Grayson Cole

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Web Fundamentals

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Proposal for Final Project

For my final project, I plan on featuring an article regarding the corruption of the fashion world. It relates to my newspaper that I just submitted as my midterm. The reason I want to do my final on this is because I love fashion, but until recently had no idea about the cruelty behind it. So, for my project I will have videos showing the two sides of fashion and highlighting the facts that often get swept under the rug. The cruelty animals face in the name of fashion is out of hand and unnecessary. While, I am not trying to portray fashion as a negative component to everyday life, I want people to be exposed to the harsh reality behind it. I plan on using a video clip showing how animals’ fur, feathers, and other resources are harvested. It is definitely difficult to watch but I feel it is necessary to acknowledge the truth, rather than staying ignorant.

I think that by showing photos of both sides of the fashion world, it will provide a good contrast and show the reader the truth in an efficient way. Sometimes, just seeing the negative and not the positive can cause a person to be skeptical and consider it propaganda. PETA is often targeted as propaganda because of its brutally honest portrayal of the mistreatment of animals. So, basically I will be using a combination of media from the positive and negative aspects in order to provide a decent contrast in showing the truth behind using animals for fashion. Most people aren’t aware of how wool is harvested or that they are wearing a dog’s fur when they think they’re wearing the fur of an exotic animal. I hope my audience will learn and feel inclined to make positive personal life-style changes.