Process Book

Design Studio

Week 1:
Discovering a topic

In Week 1 we research the idea of what civic or community engagement means to us. So far the things we came up with were Covid19, racism, climate, sexual abuse, health, poverty, bias, animal rights, and LGBTQ+
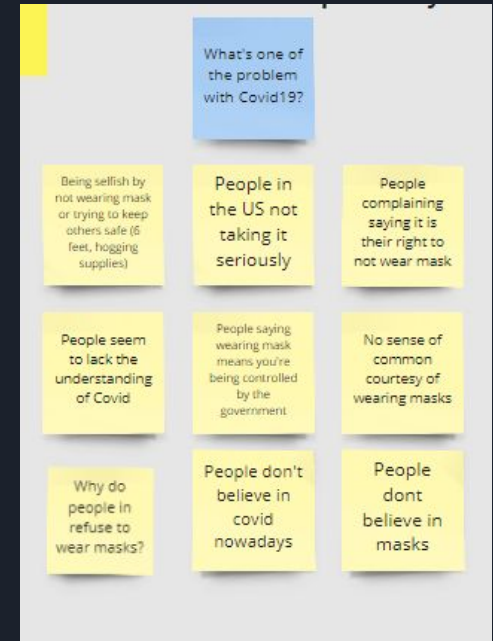
Week 2:

This week I went and generated some ideas one of the ideas I went with is the issues of medias and found some other kinds of issues on the media mainly focuses on hot topics and dramatizes events. I strayed off a bit on some other ideas to generate more basic understanding.

Week 2: 5 whys

I also started to going more in-dept on the topics I've generated by using the 5 whys. I've created two 5 whys so then I can compare them and observe what are the similarities and the differences.

Problem: People refuse to wear a mask because they don't believe in it and believe they don't have to wear one
Why1:
People refuse/lack the understand of how serious the COVID19
Why2:
People believe it is the Government attempts on control
Why3:
People believe that they have a right (in regards to their freedom of expression and speech)
Why4:
People believe in like conspiracies
Why5:
We have people that influence us to think a certain way (ex. IG or YouTube Influencers that influence young teens and adults)

There's been a big issue with people attacking each other on ideas and opinion - Basically less empathetic
y1:
People refuse to listen or understand others opinion
y2:
People believe others opinions are dangerous or enemy of their ideas
y3:
Media has been reinforcing certain bias ideas instead of being neutral
y4:
The media has been too focus on getting more views and been jumping their guns on hot topics/trend
y5:
There's not repercussion, consequences, or regulation for social media to face whenever they make a mistake or bias opinions.

By this point after comparing and contrasting between the two 5 whys I've created. I've decided that the topic I will be focusing on is teaching viewers to be aware and careful of Political Media Bias from news outlet. I know that there are other kinds of bias but Political Media Bias has the most histories behind and the most repeated trendy topic the news outlet.

Week 2: Project Plan

- 5ws and 1 h
- Evidence and data
- Insights and target audience
- research
- Personas
- KWHL
- How might we?
- Creative Brief
- Design ideas

Week 3: Breakdown (Insights)

Problem: People are constantly fighting each other due to different views and opinions (Mainly Politics)

Why?: People have their own views and refuses to listen to other's idea/views that doesn't match theirs.

Why?: Possibly influenced by the media mainly the news media outlet.

Why? : There's been more frequent news media outlet projecting their own view and bias political view.

Why? : It is ingrained in the News media culture to talk about politics.

Why?: It is one of the popular topics that brings in a lot views for the News media.

Topic Idea: Find a possible design or create awareness to minimize the effects of Political Media Bias

Week 3: Breakdown Cont. (Insight and Define Audience)

Why is this important?
This is important because when people are more aware of media bias they will be more careful and gain more insights and clarity, thus lowering the effects of it.

What is the benefit?
The benefits helps viewers become open-minded and aware that media bias exists.

Who are we creating this for?
I am creating this for people who watches the media both young adults or millenials (Age 18-26)

What is Political Media Bias?
Political Media Bias is when journalists and news outlet put their own bias(:a particular tendency, trend, inclination, feeling, or opinion, especially one that is preconceived or unreasoned) views when it comes to reporting politics.

Week 3: Breakdown Cont.

Where will this have the most impact?
This will have the most impacts in the communities' environment the more the community understands it can lower the effects political media bias.

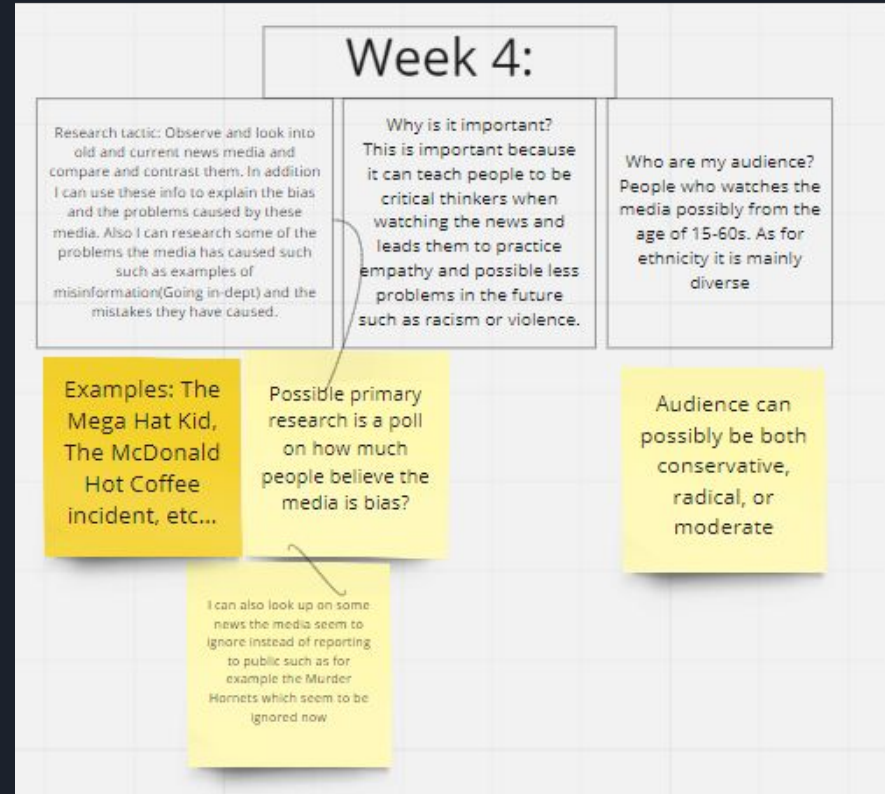**How are you planning to implement it?**
Possibly one of the ways of implementing is to a sort of ad/video and the use of social media to inform the viewers on being and how to be careful and aware of media bias/misinformation.

Determining what the problem IS?
Problem is making sure that the information is straight to the point and does not drag on to lose the audience's attention

Week 4: Research

I've decided that my research tactic is to observe and gather datas that have been created from different research groups on studying demographics, examples of some events caused by political media bias and the consequences and the effects it can cause. In addition I believe the tackling this problem is important because it can teach the audience to be critical thinkers and aware of other news media and understand the consequences of political bias media and lower the effects of it.

Week 4 (cont.): Sources

Sources to look up:

https://courses.lumenlearning.com/boundless-politicalscience/chapter/media-bias/ ← what is media bias

https://news.gallup.com/poll/225755/americans-news-bias-name-neutral-source.aspx ← Charts and data on trust towards the media

https://understandmedia.com/journals-a-publications/student-journal-of-media-literacy-education/46-sjmle-vol-5-summer-2013/170-the-effects-of-a-biased-news-network ← explains the effects of biased news networks and

https://www2.mindedge.com/page/dig-deeper ← Charts on young adult's critical thinking skills

https://www.brookings.edu/research/how-to-combat-fake-news-and-disinformation/ ← Solutions to combating biased news

https://www.allsides.com/media-bias/how-to-spot-types-of-media-bias ← Understanding types of media bias and ways to spot them

https://deptofgov.nmsu.edu/why-we-need-to-be-careful-with-the-news-and-media/ ← The importance of being aware and careful

https://lifesmartblog.com/2015/05/29/5-ways-to-avoid-media-bias-and-form-your-own-opinions/ ← Another way to be careful

Research Informations:

1. *"Political bias has been a feature of the mass media since its birth following the invention of the printing press. Historians have found that publishers often served the interests of powerful social groups."* - Has been part and ingrained in media culture since the beginning of printing press
2. *"The most commonly discussed forms of bias occur when the media support or attack a particular political party, candidate, or ideology;..."* - Examples and form of bias tactics in media bias.
3. When hearing news from a biased viewed viewers are not getting the full picture thus not knowing the full truth. "
4. With many people relying on one news source it can be very easy for that specific news outlet to manipulate their viewers to their own views.
5. *"This lack of clarity only ends up dividing the populace into their own spheres of belief with some choosing to simply ignore the news altogether."* - Divides the community and people will be stuck in their on "Sphere of Belief" or "Personal bubbles" thus refusing to listen or hear others differ views/opinions.

