



## **XR ARTS - ACTION DESIGN**

### **Action Identity**

**Creative actions** can have incredible power and impact.

Work closely with your Arts, Action & Messaging teams from the outset of action planning to decide on your **Action Identity**.

Who is the action aimed at and does it align with our demands?

**Create a narrative** and make it clear to the public through cohesive **visuals and choreography** such as banners, flyers, placards, (mobile) 3D, music, drama or speeches.

Balance framing the action visuals with **radical participation**: space for rebels to bring their own creative expression.

Consider the **look & feel** of the action. Less is more. Repetition is powerful. Think about **visual framing** for photographs and footage. The life of an action spreads online like a ripple effect. Here's the [guide](#) from the XR Photography team on taking and uploading images.

The press will respond best to well designed actions with clear messaging and powerful imagery.

Make sure your action promotes **XR's core demands** and strategy rather than your own artistry or brand. Balance your own creativity with service to the movement. Aim for sustainable, recycled materials to embody the change.

**Consider a colour scheme** from the XR design programme. 3 colours is good. Also consider a dress code. It's important we are seen as members of society, as they will try to cast as extremists when in reality we are the outliers!

For example, **Hi-vis** for stewards (ideally yellow) and legal advisors (orange). We **don't usually** hide our faces (no masks etc, although this has changed for Covid, where masks are used).

Consider the **weather** and how it will affect your materials and staging. Eg. vinyl banners and waterproof placards hold strong in the rain and have a longer life.

### **Watch this masterclass in Art Activism**

John Jordan Youtube video: <https://www.youtube.com/watch?v=WPQ2MyLwiJI>

### **Print & design**

Use the **XR Design Guidelines** for graphic design files and the **XR colour scheme**. It has been designed to try and avoid overt political associations (eg. Tory blue and left wing red).

Contact [xrdesigngroup@gmail.com](mailto:xrdesigngroup@gmail.com) for support and link to the **XR Design Programme**.

Start the process for designing **print materials (flyers, posters)** as far in advance if possible. Build an outreach team to hand them out. More information about printing can be found [here](#).

Paint The Streets: flyposting, murals and other street art information can be found in this [INFO PACK](#).

**Digital designs** also need to be created in the correct format for Facebook banners, logos and flyers.

Use the **Fucked font** with logotype and / or symbol in your designs for consistency.

Everyone loves **patches and badges!** They are great for making people feel that they belong whilst also giving us a cohesive visual identity.

**Frame key people** in the action with patches, flags or placards. **Direct the cameras** to well made objects only.



## Flags & Banners

Standard flags, additional flags and banners should be available for actions from your local

**XR Art Group (Factory)** or Art Blockers.

To request existing flags and banners through our arts assets team please give **a month to minimum 2 weeks lead time**, in some cases we do **48hrs** rapid response actions.

More info on Art Assets flags & banners and how to order existing ones can be found in this [Art Assets doc](#) and / or contact **artblockers@gmail.com**

- **Standard logo flags** could make up 70% of the total flag count e.g. if you have 50 flags in total, 35 of them should have symbol or Citizens Assembly. The strong visual design of the flags helps to bring together the diversity of the handmade placards. This depends on the action, if it is a collaboration with movement of movements the use of symbols might not be desired front and center, so it's important to discuss the action design with those groups.
- **Road banners** are essential for protection on a road block and give clear messaging. They are often the first thing people see when approaching an action.
- **Human sized banners** are hand-held and fabric. If you use only one make it 'NON-VIOLENT' or 'WE ACT IN PEACE'.

If you make or order new banners make the **messaging universal**, so it can be reused.

Share key messaging with rebels, to make new placards for your action.

### **Using Flags**

Please hold your flags upright and sure the **flag poles are 6ft long**. Anything shorter can end up in peoples eyes and looks inconsistent

### **Workshops & Creativity**

**Run creative workshops** to make materials for your action and build the community at the heart of your action. Workshops are great for engaging rebels and help teach the value of artworks, community and teamwork.

Aim for consistent, **handmade quality** in all you make and DIT (do it together) to galvanize your rebel community.

Use **recycled** and upcycled materials and make things **durable**.

**Block printing** on rebels and the public is great for outreach and as a listening space. Nothing shows who we are more than the gift of breaking bread and talking face to face. If you do not have a local blocker group contact [\*\*artblockers@gmail.com\*\*](mailto:artblockers@gmail.com) to find your nearest group.

**3D structures and artworks** can make a great impact if used as a roadblock. Aim to make sculptures modular or in transportable pieces & weatherproof. They require a long lead time to make, budget and a logistics team to come full circle.

**Treat objects like people.** Handle with care and get them safely back to base.

Think about which **chants and songs** carry the message. Contact [xrmusicandsounds@protonmail.com](mailto:xrmusicandsounds@protonmail.com) who are working on the UK songbook, chants and connecting musicians. Be mindful of your outward facing message. Consider inviting musicians or spoken word artists to help raise the energy.

If you are bringing **music, drumming or samba** to your action consider the vibe and feel, who your audience is and any potential soundclashes. Do you want to raise energy or keep peace? Drummers can unite and also be a great decoy action. Always cultivate nonviolence.

**XR performance and dance groups** have a valuable role in story-telling, outreach, movement building and de-escalation. Think about flow and choreography. A dance group can be powerful leading a march or blocking a road. Think human architecture.

**Arts are at service to the movement, not a service center. Invite artists into the creative process.** Be mindful that making objects takes time and energy and some objects are artworks not products. Many artists and makers are volunteers, so make sure you plan for a regenerative process.

## **CONTACT & SUPPORT**

[XR Arts - Contacts & Guides database](#) is an evolving list of XRUK contacts and links. In addition to resources, 'How To' guides and trainings. Please contact [artsxr@gmail.com](mailto:artsxr@gmail.com) if you want to connect on a project.







Trafalgar Square, October 2019





*The Air We Grieve, November 2019*



*Tate Modern, October Rebellion 2019*



*Natural History Museum, Marine Flags & Dodo, 2019*



*XR Skeletons Rebellion #BlackFriday shopping trip*



*Extinction March, 2019*