WEB SITE DEFINITION

Your Name: Danielle Baker

Name of your website: The Legacy of African American Model, Tyra Banks

Purpose of the website: To educate the audience on the milestones that Tyra Banks has accomplished as an African American model. And impact the lives of young females all over the world through her different careers.

Intended audience/viewers:

1. Young females seeking a role model (feel empowered about their body image or race)
2. People who are interested in fashion/modeling
3. People who are interested in African American history/Women History
4. Women who want to know how they can impact your females

Objectives of your website audience/viewers: What will your website accomplish?

1. To educate the audience on the different obstacles that Tyra Banks had to encounter as an African American model
2. Educate the audience on the different careers she has had
3. Demonstrate how Tyra Banks has impacted so many people and how she has paved the way for future models
4. Show what Tyra Banks is known for through images and possibly videos and interviews

CONTENT OUTLINE:

Home page: Tyra Banks Educational Website

Title: Tyra Banks, the legendary African American Supermodel

Subtitle: From Supermodel to Role Model

5 Primary links

• Brief History
• Careers
• Accomplishment
• Overcoming Obstacles
• Giving Back
Early Childhood

Tyra Lynne Banks was born on December 4, 1973 in Inglewood, California. The parents of the supermodel are Caroline London, a medical photographer for NASA and Donald Banks, a computer consultant. In 1979 at the age of six, Tyra’s parents divorced, which did not affect the supermodel in the making. Tyra still had a healthy relationship with both parents by spending the weekdays with her mother and the weekends with her.

At very young age Banks was taught to have a love for food. Banks love eating soul food, such as fried chicken, candied yams, and pork chops at various family gatherings. Banks states that her family taught her to “to enjoy food, not to fear it.” All the foods that Banks was digging into were not always the healthiest. Later, Banks started to live a healthier lifestyle by eating the right foods and working out with her mother. Contributing to
Banks' new lifestyle was the death of Banks' grandmother, who died due to lung cancer. After the death Banks took a vow to never smoke after her Grandmother passed away from lung cancer.

Tyra Banks was not always the girl that she promotes her younger fans, by openly admitting that she was a “mean girl” in middle school. Banks was the ringleader of the group by occasionally hurting her peers’ feelings by typical gossip done by girls. Banks received a reality check when she started to attend high school at Immaculate Heart in Los Angeles, when the tables were turned. Instead of being the popular mean girl, Banks was considered the outcast/freak. Encountering an unsuspected growth spurt, she went though bullying, by getting abused and teased. Due to this experience Tyra Banks was taught that it is always important to treat people with kindness and respect. Banks states due to the bullying "turned out that the best things [to happen to me] in my life were to be made fun of, and to have no friends, and to feel miserable every single day."

**Breaking Barriers on the Runway**

While still attending Immaculate Hearts High School, Banks outgrew her awkward stage by filling out her body through her feminine curves. Even though Banks was still in high school, she decided to use her unique features, such as her eyes, long legs, and ethnicity to try modeling. Banks mother put together her portfolio by putting her photography skills to work. Banks modeling career did not start off as she was hoping. Several modeling agencies gave Banks rejections, stating she looked “too ethnic” and another stating that agency “already had a black woman and didn’t want another.” The rejection did not get in the way Banks passion of becoming a supermodel. At the age of 17 in 1990, Banks was became discovered by one of the biggest modeling agencies in the world, Elite Model Management. Within the first year of signing to Elite Model Management, Banks shot her first spread for Seventeen Magazine. Signing to the agency would change Banks life big time by offering her new possibilities that would change her life forever. In 1991, after Banks decided keep up with modeling instead of attending Loyola Marymount after her agency gave her the opportunity to go to Paris.

Tyra Banks became a big hit overseas in Paris by becoming one of the top supermodels in the world. Agencies and designers fell in love with Banks look, within in the year 1991 she walking on 25 different runways. Banks was making history by becoming one the few African American supermodels that were a newcomer to book so many jobs.

In the mid 1990s, Banks continued to grow into her body, that made heads turn later in her career. Instead of making drastic efforts like starving herself to book jobs in Paris, Banks decided to return home to the United States. Due to Banks having more curves, she switched from fashion runway model to swimsuit and lingerie modeling. Banks admits that she has made her living by having her more curves than the average model.
Legendary Modeling

Banks continued to make history through her modeling career in the late 1990s by using her curves. In 1996, Banks became the first African American model on the cover of *GQ*. Just a year later Banks was yet again the first African American model to appear on another cover, *Sports Illustrated, Sports Edition* in 1997. Banks later was the first African American model in Victoria’s Secret catalog.

In 1997, Banks signed to Cover Girl and Victoria Secret, providing her stapled and endless campaigns and runway shows. Later that year, Banks received the Michael Award for Supermodel of the year and two Teen Choice Awards for super modeling.

Reality to Harvard

In 2003, Banks decided to create and produce a reality television show, *America’s Next Top Model*. Banks gave women the opportunity to persuade a career in modeling by having a show, where her and panel of judges pick America’s next top model. The show first aired in 2003 on UPN, which was the network highest rated show for six seasons. In 2006, America’s Next Top Model moved to a new network, the CW. The reality show is still up and running by having 20 seasons and more in the making.

In 2005, Banks kept expanding her career by moving to daytime television. Banks began her own talk show, *The Tyra Show*. On the television show Banks touched several different topics that made her into a true role model by teaching people except the way they are from body size to ethnicity. Banks was making heads roll in 2007, when she touched on her a picture of her carrying few extra pounds. Banks decided to come out in front of her live audience and viewers at home in the same swim suit to expose she is happy with the extra weight she put on. Due to moments like this Banks received a Daytime Emmy award in 2008.

