

2021

## **Brew Hero Campaign: Spring Cleaning**

Brennan Mullarkey

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#BrewHeroMKE

Brennan Mullarkey

Spring of 2021

Major: Digital Arts & Culture

Graduation: May 2021

Technology and Software used: Microsoft Word and PowerPoint, iPhone camera

### ***Artist Statement***

I am a distance runner and before our cohort would meet, I would go on a run through the parks. I always run with music blasting. While running, I would get so many different ideas of how I can contribute to this campaign. I wanted to make my runs more purposeful and contribute to the creative process. If I have the time to run, I have the time to volunteer and make a difference. I began picking up trash along my runs. I started taking images of the park signs I run through. By posting on social media my experience and using hashtags I believe I can create content to get people to volunteer. I am incredibly fortunate to live in Milwaukee and run through the parks.

The goal I wanted to achieve through this campaign was to make the viewer feel something. First, I had to ask myself various questions about how I can contribute to this campaign. My creative process consisted of a lot of brainstorming and searching for motivation. I have had experience making PowerPoints and presenting to big groups of people. I chose to take the lead on designing our presentation for the client. The process of making a professional presentation takes planning, preparation, and organizing. I did research on making effective presentations and applied some of the more useful information I found. For example, using the correct font sizes, style, and color as well as knowing what images to use so they look clean. I used orange as the main color for the slides because it was similar-to the Brew Hero logo. I wanted to limit the colors so it would not appear excessive to the viewer. It is imperative to design each slide so it appears consistent.

I learned a lot through this campaign and it showed me how to unlock my creativity, imagination, and expressiveness. In our group, we truly connected through our own individual skills. I believe we influenced and inspired each other through this campaign. This has been a unique experience. I have learned different ways to bring people together in a community. I had so many big event ideas I pitched and everyone gave me positive feedback in the group. I know it is a process and there are so many steps to organize an event. I will continue to develop more ideas and make an effort to get people involved in their communities.

My experience during the DAC Capstone course was fascinating. We worked as a cohesive group throughout the semester. I developed many different skills I can apply and evolve in the future. I believe we honed in our individual talents and utilized them to the best of our ability. My responsibilities for the project were heavily focused on seasonal social media posting and getting people inspired in hopes to increase the numbers of people getting involved in their

communities. I emulated my work off volunteering experiences I have done in the past. This made the project a seamless transition for me. I did not shy away from speaking my mind and pitching ideas to the group. I know we can promote this campaign in so many different ways and I look forward to it evolving.

#BrewHeroMKE

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#mkebrewhero

DAC Capstone Proposal  
Wednesday, March 17<sup>th</sup>, 2021



Milwaukee County  
**PARKS**



## Micro-Campaign

*Purpose*

- Support exploration of the Parks system.
- Engage everyday park users as stewards.
- Gateway to have volunteers be supporters of Parks generally.

*Target Audience*  
-College Students

*Select Hashtags*  
#keepparksclean  
#LakeParkFriends  
#springcleaning

*Platform*  
-Social Media

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### Spring Cleaning (Social Media Post)

- I love Milwaukee County Parks, I enjoy exploring the city, and I found a way to give back to the community. I am excited to make a difference by becoming a Brew Hero! Volunteering to pick up trash in Milwaukee County Parks is a great way to be helpful. I believe that a collaborative effort of micro-volunteering can make our parks a better place now and for many years to come. I present this opportunity to you all! I urge you to sign up:  
<https://www.cognitoforms.com/MilwaukeeCountyParks17/BrewHeroRegistration>
- #mkebrewhero



### 4 Seasons: Instagram & Twitter Post

- Spring, summer, fall, and winter. I enjoy running, walking, and biking through all four seasons. I have the great privilege to do all of these activities through the Oak Leaf Trail. I want to raise awareness for opportunities for micro-volunteering. I want to go beyond to help make the parks cleaner. We can make a difference day by day any way we can.
- #Milwaukee #loveyourparks  
[#mkebrewhero](#)



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