

A Brand New You

Your Personal Billboard

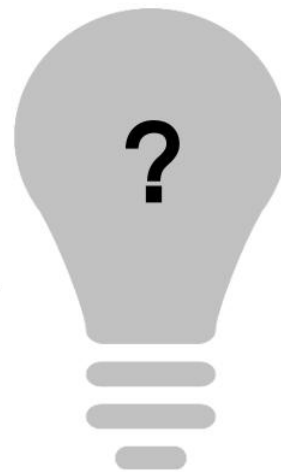
ASSIGNMENT: Create a Personal Billboard

Who Are You & What Do You Stand For?

- What do you want your classmates to think of when they think of you?
- How do you want others to perceive you?
- What's your story?

Communicate the idea you want to stand for through words and images.

Think of this as your own personal billboard.



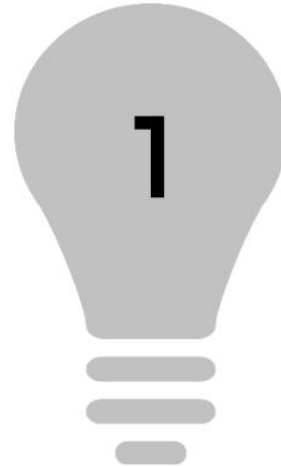
Part One: Personal Expression

Look for images that tell your story or communicate the idea you want to stand for.

Questions to ask yourself while looking for images:

- What does this image associate me with?
- Is that what I want others to think of when they think of me?
- What emotions does this image evoke?
- Are those emotions the same as the emotions I want to convey?
- What is my opinion of the subjects in the image?
- Are those perceptions I want others to have of me?

Select at least five images that best tell your story or communicate the idea you want to stand for, then piece them together in a collage.



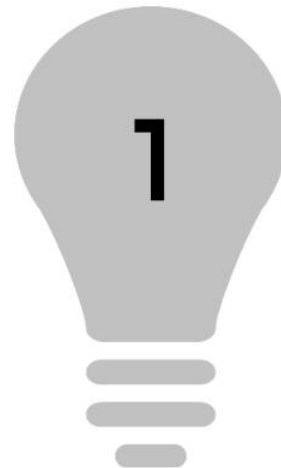
Part One: Personal Expression

TIP!

Use the arrangement of the pictures to tell your story.

- Photos arranged in a neatly organized grid could convey orderliness or control.
- Photos torn by hand could convey craftiness or ruggedness
- Photos randomly placed could convey excitement or chaos

Think of the mood or personality you want to convey. How does the arrangement of your images convey that mood or express that personality?



Part Two: Personal Statement

List out at least 10 things you can do to communicate who you are or what you stand for.

Questions to ask yourself while brainstorming what you can do to communicate who you are and what you stand for:

- What do I want people to think of when they think of me?
- What can I do or say to make them think that?
- What emotions do I want people to feel when they think of me?
- What words or ideas can I use to convey those emotions?
- What opinions will my actions receive?
- Are those perceptions I want others to have of me?

This list of things you can do to communicate the idea you stand for is the outline for your personal statement. Organize the points & write a 200-word (ish) paragraph about who you are & what you stand for.



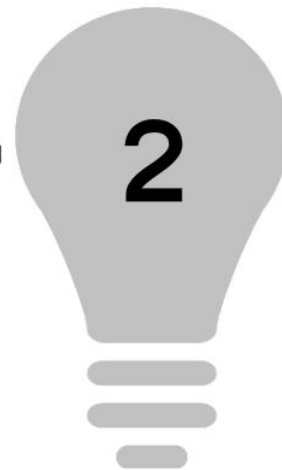
Part Two: Personal Statement

TIP!

In addition to what you say, how you say it can also tell your story.

- A personal statement with many exclamations and a fast-paced rhythm could convey excitement or passion
- A personal statement with a flowing sentence structure or soft language could convey comfort or a carefree attitude
- A personal statement with sophisticated words or an educated tone could convey intelligence or thoughtfulness

Think of the mood or personality you want to convey. How can you use your word choice and sentence structure to convey that mood or express that personality?



Part Three: Personal Description

On the back of your billboard, describe the choices you made to communicate who you are & what you stand for.

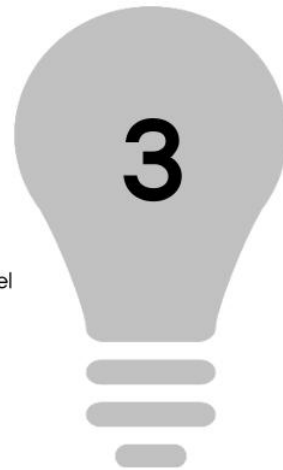
Answer the following questions, describing how you used your billboard to influence the way others see you.

For each of the 5 images:

- Why did you pick this image?
- Why do you want others to think of this image when they think of you?
- What emotions does this image convey and why do you want others to feel that emotion?

