GRAPHIC DESIGN FOR EQUITY
At our studio, we strive to work with people who want to improve the way we live. We use storytelling to create platforms for action. We work to redefine cultural narratives with new, more relative messaging of positive change, ideological motivation, and progress.

And we have fun doing it.
Good graphic designers are communication designers.
Good communication designers are not authors, but facilitators.
Why is graphic design important to equity?
1. Accessibility
2. Engagement
3. Exchange-driver
IS IT ACCESSIBLE?
If information is not easily digestible, intuitive, or readily available, it is not easily accessible to the public. We simplify complexity.
The image contains a table and a pie chart related to the economic impact of Detroit's food system. The table lists various stages of the food system with corresponding revenues, employment, and wages. The pie chart visualizes the distribution of economic activity directly represented by the food system in Detroit.

The economic impact of Detroit's food system is broken down into categories such as manufacturing, food services, and wholesale trade. The financial metrics include total expenditures, sales, and earnings within these sectors.

Key points from the table include:
- Production: $3.8 billion in revenue, 1,097 employees, and $1.9 billion in wages.
- Manufacturing: $1,000,000,000 in revenue, 5,000 employees, and $250 million in wages.
- Food Services: $360,000,000 in revenue, 2,000 employees, and $110 million in wages.

The economic impact is also broken down by sector, with manufacturing and food services being the largest contributors.

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Figure X.X - Distribution of Estimated Economic Activity Directly Represented by the Food System in Detroit

ECONOMIC IMPACT OF DETROIT'S FOOD SYSTEM

<table>
<thead>
<tr>
<th>Stage</th>
<th>Revenues (M)</th>
<th>Employment</th>
<th>Wages &amp; Salaries (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Industries</td>
<td>$3.8</td>
<td>1,097</td>
<td>$1.9</td>
</tr>
<tr>
<td>Manufacturing and Processing Industries</td>
<td>$1,000,000</td>
<td>5,000</td>
<td>$250 million</td>
</tr>
<tr>
<td>Wholesale and Distribution Industries</td>
<td>$600,000</td>
<td>2,000</td>
<td>$110 million</td>
</tr>
<tr>
<td>Grocery and Market Industries</td>
<td>$450,000</td>
<td>8,000</td>
<td>$170 million</td>
</tr>
<tr>
<td>Restaurants/Dining Places</td>
<td>$700,000</td>
<td>15,000</td>
<td>$250 million</td>
</tr>
<tr>
<td>Food Services/Mobile Food Services</td>
<td>$200,000</td>
<td>3,000</td>
<td>$100 million</td>
</tr>
<tr>
<td>Total for All Industries</td>
<td>$3,100,000</td>
<td>20,000</td>
<td>$1,020 million</td>
</tr>
<tr>
<td>Occupational Activity Not Accounted Above</td>
<td>$360,000</td>
<td>2,000</td>
<td>$110 million</td>
</tr>
<tr>
<td>Total</td>
<td>$3,460,000</td>
<td>22,000</td>
<td>$1,130 million</td>
</tr>
</tbody>
</table>

*Revenues are associated with industries and not occupations, as a revenue estimate was made for food system occupations in non-food service industries by assuming the same proportion of employment to revenues as for food service industries.
IS IT ENGAGING?
People connect to stories. Human-centered design uses storytelling to reach audiences and create multiple levels of engagement.
Who decides where supermarkets go? Does the Bronx have enough supermarkets? Does it matter?

This summer, CUP collaborated with teaching artist Natasha Ramos-Fernn and a group of Bronx public high school students from CUNY College Now at Medico Community College to look at who gets supermarkets, who doesn’t, and why.

To find answers, the group got out of the classroom and into the frozen food aisle. We visited grocery stores across the boroughs, the Fresh Direct distribution site planned for the Bronx, and the real estate department of a major supermarket. For the scoop on how supermarkets choose sites, we interviewed the CEO of Western Beef, a supermarket site analyst, the Department of City Planning, a Bronx Community Board member, organizers, and public health experts. We’ve designed this booklet to teach others what’s funky and what’s fresh about Bronx supermarket access.

In a lot of ways, the Bronx is the heart of NYC’s food system. The Bronx Terminal Produce Market supplies fruits and vegetables to supermarkets and restaurants all over the city, and there are plans to bring a Fresh Direct distribution center to the South Bronx. Every day, these distribution centers send food to the root of the city on diesel trucks.
ART IS LETTING YOUR SOUL CREATE THE WORLD AROUND YOU.

ART IS LISTENING TO OUR DIRECT CONNECTION WITH NATURE.

ART IS A TEST WITH NO WRONG ANSWERS.
Small Business

Local government is supported by local banks, healthy local businesses.
West Side Main Street is a one-of-a-kind faction in the area, with over 50 small businesses.

PUBLIC ART

Some take a walk on the West Side, shop for local art, or simply enjoy the pleasant ambiance.
Check out all our events >

BUILDINGS

Street trees, sidewalks, and parking are designed to accommodate the needs of the community.
West Side farmers market, West Side Market, West Side Hospital.

WIENER DOG RACE

The annual dog race brings over 5,000 people to our neighborhood every summer, promoting the West Side identity and improving small business and tourism through high traffic. Support our local businesses.
Check out all our events >
DOES IT DRIVE EXCHANGE?
Designing communication platforms can bridge culture gaps, begin dialogues, and even shift common misperceptions.
This site is a tool for developmental education instructors to exchange information, ask questions, and share resources and knowledge about increasing students’ success in developmental and gateway courses.

JOIN NOW
Join today by signing up and start sharing information, resources, and experiences with your colleagues.

Get Started Now >>

Watch Videos
Search here for videos about developmental education reforms taking place in West Virginia and across the nation.

Our Mission
To position West Virginia as a national leader in improving student success in developmental education.

Get Answers
Check out the blog posts about the reposition model in credit, new information.
WE FELL IN LOVE

WITH WHAT OTHERS WOULD CONSIDER IMPERFECTION

WE ARE DREAMERS

AND THE WORLD WAS A COLLECTIVE CANVAS WE COULD ALTER

AT OUR CORE

HERE TO RENEW THIS TIMELESS BEAUTY

THAT NO AMOUNT OF HUSTLE CAN REPLACE THE SUBTLE INTRICACIES OF OUR HOME.

which in turn, Renews us.
Join the conversation

How can design help improve your city or neighborhood?
Contribute to the conversation here and share your thoughts.

Name:
Email:
Country:
Interest:

Submit

Resilient, sustainable, equitable and inclusive cities must involve people as partners.

Sustainability

Think differently

Ecological solutions

Donate blood, love life...

Constructing understanding, dealing with contradictions and educating...simple? It is not, but we must try.

The solution is education, only this...

Sustainability

Alternatives to transportation

The world needs to be aware of the ecological problems, and how they affect planet earth. We need education to focus on nature.

Planning urban design

Rethinking urban infrastructure with investments in cleaning, leisure, culture and sports. And of course public security, so deficient throughout our city.

Design, architecture

Helping establish planning and a vision for the future

Phil, Brand, Design

Steppe, Brand, Design

Design, architecture
Improving quality of life through communication design.