



WORKING WITH



Transformative Culture Project



• Intro



Transformative Culture Project is a Boston local non-profit organization which harnesses the economic power of creative arts for youth and community development.

2017 January, through Northeastern University's Experiential Learning Project, I've met TCP and started helping them with building up a new brand asset.

I've designed posters, flyers, business cards, magazine ads, promotion pages using Photoshop for TCP so far.





1. New Business card



front



back



Content



3. New Information Page

Press Pass TV is now the
Transformative Culture Project!

TCP

130 Warren St
Roxbury MA, 02119
(617)288-4917

TCPPROJECT.ORG

[/transformculture](https://www.facebook.com/transformculture)
[@tcproj](https://twitter.com/tcproj)
[@TCProject](https://www.instagram.com/TCProject)

VIDEO PRODUCTION INCLUDES

- PRE-PRODUCTION MEETING**
to plan the perfect shoot includes strategic planning around your organizational messaging and goal.
- SCRIPT/STORY BOARD DEVELOPMENT**
we value your voice and won't shoot a frame until you have approved the questions and the settings.
- PRO AUDIO**
whether it is wireless, wired, or boom mic we are ready to capture clear and crisp sound so your message can be heard.
- CINEMATIC HD PICTURE**
our footage is captured at 24 frames per second, the standard used in Hollywood.
- INDUSTRY STANDARD EDITING SOFTWARE**
- One **ROUGH CUT** edit, One **FINE CUT** review, and file delivery of your choice.
- 40 MILE** travel allowance.

BASIC VIDEO PRODUCTION RATES

SERVICE	OUR FEE/HOURLY	OUR COMPETITION/Avg. Hourly
Pre-Production	\$60	\$100
Production	\$50	\$55-250
Post-Production	\$75	\$150
Graphic & Web Design	\$55	\$65-75
Encoding, Compression, Uploading	\$55	\$65-75

ADDITIONAL VIDEO PRODUCTION OPTIONS

	Flat Rate	
Score(Music)	\$250	\$300
Animation	\$50	per min. \$100-10,000
Custom Titles & Fonts	\$65-75	\$100
Raw Footage	\$55+	\$300
Creative Concept Development	\$250	



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- Pre-production meeting** to plan the perfect shoot includes strategic planning around your organizational messaging and goal.
- Script/Story Board development**
we value your voice and won't shoot a frame until you have approved the questions and the settings.
- Pro Audio**
whether it is wireless, wired, or boom mic we are ready to capture clear and crisp sound so your message can be heard.
- Cinematic HD Picture**
our footage is captured at 24 frames per second, the standard used in Hollywood.
- Industry Standard editing software**
- One **Rough Cut** edit, one **Fine Cut** review, and file delivery of your choice.
- 40 mile** travel allowance.

130 WARREN ST ROXBURY MA, 02119 (617)288-4917

Press Pass TV is now the
Transformative
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Content



2. Magazine Advertisements (on DigBoston)

FORMER Press Pass TV FOR BRIGHTER FUTURE EDUCATION ENTREPRENEURSHIP community engage

Transformative Culture Project



Follow us: [f](#) [t](#) [in](#)

JOIN US!!

Press Pass TV is now the **Transformative Culture Project!**

Contact us for

- Your video and production needs
- To inquire about renting space through **The Connective**
- Bring our in-school programming to a site near you

130 WARREN ST, ROXBURY MA, 02119, (617)288-4917

Press Pass YOUTH Transformative Culture Project

JOIN US!!



TCP

[g](#) [f](#) [t](#)

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[\(617\)288-4917](#)
[tcpproject.org](#)

C-Content



4. Recruit Flyer

CNeed A Job?
Become a Beyond Creative Producer!



You'd work with the *Transformative Culture Project (TCP)* to:

- Produce Videos
- Get Professional Development
- Get \$\$\$ after school
- No previous experience needed

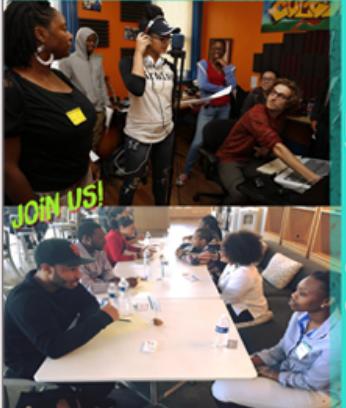
HIRING OPEN UNTIL 5/31

Contact us!
amy@tcpproject.org
617-288-4917

[f /tcproject](https://www.facebook.com/tcproject)

TCP

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TCP



Content

5. Youtube Thumbnails



Title:

Single Parent struggles

Director Alex Moore

Alex interviews his and a friend's mother as they talk about the struggles that come with being the sole guardians of their families.

