

AREA/S OF FOCUS	Raising awareness; colorful street demonstrations; unifying
ACTIVITY DESCRIPTION	Repetitive images help to raise awareness and unify a group in a powerful, visual way. Once an image is made, it can quickly be recreated by stencil, stamping or tracing. This group activity will create a large quantity of visuals to maximize outreach efforts.
TARGET GROUP	Community members, media, event participants, campaign
INTENDED OUTCOMES	To unify people and communicate simple messages in a compelling way, and to evoke beauty and unity in a street demonstration, public gathering area, festival booth, and/or event.
TOTAL TIME	It varies depending on the quantity of images and people
NUMBER OF PARTICIPANTS	Two or more
MATERIALS	This will depend on your budget. Large images can be made simply using recycled cardboard, paper, pencils, water-based or spray paint/markers, brushes, water containers, box cutter or Exacto knife. More elaborate images can be made from plywood boards, paper mache, and other firm surfaces.
SETTING	Workspace suitable for drawing, painting, and cutting, with flat surfaces to work on as well as space to leave painted images to dry.

INTRODUCTORY FRAME

Repetitive images unify a group and their message, grab people and the media's attention and builds awareness of a topic. Once one image is made, it can quickly be recreated by stencil, stamping or tracing. They can be made onto cardboard for signs or headdresses or on fabrics for flags. The more images you have the larger impact you can create.

PROCESS

STEP 1: Define and design

- Discuss/ define your objectives, and decide which image would have the strongest impact. For example, a group of tomato pickers in Florida painted hundreds of tomato-shaped picket signs with their specific demands written on them to improve wages and working conditions.
- Based on budget, decide what materials will be needed. Do you want to use fabric for flags or cardboard for signs? What access do you have to recycled materials? This will determine how many images you will produce.
- Plan where and how images will be carried or displayed. For example, mobile images may be used in a demonstration or parade on people as costumes/headbands or stapled to sticks as signs. Fixed images get posted onto walls, hung from ceilings or mounted onto fixtures.

STEP 2: Create your images

This will vary depending on materials and number of participants.

- Once your image is decided, find reference visuals: provide books, Internet access, or printed images. Your image should be large, clear and easily recognizable.
- Based on the determined size and materials, decide which production method suits your group: tracing, stamping, stenciling, or paper mache for more dimension.

Tracing: Have one person render the final large image on cardstock or cardboard board (use something firm enough to be cut out and traced). Cut out the image. Trace as many as you will need onto your surface of choice, cut out and render similarly to the original. You can also project a digital image onto fabric or cardboard that is taped to a wall and trace the image from there.

Stenciling: Have one-person draw the final large image on cardstock or board (use something firm enough to be cut out and traced) leaving enough space around the image to create a solid stencil. Cut out the image as a negative, using a box cutter or Exacto knife. A stencil is meant to be filled in quickly, so you cut out the areas that will be filled with paint, creating the imprint on your surface. You do not cut out areas that will create shape and line, these areas solidify your image. In other words, if you cut out the shape of an eye, be sure to leave an attached piece with an inner shape (for the pupil). Your paint imprints the space around the pupil and inside of the eye.

Make a few stencils and distribute them to the painters. The painters will tape the stencil in place and evenly distribute a coat of paint over them, leaving an imprint of the cut out spaces. This can be water-based paint or spray paint. You will have a more uniform look to your images if one person creates the stencils and the painters use the same color or color palette/patterns.

Distribute materials to the image-makers and have them find a flat surface for a working space. Play some music to create a fun environment to work in!

STEP 3: Clean up, storage, and rehearsal

- Clean up your workspace, wash paintbrushes so they don't dry out and allow painted images to dry.
- Once dry and complete, begin to assemble images. Assembly could be mounting them on boards, attaching them to posts, adding string to tie on to demonstrators, etc.
- Store images until you are ready to rehearse
- *Rehearsal*: Take some time to gather your participants, and discuss their role in how the completed images will be used / displayed. Delegate distribution/mounting tasks, or practice formations, or accompanying movements for parade routes and demonstrations. Also consider writing song chants with your key message to accompany a march.

Additional resource: [Watch this video](#) for more tips on creating repetitive images and street art.