

RE-FOCUS ON DOCUMENTATION USES OF TYPOGRAPHICAL ILLUSTRATIONS AS MEDIUM OF COMMUNICATION, ENDSARS, LAGOS

DIPEOLU, H.A

hdipeolu@yahoo.com: Tel:07088224128

Fine and Applied Arts Department; School of Vocational Education

Federal College of Education (Technical) Akoka

Abstract

The EndSars saga was birthed by a group of Nigerian youths both local and international who were protesting against the brutality of the youths by a Police Unit known as the "Special Anti-Robbery Squad" (SARS). They felt that the youths were into various types of crimes in society using their phones and laptops. When sight any youth either in the car or walking on the road, there was endless interrogation, arrests and shootings. These youths were previously molested on different occasions by the police to protect the collective interest of the youths, they came together, and a hash tag was created known as #ENDSARS# in protest of this police brutality. This went viral through social media using typographical illustration designs and other means that sent strong messages in Nigeria and abroad, such as #Endsars#, "Sorosoke," "Buhari has been a bad boy" etc. This paper seeks to review these typographical illustrations that were used during the protest. Different works that were used during this protest were collated and analysed by the researcher. It was discovered that aside from registering their grievances on this brutality, economic, social, aesthetical, and creative prowess were all unleashed. This message of dissatisfaction spread all over the world because of the massive use of social media platforms. It was recommended amongst others that youths should use more of these typographical illustrations to express their points

Keywords: #Endsars, Brutality, SARS, Female Protesters, Typographical

Introduction

We are constantly in support of the written words, from our phones, books, websites, and instructions from booklets to shop for fronts around us. We often reflect on the power of the written word, but rarely do we consider the designers role in emulating the tone of the word or sentence. (Hannah, 2022). In a scene behind, a designer took the time to consider the relationship between the text and what the text says, in reality, moods, atmospheres and emotions expression through the type choice, this paper will lift the lid on everyone who needs to know about typography.

Typography is the art of arranging letters that makes legible and visually appealing to the reader which involves using different font style and font structure which aims to extract certain emotions and passes messages to

reader. Typography is also the selection of different letters to form a composition words and sentences in document format which metamorphose into visual form such as, handwriting, free handwriting aided media, such as writer machine, and other form of communication writing form with simple form composing without hindering visual difficulty. Therefore, arrangement of fonts, style, and space in vertical or horizontal form text can be more attractive and readable to viewers.

Youths got aroused through viral video clip on the Twitter, two SARS police officers killed youth who was supposed to be on arrest for a suspected crime. Many of the youths sighted the video clip and forward typographic caption with rebirth word of #ENDSARS#. Western civilized countries

such as America, Britain, and others, also had similar typographic illustration with #JUTICETOFLOYD#.

In all facet of life, the typographical illustration was used as a medium of expression in all form through different platforms, social platforms, adverts, flower text-garden, films, and videos amongst others at disposal. Although, typographic design is more of product advertising, a lot of recent innovation has been brought into it to adequately transform the environment poster. Aside the normal bill boards, which are normally static in nature, we now have mobile bill board and the electronic bill board, with dazzling lights to make the environment lively and fascinating, especially at night, (Oje & Dipeolu 2016).

Importance of Typography

Typography is more than just choosing beautiful fonts: it is a vital component of user interface design. Good typography will establish a strong visual hierarchy, provide a graphic balance, presents overall tone, guide, inform the viewer optimize readability and accessibility. Therefore, advantages of typographical illustration cannot be overlooked in all pictorial scenes of documented illustrations in ENDSARS SAGA, police, youths and social platforms were on their peak voices using different typography illustrations content to contest their feelings in different forms across the nation. Many media house agents did not overlook the advantages of typographical words that could use to pass their messages information to the masses, such as, Newspaper headlines, posters, shirt caption prints, face caps print, car brands, bus stop name and other objects of writing information.

Typography builds brand recognition to enhance the viewer's personality, but users will subliminally begin to associate the typeface featured on their sight with simple handwriting form, consistently establish a strong message to build trust and carry information forward. Typography influences decision making to digest and perceive the information text through eye-catching fonts which is much more persuasive than weak fonts that don't reinforce the message of the text.

