John Ferri

Composing Digital Media

Dr. FitzPatrick

Undergraduate Teaching Assistant Ben Kraut

18 April 2018

Final Project Written Proposal

Question for Dr. FitzPatrick

How could I polish this podcast project for future academic and professional uses so that it is as engaging as possible, and so that it is as motivational and persuasive as possible as an advocacy piece to encourage people to promote cultural diplomacy?

How this Project will Build on My Previous Work in this Class:

This project builds upon the experiences that I have had with Audacity through the three-act ‘mini-cast’ project, from the Foley sound effect recordings and the Fairy/Folk Tale story in which those effects were used, to the ‘Pod Pals: Great Wordsmiths’ podcast episode about Sherlock Holmes.

Why I Need to Do this Project:

I am passionate about using music, arts management, and arts education as tools for cultural diplomacy, and about cultural diplomacy overall. I am constructing a global career in cultural diplomacy, so creating projects that explain, advocate for, and encourage contributions to this field will be helpful and practical for career-building.

This podcast project will capitalize on my technical and creative strengths because I will focus on clear, concise communication through a vocal audio track to explain, defend, and promote the field of cultural diplomacy. This plays to my creative strength of articulating my background in the arts, my passion for sharing the arts and the opportunities that they generate with others, and demonstrating how it is possible to use global arts and culture to foster understanding and encourage peace.

The podcast plays to my technical strengths because while it requires the use of many different components, including musical or ambient tracks in the background, transition sounds for different topics, mixing, and other audio effects, it is a straightforward and streamlined use of technology that reflects my personal focus on communication about and advocacy for cultural diplomacy. The main point of this type of podcast is not to show technical mastery, but to use technology strategically and effectively to convey a clear and persuasive message. Therefore, I will address my weaknesses in this course, which revolve around the use of more advanced, complex, and complicated technological tools by keeping the podcast effective and polished, yet streamlined, cutting down on or completely eliminating unnecessary ‘bells and whistles.’ At the same time, of course, this project will challenge me because I will be using Audacity significantly more than in the previous audio assignments this semester, so I will work with more features for mixing, cutting, moving, and modifying audio tracks.

How Will I Complete this Project?

 I have been and will continue to draw upon research sources related to cultural diplomacy, arts management, and arts education that I have acquired through previous courses, research projects, volunteer work, and internships. This includes the information that I had gathered for the writing and design final project advocating for cultural diplomacy that I created for the Writing for the Public course with Dr. Kubis, which was drawn from articles in newspapers such as The Washington Post, the Department of State website, the French Government website’s cultural diplomacy section, and digital articles from Public Diplomacy Magazine.

**Deadlines**

* Snowball Microphone: 4/16/18 (since renewed)
* Draft Script and Initial Background Audio Track: 4/17/18
* Workshop Draft: 4/18/18
* Final Choices for Music and Transition Sound Effect Audio Tracks: 4/23/18
* Final Script: 4/23/18
* Creation of Full Final Podcast Recording: 4/24/18
* Editing and Submission of Full Final Podcast Recording: 4/25/18
* Creation, Editing, and Submission of Final Podcast Project Reflection Blog: 4/26/18

What Resources Will I Use to Successfully Complete this Project?

I will utilize tools such as Lynda.com tutorials for Audacity, and podcast ‘tips, tricks, and best practices’ obtained through Internet searches, in addition to analyzing the ‘Being Human’ podcast from the Humanities Center, other classmates’ podcasts, and my previous audio projects, in order to learn from mistakes and incorporate good ideas and effective strategies.