

Griot's Eye



Program Description

Griot's Eye is a Media Arts and Youth Advocacy program which provides youth of underserved communities with technical training and professional media equipment to produce dynamic multimedia projects that address issues of immediate relevance in their lives through film, photography, graphic and web design. The goals of the program are to:

- Improve student academic performance, public speaking, critical thinking, and creative writing skills through Arts Integration principles.
- Provide youth with internships and employment opportunities through media training and skills development.
- Provide professional development and networking opportunities for youth through presentations at media festivals, conferences, etc.
- Closing the 'Digital Divide' by exposing urban youth of color to technology driven careers
- Utilize digital technology to strengthen Advocacy efforts for youth and underserved communities.



Community Partnerships

Griot's Eye partners with businesses, nonprofit organizations, community associations, and social service agencies in Baltimore city to produce engaging media products for promotional and advocacy purposes. The length and duration of each partnership varies according to the media needs of each partner. **Griot's Eye** will provide the equipment and technical training to assist our partner's in producing their own media programs or we produce media programs on behalf of our partners. Either way, **Griot's Eye** ensures that each partner's media needs are met from consultation and brainstorming stages to delivery of the final product.

The **Griot's Eye** staff also work alongside our partners to develop a distribution/promotional/outreach strategy to maximize their public exposure. This may include organizing a public media screening, panel presentation, online media campaign, film festival, school assembly, etc.

Past projects have included promotional videos, product/portrait photoshoots, training/educational videos, media campaigns, media projects for family mediation, business marketing, fundraising, artist development, in-school/after school programming, flyers, website development, and more!



ACADEMIC IMPROVEMENT:

strengthen academic performance through scriptwriting, research, reading analysis & comprehension, public speaking, etc.



SOCIAL ADVOCACY:

Address issues of immediate relevance in their lives while improving living conditions of underserved communities



WORKFORCE DEVELOPMENT:

Gain valuable technology skills that are in high-demand through classroom instruction and internship opportunities

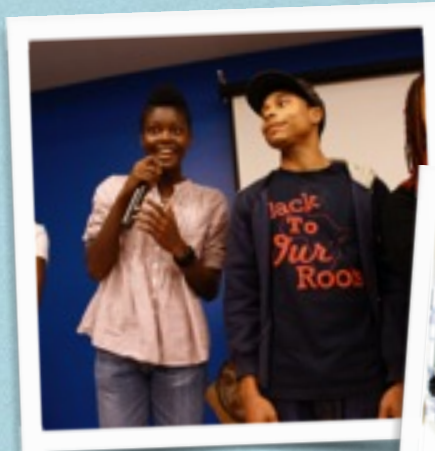
School Partnerships

The **Griot's Eye Artist in Residence** program is specifically designed to meet the needs of urban schools to engage students with hands-on learning opportunities in media literacy, media production, and career exploration with a focus on closing the 'digital divide. The program challenges youth to effectively utilize digital technology to address critical issues within their school, family, and community. Students also explore their prospective careers and gain relevant media skills related to their intended profession. Projects can be designed to supplement English, Mathematics, Science, History, Social Studies, etc. classes, or for enrichment and extra curricular programming

Host organizations must be able to provide the following:

- A dedicated staff person to act as a liaison with the **Griot's Eye** for coordinating purposes
- A suitable classroom for the **Griot's Eye** workshops with ample electrical outlets and space for instruction and equipment.
- Assist **Griot's Eye** in recruiting and selecting participants (20 maximum).
- Assist in the planning and promotion of screening of completed media projects

AROUND BALTIMORE



Griot's Eye films have been broadcast on local, national, and international television, featured in local & national film festivals, distributed on DVD, and won several awards for artistic excellence

The **Griot's Eye** program has produced over 125 films and served over 800 Baltimore city youth since 2010



The Griot's Eye Program will provide:

- All necessary equipment (cameras, mics, tripods, & laptop computers)
- Curriculum/Technical Training
- Internship/Employment Opportunities
- Public screening of media projects (TV, cable access, online, and at festivals)

To bring the Griot's Eye program to your school:

- Schedule a meeting to discuss program logistics
- Interested students complete 'application' for participation
- Griot's Eye staff and school staff select program participants

GRIOT'S EYE: MAKING COMMON CORE EXCITING!

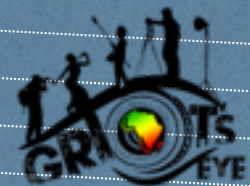


The **Griot's Eye** program has developed an array of media projects that allow students to explore Common Core Standards and Objectives while exploring media technologies through



collaborative projects, which also incorporate valuable 21st century skills such as: Communication, Creativity & Innovation, Critical Thinking & Problem Solving, Collaboration & Teamwork, Social and Cross Cultural Skills.

www.ayainc.org



Griot' Eye

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Check our online video gallery:

www.ayainc.org/media/video-gallery/