

Do Good Design for
Good

Lack of Diversity & Inclusion in Design

- *Where are my people?*

Lack of Diversity and Inclusion in Design

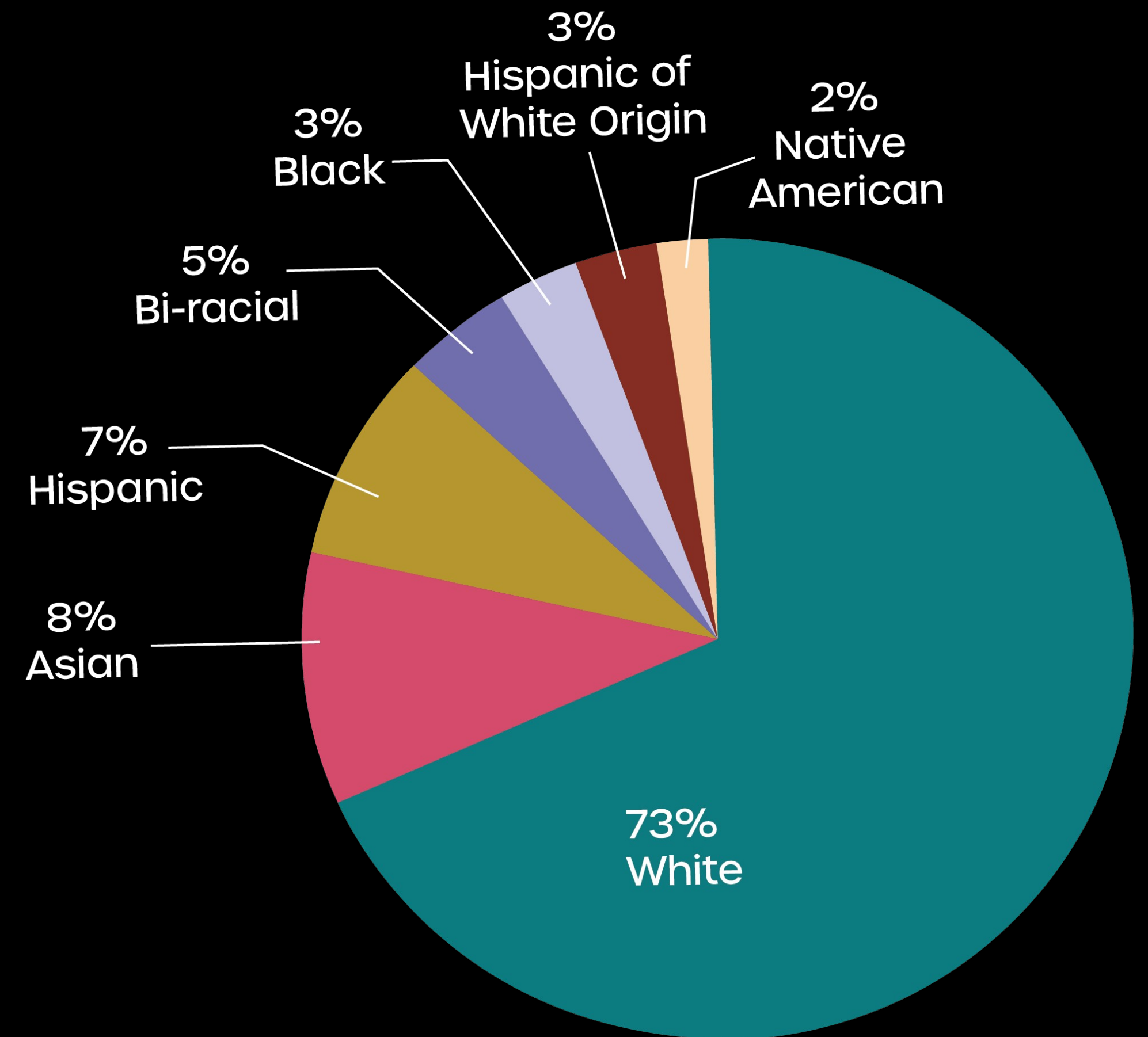
¿Dónde está mi gente? = where are my people?

- There are roughly 62.1 million Hispanics in the U.S.; however, only 10.3 of Hispanic or latino ethnicity are graphic designers, so where are all Hispanics in design?
- This project explores the data and attempts to understand the disparity, lack of inclusion and diversity, and what can be done going forward.
- My focus is on 3 proposed areas that can be made to improve these statistics. My plan is to communicate with visual symbols and iconography through graphic design to communicate across language barriers.

2021 Design Demographics and Statistics

Hispanics are the second largest population in the U.S., so where are all Hispanics in design? The [2016 Design Census](#) revealed that 73 per cent of those surveyed identified as white, nine percent were Hispanic, eight percent were Asian, and three percent were black.

According to zippia.com's latest 2021 Demographics & Statistics it hasn't changed much, "The most common ethnicity among graphic designers is White, which makes up 75.0% of all graphic designers. Comparatively, there are 10.3% of the Hispanic or Latino ethnicity and 8.3% of the Asian ethnicity, and Black or African American, 3.3%".



Understand the Difference between **Hispanic** and **Latino/LatinX**

There are many interpretations of how to define **Hispanic vs Latino**.

For the purposes of this presentation and project, I'll distinguish the two in the following way: Hispanic refers to language and Latino (including Latina and Latino, or LatinX) refer to location. Therefore, Hispanic here is defined as one who has a Spanish-speaking origin or ancestry, including Spain. I will mostly use the term Hispanic since we have a large Mexican population in California and Mexicans are mainly mestizos of both indigenous and Spanish decent. (See Flags)

Latino refers to Spanish-speakers as well, but only people from Latin America—including Brazil. (Portuguese is spoken in Brazil, and thus, is not considered to be Hispanic.) Hispanic and Latino are often used interchangeably, even though they don't mean the same thing. It's important to be aware of not only who you are targeting, but also how you choose to reference them. Not all Spanish-speaking people are Latino, and not all Latinos are Hispanic.



Understanding Demographics, & Cultural Gaps



Hispanics represent the largest ethnic group of California in 2020 at **39.4%**

30% of them say they prefer to be referenced as Hispanic, while 17% say they prefer Latino.



Nearly **six-in-ten** Hispanics are **millennials** or younger.

Breaking down the different Hispanic categories

Traditionalists:

Older immigrants, and some younger, are considered “traditionalists” who don’t speak fluent English.



Millennials:

Second-generation Hispanics are those who are born in the U.S. into a Hispanic family. Like many second-generation ethnicities, they are typically the younger family members, including millennials, who have adopted many U.S. customs (and English) but still appreciate, respect, and enjoy their culture, language, and heritage.

Target Audience

This large target audience is broken into 3 distinct categories dependent on age and also generation of living in U.S., whether family immigrated to U.S., foreign born, or 1st, 2nd, 3rd, 4th generation.

Hispanic Dominant:

This group speaks predominantly Spanish at home and consumes most media in Spanish. Typically, they're foreign born and have a mean age of 40. On average, they've lived in the U.S. for seven years.

Bicultural:

This crowd typically speaks both English and Spanish at home, but they consume most media in English. They're a combination of foreign and U.S. born and have a mean age of 34. They've lived in the U.S., on average, for 22 years.

U.S. Dominant:

This bunch generally speaks English at home and consumes most media in English. They're U.S. born and with a mean age of 37, they've lived in the U.S. an average of 36 years.

My Target Audience

Ethnicity/Race/Gender:

Hispanic, foreign born, or U.S. born

All races, male, female, transgender, gender-fluid, & non-binary

- **Slide bullet text**

Lifestyle:

Strong Family and cultural ties, identifies with both American culture and also their Hispanic Culture.

May or may not speak Spanish, may or may not understand Spanish.

May or may not use “Spanglish”. May or may not feel a full part of either culture (subculture).

Highly active on internet for shopping as well as social media, such as Instagram, twitter, etc.

Appreciates and respects their culture, language, and heritage.

The above includes Spanish-Dominant, bilingual, English dominant subcategories and different generations but not the Hispanic traditionalists

Education Level:

High School, College Student, College Graduate, or beyond college professional

Income Range:

Ranges depending on subcategories and age

Geographic Location:

Can be any place in U.S. but mostly concentrated in California which has the highest percentage of Hispanic population in the United States.

Occupation:

Employed or not employed, depends on the age, occupation, etc.

Age Range/generation:

Teen - age 41 (older part of Gen Z, Millennials, and younger Gen X).

(Gen X born 1965-1980, Millennials (born 1981-1996), Gen Z (1997-2012))

***Large range due to 3 categories of target market, high school, college, beyond college. ***

Possible Reasons for Lack of Diversity and Inclusion

Lack of Social & Professional Network

Lack of support

Educational Barriers

Immigration Status

Language/cultural Barriers

Prejudices/Racism

Imposter Syndrome

Lack of Information

Financial Resources & Economic Disparity

3 Key areas of focus in Target Audience

Highschool:

students talking
to parents for
support
Finding
community and
organizations
Applying for
college & financial
aid

College:

students
advocating for
themselves
Finding community
and organizations
Professional
development and
career planning

Beyond College*:

Networking
Advance career,
Professional
development
Help bring awareness
Showcase other
Hispanic designers and
artists

*(Professional either employed,
unemployed, or seeking job after college or
in-between jobs).

Design Deliverables

Posterzine

¿Dónde están mi gente?

¿Y los diseñadores
Hispanos?



Where are my people?

...and where are all the
Hispanic designers?

Posterzine

Mucho is a diverse and international visual communications and graphic design studio with offices in Barcelona (Spain), Paris (France), San Francisco (California), Melbourne (Australia) and led by partners Marc Cotola, Rob Duncan, Pablo Jurcic, Timon Solé, Dominic Hotstede, and Liron Stoskopf.

Their creative capabilities encompass strategy for communication, brand identity, art direction, graphic advertising, editorial design, packaging, signage, websites, apps, motion graphics, and more. Some of their respected clients include Paypal, Apple, Visa, Verano, and Levi's.

<http://wearemucho.com/>



Mucho

Rebeca Méndez is a Mexican-American artist and graphic designer. She is professor at UCLA Design Media Arts in Los Angeles, California, and since July 2020 is Chair of the Department, as well as founder and director of the Counterforce Lab.

Rebeca is the first and only Latina to win each one of these: The Cooper-Hewitt National Design Award in Communication Design, 2012, the AIGA Medal in 2017, and induction to the One Club Hall of Fame in 2017.

https://en.wikipedia.org/wiki/Rebeca_Méndez



Designers Spotlight

Resources, Free Tools, & links to check out

- www.adobe.com/express/ Adobe Spark's free version It has an image editor, a website builder, and a video making tool!
- www.unsplash.com for freely usable photo images
- <https://www.blender.org> is a free and open-source 3D computer graphics software
- www.creativemarket.com for free weekly fonts and graphics

- Networks to Join:**
- www.latinxwhodesign.com
 - www.latinxdesigndirectory.com
 - www.weareladi.org/about
 - www.aiga.org

- Job Hunting Sites:**
- www.linkedin.com
 - www.thedesignkids.org/jobs/
 - www.dribbble.com/jobs
 - www.designjobs.aiga.org
 - www.designjobsboard.com
 - www.wethemakers.club/

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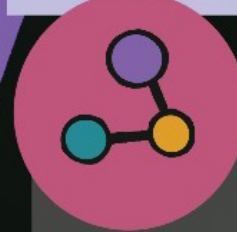


DONDE.ESTA.MI.GENTE

¿Dónde está mi gente?

Beyond College?

- Just because you are done with college doesn't mean you stop learning! Attend workshops, conferences, stay up to date with the latest design trends. Bring your diversity into your designs!
- Network! Get involved in your local community, local AIGA chapters, find or become a mentor, get involved with local Hispanic Business Associations, chambers, and sign up for Hispanic/Latino/LatinX Graphic Design directories. Continue to expand your network even if you aren't looking for new opportunities.
- Help bring awareness and spotlight tu gente! Showcase and support other Hispanic designers and artists.



Network

¿Dónde está mi gente?



College Students

- ¿te falta animo? Lack of motivation? Andale...! se puede!
- Join a network of similar minded people or find your gente and hispanics, student organizations, & clubs!
- Seek professors & staff that are Hispanic/Latino/LatinX. Don't forget to join your local AIGA chapter as a student member!
- Be sure to advocate for yourself. Always ask clarifying questions about assignments, request test reviews for educational circumstances, let staff know about abuse, racism, or bullying you observe or experience on campus.
- Take advantage of career resources and tools at your university, participate in career fairs, portfolio reviews, apply to internships, role plays pitching your ideas, master chosen career and how legitimate and lucrative a career in graphic design can be.



Find Your Gente

¿Y los diseñadores?

Where are all the Hispanic designers?



Diversity in Design

What are some of the reasons for lack of diversity in design, and how do we expose more Hispanics in design? There are roughly 62.1 million Hispanics in the U.S.; however, only 10.3 % of Hispanic or Latino ethnicity are graphic designers, so where are all Hispanics in design?

