

## Contextualizing Fast Fashion and Colonialism in Boulder

### ATLS/ENVS/THTR 3173/4173

Developed by Aaron Klass, Pedagogical Partner

---

#### Learning Objectives:

Your assignment is to generate a social media post in conversation with readings that place fast fashion in the context of Colorado's colonial history. In doing so, you will **generate compositions** that creatively communicate climate challenges and climate solutions in Colorado and within a given cultural and historical context. You will critically **analyze and reflect** on climate issues and their historic context. You will **appraise and articulate** effective methods and techniques for impactful creative communications, and **use** your conclusions to craft a message while focusing on maintaining accuracy, effectiveness, and aesthetic excellence, and sustained engagement with climate action.

As current and future participants in the online discourse, this assignment will help you develop your voice as a trusted social media communicator. With your permission, you'll also help ITG disseminate information and enhance its social media presence, lending your unique voice to the broader project.

#### Read this article:

<https://journals.sagepub.com/doi/full/10.1177/20563051211012344>

-or-

<https://onlinelibrary.wiley.com/doi/full/10.1002/pa.1471>

#### Read this reading about the role of trade in the development of Colorado as we know it:

<https://www.historycolorado.org/brief-history-fur-trade>

-or-

<https://octa-trails.org/wp-content/uploads/2023/07/Butler-IDENTIFYING-BEAVER-FUR-TRAPPE-RS-IN-THE-ARCHAEOLOGI.pdf>

**Using your own expertise in social media, craft a social media post for Inside the Greenhouse on the social media platform of your choice.** Focus on creating a digestible, activating sound bite that can be used to get people to engage with the subject of Colorado's

early settlement and fast fashion resources, **specifically how fast fashion (the Beaver Hat) contributed to the colonization of Colorado.**

Try to use what you've learned about social media virality to increase the likelihood of your post going viral. Consider your audience: what emotion are you aiming to elicit, and why? Would you share your post if it came across your feed? Focus on transmitting at least one piece of factual information in the content of your post.

### Submit your post with a brief reflection:

- What piece of factual information are you aiming to communicate? How does it relate to the subject of fast fashion and colonization?
- What emotion are you hoping to elicit? And why?
- Tell us something that you learned in the process of creating your post.
- Let us know if ITG can share your post!

### Viral Climate Examples:

