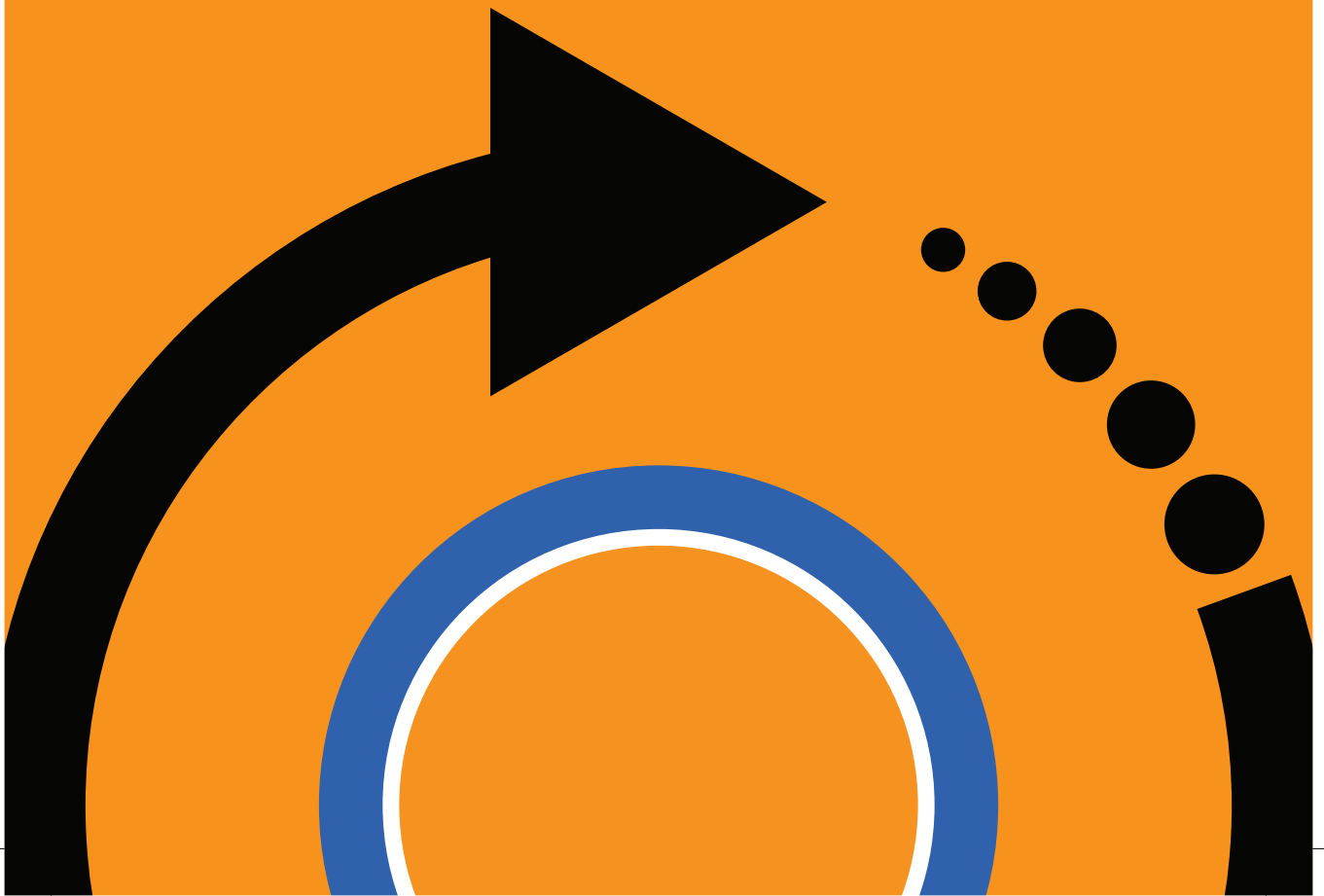
