

## **Project 3**

### **Festival Guide – Concept Development Worksheet**

Kayla Devila  
DES 228-01

#### **1. What cause/organization will your festival support or raise awareness for?**

My festival will be supporting girls' secondary education, specifically targeting international countries that are the most heavily impacted by gender discrimination/lack of financial resources.

#### **2. Why is it important to support or raise awareness for this cause?**

According to the chosen organization's site, Malala.org, 120 million girls are out of education/not in school. With the Malala Fund, they help to secure up to 12 years of free, quality education by:

- a. Actively working to change local and national policies that could prevent access to education for young girls
- b. Investing in the campaigns of local educators and advocates for girls' education and rights (ex: three-year grant given to a local educator that seeks to enhance local projects/campaigns)
- c. Having a Fellowship that gets local girls involved with activism and advocacy for their region; teaching them the skills of campaigning, networking and more

#### **3. What organization or group will the proceeds from your festival support?**

The Malala Fund – An international, non-profit focused on funding projects in towards secondary education (typically grade 7-12) for girls all over the world. Their current scope of work is based in 10 countries with low secondary education rates and where gender discrimination is highly prevalent (Afghanistan, Bangladesh, Brazil, Ethiopia, India, Lebanon, Nigeria, Pakistan, Tanzania and Turkey).

#### **4. Who is your festival's target audience?**

The target audience for the festival will be young girls (around ages 12-17) in countries with low secondary education rates + any local education change-makers. One of the primary acts the Fund does is provide funding to local education advocates/educators to be able to network in their communities and change legislation + provide resources towards local girls' secondary education. Within the Malala Fund website, it states how they plan to expand their list of countries being serviced- with the hopes of having up to 10 new countries included in the next five years (1-2 countries included each year). I believe centering this festival around the expansion to new countries (probably 1-2 new ones) could act to serve as a welcoming celebration.

*\*Upon doing research, I will most likely be moving forward with doing Sudan and/or Guinea, as it seems there are many barriers to secondary education for their local girls.*

#### **5. Describe a potential ticket buyer and person who would feel excited to attend and participate.**

**Young girls (around ages 12-17) and their guardians/families\***, Former Malala Fund grantees (education advocates/leaders) and/or former students impacted, International education advocates/leaders, etc.

*\*Emphasis must be placed on third-world/developing countries who lack resources/have bans/restrictions in girls' secondary education*

**6. Your festival will take place over December 8th, 9th and 10th in a location that is relevant to your cause/events – What will the opening/kick off event be?**

- Welcoming ceremony (most likely include live music and food vendors)
  - Discussion on girls' education and celebration of expansion in Malala Fund's organization (focus on Guinea and/or Sudan, as previously stated)
  - Keynote by co-founder Malala Yousafzai; exclusive reading of her book "I Am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban"

**7. What will the two/three events be on the second day?**

- Panel speakers
  - Girls who have graduated from secondary school in targeted areas/lands the Malala Fund supports
  - Malala Fund Fellows who have undergone fellowships with the non-profit and can share their experiences
  - Education "champions" (advocates) of the Malala Fund that can share how they use the Fund's investments to transform their local education systems for secondary education of young girls
- STEAM workshops
  - Attendees can participate in different STEAM-based activities
    - Crafting a personal mood/vision/manifestation board (supplies at event)
    - Creating crystal egg geodes\* (*I made one in high school so I figured it is a suitable activity for the age range of young female students*)
    - Making custom bath bombs to promote self care/health (chemistry)

**8. What will the closing events be?**

- Writing wrap-ups (will work on the term title)
  - Attendees can write on sticky notes how they will continue their commitment to advocacy/promoting change in girls' secondary education
  - Writing letters/words of affirmation to be passed out to girls within the Malala Fund programs; inspirational keepsakes for their educational journey

**9. What are some potential names for your festival? (THINK OF BRANDING AND BRAND IDENTITIES HERE)**

- Girls' Education Fest
- Girls' Education Celebration
- Girls' Education Rising
- Girls' Voices Celebration
- Females Rising
- Empow(H)er

