

TO: Lori Bedell, Professor
FROM: Makensi Ceriani, Aspiring Full-Life Liver
DATE: April 14, 2013
SUBJECT: Advocacy Project

We are the next generation, and someday the past. If we want an inspiring legacy to leave behind, we need to be inspired. We need to be passionate and champion causes, need to breathe empathy and create movements. Need to advocate for the joys and against the horrors of the world. This is a collection of open-ended pieces for personal advocacy, for hope, because we need to know we are able to save someone, even if it is just ourselves. It seems like art for art's sake but art's sake is really just for humanity's sake so, for my sake, believe it is for someone else's.

Audience

These messages are for a universal audience, for any individual struggling against *something*. The boy who suffers from nameless depression, the woman in an abusive relationship, the child who is bullied, the veteran with flashbacks, the girl with no confidence, the man suffocating beneath stereotypes; the people who need some message of hope to carry within them.

Justification of Mode

Posters are easy, noninvasive ways to get a message into the world. It can be chose to be ignored, but for some it will strike a chord. A poster, a flyer can be of anything, for anything; its metamorphic nature matches the piece's concept of universality. Its significance is inferred by the person, its meaning exists when a person recognizes a bit of themselves in it; it can be anything or everything for someone, anyone.

Justification of Message

It is an offer of kindness, a reminder of internal strength, an advocacy of humanity. Someone once said, "You've gotta have hope. Without hope life is meaningless. Without hope life is meaning less and less" and I would like to give hope if only to add a little meaning to somebody who may desperately need it.

Topic exigency

Everyone has internal and external demons, it is not fair to exclude by choosing a group or assigning a specific meaning. I want people to take what they want from it, it is to be a personal message to each who sees them. A little bit of light to carry through in their own darkness. Each person has a something or someone holding them back, holding them down, everyone. I want everyone to have some hope, some faith. For me, the message is a kindness, random and unassuming, and I think once kindness starts it just flows from one individual to the next. This is a giving, in a world full of so much taking and takers.

Constraints (audience, topic)

I won't deny that this may seem vague- it is everything anyone can believe? But Hope *is* universal, inspired by the mundane, the epic, by one person's perceptions. Who am I to deny a certain type of hope, especially when I am intent on reminding people that it exists? Hope is bone deep or feather light, visceral or ethereal, whatever that person needs. I cannot regret this message even if only one person feels it because hope is a kindness, and you know how I believe about kindness.