Coding Category	Description and Criteria
No "Message"	Images did not have an ostensible visual motif or message for the viewer; rather they can be appreciated for their artistic value and aesthetic merit rather than an underlying
DEI and Culture	Images presented messages about diversity, equity, inclusion and culture, with an attention both to local diversity within the city and international multiculturalism. These images might also feature aesthetic motifs or images from other cultures or geographies.
Histories	Images included historic figures, moments in history, or other notable references to past events, both locally or more nationally/internationally.
Politics and Justice	Images articulated messages about politics and social justice, including equal rights, voting, and DC statehood.
DC	Images referenced the city, its unique idiosynchrocies, and/or iconography (flag, map, etc.) in an observable way.
Business	Images contained depictions business, commerce, or shopping.
LGBTQ Themes	Images touted LGBTQ messaging, iconography (rainbow, LGBTQ flag, etc.), or other messages about pride that are uniquely LGBTQ-facing.