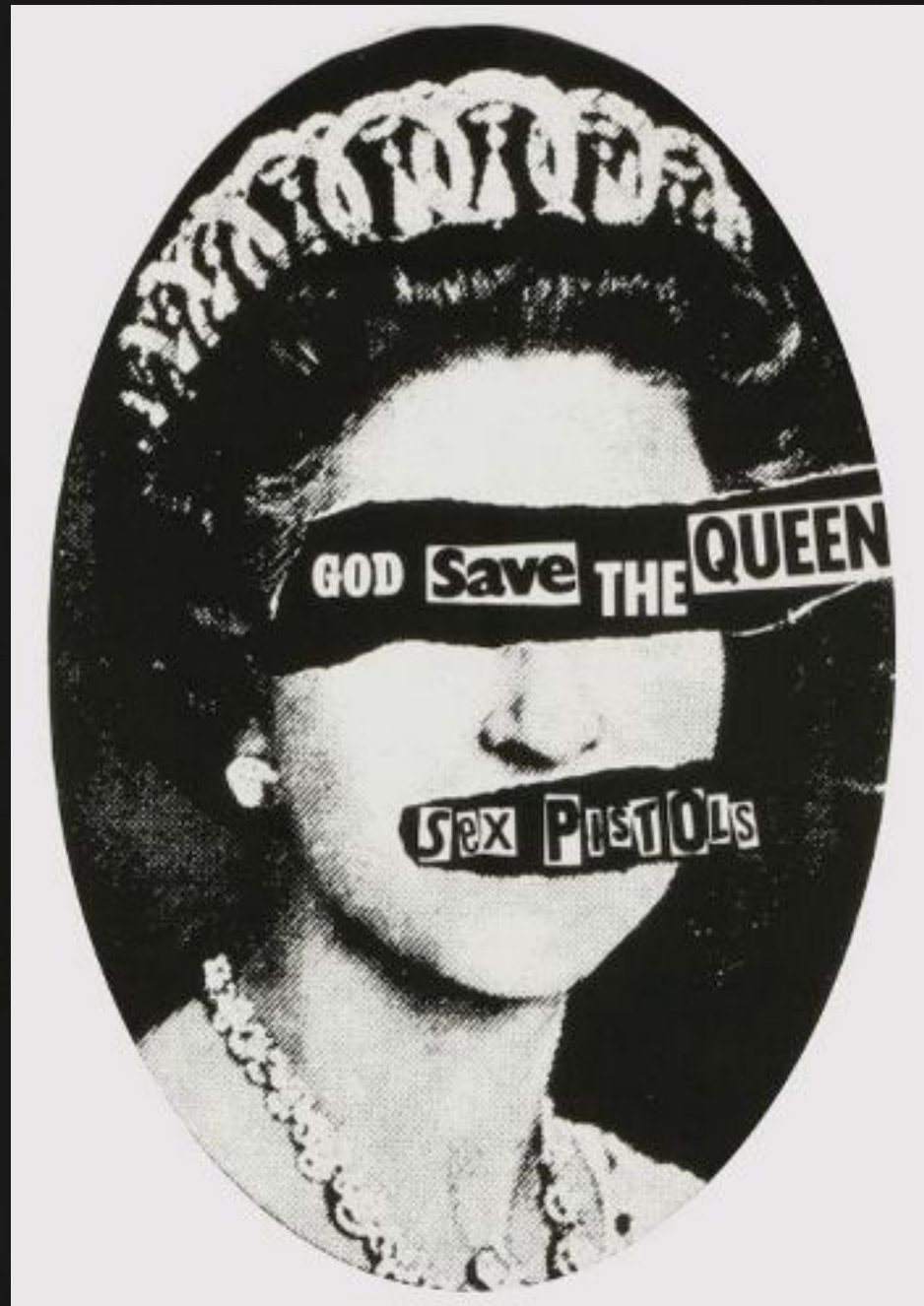
THE FIRST ITERATION: THE ASSIGNMENT

In this project, you'll work collaboratively with fellow learners to explore the history of several different brands to better understand their role in supporting the dominant culture. Your output will be a 16-page zine documenting the history of a specific brand mascot and your findings on how these brand representatives support the Matrix of Domination. These zines won't be used to support the consumption of goods and services, like the brands themselves. Rather, they'll follow a long history of the zine being used to spread information about important social issues through interesting combinations of image and text. The goal of this deliverable is to build empathy between the misrepresented group and the dominant culture through a creative visualization of your research findings.

