

Engaging the Nation's Youth in Politics

An Interactive Media Research Study

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Abstract

In recent years, new media has become embedded in every facet of our daily lives. A generation is growing up in a technological era where digital media are a part of their education, social communication, and entertainment. A study by Forrester Research found that “the youth incorporate digital media into their lives at a faster rate than any other generation. All generations adopt devices and Internet technologies, but younger consumers are Net Natives.” Is the youth of today utilizing technology as their primary source to gather information on everything, even politics?

The youth (ages 18-29) currently represent 44 million Americans and more than 21 percent of the electorate vote. If political organizations and candidates leveraged technology correctly, they could not only improve their relationship with the youth, but be assured they are receiving the factual and non-partisan information they need to become politically informed and civically engaged.

According to research polls, issues important to young adults such as the economy, education and the war in Iraq have not been addressed enough by political candidates in the past. In order for the youth to come to an educated conclusion on the issues at hand, there must be a reliable, unbiased source they can trust, readily available to them. With over 68 percent of the youth obtaining political information online, perhaps new media is the best avenue for engaging and mobilizing the American youth.

“You’re the Youth: The Future of Democracy” is a politically oriented organization with a goal of bridging the generation gap between young adults and politics. We believe an interactive online environment with relevant, factual and most importantly – nonbiased

information is the solution to harnessing new media to encourage political participation by young people. At “You’re the Youth”, we believe we can educate, engage, and mobilize the “Digital Generation” to perform traditional civic responsibilities and trust the political system would be responsive.

Introduction

Young adults’ active participation in politics is important for the future of our nation and to have a healthy democracy. Young adults are more likely to vote if they have access to reliable, relevant online information about American government and the electoral process, especially if presented in an engaging and interactive environment.

Who Is The Youth?

The boundaries separating generations are indistinct, and the definition of “youth” is necessarily approximate. For the purpose of segment analysis, the term youth as used in this report will represent Americans between the ages of 18 and 29, all 44 million of them. The youth are the largest and most diverse demographic in the United States and currently represent more than 21 percent of the current electorate, and by 2015 will grow to become one-third of the electorate.

The Technological Age

Since the World Wide Web was invented in the early 90’s, the so-called Digital Generation has been the epicenter of advancements in technology and cultural shifts. (Bennett, 2008) Today’s young adults are multi-taskers, digital natives and super-communicators who have grown up with their own laptops, smartphones, and use search engines, such as Google, not

books, to find the information they need on almost everything. (Bennett, 2008; The Pew Research Center, 2007a) The growth of the Internet and the development of social networking platforms, blogging tools, and podcasting have combined to create the next generation of the Internet and those who use them.

The digital generation updates their Twitter and Facebook accounts before getting ready for school, text from under their desks in class, and use Wikipedia as their go-to reference for homework assignments. One of the report co-authors from Forrester Research explained that “the youth doesn’t just go online; they live online.” (Civic Youth, 2004) Over 37 percent of young adults use Twitter or another status-updating site, 73 percent have their own Facebook page and more than a third (36 percent) consult the citizen generated online encyclopedia Wikipedia. (The Pew Research Center, 2007a) What’s even more shocking is that nearly 93 percent of young adults have their own cell phone, while 55 percent of these adults also access the internet wirelessly on a daily basis via their phones or other devices. A study by Forrester Research found that “the youth incorporate digital media into their lives at a faster rate than any other generation. All generations adopt devices and internet technologies, but younger consumers (the Digital Generation) are Net natives.” (Civic Youth, 2004)

Is the youth of today utilizing technology as their main source for gathering information on everything, even politics? Statistics show that more than 88 percent of young adults are online regularly and 90 percent are consumers of (rather than producers of) content on the web. (Brown, 2008) For example, older adults are more likely to blog than the young adults between the ages of 18-29. This raises the idea that if political organizations leveraged technology correctly they could not only improve their relationship with the youth, but could also be assured they are receiving quality, factual and non-partisan information.

An Impressionable Youth

The youth today are more likely to identify as an Independent¹ than generations preceding them, approximately one-third. The increasing rate of independence has been a consistent pattern with young voters throughout American political history. (Young Voter Strategies, 2007) Academic studies suggest that young adult's political beliefs are less defined and lack stability when compared to older adults, and are subsequently more susceptible to targeting marketing from political parties and organizations. Upon reaching their thirties however, their attitudes begin to shift and become "as stable as their parent's attitudes." (Young Voter Strategies, 2007) This further emphasizes the importance for the youth to receive factual, non-partisan information early on in their voting career, when they are maturely more open-minded and impressionable. It is apparent that early "Identification with political parties, once established, is an attachment which is not easily changed." (Campbell, 1964) Statistics add validity to this argument and show that 56 percent of Presidential voters have never crossed party lines and stay committed to the party they first voted for.

