Week 7.1 Clarification of “Universal Responsibilities” theme

The goals of currency
A world currency needs to do two things successfully: facilitate economic exchange and foster the growth of a common ideology among the people using it. The former is a logistical problem while the latter is a creative design problem and is dictated by the currency’s theme. The theme of the Plus is one of Universal Responsibilities. With the Plus, I hope to encourage the world’s people to embrace a series of responsibilities that all people across all cultures can value and practice. This theme is based largely upon the values espoused by the United Nations. There are three rules I have set for myself:

1. One value per denomination
I want to create a clear set of imagery and symbology for each bill. If each bill had more than one responsibility the visual message of the bill would be mixed; I would be trying to accomplish too much and my message would become diluted. The same way a brand steward keeps the brand identity simple and straightforward to preserve it, I am the bill steward doing the same thing to reach the same goal.

2. A hierarchy of values analogous to the hierarchy of bills
The bills proceed as such: 1, 5, 10, 20, 50, and 100. The smaller bills can be viewed as building blocks of the larger bills. For example, to change a 100, one may receive two 50 Plus bills; the 100 is comprised of the smaller denominations. Also, the order of the bills logically proceeds from smallest to largest. Similarly, the values of the bills are ordered so that the most fundamental of responsibilities are at the bottom, and the ultimate values to which we aspire are at the top; earlier, smaller steps must precede later, larger ones.

2. Use of images and symbols that are as omnicultural as possible
To reach as many people as possible with my message, I must speak in a visual language common to all. However, I recognize the fact that this is impossible and reconcile such a shortfall with the understanding that if a person does not understand my currency immediately, he or she can still learn. For instance, a child seeing a dollar bill for the first time does not understand the significance of George Washington, but will eventually learn it in school. And the aim of my currency is to educate the world’s people of strong values.

Here is an explanation of my bill values (my coins are Freedom of Speech, Liberty, Justice, and Peace):

Equality (1 Plus): Equality is the cornerstone of civilized society. The establishment of equal rights of each individual is the first premise laid out in each of the United Nations’ declarations.

Community (5 Plus): Community signifies the solidarity of a body, the common strength derived from the sacrifice of the strong for the benefit of the weak so that the whole can remain intact. Community can only be accomplished if it is recognized that all of the members are equals.

Education (10 Plus): Education and enlightenment are one and the same. Knowledge is the greatest resource and the primary commodity to be shared among members of a community.

Sustainability (20 Plus): Of all the knowledge in the world, the most important is that which teaches us to coexist with the resources the world allots us. Without that knowledge, the rest is useless for survival.

Development (50 Plus): Once sustainable practices have been enacted, the safe and sustainable development of health, economy, prosperity, and a high standard of living can be put into motion.

Unity (100 Plus): And, of course, the ultimate goal of all of these values is complete unity of the world: total peace, total equality in all things material and political, and total freedom for all.