

Variables & Title:

In my research I want to address gentrification in Denver cities. Particularly through out the past few decades within the 21st century. While Denver may have been a growing city in the 80's and 90's I find that we are now in the peak of its growth and are seeing the most change. I will contrast neighborhood demographics with average median income from the early 2000's and present time. Looking deep into property value and the rising cost of living versus the stagnant value of wages in our county. By doing this I should be able to tell the story of a struggling community trying to catch up within a fast paced and growing market.

The title of my work is still to be determined. I want to focus on the unfairness of wages here and the fact that more wealthier parties can so easy move and displace those who have lived here so long.

Media:

I believe the most beneficial way to present this data is through a linear timeline. Showing the forward progress of the economics of Denver in contrast to the lack of income in Denver families should be easy to read. I think this will visualize the problem in the most fluent way possible to an audience.

In regards to software I feel confident that Adobe Photoshop and Illustrator will be capable of providing the tools necessary to tell this story in a static piece. As this project concludes and we move into motion I believe After Effects will be the contender.

Typography:

In regards to type I have always leaned towards more modern fonts such as Futura, Arial Black, or other's strong in bold headings. Completing a timeline I may need to include small text for information and other elements of this story. This may include more simple and easy to read fonts such as Helvetica that contrast well with the bold nature of headers and titles.

Visual Hierarchy:

I think in the story of gentrification it's important to represent the increasing value of homes in the Denver metro area. In the early 2000's home values were at a very constant rate and the market did not move around too much. As we fast forward to present time these values have in some cases grown almost \$200k. I think this representation can largely take up my composition to contrast the smaller values of demographics still in their original areas of living and income wages.

Graphic Elements:

This topic is largely focused on money and social structure of community. I think using images of homes, people, and value of currency will most benefit my composition. These may be vector graphics or possibly photos of old and new homes and businesses in Denver.