YOUMEDIA
@Chicag Public Library
Geeking Out.
Workshops
Born Brave Ambassadors
Product to be developed:
- 3 Fresh Design/Concepts for a BTWF + YOUmedia inspired Tour Bus.

Themes
- Bravery, Empowerment, Inspiration
- Equality, Diversity, Individuality, Love
- Digital & Social Media, Access and Mobilization

Issues
- Anti-Bullying, Self-Confidence
- Well-Being, Diversity, Access
- Mentoring, Career Development

Audience
- Young People
Hanging Out/Messing Around
### Badge Types

- **Empowerzi**

- **Skill / Creativity**

- **Social**

- **Automatic**

- **Civic / Political Application**

### BADGES

Badges can serve as a means to signal the level of mastery I have achieved, and correlate it with roles I have played in activities.

### Born This Way Found

- **Empowering Youth**
- **Inspiring**

<table>
<thead>
<tr>
<th>Badge Type</th>
<th>Badge Image</th>
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<tbody>
<tr>
<td>Empowerzi</td>
<td><img src="image" alt="Empowerzi Badge" /></td>
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</tbody>
</table>

## Example Badges

- **Monster Poet**
- **Design Monster**
- **Keep Calm and Call Gaga**
- **It Gets Better**
- **Born This Way**
- **Dear You**
- **15**
- **Unity**

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[Image: Born This Way Found Badges](image)
BORN TO BE BRAVE
SOCIAL COMMENTARY THRUS THE LENS OF ARTISTS.... MUSIC, POETRY, VIDEO

POVERTY
URBAN VIOLENCE
BUSE OF POWER
DRUG ADDICTION
COMPLACENCY

• What’s going on in today’s society?
• Has much changed?
• Who has attempted to change it? Why?

• In what way could you use your medium to change society?

—VOCALISTS, RAPPERS, BEAT MAKERS
—POETS
—FILM MAKERS
#SAVECHICAGO

iRemix Marvin
WHAT’S GOING ON NOW
YOUMEDIA CHIAGO

LOVE + LIFE
MONSTERS

PRINCE TALENT
INNER VIEW

Can I live?
rbGb

Premiering at Yerba Buena Center for the Arts in October 2011...

Directed by Marc Bamuthi Joseph

by MAPP International Productions