

EDUCATION
WORKSHOP

Raising the
Volume
Episode XXIII

*Daniel Green explores
finding your brand.*

--

Middle School and Up

RAISING THE VOLUME

with Daniel Green



CORE SUBJECTS AND 21ST CENTURY THEMES

Mastery of core subjects and twenty-first century themes is essential for all students in the twenty-first century. Core subjects include English, reading or language arts; world languages; arts; mathematics; economics; science; geography; history; and government and civics. In addition to these subjects, schools must move forward to include not only a focus on mastery of core subjects, but also an understanding of academic content at much higher levels by weaving twenty-first century interdisciplinary themes into core subjects.

Global Awareness

1. Use twenty-first century skills to understand and address global issues.
2. Learn from and work collaboratively with individuals representing diverse cultures, religions, and lifestyles in a spirit of mutual respect and open dialogue in personal, work, and community contexts.

Civic Literacy

1. Participate effectively in civic life through knowing how to stay informed and understanding governmental processes.
2. Exercise the rights and obligations of citizenship at local, state, national, and global levels.
3. Understand the local and global implications of civic decisions.

Work Creatively with Others

1. Develop, implement, and communicate new ideas to others effectively.
2. Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work.
3. Demonstrate originality and inventiveness in work; understand the real world limits to adopting new ideas.
4. View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes.
5. Implement innovations.
6. Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur.

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OVERVIEW

Everyone has a story. It's our place to take a moment to listen. Once you listen, your eyes open. You can put yourself in someone else's shoes and try to comprehend their experiences. You may be inspired, you may come away with more knowledge, or you may find a bit of yourself in someone else.

"Raising the Volume" is a series of Black stories. These are stories about Black entrepreneurs, judges, authors, artists, and leaders in our community. These are stories that need to be heard. Led by the Gaillard's Artists-in-Residence Charlton Singleton and Marcus Amaker, "Raising the Volume" gives a platform to Black community members whose lives matter.

As you introduce this series to your students, follow the bullet points below for discussion. Your students will find that they are challenged to think about uncomfortable things. Those conversations are what will help us change our world. In the words of Judge McFarland, "To break down racial barriers, start where you are." So, let's start where we are and see what change we can bring to our community.

For each lesson, split your class into small groups for discussion or discuss as a whole. Choose the model that is the most comfortable for your students so they feel free to discuss opinions openly.

Teachers, if you are interested in scheduling a cross-school discussion on Raising the Volume Episode XXIII, please email Sterling deVries at sdevries@gaillardcenter.org. Through cross-school Zoom calls, we can offer students from one school a different perspective on the video with students from a second school. We will schedule class-to-class meetings where whole groups can discuss various topics covered in Episode XXIII.

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EPISODE XXIII



(CLICK THE IMAGE TO WATCH EPISODE XXIII)

Raising the Volume

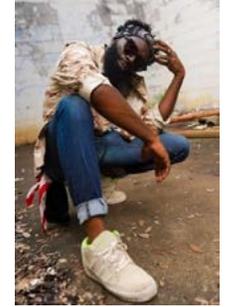
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LESSONS

Daniel Green discusses the pros and cons about working independently. He enjoys having flexibility with his schedule and artwork. The con is having to juggle multiple projects at once and still be able to advocate for himself to get new clients. **Have you ever considered “being your own boss”? Have you thought about independently working for yourself? What field would you want to work in? What would be your top three goals?**



As an entrepreneur in Charleston, Daniel Green does quite a bit of video production and photography. **Take some time and explore some of Daniel Green’s artwork below. His work ranges from photography, commercials, music videos, to weddings. What makes his photography successful? Do you notice a common theme?**



Daniel Green states, *“You want your products presented in a way that makes them stand out in a competitive market. We bring out the personality of your brand in our creative product photography, producing memorable images that increase the demand of your products.”* **What do you think he means when he talks about the “personality of your brand”? In these three photos, how would you describe the personality of the brands? What would your brand say about you? What would your brand’s personality be?**



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ABOUT DANIEL GREEN



Daniel Green is a multi-faceted artist born and raised in Charleston, SC. Best known for his funny personality, photography, and creative video production, Daniel is a true visionary. He has a gift of bringing visions to life, using skills he's gained through dance, film, photography, and graphic design to communicate visions visually, in a way that resonates with the target audience. Daniel is an advocate for following your passions and chasing your dreams as the greatest version of yourself.

ABOUT MARCUS AMAKER



Marcus Amaker was named Charleston, SC's first Poet Laureate in 2016. He's also an award-winning graphic designer, an accomplished electronic musician, the creator of a poetry festival, and a mentor to hundreds of students. His poetry has been featured by PBS Newshour, SC Public Radio, Huffington Post, A&E Network, Charleston Magazine, and more. In 2019, he won a Governor's Arts award. His poetry has been studied in classrooms across the country and has been interpreted for ballet, jazz, modern dance, opera, and theater. Marcus has recorded three albums with Grammy Award-winning drummer and producer, Quentin E. Baxter. His latest book is *The Birth of All Things* (Free Verse Press).⁵

5. "Bio," on Marcus Amaker's official website, 2021, <https://marcusamaker.com/bio/>.

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