

2021 SPONSORSHIP PACKET

The Visible Studio Residency Program

Promoting Racial Equity in Creative Leadership

VISIBLE

“But there just aren’t many Black designers...”

“We’re trying to increase diversity within our agency, but applicants of color don’t apply...”

“We can’t find any qualified candidates of color for leadership positions...”

Sound familiar? If you’ve ever shared these sentiments, you’re far from alone.

As agency leaders, we know that creative work is stronger when it includes diverse perspectives. And, we know that prioritizing equity and representation within creative teams and in leadership roles is vital to the continued success of our work and businesses.

So, why do we have problems finding and hiring diverse team members?

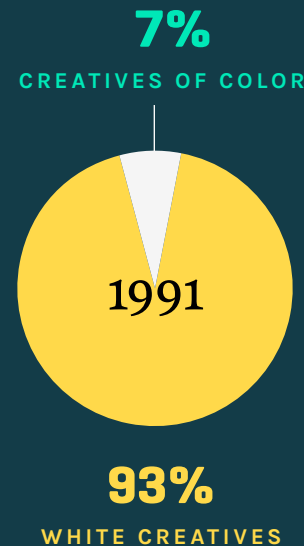
THE CALL TO ACTION

The reality is, access to a career in design comes with a cost that is prohibitive for underinvested communities. Education, hardware, software, un-compensated years of studying and taking on internships, combined with hiring bias and a predominantly white agency culture – these all contribute to a lack of diversity in applicants, and our workforce.

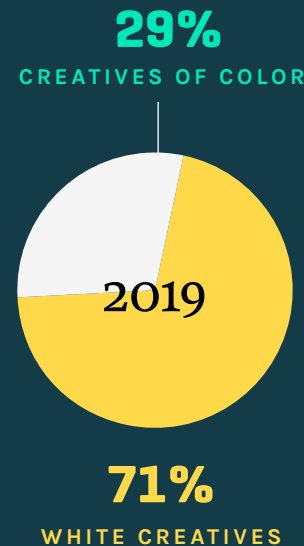
Over the past 30 years, diversity within the creative industry has only increased by 22%.

In our client work, and even our own mission statements, we say that representation is vital. And yet the statistics say...

We have work to do.



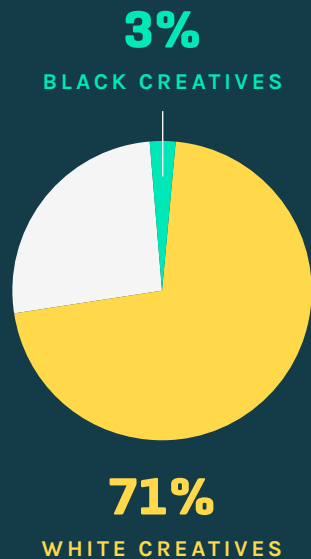
In 1991, an AIGA survey found that 93% of designers identified as white¹ and an issued an urgent **call to action**.



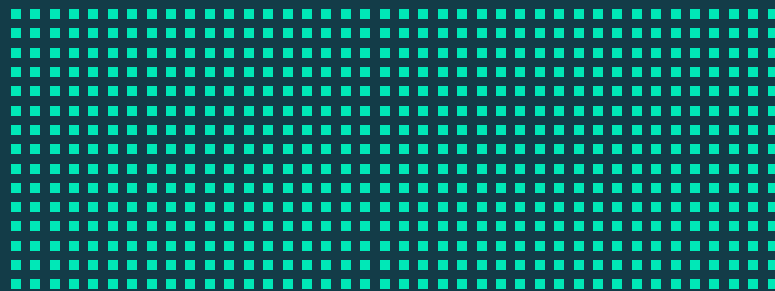
Almost 30 years later, the 2019 Design Census reported a 71% white majority,² just a 22% difference since 1991.

¹ [AIGA 1991 Survey](#)

² [AIGA 2019 Design Census](#)



Of the 9,429 creatives polled in the AIGA 2019 Design Census, only 3% identified as Black.³



In June 2020, 600 Black professionals in advertising issued an urgent call to action from agency leadership.⁴

³ [AIGA 2019 Design Census](#)

⁴ [Ad Age](#)

Lack of representation within the creative industry is a problem created *by* the creative industry, and it's a problem that only the creative industry can solve.

