

PRESS KIT

About us (website include)

YAR - Young Activists Republic is a creative community bringing together writers, artists, designers and creators to celebrate ideas and initiate progressive dialogue. YAR as a digital platform and a print magazine, offers a stage where young creatives can be honest, express freely, and have fun, thereby inculcating creative self-esteem. YAR will publish a print magazine, a one-of-a-kind publication to showcase exciting and thought-provoking work by the YAR community.

What are we doing? (website include)

YAR believes in originality and freedom of expression of creatives. Our main purpose is to bring creative revolution through art, design and writing. We believe that creativity shouldn't be bound to latest social media trends, likes or the number of comments. Creativity is a form of expression; being able to express yourself without any sort of limitations.

Community

We're constantly wrapped up on expanding our community of creatives in order to convey the message and purpose of YAR. Providing a judgement free zone for the creatives encouraged the YARs to submit in their work to YAR.

About 10-15 submissions from creatives all over the world are sent in to us on a daily basis. The submissions contain poetry, write ups, illustrations, animations, sketches, artwork and photographs in the form of expression.

Further moving on, when split into categories, the community consists of mainly 2 types of YARs:

1. YARs that produce creative work and have the free printable YAR membership badge that they receive after submitting in their work.
2. YARs who support and appreciate the creative work produced by fellow YARs. Also known as supportYARs.

Our Community On Instagram

YAR launched on instagram, off with a great start with around 1000 followers in a month! Fast forward to 5 months later with more than 4500 YARs on board who's support is tremendously satisfying response. We interact with the YARs on social media platforms like twitter, facebook etc but mainly instagram to encourage a progressive dialogue. Majority of our audience; the local creatives are shy and skeptical to showcase their work.

What YAR is doing on Instagram for its creatives?

YAR plays a huge role to boost the confidence of the future creatives of our generation through our Instagram by featuring their work regularly on the feed for people to discover new artists, writers, illustrators etc.

The purpose of introducing FeatureFriday; a weekly thing where we hunt down for talented, underrated creatives and feature them on our story and the hashtag #riseofthecreatives was to give exposure and appreciation to them. The support they receive from our supportYARs is tremendously encouraging. It leaves a very positive impact on the YARS. This later lead to elevation in the self esteem of YARs and them sharing their work a lot more confidently.

Testimonials(website include)

The positive impact

Picture and extract

Boast more - testimonials - book launch

Why are we doing this?

We greatly dislike the barriers that have been produced between a creative thinker and creativity. Social media has turned into a toxic place

THE PROBLEMS CREATIVES ARE FACING TODAY

- Social media algorithms. These limit the dissemination of progressive content due to being dictated by the 'liking' culture which forces creatives to create content that is popular according to the trending and contagious ideas but not necessarily progressive. Therefore honest expression is overshadowed.
- The ongoing culture of valuing only big ideas and big creatives
- Fear of failure and rejection that has been developed within the innovative thinkers.
- Lack of community - platform
- Language barriers

WHAT YAR IS DOING TO BRING CHANGE

- Rebelling against things like algorithms that put creativity down and encourage free thinking.
- We at YAR support creatives regardless of the follower count, number of likes and comments they receive.
- We don't welcome any sort of negativity or hatred in the community. The supportYARs and fellow YARs shower creatives with compliments, reviews and advices to encourage the creatives.
- Abolishing language barriers and embracing submissions and work in languages from all over the world.

Founder (quotes)

(pictures required)

Muhaddisa - intro

Hi! My name is Muhaddisa Shahzad. I am a 23 year old communication designer and illustrator. Design and typography is my passion! I believe when good design pairs up with honest ideas, it creates magic. I am a 2018 Communication Design graduate from Indus Valley School of Art and Architecture. I initiated YAR because I feel the creatives

Mentorship: Ms. Tazeen Hussain

My thesis advisor was Ms. Tazeen Hussain, the head of COmmunication design department at Indus Valley school of ARt and Architecture. She guided me at every step, asked the right questions to solve the right problems with my thesis topic. I wanted to

Team (website include)

Muhammad Danish

Safa Abdul Karim

Rubab Qizilbash

Syeda Fatima Qamber

Dania Gill

Meetups/Events (website include)**(pictures required)**

IVS (2)

T2F

Dawn Education Expo

The Nest i/o - book launch

Upcoming - Amir Bhagat

Why print

Haptic communication

Social media culture - likes, trending topics

Social media following

FAQs

Influential people supporting us

The next i/o - journey

About what why who

Story

Where did we start?

- YAR starte
- Started off as a thesis Pakistan- research, to validate the problem. Creatives were facing the problem.
- Posted video - perople intersted- sending work
- Gained 1000 engaging followers in a month - response incredible
- meetups
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