Statistics of Youth Identified

While there is a significant percentage of Independent's that fall between the ages of 18-29, many choose to register as either Republican or Democrat. Overall, approximately 28 percent of 18-29 year olds identify as Republicans. Among young men, 30 percent identify as Republicans compared to 26 percent of young women. Republican identification is the highest among the Caucasian youth, with 35 percent registered with the Republican Party. (Rock the Vote, 2008a) Out of both the Independents and Democrats, Republicans have continued to vote in record numbers over the course of the last four years. (Rock the Vote, 2008a)

¹ Independent: A voter who is not affiliated with a political party and votes out of civic responsibility. (ircpolitics.com)

The majority of today's 18-29 year olds lean strongly towards the Democratic Party, representing 47 percent of the youth demographic. Of that 47 percent, approximately 55 percent are women and 38 percent are men. It is also important to note that nearly 73 percent of registered Democrats between the ages of 18-29 are African-American and 51 percent are Latino. Democrats have continued to win the majority of young adult's votes for the past two major elections. (Rock the Vote, 2008b)

A Trend Unfolded

When tracking the rise and fall of American political parties throughout history, an interesting trend begins to emerge: those who won the youth vote are, a generation later, the party in power. (Rock the Vote, 2007a) For example, research conducted during the Democratic realignment of the 1930's showed that the key to winning election in the future was to gain the approval of the youth as they entered into adulthood when the Depression hit. The youth voters of that era subsequently became lifelong Democrats. Similarly, the oldest of today's population came of age during the golden years for the Republican Party – referred to as the “Roaring Twenties” – and are still fiercely Republican. (Rock the Vote, 2007a)

The 2008 elections would further prove that the youth are a powerful electoral demographic, and can truly make a difference if properly educated on the political issues at hand and are civically engaged. Eighty-eight percent of the youth that took part in a political research poll before the 2008 election believe that as a group, they have the power to make a difference. (Rock the Vote, 2008c) Their sheer size makes them a politically dominant voting bloc to be desired by candidates. (Rock the Vote, 2008d; Bennett, 2008; Campbell, 1964)

Issues and the 2008 Election

According to research polls, which were conducted before the 2008 presidential election, over 41 percent of the youth electorate ranked the faltering economy at the top of their concerns, along with the war in Iraq, terrorism and homeland security. (Rock the Vote, 2008d)

Surmounting debt and living paycheck to paycheck is a real life scenario for many young adults living in America. The cost of a college education, health insurance, and housing has risen dramatically for the past five years. Approximately two-thirds of students graduate college with debt due to student loans, averaging an alarming \$20,000. (Rock the Vote, 2006a)

Other significant issues to the youth (regardless of party affiliation) include health care, education affordability, the environment, job market stability, and immigration. (Rock the Vote, 2006a) For nearly every issue mentioned, the youth voter felt as though not enough time has been spent addressing these issues by presidential candidates in the past. Sixty-three percent want to hear more about creating jobs, 56 percent want to hear more about healthcare, and 64 percent want to hear more about college affordability. Fifty-four percent of the youth want more information on gas prices and energy conservation, and 50 percent need to know more about immigration. (Rock the Vote, 2006a)

How can the youth come to an educated conclusion on the issues at hand if candidates aren't answering their questions and they don't have access to reliable non-partisan references to learn more about these topics? Failing to take full advantage of technological tools to effectively engage youth will in turn create a "generation gap" between the needs and expectations of young people and the political candidates themselves. (Civic Youth, 2004; Bennett, 2008) The youth

craves information but needs to obtain that information from an unbiased source that they can trust. Information that appears biased will be regarded by the youth as faulty and that source of information will be thought of as untrustworthy. (Lake Research Partners, 2007) Sixty-eight percent of young people obtain political news online (an even higher 81 percent, if in college [The Pew Research Center, 2007b]) and prefer the Internet over other sources of political information such as radio, television, etc. (The Pew Research Center, 2007a; Lake Research Partners, 2007) The youth commonly regard those media outlets as strategically one-sided. In addition, the youth do not believe sites like MySpace and Facebook are creditable sources for obtaining information about political candidates, but view them as frivolous and silly. (Lake Research Partners, 2007) Young people who are interested in civic, community, or activist issues are looking to the Internet for information about causes important to them, connections to like-minded peers and/or organizations, and for ways to organize and mobilize. (Civic Youth, 2004) Inevitably, the question arises, are the needs of the youth being met?

