Liza Evseeva

Designer Test for NBC News & MSNBC Digital
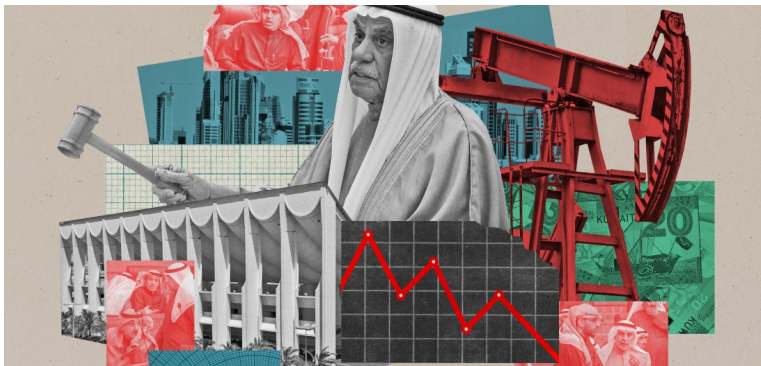
1. **We're curious how you would approach fulfilling art requests for the four below stories.**
No need to make anything! You can use illustration/photo illustration research from other
publications. Feel free to explain why you approached the story, and any additional changes/ideas to
the illustration/photo illustration.

https://www.nbcnews.com/tech/social-media/child-influencers-exploitation-bill-hearing-washington-state-hb1627-rcna70479

possibly similar approach as this illustration I did for TODAY but **focus on the empowerment of the teen
pushing for change**

IDEAS

1. **collage and symbol-based illustration** - could work to show the very many parts and people in
   play.
   some elements:
   a. main element: gender-neutral teen in protective stance, maybe fist raised but face still
      anonymous (since we dont have approved images of the specific teen in question)
   b. anonymous child sitting on floor as in POV of vlog camera
   c. smiling adult with camera
   d. youtube logo (?)
   e. something representing the government - gavel / scales of justice / capitol / US flag - if
      the latter two, could be in background, distorted with texture

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The Economist (UK) AD: Mirabel Fawcett

2. **simple, illustrated**
    a. anonymous teen with hand towards "camera" blocking most of the illustration, perhaps blurred faces of children barely visible behind hand
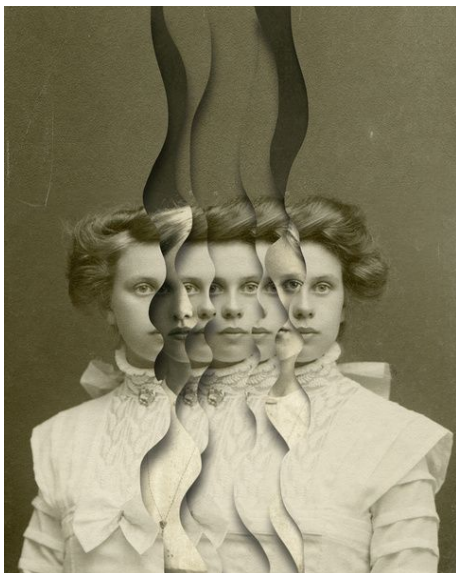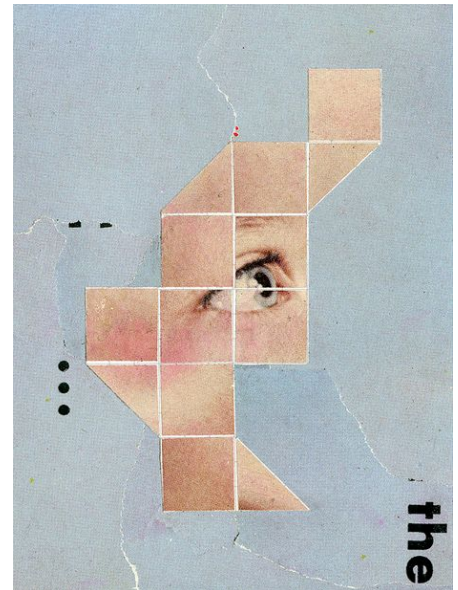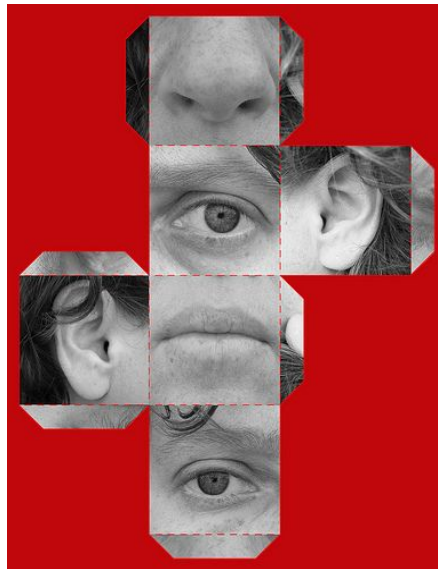   b. irony of us looking at children/teens on screen when that's part of the problem

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This one is interesting because I created the illustration for the CDC report news article that this piece is a follow-up to. I like the approach that Chelsea took to this piece, as it follows with the theme of using scribbles to represent negative emotion, while also keeping the anonymity of the girl in the stock photo, as she is supposed to be a representation of many teenage girls, rather than her own person. I do think the photo collage style works as this specific article focuses on interviews of specific girls, making it more personal than the CDC report.

