

## 2011 YE Summer Partnership with Propaganda3

**Key Goals:** Propaganda3 is a full service Digital Production company. Students will have the opportunity to learn from and work with established leaders in the development of interactive software, websites, mobile apps and supporting technologies. Find them on the internet:

<http://experience.propaganda3.com/>

### **Project:**

Students will be divided into two teams. Each team will be asked to conceptualize and flesh out either a mobile application or text messaging game that will be utilized by mobile users to increase attendance for either a Kansas City sports team or arts organization/event. Students will be allowed the freedom to choose which team or arts organization/event they develop the app/game for. Each team is responsible for coming up with the initial idea as well as devising a detailed plan of approach, culminating in each team making a pitch presentation (in the format of their choice) to a panel of judges.

### **Responsibilities:**

1. Selecting to create either a mobile application or text messaging game
2. Creating app/game concept that will increase attendance for the venue of choice
3. Developing a presentation that fully conceptualizes the initial idea and provides a detailed plan of approach

### **Partnership with Propaganda3:**

1. Propaganda3 will accept up to 10 students for the summer partnership
2. Students will partner with Propaganda3 for three weeks
3. Students are required to come into the office twice a week for a minimum of two hours preferable days and time Tuesdays and Thursdays from 1:30pm to 3:30pm

### **Selection Criteria:**

Profile: 2-10 high school/alumni students.

Lengthen: June 20 – July 8, 2011 Students will be given two weeks to complete the project.

Presentations, judging, and the announcement of a winner will occur during week three. Students are required to come in at least twice a week with the third week consisting of presentation day and announcement of winners.

References: 2 written letters of recommendation and 1 verbal. One reference should come from an adult educator at current high school/college and other from a personal friend. Verbal references will come from parent or legal guardian. We will contact listed adult for verbal reference.

In person interview with YE staff is required. In addition to a copy of your current transcript, including grade point average and number of absences.

Skills needed for this partnership include good communication and creative thinking skills, strong time management skills, interest in digital media development and applications, and a team player.

### **Incentive:**

Each participant will receive a “swag bag” of goodies. The winning team will receive tickets to a sporting or arts event based on their winning project idea.