

## **PROJECT 4 PUBLIC SERVICE ANNOUNCEMENT INTRO**

For this project we are to create a Public Service Announcement like we see all around us in our communities, in our schools, and on the Internet. We are to use our design skills and talents to put together a PSA poster that we would typically find around us but with our own creativeness. This will be a good way for us to develop skills in making posters for future projects and events. It will also allow us to express our ideas through means of communication to others through writing and design for the benefit of our society.

PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

STEP 1 COLLECTION

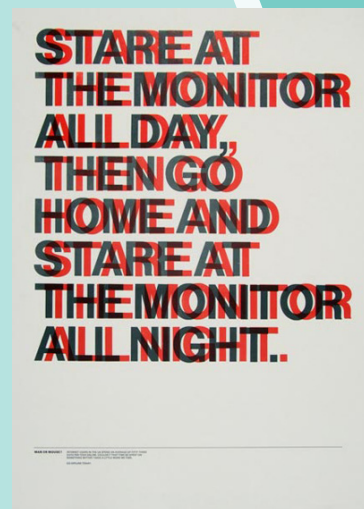
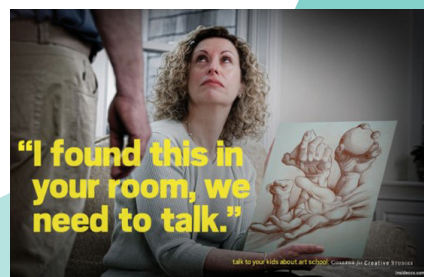
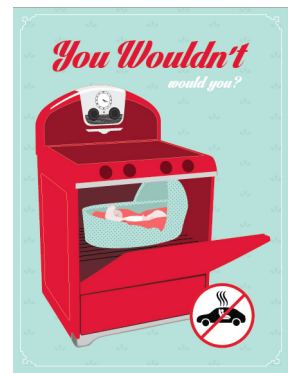
For this part of our project 4 assignment we are to gather posters that others have created for ideas on design and awareness. By researching these designs and posters we can have a good idea what goes into them and how productive and effective they are at sharing their message to the audience which is us.

I chose to search for all different kinds of PSA posters ranging from funny to disturbing to mind blowing. I chose several different kinds depending on how I viewed them to be with good design and a good message to portray. I really enjoyed researching the many different kinds of posters that were out there on the web and it was hard for me to narrow down the ones that I really liked or had a great message.

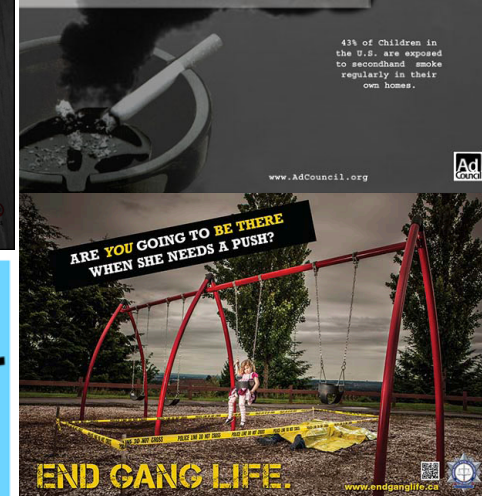
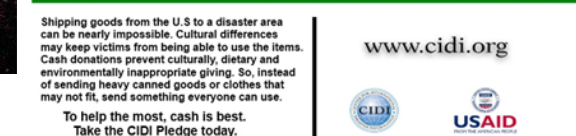
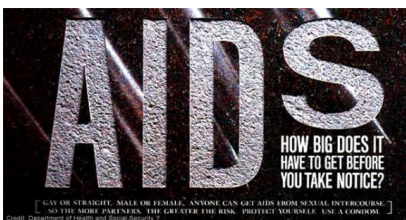
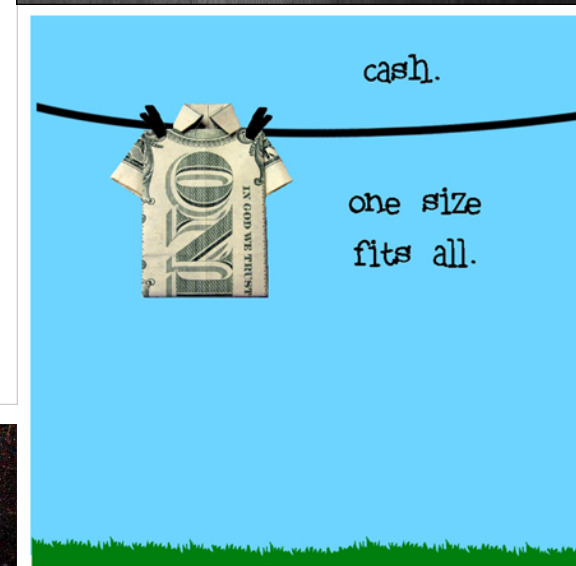
I chose my top 3 because of the messages they show, one is kind of funny, another is a little more serious and the other is showing how often we get caught up in staring at monitors all day. The typography is good in most of these and the messages are being either portrayed visually with their typography or with an image which shares the messages appropriately.

For this step I decided to use Google images and searched posters with PSA and it brought up a variety of posters and I searched through several different categories to have a good variety of posters to look through.

