

How to *Intentionally* Choose Inclusive Images

Project Name:

Inclusive Demographic Checklist

When choosing a group of images, use this checklist to ensure that you've included people with a wide range of identities and backgrounds:

Races & Ethnicities:

- Black, African American
- Latine/x or Hispanic
- Asian, Pacific Islander, Indigenous
- Middle Eastern
- Caucasian
- Multi-racial or multi-ethnic

Genders:

- Women (and girls)
- Men (and boys)
- Transgender or non-binary
- Other genders

Abilities & Body Types:

- People with various disabilities
- People with larger bodies
- People with a wide variety of different body types, shapes, and abilities (reflect reality!)

Ages:

- Babies
- Young children
- Teenagers
- Young adults
- Adults in middle age
- Elderly people

Other identities:

- Various religions or cultural clothing (including people wearing hijabs, etc.)
- Pregnant people
- People with intersectional identities (more than one identity listed here)
- People in roles or careers not typical for their identity that counter stereotypes
- Couples and families (same-sex or interracial, couples etc.)

Photo Selection Tips

- 1** Find opportunities for white people to be **supporting characters** in images.
- 2** **Be specific**, even if it feels uncomfortable. It's okay to search for particular identities (e.g., "latino man in a wheelchair").
- 3** Ask yourself "**Who is not included?**" and "**Who *should* be included that usually is not?**"
- 4** **SLOW DOWN.** Finding more inclusive images takes a bit more time and intention, but it's worth it. Run the photos by someone different from you.
- 5** Choose images that **challenge stereotypes**, and make unexpected choices. They'll make your design more interesting.

Note: Not all aspects of one's identity are visible in a photo, and not all identities are included here.