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PHOTOSHOOT FOR A21 // AWARENESS CAMPAIGN, SEX TRAFFICKING

Location:

Stjørdal Industry Park

Time on set:

Sunday September 24, 6 pm

Team on set:

Photographer: Monika R. Halsan

Model: Andrea R. Halsan









MANDATORY ASSIGNMENT 05: PHOTOSHOOT, AWARENESS CAMPAIGN

INTRODUCTION

In this assignment I have created a poster as an awareness campaign for A21 Norway. When doing this I also did a photoshoot. For the poster I needed to closely consider the photography, and a lot of planning had to be done prior to using the camera at all. I also had to come up with the text to include in the poster. The poster is strong in its contrasts, has elements and a slogan to quickly draw attention, and is comfortable to the eye.

Interpretation of Task

This assignment was very hard to understand at first, so I have been a lot in touch with my tutors because of this. The way I finally understood it however, was that I had to create an awareness campaign poster for A21 Norway. This had to bring attention to human trafficking, and would include a photograph, a logo, slogan, and any additional text and elements I might wish to include. The photo had to be shot outside, and I could use natural light as well as external flashes. For the photoshoot I had to take photos of a human model, and it was up to me whether or not I did this inside or on location. I chose to do the photos for both parts of the assignment at the same time since I figured this would really bind the tasks together.

Concept and Target Group

The concept of this assignment is to create a poster for an awareness campaign targeted towards Norwegian people. Its purpose is to change people's attitudes towards human trafficking, and create awareness around the issue. The way I understand it, the photoshoot should also do this.

My target market is in the age between 13-15, will be both boys and girls, and they are in school. They are the next generation, and should therefore be educated about human trafficking and inspired to make a difference.

Message/Achieved Action

By using strong photography, and coming up with texts and some simple elements that should easily reach my target group, I think I have created a poster that would draw attention.

Design/Style - The layouts and designs of both the poster and photographs in general are quite simple, as not too many elements, nor fonts or colours have been used. Everything is relaxing to the eye, yet still visually interesting and appealing.

Colour - I have used black and white, and the red sampled from A21's logo both in text, graphics and the photography.

Typography - I used two bold sans serif fonts, Capture It and Arial Black.

Photography - The photographs used are intriguing, and have strong contrast which creates the atmosphere I'm aiming for. Some editing in Camera RAW helped to further achieve this.

Elements - My elements have been kept to a minimum as I've been thinking "less is more," and have also wanted to keep the focus at the photograph and the content.



RESEARCH AND WORK PROCESS

When starting out with this assignment, I first of all did some research on A21 both in general and in Norway. I looked at what human trafficking issues are bigger in Norway, and gathering information from A21's website I got a better understanding of human trafficking in the world. Finally there was time to specify the target market based on A21's work, and then come up with a concept for the awareness campaign and photoshoot.

Research and Analysis

A21 - A21 is a nonprofit organisation of 21st century abolitionists determined to bring change. With a mission to abolish slavery everywhere, forever, their goal for every human being on the planet is freedom.

Their solution to human trafficking is based on three "R's": REACH the vulnerable and disrupt the demand (prevent slavery from happening, through events, student presentations and education programmes), RESCUE victims and seek justice against their captors (work closely with law enforcement and identify victims through resource lines), and RESTORE survivors and equip them to live independently (providing housing, medical treatment, counseling, education, employment, and other reparation).



A21 Norway - Norway is both a destination and a transit country for human trafficking. A21 Norway focuses on raising awareness, and fundraising to eliminate the problem in countries where human trafficking is more pervasive and the resources fewer. Most human trafficking victims in Norway come from Eastern Europe and Nigeria.

A21 Norway holds presentations at schools and universities to educate the next generation about human trafficking, and also inspire them to make a difference.

Human Trafficking - A21 explains that, "Slavery is violence. It's physical, verbal, and sexual abuse. It's forced prostitution. It's barbaric working conditions." They further continue, that this is a \$150 billion industry with millions of slaves, and that 1% is ever rescued.



There are five main types of trafficking:

- Sex Trafficking: Forcing, deceiving, or coercing a person to perform a commercial sex act
- Forced Labor: Forcing a person to work in captivity for little or no pay
- Bonded Labor: Forcing a person to work for low wages to pay back an impossible debt
- Involuntary Domestic Servitude: Forcing a person to work and live in the same place for little or no pay
- Child Soldiers: Forcing a child to participate in an armed force

The largest method of trafficking is false job advertisement, making up as much as 42,5% of the methods, while 21,4% are unknown. 10,7% are sold by family, closely followed by loverboy at 9,6%, and below 5% are other, abduction, trafficked by friend, and false immigration.