THE FIRST ITERATION: THE LESSON PLAN

- Think-Pair-Share using digital zines. Students make observations about zine qualities including aesthetics, creators, audience, and subject matter (30 mins).
 - Students look at zines individually (10 mins).
 - In breakout rooms, students discuss their observations in groups (10 mins).
 - Students discuss observations as a class (10 mins).
- Lecture on zine history and aesthetics, highlighting appropriation as a means of subversion (20 mins).
- In their groups, students discuss how appropriation works in a variety of artworks (10 mins)
- Groups share their observations with the class (15 mins)

THE FIRST ITERATION: APPROPRIATION



Jamie Ried, *God Save the Queen*, 1977



Malcolm Garrett, *Orgasm Addict* single cover, 1977

THE FIRST ITERATION: APPROPRIATION



Norman Rockwell, *Freedom of Speech*, 1943
Oil on canvas; Story illustration for "The Saturday Evening Post," February 20, 1943.



Hank Willis Thomas and Emily Shur in collaboration with Eric Gottesman and Wyatt Gallery
Freedom of Speech, 2019, Color photograph

THE FIRST ITERATION: STUDENT ZINES

The Ideal Housewife

Ingredients

Domesticity	2 Cups
Cooking Skills	1/2 Cup
Obedience	2 tsp
Cleanliness	1/4 Cup

Instructions

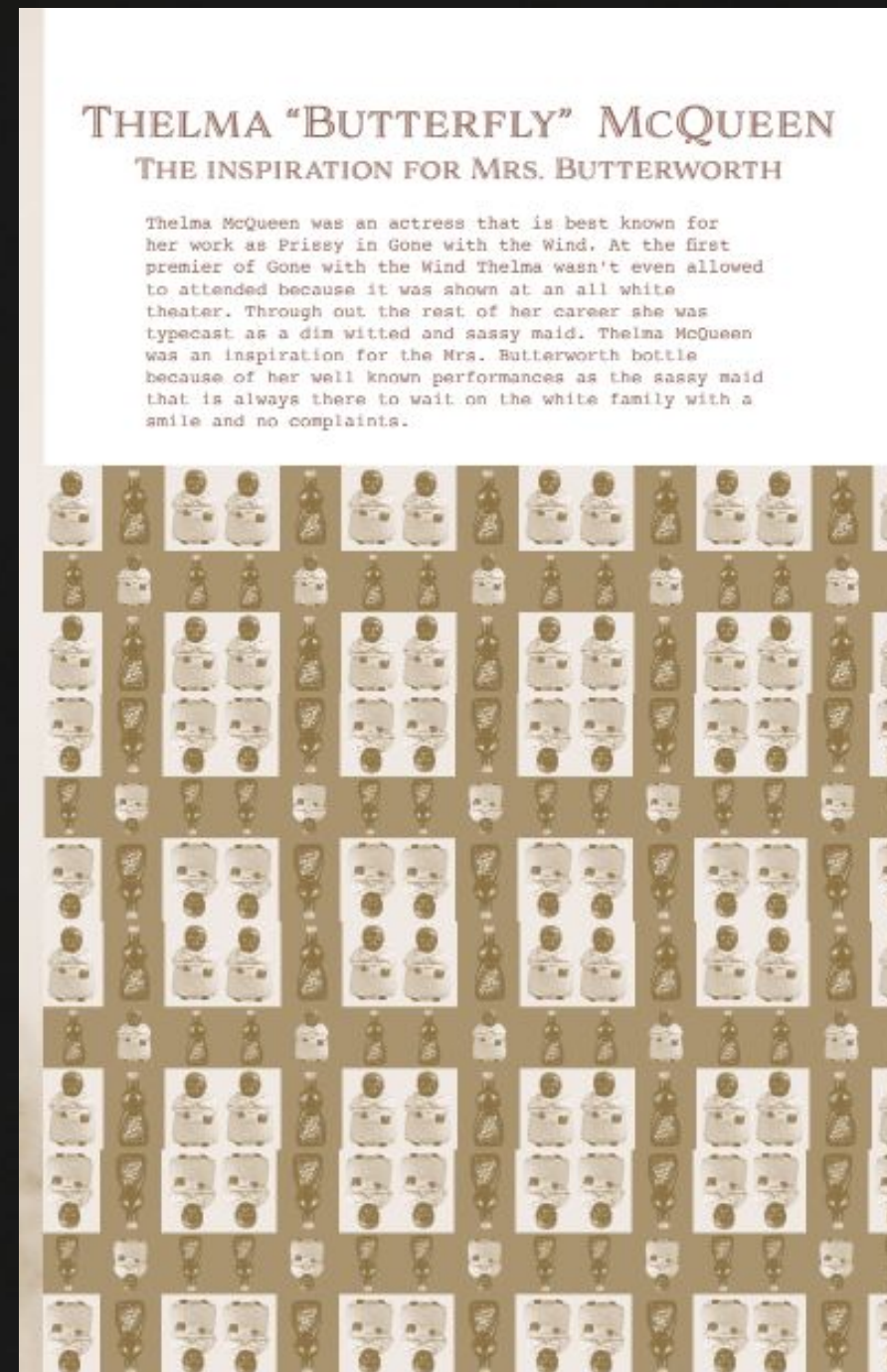
In order to make the perfect housewife, you need to do a few simple things. First you must maintain the domestic role of the house. Traditional family standards dictate that the woman will stay home while the man goes to work. Next you will need to develop your cooking skills to feed your husband and children. After that, stir in a little bit of obedience to your husband and finally slowly mix in cleanliness. After all, your husband can't come back to a dirty home!



