



Music is at the heart of my creative style.
When asked to tell my own story,
I figured the best way would be with my voice.

Visit

southmalcolmavenue.com/brandcenter

to listen and read along to my

Story So Far

1. In 2, short considered paragraphs, tell us **who** you are and what you are good at.

This is exploration
of my motivation.
What's the destination?
Why the hesitation?
Why ask you? I just want the truth
and to initiate an open
conversation with the youth.
There's no better way
to approach what to say
than to start with something simple
like tell me about your day.
Maybe they will relate,
maybe they will not hate,
like they wanna make me better
and not put me in my place.
If the smell of this insults you
I can see it in your face.
Yeah my shit is pretty strong
like cannabis that's laced.

I cannot be defeated
like a military base
if my weapons are depression
and oppression of my race.
I love it when my poems
jump around in outer space
from Mars to Neptune
to the Moon's pocked face.
My mission is to glisten
like a user interface.
You can hear my missiles whistle
like a war between the states.
If we cannot be united
they'll divide us by our race:
society's entirety entirely erased.
There's way too many of us
who exist without a trace
so I refuse to have my destiny
decided in my face.

2. Tell us how one **place** you've lived has influenced you.

My hometown birthed me, raised me, fed me,
taught me how to run, bike, skate, skip,
ball, fight, pray, trip, fall and recover
that's where i met my mother, father, brothers
information was my lover
hiding novels under covers
that's where I learned how to get along
learned how to write a song
learned how to right a wrong
learned everything that's said to me does not need a response
and hate won't be complacent til it decimates us all
but love from above can be found within us all
like family can even be a stranger in the mall
cuz home is evermore than simply space between some walls
so the place where I began is not the place where I belong
it's called Hampton.

3. What led you to the Brandcenter?

the opportunity for creativity
the audibility of inclusivity
the possibility for a community
of individuals who see the world
and make it new to me

they remake it beautifully
investigate who you could be
it's a guarantee i'll be a part
of something no one's seen

i just want to grow and i know
the only way to do so
is put my axe against the stone
through those classes i'll be honed

i wanna see my sparks fly
farther than a hawk flies
and my blade will be made
sharper than a hawk's eye

and they're celebrated and
innovative, accommodating
other places tryna imitate it
they prolly hating, it's intimidating

a serious undertaking
i'm racing until i make it
i've never considered faking
i bet i can be amazing

they're making greater creators
and future industry shakers:

that's me.

4. Tell us about a **personal** failure. Describe what happened and what you did about it. Distill the story into one paragraph.

i messed up big time one time
i tried to lie about why
i was outside in the backyard
in the nighttime i was so high
then my mom came and caught me
then my dad came and popped me
and i had to be honest with them
like how could i not be?
they were both so astonished
at me like wow he's a pothead
so i promised my mama
i would be better about it but
i have problems keeping promises
say one thing to myself
then do the opposite
apologies to all of these
who've seen my darkest qualities
there's a piece of me
that i can see is pretty ominous
so after that we prayed
and walked away feeling positive
now i spend my days
unafraid of my darkneses

5. In one short paragraph **convince** the person reading your application that you have spent a respectful amount of time researching the track you are applying to and the work people in that track do when they graduate.

copywriting i love it it's so exciting
it's definitely more than typing
i'm wondering how define it?
well we make the message
with observation, reflection
a smidgen of introspection
the mission: to make connections
whether music or movies
whatever is most effective
it's better if it's infectious
the secret's to be perceptive
tell a story so glorious
everybody detects it
if my boy is ignoring it
maybe switch up my method
gotta start conversations
spark respect in the skeptic
i'm chasing communication
i'm racing to reach perfection
i listen with my ears
to come up with ideas
then pitch em to my peers
we kick into high gear
putting the ideas
together like ikea
what will apply here?
the answer is quite near
it's right here

Copywriting

1. A Flawed Ad



This ad does nothing to connect to the acute nostalgia that a funnel cake can represent.

Memories that
melt in your
mouth.



\$5 Funnel Cakes from



This version is better: it is simple, unexpected, concrete, credible, emotional, and it tells a story.

2. Under-Appreciated Products



Good socks suck sweat and make feet not stink.
With fresh, dry feet, confidence can improve, even enough for one to ask a cutie on a date.



Water is the source of life on earth, but many do not have access.
To be able to buy clean water in large quantities is a huge privilege.



Tangled, twisted cords and chargers waste hella time.
These ties allow for more time to connect, create, and consume.



Humans have always made tools from their surroundings: arrows, axes, cars and phones.
But all of technology started with a rough knife made from a sharp rock.



The impact of an indelible impression is intimidating.
But there's power in permanence: mistakes made are lessons learned.

