

Description: This project is intended to show an advanced level of digital visual communication. You will take a proposition and translate the key components into Spanish. You will include imagery, placement, hierarchy of information, contrast, balance, and correct translation of your proposition into a color brochure. Leadership skills you will show are collaborate productively, manage projects effectively, and communicate powerfully. Work in the same groups you are working with to research your propositions.

KNOW (Mastery): When this artifact was assigned, we had been working in groups where we researched the propositions that were on the ballot for California during the 2012 elections. In our history class we wrote a team platform paper in which we discussed our proposition in general terms. It was a way to understand the proposition at a basic level before we went deeper into the meaning and implications of either voting yes or no on the proposition of our choice. When we had all the information we needed and were sure of our position on the prop, we were then asked to translate our team platform information into Spanish. All this work was to prepare for our exhibition night in which we would inform voters on the propositions that we had learned about and why they should vote yes or no on the measure. The assignment was specifically to create a brochure informing Spanish speakers about the proposition and where our group stood in terms of what they should vote. The purpose in translating the information we had and creating a visually appealing brochure, was to ensure that we not only reached those who could understand our advertisements on exhibition night, but also reach a whole different audience, that in the 2012 elections played a critical role in deciding a lot of what happened. This group of people were all those parents of students who, like my own, speak Spanish at home. This artifact served to prove the importance in educating all types of people not just one type. While creating the brochure, it was important to keep in mind all the visual aspects. It had to be not only informative, but also something that people would actually stop to look at. It was important to know how to use pages and have knowledge on the types of pictures that would be persuasive to our Spanish speaking audience. Not only knowing the language was important, but knowing how to place things on the brochure so that they were as effective as possible was equally if not more important. Placement determined whether they would continue reading and it was important to place the most important things first, in a place where they would see it.

DO (Application): My group's brochure was on proposition 36, which had to do with the amending of the Three Strikes Law in California. We were for this proposition and believed that the right thing for people to do was to vote yes on prop. 36. In our campaign ad created in English class, our main focus was how by keeping the Three Strikes Law the way it was, we were wasting money and spending too much on keeping non serious or non violent criminals in jail when we could be spending it on

education and other programs that would benefit our society. Because of this, we decided to make the first thing people saw, falling money and big bold letters that said Yes on Prop. 36 in Spanish. The falling money was first of all, to get the attention of the audience. People now a days are always worried about losing money and what they can do to perserve it or make more that is why having those images seemed like a clear route to take. Secondly, the falling money also has to do with the belief that our group had about what was the current Three Strikes Law, that it wasted money, therefore falling money bills represented a waste. When someone opened the brochure, the first thing they saw was a general blurb about the proposition and what it was intended to do. In Spanish, we provided with what the proposition actually was and what their vote would mean if they voted yes versus if they voted no. When the brochure is completely open, the reader would gravitate to the section on the far left of the brochure, they saw picture of prisoners and their families with explanations as to why they were affected by this proposition. It was important to place that section where it was so that it was what their eyes gravitated to. Our best shot at convincing them of voting yes on prop 36, was to get at them through emotions. If they felt bad for the people affected, they would most likely be open to accepting the other parts of the brochure we had to offer. The next thing that the reader would see, was a section that let them know what the people thought. By having this section, we were able to try to give them a sense of what others were thinking. Underneath that, is a blurb on our opinion and how we believe they should vote on the proposition. In the last section, we talked about why we think it would be important to have proposition 36 pass. We once again put pictures of seniors and children because we know that most people have people of those ages who they care for and woud want the best for them. Less money spent on prison systems means more money spent on programs that benefit this group. On the back of the brochure was our catch line in Spanish. When reflecting on everything that went into creating this brochure, I realize that I can use the knowledge of persuasion, placement, colors and even just knowledge about how to convey a message in Spanish in many different areas of my educational career. When I go on to college, I feel that being bilingual will really help me, especially in the career path that I want to pursue. I don't just want to be able to convince one type of person, I want to be able to say what makes people of both English and Spanish languages understand the message I am trying to convey.

The leadership skills that we used during this artifact were completing projects and communicating effectively. This was a project that was on top of all the other exhibition stuff we had going on and it was important to keep in mind that this project was just as important as the other ones. Even when I was busy with other stuff, I worked on the brochure whenever I could and met my draft deadlines.

Communicating effectively was also a very important part of the creation of the brochure. There is a certain way in which people look at brochures and in order to convey our message in the most effective way, we had to keep in mind that unique

way of viewing a brochure. At the end of the day what mattered was that people were convinced of what we thought was the best decision when it came to proposition 36.

REFLECT (Metacognition): Through this project I learned about the importance of not only reaching one audience but multiple. I come from a family where our primary language is Spanish and a lot of the times when I do projects at school, I realize that though they may come to my exhibitions, my mom may not necessarily understand what my project was about. Keeping in mind that people are different, makes me want to be able to allow the resources for Spanish speakers to understand my work not just English speakers. This concept was especially important, with this last project because it was a way of informing people for the 2012 elections and in the elections not only English speakers vote. All people who can vote, vote. I am proud with how the brochure came out, not a lot of Spanish speakers took them, but the few that did I felt were informed and would make good decisions. I am proud because for this specific project, I felt that I was very productive and I managed my time effectively. It was a quick process and I hope that in future projects, I can do the same. I usually wait until the last minute to do something and I feel that if I keep in mind what I did with the brochure project, I can be more successful in terms of time management.