Emilie Abrams, Cassidy Gebhart, Gracie Glickman, Coleen Sallot. (2020). Betty Crocker's Keeping a Woman in the Kitchen. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.

Bailey LePley, Karen Mauk, Sayde McQuitty, Caitlin Schulte (2020). Chiquita. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.

THE FIRST ITERATION: STUDENT ZINES



Erin Hart, Bella Brandstatter, Natalie Hopkins, Lexi Sussman (2020). Mrs. Butterworthless. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.



Bailey LePley, Karen Mauk, Sayde McQuitty, Caitlin Schulte (2020). Chiquita. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.

THE SECOND ITERATION: THE ASSIGNMENT

- For this assignment you are asked to create and distribute an 8-page zine to help unpack implicit biases and share information about them with your community.
- In this project, you will...
 - Identify your implicit biases by completing an implicit association test and interpret your implicit biases using guided reflection activities.
 - Discover local artifacts and spaces of liberation to inform your design process, output, and distribution.
 - Utilize an iterative design process to create a zine that explores implicit biases in the spirit of local abolitionist and social justice publications.
 - Compare zine distribution strategies and select the most appropriate for your community.
 - Distribute your zine. Document your completed distribution strategies with at least 1 photo per zine distributed.

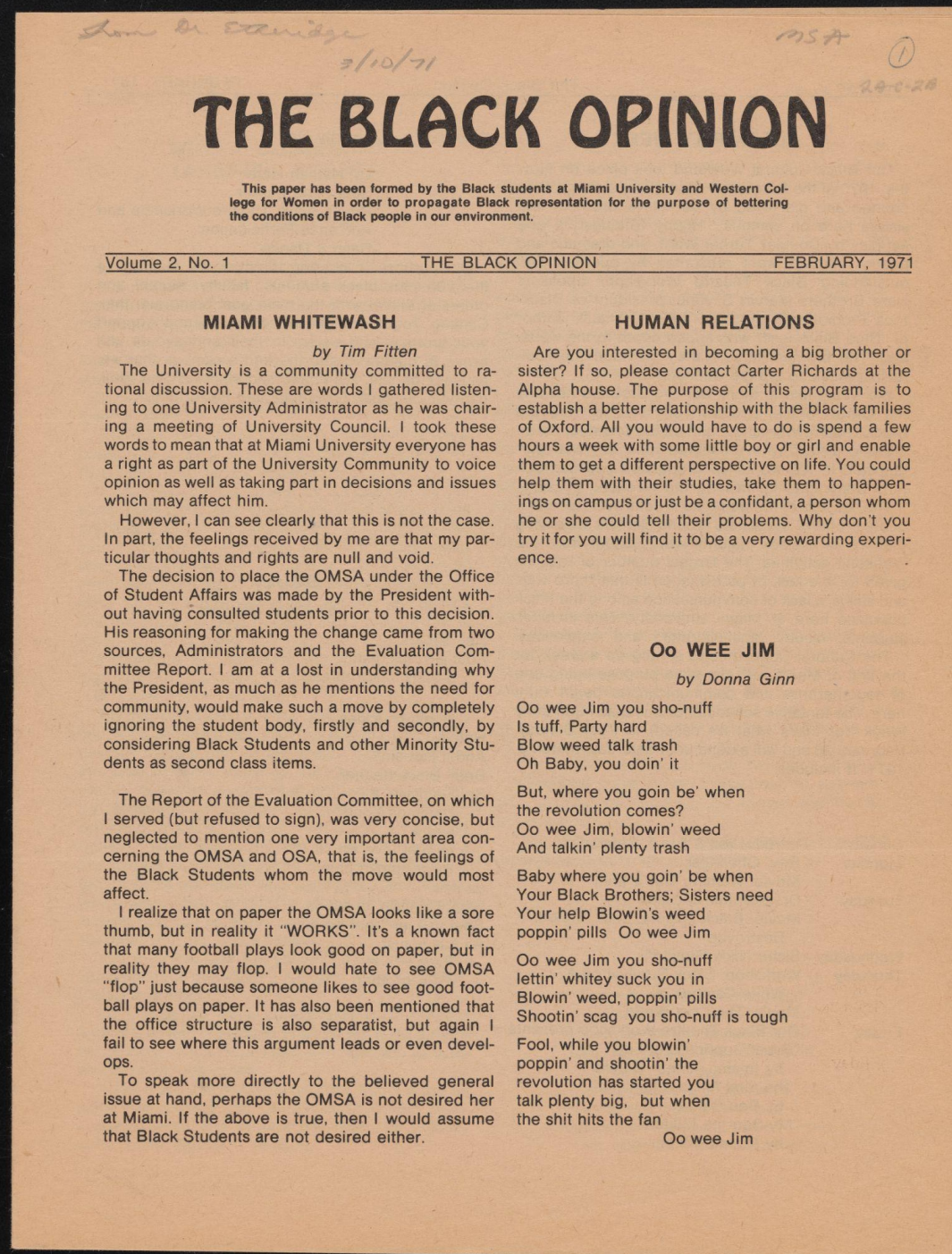
THE SECOND ITERATION: THE LESSON PLAN

- Think-Pair-Share using hard copy zines. Students make observations about zine qualities including aesthetics, creators, audience, and subject matter (30 mins).
 - Students look at zines individually (10 mins).
 - In breakout rooms, students discuss their observations in groups (10 mins).
 - Students discuss observations as a class (10 mins).
- Lecture on zine history and aesthetics, highlighting their relationship to the history of counter-cultural self-publishing and strategies for distribution (20 mins).
- Afterwards, students learned about the history of self-publishing at Miami University via objects in special collections.

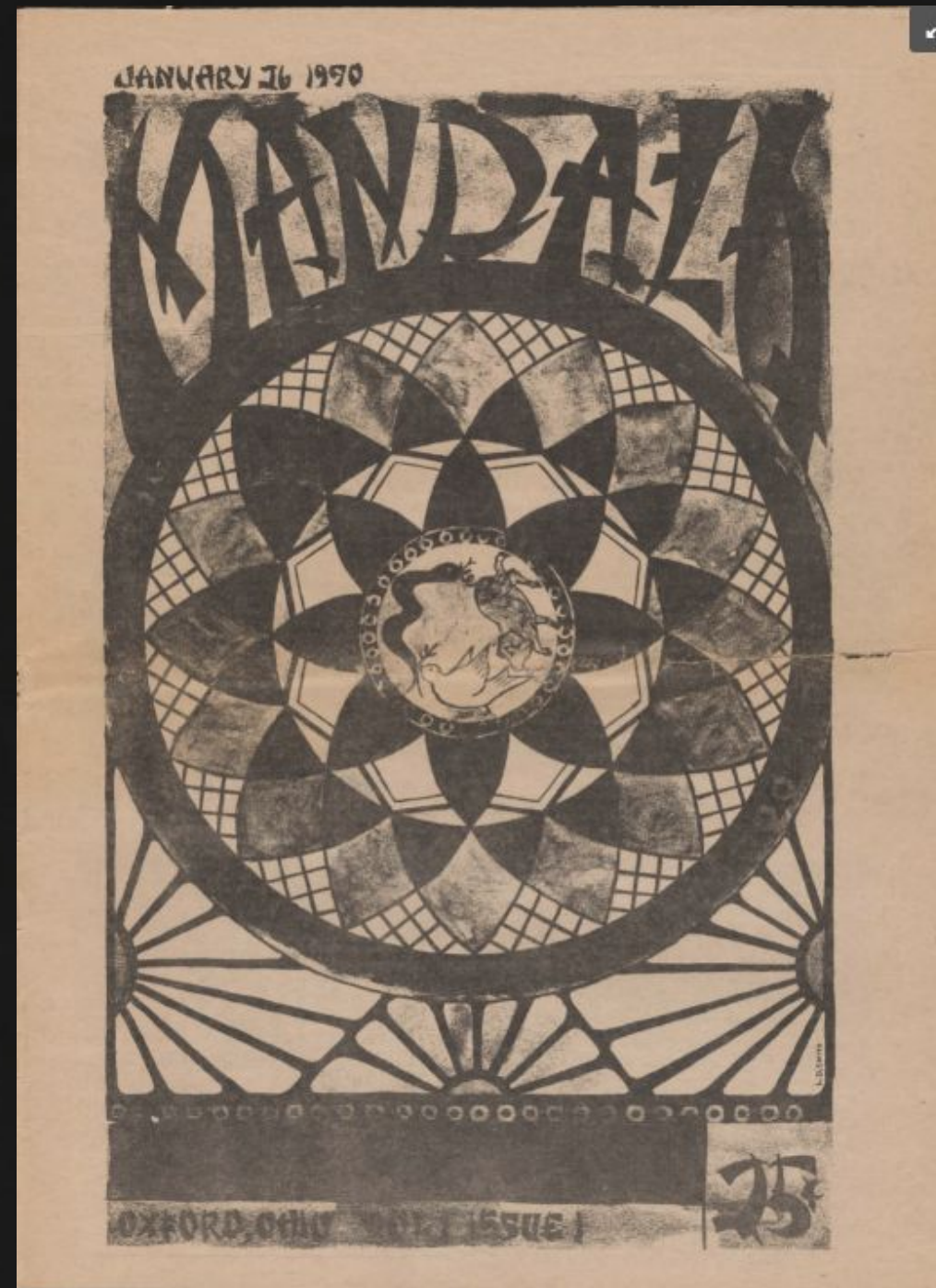
THE SECOND ITERATION: SPECIAL COLLECTIONS

