

GUIDE TO CREATE YOUR #USvsHate MESSAGE



Now it's time to make your #USvsHate message!

Your task is to make a message that will do one or more of the following:

- explicitly address, explore, and refuse racism, xenophobia, homophobia, Islamophobia, sexism, or other hate forms in schools;
- communicate that people across lines of difference contribute to our communities, region, and nation;
- bust myths about “types” of kids too often misrepresented;
- ask peers to treat peers kindly and respectfully so schools stay safe for learning.

Some winning entries will become full-size posters for classrooms; others will become stickers; others will be shared as videos or memes. A speech into a smartphone camera, a great letter to the editor, a poem, or a school performance can be an #USvsHate message. A potential poster or sticker can be drawn by hand on paper, or created digitally using a phone or computer. Don't limit your creativity!

Messages can offer powerful words and powerful visual images. You don't have to be an amazing artist or filmmaker. The real power is the message!

A contest submission should be high quality enough to be reproduced for many. Any image submitted for reproduction as a poster or sticker should be high-quality and reproduction-ready (no pencil; no tiny writing; make sure images are clear and not blurry). Please make sure to add the #USvsHate hashtag.

Those submitting images to be reproduced as posters/stickers can a) draw the final directly into Adobe Illustrator or Google Drawings, or b) scan a paper submission. Ideally, save your entry in “vector” format (with the ending .svg, .eps, or .ai) before sending it to us. This will allow #USvsHate to resize your image without making it look fuzzy.

To be considered for a “Winning” #USvsHate message, the message also must do the following:

- **Include the hashtag #USvsHate.**
- **Be both creative and original.** (Use original words and other material. Don't plagiarize. A design could make a common slogan original, but our preference is new words and ideas. Do not use clips from music, videos, or other media that is copyrighted by others. If you use others' publicly available material, credit the creator whenever possible.)
- **Successfully communicate the #USvsHate message of inclusion, to a group of peers.**

No message submitted should be harmful or hateful to others! #USvsHate!

SUBMIT HERE:

[HTTPS://GOO.GL/FORMS/WP4GJUAQ5CEPORC33](https://goo.gl/forms/WP4GJUAQ5CEPORC33)

ADDITIONAL RESOURCE:

GRAPHIC DESIGN ON CANVA:

**[HTTPS://WWW.CANVA.COM/LEARN/
PROFESSIONAL-DESIGN-TIPS/](https://www.canva.com/learn/professional-design-tips/)**