Research Informations:

6. "*...when this information motivates people to act even when it is not in their of self interest or at the risk of causing harm to others, the line between news articles and propaganda begins to blur. This result can be seen in individuals who ignore social distancing or protest for the re-opening of the economy.*" - examples of not being careful or aware of media bias in general.

7. "*She searched online and found no media outlets reporting the fake story. But her friends had already shared it on social media.*" - This shows how easy it is to spread misinformation or clarity from bias media, through to the use of social media.

8. "*What still needs more attention, however, is more and earlier education. Teaching media literacy skills to teenagers and younger students can protect readers and listeners from misinformation, just as teaching good hygiene reduces disease.*" - Teach and encourage young adults the skills and understand the issues of media bias and the effects of it such as misinformation

Research Informations:

9. https://www.allsides.com/media-bias/how-to-spot-types-of-media-bias ← This website explains types of bias, and also explains how to spot them. Such as "*Spin is a type of media bias that means vague, dramatic or sensational language. When journalist put a "spin" on a story, they stray from objective, measurable facts*" and the examples of spin words are serious, offensive, crucial, and so on.

10. https://www.brookings.edu/research/how-to-combat-fake-news-and-disinformation/ ← Explains state of the news media, effects of it, and why it has a large influence (Due to heavy reliance of electronic device for communication and getting news through online source) to add on, some ways to fix the issues (Government intervention/regulation, higher skills and accountability requirements, punishments, rules regulations, etc)
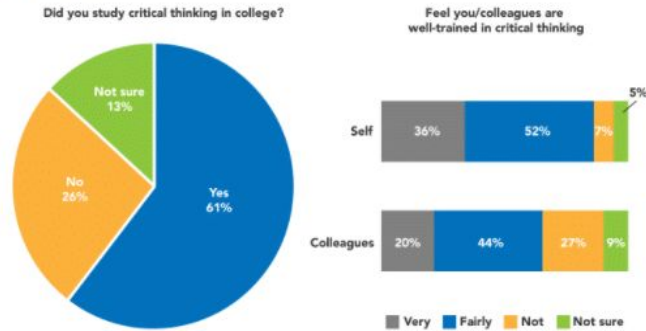
Research Informations:

- Try to get all sides of an issue. Be wary of people who are unable or unwilling to convey the opposing view or who won't acknowledge what is fact and what is opinion. Be especially suspicious of people who resort to name calling rather than simply agreeing to disagree on the position.
- When it comes to political campaigns, recognize that candidates will tell you what they think you want to hear (and hope you'll forget by the next election!)
- When it comes to news outlets, 1) watch different channels with different political tendencies (e.g. , Fox News versus CNN) and 2) look at the election endorsements of your news outlets to gauge their political tendencies
- Remember if it sounds too good to be true, it probably is
- Read the footnotes and caveats in infomercials, advertisements, or promotions
  Source: *https://lifesmartblog.com/2015/05/29/5-ways-to-avoid-media-bias-and-form-your-own-opinions/*

These are ways of avoiding media bias and have the ability to choose and form your own opinions and understanding which are the benefits of being aware and careful of News media bias especially in politics.
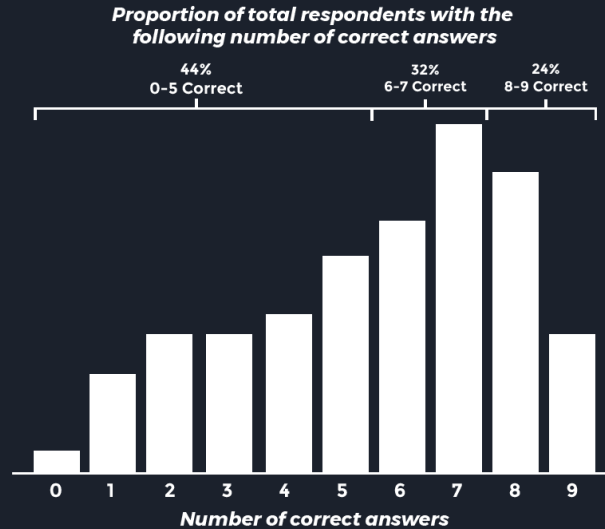
Research Informations:

Millennials understand critical thinking is important, but they are not confident of their skills in this area.

Did you study critical thinking in college?
- Not sure 13%
- No 26%
- Yes 61%

Feel you/colleagues are well-trained in critical thinking

Self: 36% | 52% | 7% | 5%
Colleagues: 20% | 44% | 27% | 9%

Very | Fairly | Not | Not sure

- While most studied critical thinking in college, only 36% think they are well trained in this area, and only 20% think their colleagues are skilled critical thinkers.
- Almost two-of-three (64%) say that critical thinking skills are, or will be, very important to their future job prospects.

-This graphs explains how millennials which are close to my targeted audience are not fully confident in the use of critical thinking. Thus giving me the idea of creating a design either a video or through the use of social media to spread awareness and encouraging the use of critical thinking to be careful of Political Media Bias.

Research Informations:

Proportion of total respondents with the following number of correct answers

| 44%	32%	24%
0-5 Correct	6-7 Correct	8-9 Correct

Number of correct answers

- Only 24% of millennials were able to correctly answer eight of nine questions designed to gauge respondents' ability to detect fake news.
- Close to half feel that critical thinking is very important in assessing online content — yet only 35% are very confident in their ability to detect false information online.
- 44% were unable to correctly answer more than five of these questions.

This chart explains the results of Millennials struggling to identify false content. With little to no critical thinking skills. Best way to get better results is to encourage and inform viewers the awareness and to practice critical thinking more often.

Research Informations:

Americans More Likely to Say Media Are Not Careful to Separate Fact From Opinion

Which comes closer to your view: "Most news media are careful to separate fact from opinion" or "Most news media don't do a good job of letting people know what is fact and what is opinion"?

■ % Careful to separate   ■ % Don't do a good job

2017   32%
        66%

1984   58%
        42%
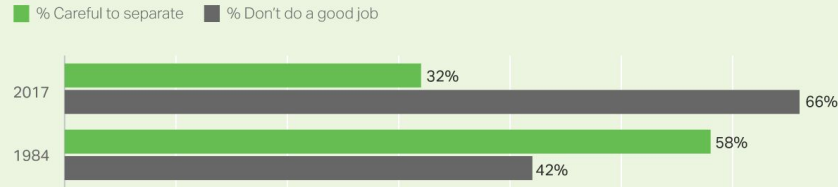
1984 results are based on a mail survey conducted by MORI Research for the American Society of Newspaper Editors

GALLUP/KNIGHT FOUNDATION SURVEY, AUG. 4-OCT. 2, 2017

This chart shows the increase amount of distrust in the news media in 2017 compare to the distrust in 1984. This also show that with the News media being politically bias, in short term brings in more views but in long term deteriorates the trust between the media and the viewers. In addition with the huge increase in distrust it is harder for the viewers to figure out the actual truth when the News media is giving out a report not knowing if it is bias or not. Which stress the importance of being aware with the media and the use of critical thinking.