Female Protesters

Few among thousands of young female Nigerians during protest are to be mention, Ms Oduala, took her demonstration to the street after sighted a viral video that shown a man killed by the notorious SARS police. Brutality became a passage of Nigerian police on the citizen; female got triggered with angers and moved to street protest. It's disheartening that ending police brutality would make us get out these brutalities and terrorists attack, therefore, Modupe Odele decided to offer legal aid to those who were arrested during the street demonstrations, due to this, her Nigerian passport was confiscated for her legal participation involvement in ENDSARS saga with estimated 20,000 women who never gave up until achieving their aim through typographical illustration.

Police

The Special Anti-Robbery Squad (SARS) was a Nigerian Police Force unit created in late 1992 to deal with crimes associated with serial robbery such as vehicle theft, kidnapping, cattle rustling, and firearms. It was part of the Force Criminal Investigation and Intelligence Department (FCIID), headed by the then Deputy Inspector General of

Police Anthony Ogbizi (Vanguard News 2017). The Special Anti-Robbery Squad (SARS) was founded in late 1992 by former police commissioner Simeon Danladi Midenda. The inciting events that established SARS' formation were the death of Colonel Israel Rindam in the Nigerian Army by some police officers at a checkpoint in Lagos in September 1992, (Refworld 1994), a strike by police officers in response, and a subsequent crime wave. (Sunday, Odita 2020) When the information about Rindam's death and the police's complicity reached the army, soldiers were dispatched into the streets of Lagos in search of any police officers. Nigerian Police withdrew from all checkpoints, security areas, and other points of interest for criminals, while some police officers resigned and others fled for their lives. (Olagunju, 2020).

Due to the absence of police for two weeks, the crime rate increased, SARS was formed with an initial force of fifteen men and two Peugeot station wagons. Three police anti-robbery squads, the first of which was established in 1984 were already operating at that time, so Midenda needed to distinguish his squad from the existing teams. Minda named his team the Special Anti-Robbery Squad. After two weeks of dialogue, the Nigerian Army and the Nigeria Police Force came to an understanding, and official police duties resumed in Lagos. In November 1992, the SARS unit was officially commissioned in Lagos. SARS was fourteen units in the Force Criminal Investigation and Intelligence Department, (Nigerian Police Force, NPF 2020) and was established to detain, investigate, and prosecute those involved in violent crimes such as armed robbery and kidnapping.

Injustice

The Nigeria police's Special Anti-Robbery Squad has been accused of unlawful activities in the country by invading into youth's privacy by searching phones and laptops, humiliation, extortion and extra judicial killings. Kaycee Madu, Canada's first black minister of justice gave a detailed analysis on how the Nigerian police allegedly murdered his cousin Chrisantus Nwabueze Korie 2013, (Linda Ikeji 2020). He also narrated on how the police did everything to obstruct the investigation into the murder incident. Apart from this and gross injustices incidents, so many painful Nigerians had their experiences encountered by Nigerian police Force which cannot be reveal to the public due threatening of life and others. Nevertheless, the Nigerian government kept doing all possible things to resolve these issues and stop it. Lagos State government secretariat was not exempted, several protesters turned the secretariat their home for days. The State Governor addresses them to know their demands and this lead the slogan of **#SOROSKE# and #U DET TALK TOO MUCH FEM#**. Several T-shirt, posters, bill board, Churches and Mosques wore the brand of **#SOROSKE#** slogan to demand an end to SARS.

Harassment

Years of operations, SARS grew up the strength to reduce the internet fraudsters and secret cult societies in Nigerian universities, several successful arrests were made but it turned to harassing innocent people in public terrains such hostel, public buses, private car, market place, Malls, Social event arenas, after searching and found nothing against individual, they extorts money in the way or such person will be robbed up with illegal allegations in police

custody and others unpleasant stories. What SARS became was national witch-hunting with guns against Nigerian youths on dreadlocks, piercings, cars, expensive phones

and necklace and other means of expression (Alake, 2019)



Fig.1: Females showing typographic caption

The history of Nigeria has had a lot of women, who came out to fight for their rights. Some of these strong women include among others; Ndi Kato (a female gender activist who participated in the #EndSars# protests), Aisha Yesufu who is a co-founder of the #Bring Back Our Girls#, typographic illustration

movement to rescue the school girls kidnapped in Chibok by Boko Haram militants, she was among of the protesters in capital city, Abuja. Her rebellious picture became one of the symbols of the #EndSars# movement.



Fig. 2: Aisha Yessufu completing unity with her Hand leading Protest in Abuja, Nigeria.