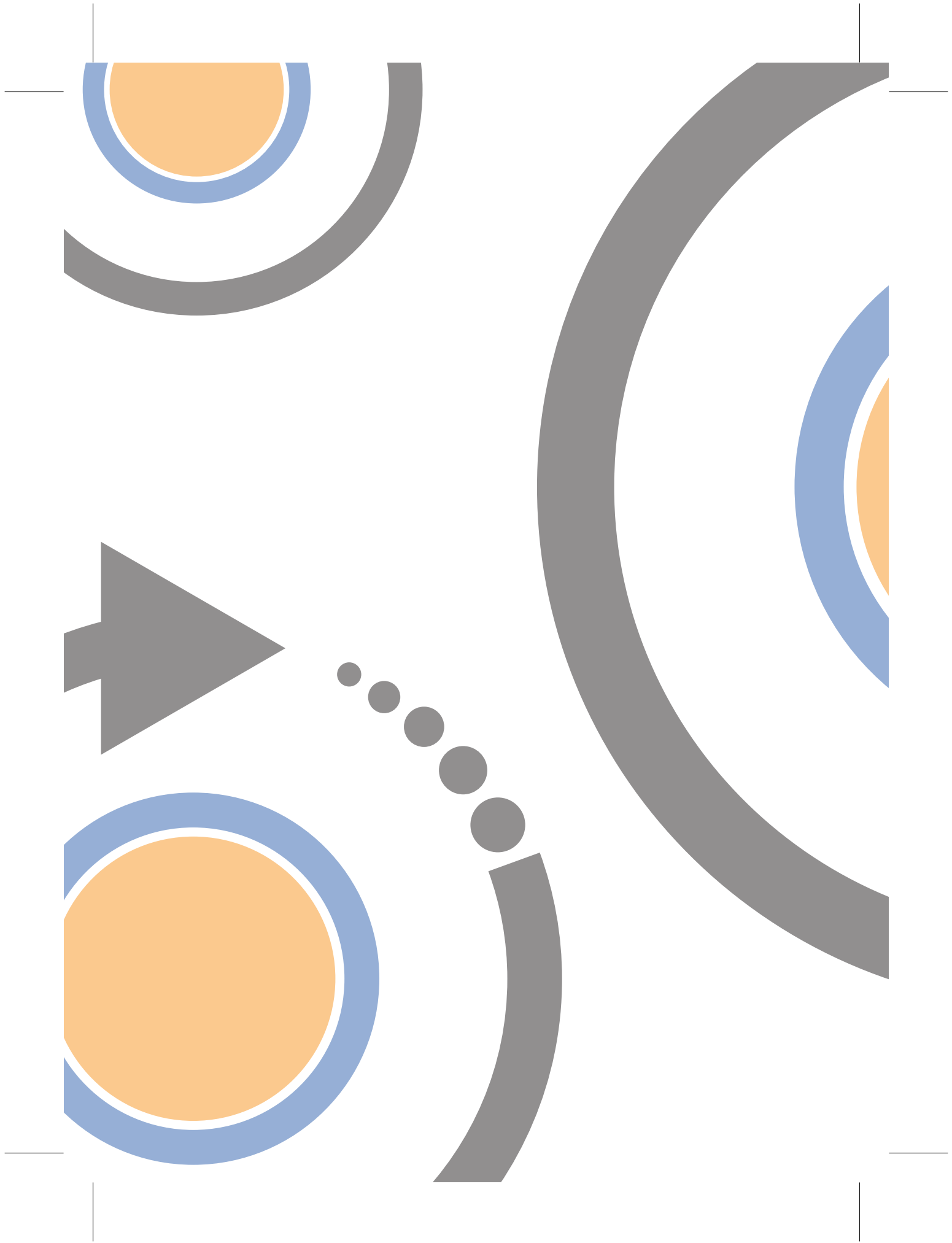