Some signs of Slavery:

- Accompanied by controlling person, doesn't speak on his/her behalf
- Transported to/from work, or lives and works at the same place
- Doesn't speak the language of the country, or only know sex- or labor-related words
- Frightened to talk to outsiders and authorities
- Signs of abuse, lack of food, water, sleep, and/or medical care
- Coerced into drug use, or use drugs as a coping mechanism
- Distrustful and suspicious

Poster - Posters are usually quite large in size, although the size may vary. They are generally posted (hence the name) at places where there is maximum visibility expected. Posters need to easily grab the attention of people, as they are usually read from a distance, often in passing. The key here is to have a catchy line and attractive visuals, and to not have it contain so much information that people stop reading. A poster needs to be both attractive to look at and contain either text or imagery or preferably a combination of these.

For this assignment I knew I had to work with an A3 sized poster, and that I needed to include photography, the A21 logo, a slogan, and possibly other visual elements and/or text. I also created a moodboard with other human trafficking posters.

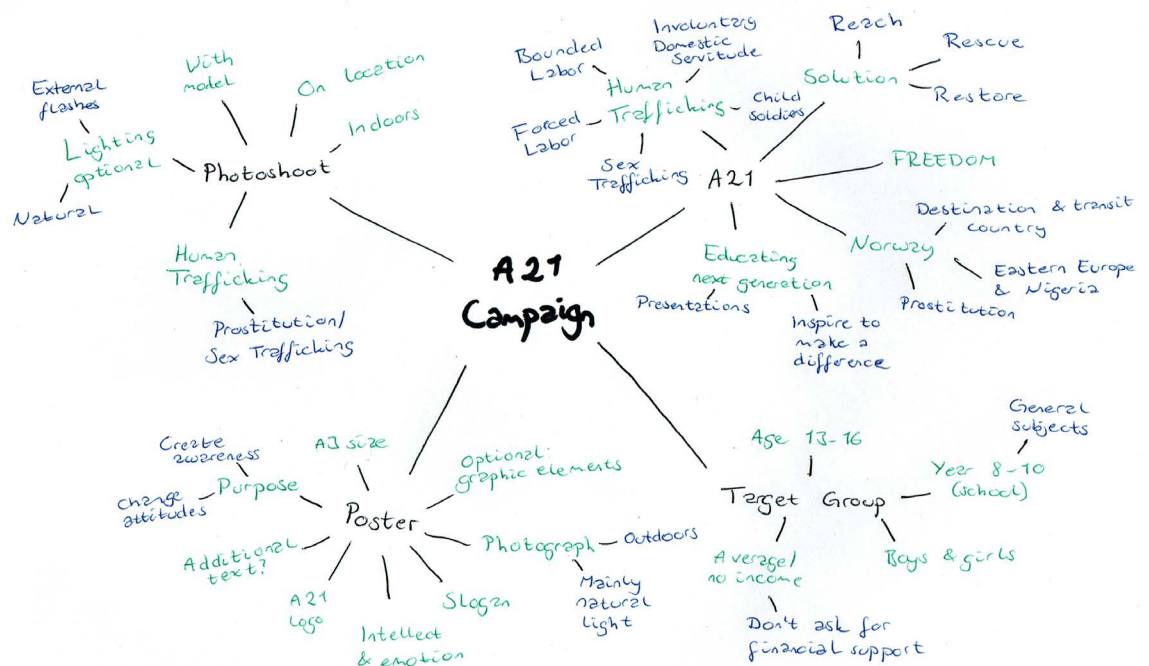


Target Market - When trying to settle on a target market I had a look at the Education section on A21's website. This presented curriculums for a couple topics I found interesting. The first is called Shinehope, and is "designed to equip every girl with an understanding of her intrinsic worth, strength, and purpose." The second is "Bodies Are Not Commodities, which "equips students with tools to combat human trafficking in the world around them." A21 continues, "Students are an integral part of the catalyst for change and some of the most at-risk population for becoming victims of trafficking. Our USA aftercare specialist confirms, "Almost 100% of our survivors were trafficked during school years."

Based on this the target market I chose are students in the age between 13 and 16. They are in year 8-10, and live in Norway. Both girls and boys are of interest, as females often are those who fall victims for sex trafficking (not without exceptions, though), and males those who buy the services (again, not without exceptions). Nevertheless, as human beings we should all be part of the solution to fight the issue.

Being students in year 8-10, they still haven't chosen a study field, and are doing general subjects. They probably have an average, or no personal income. This means that most won't be able to support financially, so the focus should rather be on educating and creating awareness, and possibly promoting volunteer work and campaigns.

Mind Map - My mind map explores a lot of the same topics that I researched, and was mostly a way to quickly gather the most important information I had found, and also some of what the brief mentioned.



Moodboard - The moodboard I then set up is mostly based on photography that has something to do with human trafficking, and more precisely prostitution/sex trafficking. This moodboard's purpose was to help me get ideas, and really set the mood for the idea I wanted to pursue.





Coming Up With Ideas/Planning

Moving on to the design stage of the process, I had to come up with a clear concept for the photoshoot, and come up with the rest of the content for the actual poster (text), before finally setting up this poster and choosing my favourite photos to present from my shoot with a model.