With over 88 percent of the youth online today, (compared to 32 percent of those 65 and older) there must be an environment put in place that is as aesthetically appealing and engaging as it is informative, relevant and factual. The youth is in the vanguard of a new media transition, and need to be seen as legitimate social and political actors, and recognized as potential innovators and drivers of the new media change.

New Media Change

The more than 70 million individuals born in the United States in the past twenty years represent the largest cohort of young people in history, and are the first to grow up in a world saturated with networks of information, digital devices and perpetual connectivity. (Civic Youth,

2004; Bennett, 2008) There is a “New Media” change developing before us, and it is increasingly insisting that we acknowledge it. Instead of viewing this era as a rift and dangerous turn away from existing standards for knowledge, literacy and civic engagement, we can integrate them to create a balanced environment created out of new media and existing standards for education. This integration could potentially result in an incredible increase in the youth’s civic engagement.

The fact that current technology requires active rather than passive participation has key implications not only for the users’ sense of community, but also for their own personal identity. “In a classic attribution study, preschoolers who were promised rewards for drawing were later found to approach drawing materials less frequently than those not led to expect any reward.” (Civic Youth, 2004) The extension from this example to youth political participation is evident: young people who encounter campaign information on their own accord and spend time interacting with political material may come to the realization that they are interested in politics. The relatively inexpensive cost of an interactive environment such as a website, may lead to more important and significant acts such as registering to vote or participating in a political organization. (Bennett, 2008) An unobtrusive addition to one’s space, such as a website where users can visit or leave at will promises far greater long-term payoff than conventional efforts for youth voter mobilization. The concept that young adults’ technological literacy can be harnessed in an effort to create greater understanding and involvement in political campaigns and the electoral process needs to be further explored and tested accurately.

Reach Out and Engage

Candidates, celebrities, organizations, corporations and wealthy citizens in the U.S. have poured endless amounts of money into a variety of initiatives aimed at harnessing digital media to reach out to and engage young adults in civic and political activities. (Bennett, 2004) These initiatives are based on the hope that technology can potentially reverse the current decline in youth participation in civic and political activities. While the youth voter turnout was between 49.3 and 54.5 percent in 2008 (an increase of 1 to 6 percentage points over the estimated youth turnout in 2004 [Civic Youth, 2008]) the fact remains that over half of the youth is not embracing their right to vote. Experts such as Michael X. Delli Carpini, Dean of the Annenberg School for Communication at the University of Pennsylvania, believe that interactive features unique to the Internet can lend themselves to enhance engagement. “These include increased internet speeds with which information can be gathered and transmitted, greater volume of information that is easily accessible, more flexibility in how and when information is accessed, and much greater opportunity to interact with others in a range of contexts (one to one, one to many, and many to many), using a variety of media types (text, audio, and video).” (Bennett, 2008) Carpini also points out that the Internet has the unique ability to challenge the traditional perception of an authoritative voice and informative source, and content producers and content consumers. A point worth noting is that while internet-based initiatives could help to further stimulate the youth already socially engaged, it would be difficult to encourage the youth who do not participate in the first place, to then become involved in a technological political integration movement.

We are witnessing an era where – thanks to new media – we are not just readers, viewers and listeners, but participants in an ongoing conversation. Carpini emphasizes that the role of

content creator has been shifted from “the few professional journalists trolling society for issues and observations, to the people who make up society.” It is in this manner that the Internet democratizes. (Bennett, 2008)

Youth and the Civic Web

Beginning in the late 90's, a number of nonprofit organizations began launching websites designed with the sole purpose to engage young adults in civic and political life. A study conducted by American University surveyed approximately 300 websites created by and for young people. While some of these sites were aimed at a broad youth audience, others tailored to fit a more specific target audience, or demographic, such as youth in urban or rural areas and youth of specific racial, ethnic or sexual identities. (Bennett, 2008)