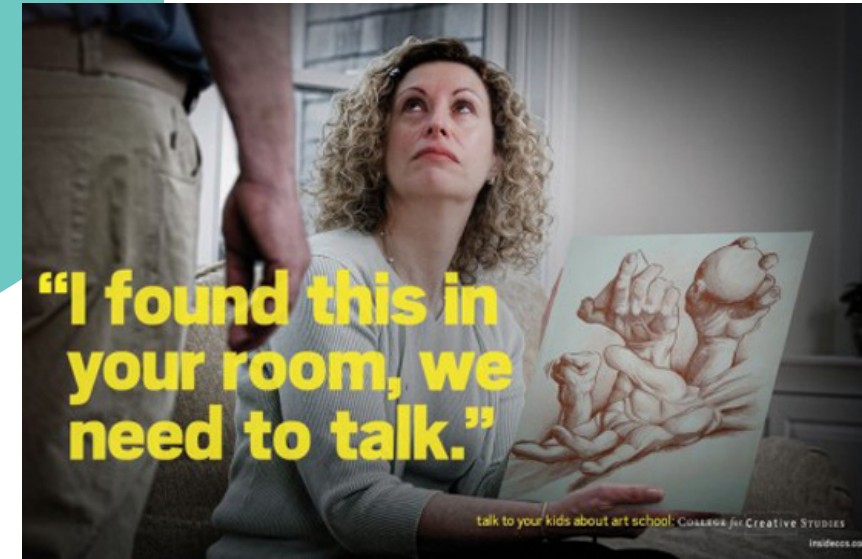
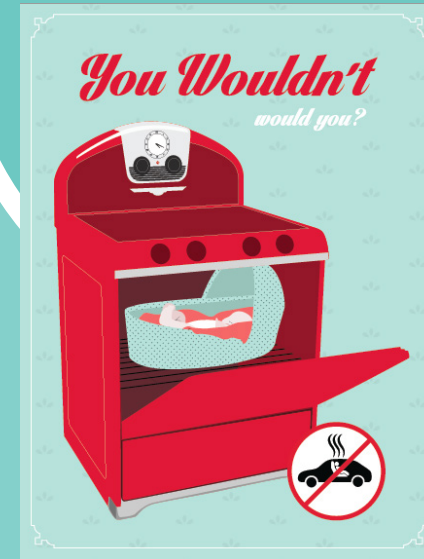
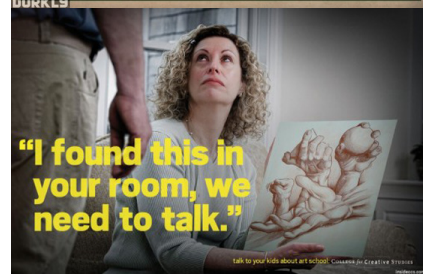
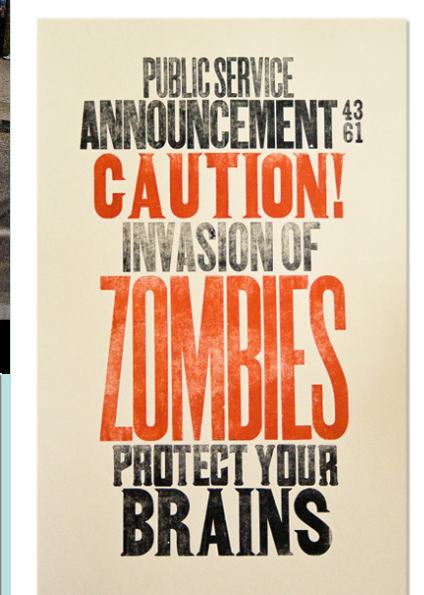
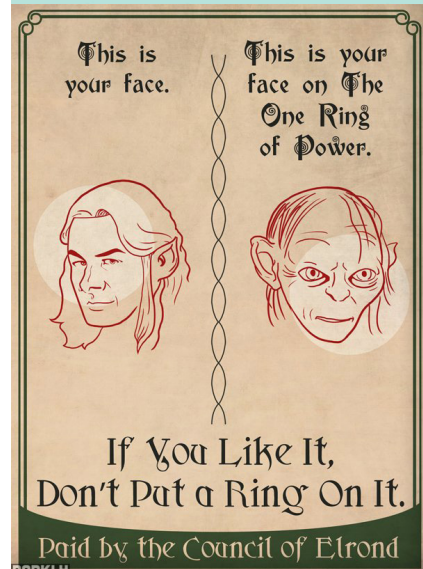
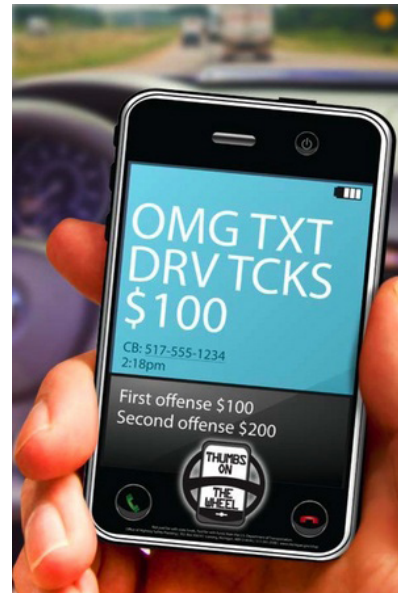
TOP 3 CHOICES



Research







TOP 3 CHOICES



## PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

**STEP 2 RESEARCH PSA TOPICS**

For this step of the project we were to make a list of topics to choose from for our public service announcement poster. We were to think of at least 20 different topics and choose one to use to create three posters with that topic incorporated.

