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Nov. 8, 2016  
Electronic Media Writing  
Final Project Proposal

**Project Title:** The Official Unofficial Guide On How To Music Festival: Money, Camping, Genres & More

### **Project Objective**

My objective for this final project is to create a music festival how to/guide for millennials. I think this topic will be beneficial because millennials make up most of the attendance at music festivals, and creating this guide will help them be more knowledgeable about everything that they need to know before attending a music festival. This guide will include the types of festivals and different genres, the cost of each festival, how to budget, and how to pack for a multi-day festival. This guide will also include audio clips of people who have attended different music festivals and they will explain their experience and give their own tips on what to pack, wear, and how to budget.

### **Treatment**

This multimedia package will be in the form of a blog page. On each page there will be original photos and photos taken from other sources. Most festivals typically have a teaser video that is made for the event, so for each festival there will be a video that accompanies it so that my audience, which will be millennials, can get a feel for what each festival will be like. There will be audio as well from people who have been to certain festivals and they will explain the experience and give tips and information on how to have the best experience possible. The intended experience of the viewer is to provide information and promote attendance for music festivals.

## **Project Production Schedule**

### **Sunday, Nov. 13**

- Contact individuals to interview/set up time to record
- Gather photos

### **Tuesday, Nov. 15**

- Generate different topics for each page
- Mock up look/layout of webpage
- Create landing page

### **Wednesday, Nov. 16**

- Write content for topic 1 and 2
- Add photos

### **Thursday, Nov. 17**

- Write content for topic 3 and 4
- Add photos

### **Sunday, Nov. 20**

- Write content for topic 5 and 6
- Add photos

### **Monday, Nov. 28**

- Have audio recordings
- Input onto webpage

### **Wednesday, Nov. 30**

- Look over overall page layout

- Make changes if needed

## **Sources**

### **Original:**

- 2-3 audio recordings of subjects (friends who have attended music festivals)
- Photos from festivals
- Video from festivals

### **Acquired:**

- YouTube videos of festival trailers/teasers
- Website links