It's time to ask ourselves:

How will we answer these calls to action?

ROOTS AND BEATS

BLACK &

**BEYOND THE BINARY
— COLLECTIVE —**



OUR RESPONSE

Visible Studio

A 501c(3) Non-Profit Creative Agency with a Mission



**BLACK &
BEYOND
THE BINARY
COLLECTIVE**



**Together
We Are An
Ocean**

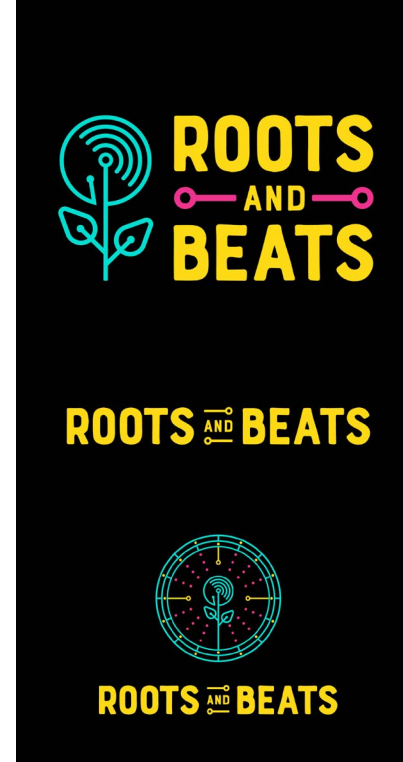


OUR RESPONSE

Visible Studio provides pro-bono branding and websites to BIPoC* businesses and non-profits through paid training and mentorship opportunities that support future BIPoC creative industry leaders.

At the core of our mission is the Visible Studio Residency Program, designed to open doorways for a new generation of creative professionals with the diverse perspectives, experiences, and skills the creative industry needs.

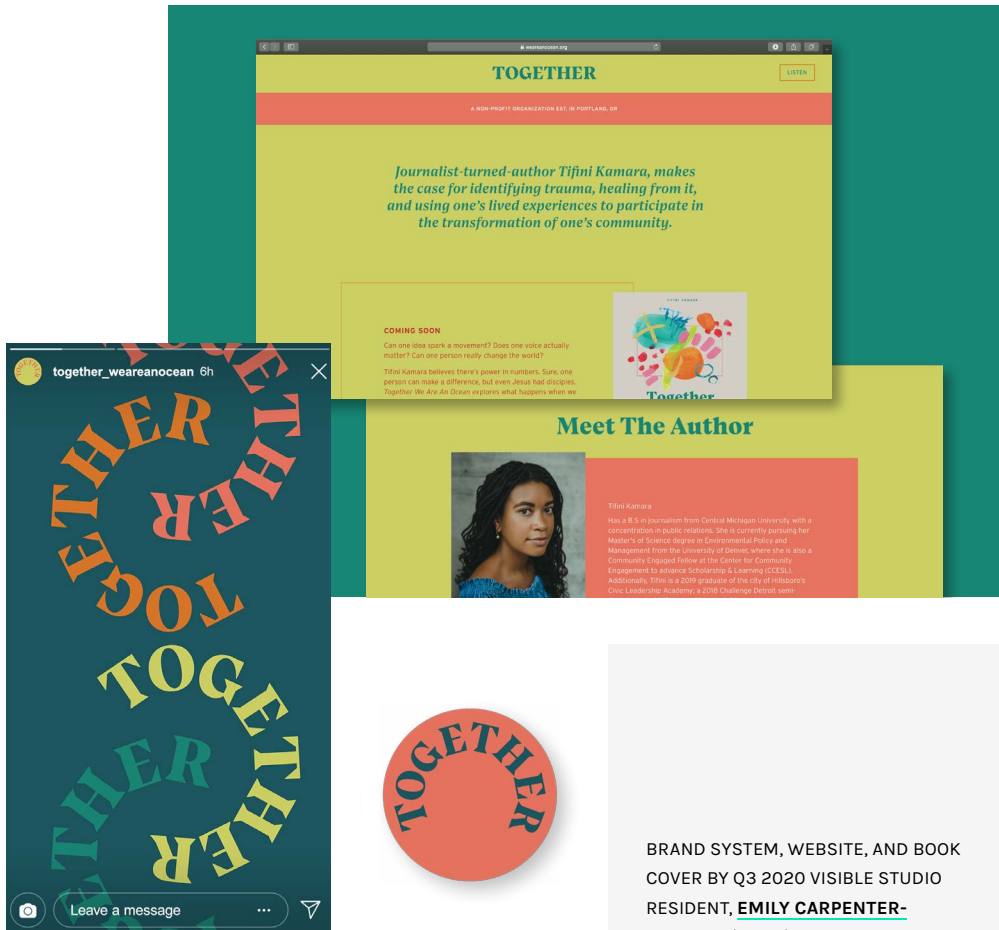
**Black, Indigenous, and People of Color*