Situation and Focus - Doing some research on human trafficking in Norway I set my focus on sex trafficking. Based on an article I read, the majority of reported human trafficking cases are women used as prostitutes or in other sexual acts. In 2014 these cases made up for 72,2% of the reported cases. Even though they expect the numbers to be much larger because many cases don't get reported, this report indicates that sex trafficking might be one of the biggest human trafficking issues in Norway. As described on A21's website, sex trafficking is when a person is forced, deceived, or coerced "to perform a commercial sex act."

The purpose of the poster will be to create more awareness around sex trafficking in Norway, and educate the next generation. Educating students may help to prevent human trafficking before it even begins, and can let them be part of the solution. Since most victims of human trafficking in Norway are from outside of the country, this is not only about preventing the students from becoming victims, but also to educate them and inform them about slavery still existing. The more people know and fight it, the harder it should get to continue.

Concept - I began setting up my concept for the poster and photoshoot. The purpose of this was to determine the whole idea for the shoot and gather ideas relating to requirements, content, and target market.

Client

A21 Norway

Why do they want this shoot and poster

Create more awareness around sex trafficking in Norway
Educate students on the issue

Any requirements?

Little colour; low saturation or black and white, and some red
Strong contrasts



Concept/Theme

Sex Trafficking

Content of poster

Slogan/Name

Photograph

A21 logo

Additional text? (No point in fundraising (students can't contribute))

Target Market

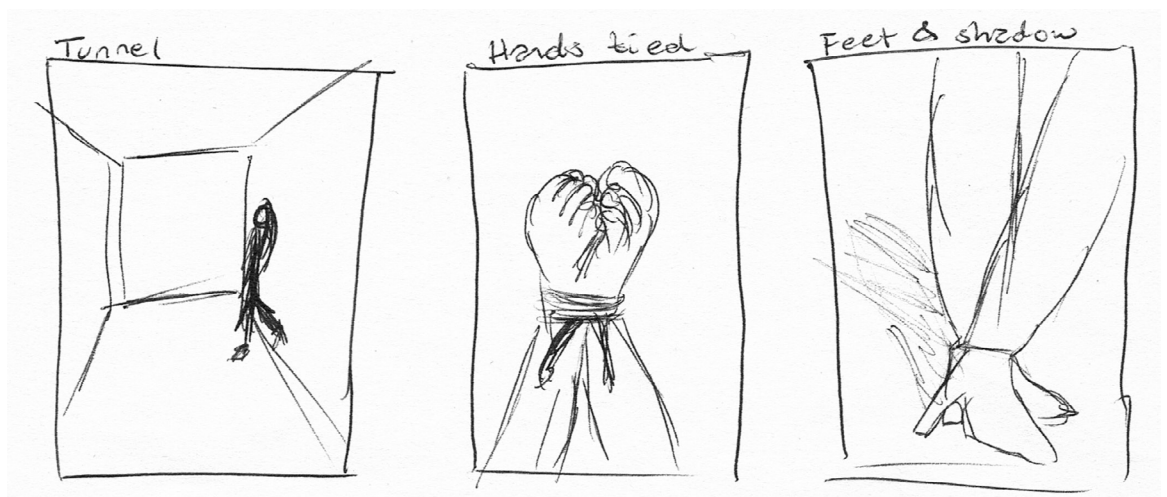
Male and female students (13-16)