Research Informations:
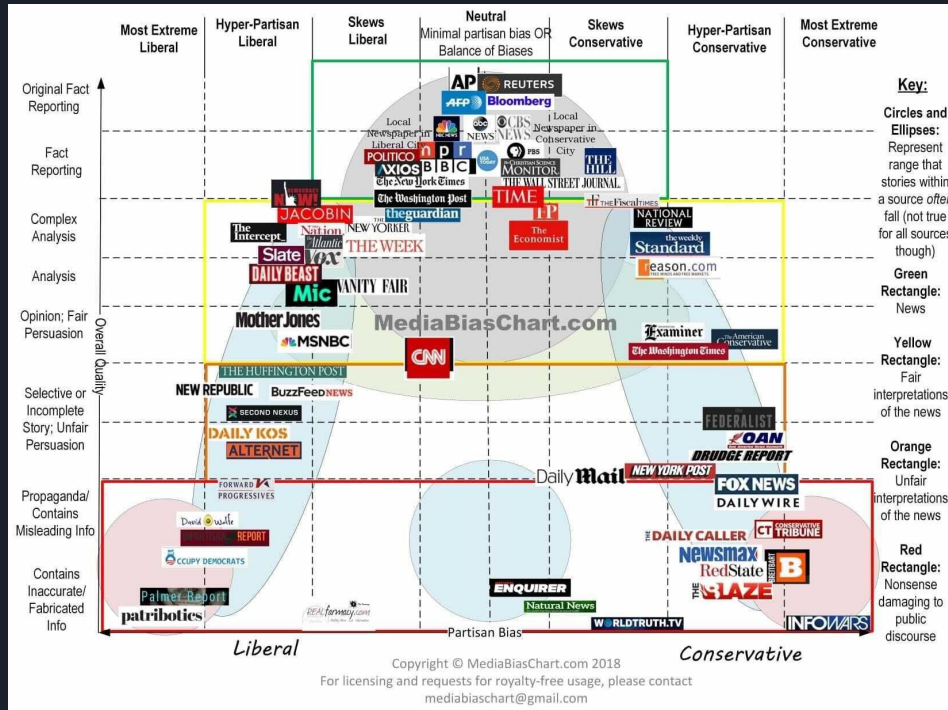
This graph chart shows which news media outlet is bias in which political sides. In addition it also shows which news outlet is from the most accurate to least accurate, top to bottom.

There are also box labels and circles/eclipse that explains or give a brief description on why these news outlet falls into these positions in the chart.

This graph can help viewers to decide which news outlet they want to choose but the graph still warns them and made aware that some of the news outlet are moderate left or right wing bias.

Sources:

- https://courses.lumenlearning.com/boundless-politicalscience/chapter/media-bias/ (Point 1 and 2)

- https://understandmedia.com/journals-a-publications/student-journal-of-media-literacy-education/46-sjmle-vol-5-summer-2013/170-the-effects-of-a-biased-news-network (Point 3 and 4)

- https://deptofgov.nmsu.edu/why-we-need-to-be-careful-with-the-news-and-media/ (Point 5 and 6)

- https://www.nytimes.com/2020/10/23/opinion/truth-media-teach-young.html (Point 7 and 8)

- https://www.allsides.com/media-bias/how-to-spot-types-of-media-bias (Point 9)

- https://www.brookings.edu/research/how-to-combat-fake-news-and-disinformation/ (Point 10)

- https://www2.mindedge.com/page/dig-deeper (Chart 1 and 2)

- **https://news.gallup.com/poll/225755/americans-news-bias-name-neutral-source.aspx (Chart 3)**

- **https://www.adfontesmedia.com/ (Chart 4)**

Week 4: Personas
Kinds of People who watches the News

Bruce Walker (The Neutral) (Nope too broad!)

Age: 20

Occupation: College Student and a part-**time worker**

Background: Grew up in a middle-wage family, relatively neutral in politics, minding his own business, socializes with friends. Basically your average Joe!

This would be your average joe who watches the news regular just to catch up with the current events. Unbiased and neutral in hot topics such as politics, religion, or culture. Doesn't have much care for drama, only wants the truth, facts, straight to the point and clarity. Would get tired of news outlet being bias and confused on whether or not that the things they've reported are true or clear.

Week 4: Personas

Yin Zheng (The left wing) (Also broad)

Changing to now moderate left and right wing, encourage them to be careful so they do not become far left/right wing (Become lost cause and hard to influence or reach)

Age: 26

Occupation: part-time worker and College Student

Background: Grew up in a conservative family, but became left wing due to tough life experience, and is a minority. Liberal, initiative, and outgoing and wishes for changes.

This would be your left-wing viewers who watches the news mainly influenced left wing media. Have their own spheres of belief and will refuse to listen to any opposing ideas or news. Will agree with left-wing media bias news as long it fits their sphere of belief and will possibly build up stronger beliefs and the possibility of attack anyone who opposes them due to the influence of political media bias.

Week 4: Personas

James Anderson (The Right Wing) (Broad!!!)

Age: 19

Occupation: High School Senior Student

Background: Grew up with a patriotic middle-wage income family. Is a right wing conservative. Patriotic, and like the way how things are.

This would be your ring-wing viewers who watches the news mainly influenced right wing media. Have their own spheres of belief and will also refuse to listen to any opposing ideas or news. Will agree with whatever right-wing media bias news as long as it fits their spheres of belief and will possibly build up firmer beliefs and also have the possibility of attack anyone who opposes them due to the influence of political media bias.

Week 4: Personas (Updated)

<u>Yin Zheng</u> Moderate Left Wing

Age: 26

Occupation: part-time worker and College Student

Background: Is moderate radical/liberal also from time conservative on specific ideas, watches left wing media but also from time to time watches the right wing media on TV in attempts to get both perspectives but have difficulties keeping track, tired to constantly switch channels on to different news but can't keep up or miss out half of the topic thus making her unable to get the full picture and do not understand anything.

The idea is to introduce Yin that she can go to a website that shows both left and right media (Based on the media rating) so then she can look through both media easily on a specific topic to get perspectives from both side without having to worry about missing out on what news source say and what the other says, she can then able to formulate/chooses her own opinions/idea, be critical thinker and have an understanding on both side

Week 4: Personas (Updated)

Bruce Walker Moderate Right

Age: 20

Occupation: College Student and a part-time worker

Background: Is moderate conservative and from time to time is radical on specific ideas, watches right wing media but also from time to time watches the left wing media online in attempts to get both perspectives but have difficulties keeping track, tired to constantly type in the address and finding the same topic in addition Bruce has to constantly scroll down to find the right news that discusses the topic he wants to compare it to.

The idea is the same which is to encourage people like Bruce to keep up and continue to watch both left and right wing media to get both side's views, opinions, statement and formulate his own opinions rather than being influenced by extremists. And again have a website where Bruce can go and have both side of the news on the same topic where he can easily read through both of them and then have the ability to formulate his own opinions more easily.

Week 5: KWHL Chart

K: I know that political media bias causes unclarity and possible future conflicts.

W: What I need to find out is why and how the media is able to create such issues and conflict over the years.

H: I would have to possibly research some data gathered from research groups and summarize and find the possible reason/solution in these data.

L: What I have learned from different sources is that with technology advancing it is easier for the media to be more wide spread to viewers and in addition more and more people now rely on media to learn of the situations happening around them.

Week 5: How might we...

-How might we convince/educate the viewers to be critical thinkers?

-How might we tell the people on political media bias?

-How might we come up with a solution that benefits both media and the viewers?

-How might viewer benefits from being critical thinkers?

-How might we stop/prevent media from being bias?

-How might we inform the viewers?

-How might we encourage viewers to be critical thinkers?