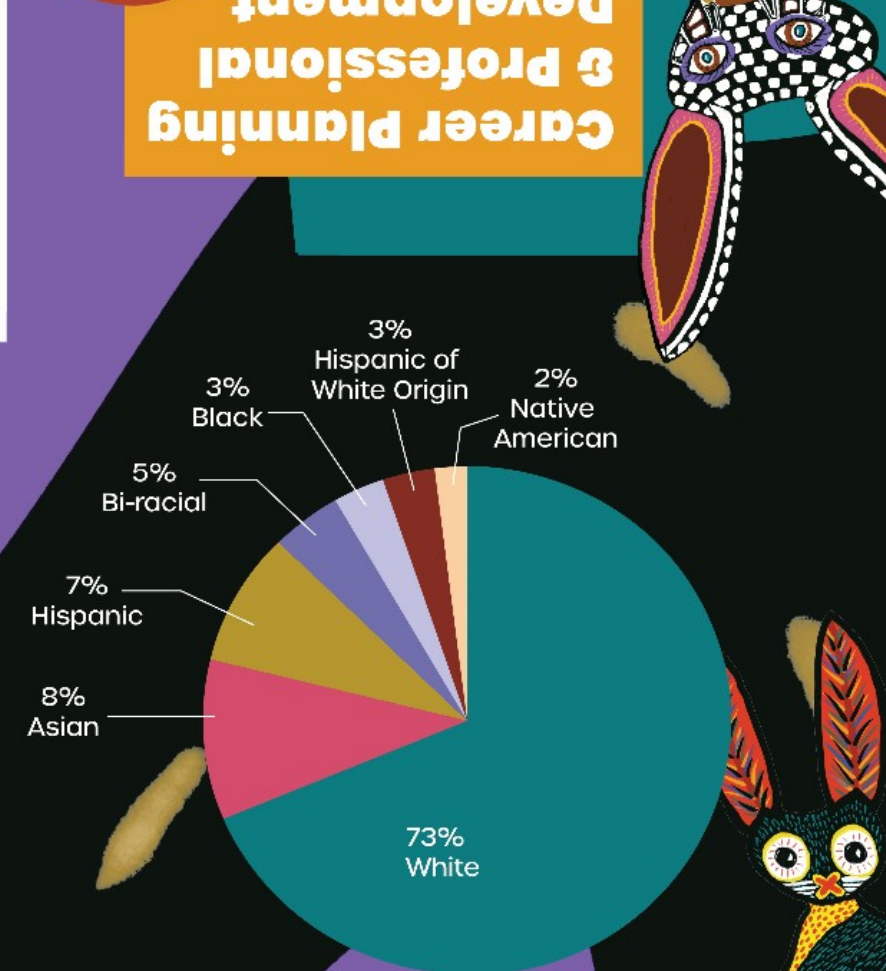
- Source:
- <https://www.aiga.org/design/design-research-insights>
 - <https://www.aiga.org/resources/diversity-inclusion-design-research>
 - <https://www.dezeen.com/2017/01/31/design-industry-73-per-cent-white-lacks-diversity-finds-aiga-census-survey/>

Highschool Students

- Apply for college! Many scholarships are restricted to minority students, including Hispanic students. A great number of companies, organizations and schools offer scholarships, particularly for minority and female students.
- Biggest mistake hispanics make is not applying for the free Application for Federal Student Aid (FAFSA). It's important that students and parents fill out the FAFSA form as soon as possible so they don't miss out on financial aid. Filling out the FAFSA form is the first step to getting financial aid.
- How to do explain to your parents what you want you want to be a graphic designer?
- Graphic designers are more in demand than before and it's constantly increasing. The reason is, today the role of graphic designer is much more complex and diverse. Designers can take different paths and may be in various subcategories of art & design. Show them real world success stories, your design idols, and potential careers. You have to sell your design can be.
- Visit the FAFSA Hispanic website for more information applying for federal aid: <https://www.fafsa.gov/faq/faq-espanol>
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Career Planning & Professional Development



¿Que Pasa? What is going on?

If BIPOC students do not have access to study graphic design because of lack of information, financial resources, or family support what can be done to change this?

How does the inner circle or network affect Hispanics trying to seek opportunities in the design community? It doesn't stop there, what happens once they enter the workforce and are surrounded by predominantly white people in the workplace?

We are finally seeing more inclusion and focus in ethnic and racial groups but how do we get more Hispanics in the spotlight?

