



## 2022 Program Highlights

### Graphic Design & Mental Health Advocacy Internship

October 2021 - August 2022

This was a pilot program intended to use graphic design as an instrument for social change by raising awareness and creating dialogue about mental health. The interns completed four major projects through which they explored mental health issues and developed their understanding of design as a communication medium:

#### 1) Branding:

- a) Developed personal logos with each intern giving a brief presentation about their logo concept.
- b) Developed a team mission, vision, logo, and brand guidelines:



- i) Mission: We, CAPE, are a Milwaukee-based program that spread mental acceptance. We dismantle stigmas rebuild healthier health.



utilizes graphic design to help health awareness, education, and improve access to resources, concerning mental conditions, and perceptions concerning mental

- ii) Vision: We value sustainable ways believe it starts with us setting a strong foundation for the present and future generations to come, from ALL backgrounds, especially the young and the underserved. We imagine a world where the stigmatization of mental health conditions is a thing of the past, and effective mental health care is as common and readily available as physical check-ups.


our community and seek to improve mental health. We

- iii) Position: What Makes Us Unique: While operating under the umbrella of ArtWorks for Milwaukee, we receive professional and life training while actively paying it forward with our talents, skills, and most importantly, our own experiences. Our unique youth perspectives shape and provide creativity to the projects put forward by CAPE.

#### 2) Digital Campaign for "Client:"

- a) The City of Milwaukee's Office of Violence Prevention connected ArtWorks for Milwaukee with the Wisconsin Office of Children's Mental Health (OCMH). After only one meeting, they asked us to have our interns create a flyer/graphics in support of Children's Mental Health Awareness Week in May 2022.
- b) Working with their lead artist, the interns develop four digital concepts and messaging around OCMH's theme of Social Connectedness. The interns then submitted the designs for feedback from OCMH personnel prior to the project's final product. Given the short turnaround time for the project, the interns worked with their lead artist to problem solve about how to develop the images quickly; their solution was to use stock photography and illustration.



- c) OCMH was really glad to have youth working on this campaign, which is geared toward children and youth. They reported that their top Facebook post during this week, including the interns' images, was shared 31 times and reached 10,000 people (according to Facebook). The OCMH Facebook posts were shared by organizations around the state and even in Iowa by that state's county health department. Wisconsin organizations that shared the post included the Menominee Nation News, Wisconsin Department of Health Services, Running Rebels, Catholic Singles, Wisconsin Family Ties (peer-run organization), Wisconsin Initiative for Stigma Elimination, and Wisconsin School Counselors Association. The Director of Development at a mental health services organization shared the following feedback: "This campaign is wonderful! I think these are gorgeous and so meaningful. They did such a great job  so happy to share this week!"
  - d) OCMH was pleased with our interns' work and have signed up to have the next cohort of graphic design interns work with them in 2023.
- 3) Community Mental Health Survey:
- a) Interns developed this survey to learn more about our community's mental health, including Milwaukeeans' lived experiences, perceptions of mental health conditions, and knowledge of treatment options.

- b) We distributed the anonymous, online survey through our email and social media network, as well as at events. Since the survey will be available through the end of August 2022, the survey results will inform the work of the students in the next graphic design internship, which will start in January 2023. In the meantime, our program manager has summarized the results to date of the 150 or so people that have completed surveys. The interns set a goal of getting 500 people to complete the survey; we will continue raising awareness of the survey in hopes of getting to this goal, even by extending the survey timeline.



- 4) Stress Relieving Coloring Book:
- a) The interns came up with this concept as they explored mental health issues. Each of their own line-drawn designs of scenes that make them happy. all part of what the interns titled Hero: The Stress Relieving Intended for all ages, the interns at two events in August 2022: MKE and at the Bronzeville Art



the interns created activities and These designs are their "Be Your Own Coloring Book." introduced the book the Black Arts Fest Walk.

unfolded over

The development of each of these projects weeks and months through education by the lead artist and assistants, research on the project topic and potential audience, hands-on work and activities, and virtual workshops with subject-matter experts.