Later in 2008, Banks launched her beauty website, typeF.com. The website gives helpful tips and tricks on makeup and the modeling agency. In 2012, Banks decided to go to school. Banks attended and completed a course for CEOs and other top executives at Harvard University.
Title: Giving Back

Subtitles for each subtopic on the page: Supermodels Can Give Back Too

Links in addition to the sites primary and secondary links

- Brief History
- Career Time Line
- Giving Back
- Gallery
- Top 5 Tyra Banks Moments
Even though Tyra Banks job is to be a supermodel and look beautiful on and off the runway. Banks wants to show young females that it is important to have self-confidence. Banks wants females to feel beautiful on the inside and outside through their self-esteem. Banks is known for multiple social and charitable causes through out her career.

Banks Charities and Foundation Involvement

- Dream Foundation
- Get Schooled foundation
- TZONE
- Yele Haiti Foundation

Banks Supported Causes

- At-Risk/Disadvantaged Youths
- Children
- Economic/Business Support
- Education
- Environment
- Family/Parent Support
- Health
- Hunger
- Poverty

Drop Down Page:

Title: TZONE
Subtitle: Tyra Banks TZONE Foundation
Copy/Body Text:

The stages that girls go through to become a woman are complex, rough, exciting, and beautiful all at the same time. The hardest stages in young females lives are the preteen and adolescent. At the age of 11, Tyra Banks herself went through a stage in her life that she likes to call her awkward stage. Banks grew three inches and lost 30 pounds in a period of three months. At that young age Banks experienced bullying because her outer appearance. Constantly Banks peers would call her “Giraffe” or “Light Bulb Head,”
which led to lower self-esteem. Banks thought of herself as not being a beautiful person but from the support of her role models and mentor pushed her to think otherwise. The support that Banks received as a preteen pushed her to overcome adversity and proof to others that there are multiple types of beauty in the world.

Through all of the harsh treatment that Tyra received in the past and present day she is an advocate for young ladies around the world to be confident in the person they are. Banks wants all young females to feel confident in the way that they are in
1984: Dealing with Critiques at A Young Age

At 11, Tyra Banks grew three inches and lost 30 pounds over a short period of three months. The growth spurt that Banks had at the young age brought on bullying and taunting from her peers. This made Banks into the strong woman she is today.

1990: Supermodel In the Making

At the age of 17 Banks decides to use her height and other model traits to pursue a career in modeling.

Still in high school Banks went to modeling agency to another to get signed. Banks overcame adversity by being spotted by a scout.

Instead of attending Loyola Marymount after graduating she decides to chance her dream of being a model.

1991: Overseas Supermodel
After being signed to Elite Model Management, Banks received the opportunity to walk in 25 different runways in Europe. Tyra Banks was a fresh new look that designers loved and craved compared to the United States.

**1993: Getting Fresh with the Prince**

Banks made her acting debut on the 90s hit show, The Fresh Prince of Bel Air. On the show Banks had a recurring role as the lead actor, Will Smith girlfriend.

Banks has also made appearance on other 90s popular shows such as Soul Food, Felicity, and American Dreams.

**1995: Welcome to the Big Screen**

Banks gets her shot on the big screen by making her debut as a track runner names Deja, co starring with Mike Epps in Higher Learner. Since Tyra is a Supermodel she has doubts when she was selected for the role. John Singleton reassured Banks and the public that she was selected because she good and talented.

This sets the tone for Banks to continue acting by having roles in Love and Basketball and Coyote Ugly.

**1996: Being A True Covergirl**

Banks became the first African American supermodel to land on the covers on GQ and Sports Illustrated, Swimsuit Edition. This will later pave the way for other ethnicity to be on the cover of the magazines.

Banks also was featured in Victoria Secret’s catalog for the first time.

Banks also made another milestone by signing with cosmetic company, Covergirl.

**1997: Wanna Be On Top?**

Banks received the opportunity to grace the cover of Sports Illustrated, Swimsuit Edition for the second year a roll.

**1998: Inside and Out with Tyra**

2001: Becoming A Leader On and Out the Runway

Banks established her foundation, The Tyra Banks TZONE Foundation in Southern California. The foundation is a camp that mission is to build self-esteem in young women.

Banks makes an appearance on Victoria’s Secret first ever-broadcast fashion show.

2003: On Top TV Host

Banks decides to create a high-fashion reality show, America’s Next Top. The show gives contestants the opportunity to win a modeling contract. The reality show still is going hard with over 20 seasons.

2005: On to Bigger and Better Things

Banks decides to retire from the life as a Victoria’s Secret Angel and decides to move on to bigger and better things.

Banks creates her own talk show, The Tyra Show where is the host and producer. On the talk show Banks speaks on various topics that her female audience can relate to.

2006: Impacted the World in Big Ways

Time names Banks one of the Most Influential People in the World

2007: Big Is Beautiful

Banks launches her “So What” campaign that empowers and promotes positive body images.

Banks gains 30 pounds and the paparazzi mock her for it. Banks empowers her weight gain by going on her talk show telling the critics to “Kiss my fat a--!”

2008: Dreams Really Do Come True

Banks wins her first Daytime Emmy for Outstanding Informative Talk Show for The Tyra Show.

2009: Show Stopper

Banks wins the Daytime Emmy for Outstanding Informative Show for the second year in the row.
2010: Going Out In Style

Banks decides after winning two Emmys and 810 episodes of the Tyra Show that she will end the show. She states on her last episode “Sometimes you have to leave when you’re on top.”

2011: Modelland Triology

Banks shows off her writing skills again by creating a trilogy by publishing her Modelland novels.

2014: Flawsome Beauty

The first ever Flawsome Ball happens through Banks foundation, TZONE