BRAND SYSTEM AND COLLATERAL DESIGN BY Q3 2020 VISIBLE STUDIO RESIDENT, OVIDIO FRANCISCO-JUAN (PG. 10) FOR ROOTS AND BEATS

Roots and Beats provides culturally responsive bilingual youth music education focusing on immigrant, refugee and ethnic diaspora experiences. Their unique comprehensive programs include traditional music, digital music production, DJ, VJ, and video production workshops.

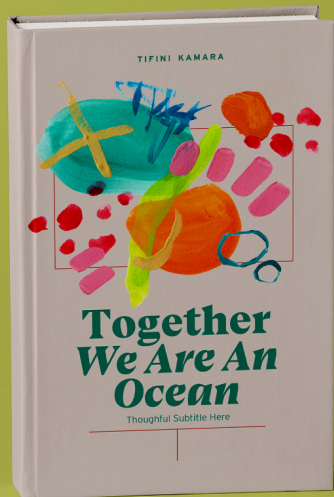




Filling the gap between access and opportunity, our Residency Program provides agency-level experience, resources, and training designed to prepare our Residents for leadership roles in the future.

With equitable support from creative peers and industry leaders, Designers-in-Residence gain access to agency networks, connections, and professional opportunities.

Preparing our Residents for leadership roles increases the likelihood of a long-term industry-wide impact with the power to change the statistics on diversity.



BRAND SYSTEM, WEBSITE, AND BOOK COVER BY Q3 2020 VISIBLE STUDIO RESIDENT, [EMILY CARPENTER-MUNROE](#) (PG. 10) FOR [TOGETHER](#), A NON-PROFIT ORGANIZATION, AND THE BOOK [TOGETHER WE ARE AN OCEAN](#).

Together, We Are An Ocean is a self-help book written by Tifini Kamara, founder of the non-profit organization, Together. Both the organization and book are created for BIPOC and LGBTQIA audiences working towards bettering their communities by providing tools to create their own non-profit or grassroots organization.

PROGRAM DETAILS

With supportive mentorship, Visible Designers-in-Residence take the lead on Visible Studio projects. Throughout the course of 12 weeks, our Residents:

- Work on pro-bono branding and interactive projects to benefit BIPOC-owned businesses and organizations
- Gain practice in leadership roles and day-to-day agency operations, project management, and client communications
- Participate in weekly portfolio development sessions with a focus on creative agency placement



- Participate in weekly work reviews, critiques, and professional practice workshops with the Visible Studio mentorship team
- Gain experience in project management tools and communication channels, and attend client calls
- Get connected to Visible Studio Partners for post-residency interviews



VISIBLE SOCIAL MEDIA CAMPAIGNS BY RESIDENTS

Our Designers-in-Residence take over the Visible Studio social media accounts for the duration of their residency, where they are encouraged to promote themselves and their work, create campaigns related to equity in design, and share their experiences as designers of color with the greater design community. Audience engagement is encouraged through Instagram stories, polls, comments, and DMs.