- Objects from special collections included:
 - *The Anti-Slavery Bugle*, a local abolitionist newspaper printed in New Lisbon, Ohio.
 - *Black Opinion*, the Black Student Action Association newspaper from the 1970s-80s.
 - *Mandala*, an underground newspaper published by first-year Miami students in the 1970s.
 - *Mother Apostle Review*, a zine-like student publication mimeographed without permission at United Campus Ministries.
 - *The Miami Carcass*, a 1980s underground/punk/counterculture zine mostly printed clandestinely on mimeograph or copy machines in the Speech department.
 - *Miami Nude and Naked* and *Truth Nasty Truth*, two alternative publications published in 1905 and 1922 (respectively) that are critical of Miami's Greek culture and conservative university policies.

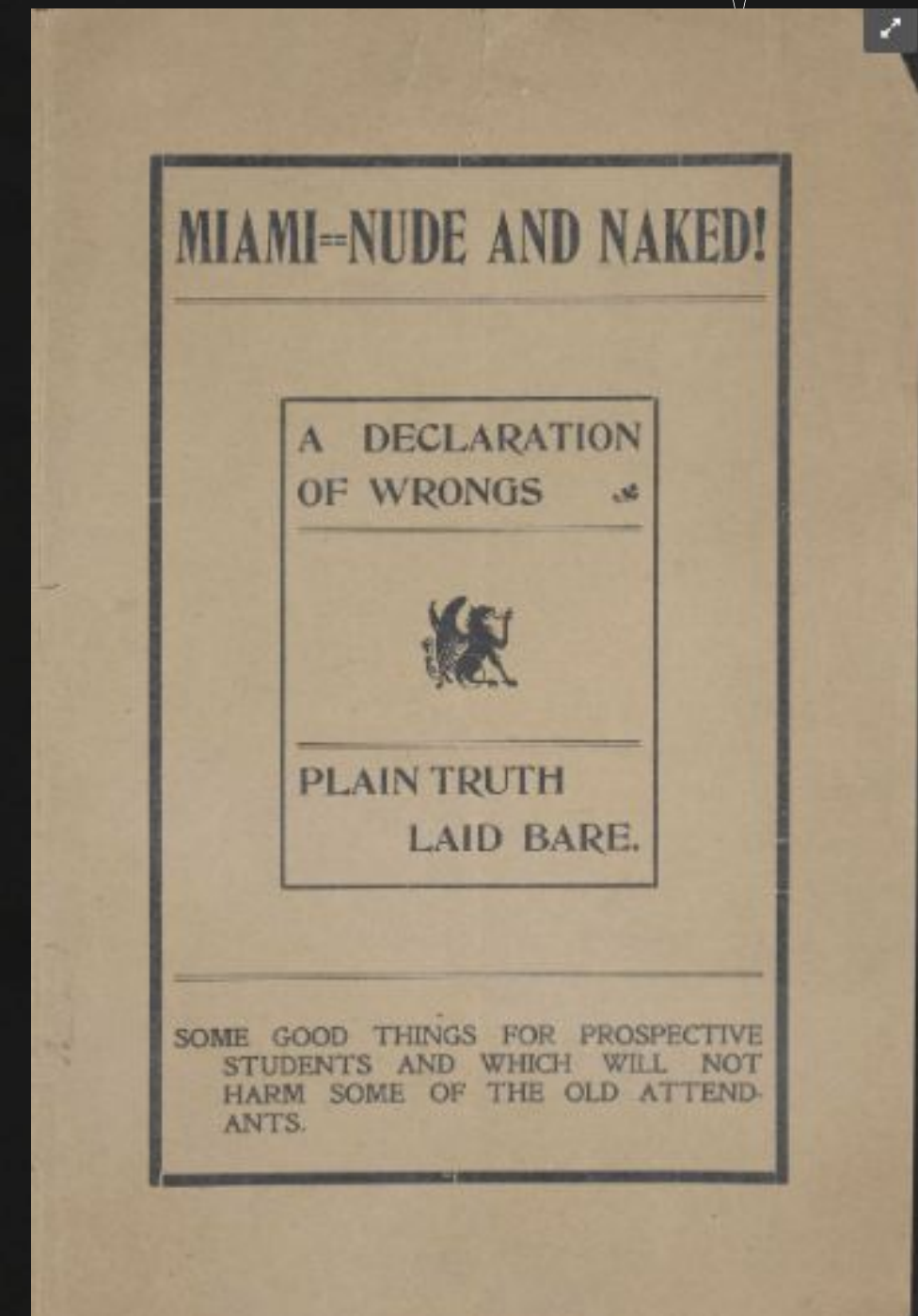
THE SECOND ITERATION: SPECIAL COLLECTIONS



