**PSA Assignment 123**

Each student will create a Public Service Announcement (PSA) on an environmental topic of their choice.

Each student will complete a draft copy (11” X 17” blank white paper) that MUST be approved before proceeding.

The end production will be a done on an bristol board.

You’ll find some great tips by visiting the webpage http://www.wikihow.com/Make-a-Poster

The announcement **MUST** be visual appealing and creative. The PSA should include:

* Description of topic (along with background if applicable)
* Message/Purpose of PSA
* Consistent vision or theme
* Target audience must be clear

**Topic Questions**

1. Target Audience: Whom do I want to speak to?

2. What do I want the person viewing this to understand?

3. What do I want the person to do?

4. How will the action solve the problem?

5. Describe the problem and why it is important to the public?

**Deadlines.**

Topic (Due Oct. 12th)

Topic Questions (Due Oct. 16th)

Draft of poster (Due Oct. 17th)

Final Project (Due Oct. 22nd)