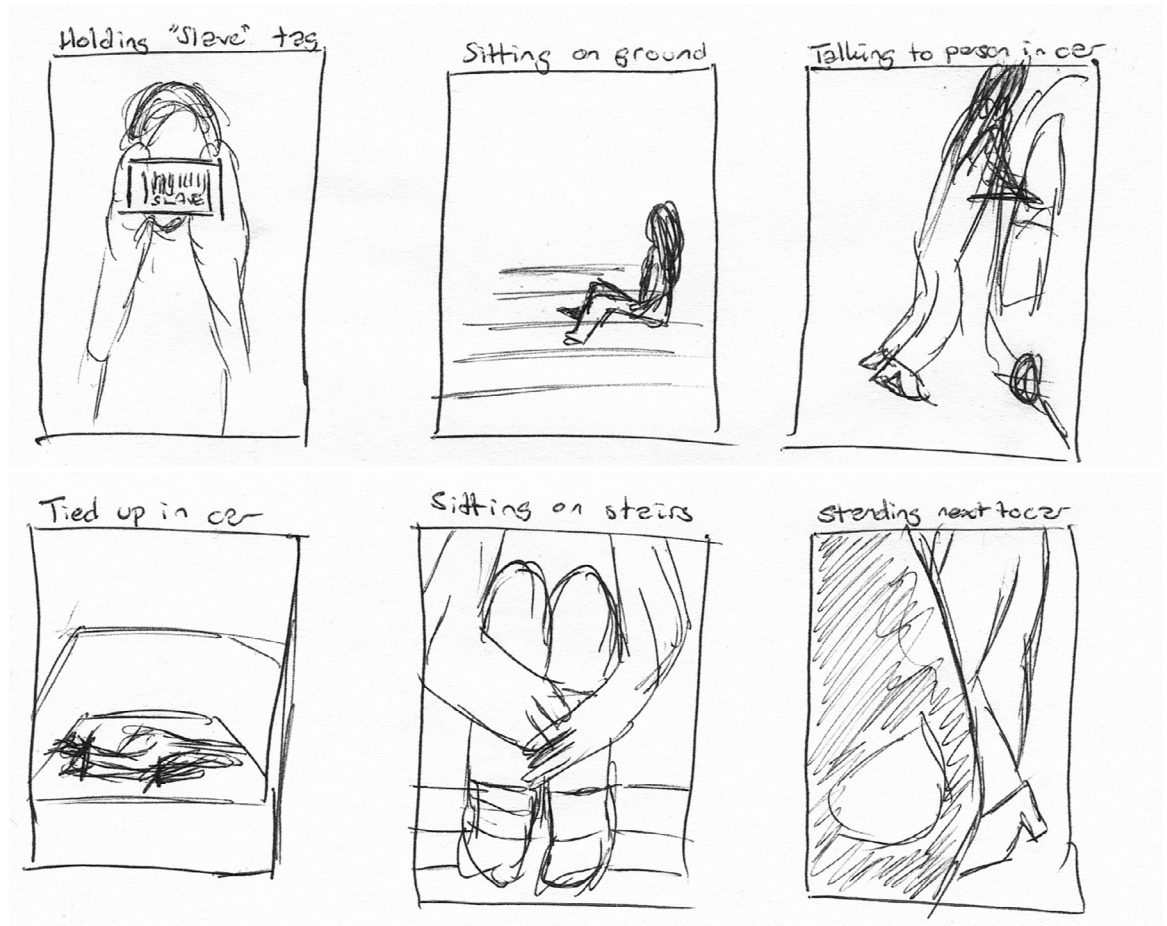
Average or low income

Hair and Style Concept - I set up a moodboard which would help me and my model before doing the photoshoot. This would aid me visualise my ideas, and prepare my model.



Storyboard - To truly prepare for the shoot I then did some very quick sketches. These consider angles, content, and compositions etc. I knew more ideas would come to mind when I had the model in front of me, but a rough idea on where to start is always beneficial.





Location - For my location I wanted a quite dark and shady area. I considered a couple bridges in my town, an old military area, tunnels, garages, staircases, and some industry parks I know. Industry parks and tunnels are what I eventually landed on, since these well fit the topic. Industry parks often have things like barbed wire fences and concrete buildings, and at least at night time they're normally not too crowded.



Shot List - To organise everything before actually doing the shoot, I created a shot list with all the most important details.

PHOTOSHOOT FOR A21 // AWARENESS CAMPAIGN, SEX TRAFFICKING

Location: Stjørdal Industry Park

Time on set: Sunday September 24, 6 pm

Team on set:

Photographer: Monika R. Halsan

Model: Andrea R. Halsan

Equipment needed:

Wide angle, 50 mm, and 18-105 mm lenses

Camera body

Memory cards

Extra battery

External flashes

Tripod

Props and costumes

Shots:

Shot 1: Model talking to person in car

Shot 2: Hands are tied

Shot 3: Shoes

Shot 4: Model sitting on ground

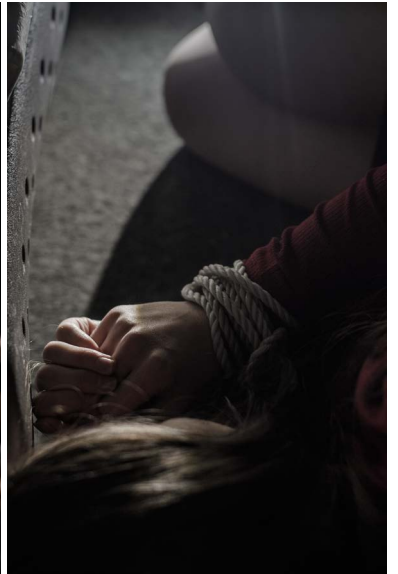
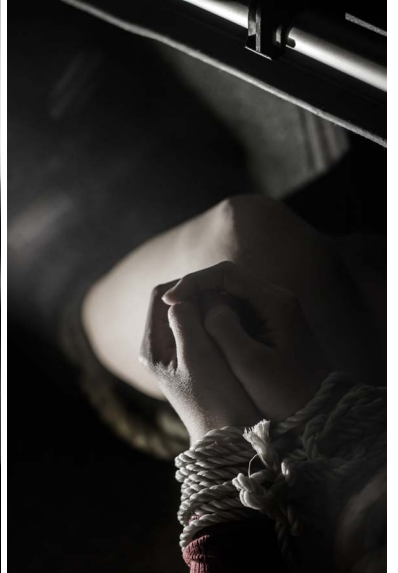
Shot 5: Model standing in tunnel

Shot 6: Model lying in van

Photoshoot - We spent a few hours outside on September 24. Since I wanted the photos to be dark, and prostitution rarely happens in bright daylight, we started at about 6 pm. With the help of some external lights and flashes I got the exact mood that I had in mind.