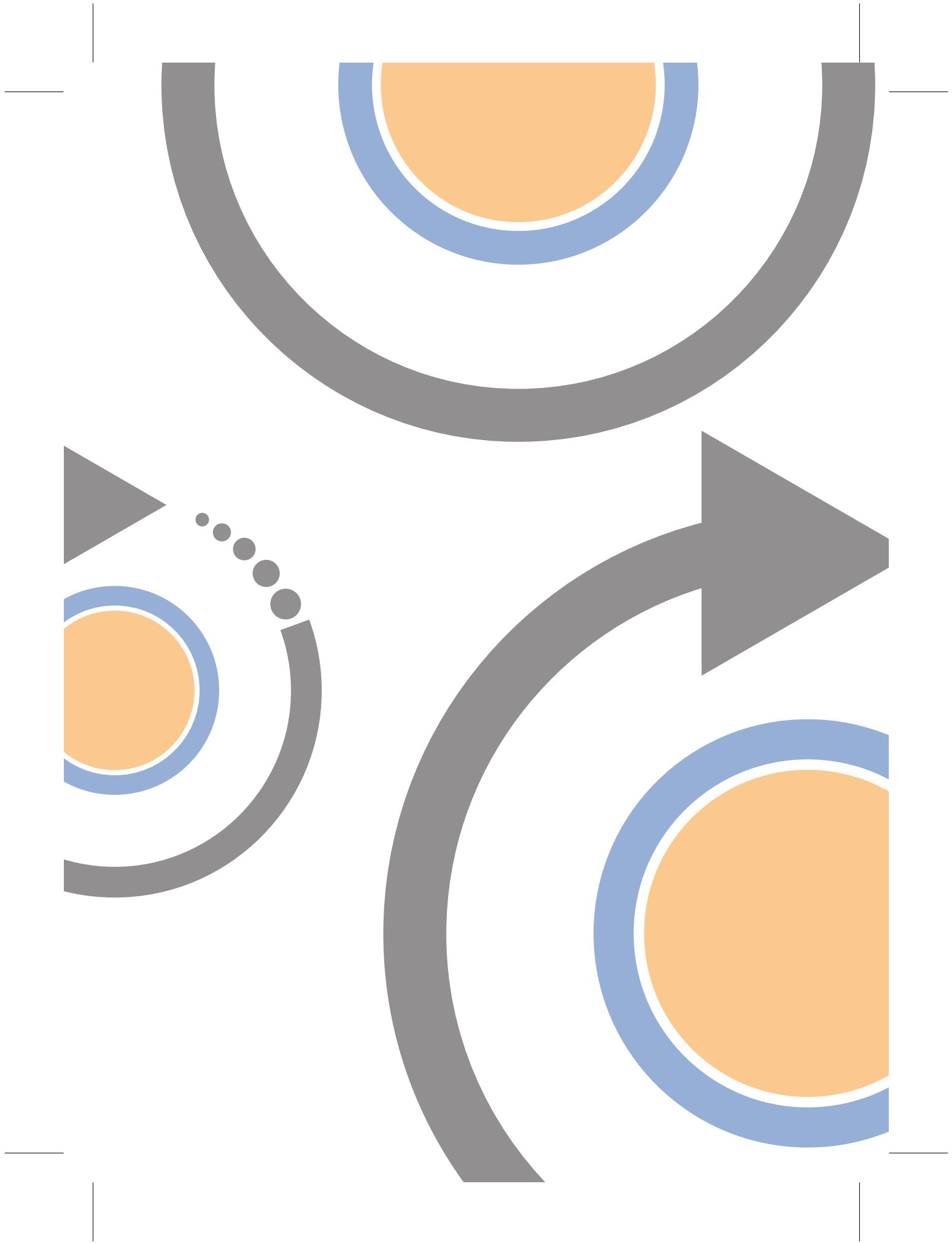
# POP UP DOCS

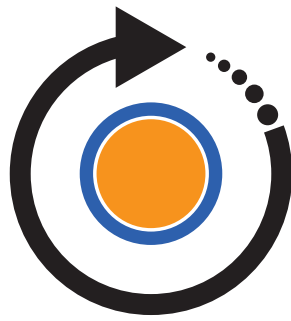
drive your story home











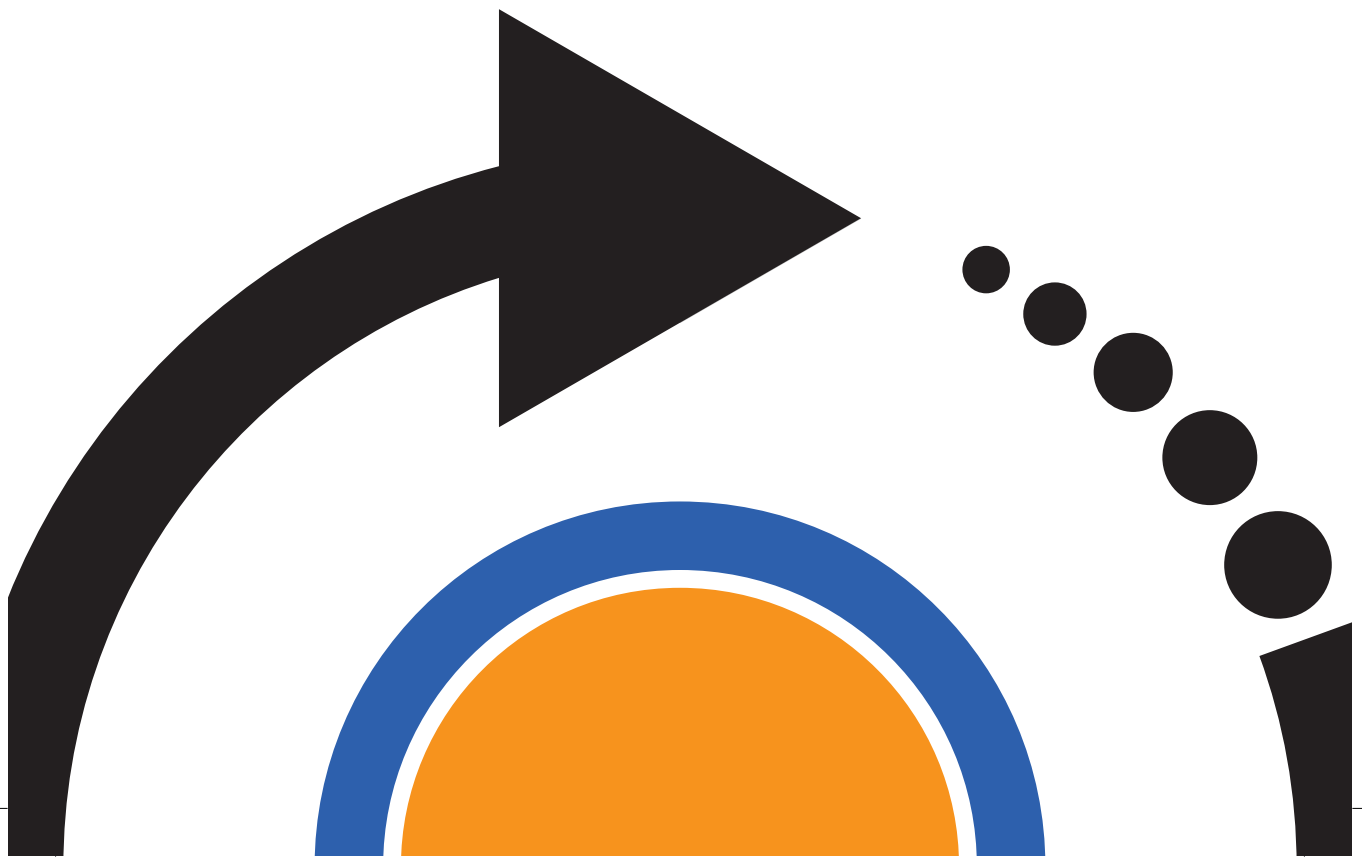
**POP UP DOCS**

drive your story home

## MISSION STATEMENT

Pop Up Docs™ envisions a world where young people of color are empowered to tell their authentic stories so that media is truly representative of the communities it is meant to serve.

