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Latin American Films Need Our Attention

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Latin American Films Need Our Attention
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Capstone Project
August 21st, 2020
Mentors: Sheila McFolley, Laurie Shaw Smith, Chloe Herl
Project Overview

- Expand the usage and awareness of the Latin American films in the Askwith collection
- Create marketing material for students, faculty, and the community to learn more about the films in the collection
- Find ways to promote the collection
- Collaborate with the mentors, library professionals, and challenge myself in new ways
Challenges

1. Establishing a plan
2. Omeka
3. Working from home and how it affected communication
4. Creating a new theme for my deliverable
The point of the films in this exhibit are to educate those watching the documentaries on the obstacles the people are facing and what is in the best interest to help them overcome said obstacles. Since the films are coming from the very people asking for help it allows the audience to sympathize and aid them in any way they can. The films emphasized in this exhibit are a great starting point for educating people about where the struggles stem from in Latin America and what the audience can do to help.

Final Deliverable: https://apps.lib.umich.edu/online-exhibits/exhibits/show/askwith-latin/conclusion

"Screenshot from the film La Jaula de Oro when the main character finally makes it to the border of the United States." Diego Quemada-Diez. La Jaula de Oro. October 16th, 2013.

These pictures represent the juxtaposition between life for children. One is a little girl off to her first day of school, and the other is an immigrant who just made it to his first day in the US. The American Dream is very different for these two children.
Buzzfeed Quiz

AskWith Latin American Buzzfeed Quiz

Questions

*All questions are required*

**Q1**
Which summary intrigues you the most?
- Changing the course of history
- Protecting your home
- Walking a mile in someone else's shoes
- Fulfilling your destiny

**Q4**
Who will you be watching with?
- Siblings
- Friends
- Grandparents
- Pets

Display This Question:
If "All questions are required" Which summary intrigues you the most? Changing the course of history is selected.
And Who will you be watching with? Friends is selected.
Or What's your dream job? Judge is selected.

L'Affaire Coca-Cola
Since 2002, more than 470 workers’ leaders have been brutally killed, usually by paramilitaries hired by private companies intent on crushing the unions. Among these corporate brands is the poster boy for American business: Coca-Cola. These unpunished crimes spur U.S. activists into a crusade against the soft drink giant. A searing indictment of a major corporate brand, The Coca-Cola Case takes us on a riveting legal game of cat and mouse via the U.S. federal court and the Stop Killer Coke! campaign.

https://umich.qualtrics.com/jfe/form/SV_6mW39UX6P7Qe1Cd
What I’ve learned:

- Experience working on a project with extreme autonomy
- How to work remotely - the importance of project management
- How to write for the web using the accessibility and usability training
- Navigate the unknowns

1. First took the list of films for the Latin American collection and researched them all a little to get a summary of them and highlight certain themes etc
   a. [Link](https://docs.google.com/document/d/1XnnjUgQ5-JyZm8nOxK9YxkRPS76je6BZedvO/edit)
2. Decided to break the list down to just documentaries I wanted to highlight in the quiz, can’t have too many film titles in the mix or else it won’t be as accurate
3. Took the documentaries and made a spreadsheet highlighting the film title, summary, sub-genre, director, and a picture url
   a. [Link](https://docs.google.com/spreadsheets/d/1mmsCBFOxBaSL68AZAmqZRVnOe_WZBnxHoxTb56g/edit?gid=0)
      i. Included is the “inspo link” for the quiz: [Link](https://www.buzzfeed.com/jamiespahn/movie-series-you-should-watch)
4. After that I decided on questions to ask the quiz. I wanted questions that would be able to nit-pick the topics the audience would want to see
   a. [Link](https://docs.google.com/document/d/1XRSGmkxuLjydiKRM4nqoOyqG9lmUMLCNRaH4eG_wTH6ibud)
5. I cut the list down to 12 documentaries that could potentially be given in the end to the person taking the quiz. This allows me to make the quiz accurate and personalized since they’re all great films but based on different topics. Some films overlapped so it made sense to cut the list more and more.
6. Every question has 4 answer choices - each make up a variable
7. I have 2 meetings with Diana Perpich who is the expert in qualtrics. She helped me see how qualtrics works and how to design the quiz for it.
   a. I feel like it’d be best if you set up a meeting with her yourself so she can teach you 1-1 how qualtrics works because it’s hard to do alone! I’m not the expert lol
   i. Her email is dperpich@umich.edu
   b. [Link](https://docs.google.com/document/d/1g1y5l9pFPKz2aq7Y7F9OlFCZ_1P7yOgRLLAXVJk6D6w/edit) (NOTES from meeting)
8. I’m going to share my quiz with you, not sure if you’ll be able to see it but worth a shot!
   a. [Link](https://umich.ca1.qualtrics.com/Q/MyProjectsSection)

It’s imperative that going into this I stay open-minded and am aware of the danger of a “single-story.” I need to be cautious of what I’m researching and ensure it doesn’t portray the Latin American culture unjustly. With that being said, I’m hoping to go into this project as an outsider to the collection but acquire the knowledge so that in the end I have deliverables that are extensive in covering the various perspectives of the collection and emphasize the information that the community as a whole will appreciate.

A comment I made in my initial write-up.
What’s Next?

- If time permitted I would take the time to...
  - Find the links for non-profits out there already addressing these problems and include them within my exhibit
  - Put in information for how you can get involved with the Latin American community here in Michigan
  - Meet with Laurie in Askwith to make some posters highlighting the exhibit to display in the library:

- For now...
  - Maybe you guys could scroll through my exhibit and educate yourselves on the issues hindering the Latin American community. If the work I did giving a platform for these directors is enough to even affect one of you, then imagine the impact if all of the UM community saw my exhibit.
I thank my mentors, Sheila McFolley, Chloe Herl, and Laurie Shaw Smith for being my biggest cheerleaders throughout this time, Gabriel Dunque for being beyond encouraging as a program coordinator, and my co-intern Effy for the constant support. Thank you!