PROGRAM BENEFITS PER YEAR

\$110,000

Value of donated creative services, immeasurable impact on businesses and communities served

960

hours of agency-specific leadership experience

120

hours of supportive team critiques and mentorship

48

hours of individualized professional development

48

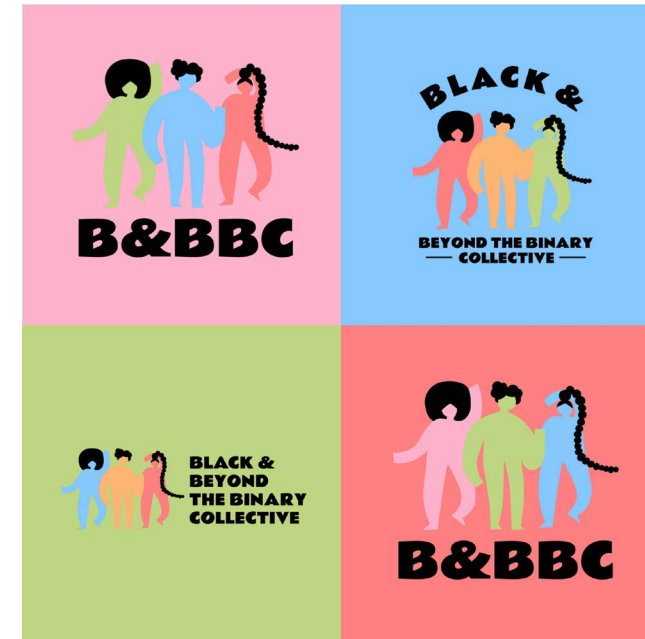
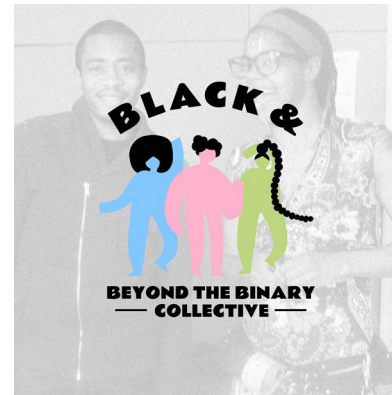
weeks of promotion to Visible's network of ~2k

PROGRAM DETAILS

Visible Studio Residency candidates are from historically underinvested communities, with priority placed on serving the most underrepresented groups in design: Black, Indigenous, and People of Color.

Our Residents are *paid* to ensure that participation in the program is accessible and equitable.

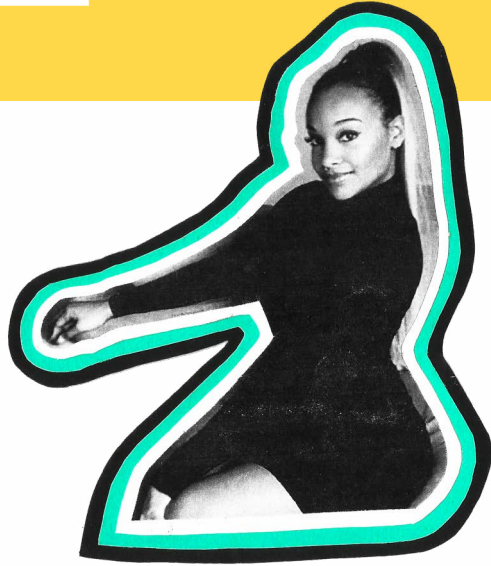
Each Residency Cohort spans three months and each Resident is paid an honorarium of \$7,200 (\$15/hour).



BRAND SYSTEM, BRAND ILLUSTRATIONS, WEBSITE, AND SOCIAL MEDIA STRATEGY BY Q4 2020 VISIBLE STUDIO RESIDENT, KENNEDY BARRERA-CRUZ, (PG. 11) FOR BLACK AND BEYOND THE BINARY COLLECTIVE

Black & Beyond the Binary Collective is dedicated to advocacy and healing for transgender and gender-variant Oregonians who are Black and have lived experiences as a member of the African diaspora.





Q3 2020 RESIDENT

Emily Carpenter-Munroe

Website: www.saintjawn.myportfolio.com

Instagram: [@saintjawn.official](https://www.instagram.com/saintjawn.official)

Emily Carpenter-Munroe is a radical and passionate young Black designer. Her work is inspired by her spirituality, experiences as a Black woman and love for her culture. Emily channels her emotions through her art and design with the use of color, type and illustration. She has a unique design aesthetic that reflects her way of thinking about life. She values integrity, small details, and empathy. Emily is currently a Junior Designer and Social Media Strategist at The Beauty Shop. She also serves on the Visible Board.