Many of these sites, contained valuable and important information, but were nothing more than a static brochure slapped on a web page. Maintenance issues were prevalent among some of the websites, such issues included; broken links, outdated content, spam, etc. While broken links may be obnoxious, lack of proper site maintenance can prevent the youth from getting involved entirely. In addition to maintenance issues, the sites studied did not take advantage of the Web's endless possibilities to present information in an interactive and engaging manner. Information presented this way could not only strengthen their identity but build knowledge in a community that relies on important civic skills such as fundraising, volunteering, and communicating with political figures. Many of these sites “were launched with an ‘if we build it, they will come’ strategy, and many of them have struggled for visibility and influence in a technologically savvy and engaging online youth media environment.” (Bennett, 2008)

In contrast to the unsuccessful websites studied, there were a handful of successfully implemented nonpartisan get-out-the-vote campaign sites targeted toward the youth, showcasing an assortment of strategies and tactics for utilizing digital media as a tool for political mobilization. The online fluidity of these sites enabled visitors to travel quickly and effortlessly, while gathering information, communicating with others, and joining associations that matched their social and/or political interests and passions.

Interestingly, some of the more successful online organizations showed a tendency to use shocking and lively names, such as Smack Down Your Vote and the League of Pissed Off Voters. (Bennett, 2008) Rap star and entrepreneur Sean “P. Diddy” Combs formed Citizen Change, with a compelling slogan, “Vote or Die,” where he featured more than 100 celebrity spokespeople to “educate and empower groups that are not adequately represented,” says Combs. (MTV, 2004) BET (Black Entertainment Television) partnered with The Black Youth Vote project to target African-Americans, and Voces del Pueblo (voices of the people) targeted the American-Latino youth. (Bennett, 2008) The Internet played a crucial role for all of these organizations, facilitating collaboration, virtual coalitions and creating an engaging web experience beyond anything ever created before by youth minded political groups.

One of the organizations with the strongest online presence was Rock the Vote. Founded by the music industry nearly twenty years ago, the nonprofit organization has been a pioneer of the youth vote movement for more than two decades, registering more young people to vote than any other organization or campaign. (Rock the Vote, 2010) Their mission at Rock the Vote is to engage young people, to build political power for young people and to be the best place online where they can find out what they need to know about issues, candidates and the electoral process before casting their ballot. Rock the Vote’s website served as a hub for youth voter pre-

election activity, linking with the growing number of youth vote initiatives in a network of online relationships. (Rock the Vote, 2010) A “Register to Vote” call-to-action on the site allows the user to complete, and/or print out, a voter registration form to be mailed to their state elections office. By completing this process, any user could then become a member of their “street team,” connecting with others in their community to become a part of an army of volunteers who would register new voters at public places such as concerts, clubs, the mall, and campuses across the country. (Rock the Vote, 2010) Donations could be made to the organization, free downloads of radio ads and RTV banners, and the voter registration tool could be implemented into their own site all by the click of their mouse.

Brands and Engagement Beyond the Web

Rock the Vote and its affiliated brands engaged its users beyond the limits of a website through software applications, wireless technologies and commercial website. (Rock the Vote, 2010) For example, they launched a mobile project where mass texts were sent out to subscribers, inviting young people to sign up online for the campaign. They would offer sweepstakes with prizes and incentives to further mobilize their efforts, such as coupons and discount codes for popular brands. (Rock the Vote, 2010) The youth were plugged into a constant stream of interactive content and activities via their cell phone, thereby reaching beyond the digital boundaries of a website. Given the elusiveness of a young audience, and its value as a target audience, corporations and major brands are likely to partner with these causes offering financial support in return for their brand exposure. (Bennett, 2008) However, caution should be taken while intertwining major brands with political organizations, due to the fact that the cause could be severely undermined if financial gains are the ultimate goal.

Connection between Internet Efforts and Voter Turnouts

It would be difficult to calculate what role, if any, the Internet efforts played in the youth voter turnout of the 2004 and 2008 elections. According to the Center for Information & Research on Civic Learning & Engagement (CIRCLE), a combination of factors, including “extensive voter outreach efforts, a close election, and high levels of interest in the elections themselves” worked together “to drive voter turnout among young people not seen since 1992.” (CIRCLE, 2009) Regardless of their direct political impact, the youth voter campaigns observed in past elections may be indicators of the importance of utilizing digital media for mobilizing young people.

