



PSA Project

You will be creating a Public Service Announcement poster designed to educate people about the importance of staying home during the COVID 19 crisis.

Your poster should include your family members (either in your photography or drawing).

You should have a **clear slogan** for your information campaign, something that could be used and recognized in other formats such as radio or TV ads.

Consider how easy it will be for someone to read the poster quickly, as they may only see it as they are entering a store, riding in an elevator, on a passing bus, etc.

Take note of the examples above and what design elements were used to get your attention.

Remember the goal of a PSA is to both educate and have call to action.

Effective PSA tips:

- They don't need spoken words to be powerful
- Often have very dramatic camera angles
- Present a problem and solution

Have a plan and do at least 3 sketches before you decide on your final design. Email your planning sketched along with your finished poster design by Friday, April 3rd.