Q3 2020 RESIDENT

Ovidio Francisco-Juan

Website: www.ovidio.design

Instagram: [@ovidio_fj](https://www.instagram.com/ovidio_fj)

Ovidio Francisco-Juan is an Indigenous-Guatemalan Graphic Designer who designs in Spanish, English and sometimes Mayan. He's currently a Motion and Graphic Designer at Instrument, and the founder of Ovidio.Design, a creative agency dedicated to storytelling through curated visual identities, representative messaging, and web development. Ovidio serves on the Visible Board, and as a Curator at Design Week Portland.



Q4 2020 RESIDENT

Kennedy Barrera-Cruz

Website: www.venusdesign.info

Instagram: [@design.ven](https://www.instagram.com/design.ven)

Kennedy Barrera-Cruz is a Queer Indigenous designer who is passionate about design for change and exploring new forms of creativity. She has been freelancing as Venus Design! for two years and freelancing has allowed her to build a community and to connect with other designers. Kennedy specializes in UI, digital, and print designs, and experiments in other mediums of design. In her free time, she loves to film her life, hang out with her cats, and use design as a form of activism.



Q4 2020 RESIDENT

Sol Cejas

Website: www.solcejas.com

Instagram: [@s_o_l_c](https://www.instagram.com/s_o_l_c)

Sol Cejas was born and raised in Buenos Aires, Argentina. She is passionate about creating multi-sensorial experiences beyond the boundaries of perception. Sol has been working as a freelance branding designer for the last few years. During the pandemic, she started Self Cntrd, a clothing brand that prints hand-made limited edition T-shirts using high quality eco-friendly materials made in the USA. From fashion design to installation art, her goal is for the viewer to experience her work beyond the visual form.



PROGRAM DETAILS

We're continually adding new offerings to our program, and measure our Residency Program's success by the following metrics:

Quarterly Success:

100% completion rate of projects, and positive and constructive qualitative survey responses collected from Residents, Project Clients, Mentors, and Visible HQ staff.

Resident Success (short-term):

Post-residency employment rates of Residents within the creative industry. We consider our short-term goals successful if 85% of our Designers-in-Residence obtain employment at a creative agency, or are able to establish their own independent design studio within 6 months of residency close.

Resident Success (long-term):

Rate of post-residency employment retainment and professional success at 5-year follow up.



BRAND SYSTEM, E-COMMERCE
CSA WEBSITE, AND MERCHANDISE
DESIGN BY Q4 2020 VISIBLE STUDIO
RESIDENT, [SOL CEJAS](#), (PG. 11) FOR
[HAPPINESS FAMILY FARM](#)

Happiness Family Farm is a Black-owned farm in Portland, Oregon. Rosata, her husband, Prosper, and son, Japhety, work year-round to harvest fresh fruits and vegetables for the local community. Their family came to Oregon from a refugee camp in Tanzania and now they manage three plots of land growing fruits and vegetables for their CSA.



Powered by the creative community.

Visible Studio is run by a dedicated group of volunteer creative professionals that believe equity can only be achieved through action, access to resources, and a shared commitment powered by the creative community at large.

VISIBLE BOARD OF DIRECTORS

Our elected Board Members select our projects and Residents, and provide affinity mentorship to our Residents.



Fran Bittakis

JOOP JOOP, Seizure Palace, Snack Bloc



Precious Bugarin

Precious Bugarin Design, Comma, Portland State University



Emily Carpenter-Munroe

The Beauty Shop
Saint Jawn
Founding Visible Resident



Ovidio Francisco-Juan

Instrument
Founding Visible Resident



Denise Hernandez

The Beauty Shop



Kristin Rogers Brown

PNCA



Tatiana Mac

Self-Defined, Devs of Colour, Tatiana Mac



Tré Seals

Vocal Type, Seals Brand Co.



Cara Ungar

Thesis Agency

VISIBLE RESIDENCY MENTORS

Our HQ team of creative professionals provides the agency mentorship component of the Visible Studio Residency.



Emily Carpenter-Munroe

The Beauty Shop
Community Outreach
Visible Residency Mentor



Denise Hernandez

The Beauty Shop
Lead Designer
Visible Residency Mentor



Kristin Howe

The Beauty Shop
Content Strategist
Visible Residency Mentor



Julie Lesseg

The Beauty Shop
Visible Residency Mentor



Liz Neilson

The Beauty Shop
Visible Residency Mentor



Ciera Tague

The Beauty Shop
Visible Residency Mentor



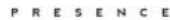
Jen Thomas

The Beauty Shop
Systems and Processes
Visible Residency Mentor

OUR PARTNERS

STUDIO PARTNERS

Our Studio Partners support our mission through an annual membership fee, and by offering post-Residency interviews and employment opportunities.