Tote Bag



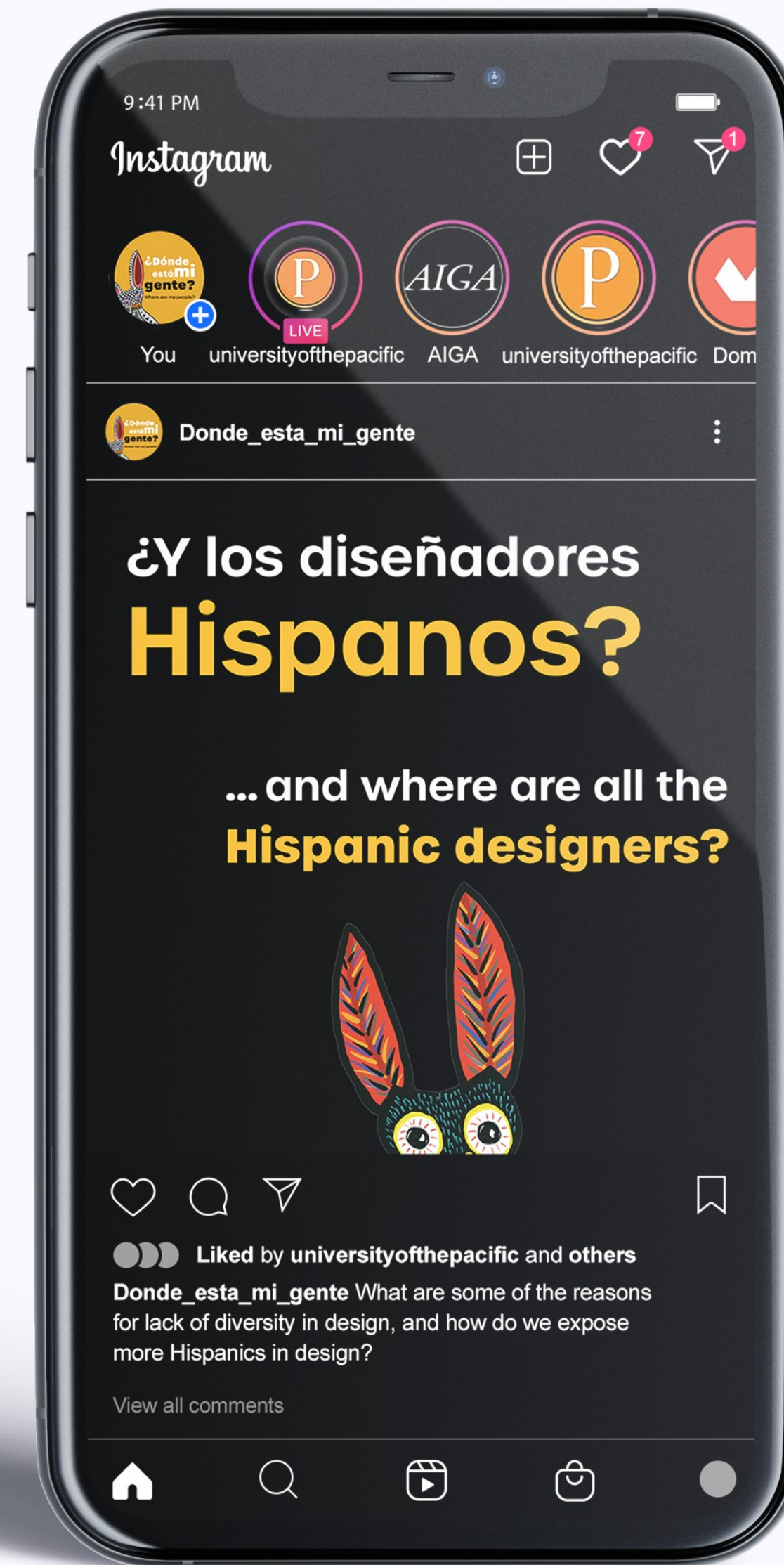
Tote Bag



**¿Dónde
está mi
gente?**

Where are my people?

Instagram



Instagram



Instagram

Posts spotlighting Hispanic Designers, way to have online presence to increase awareness, and network!



Follow us @donde_esta_mi_gente

Mi Gente Graphic Designer Spotlight

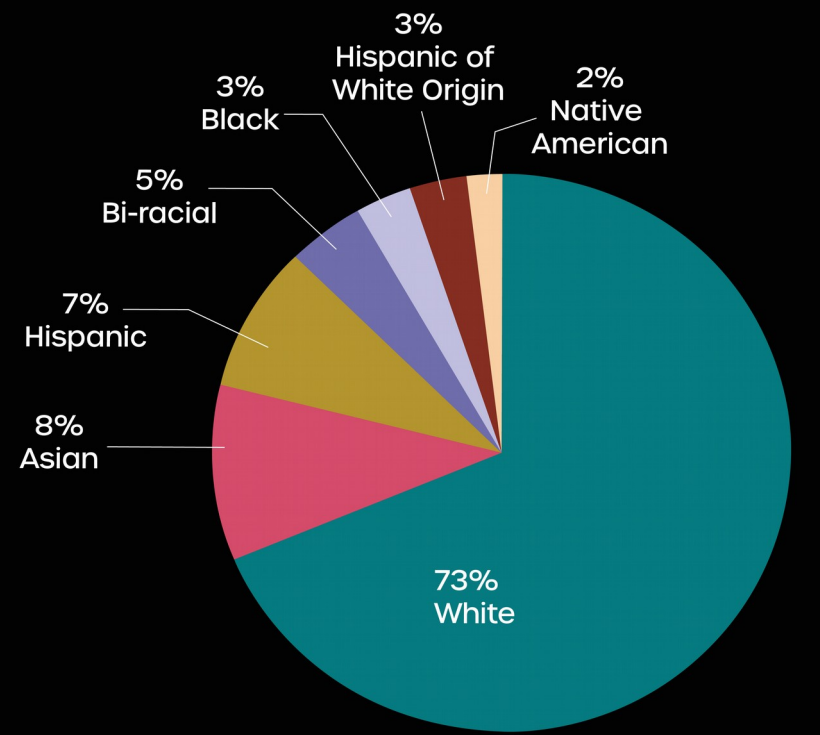


Rebeca Mendez

Mi Gente Graphic Designer Spotlight



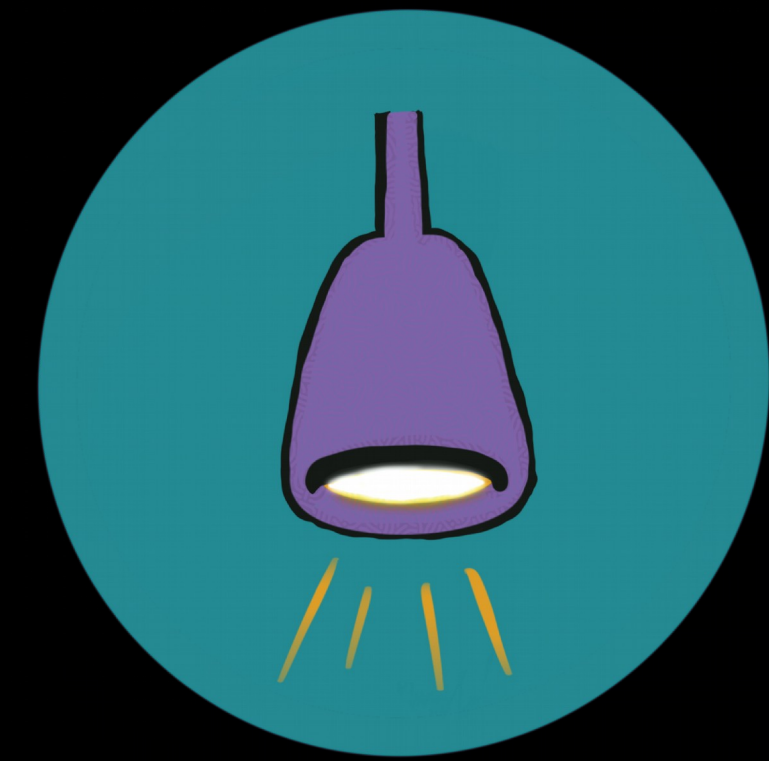
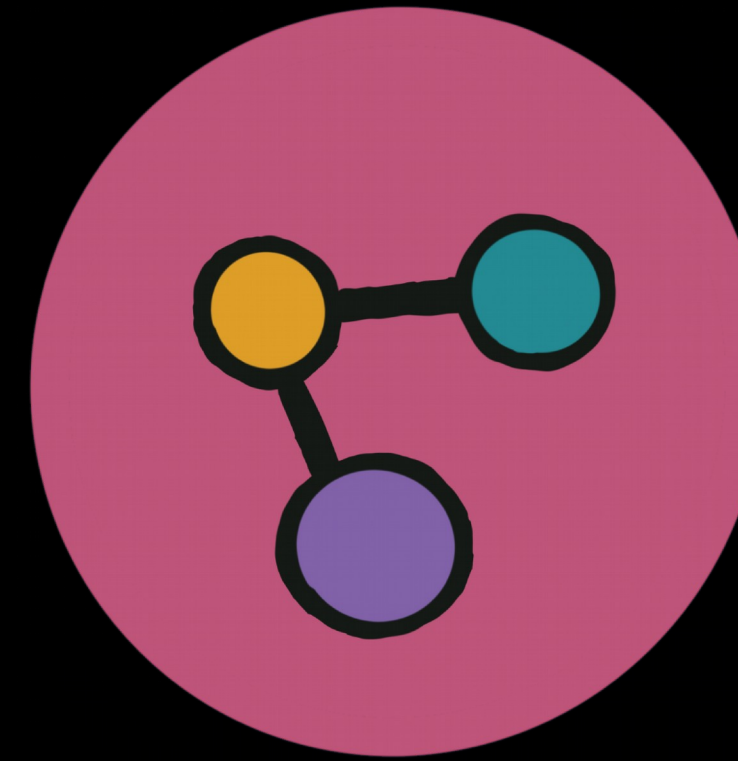
We Are Mucho Design Firm