(Image Source: Getty image)

The typographical illustration caption is more than just caption but also serve as branded identity on T-shirt for all female protester and renowned activist like Aisha Yesufu on

historical anti-SARS protests backbone for all female agitators. Other strong women Obianuju Catherine Udeh (known as DJ Switch played significant roles during the

#EndSARS protest, she live-streamed video of the protest for those who were not at the scene and world, the opportunity to have a glimpse of what was going on there while Temilola Balogun (medical Doctor) provided medical assistance during the #EndSARS# movement.

Statement of some women in #ENDSARS# Saga

"Women should look beyond feminism to Fem-power. It's time to put ourselves to the places we need to be, we have to stop asking to be invited to the table, we should create the table," (Aisha Yesuffu 2020). "It's time for any woman that feels she like going into politics to do so without looking back, We should not doubt ourselves and let's take our place and be unapologetic about it."(Rinu Oduala 2020)

Slogan typography used in #ENDSARS# Saga

Some of the slogans typographically used during during the #ENDSARS# Saga are;

SOROSKE
SOROSKE WEREY
BUHARI HAS BEEN A BOY
U DEY TALK TOO MUCH, FEM
ENSARS NOW
STOP KILLING THE FUTURE

Economic Value of Branded Materials during #ENDSARS# saga

The ENDSARS protest has improved the Nigerian economy through individual entrepreneur centres, Mutiu Yekeen who is the Head of Corporate Communications, Primero Transport Services (PTS) Ltd, owners of BRT Buses, said the company lost over N100 million in six days resulting from the protest, which has had the nation's economic capital ravaged (Abuede,2020). Private individual business owners were not left out through banded material such as small chops, visual artist, musician typographical illustrator and others.

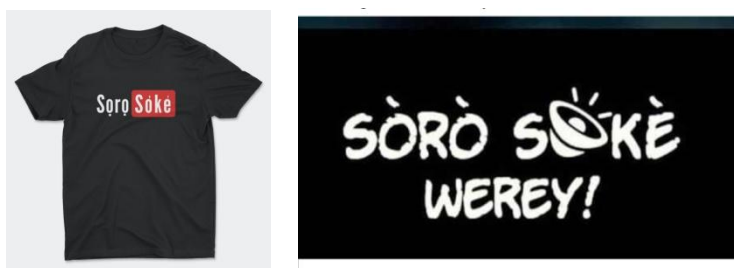


Fig. 8: Branded T shirts with ENDSARS word
(Image Source: Premium Times Nigeria)



Fig. 9: Typographic text with eggs
(Image Source: Brand News)



Fig. 10: Typographic text with cake and bottle water label
(Image Source: Premium Times Nigeria)



Fig. 14: Ceramics mugs with typographic illustration text ENDSARS
(Image: Dipeolu, H.A)

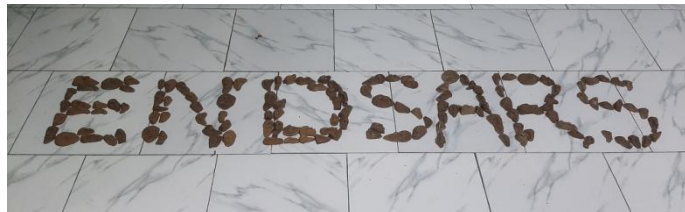


Fig. 14: Ceramics pendants with Typographic text ENDSARS word
(Image: Dipeolu, H.A)

Conclusion

The need to know how to manipulate and use of other media on typographic illustrations cannot be overlooked, therefore teachers of visual arts should teach more on typographic composition, use of colours, fonts, lower and upper text in such that, it will serve as passage of communication to viewers. Parents and guidance should not discourage their children who are natural

talented in typographic ability from childhood, instead such child should be enrol in introductory class of visual arts course. Corel draw, Photoshop and other should be used to encourage such child to increase the visual arts skill. Government should also train teachers in schools mobile graphics App both on phones and computer, such as canva, Photoshop, light room, poster maker, wix

creative, flier designs, logo maker and others, digital world is taken over all ramifications

Recommendations

The following recommendations were made

Youths should use typographical illustration to drive their points

Youth should be trained and encouraged on free handwriting of typography

Youths should use Phone aided mobile graphics App, canva, Photoshop and others

Typographical illustrations are less expensive to use and should be embraced as economic value among the youths.

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