**Signature Project Charter (Proposal) – Educating about Lemon Drop**

**Name** Bomin Kang **Date Submitted**  Sep. 10. 2013 **Client/Organization:**

Client of this project is Lemon Drop, the non-profit group that supports art for youth. Lemon Drop acquires studios that could be rented by students who need space for their arts. Recently they have combined with another non-profit organization called Squidfoo, which also supports arts to enlarge the support they can provide. Currently, Lemon Drop is needing more awareness and participation of students that they are preparing various grants and events. Through this project, Lemon Drop will have method to promote itself more for potential artists.

**Purpose of this project:**

* To supply Lemon Drop with material to gain more awareness among potential artists.
* To enhance Lemon Drop’s media vehicles to strengthen awareness of the organization’s mission in the community.

**Project Objectives:**

To raise awareness about Lemon Drop, this project will produce a video for promotion and one booklet about Lemon Drop. One big message would be to let people know that Lemon Drop is opened for students or artists in any level and that doesn’t have strict qualification to apply because students often feel pressure about really high standard when it comes to display that they come to hesitate to apply for. It is also to let people know benefit of being member of Lemon Drop. The video will focus on the works that artists in Lemon Drop have done, to give example of how people are engaging in art works actively by being member of Lemon Drop. The booklet will include the information about Lemon Drop, more about their goals, benefits by being member. Through these, Lemon Drop will have promotion methods to raise awareness, reach potential artists, way to raise participation in events they plan for. For subjective estimation of success in this project, the video will be shown to Drury students and questionnaires about range of success will be done.

**Target Audience:**

Target audience for this project will be people who love art or looking for chances to display their talents in art. Lemon Drop provides training for newcomers or those who need new skills, that they could do better in their projects. Lemon Drop is not limited to certain artists, but people with broad skills and talents that have devices and workspaces for musicians, designers, painters, carpenters, sculptors, and aquarists that it wants many people in various levels of skills and talents. So, target audience will be people in any age, especially students who has will to learn further and try new things.

**Deliverables:**

* One promotions video (About 4 minutes long) will be made about activities supported by Lemon Drop and actual works of artists who are members of Lemon Drop.
* Design booklet (10 page long) – About history of Lemon Drop, mission, works it support or spaces it provides, images of arts done by members, contact address.
* Design Phamplet for Lemon Drop will be made(10 page long) – About fundraising history of Lemon Drop(their achievements), events it support, images of arts done by members, how to apply for support, contact address.) –will be distributed during seminar.

**Research Needs:**

I need to interview Meganne Rosen Oneal who is the co-founder of ideaxfactory and creative director of LemonDrop to know about roles and events of LemonDrop, and her thoughts for potential artists. Eric Ray, the representative director will also be the good source to get information and get cooperation and interview from. Secondly, I will need to gather photos and histories of their events concerned with Lemon Drop through websites of organizations. There needs to be information about qualifications for grants and membership.

**Resource Needs and Budget:**

-Final cut pro to edit the video: in shewmaker, no need to reserve.

-Cab fee to bring video device to downtown: $6 per travel (3 times) = $18

-Camera device: in shewmaker, no need to reserve, acquired building pass and permission to use.

**Completion Date:** Nov. 7, 2013

**Potential Obstacles to Success:**

I would need to contact members who are working with support of Lemon Drop but it may be unclear to look for them because they are not professionals and they may also refuse their interviews to be used for seminar so that I will need to really find one who allows it. Their times are also very flexible that they may show up whenever they feel like, so, little bit of time is expected to be spent until I get actual contact. Consultation with Eric Ray will be the best choice.

**Project Metrics:**

Survey questionnaire will be distributed to students in Drury to check how helpful the video and booklet was. About 10 students will participate for the survey, providing their estimation about the success of project.

**Gantt Chart (Attached)**

