ABC-AFRICA AND ME
Website Proposal

Context

In 2018 Black Panther brought in over 1.3 billion dollars box office, and Wakanda 2 brough in 882 million dollars box office. Helping bring global attention to Africa. Afrobeats has dominated the music industry, bringin us artists like Burna boy, Wiz kid, Davido, and many more talented artists. As they say Africa to the world, yet many people are not familiar with the geography of Africa, or even know that Africa is a continent.

The education system in America, has failed to educate the youth on the full history, and geography of Africa. It's one thing to put Africa on the map based on mainstream media, but it's another not to teach the youth about the continent. Many books teaching about Africa are outdated, and show the stereotypical village and jungles of Africa, creating narratives in the minds of today's youth. Due to the lack of education about the continent many young people in USA are not aware of just the basic geography of the continent, yet alone what is happening, and why it is so so important to learn about Africa

Purpose

ABC- AFRICA AND ME'S is a children's book that helps educate the youth on their ABC's while also teaching them about the different countries, and capital cities in Africa. The book incorporates countries from Algeria to Zimbabwe, with graphics illustrating the true beauty of the continent.

The website for ABC-AFRICA AND ME aims to raise awareness to the importance of educating our younger generation as well as adults about the geography and rich culture of the continent of Africa. The website will shed light on the importance of reading, as well as a new perspective of the continent. The website will be a home of education and knowledge about the beauty of the continent of Africa, as well as a guide.

Target Audience

The website's target audience consists of people who are interested in learning about the African continent. Demographics of the target audience include Families, young to middle-aged adults, single individuals,education professionals, and people who are interested in traveling to Africa. The website also aims to attract international attention, from people all over the world in hopes of shedding a new light on the continent, and break down the negative stereotypes associated with the continent.

Visitors' Motivations and Goals

The website visitors' specific goals may include learning and educating themselves, kids, nieces, nephews, family, or whoever about the different countries within Africa. Some may even like to visit, and make a difference to the people of the African continent, and the site and book can help them feel more connected.

Information Requirements

1. People would like to know about the different countries and capital cities in Africa, so the website should provide a background of the continent, or highlight a few geographical locations.
2. School professionals may be interested in teaching their students about the geographical location of different countries Thus, the website should provide relevant information about the different geographical land types within the continent.
3. The website should also include where to find the book on amazon

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