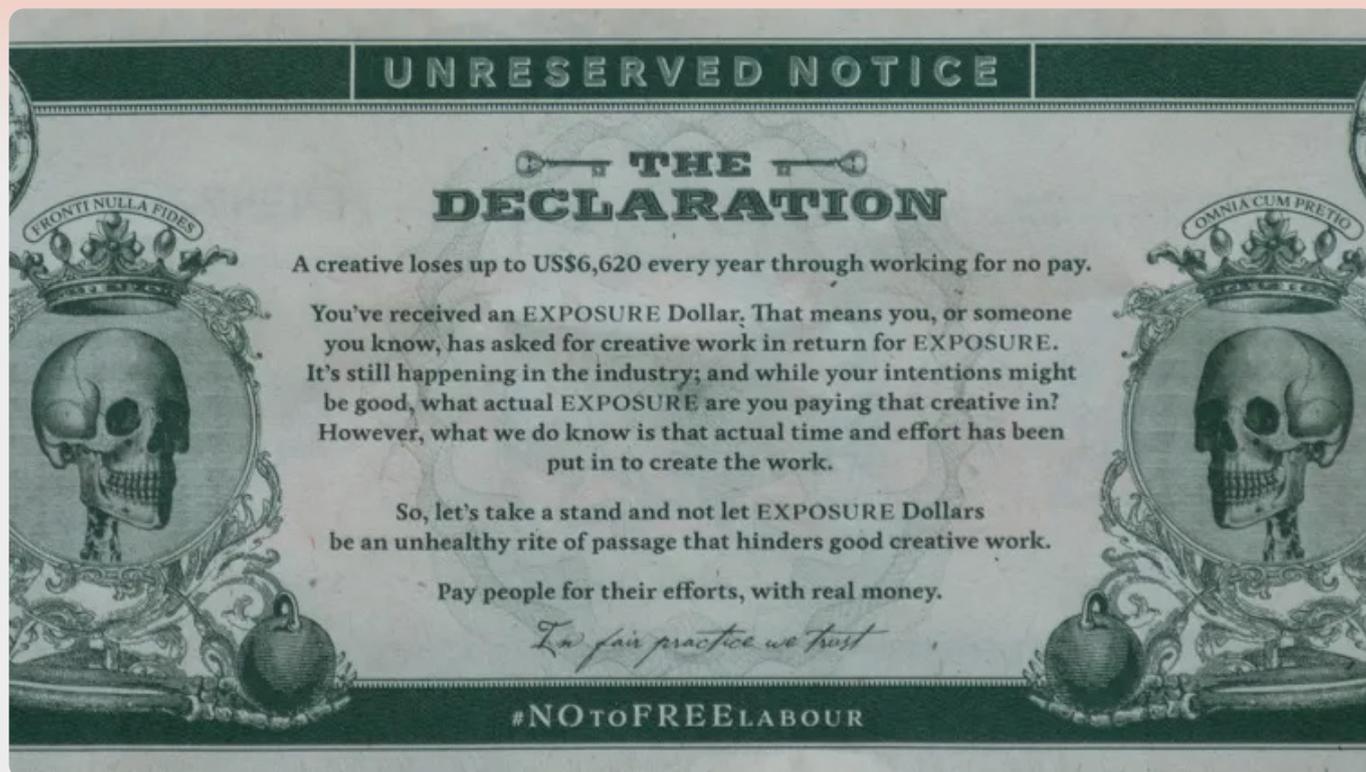


FASTCOMPANY

DESIGNERS NEED TO GET PAID.
LET'S BAN 'EXPOSURE' ONCE AND FOR ALL.



If you've ever been asked to create something for free in exchange for "exposure," you're not alone. One 2016 survey found that freelancers spent 31 days over the course of two years doing unpaid work.

In response, Singapore-based art director, designer, and typographer Jay Liu has developed a project called "Exposure Currency," which aims to critique the way artists are offered exposure instead of pay. (As we all know, getting tagged on a post doesn't pay the bills). This series of paper notes exists as a playful imitation of real dollar bills, and employs a striking visual language in the form of neon lettering and in-your-face art direction to bring attention to how often designers and creatives are robbed by companies that think exposure takes the place of cold hard cash.

FULL ARTICLE -

www.fastcompany.com/90448818/designers-need-to-get-paid-lets-ban-exposure-once-and-for-all