At the very least, the campaigns of the past demonstrate that well-funded massive outreach efforts, combined with cutting-edge strategies and engaging digital tools succeed in stimulating large numbers of the youth. It has been proven by a variety of measures that the demand among young people for political information on the Web rivals, or even eclipses, that of any other age group. (Civic Youth, 2008; Bennett, 2008)

Youth Demand for the Political Web

Considering the ways in which younger voters use the Internet for political purposes, it is important to consider the extent and nature of their preferences and taste for online political information resources. Simply comparing the preference of finding political information online between adults and 18-29 year olds, it has been found that they are approximately the same rate, with “76 percent of online teens and 73 percent of online adults” (Civic Youth, 2004) seeking out at least some news or political information on the Web. This statistic proves the youth’s preference for new media, considering that the youth possess a lower interest in politics from the

start. (Civic Youth, 2004; Bennett, 2008) It is also important to define what falls under the relevant aspects of electoral politics, or even the broader idea of politics in general. How much interest do the youth exhibit in finding politically related information online? What kind of information do they seek? Once they get there, what do they like to do and how? By answering these important questions we can then get an idea of the youth and their expectations when seeking out political information on the Web.

By analyzing political organizations and candidates strategic efforts to engage the youth through new media in the past – and young people's reaction to the efforts – we can begin to provide political information online that the youth demands. In addition, through their successes and failures utilizing new media such as websites, blogs and social media, we can understand how the youth want to see this political information presented.

18-29 year olds are among the most intensive users of the web and they are also the most discerning and demanding. (Civic Youth, 2004) They are the most detailed oriented, have the lowest tolerance for loading times, and dissect and judge websites based on visual and technical details, hierarchy of information, specific placement of items and what all of this communicates to the end user. (Civic Youth, 2004; Bennett, 2008) In a study group performed at American University, 34 young people were brought together to review politically oriented websites and at the end a general consensus was made – they desire to see more creative use of web-based technology and a more informal, playful presentation of information. (Civic Youth, 2004; Bennett, 2008)

Interactivity and Engaging Content

As a growing number of people know, simply having a presence in cyber space doesn't mean that people will come to a website, or that visitors will return again. Important factors to take into consideration are the type of content and features offered on a website and how useful and attractive they are to its visitors. Based on the study conducted by American University, candidates and politically oriented websites did not appear to utilize the Web to its fullest potential, or to reach out to those who are arguably the most receptive in political web communication. (Bennett, 2008) The websites in question, appeared more as static information booths than dynamic places to connect, create and interact with other people. In many ways interactivity is the defining element of web communication and should never be neglected.

In addition, many political sites are directed toward parents of young voters rather than youth voters specifically. This finding further emphasizes that candidates, government officials, and politicians simply aren't speaking enough to the American youth, even when using the medium of choice for the Digital Generation. If this gap is left unaddressed, future attempts in online campaigning will fail to attract most politically engaged young voters into greater involvement with the electoral process.

Bridging the Gap

The research studies referenced throughout this report emphasize the possibility for greater levels of interactivity in a website. Interactivity would inevitably lead to greater positive outcomes, including improved cognitive engagement with site content, increase perceived favorability of site producers, and the persuasive impact of the communication presented. We can begin to understand and acknowledge the generation gap in online politics by researching

and understanding the concepts of web interactivity, while applying them to the problems of youth political engagement and online campaigning. It is essentially through the integration of these compelling forms of online interactivity with political information on the Web that the generation gap in politics can be effectively bridged.

***You're the Youth* Proposed Solution**

You're the Youth: The Future of Democracy is a nonprofit organization in the process of development that aims to assist in bridging this generation gap between our Digital Generation and the political process. We understand that there is substantial gulf between the two, and that if it is left unaddressed, new medias' potential to help reverse declines in youth political movements may go unrealized.

You're the Youth aims to engage and build political power for young people by creating an interactive online environment that provides relevant, nonbiased information spoken in a witty, straight-to-the-point tone of voice. We believe that interactivity is the defining element of Web communication, and perhaps even one and the same. By creating greater levels of interactivity in a website environment, a multitude of positive outcomes can be achieved: greater engagement with content and therefore a more persuasive and positive attitude toward its content and the producer of the content.

You're the Youth hopes to engage and mobilize its target audience outside of cyber space, though they will always be interconnected. For example, events, guest speakers, interviews, etc. will be streamed on the website and open to live audiences. Integrating outside engagement efforts with online capabilities will have a direct impact on the potential increase in youth mobilization.

