

Folklife of Appalachia

Proposal/Process Book

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Creative Brief

Project Summary

INTRODUCTION: The mountainous region of the eastern United States known as Appalachia -- its secrets still contained within its hollows, its dignity preserved among the rural poor -- continues to fascinate visitors to the region.

SETTLEMENT: The exploration and domestication of the region, first by Amerindians, later by European settlers.

EXPANSION: The century following American independence, with accelerated settlement of the region, and the onset of industrialization.

REDISCOVERY: The coming of the automobile, the advent of radio and television, and two World Wars, introduce the people of Appalachia to the outside world in ways unprecedented.

REVIVAL: The postwar years are witness to a reawakening of interest in the traditional culture of the region, as well as new attention to its economic downturn.

FOLKWAYS: Just as "art imitates life," the cultural heritage of the Southern mountains is indicative of a unique way of life.

FARTHER ALONG: "...we'll know all about it, farther along we'll understand why."

Design Summary

Each page of the site is based on a "template" giving a feel for the geography of the region, and is enhanced by the use of interactive menus, dynamic text, movie clips, and other interactive media.

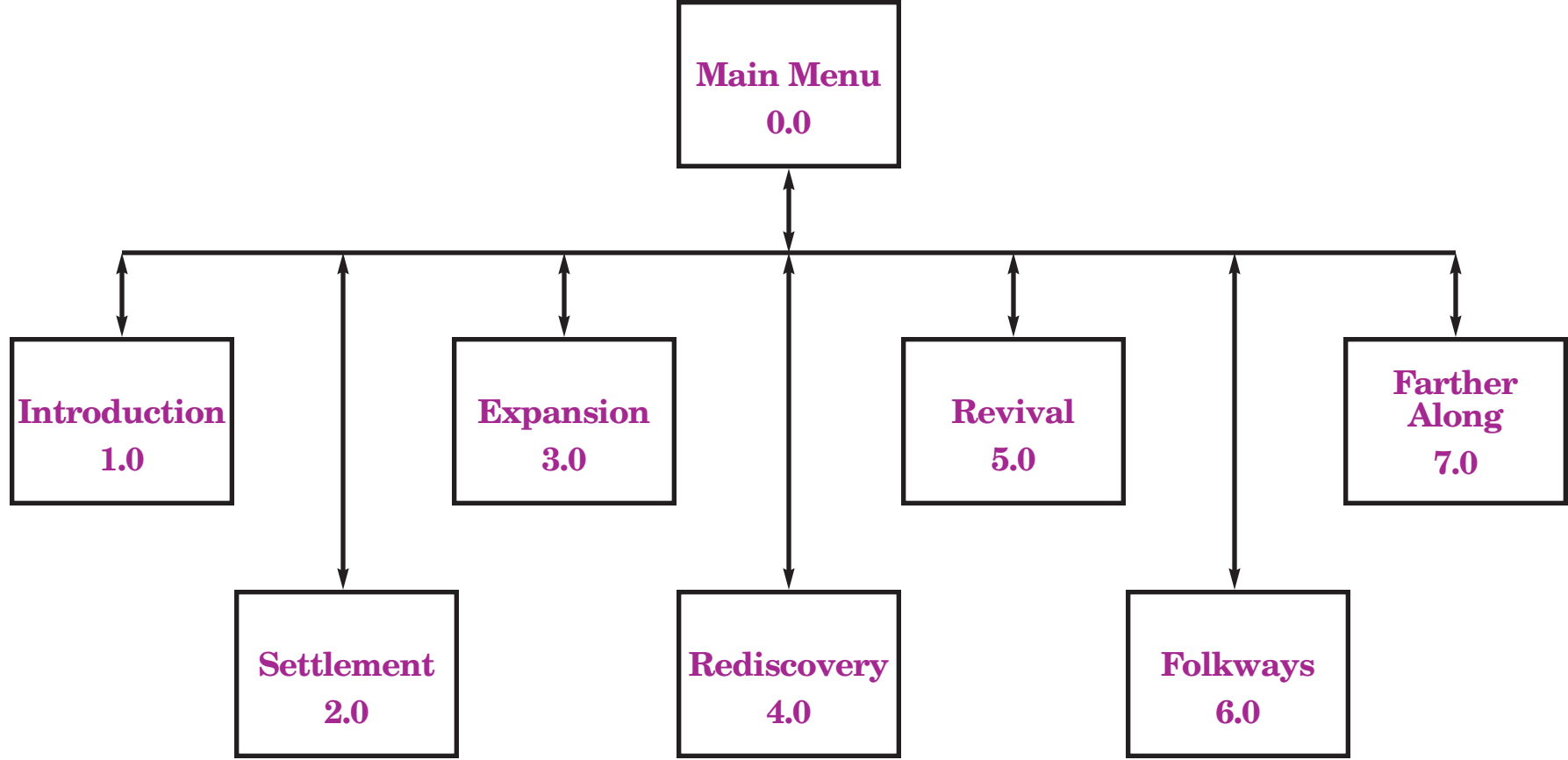
Audience Profile

While broad in its scope, the presentation is for those who have become acquainted with the folklore of the Appalachian region, and would like a general background on the development of that culture.

Perception/Tone

"High, lonesome..."

Flow Chart



Wire Frame: 1.0

Introduction

folklife of

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Introduction

TECHNICAL: A movie loads into this page, with a movie clip of movable objects within. A topographic map of the region, with rollover, defines the region itself, as well as distinguish various characteristics, to focus our view of the region. A stand-alone map shows the region as is "officially" defined by the U S Appalachian Regional Commission. A rollover shows the USGS topographical zones, defining the more popular, if narrower, definition of "Appalachia."

Separate caption for each image, appearing with rollover.

SCROLLING TEXT: The US Appalachian Commission defines "Appalachia" as spanning much of the geographic mountain range of the same name, which extends from Maine just into Canada, and down towards the "Deep South" of...

APPALACHIA

Wire Frame: 2.0

Settlement

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Play/Stop (Audio)

D L Alexander

Settlement

TECHNICAL: Two movie clips each with a map, activated by rollover, one showing the major Amerindian nations by 1500, the other showing the early colonies of European settlers by about 1650.

