

Memo

To: Dànielle Nicole DeVoss
From: Christina Tower
Date: 11/1/2006
Re: Final Project Proposal

Project Purpose

The purpose of this multimedia project is to explore and expose hunger in the United States. The primary goals of this project are to raise awareness, question beliefs and inspire activism.

The tragedy of hunger and poverty in America and around the world, aren't unnoticed by most of us, they are ignored by us. However, when Hurricane Katrina struck, the Internet and other forms of digital communication drove through our ignorance and shoved the stark realities of human suffering, right into our living rooms, our offices, right in our faces; and America responded. Just yesterday at Barnes and Noble, a group of high school students was raising money to go on a road trip to help with Katrina recovery.

Why multimedia? I'll forever have faith in the power of traditional rhetoric, to transform, enlighten and educate; to delight and engender thought—even those that infuriate. Yet, it's clear we've reached an age of technology that is so sophisticated it's become simple; Simple in that millions of users have embraced digital technologies like the World Wide Web as an essential everyday tool. Sharing and expressing thoughts and ideas in digital spaces is so "normal" we have to remind ourselves to keep our eyes on communities where the digital divide still exists. In spite of the strides that still need to be made on access, I would still assert, this is the moment to make history as educators and students, as citizens of a "wired" world, to stretch and break the boundaries, to explore, poke and prod the evocative, extra-sensory medium of multimedia and treat it as a credible mode of thought, research and rhetoric.

Project Product

I've started work on a multimedia expose of hunger and poverty in America. I expect the piece will be 12-15 minutes long. The piece will include, quote, facts, figures and images of and related to hunger and poverty in the U.S. There will be a soundtrack to accompany the text and images, which are meant to deepen the impact of the content, not merely "dress it up." If this project is successful it will answer or address the following questions:

1 NO MORE HUNGRY

Who is hungry and poor in the U.S. and why?
What would it take to end hunger and poverty?

2 DEFEND THE CAUSE OF THE POOR

How are current welfare programs working?
Who is being helped, harmed, and why?

What important welfare issues will be on the table in 2002?
What does it take to help people get out of poverty and into good jobs?

3 WHO PROVIDES FOOD FOR ALL

How do national nutrition programs, such as food stamps and school meals, work?
How can these programs be simplified and strengthened?

4 SUFFICIENT FOR THEIR NEEDS

What constitutes a "livable income" in the U.S.?
How can public policies support poor people to make ends meet?

5 OUR GREATEST ASSET

How are U.S. children faring?

6 WHO ELSE IF NOT YOU?

How should personal and social responsibility be balanced?
What is the role of faith-based organizations?

Project Audience

The audience I would like to capture with this multimedia piece are men and women of all ages, but specifically those who are in college and working. One of the reasons it made sense to do this project as a multimedia piece, is that I believe most of the people in a position to make a difference in issues of hunger and poverty, have access to the WWW and are familiar and accustomed to this mode of rhetoric. Were my target audience lower income families, this would not be as affective a form or communication.

The profile for my target audience is based in part on the report we read in week six, *Pew Internet and American Life, "Who's Not Online:"*

Race: White
Gender: Woman
Education: College
Income: of \$50,000-75,000+

The report actually shows similar men, not women, are more likely to have access to the internet, however, some brief research on men and women and philanthropy leads me to believe that women would be a better audience for this piece.

"Last year, women controlled more than half of the personal wealth in the United States, and the evidence indicates that they will make and inherit additional wealth in the near future."

-Guidestar.org

<http://www.guidestar.org/DisplayArticle.do?articleId=996>

Technical Aspects and Resources

The technical tools I have used so far include:

SwishMax

<http://www.swishzone.com/index.php?area=products&product=max>

I am using SwishMax as my primary authoring tool. With it I can incorporate text, images, sound and formulate it into a cohesive, choreographed piece.

Adobe Photoshop CS

<http://www.adobe.com/products/photoshop/>

I am using Photoshop CS to edit all of the images in my piece.

Sound Forge 8.0

<http://www.sonymediasoftware.com/products/showproduct.asp?PID=961>

I am using Sound Forge to mix the sound clips in my piece.

Blogger beta

<http://nomorehungry.blogspot.com/>

I built this blog with Blogger beta. It was a really simple way to pull all of my research together (I am still using it to keep all of my data in one place.) It gave me powerful tools such as RSS and embedded images and video. It is very flexible and easy to use, and has made the work more fun to do.

WWW/Google

<http://www.google.com>

Best invention EVER. I have used the Web and Google, exclusively, for all of my research on this project. Thanks be to Google 😊