RUPAUL'S DRAG RACE + THE TORONTO DRAG SCENE
WHAT IS THE ARCTIC?

- The Arctic has several different definitions
  - The National Snow and Ice Data Center provides 3 definitions
    - The region above the Arctic Circle, an imaginary line that circles the globe at approximately 66 degrees, 34 minutes north
    - Where the tree line ends
    - Temperature based demarcation line
  - The Arctic Council uses its own definition
    - The “Fuzzy” Border
    - Issues with nautical boundaries
“I think it’s great for their growth.”
- Jarome Iginla
Identity: examining graphic representation in promotion materials
Reflected Identity: examining graphic representations in promotional materials