-How might we inform the viewers about political media bias?
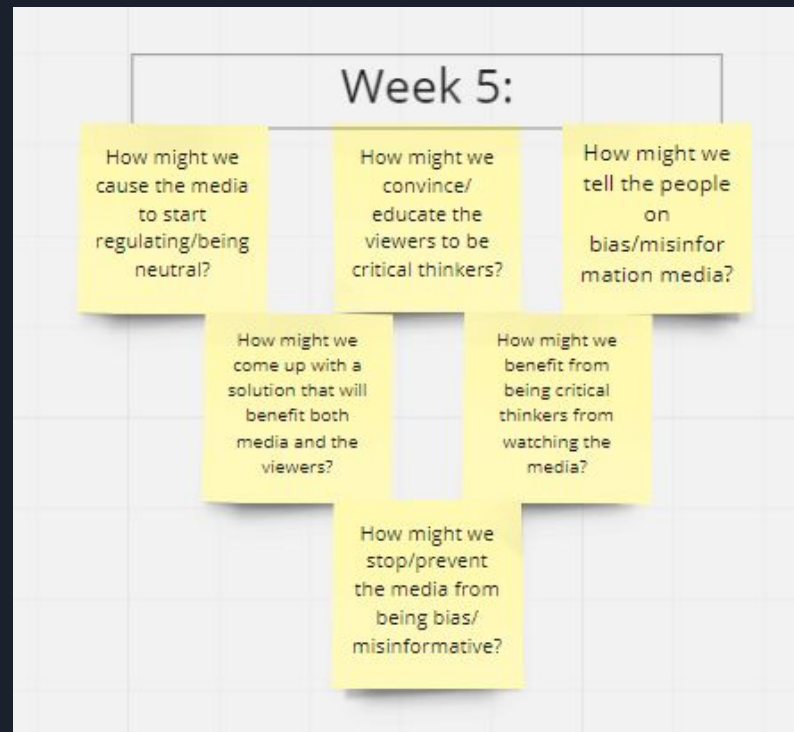
Week 5: Concept

What are some possible concepts to reach the target audience?

One of my concept is designing a post or a design to put through social media such as twitter, facebook, instagram and so on. My targeted audience uses social media a lot more often especially with the current Covid-19 event where many spends most of their time on a device. The design of the post will have some sort of information for the audience to simple read through and understanding the issues with Political Media Bias and how to be able to spot one and in addition encourage the viewers to be critical thinkers to mitigate the effects of Political Media Bias (i.e.: misinformation, unclarity, spheres of belief,etc)

Another possible concept design is a short 5 minute informative video that explains the current situation with political media bias and the negative effects it has. With the addition of how to spot media bias in general and encourage the use of critical thinking and that it benefits for the viewers in the long term.

Week 6: Creative brief

Background: Study and find a possible solution to lower/stop Political News Media Bias, Misinformation, message manipulations, and many more.

Objective: Educate viewers the issues of today's modern Media over reliance, impacts on communities and especially the high amount of misinformation, and bias generated from these media.

Audience: Young adults - adults or age 18-30, Call to Action: The audience understands the issues of political media bias, and to encourage the audience to be more aware, careful, and be more open minded when watching the news.

Deliverables: A simple short video explain the issues to the modern Media. A design post that can posted in to different kinds of social media platform (Instagram, Facebooks, or Twitter)

Week 6: Journey Map

Who is the Audience?
- Young Adults age 18-30

What was created?

- A informative video, design posts for social media

How do they interact with it?
- Be informed on what is Political Media Bias, what the negative effects and how to respond to it (via critical thinking)

Why is it beneficial?
- Can lower the negative effects of Political media bias and the work with other kinds of bias in the media (Religion, ideology, traditions,…)

Break-out Exercise:

Week 6: Journey Map

- Gather informations and techniques on political media bias, especially some examples/evidences.
- Create concept designs by using videos and social media platforms to create more awareness and to the audiences.
- The concept designs inform the target audience the on the negative effects of political media bias and to encourage them to be critical thinkers and the benefits of being critical.
- Target audience spreads the words and inform to others, such as their family relatives, friends, or even the community. Spreading the words and encouragement of being critical thinkers.
- Hopefully mitigate the influence and the effects of political and other kinds of media bias.
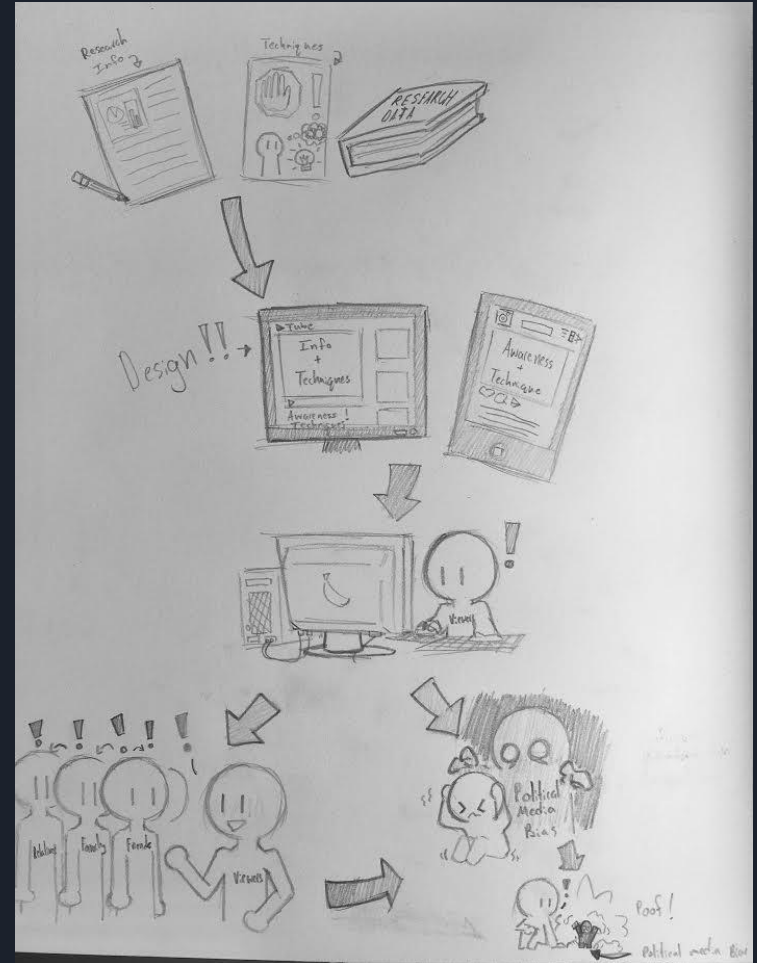
Week 7: Strategy Statement

To create a way to decrease the effects and influence of Political Media bias by informing and encouraging the young adults at the age of 16-25 on how to be aware and careful of political media bias and the issue behind it. (Either through the use of short informative videos, through the use of social media)

Week 7: Strategy Statement

To create a way to decrease the effects and influence of Political Media bias by informing and encouraging the young adults at the age of 16-25 on how to be aware and careful of political media bias and the issue behind it. (Either through the use of short informative videos, through the use of social media)

Week 7: Concept

For the concepts: I will be creating a website that will be used as a service.

The website is to help give viewers from the moderate left and right the ability to compare news sources. In addition the website will have new source from both the left and right. How it is determined is by using another site called "allsides.com" the site provides the ratings on which media belongs to which side in politics.

Week 8: Creative brief (Finalized)

Background: Studying and finding a possible solution to lower the effects of Political News Media Bias and

Objective: Educate the viewers, with the addition of creating a service that provides

Audience: Young adults - adults or age 18-26, moderate left and moderate right people. People who watches their on prefered news media but also checks the opposite news sources to get both side of the views or to get a full spectrum of what is going on.

Deliverables: Creating a website that shows both side of the media, in addition short and cited text that represents each different media and articles to make it easier for viewers to gain quick information/facts, and to be able to formulate their own opinions from viewing both sides.

Week 8: Mission Statement

Switching Personas:
Going in depth and being more in depth. Describing moderate left and moderate right people who listens to both side of the political party and get the ability to choose and form their own opinions

(Create a website or app)

Design a short video, informative design post for social media	Include examples both left and right news bias to be able to reach both sides	Teach and explain how to be neutral	Use social media such as twitter, facebook, or instagram (Right now facebook has some sort of scandal investigation with politics)	where is the persona in this?

Explain the benefits of being neutral: Have the ability to choose, and informative

Young adults are influenced more easily due to lack of confident in critical thinking skills

Not influenced immediately from either the left or right side

Have the ability to choose.

Listens to both side of the story

Use critical thinking skills

Creates an opinion after viewing both side of the story

Persona A: (The neutral), can be either left or right or neutral. However, does not immediately forms opinions after watching one side of their news outlet. Instead watches PBS news and then choose or forms a view after gathering information from both side if the story

like what

stop being so general :)

persona A watches fox news and hears about____ but doesnt _____ and.......

Link: https://www.2.mindedge.com/page/dig-deeper

How to not be influenced easily from the left or right

Critical Thinking: It refers to the ability to analyze information objectively and make a reasoned judgment. Critical thinking involves the evaluation of sources such as data, facts, observable phenomenon, and research findings. Good critical thinkers can draw reasonable conclusions from a set of information and discriminate between useful and less useful details to solve a problem or make a decision.

stop being so general :)

Personas: Moderate left and right, middle age income,

what are the pain points about each persona?

what will/can make them change?