**10. What material piece will you make for your festival? (TICKET/BUTTON/FLYER/MERCH)**

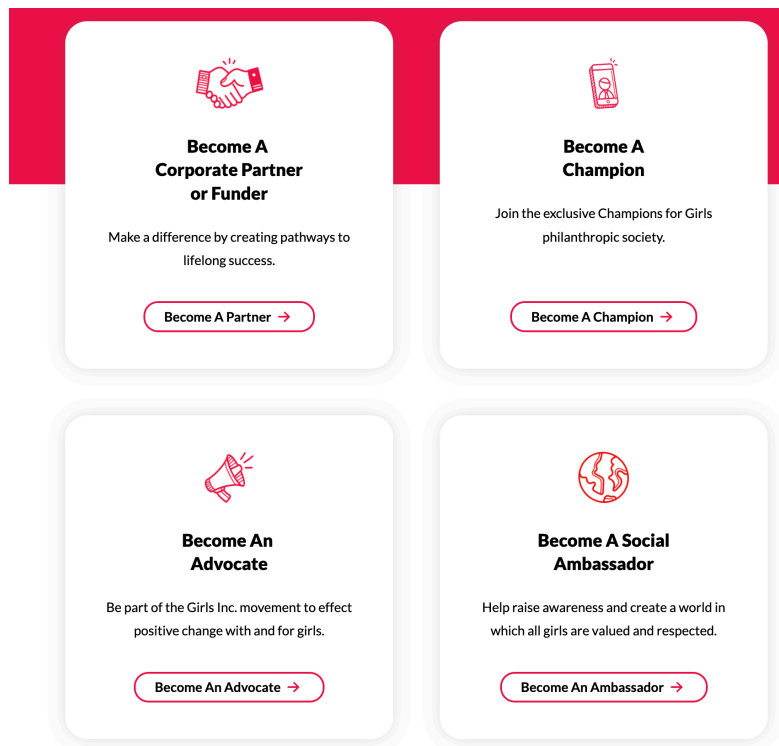
When researching the Malala Fund, I noticed that the nonprofit already had t-shirts, posters, tote bags and mugs designed. Therefore, I plan to do something different. Some of my potential ideas are: a custom ticket design, hoodies, stickers, notebooks/journals, and bags. Given that the fund is all about education, I want to create products that can cater to daily life usage.

## Research Notes:

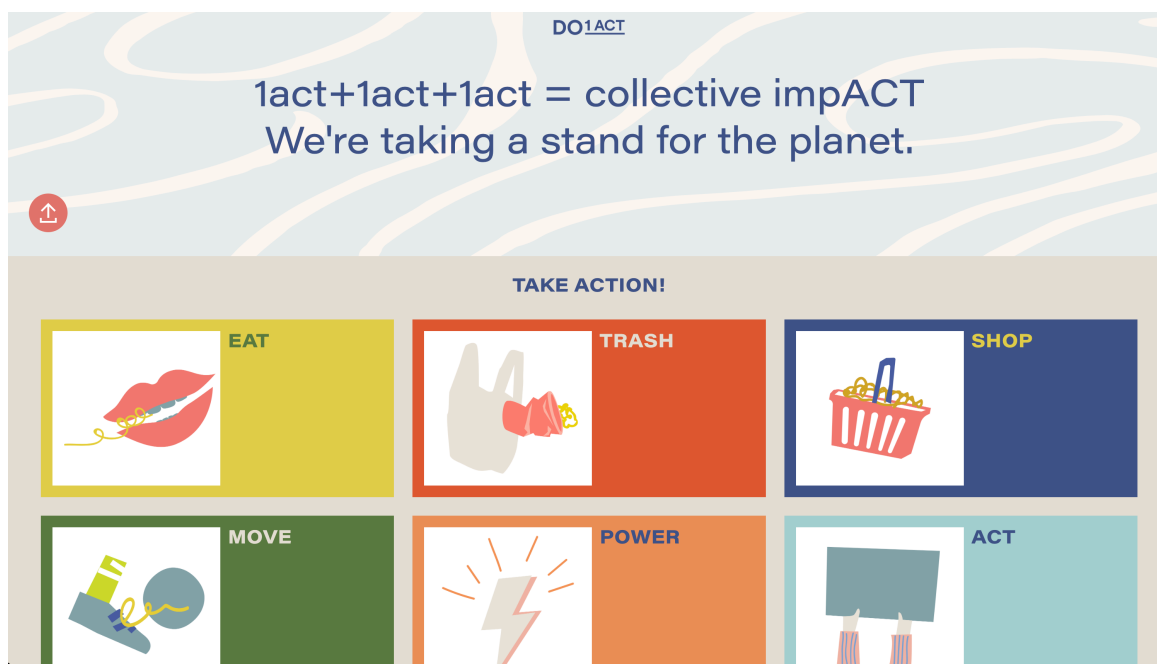
Organization's site: <https://malala.org/>

Website aesthetic inspirations:

- <https://girlswhocode.com/>
- <https://www.womenone.org/>
- <https://www.girlrising.org/>
- <https://www.girlsinc.org/>



- <https://>



[www.do1act.org/](http://www.do1act.org/)

Malala's book (she has many but chose to focus on this one in specific): <https://www.amazon.com/Am-Malala-Stood-Education-Taliban/dp/0316322407>

Activity inspiration links:

- <https://learning-center.homesciencetools.com/article/egg-crystal-geodes/>
- <https://hessunacademy.com/stem-activities-high-school/>

**Current Ideas/food for thought:**

- Make on-scroll sticky header
- Hover effects
  - Drop down menus
  - Color changes
  - Rising up effect on text/visual elements
- Gifs
- Bold color palette (primary colors + tints and shades as example)