Message Theory and Design

Student’s Name

Institutional Affiliation

**Choice Justification**

Students from Marymount University come from different backgrounds characterized by unique dressing codes that continue to evolve due to continuous change in the contemporary fashion trends. Equally, designers show an increasing interest in targeting student population in portraying new ideas and improvements in fashion. Students also show support in embracing fashion by following and buying new designs. On the contrary, there are students that incorporate fashion designs together with their cultural dressing codes. For example, students wearing tribal necklaces, head bands, and bracelets, together with newly designed clothes shows value for one’s cultural dress codes.

Cultural heritage remains as one of the most special aspects of one’s identity. By using fashion as a way of appreciating one’s origin, provokes students to yearn to learn from their different cultures. The youth of the present society lack adequate knowledge of their roots, norms, belief system and cultural dress. For this reason, fashion photography magazine sensitizes students on the need to identify and appreciate their cultural background. By knowing one’s culture, one understands their history, and their developmental progress in the society. Culture plays an integral role helping people identify each other and appreciate their origins.

Subsequently, cultural competence remains one of the most important aspects of diversity in institutions of higher learning. For one to succeed in college, one ought to appreciate and accommodate people from all background. Contrastingly, this may prove impossible if an individual fails to comprehend the characteristics and the cultural make up of a certain individual. TBO allows a student to learn about the cultures of other students. The magazine acts as an avenue for understanding individual culture and appreciates those that appear different. One of the reasons for poor grades in college is social isolation that is brought about lack of accommodation of individual differences. Thereby, TBO provides a medium in which students lean and appreciate one’s differences in terms of culture and dress.

**A Description of a Visual Look of the Message**

The message will be sent through pictures of students in the traditional attire, and how fashion designers borrow and improve on these ideas. Students will be asked to volunteer on taking photos accompanied with a brief description of their culture, dress, and belief. The process also provides students to conduct personal research on personal cultural backgrounds in order to understand and try to maintain for purposes of prosperity. Thereby, TBO provides a better opportunity for students to appreciate diversity and the benefits it brings to the student population. Through this, TBO helps Marymount to inculcate cultural competence as form of its institutional culture.

**Persona Created**

The development of the campaign about dress code in Marymount is an important aspect as it helps educate the school population on embracing diverse cultures. Since the school boasts of students from various cultural and religious backgrounds, it is important to ensure peaceful coexistence. It is evident that may conflicts occur based on these sensitive topics. Besides, individuals begin profiling each other as they view their cultures to be superior to others. The TBO magazine aims at eradication any possibilities that may arise due to cultural differences amongst students. The competitive campaign placed by the magazine creates a positive identity which appeals to the readers. The messages posted on the social media platforms and the blogs are both authoritative and educative. The messages portray the importance of cultural diversity to an individual. Cultural assortment helps individuals improve their socio-cognitive skills. The messages form the campaigns would help the students at Marymount improve on their social interactions, a factor that would lead to a better learning process.

Additionally, the persona created through information offered in the various social media spaces provides room for more research on the various dressing designs that would incorporate all the cultures. This aspect is very important, as it would eradicate any chances of non-inclusivity. It is a sensitive aspect especially in institutions which handle individuals from a variety of orientations.

**Maintaining Consistency**

TBO maintains consistency through timely updates which are done within a set timeline. Besides, the authors collect data from the social media platforms and analyze it thoroughly. This aspect helps determine what time most of the population is logged in. During these periods, the bloggers can then post their material containing information about diversity and dressing. The move is most effective, since it guarantees maximum conveyance of information to most of the readers. Specifically, the information targets the young generations. Through this aspect, the bloggers use specific font types that appeal to the young adults. For instance, blogs with information about dressing and culture are posted using the Britannic Bold font, since it appeals to most of the youths. Authors of blog articles use the font to highlight the major points in their messages.

Additionally, the campaign involves the use of red and blue color, since it identified them as the most preferred by most youths in Marymount. The application of the colors also identifies with the national flag of the United States, an aspect that represents unity. Similarly, the campaign employs the use of photographs and video recordings. The photographs are most commonly used since they can capture pictures of fascinating themes at any moment, an aspect that helps collet more useful information about culture.