Mission of my design is to (create a design post/video that)<--(Nope) gives information and awareness on political media bias and show the effects of it. The idea is to reach the moderate left and right viewers to continue to encourage them to be critical thinkers and aware thus giving them the opportunity to form their own opinions/choices while also understanding both side of the views.

Week 10: Mission Statement (revised)

(Change to website that provides both side of the news media such as CNN,FOX,BBC onto one page which the same topics so viewers can read through and formulate/critical think more easily)
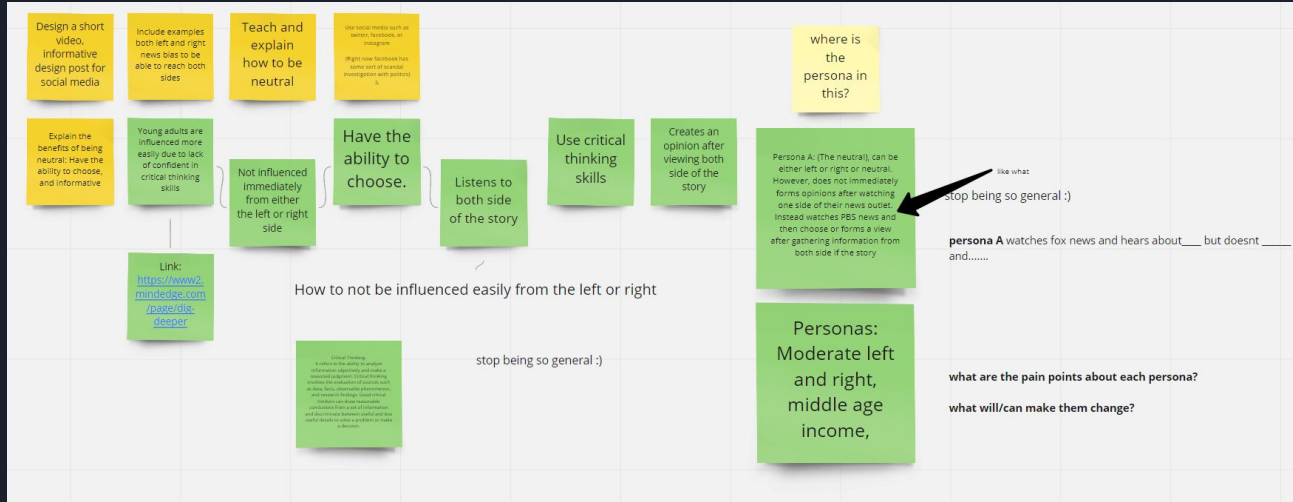
I will be creating a website that provides information and awareness of political media bias. The website is to inform both moderate left and right viewers(Show points of view) to aware of the media and to reinforce and encourage the idea of them to be critical thinkers rather than being influenced easily by extremists from both side of the political party. The website will be providing techniques and link other websites that can help viewers to either be able to spot political media bias or easily or critical thinking skills for them to use when watching the media...In addition in order to reach the audience I will be using ads, short informative videos, and social media posts to reach the viewers.

Week 10: Mission Statement (FINALIZED)

I will be shifting from creating an informative website to instead as a service. I will be creating a website that provides information from both side of the political media, both left and right wing media and the neutral. This is to provide the viewers both sides and point of views and to be able to see the full facts and information and compare them, rather than having only have of the facts just from one side of the media to go along with. The website is there to create a sort of understanding for both side (The Moderate left and right) with the addition of giving the viewers to ability to formulate their own ideas/opinions while also having some form of understanding of the opposite ideas and views.

Design Shift:
Shifting Website idea from being informative to a more provide service. Provide news and have researcher scouring the news on specific topics. Show both side of the news media. Let the viewers determine and create their own opinions based on the info from different views

Week 11: Concept Sketch and design direction

What is moderate left or right?

Ex: I am moderate right, a bit conservative but also radical on some topic, ie: I believe Trump should've been president, there must've been some sort of mishaps but if Joe Biden is becoming president base on the current facts we have then so be it. No need to be riled up and scream saying or blaming this or that.

Same goes for the moderate left. Ex: Some are glad that Joe Biden is becoming president, but is a bit suspicious on some of the facts such as the amount of votes suddenly increase like a staircase rather than a rising steady slope..

Website Design:

About page explaining and encouraging users (The moderate left or right) to use this website to look at both side of the news and use critical thinking to formulate their own ideas/opinions while having an understanding of the other side.

Website in one page could have 3 sections, using the media bias rating there will be the left media, right media, and the neutral media such as CNN, FOX, BBC, etc etc
Users can scroll down and look and other media such as Wall Street, NY Times, NY Post, etc.

Encourage both side that we both want the full truth, we do no want to constantly fight each other. We do not want to continuously divide each other. Yes we will still have different opinions but we'll at least understand each other.

Week 11: Concept Sketch and design direction

AD Ideas: For 15-30 second ad on youtube. Introduce our service that provide both left and right wing media and to those who are too "busy" to look up both side of the media

Get a good look of the full picture by looking at both side.

Benefits: Let users to be able to look through both media and come up with their own opinions/ideas
Have the ability to choose base on the info from both side instead of having to rely on just one source.
Have a more civilized discussion/arguments after understanding both side.
Benefits both the moderate left and right, with the addition of not being influenced so easily by extremists.

Social Media Idea: Encouraging users to visit the website, upload encouraging quote posts. Or attract viewers on what our website provides.
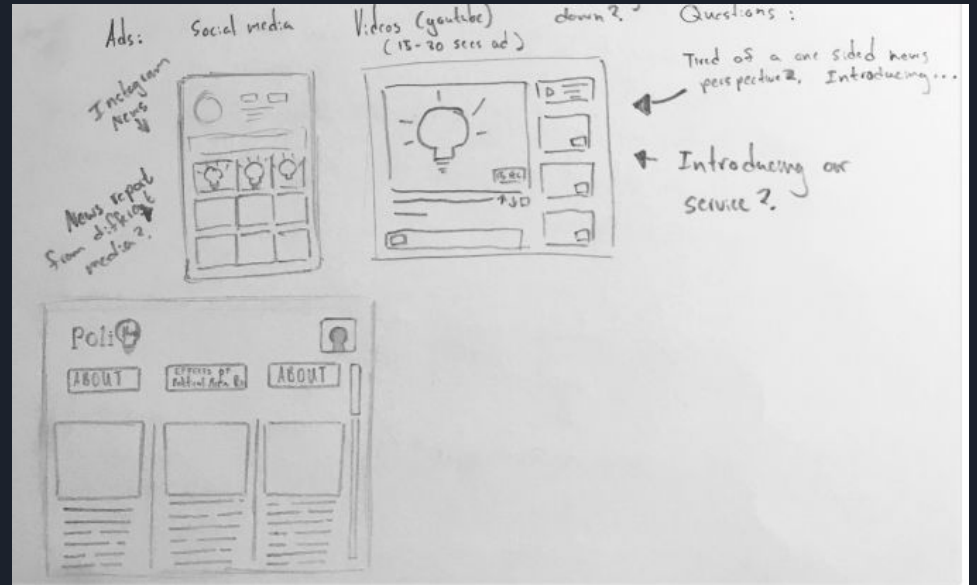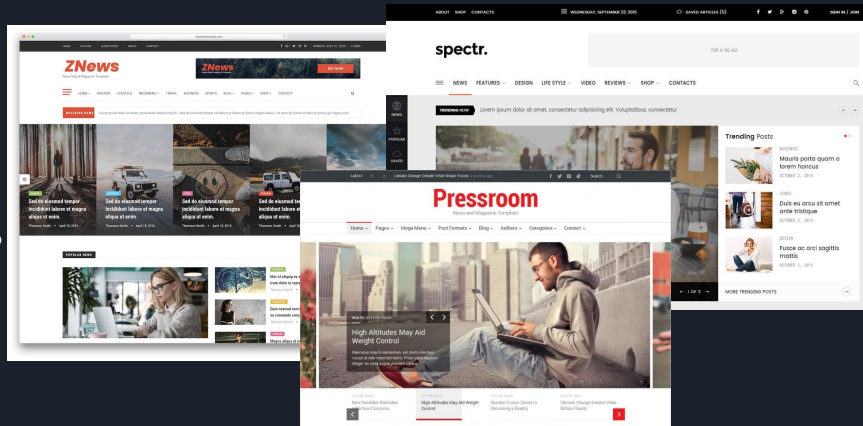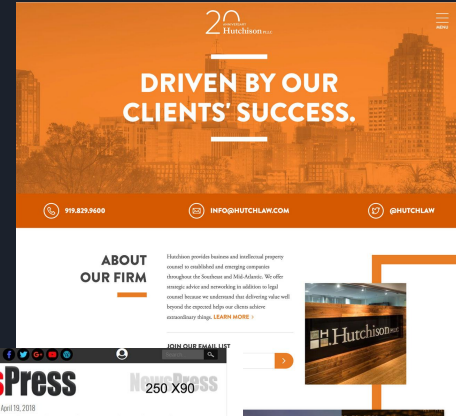
Design Idea reference:
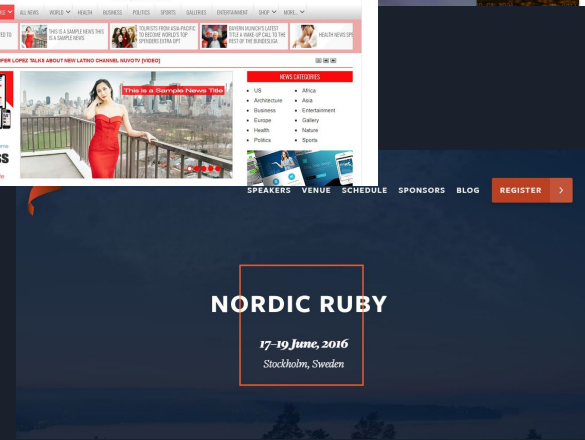
The Full
Truth!
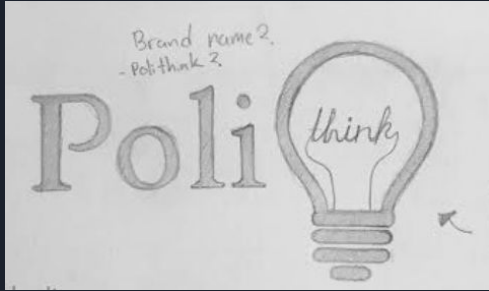
Brand Name and Logo