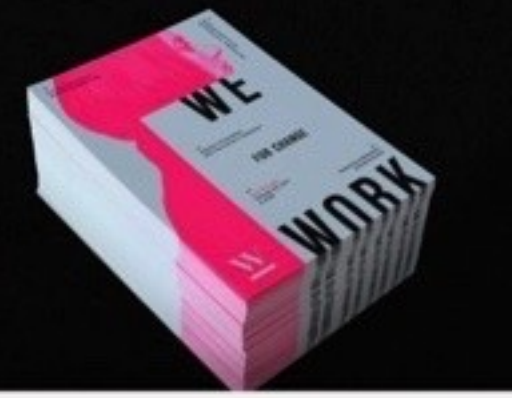
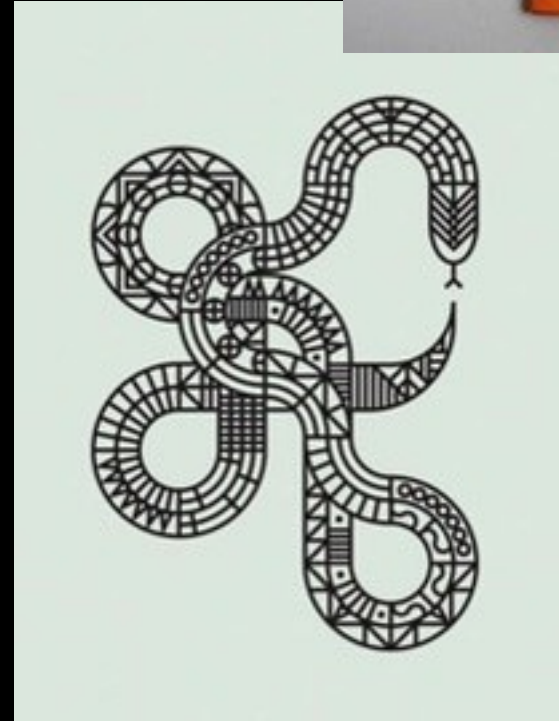
Pero like why?

¿Dónde está mi gente?
Where are my people?

Messaging, Icons , and illustrations

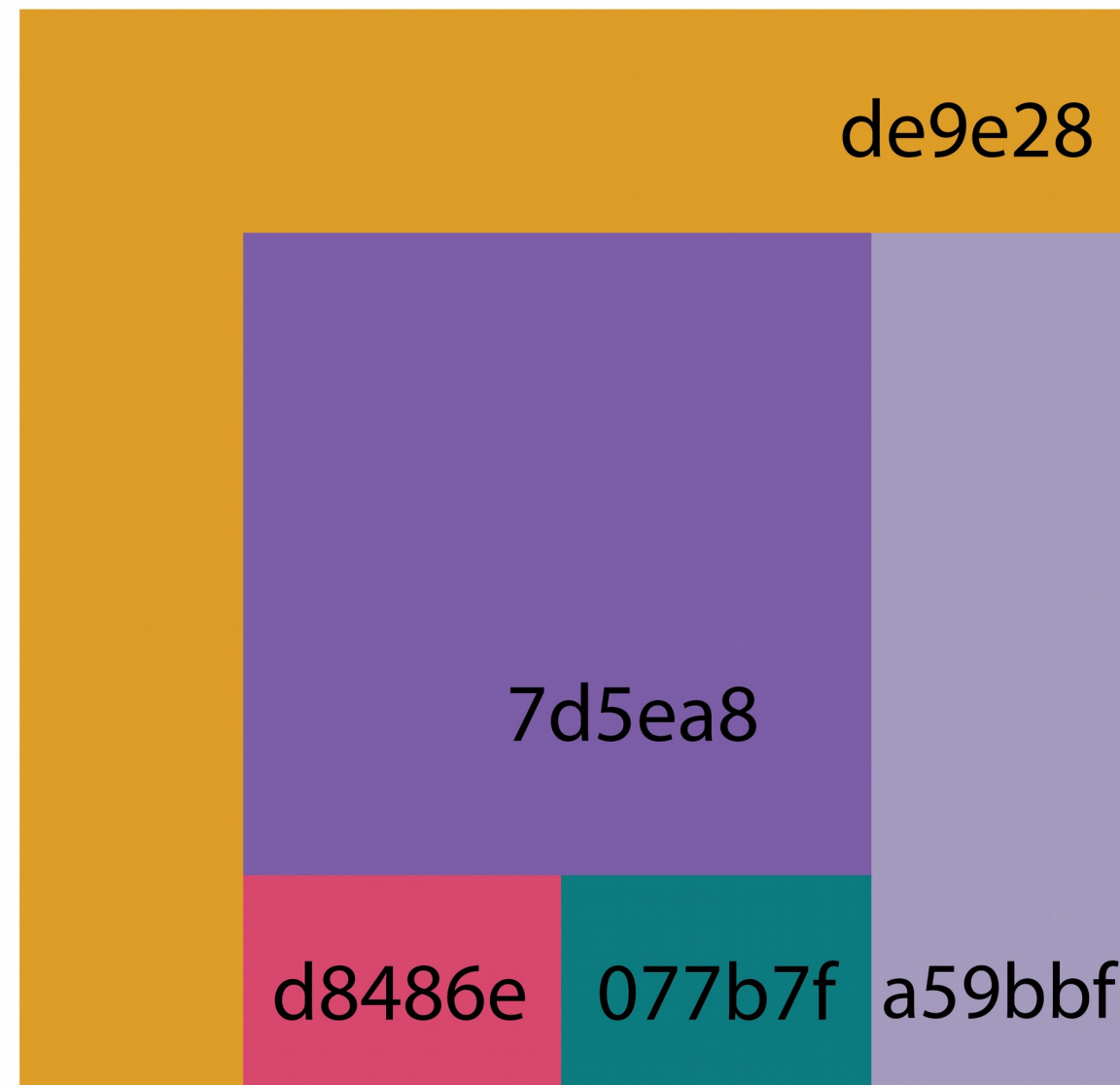


Inspiration



Design Choices

Main Color Palette



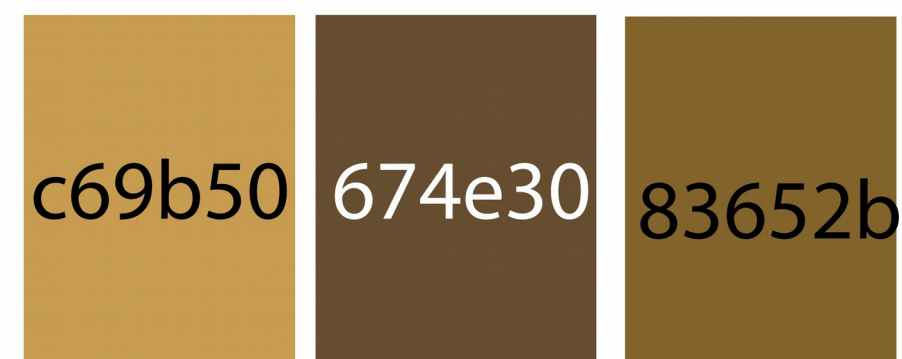
All the primary colors including the most used Alebrije and Icon illustration colors.