I chose to do Education for my topic because I feel that in the world we live in today there are many people dropping out of school and they don't know what their potential could be if they just stay in school. I know there are several people that drop out of high school and others who give up on graduating from college and I feel like it would be good to come up with a Public Service Announcement representing the differences of those who graduate to those who drop out.

The top few messages I like from my list are the following: Achievement begins with an "A", Keep Calm and Learn On, Education comes before Graduation, and a few others. I like these ones because they are small and simple to remember. They are motivational messages and somewhat fun.

For selecting the message that is best for my topic I decided to go around asking which message they like the most and it came out to two 1. Keep Calm and Learn On and 2. Knowledge rhymes with college.

In conclusion this was a great way to expand on the topic and message we want to share in our posters to help people become away of these situations and also it will help us develop skills for creating useful posters.

**PSA TOPIC LIST**

Obesity  
 Healthy Eating  
 Seatbelt Awareness  
 Safe Driving-Speeding  
 Education  
 Internet  
 Abuse  
 Drugs  
 Social Media  
 Playing Outdoors  
 Pedestrian Walking  
 Pornography  
 Child Safety  
 Bullying  
 Snap chatting  
 Gossiping  
 Marriage  
 Fire  
 Family  
 Starvation  
 Loneliness  
 Helmet Safety  
 Boating Safety  
 Open-Minded

**TOPIC: EDUCATION**

- An assignment a day keeps a brain at play
- Achievement begins with an "A"
- Education before Graduation
- Engage in Learning not Ignoring
- Be Cool, stay in School
- Keep Calm and learn on
- Learning is a graduates best friends
- In order to succeed the effort needs to be perceived
- An educated mind is a creatively active mind
- Only Education stays after we finish going to school
- Knowledge rhymes with college
- Continue in learning, not with mourning.
- Quit dreaming make learning your reality
- Graduation starts with your education
- Expand your knowledge to expand your future
- Don't be a slave to your educated limits, keep learning
- Education is the key to opportunity

**TOP MESSAGES:**

- Keep Calm and learn on
- Knowledge rhymes with college
- Don't be a slave to your educated limits

**STEP 3 BRAINSTORM AND RECORD**

For this assignment we had to create several words for each individual word we used for our messages and then see what we could come up with from our brainstorming.

For this part I decided to use the message “College Rhymes with Knowledge” and I use the 3 words 1. College 2. Rhymes and 3. Knowledge. I also decided to write down more than just thirty words for each word selected and I had the help of a few friends in my ward to help expand the parameters and see what they say. I came up with the majority of the words from doing Google searches and other things.

I think the most difficult thing about this assignment was looking for words that would tie well with the words and be somewhat related. There were some words that my friends would shout out that would relate to a college student rather than a college in general so we did have some good laughs doing this part of the assignment.

I decided to brainstorm by writing everything down on paper because it is easy to write and draw pictures than it is for me to do everything electronically. I highly enjoyed doing this assignment and found great hopes in creating a good slogan or message for a Public Service Announcement.

In conclusion this was a great way to come up with ideas of words to use for our PSA posters and I hope that I can put together a message that is meaning and works well with what I want to express.



**Brainstorming**

College	Rhymes	with	Knowledge
1 Homework	26 Dances	29 doubled	1 Intelligence
2 Finals	27 Knowledge	30 nursery	2 Great
3 Exams	28 History	31 riddles	3 Brain
4 Dating	29 Subjects	32 Funny	4 Philosophy
5 Textbooks	30 Clusters	33 Series	5 Science
6 Parties	31 Graduate	34 Collector	6 Psychology
7 Wild	32 Honors	35 Alphabet	7 Wisdom
8 Marriage	33 Intelligence	36 Countable	8 Thinking
9 Poor	34 Degree		9 Brainstorming
10 School			10 Expanding
11 Professors			11 Growing
12 Thinking			12 Learning
13 Books			13 College
14 Words			14 Education
15 Learning			15 Books
16 Motivation			16 Teaching
17 Tuition			17 Studying
18 Grades			18 Reflecting
19 Education			19 Pondering
20 University			20 Wondering
21 Scholarships			21 Curiosity
22 <del>Friction</del> Academics			22 Hypothesizing
23 Major/Minor			23 Experiment
24 Emphasis			24 Discovery
25 Classes			25 Observing
			26 Puzzling
			27 Extraneous
			28 Literature
			29 Apprenticeship
			30 Mentor
			31 Experience
			32 Ahead
			33 Mind
			34 Master
			35 Clever

PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

**STEP 4 MATCH-UPS AND THUMBNAIL PHASE**

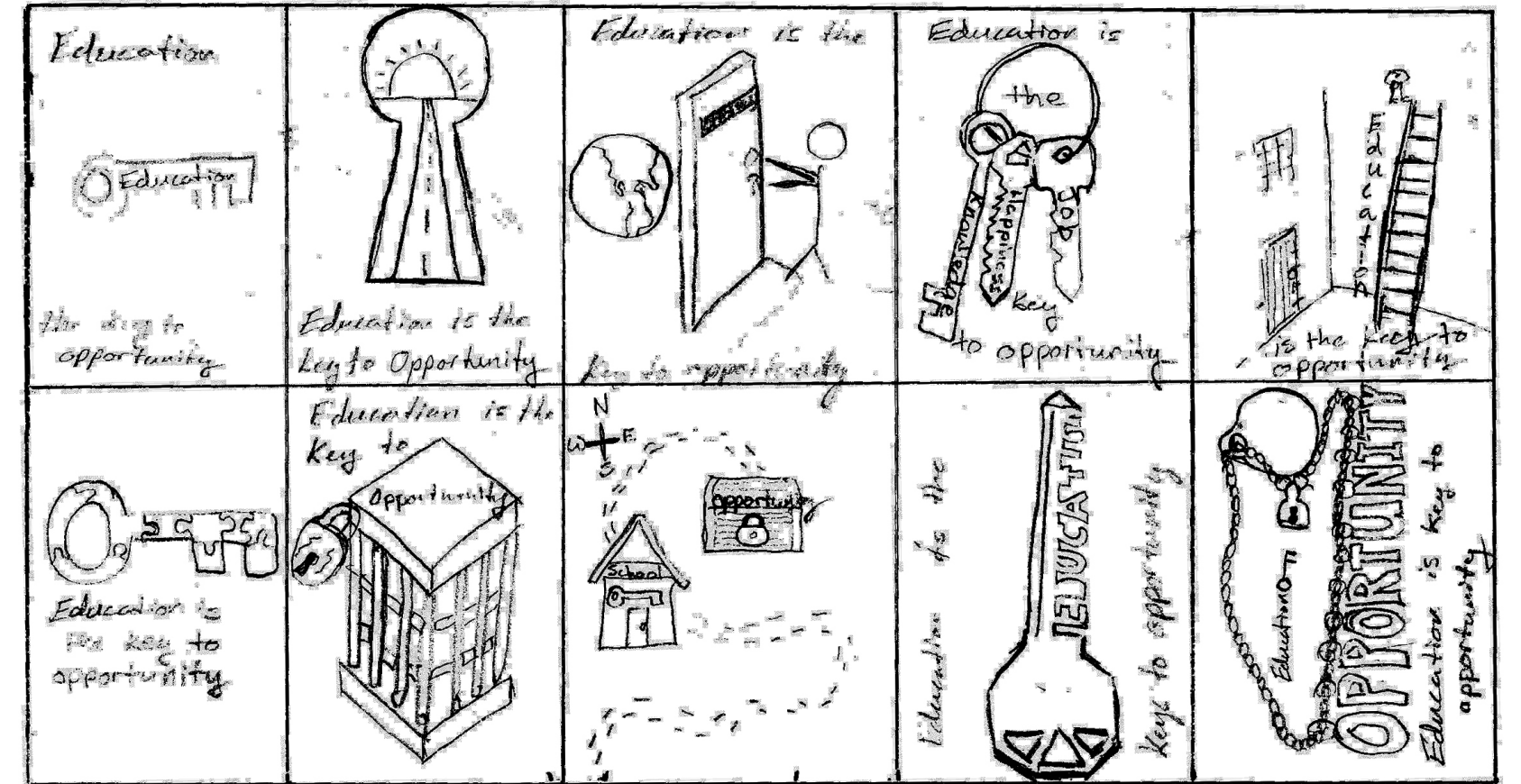
For this step we were to create thumbnails from the list of things that we thought of and create PSA poster ideas. My original message was going to be Knowledge Rhymes with College but I thought that it didnt quite fit well with anything and so I changed the message to Education is the Key to Opportunity. I thought that there were better ideas and more motives with this message.

For this part I came up with ten simple and unique thumbnails that I thought could go well for this project and since I got a little bit behind I decided to do a poll of which ones looked the most promising and I was pretty surprised with the results.

The poll revealed to me that the top 3 of the drawings of thumbnails I drew were the 2nd one on the top with the key hole, the first one on the bottom left with the key as a puzzle, and the last one was the key with the education encrypted as the key ridges.

This was a great exercise because it was a way to help us come up with ideas that portray a message that is meaningful and that is what I think is important in a Public Service Announcement in order to show what you mean. The hardest part of doing this assignment in my mind was being able to convey the message through the image. My favorite of the ones that I drew was the second on the left on the bottom with the cage and even though that didnt win in the poll I thought it gave a good message with imagery.

# Thumbnail Sketches





## PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

**STEP 5 THREE FINAL THUMBNAILS**

In this part we had to look back at our thumbnails and create them over on a larger scale and add colors to those thumbnails to see what we could make out of them with a color comp. I feel like this was to help us see how what colors go well with the images or sketches that we designed from part 4

