The Passion Project: Furthering a Holistic Biblical Theology of Passion and Purpose Through Visual Storytelling

Graphic Design
Oral Presentation
Creative and Artistic
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Proposal

The Passion Project is a visual storytelling project that seeks to capture, celebrate, and share the big dreams and passions of young adult Judeo-Christian believers in order to launch a conversation about what God is doing in this generation for His glory. A look at the Judeo-Christian perspective of work and purpose in America today reveals a twofold void concerning passions and dreams. First, a holistic approach to passions and dreams is lacking because a non-Biblical cultural narrative of these topics has diluted the weight of these terms and the action merited by this weight. Second, there exists no space in which the stories of “dreamers and doers” are brought into one collection to communicate the significance of what God is doing at large in the church today in light of the context of culture. The most effective creative solution to these two voids is creating a visual storytelling project interviewing college students directly on this topic in order to compile these stories into one place and launch a discussion on these topics of passion and purpose. Five interviews were held, and the final project selects the best interview
and demonstrates how the content would be disseminated across several social media outlets, a website, and a quarterly journal. The creative research explores the precedent for successful cross-platform storytelling projects such as popular photography project “Humans of New York” and impactful book and traveling exhibition 200 Women, critiquing and applying appropriate elements to the final piece. Overall, the model provides a single sample of one student’s story that, when multiplied, represents the larger project and purpose as a whole, challenging viewers to confront the weight of passion and purpose through the simple method of visual storytelling.