

GRAFIK INTERVENTION TOOLKIT

Follow these 5 steps to create an intervention in your own community.

1. IDENTIFY

Locate an area of a town that has a notable history and location, in contrast to a current state of abandonment.

Considerations of public visibility and proximity to a downtown or vibrant corridors should also be considered.

The goal is to bring awareness to forgotten urban areas, corridors or buildings.

2. RESEARCH

Identify several buildings that can be thoroughly researched and documented. Actual information about the buildings' historical past and usefulness will be physically projected onto the actual building façade creating a juxtaposition thus illuminating each building's current potential.

RESEARCH SUGGESTIONS

Chamber of Commerce
City Hall
Local historical societies
Newspaper archives
Talking with the locals

3. DESIGN

Each Grafik Intervention application inevitably creates unique and independent visual variations for each of the building façades. These facade variations will make the images more specific to the building upon which they are displayed. This unique embellishment is intended to provoke not only a viewer response, but also a site-specific memory of the message.

POINTS TO CONSIDER

Audience
Building
Color
Contrast
Scale
Structure
Typography

What should the audience know about each of the selected case study buildings?

How can design engage an audience in this unique site-specific projected way?

How can you stimulate community response?



Learn more at grafikintervention.com

4. PROJECTION

Select a date and time to project the final applications on the building facades. It is suggested that several trial run applications are performed to ensure optimal legibility and message communication.

During trial runs, track the sunset times, legibility of text, contrast of images along with color and the amount of vehicle and or pedestrian traffic.

5. EVALUATE

Design and print small questionnaire cards. The goal of the questionnaire cards is to engage the general public with a series of questions that help evaluate the success, visual interest and communication methods achieved with the projections.

Printed questionnaire cards will elicit information from the general public as they pass by the selected case study buildings and become engaged by the dynamic projected visuals and the real-time discussions.

The questionnaire cards should include at least five unique questions that are designed to further engage the public about the information that is being digitally projected on the building facades. The questions should be designed to be simple in structure that allow for quick responses from participants. Think about daily routines and what made someone stop and look at the projections.

USAGE REQUIREMENTS

Grafik Intervention is designed as a community based Creative Commons project, open for anyone to implement in their own community. Usage of the official Grafik Intervention process is on condition that each intervention taking place provides substantial documentation of the complete process from research to final evaluations. The documentation will be used on the Website, Facebook and Twitter.

Before beginning an intervention in your own community, please contact William Culpepper using the contact from for more information.

facebook.com/grafikintervention
twitter.com/gfkintervention

INTERVENTION TOOLS NEEDED

Projector
Power strip
Extension cord
DC to AC power inverter (minimum 300 watts)
Car with working battery
Laptop
Tripod
Digital SLR camera
Questionnaire cards

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