

## TOOLKIT:

# I ARCTIC

## How to make a human banner



Now that you are planning your I Love Arctic April 20 Global Day of Action event, you have started to wonder: How in the world am I actually going to make a (beautiful) human banner? Well, you aren't the only one who has wondered that, and so we would like to introduce you to the Toolkit: How to make a human banner.

Ok, lets break it down - in this guide you will learn the art and science of:

- Outlining the design of the Heart
- Making the Banners
- Getting the Photo
- Communication during the Event

## FIVE STEPS TO OUTLINING THE DESIGN OF THE HEART

This part of your event may not be as difficult as skiing to the North Pole, but without proper planning, it could come close.

### Tools and Equipment:

- Tape Measure (5 Meters long or more)
- Rope (Up to 12 Meters)
- Hammer and Stakes (Optional if working on open ground)
- Chalk Spray or Extra Rope
- 3-5 People

**1** Mark a 12-meter horizontal line on the ground. Mark a point in the middle at 6 meters, and points 3 meters in from each end of your line. This gives you a 12 meter line with 4 equal 3 meter marked points.

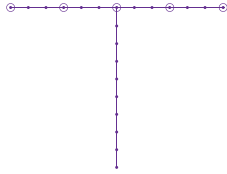
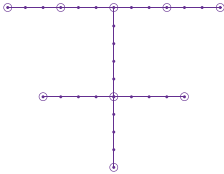
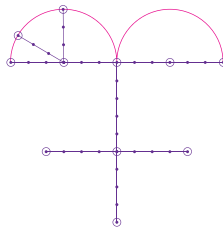
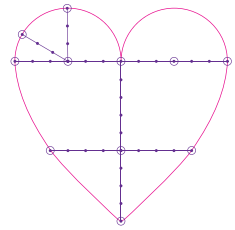
**2** Now you will need to find the bottom point of the heart. From the mid point of your horizontal line, measure 9 meters down. In order to find the center point you will need to not only find the 9 meter point but also an equal distance measurement from the 2 ends of your horizontal line down to the bottom point. Measure 2 equal length ropes and extended them equally diagonally down from the 2 end points of your line to meet the 9-meter mark down from the middle point of your line. Mark this point as the bottom of the heart.

**3** Next you will need to find another horizontal line parallel to your first line. Measure 4 meters up from your bottom point of the heart. Then measure a line going out 4 meters from this point on each side, thus creating an 8-meter parallel line to your first line. To make sure your line is in fact parallel you will need to measure 5 meters down from your first line to the end points of your new line. If both ends are equally 5 meters down from your first line, your new line will be parallel. Mark the end points of this new line. These points will give the heart more shape when you outline it at the final step.

**4** Next you will need to create half circles for the top of the heart. Create a fulcrum point at one of the points that is 3 meters in from the ends of your first horizontal line. Hold a straight rope from this point to the end point of the line. With the rope and the fulcrum point held tight in place, circumscribe a half circle up that ends at the center point of the horizontal line. Repeat this on both sides of the line. You can use spray chalk if you are on grass or pavement (find out if this is ok for your location). You can also achieve this by having one person following the circumscribed line with rope that is laid down on the ground, marking the line.

**5** Now that you have the top of your heart outlined and all the points marked for the bottom of your Heart, the final step is to outline the bottom part of your heart. With rope, or spray chalk outline the points. The outline is the final goal and the guide for where the people will stand. The other ropes, and marking points that are now in the middle of your heart that you used to find the outline, can now be removed. Be sure that your outline is securely in place and that it does not move or become disturbed by people walking around it. When you get all of the people in the heart and people are standing in place, you may decide to remove the outline, to get a cleaner photo (see the photo above). You can also use very thin rope or line to outline the heart that will be invisible or nearly invisible in the final photo.

The numbers used here are a base number. They are the measurements that were used for the heart in the above photo, which fit 130 people but probably could have squeezed in 200. If you feel the heart you make will need to accommodate many more or much less people, you will need to compensate by proportionally using different measurements. The instructions however should stay the same.

**1****2****3****4****5**

## MAKING THE BANNERS **ARCTIC**

From a few I Love Arctic human banners we have seen so far, most people are choosing to fill the heart with people and spell out the “I” and “ARCTIC” on painted banners. If you are also planning on doing this, you will need to prepare the banners ahead of time.

### Tools and Equipment:

- Banner material (approximately 2x12 meters)
- Paint (Black)
- Paint Brushes
- A Projector and Computer

In the photo above which had 130 people in the Heart, they used 1.6 meter high letters on their banners. This made the “ARCTIC” 10 meters long. The “I” was also 1.6 meters high. As you can see in the photo, because of the angle the picture is taken at, the “I” looks proportionally smaller. We would like to suggest compensating for this in your pictures by making the “I” 1.5 X larger than the “ARCTIC”. This way when you take your picture, they should look about the same size.

You can use these numbers as a base. The Heart above had 130 people but could have probably squeezed in nearly 200. If you think your event will have this many people than these numbers are for you. If you feel you will have many more, or much less, you may want to proportionally adjust the sizes of your painted banners as well, similar to adjustments for making the heart.

