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FA20 Thesis Development
Abstract + Thesis Proposal

Abstract

YRWe Broadcasting is a news channel that uses humor to report on existence. Specifically interviewing people on their perspectives regarding humanities origin, our purpose, and death and possible afterlives.The goal is to enable myself and others to feel comfortable talking about their beliefs and provide an alternate, light-hearted but equally relevant source of news to what we have currently. To bolster the conversation about humanity's existence before it's too late.

Proposal

Existence is the most important topic that the news providers do not cover. Immediate issues such as climate change and social injustices, threats to existence, are focused on, while existence itself is overlooked**.** I am proposing a news channel that uses humor to report on existence as a method to open up the conversation around personal beliefs.

The topic of existence is relevant to everyone. Despite the fact, it is not covered by major news broadcasting. The format of this news channel presents the topic of existence as the relevant issue it is. Including it in the circle of information deemed newsworthy by major news broadcasters.

I was born and raised in the Christian church which has shaped most of my worldview. I've found talking about my faith to be confrontational, for myself and others. These conversations are difficult to have due to my non-confrontational personality. I want to use this project as a vehicle to break out of my comfort zone and talk to people about aspects of my faith, specifically how and why humanity exists, the end of the world, and the after-life.

The topic of existence is like a difficult test, it's a tough subject to cover and being wrong could result in a failing grade. A study conducted by Western Carolina and

Western Michigan Universities tested the effects of humor on anxiety levels and cognitive performance. Three groups were presented varying degrees of humorous content to analyze before a difficult math test. The group that was given the funniest content, a set of cartoons, scored higher and were less anxious before and during the test.[1] Humor will help ease the anxiety surrounding the topic of existence, and at the very least, provide a good laugh.

Within the context of Design, this project will help connect the designer to their work. Many designers have experienced misunderstandings about what they do and how they contribute to society. By putting myself into the design, as the news anchor and reporter, I reveal the designer as the author behind the work, and ultimately as a contributor to society and culture.

The final deliverables will be a brand identity for the news channel including a logo, wordmark, typography, color palette, and imagery, pattern, and/or illustration. This identity will be applied to the backdrop of the news channel set, on screen graphics such as chyrons, banners, and intros, the equipment and jacket for the news reporter, and the newspaper.

Additionally, three news segments, 3-5 min. long that report on the findings of live interviews will be written and filmed. A simple set will be developed consisting of a news desk, lights, and the green screen in PNCA's lighting studio. Social media accounts will be used to publish the broadcasts and put the information into the public eye.

A newspaper will be designed and printed, acting as a physical manifestation of the broadcasts, using the content from the interviews, highlighting interesting questions, images gathered or made during the project, and an explanation of what it's all about.

The interviews will be conducted using a set of questions designed to produce funny and interesting content for the news broadcasts. These interviews will be recorded using a tripod and camera. For a one week period, I will interview people from all

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[1]Thomas Ford, Brianna Ford, Christie Boxer, Jacob Armstrong. *Effect of humor on state anxiety and math performance*. (Western Carolina & Western Michigan University 2012)

around Portland to get as diverse of responses as possible. Then using the gathered content to form a news report.

The news report will include a weekly news update, an existential forecast for the week, and breaking news. I will give the report as the anchorman and publish the reports on Instagram, YouTube, and Twitter.

The social media accounts will center on the three news segments. Some introductory posts on Instagram will be made from the test takes, interview clips, and graphics which will tease the broadcasts and explain the news channel. I will create the social media accounts once the identity of the news channel is established, posting once or twice a week leading up to each broadcast.

The project will combine the visual language of news broadcasting, and the signs and symbols of existence, aiming for humorous results. This could of course take multiple directions. The first direction I explored took existential threats to the extreme. But the harsh graphics didn't align with the goal of opening sincere conversation around the topic. The next direction went far out, using psychedelic graphics to humorously approach the big picture content of existence, but similar to the first direction, it lacked the underlying sincerity.

This last direction took a more self-aware approach. The news channel has its own existence in question, empathising with the viewer and making it more relatable. The softer visuals are pleasant and communicate the lack of solidified answers that surround the content. The visuals are less opinionated and are more adaptable to a wider range of content, leaving room for a variety of humor, appealing to the larger audience.

