

DOing GOOD in Capitol View and Manor

Overview:

This anti-littering campaign is designed to empower youth to become ambassadors of change through service oriented arts curriculum. Participants will learn to take pride in the beauty of their clean streets while building healthy disposal habits and teaching others to do the same.

The Creatives Project (TCP) Professional artists will work with community youth to create original art from recycled materials and will design and create logo/campaign signage and collateral to educate the community about anti-littering.

TCP Resident Artists will work with youth to design, plan, and execute this neighborhood beautification project while engaging neighborhood youth, residents, businesses and organizations. It is our hope to inspire and support the unity of our community through the involvement of fun art projects that brighten up our neighborhood!

Lesson/Project Title: Anti Littering Summer Camp & Beautification Project

Outreach Beneficiary: Capitol View (CV) and Capitol View Manor (CVM) organizations, residents, and youth;

Instructors: [Neda Abghari](#), [Masud Olufani](#)

Youth Participants: Camp Best Friends: Perkerson Park

Proposed outcomes:

How does the project benefit the neighborhood/community:

- cleaner streets= neighborhood pride
- community engagement & involvement
- relationship building amongst participating youth
- builds youth pride through the display of art and anti littering signage
- youth become leaders with a message as “anti-littering” ambassadors
- anti littering education for youth and community members

WEEK 1: June 11th: ReCycle. ReUse. ReVISIT

10:30 Artist and Student Introductions

11:00 Concept Presentation:

How is cleanliness linked to self respect, respect for others, respect for community?

Respect - (n.) an act of giving particular attention : [consideration](#)

Pride - (n.) a reasonable or justifiable self-respect

Responsibility- (n.) moral, legal, or mental accountability

Service - (n.) contribution to the welfare of others; the work performed by one that [serves](#)

11:15 Seeing garbage in a new way:

working artist examples;

- Vik Munez: <http://vikmuniz.net>
- Pam Longobardi: http://www.pamlongobardi.com/north_pacific_gyre http://en.wikipedia.org/wiki/Great_Pacific_Garbage_Patch

11:35 Becoming an ambassador for change

Facilitators will discuss the impact they envision youth having on their city as each participant will become anti-littering ambassadors through their involvement with the project.

11:45 Discuss next class; collection instructions

- making works of art from discarded materials
- recycle/collection instructions; cleanliness/safety

12:00 Community Walk Through

Guide neighborhood walk with youth to compare and contrast clean street v. polluted ones and to begin collecting materials for art making.

Supplies Needed:

Gloves, bags, cardboard, glue, scissors, paint,

WEEK 2:

June 18 ReCycle. ReUse. ReDESIGN

10:30 Concepts Recap

- Respect, Responsibility, Service & Pride
- Teamwork; how much more a group can accomplish than one person.
- Change ambassadors: Your positive actions inspire long lasting change.

11:00 Youth Brainstorming session

- VISUAL: what do you want your message to be with the creation of this art

- VISUAL: what symbols will best represent this message
- VERBAL: catch phrases/ mottos to strengthen your message

11:30 Project Layout/ Execution

- youth work collaboratively to create a design inspired by the work of Vik Munez to include a visual symbol and message motto selected during brainstorm session.
- Discuss discarded materials project and sort collected supplies.
- Breakout for project execution:
 - Team 1: design layout
 - Team 2: sort objects by color/design
- *Facilitator will monitor progress and offer words of encouragement and help to guide the project.*

11:50-12 Clean up/ Recap

- **clean up with respect for others**
- discuss weekly recycled material collection rules:
 - wash out all materials
 - sort by color
 - locate items based on design needs
 - collect colorful recycled materials

Supplies Needed:

markers, scissors, poster board, recycled goods: cardboard, cans, bottles,

WEEK 3:

June 25th ReCycle. ReUse. ReCREATE

9:30 Concepts Recap

- Respect, Responsibility, Service & Pride
- Teamwork; a group can accomplish much more than one person.
- Change ambassadors: Your positive actions inspire long lasting change

9:45 Complete Design

- finish design layout
- check/organized sorted materials

10:15 Workspace/ Materials Practices

- Discuss Tool safety and respect for others.
- Importance of maintaining a clean and safe work environment.
- How-tos for art making supplies

10:30 Artmaking Demo

Teaching artist demonstrate taking apart found materials and securing them to the design surface

10:45 Begin Art Making (session 1)

- Divide into teams to fill design with recycled materials
 - motto
 - main symbol
 - background
- Youth begin working within groups to fill composition with materials

11:50-12 Clean up/ Recap

- facilitators will demonstrate proper tool use and clean-up.
- clean up with respect for others
- discuss weekly recycled material collection rules:
 - wash out all materials
 - sort by color
 - locate items based on design needs
 - collect colorful recycled materials

Supplies Needed:

markers, scissors, poster board, recycled goods: cardboard, cans, bottles, hot glue guns, hot glue sticks, acrylic paint

WEEK 4:

July 2 ReCycle. ReUse ReBRAND.

