

**DON'T JUDGE
COVER
A BOOK
BY ITS**



PROJECT 2

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DES 360 - 002
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INTERNATIONAL ASSOCIATION FOR RELIGIOUS FREEDOM

The International Association for Religious Freedom (IARF) is a United Kingdom-based charity that advocates for the freedom of religion and belief on an international and local scale. The IARF has member organizations, regional coordinators, and national chapters in 16 different countries and member groups in 25 countries. This association is the world's oldest global inter-religious organization with a more than 100 year-long history of promoting interfaith dialogue and tolerance.

(iarf.net)



The central theme behind this poster trilogy was to advocate for acceptance of religious freedom, while discouraging the persecution or discrimination of individuals who practice varying religions. Though the idea is not to convince, persuade, or “convert” viewers into thinking that one belief is superior to others, this strategy aims to teach a message of tolerance. It is natural for people to disagree on their faiths or ideologies—one need not have the same belief, but simply respect the basic human right for someone else to practice their own. Unfortunately, in today’s society, certain religions and beliefs are followed by subsequent stereotypes. From a superficial standpoint, it may be easy to label followers of a specific religion with a cohesive judgment without any knowledge of that person as an individual or their religion as a whole. As a result, this poster series hopes to remind viewers “not to judge a book by its cover” while addressing the consequences of religious intolerance when such a mantra is not considered.

RESEARCH & KEY FACTS

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- A total of over 5,850 hate crimes were reported in 2015. Just over 21% were based on religion. Most targeted Jewish people, marking a 9% increase since 2014. The number of attacks on Muslim-Americans was up 67%. (*the1A.org: "Religious Intolerance in the United States"*)
- The strength of America has been its assertion of freedom as a bedrock principle, while maintaining a wall of separation between religion and state. (*nytimes.com: "Islam and Religious Freedom"*)
- Every person has the right to hold any faith or belief, or none at all, and enjoys the freedom to change faith and defending the freedom of religion or belief is the collective responsibility of the global community. (*nytimes.com: "A Too-Narrow Vision of Religious Freedom"*)

APPLICABLE PHRASES

TO EACH THEIR OWN

DON'T JUDGE A BOOK BY ITS COVER

READ BETWEEN THE LINES

IN [GOD] WE TRUST

RESEARCH & KEY FACTS

5

MUSLIMS

RELIGION FOLLOWED: ISLAM

PLACE OF WORSHIP: MOSQUE

TEXT WORSHIPPED: QURAN

DIETY WORSHIPPED: ALLAH & MUHAMMAD

KEYWORDS: 5 PILLARS OF ISLAM, MECCA, MEDINA, JERUSALEM, HAJJ, RAMADAN, SHARIA, JIHAD, HIJAB, SUNNAH, SALAT, SHAHADAH

ICONOGRAPHY:



JEWS

RELIGION FOLLOWED: JUDAISM

PLACE OF WORSHIP: SYNAGOGUE

TEXT WORSHIPPED: TORAH

DIETY WORSHIPPED: GOD & ABRAHAM

KEYWORDS: HANUKKAH, MENORAH, HEBREW, STAR OF DAVID, ISRAEL, RABBI, KIPPAH, PASSOVER, SHABBAT, ROSH HASHANAH, YOM KIPPUR, KOSHER, HOLOCAUST, BAR MITZVAH, BAT MITZVAH, MESSIAH

ICONOGRAPHY:



RESEARCH & KEY FACTS

6

CHRISTIANS

RELIGION FOLLOWED: CHRISTIANITY

PLACE OF WORSHIP: CHURCH

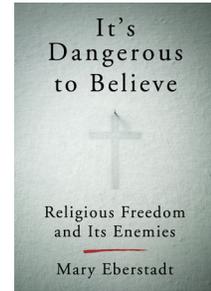
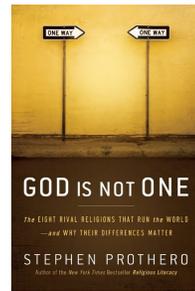
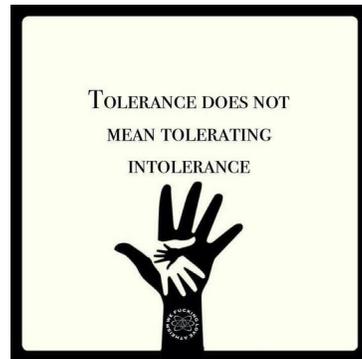
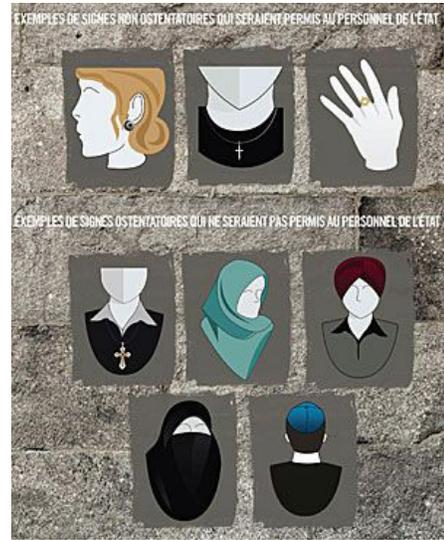
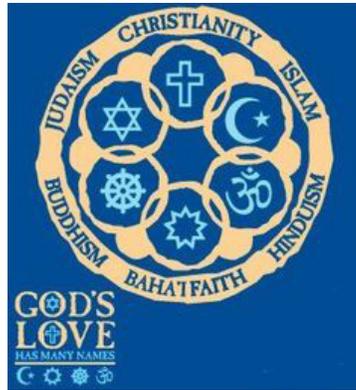
TEXT WORSHIPPED: BIBLE