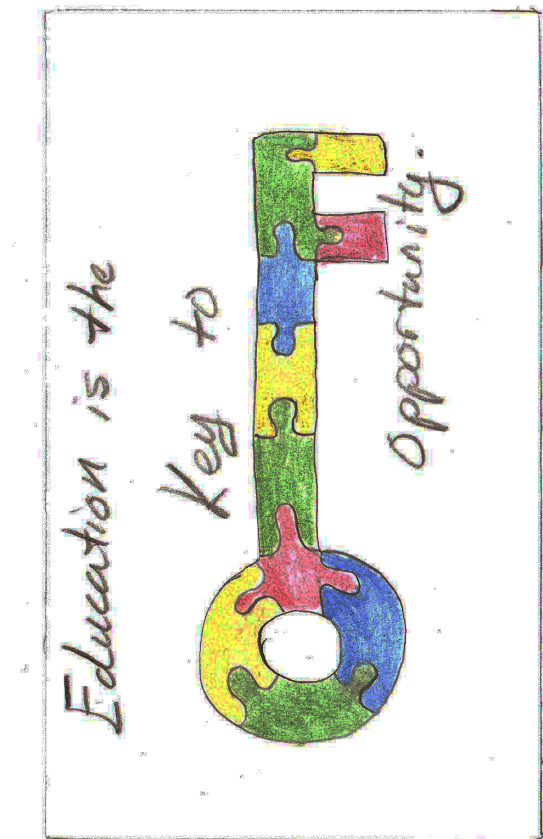
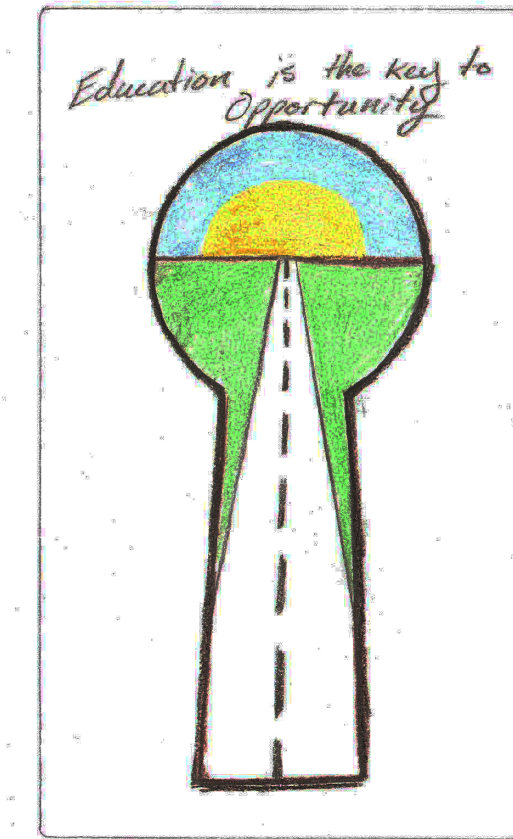
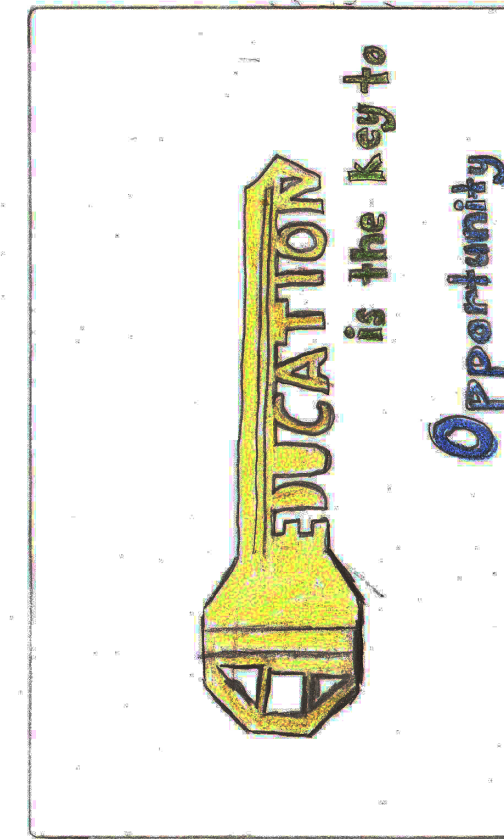
Colors are important when it comes to poster designs because they make certain elements pop out over others. Hierarchy is important when it comes to posters because it is the thing that people will see first over other things. The message is also key when creating a poster of any kind because it helps people rethink about where they are in life and what they need to change if they aren't doing what they should be doing.

Even though I don't have background colors in the images I know that including a black background or a dark color behind the image it will bring the colors to pop out in the sketches or images. I also think that using a limit amount of colors helps keep things simple and eloquent and easy to read in a quick glance. Large and simple is what can make posters effective and perfect.

My favorite part of doing this part of the project was seeing how a black and white thumbnail turns out when drawn in color. My favorite designs with the color are the two on the right because I can add more colors and manipulate the designs to pop out with color comps.

The most difficult part of doing this was scaling the designs big enough to fit the boxes and I feel like there is still a lot to do to make these sketches be noticed anywhere.

## Color Sketches



PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

**STEP 6 FIRST DRAFT**

In this part of the project we were to take our hand drawn poster sketches and make them digitally using photos and graphic designs in order to convey our messages of public service announcements.

I decided to do the three that were chosen in the poll I did from before and make the sketches digitally and I really like the outcome of how they turned out but I feel like there could be a few improvements but this is what I came up with.

For the first poster I went with the key hole with the image of a road showing that there are many opportunities leading past the locked door. I liked this one because it show an inside to what an education can do for you in unlocking doors.

