

Parsons Illustration department collaboration with Liberty in North Korea

ORGANIZATION BRIEFER

Liberty in North Korea is as global grassroots movement and non profit organization working with the North Korean people to accelerate change. We do this through three main programs:

Refugee Rescues

We help North Korean refugees reach safety and freedom through a 3,000-mile, modern-day underground railroad. We have helped over 265 North Korean refugees reach freedom.

Resettlement Assistance

Once refugees reach freedom, we provide resettlement assistance to empower and help them to succeed.

Changing the Narrative

We are changing the way the world sees North Korea, so the people get the international support that they deserve.

VISUAL AND COMMUNICATION PROBLEM / CHALLENGE

Right now, the global perception of North Korea is focused on politics, nuclear weapons, and the dictator. This perception completely ignores the 24 million people living in one the most ruthless system of oppression the exist today. The way the world views North Korea has determined our response. This is an very real visual and collective perception problem, that art and design students around the globe can contribute towards the solution.

OPPORTUNITY *Visual communication solutions are needed.*

We would be honored to partner with Parsons students to create and explore NEW and RELEVANT ways to change perception on North Korea.

We currently have a 5 person creative and media department, but we HEAVILY rely on interns and students to create, ideate, and pour life into everything that we do. Our teams task is to support our organizations efforts and find creative and effective ways change the global perception of North Korea; **PEOPLE over politics**. We believe in the power students have to change the way things are seen and done, and we because of this, our creative team is working to build a global movement of students and creatives to stand with the North Korean people and help solve this perception problem.

The reality is North Korea is changing.

Change is happening in North Korea, and it's being led by OUR PEERS.

The North Korean people are finding ways to overcome the regime and there are significant changes happening inside the country. These changes are being driven by the people and especially by North Koreans our age. The current "Millennial" generation in North Korea is dramatically different than any before because of the unprecedented access to foreign media and information about the outside world. These changes are leading to a loosening of the regime's grip over the people and are contributing to a long term transformation of the country.

PROJECT FORMAT

We are open to new formats or ideas of communication, but to give this a solid framework this is what we are looking for: Illustrations/designs to reveal the message can be created in any media. We encourage the use of bold typographic elements.

SIZE: 18x24in POSTER / SHIRT graphic

Final designs must be delivered in CMYK 300dpi for digital printing. (We are open to a screen print, which would require colors to be separated in layers. We also are open to other creative printing processes, but cost will be a main constraint for creative printing options).

STRATEGIC VISUALS

Try to stay away from showing political images (Kim Jung Il, nuclear weapons, guilt inducing images like starving people, barbed wire fences, etc.) While most of the world recognizes this country and issue by its dictator, continuing to propagate these political images often works to reinforce the collective political perception. Our creative team stays away from these political images of the country by showing the people, their potential to change the country, as well as illustrating the possibility of a free North Korea in our lifetime.

AUDIENCE

Our audience is wide, but for our products and visual campaigns, we mostly work with 18-30 year olds. Students and young professionals. Mostly a North American audience, but we also work with English speakers around the world.

PURPOSE

Change our generations perception of North Korea; from the politics to PEOPLE. Help develop a people focused visual approach to North Korea and make real the vision of a free North Korea.

IMPLEMENTATION

We will pick one (or more) of the posters that fits our strategic messaging and reveals a NEW and RELEVANT way for the world to see / think about North Korea. We will choose and print to sell the design(s) that we think successfully move visual communication on North Korea forward. (100% of the proceeds from every sale fund our programs). We may be interested in utilizing the poster design for a shirt or other merchandise as well. (Again, 100% of proceeds fund our work, selling products is one of many ways we engage a grassroots audience to fund our programs).

All of this with the caveat that any posters we print will meet the quality and a messaging approach appropriate for our organizations brand. Any designs must be approved by our creative team, as we are very strict on messaging to our audience for reasons mentioned above.

We are a young and flexible creative team. If your students have ideas beyond an 18x24in Poster / Shirt format, we would love to hear it and would love to further engage their interests. Our team is open to be in further communication with your students to help them investigate, research and learn more about this creative challenge.

Links to learn more on the next page.

[Learn more about North Korea and the issue here](#)

Videos to learn more:

[Past campaign on perception of North Korea](#)

[Past campaign on the Bridge to North Korea](#)

[Presentation on changes inside the country](#)

[Presentation on Changing the Narrative](#)

[Current campaign to Rescue 200 North Korean refugees](#)

LiNK Website

www.LibertyinNorthKorea.org

Questions and ideas!

Tony Sasso

LiNK Creative Director

tony@libertyinnorthkorea.org

321-431-2070