3. Original Ads

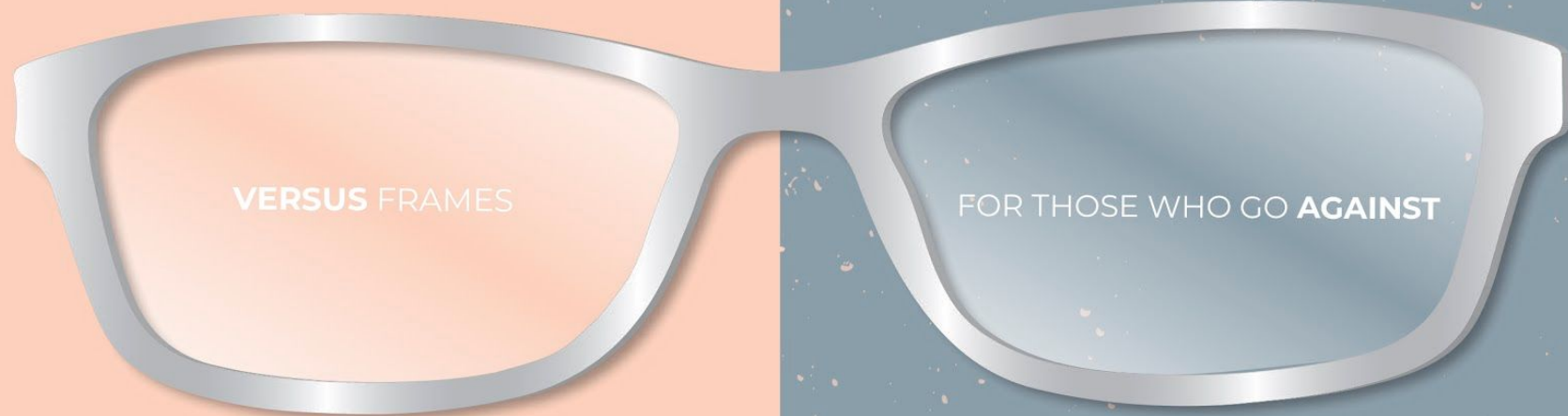


DIALOGUE FRAMES

FOR WHEN WORDS **MEAN** MORE

EYEBUYDIRECT

FOR EVERY FRAME OF MIND



VERSUS FRAMES

FOR THOSE WHO GO **AGAINST**

EYEBUYDIRECT

FOR EVERY FRAME OF MIND



DAYDREAM FRAMES

FOR WHEN **NIGHT** FALLS

EYEBUYDIRECT

FOR EVERY FRAME OF MIND

If a mouse can make
enough magic for millions,



the smallest box
can make the biggest impact.

Every time you spend \$10 at BoxLunch,
we'll donate a free meal to Feeding America.
Let us help you help someone else.

Get Some Give Back

BOX LUNCH
GET SOME GIVE BACK
www.boxlunch.com





COFFEE COMES FIRST

SHOWER
comes
SECOND



BRUSH
em
LATER



COFFEE COMES FIRST

**New roommate.
New drama.
Same lunch.**



**New neighbors.
New enemies.
Same lunch.**



**New man.
New ex.
Same lunch.**



= You sent =
A TEXT
**ABOUT
YOUR BOSS**

TO YOUR BOSS

*..... looks like
your weekend*

**STARTED
EARLY**



you probably
BOMBED
THAT TEST
at least
you don't have to
.....
STUDY
ANYMORE



“You’re sleeping”

**ON YOUR
PARENT’S**

COUCH AGAIN

÷ But ÷

mom says it’s finally

**FAMILY
TIME**



4. Radio Spot: Hershey's Milk Chocolate Bars

Hey Humanity: 60 seconds

ANNOUNCER: Hey, humanity. Hershey's here.
The world's not so sweet after all.

NEWS ANCHOR REPORTING, RAIN, RAW POLITICAL DISCOURSE

ANNOUNCER: Political division. Secret wars.
Prejudice, bullying, deception. Greed and corruption.
We hate each other in the streets. We hate each other online.
We troll, we yell, we scheme, we fight.

TYPING, CROWDS, SIRENS, SCUFFLING, BREAKING BOTTLES

ANNOUNCER: But fear, bias, hate and violence are not the solution.
It is much simpler than that. We need to be sweet to each other.
What we have in common makes us human.

LIGHT GLIMMER, DEEP BREATH, IN AND OUT, MUSIC IN

ANNOUNCER: We all feel the wind, see the sun, smell the roses, hear the music, taste the chocolate.
These moments bring people together to ignite a common love to be shared:
a catalyst for community, a connection between generations.

GLASSES CLINKING, LAUGHTER, KISSES

ANNOUNCER: For the love of love is universal.
It can bind us together, provide common ground.
Here's to love, peace and chocolate.

MUSIC OUT

ANNOUNCER: Yours truly, Hershey's.