

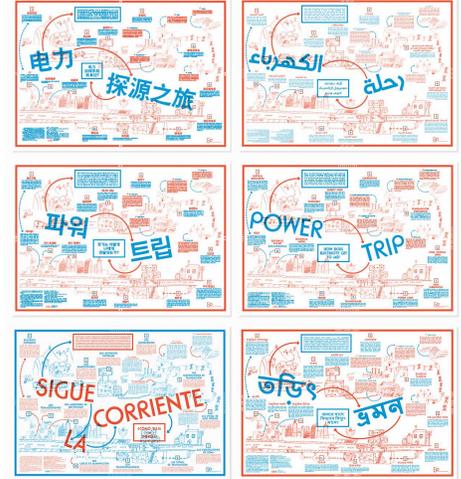
## Dynamic visual tools help connect immigrants to essential services



The *Es Tu Dinero, Decides Tú* posters explain immigrants' access to financial services in Spanish and English



The *Language Rights Are Civil Rights* wallet-sized guide that helps limited English proficient New Yorkers access interpretation



The *Power Trip* posters explain the electricity supply chain in six languages

Just in time for Immigrant Heritage Week, the Center for Urban Pedagogy (CUP) has created a set of exciting visual education tools that help new New Yorkers access vital city services, expand their financial opportunities, and fully participate in civic life.

Educational tools that use design and graphics to convey essential information operate outside of the barriers of language. The tools profiled here use visual communication to break down complicated policies and systems for those with limited English. With greater knowledge immigrants can move more swiftly towards healthier lives, more fulfilling careers, and a greater voice in the way New York City is shaped.

*Es Tu Dinero, Decides Tú* is a Spanish-language fold-out poster that compares the different ways to borrow, save, and get money—from informal services like check cashers to more mainstream services like banks and credit unions. The poster is a collaboration of CUP; [Remás](#), a nonprofit that improves access to information about financial options to better the lives of immigrants; and the graphic designers Mary Voorhees Meehan and Neil Donnelly. Using bright graphics and inviting hand-painted lettering, the project answers common questions about banking and immigration status and offers detailed pros and cons of formal and informal financial services. [Remás](#) is now distributing the publication to financial literacy organizations, consulates, and local businesses in Brooklyn's Sunset Park.

*Language Rights Are Civil Rights* is a wallet-size fold-out guide that helps community members with limited English proficiency learn about and access their right to an interpreter. New York has a variety of innovative laws that guarantee everyone the right to interpretation when dealing with schools, police, hospitals, and more. However, many immigrant communities are not aware that they have these rights. To create this guide, CUP collaborated with the [Language Access Project](#) at Legal Services NYC and the designer Melissa Gorman. The tool is translated into Spanish, Chinese, Bengali, Russian, Arabic, Haitian Creole, Urdu, Korean, Polish, and French – the 10 most commonly spoken languages of the city's limited English proficient populations.

*Power Trip* is a large-scale poster that visualizes the long journey New York City's electricity takes from raw natural resources to our power outlets. The poster was collaboratively created by CUP, teaching artist Samantha Contis, and a group of Queens public high school students; it was designed and typeset in six languages by Benjamin Critton. The project has been used to educate young people about NYC's electricity infrastructure and to foster conversation in community meetings on energy.

The Center for Urban Pedagogy (CUP) is a nonprofit organization that uses the power of design and art to increase meaningful civic engagement. To learn more, visit: [welcometoCUP.org](http://welcometoCUP.org)

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