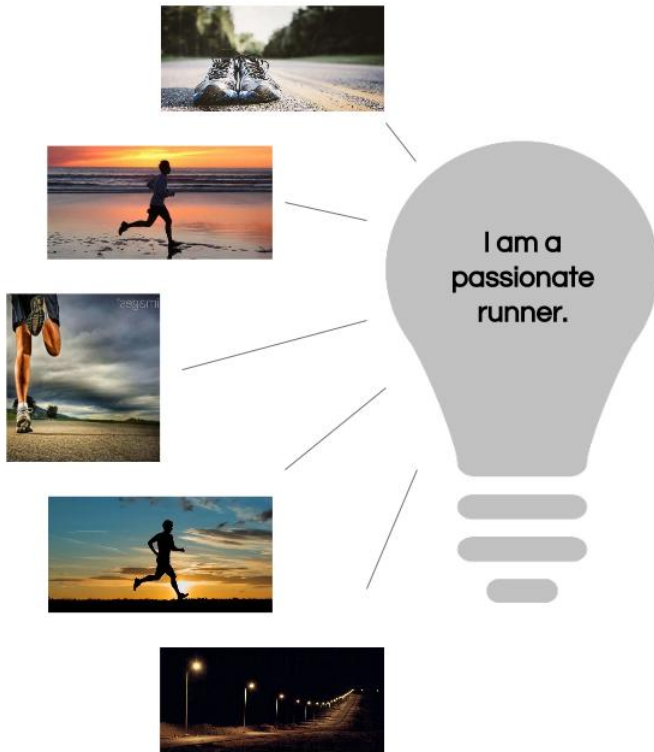
How does the arrangement of your images convey the mood or express the personality you want communicate?

How do your word choices and sentence structure convey the mood or express the personality you want to communicate?



Billy's Example

Part One: Personal Expression



I am a passionate runner.

These images associate me with running by displaying runners and shoes. They also associate me with my favorite places to run: outside on the street, at the beach, or at night.

Since running is primarily an personal activity for me, I wanted to communicate the individual nature of the sport. I picked pictures with a single person running instead of groups or people in a race.

Running is also about pushing myself forward, so the runners are shown from the side or back moving forward, not from the front.

These images convey the mood I want to communicate. They show passion, not competition. They show motivation and inspiration. By showing runners in motion and the settings of a run, I wanted to convey effort and hard work, not victory or the finish line.

Part One: Personal Expression



I am a passionate runner.

I used the arrangement of my pictures to communicate the forward movement of running.

The pictures are cropped at a slant to represent the runner's movement.

The slant on each of the pictures is the same, creating a rhythm in the imagery - the same rhythm of a runner's feet hitting the ground.

I separated similar images (the two runners and the two close ups of shoes) with the text of my personal statement to make the collage more visually appealing and less redundant. But the similar images also convey the repetitive movement of a run.

Part Two: Personal Statement

I don't run to be the best; I run to be better. I don't run to be the greatest; I run to be greater.

I run to push myself – to test my boundaries, to learn how far I can go, and then go even farther.

I started running out of a pure desire to move – to just go, and to go far. I went for a run at 10 years old and haven't stopped running since. Today – years and years later, miles and miles farther – I'm still running, still pushing myself, still testing my boundaries.

Running through the mountains or down the beach clears my mind, providing an escape from stress-filled days. Running through the city helps me better learn the roads as I witness hustle and bustle and listen to the symphony of the streets.

The blisters on my feet don't stop me, nor do the sore muscles. Dehydration. Exhaustion. Fatigue. All of these are challenges I push myself through, but I find few things more satisfying than overcoming these challenges to reach the end, to cross the finish line, to accomplish my goal.

And when I'm done with a run, when I've pushed myself farther or harder than ever before, I feel tired, I feel exhausted, but I also feel better – I feel greater – than I was before.



I wanted my personal statement to convey a passion for running, not a passion for competition, so I focused on what running means to me as an outlet to better myself.

To convey motivation, I discussed breaking boundaries and pushing myself with descriptive words and an inspirational tone. The repetitive sentence structure mirrors the repetitive nature of running.

To communicate the challenges, I used each as a sentence of its own, emphasizing the weight of each hardship with my punctuation.

My last paragraph has a similar sentence structure and word choice to the first two, bringing the statement in a circular loop, as the runner's path often takes him home.

Part Three: Personal Description (compiled from previous pages)



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William John Otteman

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18.5 years running

14.5 farthest distance ran

5:15 fastest mile ran

40:04 fastest 10k

NAME: _____ PERIOD: _____ DATE: _____

Tasks needed to accomplish today – October 6, 2016

Follow directions. Use the example. Focus on the details

- Brainstorm on aspects of yourself that you could use for your personal brainstorm
 - **Example:** *Passionate Runner, Experimental Artist, Intentional Counselor, Determined Athlete, etc.*

- Select one and decide on images to include that would allow others to perceive you the way you want to be perceived.
 - Choose at least 5 images.
 - Paste images in a Google doc and share with akalmaDVD@gmail.com.

- Write your personal statement.
 - 200 words (175-225 is okay).
 - Remember to write in the manner/style that coincides with the way you want to be perceived.
 - Use the example.
 - Share with akalmaDVD@gmail.com

- Assemble your personal billboard.
 - 8.5" x 11"
 - Either landscape or portrait
 - You choose the layout, design, font, cropping, text size, etc.
 - BE INTENTIONAL about all the choices you make.
 - You are going to need to explain why you chose to do the things you did in your personal description.
 - Also, share with akalmaDVD@gmail.com

By this coming Monday, you should have a rough draft complete of your personal billboard with the images and the personal statement so that we can begin to critique one another's and cycle back through the design process.