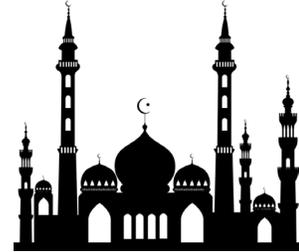
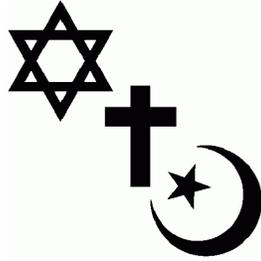
DIETY WORSHIPPED: GOD & JESUS CHRIST

KEYWORDS: EASTER, CHRISTMAS, FATHER, PASTOR, PREACHER, LENT, HOLY TRINITY, OLD TESTAMENT, NEW TESTAMENT, BAPTISM, GOSPEL, VIRGIN MARY, CRUCIFIX, ROSARY, SACRAMENT, SCRIPTURE

ICONOGRAPHY:



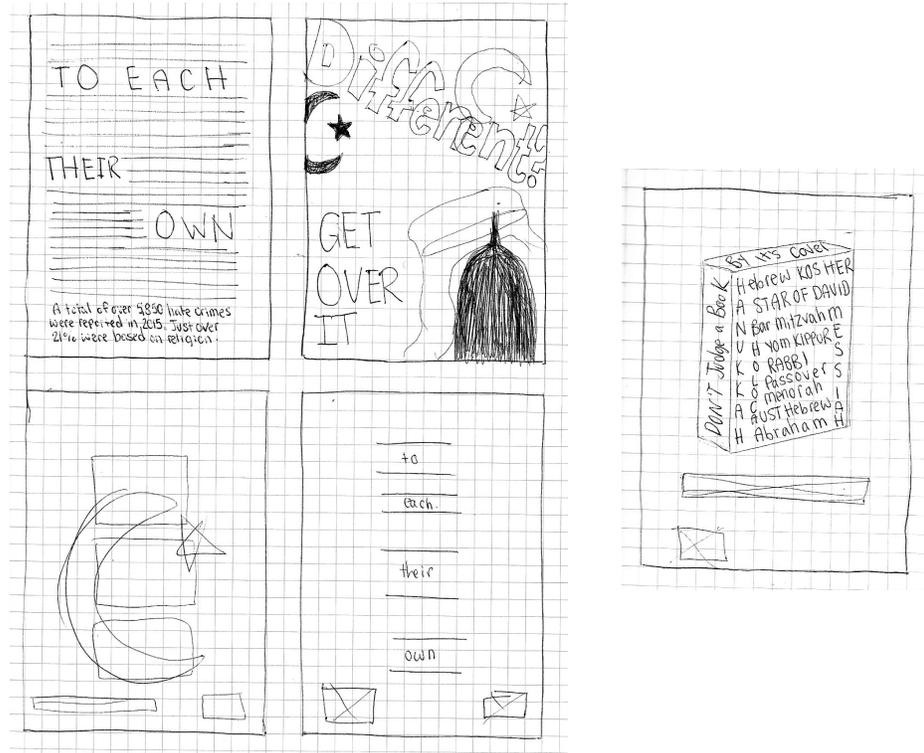




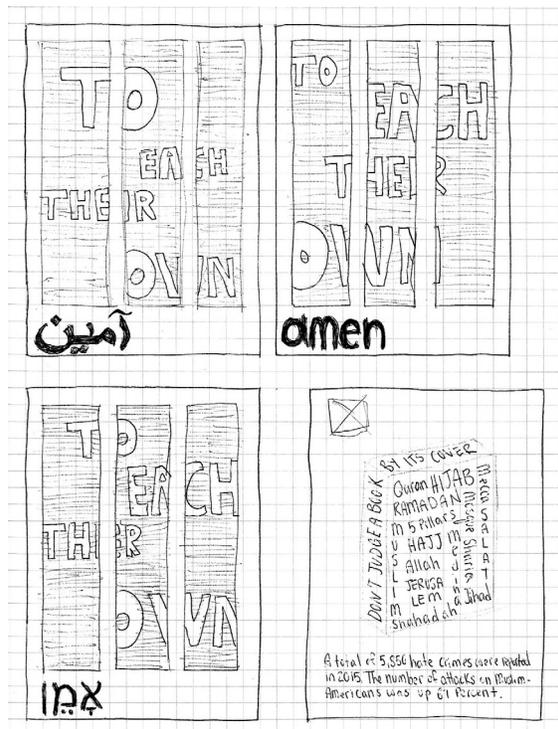
INSPIRATION BOARD



POSTER IDEATION



- * Just because it is not what you believe in, doesn't mean you can discriminate against or disrespect someone for their beliefs
- * You don't have to believe in it, but acknowledge the importance of religious freedom as a basic human right