Separate caption for each image, appearing with rollover.

SCROLLING TEXT: The region was first discovered by indigenous people commonly identified as American Indians, who migrated from across the Bering Strait tens of thousands of years ago. By the 16th century, prior to the European...

APPALACHIA

Wire Frame: 3.0

Expansion

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Play/Stop (Audio)

D L Alexander

Expansion

TECHNICAL: A target movie clip of three images, activated by a button depicting a thumbnail of each, and with their own caption, showing highlights of the expansion and industrialization of the region.

Separate caption for each image, appearing at end of each segment of movie clip.

SCROLLING TEXT: In the 19th century, following the transformation of the American colonies as a union of "free and independent states," the industrial revolution did not leave even the most remote areas of the mountains unscathed...

APPALACHIA

Wire Frame: 4.0

Rediscovery

folklife of

Home

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Rediscovery

Revival

Folkways

Farther Along

Play/Stop (Audio)

D L Alexander

Rediscovery

TECHNICAL: A target movie clip of two images, activated by a button depicting a thumbnail of each, and with their own caption, describing two driving forces of the region at the dawn of the 20th century.

Separate caption for each image, appearing at end of each segment of movie clip.

SCROLLING TEXT: The physical isolation and cultural distinction of the region was challenged by the advent of technology and the "melting pot" effect of both the First and Second World Wars. What was discovered was a rural enclave...

APPALACHIA

Wire Frame: 5.0

Revival

folklife of

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Farther Along

Play/Stop (Audio)

D L Alexander

Revival

TECHNICAL: A target movie clip of three images, activated by a button depicting a thumbnail of each, and with their own caption, showing the range of activities and/or personalities who figure in the revival of interest in the region.

Separate caption for each image, appearing at end of each segment of movie clip.

SCROLLING TEXT: The years following the Second World War brought about the further breakdown of regional provincialism that pervaded American culture, particularly in the nation's mid-section. The "folk music revival" of...

APPALACHIA

Wire Frame: 6.0

Folkways

folklife of

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Play/Stop (Audio)

D L Alexander

Folkways

TECHNICAL: A target movie clip of three images, activated by a button depicting a thumbnail of each, and with their own caption, depicting various aspects of the unique culture of the region.

Separate caption for each image, appearing at end of each segment of movie clip.

