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New Media Techniques

Professor Fontanilla

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Final Project

I want to explore the topic of subways, a travel necessity college students in NYC may struggle to include in their expenses. When moving to New York one of the expenses I didn't consider were how pricy riding the subway can add up to. A monthly metro card comes to around \$130, combined with my many other expenses I was paying for, I wondered if there were any discounts for college students on the metro fare. Since I live in walking distance to school, when it's nice out, I like to take advantage of the weather and save any travel expenses by walking. Sometimes I avoid taking a trip downtown for lunch with a friend if I don't have an unlimited card. A trip downtown and back can range from about \$6.00 to around \$15.00 depending on how many activities we plan on doing there. That means if I go downtown everyday for a week, I have to account for the \$42 to \$105 travel fee on top of any purchases I make there which can become pricey, especially for college students who focus on saving their money and may be tight on money with the large expense of their education. Once I started to notice the inconvenience the price of the subway had on my experiences, I began to ask people if they agreed. Should students in NYC have a discounted metro fare? This topic would benefit from being told through a combination of the different types of interactive media I've practiced so far in this course. I want the viewer to be invested in this topic, and by exposing this issue to them in a different form and

way, I think they will be more interested in it. It's important to use emerging media to tell this story because I think this is an overlooked concept and with the interactivity and unique execution of this form of media, it will be considered with a new perspective.