Fonts:
IM FELL French
Canon or Crimson

League Script or
Parisienne

Layout
Idea
reference?

Color Reference Idea?

Design Idea reference: The Flip Side

There is a website that is already doing the idea of providing info from both side of the media. However the website seems a bit more reserved(No social media, or ads, just a website). They also have the same idea of showing both side of the media by citing the text that best represents them.

My website would have 3 sections, the left, the right, and the neutral. To sort of get the full picture of the situation and views. In addition add some more details such as for example images that each article uses to make it more interesting and in addition be loud through the use of social media (Instagram). The Flip Side seems to rely on their subscribers to spread the word.
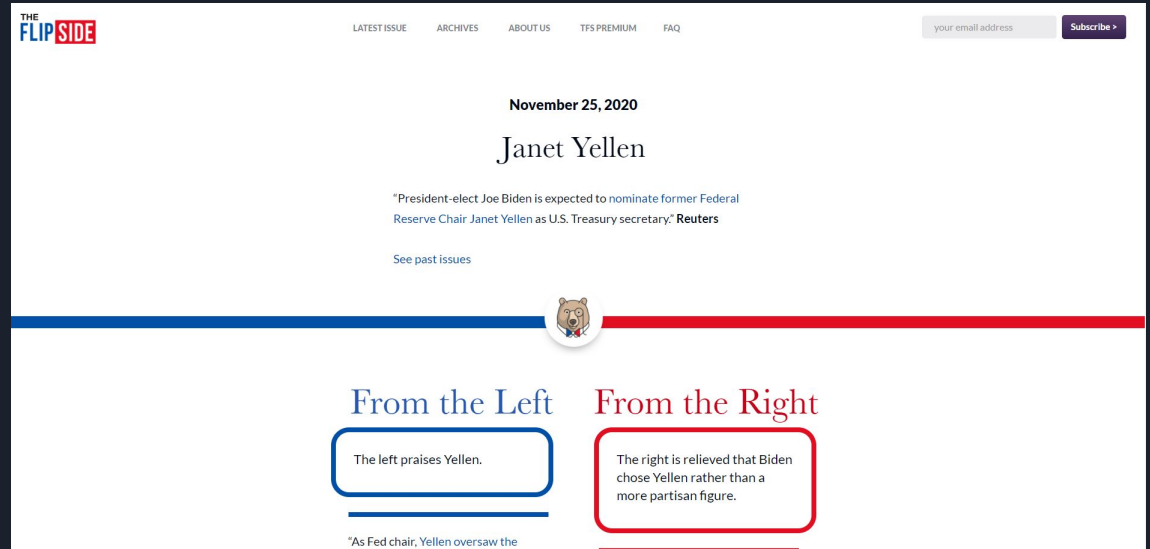
In addition my website has visuals and shorter amount of texts. The reason is people my website is positioned to be used by the younger generations as visuals and videos with the addition of short texts is the ways of taking in informations effectively.

Week 12: Tone, visuals, social media

Here are some logo design ideas and brand name. The design is to emphasize and give viewers the idea that this brand encourage you to be critical thinkers or to give thoughts when using the website's service.

As for their mission, it is to provide news from the left and right wing media so then viewers can get the full picture and understanding from both sides and formulate their own opinions/idea.
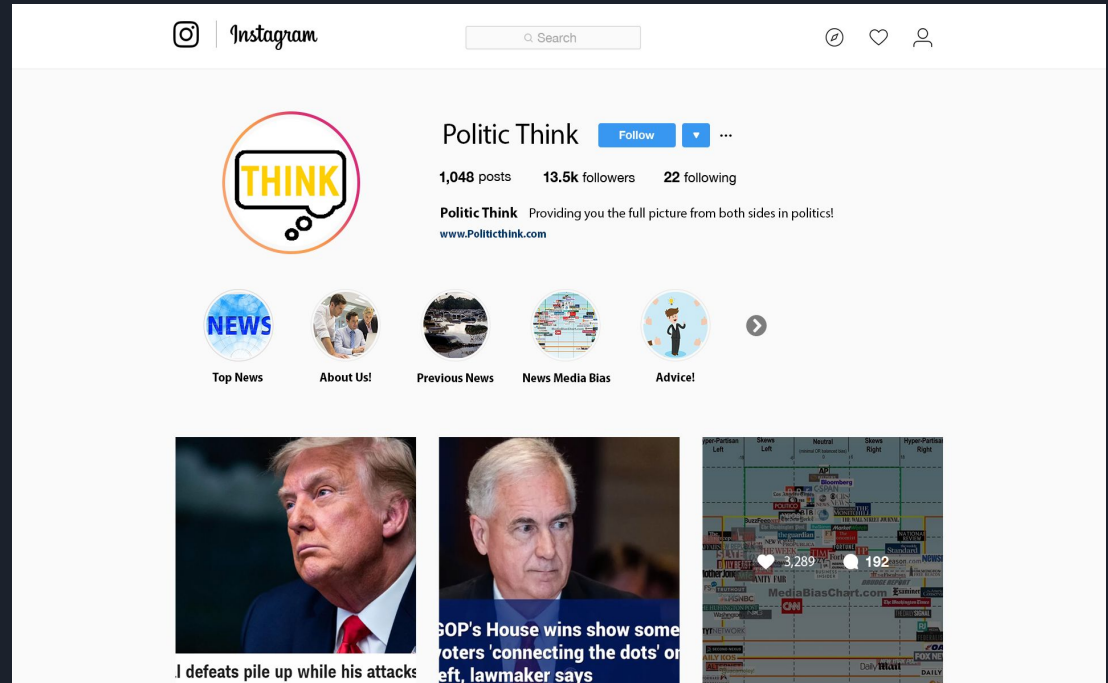
Moto: Giving you the full spectrum!
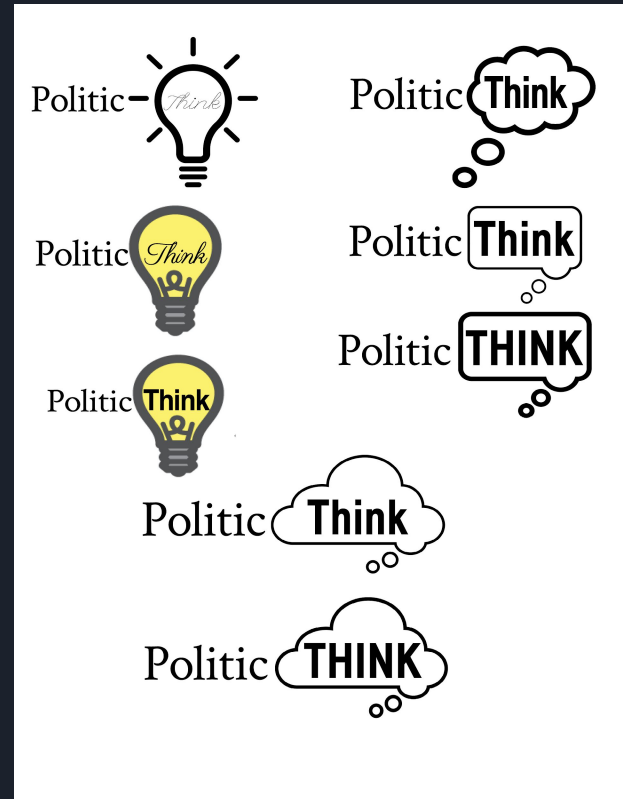
Week 12: (Design Need fixing)