Black Student Activist Association (Feb. 1971). The Black Opinion. Walter Havighurst Special Collections and Archives, Miami, Ohio.

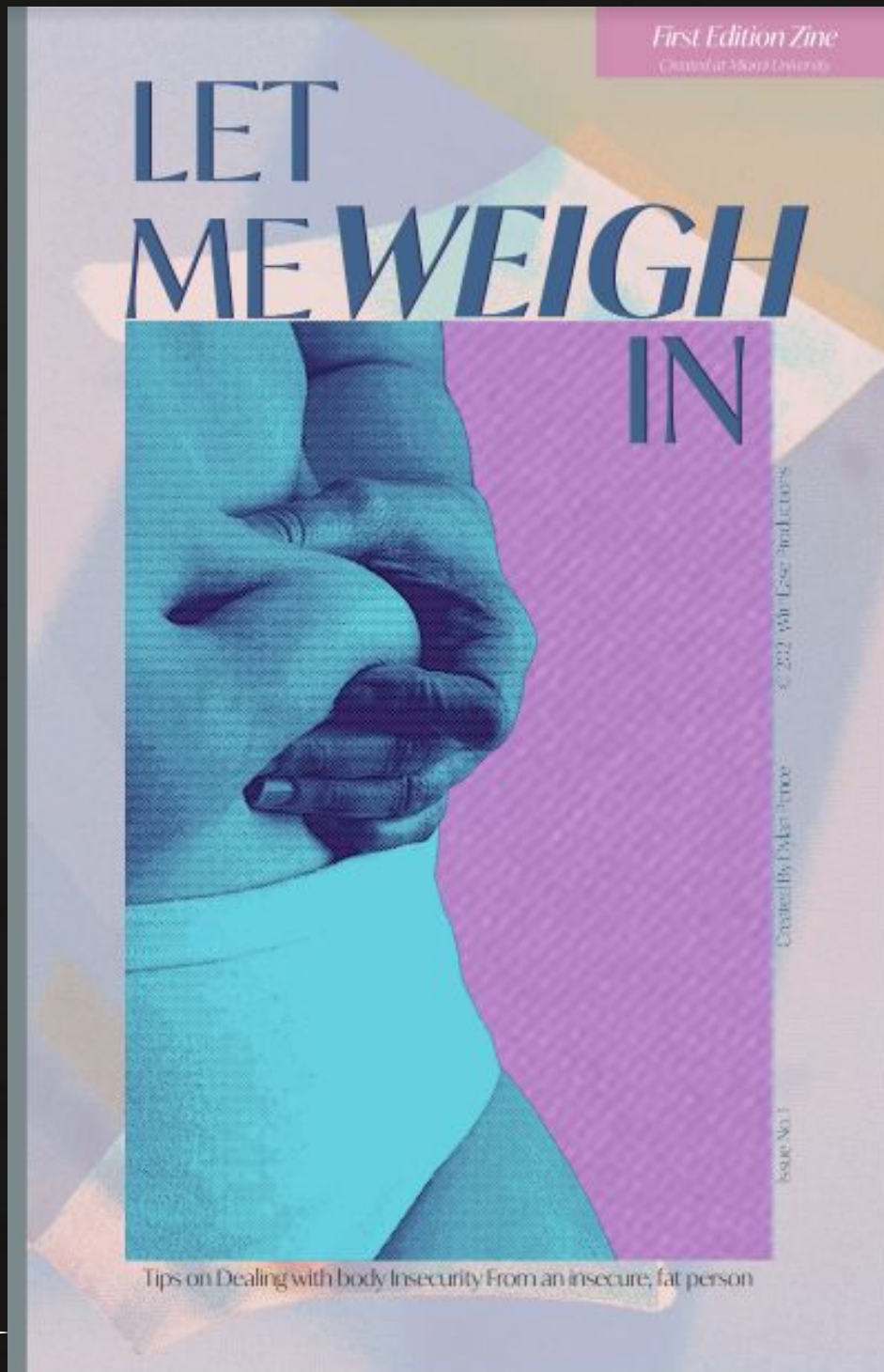


Anonymous (Jan. 26, 1970). Mandala. Walter