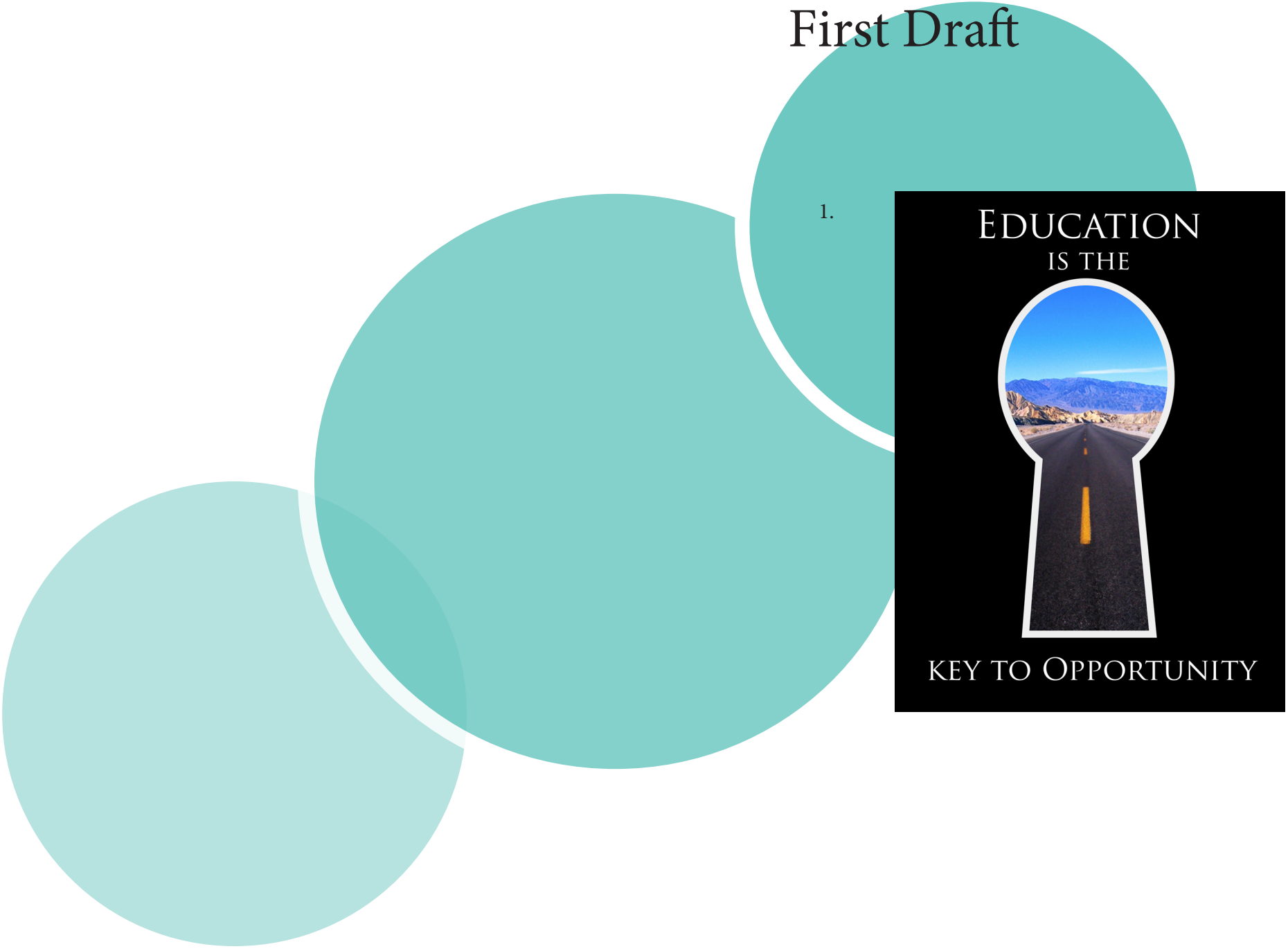
The second one is a key with the word education written in the groove part of the key with the key hole being in the word opportunity showing that opportunities can be unlocked with the key of education.

The third is another key but in a puzzle form and this portrays education is a building block in order to form the entire key and then once the key is done you can unlock the door to get to the opportunities.

I enjoyed this step of the project because it is close to the final stages of being complete and with the colors in place the posters look amazing.

The hardest part for me in this step was having to redo all of the posters again because I forgot to save my pieces and the programs force closed completely.

First Draft



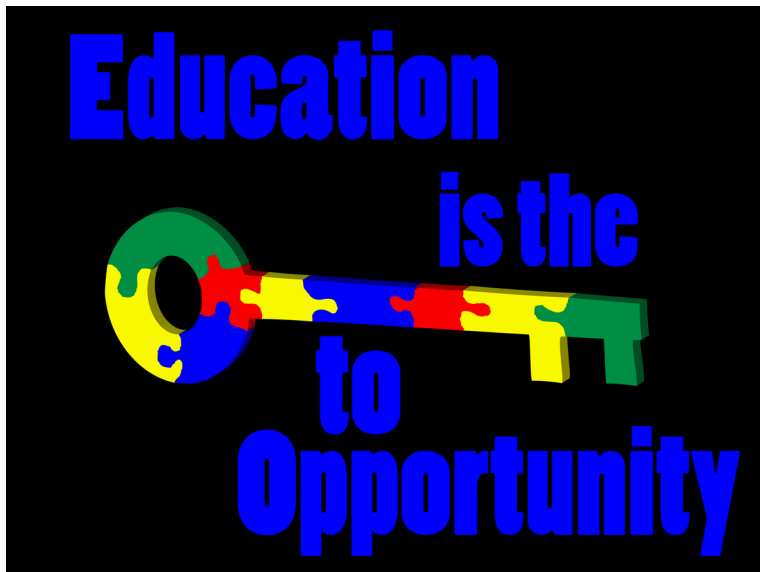
1.



2.



3.





## PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

**STEP 7 SECOND DRAFT & AV PRESENTATION**

For this step of the project we were to redesign and create our posters again for the point of taking our ideas and making a video presentation of the posters to send to a client or employer and see how effective the posters would be to them.