We aim to democratize visual storytelling by intentionally exposing and educating diverse creators while building a capable community of talented, experienced, and influential storytellers.



## SUMMARY

Pop Up Docs™ is a mobile documentary film workshop and video editing studio (on wheels) which provides skills-building workshops for aspiring documentary storytellers from traditionally underrepresented populations.

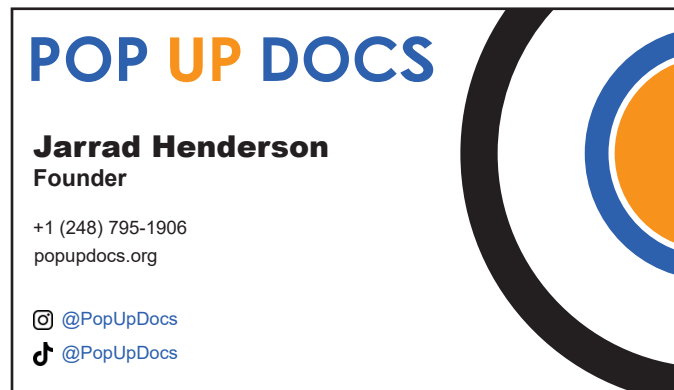
This entrepreneurial project offers an opportunity to further democratize visual storytelling by centering the power and representation of diverse creators.

For decades, industry leaders have enthusiastically responded to calls to diversify visual journalism, but the industry continues to fall short in practice. In addition, few (if any) of the diversity and equity pledges have focused extensively on the unique issues that visual journalists and documentary filmmakers face. University systems and journalism schools face a similar reality.

Major universities have made strides in recruiting diverse student bodies, but disparities in graduation rates and retention in the industry indicate inequities exist. Pop Up Docs™ bypasses traditional journalism on-ramps and learning systems using a “meet them where they are” approach that will take the training to the streets (literally). Led by expert mentors, this pilot program will gather data to identify underrepresented communities to work with, create a 4-week summer program, and assess participant experiences to develop an expansion plan.

By bringing the latest tools, storytelling techniques, and education directly to creative but underrepresented populations, Pop Up Docs™ will develop a community of talented, diverse, and experienced visual storytellers.

