

Project Two: Helping Others Speak International Christian Concern

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The issue of persecution is ever present in the harsh political and religious climate of most third-world and non-western countries today. In many areas of the harshest religious persecution, media coverage is spotty or non-existent, owing to totalitarian government control or disinterest. The problem is large in scope, affecting over 200 million people worldwide per year, according to one source. It is estimated that 160,000 people will be martyred through state sponsored or competing religious faction persecution worldwide. Although extreme individual cases are sometimes reported via occasional news stories online or through major news vendors, most cases of religious persecution go unreported beyond the indigenous church or local authorities. The goal of the non profit organization International Christian Concern (<http://www.persecution.org>) is awareness, advocacy, and aid to the persecuted church and individual. They rely on western churches and individuals for all of their financial needs, including financial assistance to persecuted individuals and aid to large groups of affected Christians worldwide.

ICC exists through the support of churches nationwide. The majority of their fundraising and awareness efforts are coordinated through the local church, including bulletin inserts and direct appeals. Because of this wide base of support, there is no clear demographic or commonality. ICC materials revolve around persecution in specific countries of concern, as well as featured stories and current news, disseminated through wide-distribution flyers, brochures, and online distribution. The primary need of the organization at this juncture is a standardized brochure layout including persecution information for each target persecuted country. This layout will be used for the production of specialized brochures for over thirty target countries, ideally for limited distribution in four color process. The second need is the design of multiple inserts or flyers for high distribution, probably limited to one or two spot colors. The content

will largely consist of current news or featured stories of particular concern, so the layout will require flexibility to accommodate multiple story types and details, while maintaining simple distribution and reproduction.

The subject matter of persecution is a difficult to adequately communicate, both in gravity and severity, especially in our culture of relative religious tolerance. The target audience is already sympathetic to the problem in general, despite the imprecise demographic, but they require details to stay informed and intercede as possible, both through prayer and political advocacy.

The ideal communication strategy for maximum exposure requires as many touchpoints and contact opportunities as possible. ICC currently maintains a large amount of current information online, as well as distribution through opt-in email lists and local church venues. This strategy will be augmented by the proposed additional print materials, targeted at existing distribution venues and audiences. This additional flow of information will result in a higher level of financial support and awareness, both enhancing the mission of ICC as a whole.