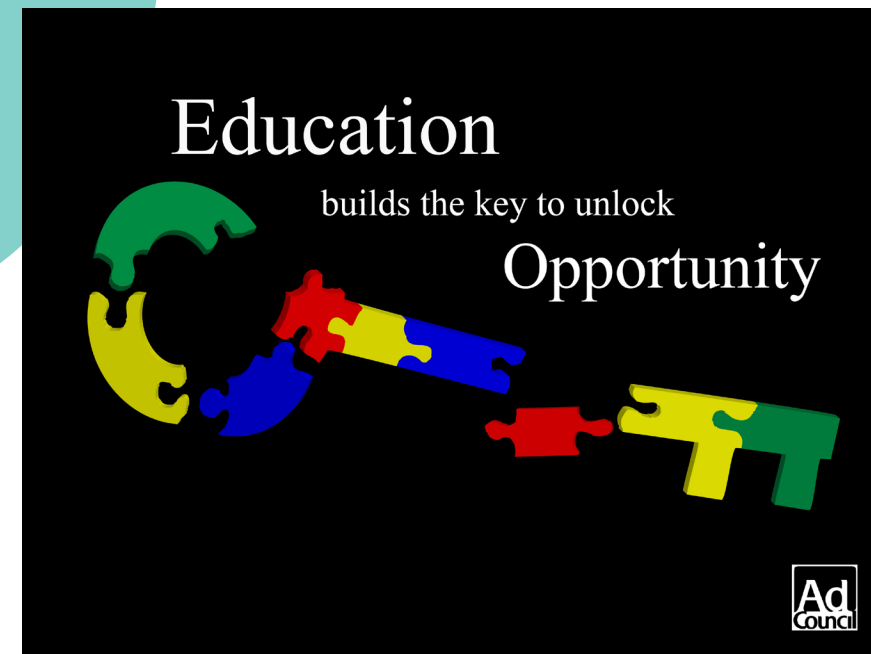
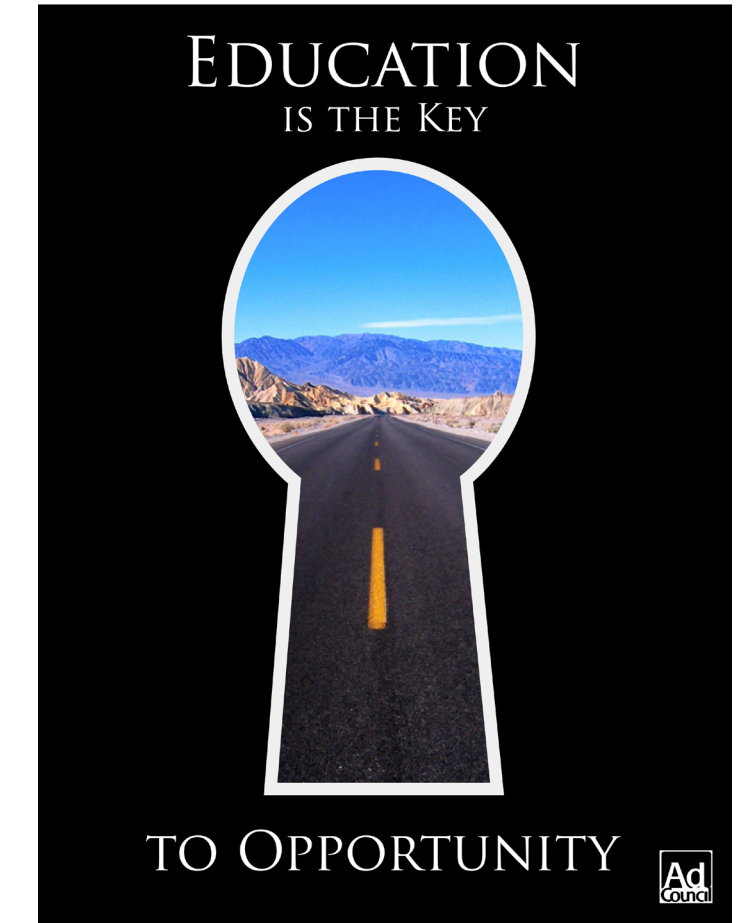
For my posters I redesigned each one of them changing little to big things such as the fonts, colors, sizes, logos, images and other features to show more professionalism in the designs. I did not have much feedback on what things I should improve on and I decided to ask friends and acquaintances to see what could be changed and more effective. I got some feedback and decided to change some features around.

For the first poster I decided to add an image showing a door that I took and had to edit the image so that the key would still be facing the right way with the door and then I changed some of the font to add better contrast. I also added the Ad Council logo to make the poster seem like it came from an important organization.

The second poster with the puzzle key was changed quite a bit from the first draft. I decided to separate some of the puzzle pieces to show that the key is being put together. I also changed the lettering font and color from the original to make the words pop out with the black background as well as added the Ad Council logo.

The third poster I only changed small amounts of detail such as the wording and the lettering because I felt like they could use a little change and then I also added the Ad Council logo to the bottom.

In conclusion making the video was a little difficult because I don't have great software for making the videos and did the best I could to eliminate background noises. I also had a difficult time with knowing what to say in the video presentations. This step was great because of the help and reviews I got back on what could be improved upon in my posters and it was great to finally see a closer view of the finished product.