Coming home I had around 150 photos, so I looked through them all in Bridge and marked those that were of most interest. Editing in Camera RAW I then made a selection of my favourite 15, presenting different angles, compositions, and motives.







These photographs are all taken between 6-9 pm. The shutter speed is set to either 1/50 or 1/100, the f numbers vary from 1.4 to 10, the focal length mainly 50, and the ISO was for the most part set to either 100 or 500, but sometimes I had to set it to 1000. I know my camera can handle that, and especially since I wanted the photos a little dark and shady, some grain would not ruin the photographs' mood anyway.

I used an f stop with a low number (large aperture) when I wanted a blurry background and more focus on the model, and a smaller aperture on the photos in the tunnel for example. In these photos the model is further away, plus I wanted all the lines to be more in focus.

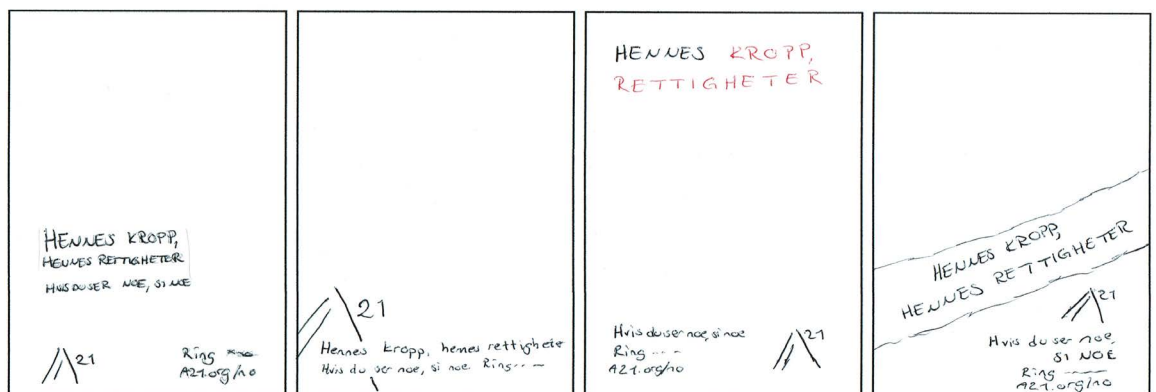
When editing I mainly adjusted some brightness, and made them a little sharper. I have also adjusted the saturation a tad, and made sure to really create some contrast between the dark and brighter areas.

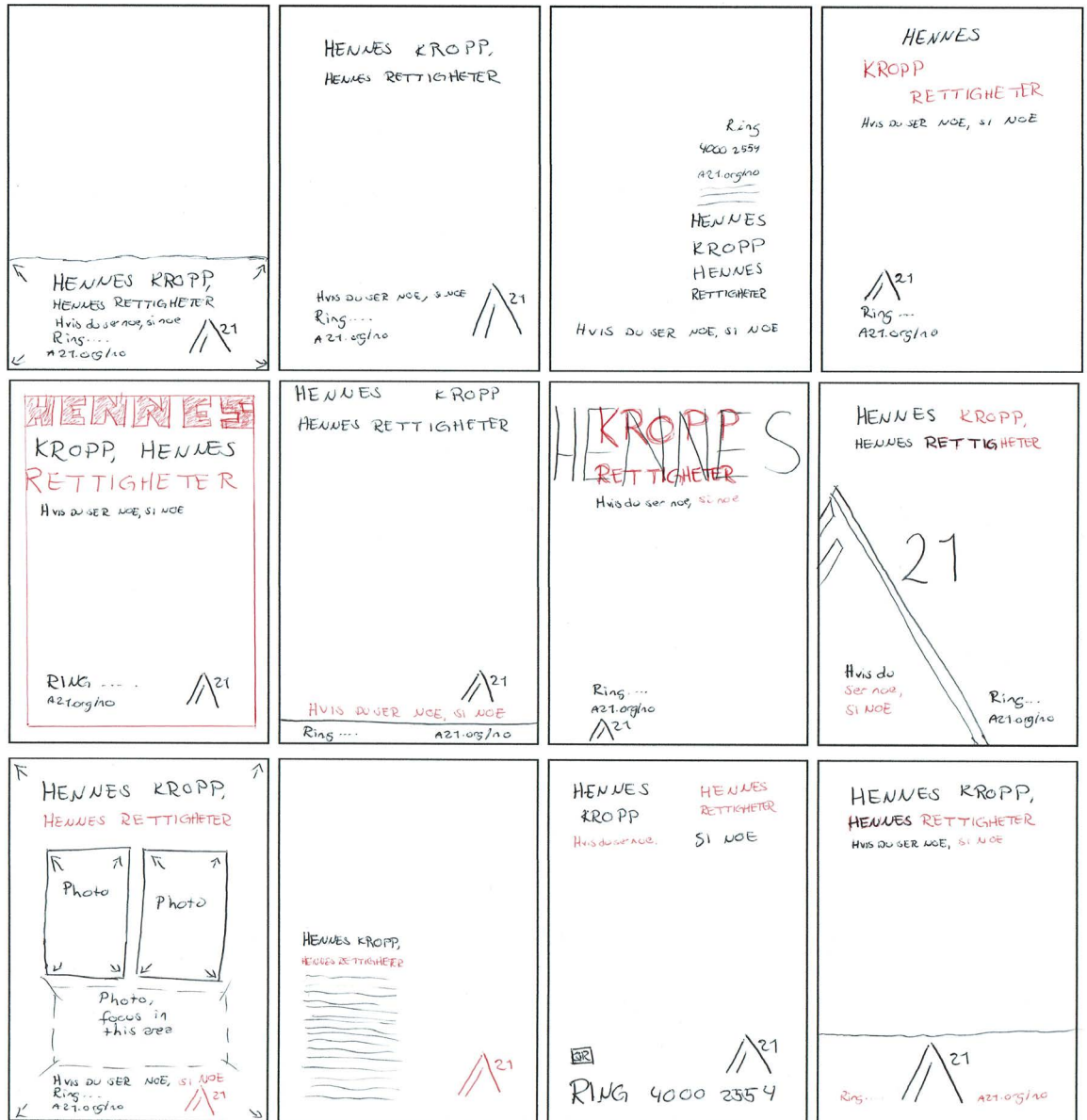
Poster Sketches - Putting the photos aside for a while I made a decision on what to include in the poster. In the brief it was said we needed a name or slogan, and any additional text we might wish to add. I also figured it would make sense to include the A21 logo.

Slogan/name: "Hennes kropp, hennes rettigheter" (her body, her rights)

Additional text: "Hvis du ser noe, si noe" (if you see something, say something), and the phone number and website address.

With this in mind and my poster moodboard for inspiration I did some sketches with different placements of this content.





Digitizing Poster - From these sketches I tried my favourites in Photoshop, first without using any photos at all. This way I would quickly see which ideas might work, and since I put all ideas in each their group, I knew it would be very simple to place the photos I might wish to use below, to see what would work together and then maybe make some changes.



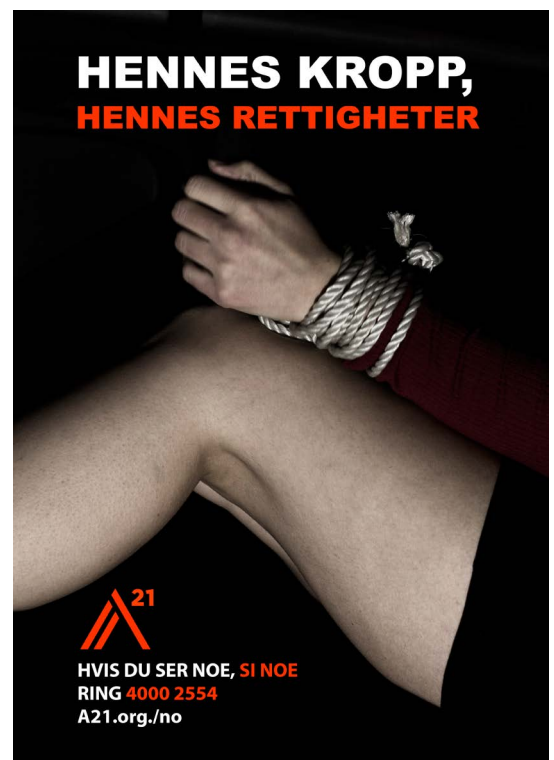


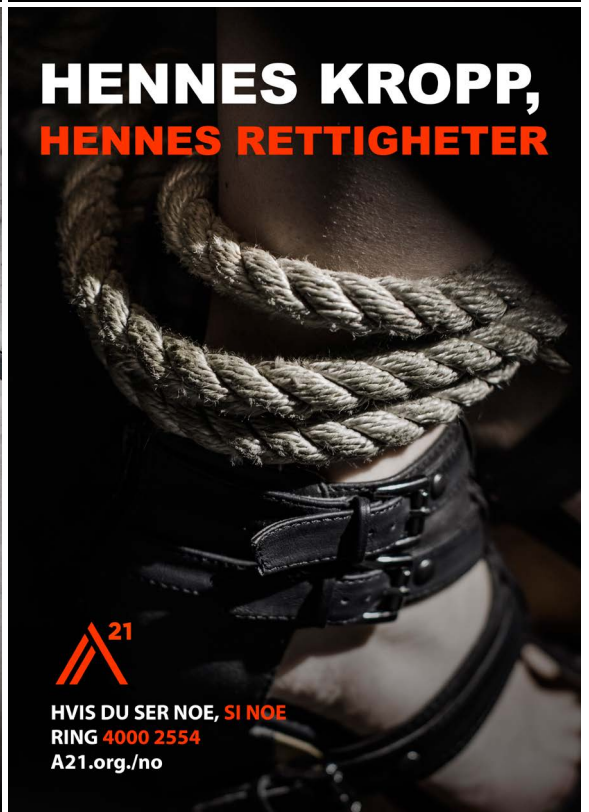
After this I then started placing my photos below the group layers of different content placements and ideas.





Some of these ideas could work, but I wanted more focus on the photographs rather than the text, and tried a simpler approach on some ideas.

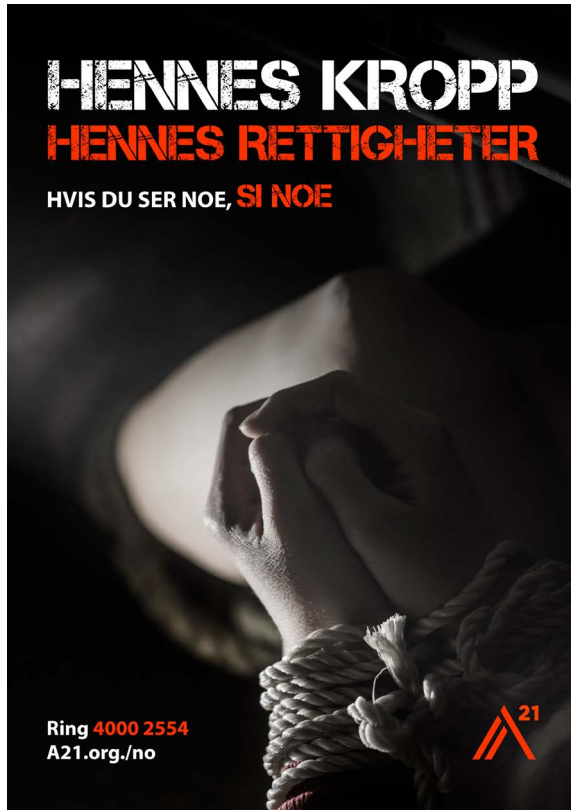




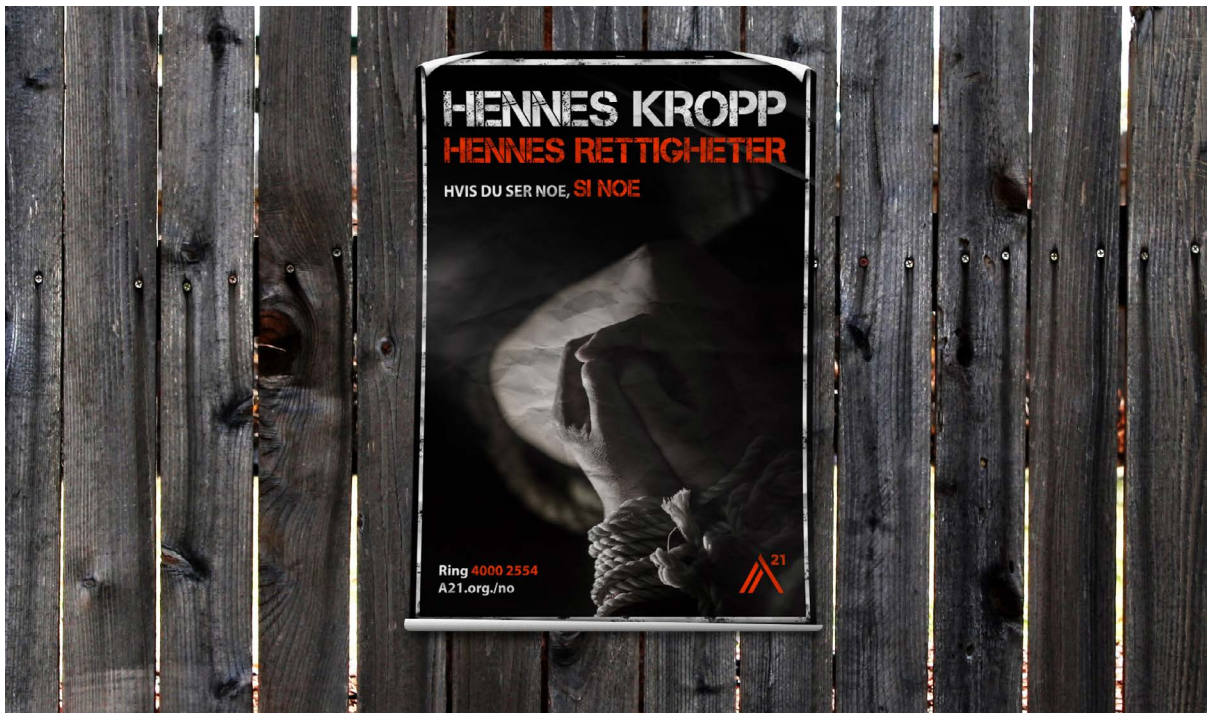
The first of these was my favourite. This to me was a strong candidate since the brief stated the poster shouldn't "express a feeling or issue for the target audience to question." With her hands tied, this better explains that she doesn't want to do it, but is forced.