The audience will be social media users. We share and receive so much of our information on social media, especially in today's socio-political climate making it the logical platform to publish such relevant content. I hope the audience will be able to connect with the content, start conversations about existence, and feel comfortable doing so; as well as have a better understanding of who the designer is and how they contribute to society.

Personally, this project will act as a vehicle to break outside of my comfort zone and to talk about my faith, and how it relates to existence. The exploration of how design can

be applied outside of printed media will expand my skill set allowing me to be a more versatile designer.

A constant source of inspiration is the TINY (Today in New York) pop-up shop done by Verdes, a marketing consultancy located in New York. The pop-up shop redefined the souvenir by selling bespoke T-shirts that stated what the customer did in New York; personalizing the souvenir, rather than it being an unrelated object to the tourists' genuine experience. This re-thinking of an existing system is a great example of reshaping the way we view existing cultural structures.

SNL's Weekend Updates is an already existing news channel that uses humor and parody to present content. Their hilarious reconstruction of current events is an inspiration to me on how to present content through the lens of humor.

All of my professors at PNCA have influenced my work; especially David Chathas and Bijan Berahimi. They emphasized the development and communication of my point of view through research and exposure to a variety of content. They taught me to understand the content and to gain fluency in it's visual language. I learned that it is important to experiment, pushing the boundaries of design and culture, and always be creating. This education has led to the development of a diverse portfolio that includes a wide range of content and media.

This project deals heavily in parody and appropriation, aligning with my past work, such as the Majors Week poster that copied the visual language of coupon flyers with a fiery twist. I created a restaurant identity that mimicked Californian fast food joints combined with Iranian symbols and tradition. I also produced a publication that used the deconstructed elements of the humor found in the American TV show, *The Office,* as a method for design. I also created a suit jacket that drew a parallel between the function of leisure and style of the lowrider car to formal-wear. Although this project follows the same equation of its predecessors, it fills in the missing gaps in my body of work. Areas such as motion, copywriting, performance, and world-building will all be bolstered by this project and be the perfect capstone to my portfolio.

The goal is for the conversation around faith and existence to be normalized and broken open, not only for myself but for everyone. Why and how we exist are the most important questions we need to have answers for, answers we'll never have if we don't start that conversation.

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YRWe Broadcasting

Project Description

Keywords—Identity, Research, performance, Film/Motion

YRWe Broadcasting is a news channel that uses humor to report on existence. Specifically interviewing people on their perspectives regarding humanities origin, our purpose, and death and possible afterlives.The goal is to enable myself and others to feel comfortable talking about their beliefs and provide an alternate, light-hearted but equally relevant source of news to what we have currently. To bolster the conversation about humanity's existence before it's too late.

Project—DELIVERABLES	**DETAILS**
- Concept - Name - Theme - Identity - Logo - Wordmark - Typography - Color Pallette - Pattern/Illustration/Style - Interviews - Questions - News Broadcasts - Set - Backdrop - Lighting - Anchorman + Journalist Fits - Report - Motion GRFX - Intro - Transitions - Chyrons - Banners (i.e. breaking news) - Ticker - Sponsor branding + Infomercial - Instagram - Pull Quote Post - Midweek Crisis Series	**Concept**—A name that combines news broadcasting, humor, and existence. **Identity**—A brand identity reflecting the core ideas of news, existence, and humor. Building a flexible visual language that can be applied to the deliverables. **Interviews**—In-person interviews that use a set of questions designed to produce funny and intriguing answers as content for news reports. **News Broadcasts**—Filmed reports given by an anchorman to be published via social media. Reports will be filmed on a set that utilizes the developed identity. A set of branded motion graphics will also be developed including an intro/outro at the start and end of each broadcast, transition for between segments, and chyrons and banners to pop up with relevant information. **Instagram**—The Instagram acts as a container for the final products. The account features pull quotes, a series of questions called 'Midweek Crisis,' and other content that fills out the world of YRWe Broadcasting. Such as, the channel's one sponsor: WindXtend Microphone Extenders.