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MOME 729 Dynamic Typography Section: 01

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MOME 729 Project 2 PSA Proposal

-Choice of Organizations: Best Buddies

-Proposal:

Best Buddies is an international non-profit organization whose mission is to help mental and physically disability people to gain friendship from others, be confident, and be part of the community. Best Buddies was founded by Anthony Kennedy Shriver at Georgetown University in 1987, but later in January 1939 was developed into Best Buddies International. What I propose is to create a PSA on what Best Buddies can do by creating friendship using the colors of their organizations, objects that integrate with their events and what they do, and text that foretold their mission. For tune, I will be using part of a soothing melody, then convert to a happy tune.

Organization Website: <https://www.bestbuddies.org>