C-Content

5. Youtube Thumbnails



Title:

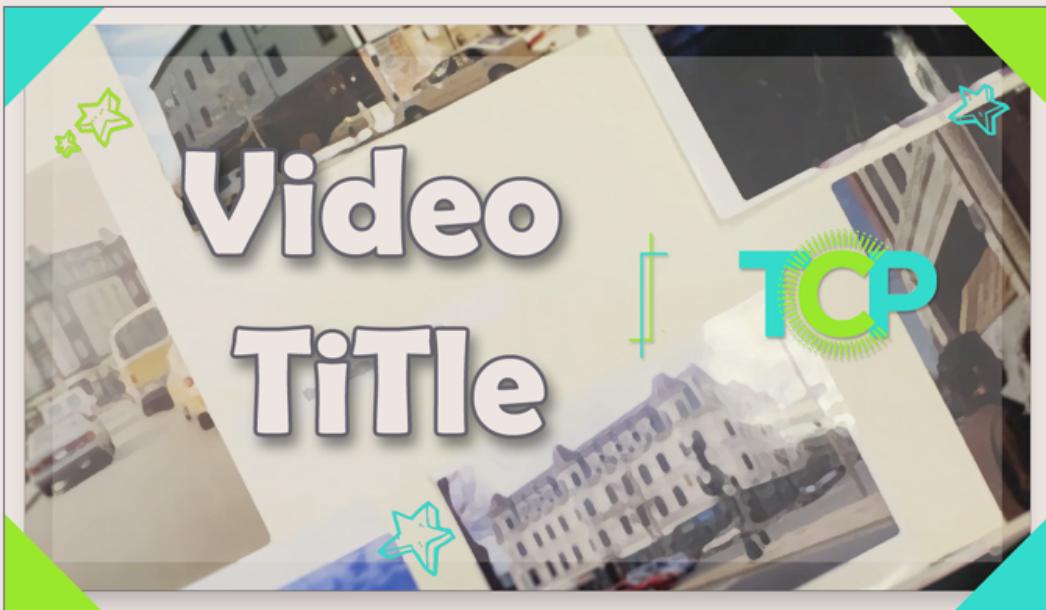
One Shot

by Community Academy
featuring Jacori, Tyrese, and Jahni

This video was produced as part of the "Art of Hip-Hop" elective course at Community Academy taught by Letia Larok. The course is offered through the Network(ed) program of the TCP.



5. Youtube Thumbnails



Some other schemes



6. Other



video thumbnail draft

BOSTON:
130 Warren St.
Roxbury, MA 02119

HOLYOKE:
295 High St. 2nd Floor
Holyoke, MA 01040

TCP
transformculture      

(617)-288-4917

#AccelerateBOS
A business accelerator for the creative class of Boston that provides a curriculum based on a traditional MBA syllabus, has an advisory board made from Boston's most innovative entrepreneurs, and recruits young businesses to apply to the program. This six month program ends in a business plan competition. Through this we also provide artists with professional development workshops, shared work space, and fiscal sponsorship and fundraising support.

#AssembleBOS
A series of programs that embodies the values of catalyzing real conversation with diverse groups through culture. We help connect close to 30,000 people every year through in person events. Our signature event is Juneteenth at the MFA, attracting close to 6,000 people this annual event highlights artists of color from Boston.

WHAT WE DO?
Transformative Culture Project harnesses the economic power of creative arts for youth and community development. We imagine a world in which artists and cultural creatives are celebrated and compensated for their role in imagining the future and connecting people to one another. Visit <https://www.tcp.org/> for more information.

flyer



C-Comment



Reggie Williams
Development Director

Xinyi is an accomplished graphic designer, and I am impressed with the skills she has been able to apply her self-taught skills and formal education to forge a career in this industry. While completing her Master of Professional Studies in Digital Media at Northeastern, Xinyi helped our team work through a redesign our brand assets. Undertaking this project was a matter of not only updating the language and graphic elements, but also completing a total overhaul of our brand collateral.

Xinyi has grown tremendously over the past year working with our organization, and consistently worked to bring fresh, innovative solutions to the challenges we faced. She worked to design new copy of program descriptions, update cover art for our YouTube channel to highlight the work of our creative agency.