TO EACH THEIR OWN

أُولَئِكَ عَلَىٰ هُدًى مِّن رَّبِّهِمْ وَأُولَئِكَ هُمُ الْمُفْلِحُونَ ﴿١٠٦﴾ إِنَّ
 الَّذِينَ كَفَرُوا سَوَاءٌ عَلَيْهِمْ ءَأَنذَرْتَهُمْ أَمْ لَمْ تُنذِرْهُمْ لَا
 يُؤْمِنُونَ ﴿١٠٧﴾ خَتَمَ اللَّهُ عَلَىٰ قُلُوبِهِمْ وَعَلَىٰ سَمْعِهِمْ وَعَلَىٰ
 أَبْصَارِهِمْ غشوةً وَلَهُمْ عَذَابٌ عَظِيمٌ ﴿١٠٨﴾ وَمِنَ النَّاسِ مَن يَقُولُ
 ءَامَنَّا بِاللَّهِ وَبِالْيَوْمِ الْآخِرِ وَمَا هُم بِمُؤْمِنِينَ ﴿١٠٩﴾ يُخَدِّعُونَ اللَّهَ
 وَالَّذِينَ ءَامَنُوا وَمَا يُخَدِّعُونَ إِلَّا أَنفُسَهُمْ وَمَا يَشْعُرُونَ ﴿١١٠﴾ فِي
 قُلُوبِهِم مَّرَضٌ فَزَادَهُمُ اللَّهُ مَرَضًا وَلَهُمْ عَذَابٌ أَلِيمٌ بِمَا كَانُوا
 يَكْذِبُونَ ﴿١١١﴾ وَإِذَا قِيلَ لَهُمْ لَا تُفْسِدُوا فِي الْأَرْضِ قَالُوا إِنَّمَا
 نَحْنُ مُصْلِحُونَ ﴿١١٢﴾ أَلَا إِنَّهُمْ هُمُ الْمُفْسِدُونَ وَلَٰكِن لَّا
 يَشْعُرُونَ ﴿١١٣﴾ وَإِذَا قِيلَ لَهُمْ ءَامِنُوا كَمَا ءَامَنَ النَّاسُ قَالُوا أَنُؤْمِنُ
 كَمَا ءَامَنَ السُّفَهَاءُ أَلَا إِنَّهُمْ هُمُ السُّفَهَاءُ وَلَٰكِن لَّا يَعْلَمُونَ ﴿١١٤﴾
 وَإِذَا لَقُوا الَّذِينَ ءَامَنُوا قَالُوا ءَامَنُوا وَإِذَا خَلَوْا إِلَىٰ شِيَطَانِهِمْ
 قَالُوا إِنَّا مَعَكُمْ إِنَّمَا نَحْنُ مُسْتَهْزِءُونَ ﴿١١٥﴾ اللَّهُ يَسْتَهْزِئُ بِهِمْ
 وَيَمُنُّنُ فِي قُلُوبِهِم مَّا أَكْفَرُوا

A total of over 5,850 hate crimes were reported in 2015. Just over 21% were based on religion. The number of attacks on Muslim-Americans was up 67 %.

International Association for Religious Freedom
 800.975.4687



amen

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to each their own.

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 800.975.4687

JUDAISM
to
TORAH
PASSOVER
each
MENORAH
RABBI
their
KOSHER
MESSIAH
own
HANUKKAH



A total of over 5,850 hate crimes were reported in 2015. Just over 21% were based on religion. Most of those targeted Jewish people - a 9% increase since 2014.

INTERNATIONAL ASSOCIATION FOR RELIGIOUS FREEDOM
BELIEVE WITH INTEGRITY

ISLAM
to
RAMADAN
QURAN
each
JIHAD
MUSLIM
their
ALLAH
HAJJ
own
MECCA



A total of over 5,850 hate crimes were reported in 2015. Just over 21% were based on religion. The number of attacks on Muslim-Americans was up 87 %.

INTERNATIONAL ASSOCIATION FOR RELIGIOUS FREEDOM
BELIEVE WITH INTEGRITY

CHRISTIAN
to
TRINITY
GOSPEL
each
CRUCIFIX
PASTOR
their
BIBLE
EASTER
own
BAPTISM



A total of over 5,850 hate crimes were reported in 2015. Just over 21% were based on religion. Christians reported incidents of harassment in 146 countries in 2016, 129 countries in 2015 and 108 in 2014.

INTERNATIONAL ASSOCIATION FOR RELIGIOUS FREEDOM
BELIEVE WITH INTEGRITY