I had planned from the start to use a bold sans serif font. However, I was worried using one font only became a little boring since I didn't use many other elements, and brought in another font. I still felt something was missing, so I added a white frame. This really tied the layout and design together and made the poster a lot more interesting and eye catching.





DESIGN CHOICES



Style/Genre

I would describe this poster (and the photographs in general) as quite modern and clean. No more elements than necessary are used, and the colours are very harmonic and create attention. The strong contrasts make the mood more mysterious and moody, and this is something that really fits the topic.



Layout/Design

There is a quite simple layout in use, where the rule of thirds has been considered: the type at the top is placed on the top horizontal line, while the hands (focal point) are placed where the two lines in the bottom right corner meet. All text has the same space to the left, and the logo is aligned to where the top text ends.

Typography

Already in my first notes I wanted to use a bold sans serif font, or a stencil looking font. So after deciding not to only use Arial Black, I found the font Capture It on Dafont.com. This is a very bold font with a stencil look to it, and is one I think works perfect with this topic. Capture It is a free font, and was designed by Magique Fonts (*1001 Fonts*). Capture It, 12pt:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/O=?**

To go with this, I used Arial Black. This is a heavy sans serif font, and one I think works well together with Capture It since it's pretty much a simpler version of this. Arial Black, 12 pt:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&./()=?**

Photography

There is quite a big difference between my before and after images, but I really do believe the edits I did in Camera RAW did well. The photos are much sharper, they're a lot nicer to look at, and have a much better and more desired atmosphere now than as shot.



My settings for this photo were set to 1/100, f2.8, ISO 500, and focal length 50mm. Using a large aperture lets me put the focus on the model's hands, which I think makes it very interesting to look at. It was taken inside my car at night time, so that's why I even with an aperture that large set my ISO to 500, but I don't see that as an issue at all.

Below are the photos I chose to use from the photoshoot. These all explore different angles, and have the model doing different things, which creates variety and a better visual interest. In most of these photographs I considered the rule of thirds.



1/100
f2.8
ISO 500
50mm



1/100
f10.0
ISO 100
26mm



1/100
f1.4
ISO 500
50mm



1/100
f2.8
ISO 500
50mm

Colours

For the graphic elements I only use red and white. The red is sampled from A21's logo to tie with this design and because it's a very strong colour. The hues of the photograph are mainly in the lines of black and white, and also with a touch of red/warm hues in it. In the photograph there are of course more variations between the different tones.

Black	White	<table border="0"> <tr> <td>RGB</td> <td>CMYK</td> </tr> <tr> <td>R: 233</td> <td>C: 0 %</td> </tr> <tr> <td>G: 55</td> <td>M: 86 %</td> </tr> <tr> <td>B: 10</td> <td>Y: 89 %</td> </tr> <tr> <td>Web</td> <td>K: 0 %</td> </tr> <tr> <td colspan="2">#E9370A</td> </tr> </table>	RGB	CMYK	R: 233	C: 0 %	G: 55	M: 86 %	B: 10	Y: 89 %	Web	K: 0 %	#E9370A	
RGB	CMYK													
R: 233	C: 0 %													
G: 55	M: 86 %													
B: 10	Y: 89 %													
Web	K: 0 %													
#E9370A														

I personally love the colours and how they work together. I find it encouraging and expressive, and it sets a visual interest and enough variation to create contrast.

Elements

I don't use many elements, but I think what I have is enough. As mentioned I want the focus to be on the photo. To the right is the poster stripped to the graphic elements and text only, without the photo, to better showcase. I placed the content in a white frame with some texture to it to bind it together with the stencil font I chose to use.





SELF EVALUATION

Reflection Around Finished Product

I'm happy to say I am very happy with my finished product; including the planning of the photoshoot, the shoot itself, and the final poster as a whole. I love the colour scheme used, as it's harmonic and visually interesting. The hues work great together, and are consistent over all text, elements and the photographs. All typography is also legible and there shouldn't be much confusion as to what the poster is about.

Even though it is quite simple, I personally believe the photograph in the poster is so strong that this is not at all an issue. It would get attention as a poster. The other photos from the shoot are also visually appealing and interesting to look at.

Development and Process

My process has in my opinion been very thorough. Before doing any designing or taking any photos, I did both research and planning as per the brief.

Having such a clear idea from the beginning, I think developing the poster has gone much smoother than it could have, had I not had a very thought through idea. I always knew which fonts and colours not to use. Since photography was also one of the key elements in this assignment, this is what I focused on the most, and feel fairly confident in having achieved well.

SOURCES AND REFERENCES

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