IDEAS - I would work off of the general vibe that Chelsea has but include an element of revealing / unraveling, as article title reads "what's behind" the sadness.

1. **tearing away**
   a.   could reveal representation of one or a few of the stressors the girls mention in the interview
2. **unraveling**
   a.   could be parts from portraits of each of the 9 girls, or just stock images of closeups of teenage girls - ponytail with scrunchie, bangs, braces, etc.
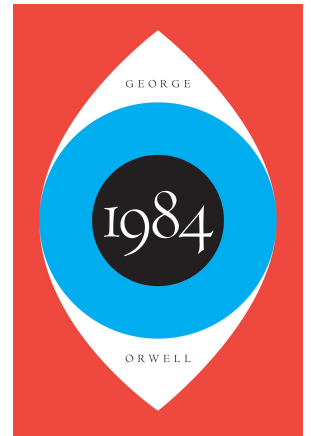
Color palette: could be the same or similar to what Chelsea used, positioned as pink or another soft color in the foreground/the subject ripped away to a darker color - darkness under innocence

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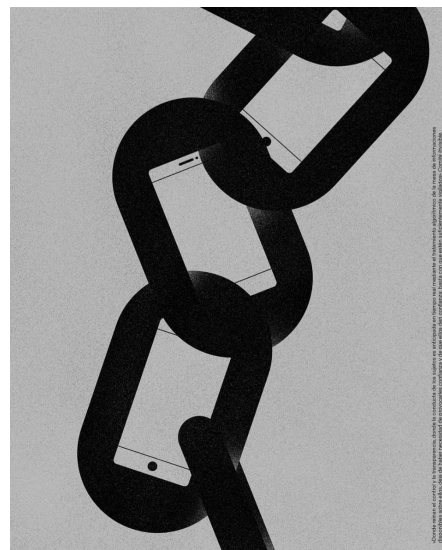https://www.msnbc.com/the-reidout/reidout-blog/abortion-pill-online-pharmacies-rcna67251

I would go for a more simple, conceptual approach, as representing a person could be problematic in several ways: depicting a person with a pregnant belly would improperly represent the fact that most abortion seekers show no outward signs of pregnancy, and depicting a female-presenting person would exclude gender-non-conforming people who seek abortion. As the verbiage in the article is gender-neutral, I would keep the illustration gender-neutral as well. I would also stay away from representations of a uterus, as the surveillance / harm is done to the whole person, and not just their uterus, and it would feel reductive.

IDEAS

1. **"surveillance" eye with pill instead of pupil** (pu-PILL haha)
   a. would show the pill as the way that someone gains access to the surveillance, i.e. pupil = window to the eye
   b. I like the intensity and clarity in the 1984 cover illustration. It establishes the connection between the eyeball and surveillance, and that connection would carry to this illustration.
   c. alternatively, could be binoculars with pills in the lenses.
   d. if I have more time, I could animate the eye blinking between a regular eye and one with a pill in it

to show the online shopping aspect, could add onto the illustration:
eye with pill inside simplified browser window, with a cursor about to click on it
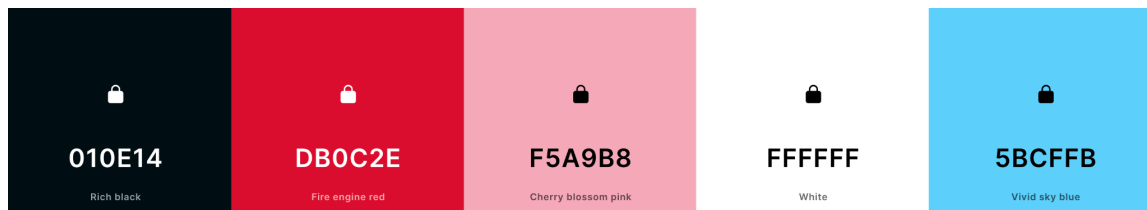
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With this one I would also stay away from any sort of recognizable human representation, as not to imply that trans people look any one sort of way (which is key in this case, as gender affirmation through appearance is one of the key trans matters under attack right now).

IDEAS

1. brush or roller painting over trans flag with black paint or black ooze dropping down trans flag
   a. flag could be either flat or on a pole but hanging limp with no wind
2. gavel smashing/crushing trans flag
3. gavel raised over simplified human shapes colored with trans flag colors, dropping dark shadow over them
4. hand in suit with republican elephant cufflink setting trans flag on fire (?)
   a. could also be just US flag cufflink.
   b. would definitely run this idea by editor, depending on how opinionated or inflammatory they would prefer the art to be

I hope to walk the fine line of showing the very real danger to trans people, but not having the illustration come off as too violent.

🔒	🔒	🔒	🔒	🔒
010E14	**DB0C2E**	**F5A9B8**	**FFFFFF**	**5BCFFB**
Rich black	Fire engine red	Cherry blossom pink	White	Vivid sky blue

Keep color scheme simple because the trans flag already introduces 3 colors (hex codes pulled directly from flag), don't want to clash or distract from that. Gavel black with red highlights, red or dark blue-gray background. Want to include red to indicate how these bills are a right-wing movement and also to indicate danger. Also, red is a similar hue to pink, which is already in the illustration, making the overall illustration more harmonious.

style inspiration: