

Beats 4/4 Blind

Prepared for: Ms. N. Wilson

“There is power within my melodies. Listen!”

“My power shall become a shining beacon, that will bestow healing upon your broken wings.” - Frederic Chopin (Eternal Sonata) -

Prepared by: Oliver Zhang

Corporate Identity
Beats 4/4 (for) Blind

Introduction:

Many people perceive sight as the most important sense that they possess. Imagine for a second that, just as of now, you were to lose that ability. How would you go about living your life? There would be no more surfing the web, watching television, enjoying nature, or seeing your friend. You would not even be able to read what you are reading right now! Now, imagine being blind from birth. *Beats for Blind* is a charity organization dedicated to helping children and teens who are visually disabled for impaired to help them discover the brilliance of their hearing through music and help raise money for helping build special schools.

In this proposal you will find:

- The meaning behind the charity's name
- In-depth description of the organization
- Charity colours
- Vision for the future
- Statistics and facts
- Charity's identity (logos, design, etc)
- Advertising campaign

Charity Name:

The background behind the charity's name is that it is an alliteration, as both "beats" and "blind" start with the same letters. Beats refer to the musical term for the rhythmic pulse in songs. Thus, the name interprets to two meanings: One - bringing music to the blind. Two - bringing a pulse/life back to those who are blind.

Description:

Here at *Beats for Blind*, we believe that music, especially in children, helps develop language, reason, and to think creatively to solve problems. In an analysis of U.S. Department of Education data on more than 25,000 secondary school students, researchers found that students who report consistent high levels of involvement in instrumental music over the middle and high school years show significantly higher levels of mathematics proficiency by grade 12. As well, we believe it encourages teamwork skills and discipline, and helps teach the benefits of sustained efforts and hard work. A recent follow up study of the Data from the National Education Longitudinal Study of

1988 showed that music participants received more academic honors and awards than non-music students, and that the percentage of music participants receiving As, As/Bs, and Bs was higher than the percentage of non- participants receiving those grades. Because blind children require special needs to get a diversity of exposure to different experiences in their early years of life to be successful later in life, *Beats for Blind* is proud to be one of the few charities aimed specifically towards youth blindness by using music as a method to encourage children to express themselves, share their thoughts, and lead them to become more confident and independent towards the future.

Mission Statement

Beats for Blind's goal for the near future is to help children in a small neighbor discover music and hopefully turn them into potential musicians. We hope to create a website that will bring widespread awareness of *Beats for Blind's* cause. As *Beats for Blind* increases in awareness, we can start looking into larger projects, such as movement acts and programs.

Colours

Beats for Blind's representative colours are black and white. The reason behind this is that it symbolizes what blind children see through their eyes every day of their lives. The vision test boards which we look at to test our vision are also black and white, with the letters being black and board being white. As well, everything in music is in black and white. The notes, rests, and everything else written on the sheets are in plain black. Only through expression through one's song does music bring colour to it's audience. This is symbolic to *Beats for Blind's* vision for the future.

Vision For The Future

Our goal for the future is so that *Beats for Blind* will become large enough and well funded to be able to form entire bands which will be able to perform symphonies in order to widen it's acknowledgment of the worldwide community. We value each member as a team as well as an individual, so we hope to start a music awards program in order to recognize their talents and/or achievements. *Beats for Blind* will start small with only instrumental and percussion instruments, but as we expand, we hope that in the

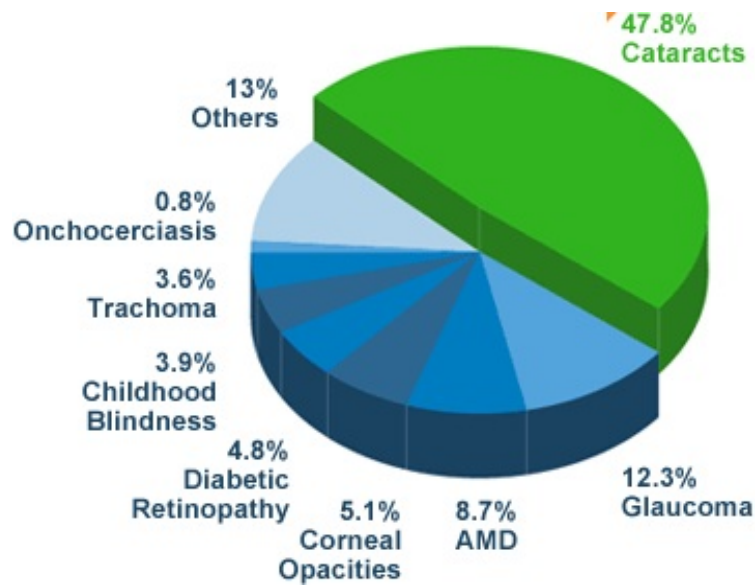
future we are able to bring in music from all genres. In addition, since blind children are unable to read regular sheet music, we hope to develop a whole system of brail written music books. As well, we hope to someday cure cataracts that affect ones' eyes. Cataract is an eye disease that involves the clouding or opacification of the natural lens of the eye. As shown in the following graph, cataracts make up nearly fifty percent of the cause of blindness. As well, it is important to notice roughly four percent of blindness is childhood blindness, not a small proportion on the graph.

Table 2. **Summary of estimates of the number of children worldwide with severe visual impairment and blindness, by anatomical site of the abnormality and etiological category^a**

Site of abnormality		Etiological category	
Retina	380 000	Unknown	560 000
Cornea	260 000	Hereditary diseases	420 000
Whole globe	250 000	Childhood factors	280 000
Lens	190 000	Perinatal factors	100 000
Optic nerve	140 000	Intrauterine factors	40 000
Glaucoma	90 000		
Other (e.g. CNS ^b)	50 000		
Uvea	40 000		
Total	1 400 000	Total	1 400 000

^a Source: ref. 3.

^b CNS = central nervous system.



Advertising Campaign

Beats for Blind will start promotion small by advertising with flyers and its website. As *Beats for Blind* community grows larger, we will be able to use more noticeable forms of advertising, such as performing in concerts and public music performances. When *Beats for Blind* is well enough funded, we will be able to use more noticeable mediums of advertising as well, such as newspapers, radio, and television commercials. Our goal is so that the two will go hand in hand and that *Beats for Blind* will catch the attention of local news reporters who will be interested in writing or broadcasting a story about us. Also, we hope that we will gain sponsorships or partnerships from well known music companies which will help us grow.

Conclusion

Although *Beats for Blind* aims to cure or treat blindness related illnesses which are far into the future, and many of its programs are planned when *Beats for Blind* has a large enough community, its potential is very high as music is something that just about anyone can relate to. It may come in many shapes, forms, and styles, just as the people who write and perform them, but ultimately, they all come together to form something we all appreciate which we call music. Here at *Beats for Blind*, that is our ultimate goal - To make those who seem unlikely to write or perform music do just that. We believe that no matter how unlikely or improbable a task may be for an individual, it shouldn't ever be considered impossible. Since sometimes we need the extra help to get those difficult things done, we at *Beats for Blind* hope to give blind children the help they need to succeed.

Bibliography

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<http://www.brighthub.com/education/special/articles/31259.aspx>

<http://wordnetweb.princeton.edu/perl/webwn?s=cataract>

Project Timelines

Student: _____

Project:	Completion Date:	Revised Date:
Corporate ID	SEPT. 17, 2010	
Logo	OCT. 8, 2010	
Branding Brochure	NOV. 12, 2010	
Poster	NOV. 26, 2010	
Website	DEC. 20, 2010	
ISU Digital Diary	JAN. 7, 2011	No extensions
Portfolio (Exam)	JAN. 20, 2011	No extensions
Presentations	JAN. 21, 2010	No extensions

Signature: _____