The use of Instagram is to encourage users to check the website out by giving brief summary by analysts (both moderate left and right discussing and helping each other to determine the media from both side of politics a fair research and their views) or have cited texts from the article that best represents their news/article(Basically the facts). of each media's top news report on the same subject The summary is brief and a little bit open ended to make the viewers curious and check out the website. In addition in Instagram it also provide an about us that explains the goal/intentions which is to provide viewers both side of the media on specific political topics such as votings, deals and agreements, etc, it also has previous news source for people to check back to. In addition it also have a story that briefly explains the effect of Political Media bias. Lastly it will also have some advices that encourages users on how to be critical thinkers and to encourage them to practice the idea of critical thinking

Week 12: Introducing the Brand (ad)

How to introduce the brand:
Use of Youtube 15 and 30 seconds
Advertisement.
Question the viewers (30 seconds) "Are you tired of relying on one news media and having half of the truth? Do you struggle finding the same topic from separate media when attempting to compare them? Introducing Politic Think were we provide you the the news from both side giving you the full facts, spectrum and truth!

(15 Second) Politic Think, the website that provides you both side of the media in politics to give you the full spectrum, facts, and truth!

Advertise the website to the moderate left and right who wants to be able to compare or see both side of the media to get pov. The website is advertise as a place where they can compare different media together without having to go up to the web address to type other news media and then trying to find similar topics they want to compare. Or to switch channel and then miss the other half and not get any info to compare.

Week 12: Website Layout (deliverables)

Here is a brief example of what the website would look like, however this is the about page and discuss Politic Think's goal and brief summary of who we are. As you can see you can see the the sections are on top "Top News" where viewers can see what is the current top or "hot" news being discussed. "Archive" section so viewers can look up previous hot topics, "FaQ" section if viewers have questions about the website or perhaps receive criticism so then the website can improve.

Politic
THINK

Top News | **Archives** | **FAQ** | **About Us**

About Us

Politic Think is a website that provides you the viewers both sides the neutral, right, and left wing media on top news on politics on the same topic on one page. Our objective is to help bridge the gap between both moderate left and right wing so then they don't have to rely and follow through one sided media and only having half of the truth. The website is to show both side by having analyst researching and fact chacking the best quotes and cites that represents each of the media so then viewers can compare more easily on one page and give them the ability to formulate their own point of views/ideas with the addition of having some more of understanding on other's points of views/ideas.

In other words, giving you the full fact/truth or the full spectrum of the news, and giving you the ability to choose and create your views and opinions.

Week 12: Website Layout

Is the design navigable?

Design reference I can use?

This is what viewers will be introduce and welcome to. The front page the Top News. Viewers can come and visit this site to see the top news as in this section it will have the title that explains what's going on or what's the current hot/top topic that be being discussed in the media. An example would be the News on Janet Yellen, there are some debate and recent news on Biden nominated Janet Yellen as the US Treasury Secretary. In addition as you can see it has 3 sections "The Left", "The Neutral", and "The Right". Each of these section has corresponding media that fits that section based on the rating from the website "Allsides" where they have an active chart on which media fits in which wings.

Week 12: Website Layout

Maybe videos?

As the viewers scroll down, they will see cited texts and in addition labels so then viewers can see which text comes from which media. For the cited text it is basically quoting which line of texts in that article best represents the media's views. In addition a link will be referenced on the bottom of the quote so then viewers can click on it to see the full article if they're interested. Basically this whole design is to let viewers see what each media thinks on that specific top news and let the viewers formulate their own opinions after reviewing articles from each sides.

The way how the citing works is that we will have analysts that reviews the article, discuss and chooses the best quote/text that will best summarize and represents that article. In addition the analysts will also fact check and make sure that the facts the articles uses are factual.

Is this design concept clear or too disorganized?

Too compacted

Maybe the media logo instead

Too much blue

Maybe look into flipside twitter and facebook

Possible feature, when mouse hover over section it expands

Top News

November 11, 2020

Views on Janet Yellen

The Left

Vox

"Antios qui te dolore nus solupta dolorio nsequam, quodips undicimpora si asimilla que core nulparum quas alis et arum coriat et essenis abor mil expere mosam vellit, commolorem facerum voluptati consedigniae conesequi utes apit, ilit lab il et aut fuga. Se non conecus ma doluptur? Corum rem ut ulpa doluptatis accus as dolorro rehende nihici bea nihitatur modis eic te suscilit aliquas estias denda sit arum vid milignat quos..."
(Link to the Article)

CNN

The Neutral

BBC

"Antios qui te dolore nus solupta dolorio nsequam, quodips undicimpora si asimilla que core nulparum quas alis et arum coriat et essenis abor mil expere mosam vellit, commolorem facerum voluptati consedigniae conesequi utes apit, ilit lab il et aut fuga. Se non conecus ma doluptur? Corum rem ut ulpa doluptatis accus as dolorro rehende nihici bea nihitatur modis eic te suscilit aliquas estias denda sit arum vid milignat quoa adasdasdawdawdass..."
(Link to the Article)

WSJ

The Right

Fox

"Antios qui te dolore nus solupta dolorio nsequam, quodips undicimpora si asimilla que core nulparum quas alis et arum coriat et essenis abor mil expere mosam vellit, commolorem facerum voluptati consedigniae conesequi utes apit, ilit lab il et aut fuga. Se non conecus ma doluptur? Corum rem ut ulpa doluptatis accus as dolorro rehende nihici bea nihitatur modis eic te suscilit aliquas estias denda sit arum vid milignat quos..."
(Link to the Article)

New York Post

Week 13: Redesign

The website is to give the young adults their own news website where it shows them both side of the media from the right and left. In addition it helps them have an easier time to compare the news on the same topic while at the same time quick to read as we have analyst of the website choosing the best and short cited text that represents each media as for that cited text it will have a button/link for the viewers to click on if they want to read the whole article, also viewers they can scroll and look at other media source in the three section. In addition some of the news will have the option of videos that quickly goes over their report.

The reason for the website having short cited text, having imagery, and videos is because of how media is consume in today's generation of young adult. We are constantly busy and we want the news straight to the point, with the addition of being able compare the media immediately on the website without having to struggle switching channels, finding and scrolling the news for the same topic, switching channel from side to side.

Politic THINK Giving you the full spectrum!

Top News   Archives   FAQ   About Us

(Insert captions and texts here...) Olum voluptatet ad min lgent untissus min nonsequi dolesed ut...

○ ○ ○ ○

Top News
November 11, 2020

Views on Janet Yellen

The Left   **The Neutral**   **The Right**

Vox   B B C   FOX NEWS

"Si aditas modit, consero dolupta vel iliquiaerit, optiorem hicium quos et eossit officil magnimi, sae il explit laut adita volorem eum eve..."