Havighurst Special Collections and Archives, Miami, Ohio.

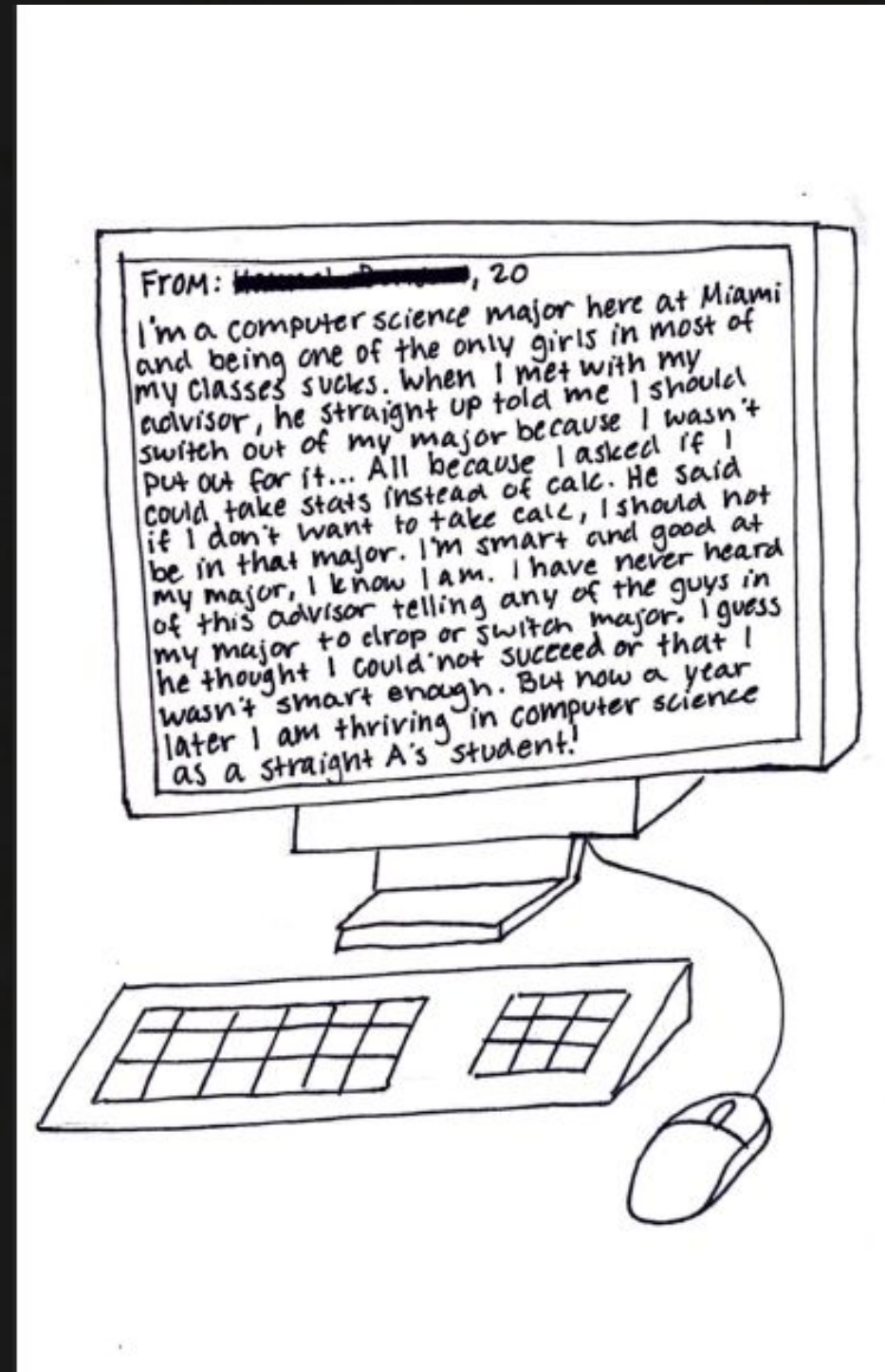


Anonymous (1905). Miami Nude and Naked. Walter Havighurst Special Collections and Archives, Miami, Ohio.

