

Human Rights Awareness

Preparing Your Project Proposal (JMA 260)

Proposal submitted by:

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Executive Summary

The awareness of human rights and the current state of social inequality in the United States is a subject we need to breathe life into. This project is specifically designed to do so, using multimedia tools such as logos, videos, audio, websites, and commercial brochures to get more information out on the topic of human rights.

Our hope is to inspire others to join the fight for human equality, and educate society on the social injustice of our world. By advocating for this specific topic, we hope to reach out to those whom are subject to this unjust social construct as well, and give them support and courage to advocate in their own social groups for equality.

Description of Topic

In the simplest terms, human rights are inalienable, fundamental rights to which we are inherently granted simply for being human. With that being said, human rights are not an equal playing field. Factors such as race, gender, nationality, religion, and many others cause disruption to this equality. The right to bear arms, sexual orientation, gender identity, reproductive rights and many other topics are subjects of great debate when it comes to human rights, and hopefully our campaign will help provide background and summary on these issues, and why they are issues at all.

Needs Analysis and Description

The world needs more advocates for human rights and equality. It is a subject of such disagreement and tension that many parties cover it up, or pretend it does not exist. Some people, even cultures, can live in a world where human equality does not even exist, completely unaware that such an idea is even fathomable.

While it is a growing fight and a strong one, I believe a campaign of this size will help spread the word even further, and provide some new knowledge.

Target Audience

The target audience for this project would be late-teens and young adults, coming from any background and with any experience. It would be something that anyone could relate to with the right sociological imagination, and that is in a way what we hope to help them develop. The likelihood is that this campaign will reach more middle-class families than anything, considering their access to the internet and media is greatest. The target platform is the Web and paper, as we will design a website to reach the online audience and a brochure to reach those at rallies and events. This will allow anyone to be able to see our project.

Creative Strategy

A monocolored website with splashes of color to draw the eye where the most relevant information is. The design will be easy to use and very upfront, to increase the usability of the site. A seamless, responsive design will be used to minimize the use of pages and frames, instead allowing the user to simply scroll directly through the information. The main goal is to make the site look simple, and easy to use.

Project Implementation

The first step that will be made in this project is brainstorming and designing a logo. We will create something simple yet elegant, and unassociated with any social construct to emphasize the importance of equality. This should take about 9 hours total, 2 for planning and 7 for implementation. A few different versions of this will have to be designed, for commercial use and for the webpage. The flyer planning should take about 8 altogether, the commercial the most at almost 27

hours for a absolutely perfect and representative advertisement. The website will be the easiest task, and will be done between working on the logo and flyer.

Budget

<u>TASKS</u>	<u>TIME</u>	<u>COSTS</u>
Logo: Planning	2 hours	\$150.00
Logo: Development	7 hours	\$525.00
Flyer: Planning	4 hours	\$300.00
Flyer Development	4 hours	\$300.00
Commercials: Planning	12 hours	\$900.00
Commercials: Development	15 hours	\$1,125.00
Website: Planning	5 hours	\$375.00
Website: Development	3 hours	\$225.00
TOTAL.....		\$3900.00