9:30 Concepts Recap

- Respect, Responsibility, Service & Pride
- Teamwork; a group can accomplish much more than one person.
- Change ambassadors: Your positive actions inspire long lasting change
- Visual design and motto messaging can positively impact your cause and campaign

10:00 Introduce Visiting Graphic Designer

Laurel Rummel: Good Clean Design: <http://goodcleandesign.com/>

- what is graphic design
- why are logos/symbols important
- the importance of branding in message delivery
- what is our anti littering message?

10:30 Guided Logo Creation

- VISUAL: what do you want your message to be with the creation of this art
- VISUAL: what symbols will best represent this message
- VERBAL: catch phrases/ mottos to strengthen your message

11:00 Continue Art Making (session 2)

- youth break continue working within teams to complete design with recycled

materials

- motto
- main symbol
- background

11:50-12 Clean up/ Recap

- facilitators will demonstrate proper tool use and clean-up.
- clean up with respect for others
- discuss weekly recycled material collection rules:
 - wash out all materials
 - sort by color
 - locate items based on design needs
 - collect colorful recycled materials

Supplies Needed:

markers, scissors, poster board, recycled goods: cardboard, cans, bottles, hot glue guns, hot glue sticks, acrylic paint, **place order for 40 screen-printed logo designed t-shirts, place order for 40 anti-littering campaign yard signs w/stakes.**

WEEK 5:

July 9 ReCycle. ReUse. ReEDUCATE.

9:30 Concepts Recap

- Respect, Responsibility, Service & Pride
- Teamwork; a group can accomplish much more than one person.
- Change ambassadors: Your positive actions inspire long lasting change
- Visual design and motto messaging can positively impact your cause and campaign
- Graphic design = visual impact.
- Logos/symbols will help to define your message brand.

9:45 Logo Reveal

- selected campaign logo revealed to youth

10:00 Using a newsletter format to educating our community about anti littering.

- what is a newsletter? why are they important?
- newsletter samples
- what is our anti littering message?
- what do we want to teach our community about littering?
- what type of information will help to support our campaign?
- important & interesting facts about littering

10:30 Students create a newsletter

- breakout into groups to research selected newsletter topics
- student collect data to support their anti-littering message

11:30 Continue Art Making (session 3)

11:50-12 Clean up/ Recap

Supplies Needed:

markers, scissors, poster board, recycled goods: cardboard, cans, bottles, hot glue guns, hot glue sticks, acrylic paint, pen, paper, computer, **place an order for 1000 printed anti-littering newsletters**

WEEK 6:

July 16 ReCycle. ReUse. ReEDUCATE in Capitol View

9:30 Concepts Recap

- Respect, Responsibility, Service & Pride
- Teamwork; a group can accomplish much more than one person.
- Change ambassadors: Your positive actions inspire long lasting change
- Visual design and motto messaging can positively impact your cause and campaign
- Graphic design = visual impact.
- Logos/symbols help to define your message brand
- Printed and virtually published Newsletters can be used as a tool to share your message.

9:45 You are an ambassador for change. Let's spread our message to "do good"!

T-shirt presentation.

- Facilitators will present each youth with a special Anti-Littering Ambassador T-shirt
- review key talking points for youth ambassadors to use during their door to door anti-littering campaigning.
- Speak with passion, knowledge, and conviction
- Approach your "anti-littering" students with respect and grace, smiles and pride.

10:00 Practice make perfect

Youth will each present and practice their anti-littering "elevator speech" for the group.

10:30 Hit the streets and share your flare!

- Facilitators will discuss safety and expected code of conduct before the neighborhood walk
- Students will be divided into teams with captains and adult chaperones.
- Students will be equipped with anti littering signage and educational materials to share with the neighbors with whom they speak.

11:45-12 Return from campaigning/Recap

Supplies Needed:

- 40 screen-printed logo designed t:shirts
- 40 anti-littering campaign yard signs w/stakes
- 1000 printed anti-littering newsletters

WEEK 7:

July 23 (last day) July 16 ReCycle. ReUse. ReEDUCATE. in Capitol View Manor

9:30 Concepts Recap

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- Teamwork; a group can accomplish much more than one person.
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11:00 BREAK

11:15-12 Hit the streets and share your flare!

12:30 Celebrate our ambassadors!

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