



Creative Brief

“DISCRIMINATION”

Concept and execution: TAM-TAM INSTITUTE

Medium: TAM-TAM city posters

Deadline: 12 December 2021

Project: Plaktivat 14 – **“DISCRIMINATION”**

Background:

Discrimination and I

Every person came across discrimination at least once in their lifetime. The question is, however, whether we recognize discrimination when we come across it. Almost all of us have been discriminated against at some point in our lives or discriminated against others. You may have favoured a male candidate over a female one at a job interview purely due to their gender, or served a younger more attractive customer at your establishment before a less attractive one that came before them. These are also forms of discrimination.

Discrimination is behaviour that endangers, limits, or inhibits the realization or implementation of human rights and fundamental freedoms. Discrimination arises when individuals or groups of people are treated less favourably than other persons in a comparable position simply because they are or seem to belong to a specific group or category of people. The foremost bases of discrimination include the following factors: gender, age, marital status, family status, sexual orientation, gender identity, disability, race, appearance, cultural differences, religious beliefs.

In spite of efforts to root it out, discrimination remains a recurrent issue; this is why we need to constantly inform the public and raise awareness about what discrimination actually is. Victims often do not wish to talk about discrimination, don't recognise it, make excuses about it, and see it as perfectly normal and generally accepted behaviour.

It seems that an active stance needs to be adopted. Discrimination is relational, which means that discrimination does not only impact those who are directly discriminated against, but also the society in which it is perpetrated. A society which excludes instead of including certainly has no future.

WHY WE ADVERTISE?

The campaign aims to raise awareness about the fact that discrimination, though forbidden, remains present at every turn. We all share the responsibility to create conditions that reduce the occurrence of discrimination. So, let us not act in a discriminatory way, let us respect and



observe the rights and freedoms of others and their potential differentness from us. Let us enact the old saying: "Variety is the spice of life," it enriches, not impoverishes.

THE CREATIVE CHALLENGE

We all often act in a discriminatory way. The creative solution should challenge individuals to consider whether they themselves ever acted in a discriminatory way. We want individuals of both genders to potentially see themselves in one of the situations on the poster and carefully consider their future actions, mindful not to encroach upon someone else's fundamental human rights.

OBLIGATORY GUIDELINES:

Creative solutions on the subjects of the novel Coronavirus and political solutions are not the subject of this competition.

When designing your creative solution consider the format and context of TAM-TAM urban city posters. Pay particular attention to the fact that billboard posters are incorporated in the public space, and design your poster in such a way as to make it noticeable, legible, and communicative in the multitude of visual stimuli encountered in the street. Consider what follows from the fact that urban billboard posters are usually noticed from a distance of a few metres first, and only later seen from up close – how much text can they tolerate, how can they attract attention, etc.

Ljubljana, 11 November 2021