SPONSORSHIP

So, how does a non-profit agency work?

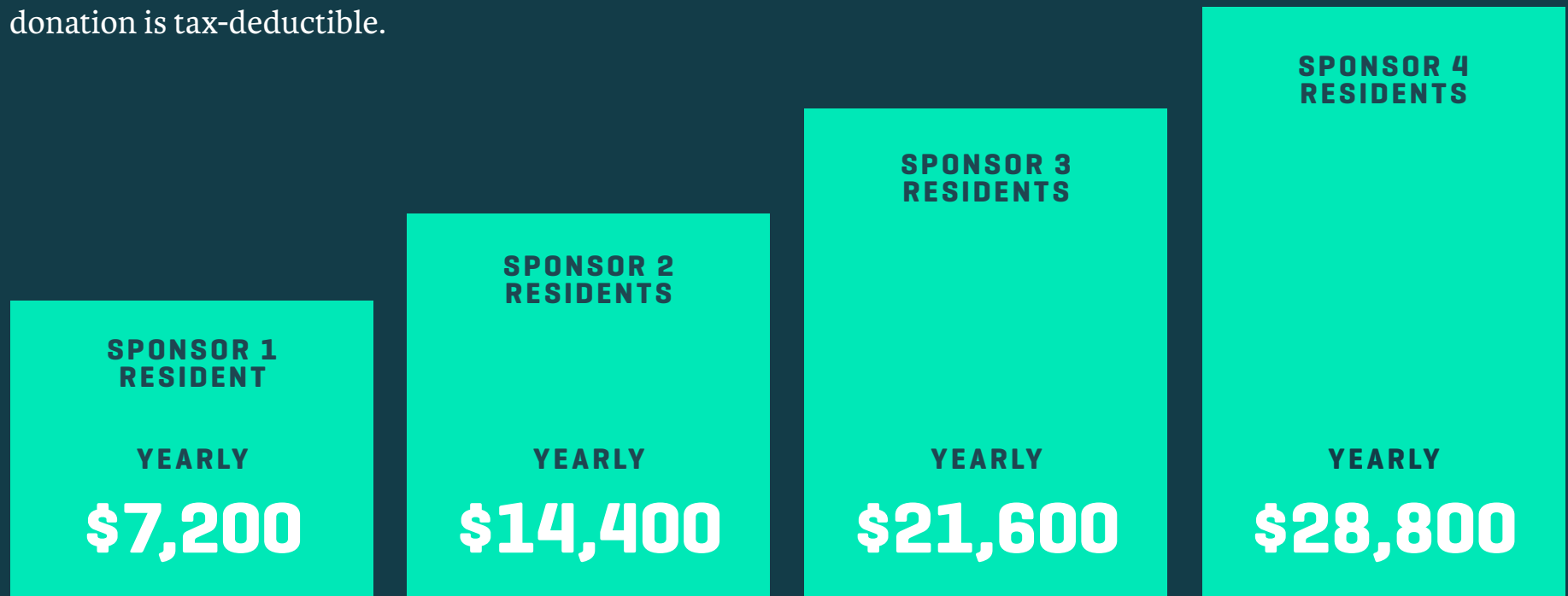
The answer is you.

Your financial support makes our agency's work possible *and* answers an important call to action. When you sponsor a Visible Studio Designer-in-Residence, you help create a more equitable future for the creative industry. We're looking to forward-thinking agency sponsors, like you, to help us continue our work.

SPONSORSHIP

Access to opportunity changes the statistics.

Take action today and empower the next generation of diverse talent to become your next designers, your future UX/UI experts, strategists, and creative directors, and tomorrow's creative industry leaders. Sponsorships are offered at 4 levels, and your donation is tax-deductible.



How will you answer the call to action?

Schedule a call with our team ▶

VISIBLE

Contact _____

Visible Studio
a 501c(3) non-profit organization

The Visible Studio HQ team
team@visiblealliance.org

www.visiblealliance.org
503.701.2915