## STATIONERY

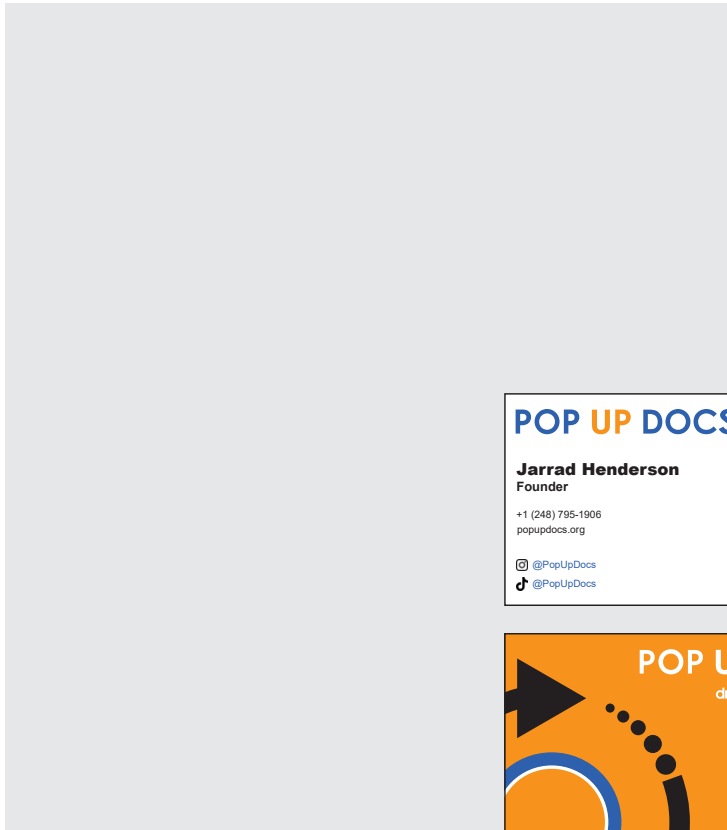






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**POP UP DOCS**

**Jarrad Henderson**  
Founder

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## TYPOGRAPHY

Gadugi modified

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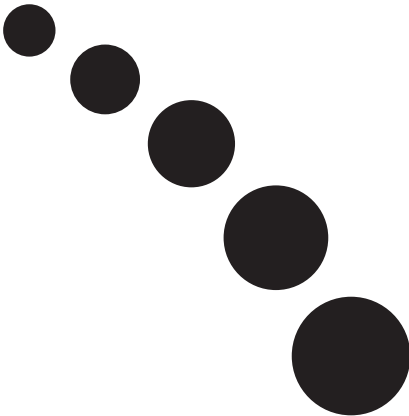
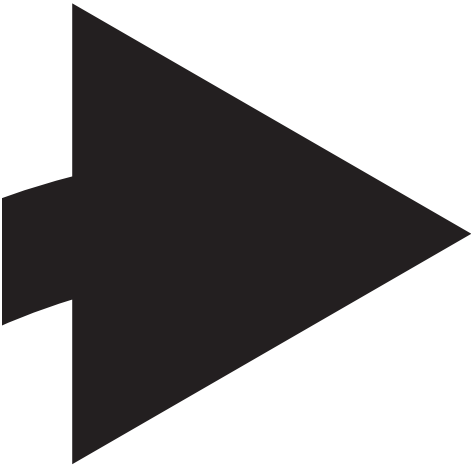
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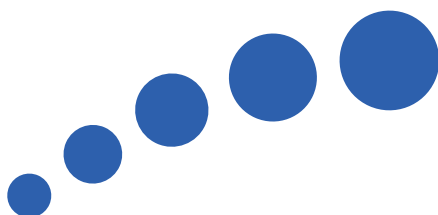
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COLOR PALETTE

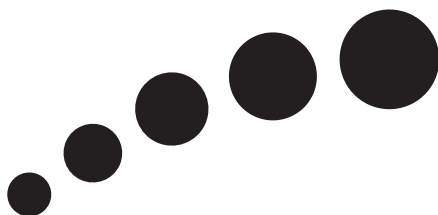




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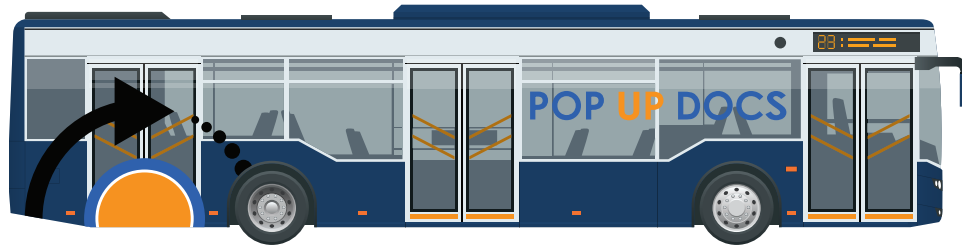