Once you have your measurements figured out, its time to paint your banners. On the website [SaveTheArctic.org/ILoveArctic](http://SaveTheArctic.org/ILoveArctic) you will find the graphics for the “I” and “ARCTIC” as pdf-downloads. Once you have downloaded these you can set up your banner material on a large wall and use your projector to display the letters onto it, (keeping in mind the appropriate size and proportions as mentioned above). Once you have outlined the letters they can be painted in, preferably in black.

In the likely event of wind, it can be wise to have a collection of small stones ready to hold the perimeter of your banner down on the ground at your event.

## GETTING THE PHOTO

This part of your event is also going to take some careful planning. It will be smart to scout out your location ahead of time. Anticipate what time of day you will be taking the photos of your banner and check to see about where the sun is. You will want to adjust the location or the time of day so that when its time to take the photo you are not staring directly into the sun.

### Tools and equipment:

- A cherry picker/ lift/ crane (if not using a building)
- A photographer w/ camera



If you have a roof or balcony you can use to take your photo you should check with the owner of the location to be sure that you have access to it at the time of the event. If so then you will also want to orient your heart and your banners so that you get as straight on a view from your photo point as possible

If you do not have access to a roof or building structure, your best bet will be to rent a cherry picker (the machine in the photo above). This should come with an operator who is a trained professional in using such a piece of machinery. Cherry pickers come in a few different sizes. In order to get a really nice photo of your banner you will want to get about 15-20 meters up in the air. If there is a good chance of wind, you will want the larger size cherry picker for stability and security.

There is usually a limit to how many people the basket of the cherry pickers can hold at one time. Check this out beforehand particularly if you have a number of photographers, press officers, media, journalists, campaigners etc. that would like to be up in the cherry picker. Going up and down several times with the cherry picker takes time and you will need to anticipate this so you can communicate it to all your lovely volunteers standing in the heart. They will need some pep-talks, communication and entertainment while the number of people are taking turns going up and down in the cherry picker. Basically these people are doing us a great service by standing in a heart...let's be sure to keep them informed and entertained.

When all the people are in place, the banners are set, the sun is shining just right, and the cherry picker is extended in the air... you are about to take your photo... but wait! Who are those people walking their dog in the background!? Keep in mind that the photos will look much nicer if there are no stray people, dogs, backpacks, beer cans, or elephants in the frame of the photo but not in place in the heart. Try to clean up the edges and the photos will be most spectacular!

## COMMUNICATION DURING YOUR EVENT

It may be the case that most of the participants in your human banner event assume that they will have to stand in a heart for a few minutes, just long enough to take a few pictures, similar to a family Christmas photo. This is however going to be different event, and will take some time. It's really important then that you plan for some clear and effective communication techniques.

### Tools and Equipment:

- PA Sound system with wireless mic (most optimal)
- Skilled Master of Ceremonies (MC)
- Enthusiasm and humor

In the sample heart from the photo above, the time it took from start to finish for participants standing in the Heart was about 40 minutes. This can end up being quite a long time to stand in one place and could result in frustration or boredom. It is a good idea to think about someone on your team that is skilled at public speaking, giving instructions, and generally taking a strong leadership role in running the communication of the event. This person should also understand the campaign and the details of I Love Arctic, so that they can drop in points of encouragement to the people in the Heart. Something such as "Right now tens of thousands of people in over 30 countries across the globe are making human banners just like you all today, to show their love and support for Greenpeace's demands for a global sanctuary in the Arctic!" This can really keep the spirits high.

You may also want to think about a plan for several action photos within the Heart. Certainly a picture of everyone standing in place is good, but you can get some more variety as well while at the same time keeping people entertained. Photos of everyone jumping with their hands in the air, or a short film or sequence of photos of everyone running from outside the heart to inside the heart can create nice images. Maybe a picture of everyone sitting down, or moving up and down like the pumping beat of a heart. Let yourself be creative, but be sure to have an effective way to communicate these plans to all of the people so they feel someone is in charge and that they are there for a clear and good reason.

From past experience with large groups of people, shouting instructions is not the best form of communication. It is unlikely that everything is heard, and it brings on feelings of aggressive or confrontational communication, which people can easily react negatively to. We highly suggest finding or renting a PA Sound system with a wireless microphone, or if you can't get this, a simple megaphone. With the PA system, you can leave the speakers on the ground, while the person in charge of communication (The Master of Ceremonies) can give instructions, tell jokes, and encourage everyone from the point where the photo will be taken. This person can also go down on the ground, but being up at the high point is ideal and gives people on the ground someone to look up to and also gives that person a clear overview of the banner and can adjust things accordingly to get the best photos.

There are of course many workarounds in case you don't have a PA system or megaphone at hand. You could for example use 2-way radios or mobile phones to communicate with a number of helpers on the ground, who help you direct the picture.

Happy human banner making, and best of luck!

Your I ♥ Arctic team at Greenpeace

Ethan, Raquel, Dan, Eoin, Shai and Markus

