

A Visual PSA

Advocating for a Cause

1. Choose your topic. Pick a subject that is important to you, as well as one you can visualize. Keep your focus narrow and to the point. More than one idea confuses your audience, so have one main idea per PSA.
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3. Consider your audience. Are you targeting parents, teens, teachers or some other social group? Consider your target audience's needs, preferences. They are the ones you want to rally to action. Make sure that message is clear.
4. Grab your audience's attention. Use visual effects, an emotional response, humor, or surprise to catch your target audience. Consider how your PSA can combine words, images, and overall design to target and potentially persuade or inform a specific audience.
5. You may be concerned that you don't have the technical skills needed to create a visual argument. However, this assignment is not about dazzling technical skills; it's about rhetoric—the effective, persuasive communication of a message. While technical polish can't be completely separated from rhetorical effectiveness, we don't want you to focus so hard on technical aspects of your assignment that you lose sight of your primary persuasive message.
6. For this assignment, you will submit two elements: the Visual PSA and your rationale. The Visual PSA should be a static, two-dimensional poster- or postcard-sized graphic that includes alphabetic text. The rationale should analyse and justify the visual and textual choices you made. Address the following choices in your rationale: What visual choices did you make in your PSA? What rhetorical choices did you make? Who was your intended audience and how did this influence your product?

Adapted from:

Module 3 Assignment: The Visual PSA: Composing for Public Audiences: Writing, Rhetoric, and Research.
N.p., n.d. Web. 17 May 2017.

"How to Create the Perfect Public Service Announcement." *Center for Digital Education.* N.p., n.d. Web. 17 May 2017.