SCROLLING TEXT: Storytelling through songs, and instrumental music and dance as entertainment, had long been staples of daily life in the Southern mountains. They have their origins in the song and dance of the British Isles, along with the...

APPALACHIA

Wire Frame: 7.0

Farther Along

folklife of

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Folkways

Farther Along

Play/Stop (Audio)

D L Alexander

Farther Along

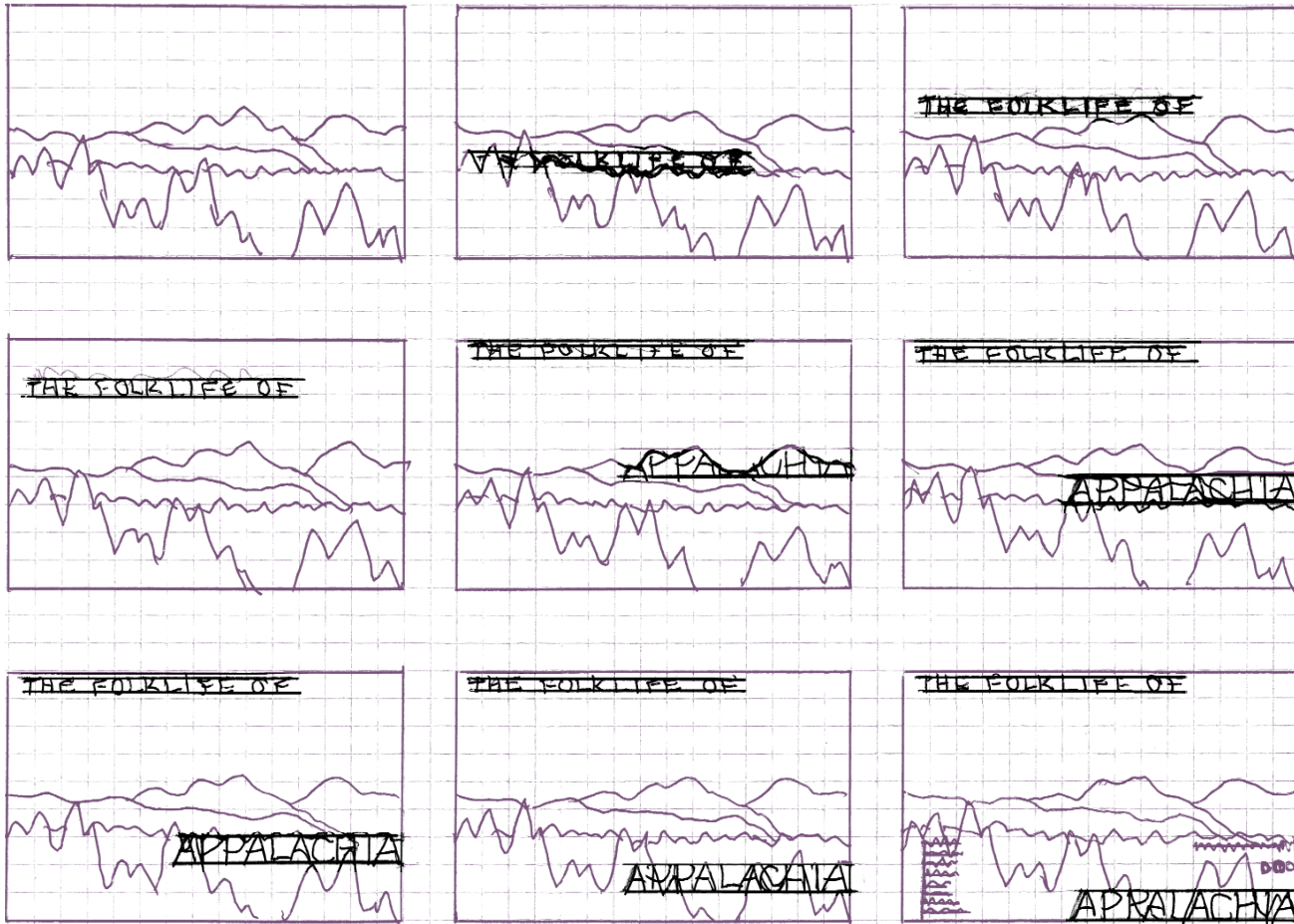
TECHNICAL: A movie clip of one image, accompanied by an appropriate caption, as a simple yet suitable postlude to the presentation.