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## BRAND EXAMPLES









# POP UP DOCS Workshop

Instructors: Jarrad Henderson & Jalyn Baity

## DETROIT

May 13 & 14

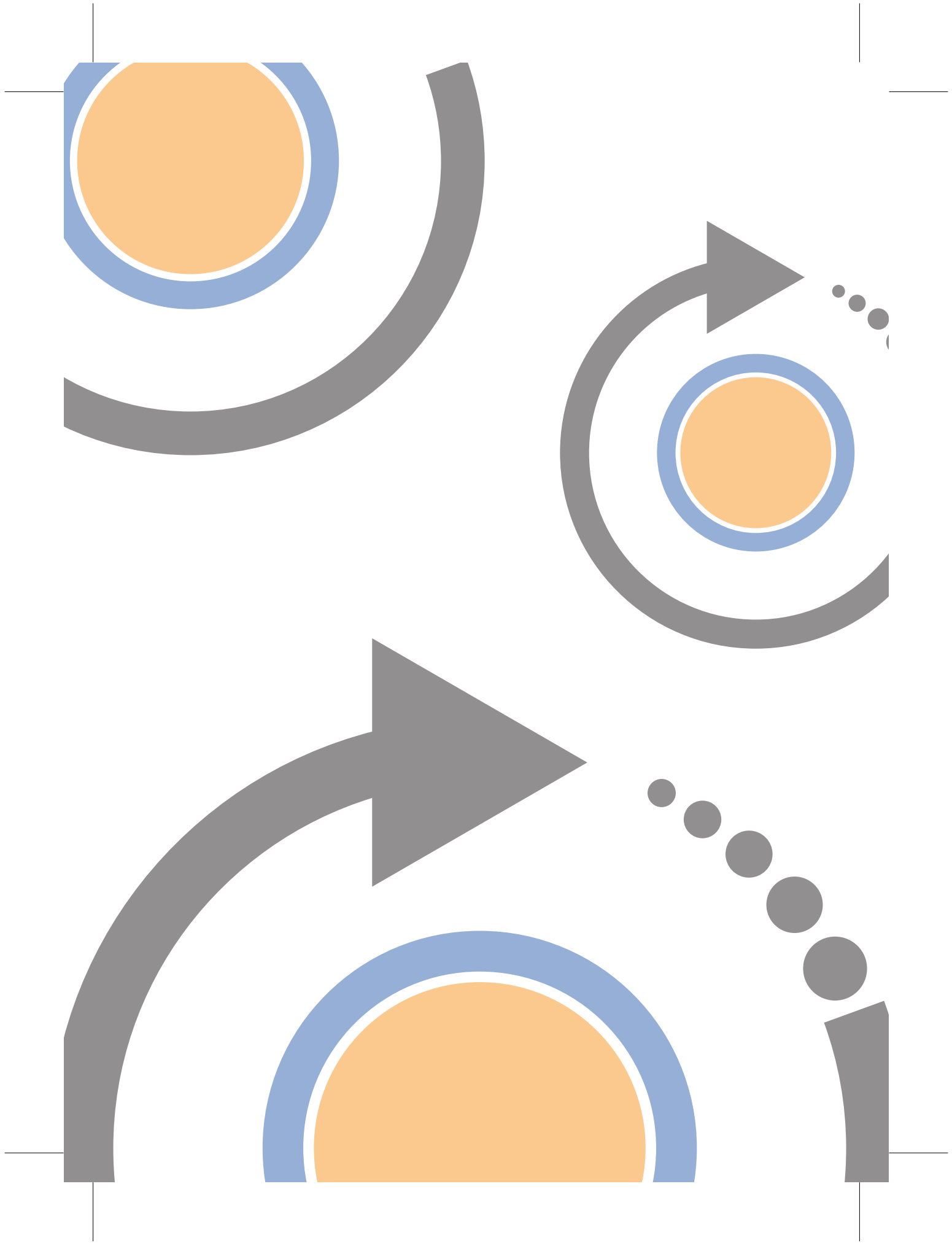
10AM - 3PM

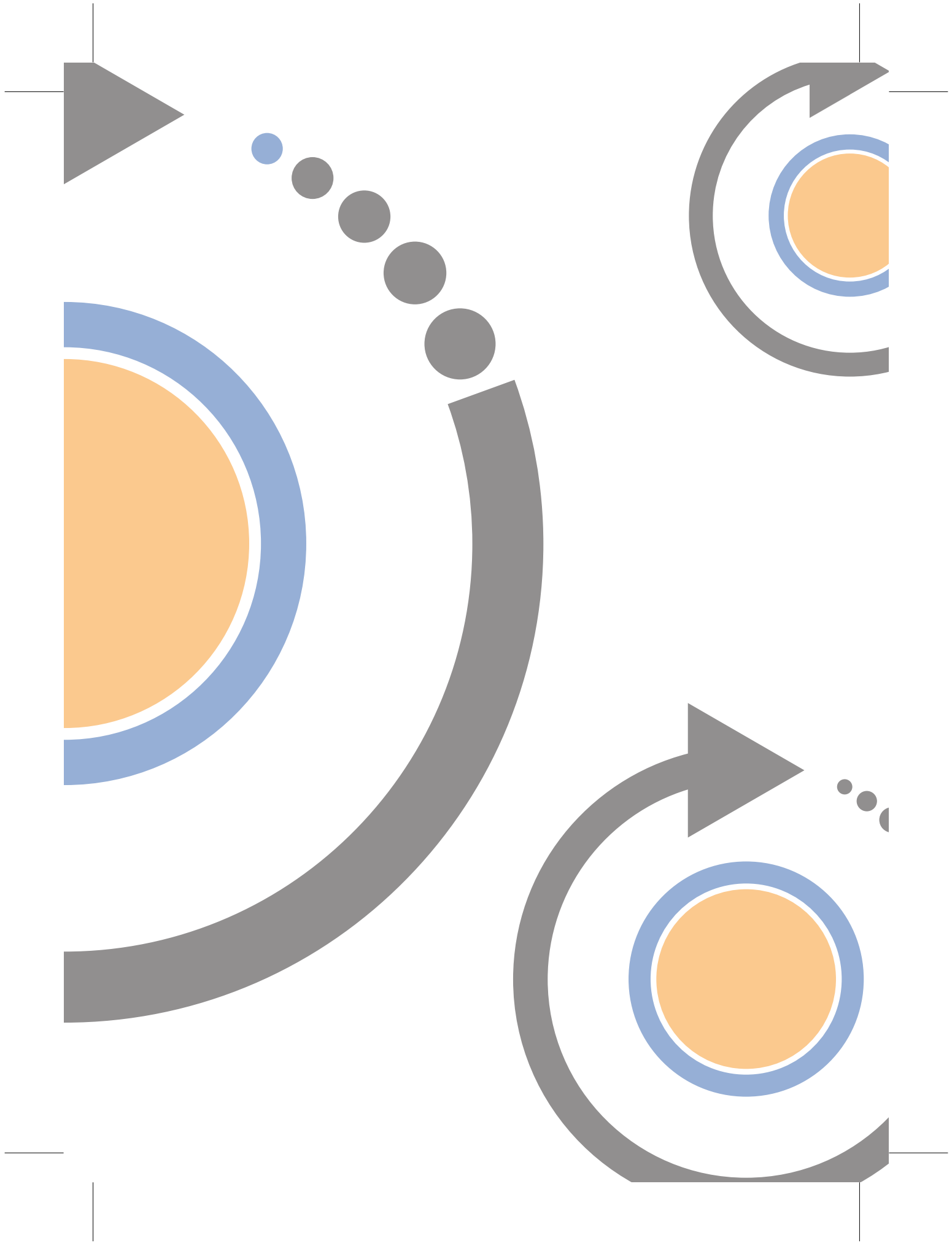
Learn to make short videos!

Students will learn the basics to shooting and editing 60-90 second documentaries films and leave with a better sense of media literacy, a foundation in ethical filmmaking skills and a film of their own!

Register at [popupdocs.org](http://popupdocs.org)







Design by Catherine Leonhard