

Gender

Environment

Cultural inclusion

Human rights

Democracy

Issues

First Things Next
Make the World a
Better Place

Personal/psychological/aesthetic

Happiness without consumption

See beauty in the world as it is

Open questioning/indirect messaging

Ambiguity to prompt viewer to think

Subversion and challenging stereotypes eg using different gender or racial examples

Direct messaging and campaigning

Exposing injustice and greed and need for change

Giving voice to people or issues normally ignored

Suggesting solutions and actions

Imagining and creating new ways of doing things

Influence Mainstream

Non-commercial work in spare time

Paid ethical assignments

Contributing to mutual understanding, empathy and support between people from different places, cultures and backgrounds on a human level.

Just making people happy through appreciating the simple beauty of life without greed and ruining the planet