Caption accompanies image, with a quotation from a gospel hymn, upon which the chapter title is based.

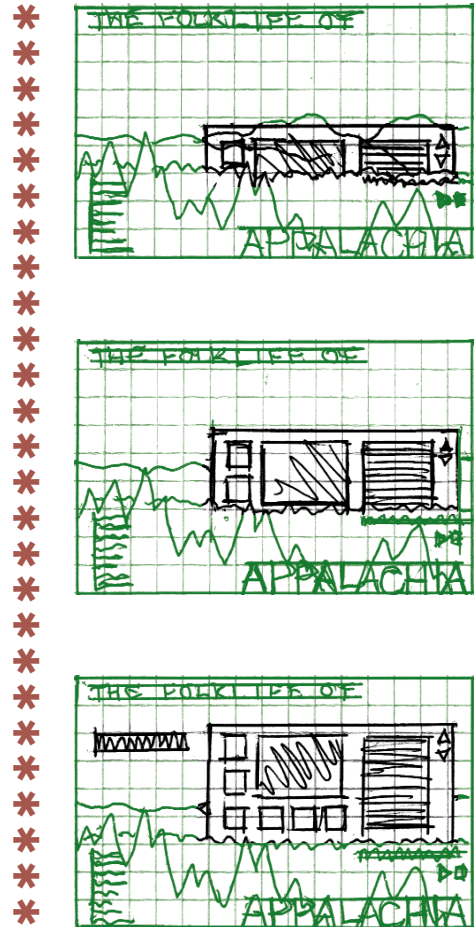
SCROLLING TEXT: The future of Appalachia bears a tension, between preserving its own culture, and further adapting to the 21st century world. West Virginia, the only state situated entirely within the Government's definition of "Appalachia," has one of...

APPALACHIA

Storyboards



Main Interface



Styles

Headlines, Main Movie (0.0)

text

text

Text:

text

text

text

text

text

text

text

text

text

text

Credits

Main Movie (Audio)

"Barbara Allen" (aka "Child Ballad #84"), instrumental of Anglo-American folk ballad, traditional/public domain, arranged and recorded by D L Alexander, 7 Nov 2007.

Bush, Michael E. "Folk Songs of Central West Virginia, Volume 1," self-published, March 1969.

Child, Francis James. "The English and Scottish Popular Ballads," published 1882-1898, currently available as five-volume paperback, Dover Publications, 2003.

Movie: Introduction

arc_map.eps

(illustration based on "Appalachian_region_of_United_States.gif")

Public domain (US Government). Wikipedia: Appalachia
<<http://en.wikipedia.org/wiki/Appalachia>>, 30 Oct 2007.

Primary source: US Appalachian Regional Commission, Washington DC, <<http://www.arc.gov/>>.

usgs_map.eps

(illustration based on "Appalachian_map.jpg")

Public domain (US Government). Wikipedia: Appalachia
<<http://en.wikipedia.org/wiki/Appalachia>>, 30 Oct 2007.

Primary source: US Geological Survey, US Department of the Interior, Washington DC, <<http://www.usgs.gov/>>.

Movie: Settlement

amerindian.eps

Maxwell, James A, editor. "America's Fascinating Indian Heritage." 1978, The Reader's Digest Association, Pleasantville, NY. 23 Nov 2007.

earlycolonies.eps

Wikipedia: Colonial history of the United States
<http://en.wikipedia.org/wiki/Colonial_history_of_the_United_States>, 24 Nov 2007.

Movie: Expansion

natl_road.jpg

(drawing based on "National_road_map.png")

Public domain (US Government). Wikipedia: Appalachia
<<http://en.wikipedia.org/wiki/Appalachia>>, 30 Oct 2007.

riverboats.jpg

(original filename
"800px-Monongahela_River_Scene_Pittsburgh_PA_1857.jpg")

Public domain (published before 1 Jan 1923). Wikipedia: Pittsburgh
<<http://en.wikipedia.org/wiki/Pittsburgh>>, 30 Oct 2007.

