

Research Week Proposal Submission

Title: Future You

Program of study: Graphic Design

Presentation Type: Physical Poster

Subtype: Creative and Artistic

Mentor Name & Email: Todd Smith (tasmith2@liberty.edu)

Students Name & Email:

Rebekah Dinelli (rldinelli@liberty.edu)

Jonah Browning (jdbrowning1@liberty.edu)

Abstract: The project is called “Future You”, and it is designed to engage high schoolers who are not aware of all the potential job options they may have. Research shows that STEM subjects are too heavily forced on high schoolers and those who do not excel at those subjects end up feeling useless. Through research it was discovered that a majority of students are unaware of the potential job opportunities that are available to them in area that they are actually interested in. It was also found that most high school students feel readily unprepared for college. The campaign contains visuals that make use of graffiti style artwork that would catch the eye of high schoolers through the use of bright colors and powerful imagery to display our message. This campaign aims to draw students to a website where they can explore career options that are not typically mentioned in classrooms and help connect them with experienced people within those fields. Since the audience is composed of high

schoolers, our graphics will be displayed in malls where students normally frequent.

We will also put up our graphic along city streets where many students will walk past, as well as outside schools.