Main Text Colors



Skin Tones in icons



Type Choices

Typeface Family: Urbane

Versatile sans-serif, family of 6 weights plus italics. It has early geometric modern feel like Futura, nice bold, balanced, easy to read for the poster headlines and text.

Heavy

Heavy Italic

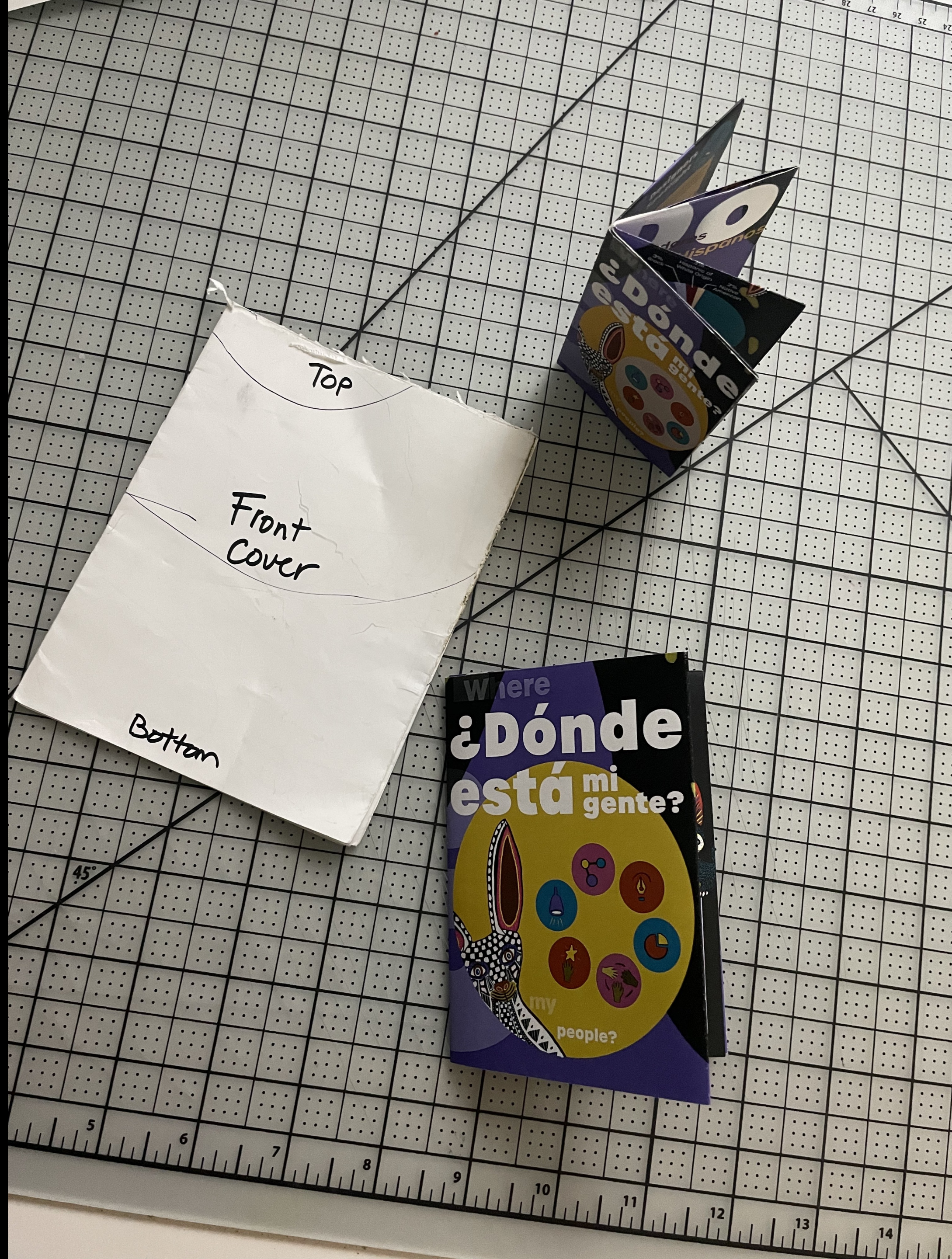
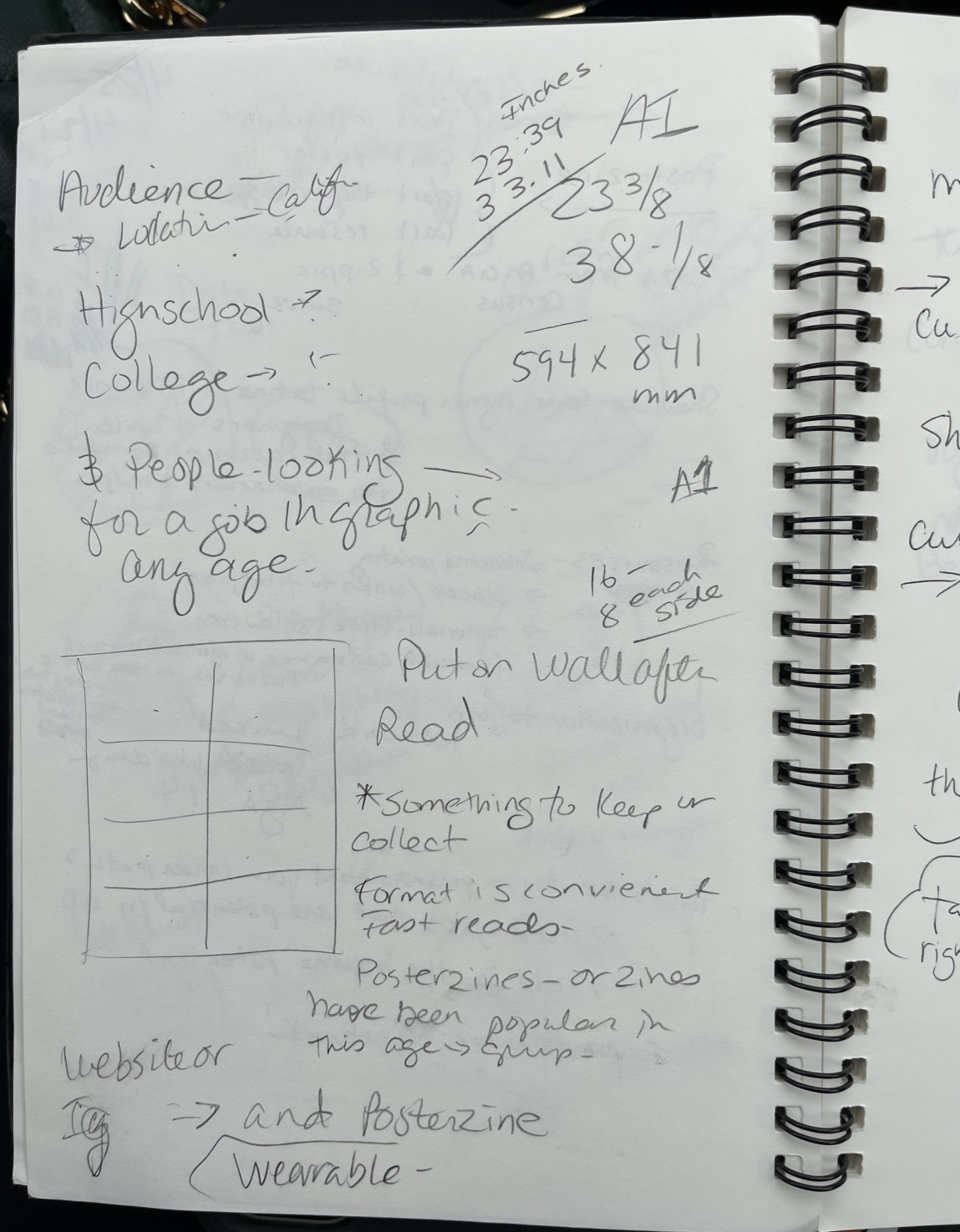
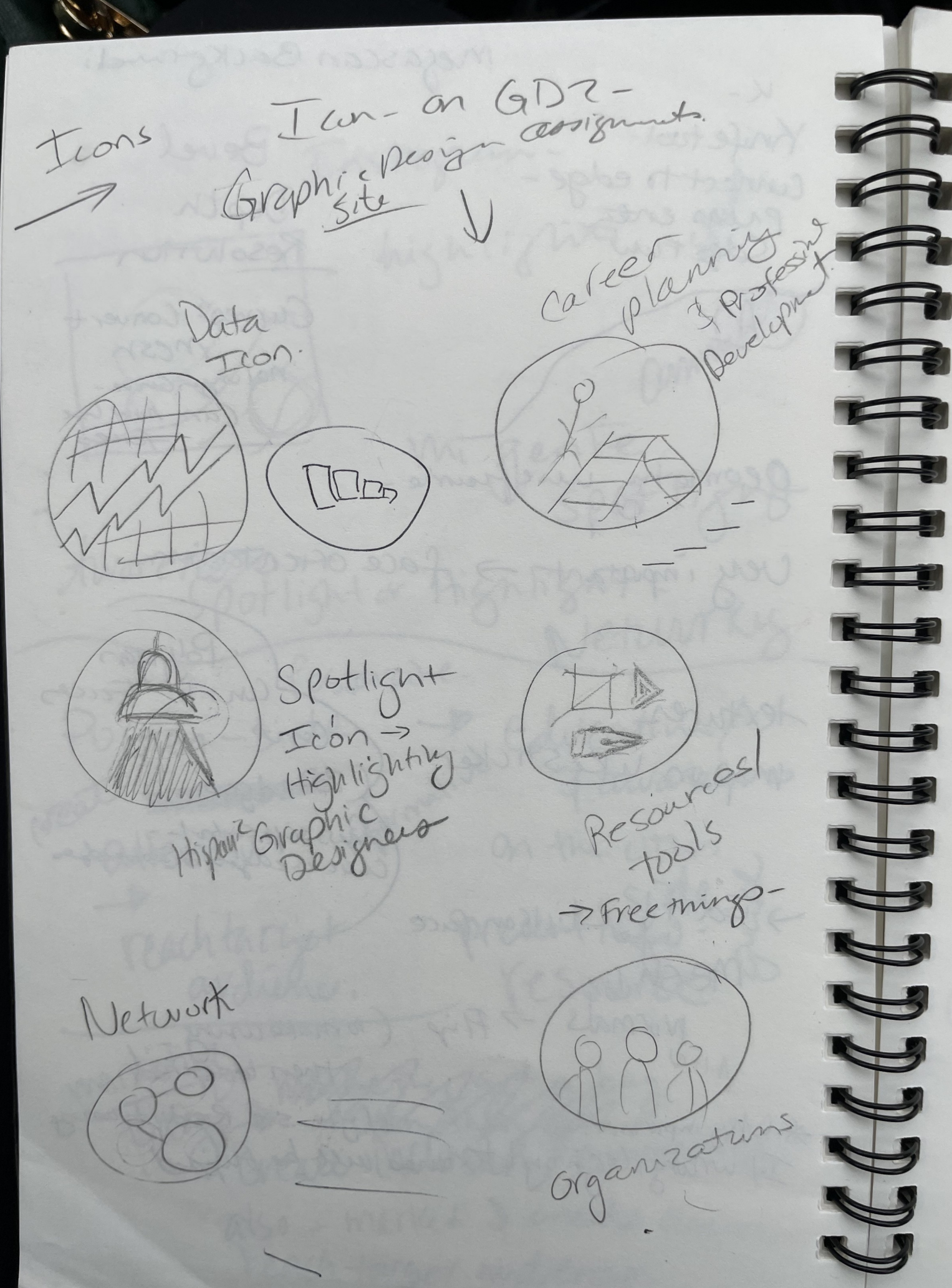
Bold

