

Project 10- Public Service Announcement Poster

Create a Public Service Announcement for a topic of your choice

A Public Service Announcement is used to promote an idea that will serve the public:

Health Issue
Safety Issue
Family Issue
Education Issue
Social Issue
Political Issue
and more!

Requirements:

Use any program to design this project.
Must contain text : Large Headline, Short Explanation
The name/logo of the group responsible for the ad.
A website or social media info.

Create 3 versions of the poster in the following 3 sizes.

11 inches x 17 inches
1080 x 920 pixels
1000 x 1000 pixels
All should be in RGB COLOR

Backup all your files in the psd/ai format.

Save JPEG versions of each file and Save all 3 files and keep them on your flashdrive and bring them to class.

Lastname_PSA.jpg

4.

While working on this project think of the following:

What is the message you want to give to your audience?
Who is your typical audience? How does this ad relate to them?
How will you use photography to help your message?
Will you use comedy? irony? seriousness? facts?
Does the PSA make you think?