Examples include:

- Interns talked about mental health issues and created a word cloud about those that matter most to them. Commonly occurring topics included trauma, empathy, suicide prevention, self-esteem, acceptance, support, and awareness.
- They did semiotics activities to depict their perspective, imagery and symbols for emotions like sadness, anger, happiness, etc.
- They began each session with a mental health check-in prompt and journaling created by our ArtsEco intern from UW-Milwaukee. For example:
  - Check-in question: What's taking up most of your headspace or mental energy right now?
  - Journaling prompt: Identify one problem and one accomplishment from the past week. Then, write one goal for the next week.
  - Respond to both questions and then discuss with the group.

- Attended virtual Say It Out Loud and Ending the Silence presentations by NAMI, specifically designed to talk with teens about mental health.
- Looked at how the pandemic is affecting the public mentally and emotionally.
- Met with a panel of therapists, including therapists of color, and a team of graphic designers from the Milwaukee Bucks.

## Environmental Arts Internship

June 2022-May 2023

This internship is building on the work and relationships created in the environmental arts internship our interns wrapped up in August 2021, in partnership with Northwest Side Community Development Corporation (NWSCDC), Century City Triangle Neighborhood Association (CCTNA), and WaterMarks. During that program, interns created a 64-foot mosaic sign consisting of about 15,000 plastic bottle caps for Green Tech Station, a renovated brownfield that now serves as an outdoor classroom consisting of green infrastructure and native plants. The interns also painted ten water-themed benches that now provide seating at Green Tech Station.

In the 2022-23 program, a new group of interns is learning about neighborhood priorities, including green infrastructure, land and stormwater pollution, flooding mitigation, and recycling. In the first six months of the internship, the interns completed two community art projects: painted peace posts that will be installed in the renovated Melvina Park near Century City and storm drain art near Pulaski Park on the south side of Milwaukee.



In partnership with Milwaukee Metropolitan Sewerage District (MMSD) and WaterMarks, ArtWorks' interns created art around two storm drains with the phrase "One Water, Our Water," recognizing a national campaign (OWOW) of the same name that promotes clean, safe waters in our community. The primary goal of the storm drain art is to educate the public about stormwater pollutants, helping them understand how storm drains connect to and affect our local bodies of water.

The resulting five designs were the culmination of a weeks-long process:



- Learning about what storm drains are and their role in the cycle of water quality from their lead artist as well as from MMSD and NWSCDC representatives who gave them a tour of Green Tech Station;
  - Seeking input from children attending an art activity at a community event early in the summer about what images they would like to see around the storm drains;
  - Narrowing down these images to those which connected to Milwaukee and environmental awareness, i.e. we don't have mountains here so that image wouldn't be included;
  - Having each ArtWorks' intern create their own renderings of the five images the intern team selected to focus on;
- Sharing all these designs with the community (including Milwaukee Common Council Jose Perez) at a picnic in Pulaski Park; based on this input;
  - Selecting the versions the community most responded to;
  - The five final designs are: Hoan Bridge, Rain Barrel, Recycling Water, Seagull/People's Flat, and Trees/Lake Michigan. The two designs that have been installed are pictures here.





During their 6-month review in December, interns reflected on what they were most proud of doing or accomplishing so far in the internship; here are some of their responses:

- “Learning new skills.”
- I’m proud to help the community and do art.”
- I’m very proud of the storm drain projects we did...it turned out so good...I loved it.”
- “The sewer drain project has tangible positive change that we are making, which made it very fulfilling to complete.”

They also reflected on the one thing they want to focus on in the next six months of their internship:

- “To be a better leader.”
- “To get better at art.”
- “For me to think about what to do instead of me waiting for someone to do it.”
- “Continue to improve community outreach and communications skills.”