The desired outcomes of *You're the Youth* is twofold: 1) to witness the impact of online interactivity on the youth's feelings of political value, to the extent where they feel confident in performing traditional citizenship roles, and 2) to trust that the political system would be responsive. The realization would then come to fruition that by increasing the prevalence and sophistication of online interactivity, there would be an increase in political participation by young adults.

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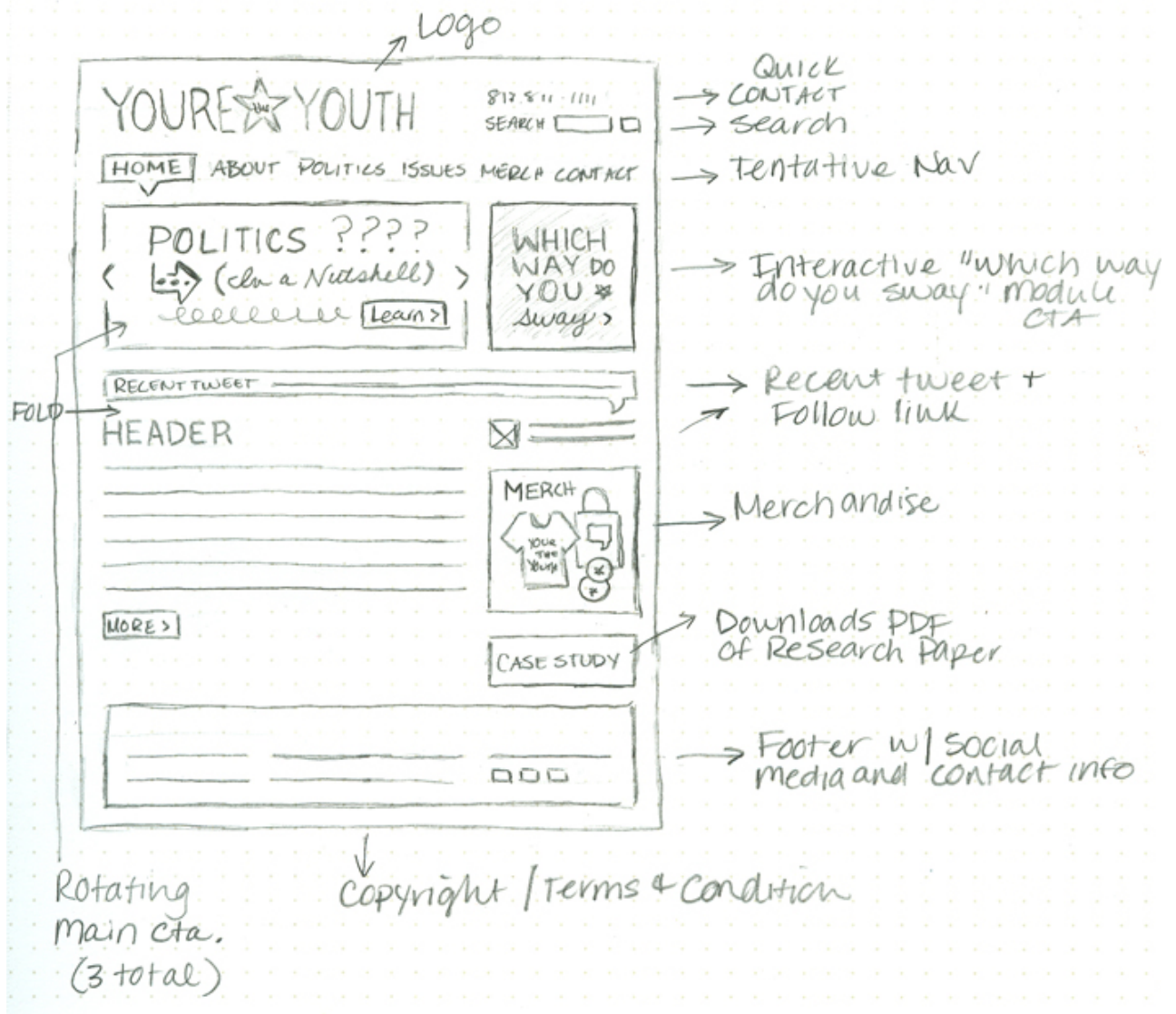
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Conceptual Drawings

Website Wireframe



Merchandise Concepts