Demi Bold

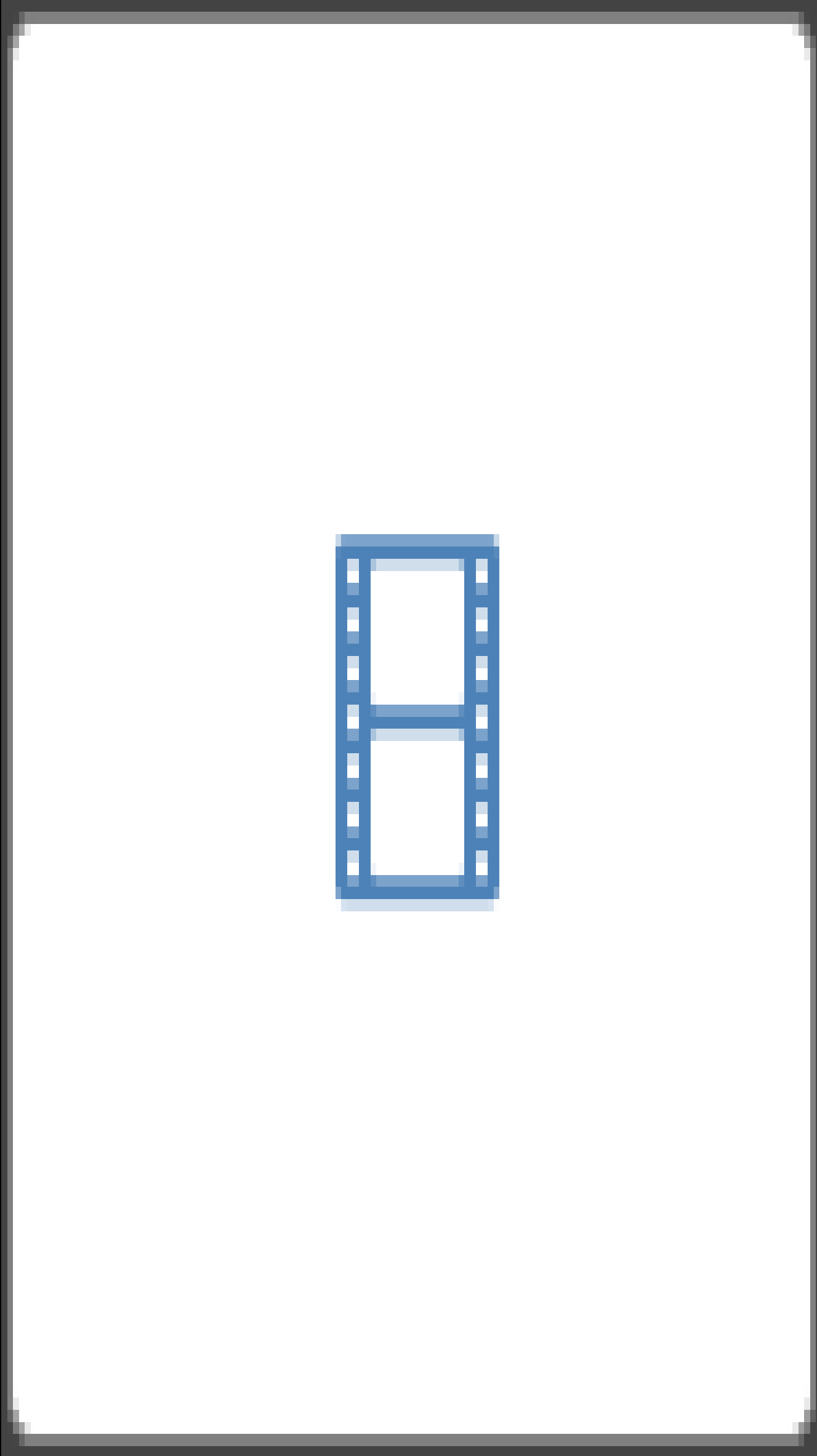
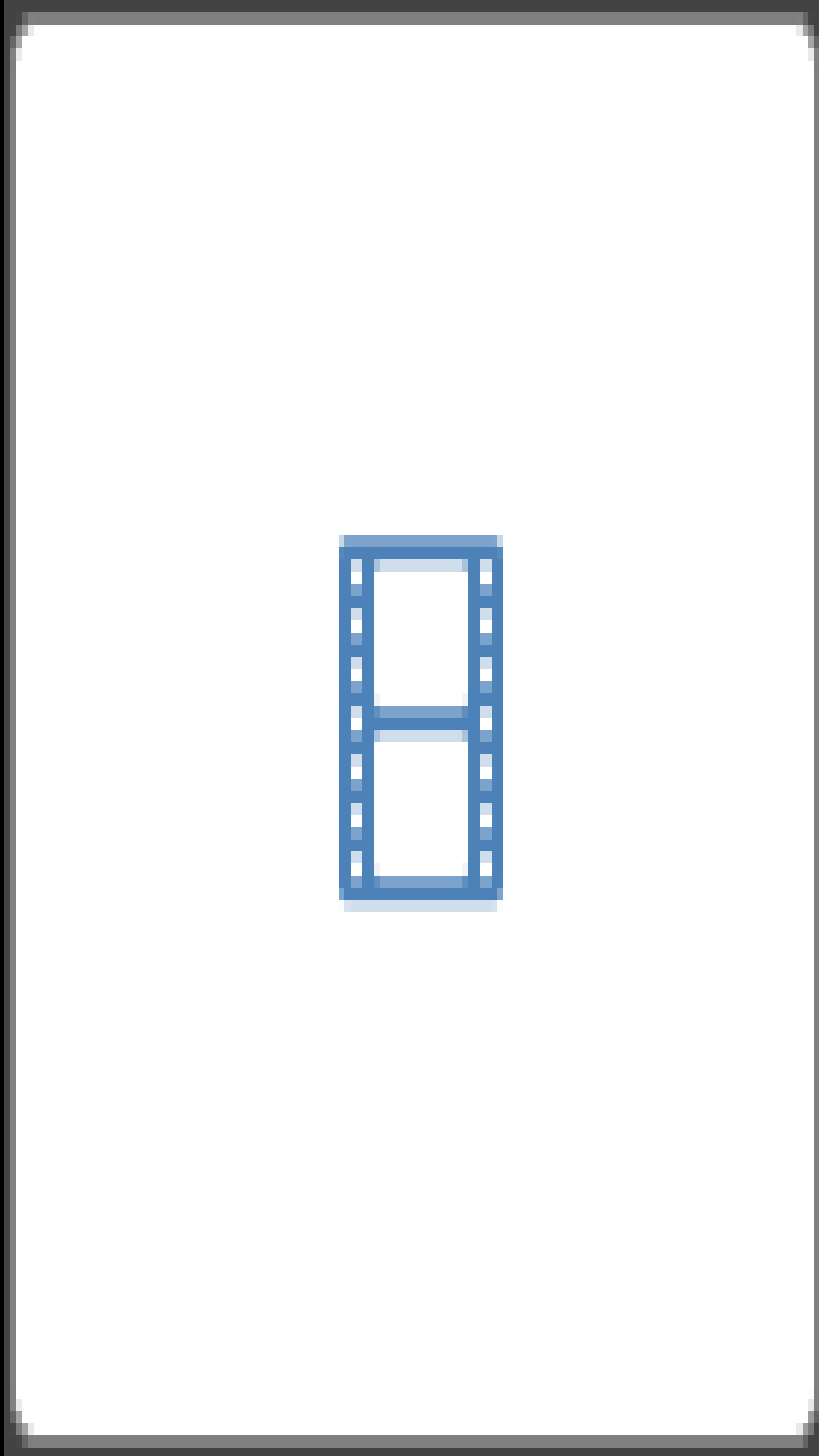
Medium

Light

Process Work Illustrations



Process Work The Posterzine



Process Work Illustrations



¿Dónde

está mi
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Questions?