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Project 2# Peer Review

Opportunity:

This is an opportunity to bring a younger demographic to the sport of skateboarding while also changing the negative perception many have of skateboarders.

Insight:

The home confinement of children and adolescents is associated with uncertainty and anxiety which is attributable to disruption in their education, physical activities and opportunities for socialization. Children have expressed lower levels of affect for not being able to play outdoors, not meeting friends and not engaging in the in-person school activities.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7444649/>

Role of Communication:

The video should create awareness for skating and the positive impact it can have on people.

What is Believed:

Skaters stereotypes are usually that they are self destructive misfits. They destroy property by waxing benches, rails, stairs and curbs, then grinding metal trucks across them repeatedly. They are drug addicts and attract other drug addicts.

What we want them to Believe:

Skaters are just regular people that enjoy riding a skateboard simply because it is fun. They aren't "punks" or drug addicts, they enjoy the world just as much as anyone else and treat skating as an escape.

Idea:

The idea is to push the narrative that you are free to be who you are. You don't have to be locked down to a certain place for it to define who you are. The video shows different places such as a schoolground, forest, lake, or a restaurant but keeps the skateboard as the common factor. It asks the question "where is home?" and overtime shows that home is what you make it.

Tone of Voice:

Free, Non-judgemental, Down to earth, Retro, Warm, Humble