"Si aditas modit, consero dolupta vel iliquiaerit, optiorem hicium quos et eossit officil magnimi, sae il explit laut adita volorem eum eve..."

"Si aditas modit, consero dolupta vel iliquiaerit, optiorem hicium quos et eossit officil magnimi, sae il explit laut adita volorem eum eve..."

Read More   Read More   Read More

Week 13: Redesign (Continuation)
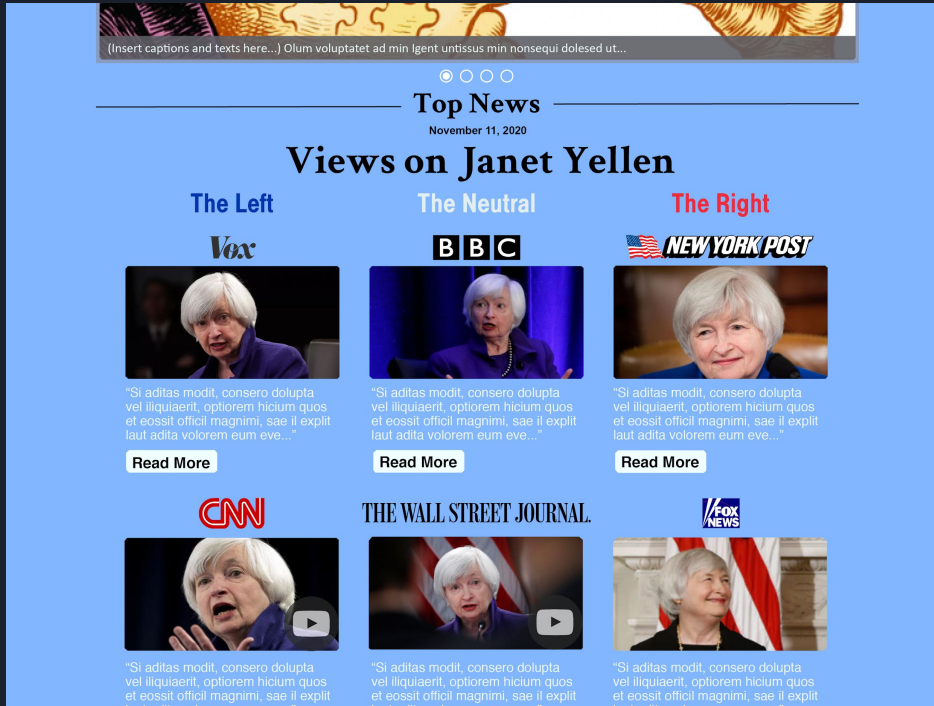
This is what the viewers will see as they scroll down.
As you can see, as I mentioned before, some media will have videos where viewers can simply click on it to watch.

Week 13: Instagram Redesigned

The use of Instagram is to encourage users to check the website out by giving brief summary by analysts (both moderate left and right discussing and helping each other to determine the media from both side of politics a fair research and their views) or have cited texts from the article that best represents their news/article(Basically the facts). of each media's top news report on the same subject The summary is brief and a little bit open ended to make the viewers curious and check out the website. In addition in Instagram it also provide an about us that explains the goal/intentions which is to provide viewers both side of the media on specific political topics such as votings, deals and agreements, etc, it also has previous news source for people to check back to. In addition it also have a story that briefly explains the effect of Political Media bias. Lastly it will also have some advices that encourages users on how to be critical thinkers and to encourage them to practice the idea of critical thinking

Twitter? Picture of post

Advertise the website
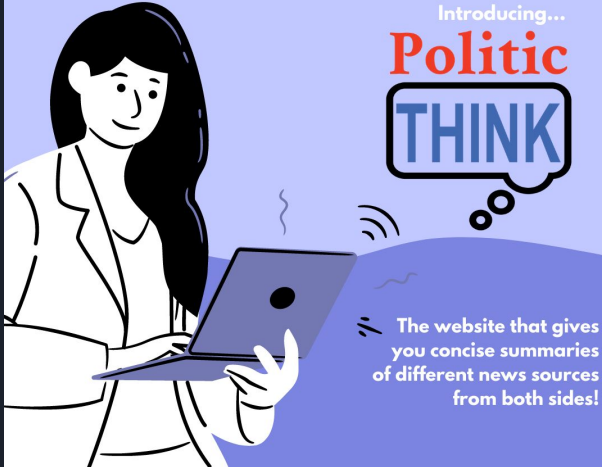
Ad banner for social media
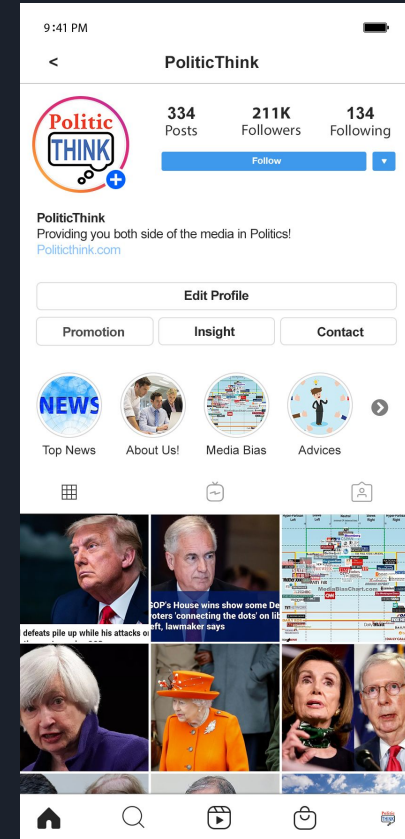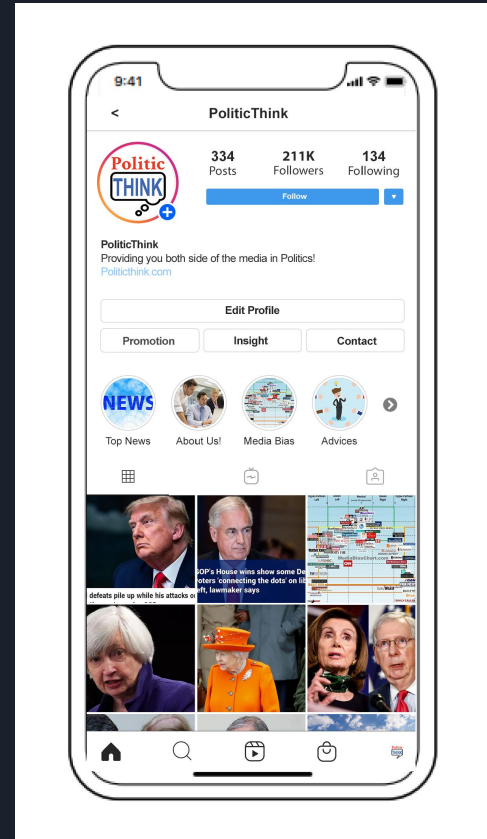
Week 13: Redesign (Logo)

Here is the final design of the logo, removed the light bulb idea and went with the think bubble to emphasize on the word "Think" and to give and remind the viewers to be critical thinkers in this website. Also, I used the blue and red color to represents 2 main party (democrat and republican) to give the idea that this website has both left and right wing media.

Week 14: Ad Concept (Ad concept for websites)

Week 14: Ad Concept (Continue)

Views On Janet Yellen

"Antios qui te dolore nus solupta dolorio nsequam, quodips undicimpora si i consedigniae conesequi utes apit, ilit lab il et aut fuga. Se non conecus ma doluptur..."
-Vox

"Antios qui te dolore nus solupta dolorio nsequam, quodips undicimpora si i consedigniae conesequi utes apit, ilit lab il et aut fuga. Se non conecus ma doluptur..."
-WSJ

"Antios qui te dolore nus solupta dolorio nsequam, quodips undicimpora si i consedigniae conesequi utes apit, ilit lab il et aut fuga. Se non conecus ma doluptur..."
-WSJ

Politic THINK

The website that gives you concise summaries on different new sources from both sides!

Politic THINK

THE WEBSITE THAT GIVES YOU CONCISE SUMMARIES AND BOTH SIDE OF THE MEDIA!

Visit Us!

Week 14: Ad Concepts (Also works for Instagram)