

Zine Proposal



Don Evans
Ali Fuller
Nick Merritt
Shane Owens
Nick Palmer

February 8, 2020

Problem Statement

USU's institutional efforts at preventing, and ending sexual assault and harassment on campus are not 100% effective in connecting with the student body.

Project Summary

We propose a zine that expands the conversation about sexual assault prevention, resources, and awareness. Through relatable writing, the zine will include real stories and experiences that will help those who read it gain knowledge about the subject. The zine is planned to be non-discriminatory and will be helpful for both marginalized and non-marginalized groups. The zine will be distributed to areas with a lot of student traffic. It will be considered a success if Emmalee Fishburn, MPH, CHES (Prevention Specialist), with the Office of Equity approves the work for distribution.

Project Objectives

Goals

- Open up a dialogue about sexual assault and harassment on campus
- Create something the average student can relate to, as well as those in marginalized groups
- Promote feelings of support, healing, and empathy
- Nurture allies, accountability, and consent culture
- Reach a broad audience

Rationale

- They will help prevent sexual assault and harassment at USU campus on a personal and relatable level
- They will educate the general population on issues of sexual assault and harassment
- They will give a voice to those that have been victims and survivors of sexual assault and harassment

Project Scope

Scope Statement:

We will create a zine that prioritizes student-to-student communication. We create this, in hopes of educating those within the USU community, and the larger Logan community. The zine will be distributed in main student hubs on campus, and around the city of Logan in areas students congregate.

User Acceptance Criteria:

Accessibility and inclusivity will be taken into consideration during the design and writing phases. This zine will avoid technical jargon or terms that would not be accessible to the general public. Our target readability level is set at an eighth-grade reading level to keep the feel comfortable for a broad audience. An accessible reading level will open opportunities for anyone who finds a copy of the zine to read and learn from it.

Success Criteria:

We will determine success based on feedback from the Office of Equities, SAAVI office, and other stakeholders. Meeting the criteria for their expectations up to the point of distribution will give us our initial success point. We will include a survey at the end of the zine to gauge the final success, post-project.

Project Deliverables:

Our hard goal is to create a zine that can be printed and distributed around USU. We aim to distribute the zines around Logan. Points of distribution will be selected based on student traffic and ensuring access for marginalized groups. Many factors, including design and length, will be carefully considered in order to make the zine accessible and educational.

Project Boundaries:

The zine will be limited to the USU campus and a few locations beyond campus to areas where our target audience frequents. The zine will also be bound by its content and subject matter, not diving too deep into explicit material and staying within our reading level, but still containing enough relevant information to be helpful.

Project Constraints:

The zine is constrained by its final due date: April 4, 2020. SAAVI's approval and budget limit both in content and the number of copies that can be printed.

Project Assumptions:

We have to assume that reaching our audience on a personal rather than institutional level, can reduce the occurrences and effects of sexual assault and harassment. We have to assume when considering content for our target audience of USU students, that the sexual assault and harassment survey information is truly representative of all students on the campus. The information inevitably has inaccuracies, but we have to assume it is correct and be mindful of the fact that it may not be.

Project Requirements

The project requires a lot of written content; content that will need to be planned, researched, compiled, and ultimately distributed. Below is a thorough list of each of the project's requirements:

- Research a potential overarching theme
- Research related content
- Compile and format content
- Create a distribution plan
- Create and make use of a feedback system (survey)
- Give SAAVI access to survey results
- Consider all feedback on the project
- Print and distribute zines

Project Risks

There are several risks involved in this project, especially in creating a zine for an audience that includes multiple vulnerable groups. These risks may arise at any stage in the project's development such as when we're researching, writing, designing, seeking SAAVI approval, printing, distribution, etc. We have listed out as many risks as we could think of and described how those risks have already been addressed in our planning stage.

Schedule conflicts

- We have documented plans and schedules for the entire project, and the group has committed to setting aside common times that everyone can work together to ensure the zine is completed.

Content issues

- Triggering victims of sexual assault or harassment
- Spreading misinformation
- Giving people information that's wrong or irrelevant to a college student
- Poorly representing minority groups
- Writing something hurtful
- Others (this list is not exhaustive)
 - To avoid these potential problems, we will show our zine to a diverse audience of USU students for feedback before distribution.

Formatting issues

- We will prepare a polished draft to show SAAVI for review, giving ourselves the opportunity for a final review to catch any formatting errors.

Printing problems

- The zines will be printed in advance of distribution to avoid any problems that a printing delay could cause.

Missing deadlines

- Any missed deadlines will hurt our grades and our reputations as professionals, but we are all motivated to produce excellent and timely work, so this won't be an issue.

Zine being unnoticeable

- We will run tests with mock-ups during the design stage to see what designs will work best to catch student attention on campus.

Zine being unappealing to read

- We will run the final product by several different groups, like our classmates, professor, SAAVI representative, and USU student focus groups. We will encourage feedback about any boring or unhelpful content while each of these groups reviews our zine.

Zine getting thrown away

- Before distributing our zines, we will talk to and get permission from the staff of each campus drop site to make sure they know about the zines and don't throw them away while cleaning.

Not meeting SAAVI's requirements or expectations

- We will meet and communicate with Emmalee Fishburn, our SAAVI representative, throughout the project to ensure everyone is on the same page.

Not helping the problem or making it worse

- This is our greatest concern. We all desperately want this to not happen. We will do our best at each stage of the project to ensure that the zine is not damaging, helping rather than harming USU students and faculty.

High-level Project Costs

Guaranteed Costs:

- Printed material
- Distribution labor (if redistributed in the future)

Potential Costs:

- Graphic designer
- Use of copywritten material

Environmental Costs:

- Potential to end up as litter or in the landfill
- Use of paper (recycled may be an option)