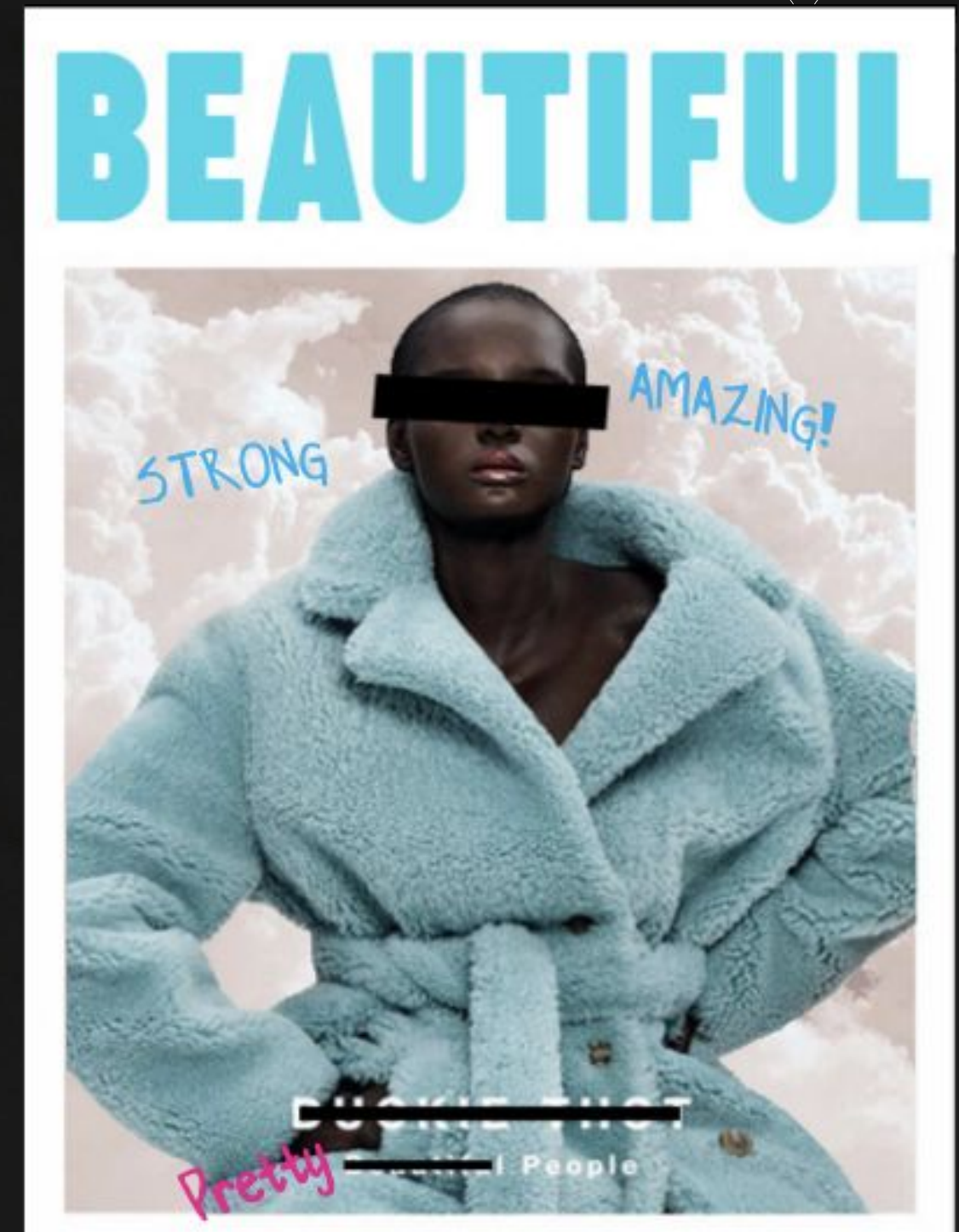
THE SECOND ITERATION: STUDENT ZINES



Dylan Pence (2021). Let Me Weigh In.. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.



Pirinen Tuuli (2021). Dean Men in STEM. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.



Evan W. (2021). Too Dark.. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.

THE SECOND ITERATION: ZINE DISTRIBUTION



Pirinen Tuuli (2021). Dean Men in STEM. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.



Evan W. (2021). Too Dark.. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.



Klaire Vandegriff. (2021). i feel fat. Wertz Art and Architecture Library Zine Archive, Miami, Ohio.



THANK YOU!

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