See also Wikimedia Commons, a freely licensed media file repository
<http://commons.wikimedia.org/wiki/Main_Page>.

mntntop_removal.jpg

(original filename "Mountaintop_Removal.jpg")

Public domain (released by copyright holder). Wikipedia: Mountaintop removal mining
<http://en.wikipedia.org/wiki/Mountaintop_removal_mining>,
Appalachian Voices
<http://en.wikipedia.org/wiki/Appalachian_Voices>. 15 Nov 2007.

See also <http://en.wikipedia.org/wiki/Image:Mountaintop_Removal.jpg>.

Movie: Rediscovery

francischild.jpg

(original filename "FJChild.jpg")

Public domain (copyright expired). Wikipedia: Francis Child
<http://en.wikipedia.org/wiki/Francis_Child>. 13 Nov 2007.

Primary source: US Appalachian Regional Commission, Washington DC,
<<http://www.arc.gov/>>.

sissonville.jpg

(original filename "04423r.jpg")

Hine, Lewis Wickes (1874-1940), photographer, 11 Oct 1921. From the records of the National Child Labor Committee. Repository: Prints and Photographs Division, Library of Congress, Washington DC
<<http://hdl.loc.gov/loc.pnp/nclc.04423>>. 24 Nov 2007.

Movie: Revival

seeger.jpg

(original filename "8d41983r.jpg")

Horne, Joseph A (Joseph Anthony), photographer, Feb 1944. Office of War Information Photograph Collection, Farm Security Administration. Repository: Prints and Photographs Division, Library of Congress, Washington DC <<http://hdl.loc.gov/loc.pnp/fsa.8d41983>>. 24 Nov 2007.

adhs.eps

(illustration based on "ADHS_September_30,_2005.png")

Public domain (US Government). Wikipedia: Appalachia
<<http://en.wikipedia.org/wiki/Appalachia>>, 24 Nov 2007.

workproject.jpg

(original filename "3c34544v.jpg")

Photographer unknown, circa 1935-42. Civilian Conservation Corps photo CCC 527. Repository: Prints and Photographs Division, Library of Congress, Washington DC.
<<http://hdl.loc.gov/loc.pnp/cph.3c34544>>. 24 Nov 2007.

Movie: Folkways

hammons.jpg

Public domain (published before 1 Jan 1923). Wikipedia: Old-time music, <http://en.wikipedia.org/wiki/Appalachian_folk_music>, 30 Oct 2007.

Primary source: Old-Time Fiddlers Hall of Fame
<<http://www.oldtimemusic.com/FHOFEdn.html>>.

squaredance.jpg

(original filename "733px-Mtmusicfestsqdance.png")

Public domain (US Government). Wikipedia: Square dancing
<http://en.wikipedia.org/wiki/Square_dancing>, 30 Oct 2007.

Primary source: Lomax Collection, Library of Congress, Washington DC.
See also <<http://en.wikipedia.org/wiki/Image:Mtmusicfestsqdance.png>>.

grace_herr_churn.jpg

(original filename "Butter1web.jpg")

Public domain (US Government). Wikipedia: Churning (butter)
<http://en.wikipedia.org/wiki/Churning_%28butter%29>, 15 Nov 2007.

Primary source: US Department of Agriculture.

See also Wikimedia Commons, a freely licensed media file repository
<http://commons.wikimedia.org/wiki/Main_Page>

Movie: Farther Along

fartheralong.jpg

(original filename "Getting_there.jpg")

Public domain. Wikipedia: Blue Ridge Mountains,
<http://en.wikipedia.org/wiki/Blue_Ridge_Mountains>, 30 Oct 2007.

See also Wikimedia Commons, a freely licensed media file repository
<http://commons.wikimedia.org/wiki/Main_Page>

Caption

Excerpted lyrics to "Farther Along," a southern gospel hymn generally considered to be in the public domain, and listed accordingly by such artists as The Byrds in their 1971 album of the same name (<en.wikipedia.org/wiki/Farther_Alone>).

Nota Bene

The author of this presentation relied on his experiences as an intern in Huntington, West Virginia, in 1977, where extensive conversations with folklorists and musicians concerning the heritage of the region were discussed. Many of the historical and social observations in the text of this presentation, were the direct result of those experiences. In addition, the author was fortunate to have stayed awake during American History lessons in grammar school.