



# Visual Communication Guidelines

---

Diversity DNA

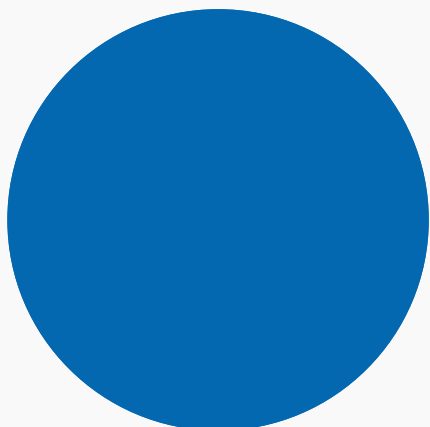
United Nations Development  
Programme Indonesia



# Representation Matters

The visual communication products that we create reflect our culture. Each decision that we make in our designs has the potential to increase or decrease barriers to participation in terms of our target audience. It's our responsibility as creative workers to understand how these interactions can affect representation and social exclusion.

UNDP Indonesia works to integrate diversity and social inclusion in our work. With a **'Diversity DNA,'** this guide aims to enhance visibility of all members of society in our visual communication products and promote positive narratives of gender-responsive and inclusive society; because society is not monolithic, it is multifaceted and diverse.



The page features three decorative blue circles: one on the left side, one at the top right corner, and one at the bottom center.

## **UNDERSTANDING UNDER ↓ REPRESENTATION**

We must produce visual communication products which reflect society's diverse identities. When we underrepresent individuals and groups, we unconsciously affirm gender and social exclusion.

Gender balanced and inclusive representation is vital to help reduce inequality and empower those who are often underrepresented. By providing gender transformative and positive communication narratives, it could possibly lead to long-term structural change and end exclusion.





## Practice 01

# FAIR VISIBILITY

While equal visibility for women, men or other individuals or groups is essential, we must emphasize fair visibility, where we refrain from perpetuating gender stereotypes and place everyone on an equal playing field. We must be aware of how identities intersect with each other regardless of physical appearance, profession, daily activities, and other converging identities.

- Portray diversity of roles; challenge and avoid reinforcing gender stereotypes and discrimination.
- Such as portraying women engaged in construction work, administrative and decision-making roles, and men in child-rearing activities or performing household chores such as cooking.
- Consider how creative staff produce material that contributes to the social construction of gender roles. Encourage designing and creating materials that promote gender equality, social inclusion and ensures that we leave no one behind.
- Diminish 'pink is for girls, and blue is for boys' design mindset. Use non-stereotypical colours, fonts or themes to represent women and men.



## Practice 02

# CULTURAL SENSITIVITY

Indonesia is not monolithic; it is diverse and multifaceted, a mosaic of beautiful cultures and ethnicities. Inclusive design considers knowledge, awareness of multi-cultural, diverse populations. By diversifying our creative work, we dismantle the mythical norm; visual elements are what most people understand to be generically 'normal' and make diversity the default.

- Use diversity as the default. Stop centering whiteness and avoid 'mythical norms' to your visual designs. Celebrate cultures and their identities as the cornerstone of your work.
- Take time to learn and research diverse cultures to avoid misrepresenting cultural groups.
- Avoid cultural appropriation; this occurs when a dominant group copies traits from a culture that has been historically oppressed and marginalized. When there is an opportunity to commission creative work, seek illustrators, photographers, writers, musicians, and others from underrepresented groups, and create content that celebrates the diversity of the human experience authentically.
- The lens of the camera has the power to capture human culture. As creative staff, we have an obligation to capture all cultures equally and authentically. Challenge your biases and avoid portraying cultures as static and undeveloped. Instead, celebrate the diversity of the culture.
- Be aware of diverse populations and their intersecting identities. Such as diverse youth populations, people with disabilities, individuals from rural areas, age and other identities in your visual communication products.
- Portray these individuals involved in various activities beyond stereotypical roles based on location. For example, if showing individuals in rural areas, portray positive images involving project work and other affirming roles, rather than challenges that conform to stereotypes.
- Avoid tokenism; the practice of making only a perfunctory or symbolic effort by spotlighting underrepresented groups to give the appearance of equality within a workforce.







## Practice 03

# ACCESSIBILITY & EQUITY

We are conscious of making our visual communication products more accessible to everyone while practicing inclusive design. Many individuals are unable to participate in aspects of society, both physical and digital. With the advancement of technology, we can create opportunities to increase access for people



Be mindful of individuals who are unable to participate in various aspects of society, both physical and digital.



Avoid victimizing people with disabilities or portraying helplessness. Instead, portray individuals or groups in dignified ways as part of their daily routine.



Generate opportunities to increase access to people with disabilities.

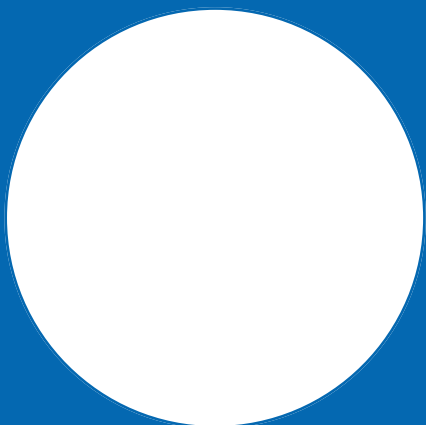
Provide subtitles, audio narration and/or sign language interpretation on your videos. Some social media, including Twitter and Instagram, have generated ways to compose a description of the images, to make content more accessible, including for those with visual impairments.



Not everyone shares the same access to participation. Social, economic, educational, or cultural aspects of life often exclude individuals who may be underrepresented.

Be mindful of your audience through your visual communication products. Various design elements, such as language, fonts, or colours, can be barriers to participation. Pay attention to your target audience and their intersecting identities.







Designs reflect how  
people really are, and  
we want our visual  
designs to reflect that  
diversity.

With diversity in our DNA,  
we need to represent our  
current world with its many  
diverse, intersectional  
features.

Feel free to contact the  
[communication team](#) and [gender  
focal point](#) for more information.

AUTHORS

Eva Pastora, Visual Designer  
Yenny Widjaya, Gender Specialist

EDITED BY

Tomi Soetjipto, Ranjit Jose

PHOTOGRAPHS BY

PETRA & GOLD-ISMIA Team