**Second Draft**

## PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

**STEP 8 AV PRESENTATION AND PDF FINAL**

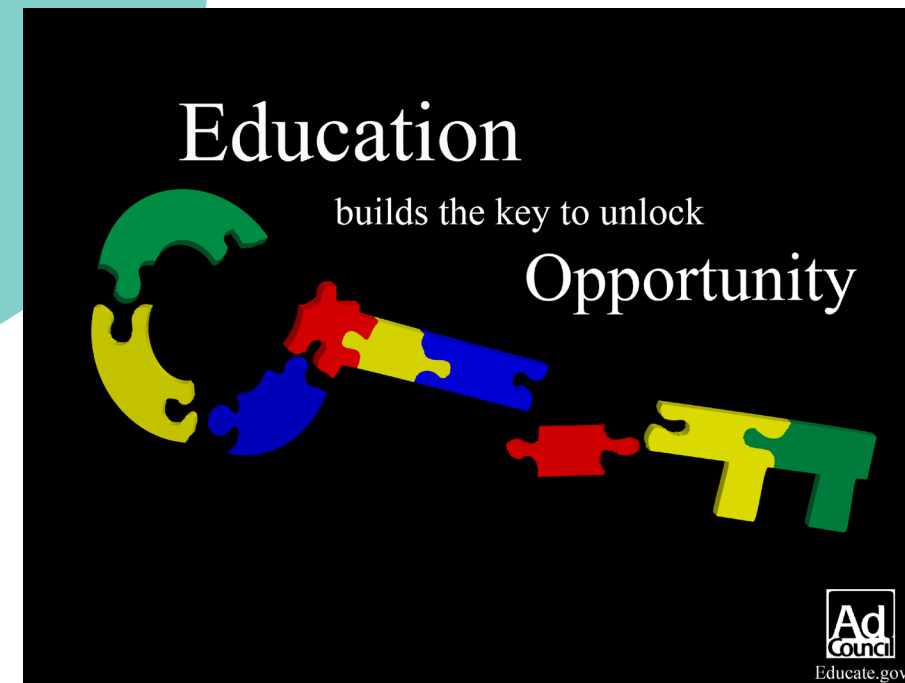
For this step of the PSA project we were suppose to redesign the posters again and create an audio video presentation to tell a little bit about the posters. For my presentation I decided to do a powerpoint slide show and video it with the Jing screencast software.

In the video I talked about the problems with kids dropping out of school and not graduating high school. I also included in the video three adjectives that I was hoping to display with the posters and show them visually on how they would be interpreted. The three adjectives that I decided to use for the video were motivation, perspective, and building because they are a few adjectives that describe what you need to have in order to educate yourself and be successful in life.

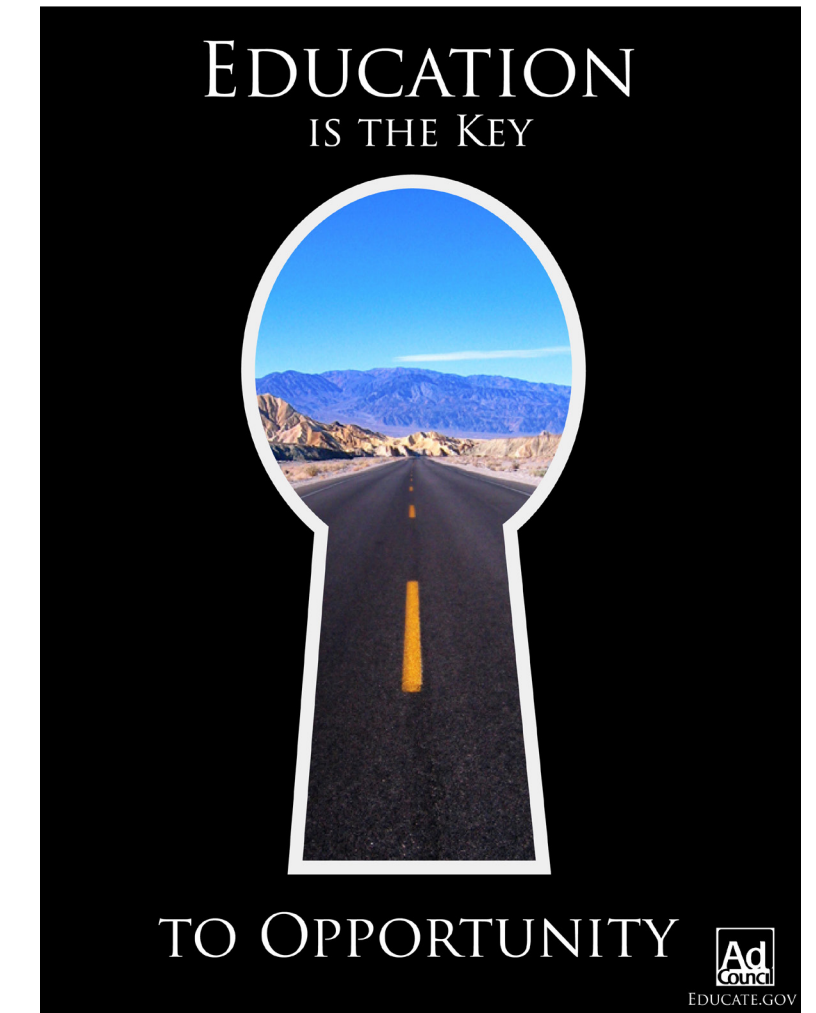
I chose to do education for this project because it seems that it is easy for a person or student to look at everything they need to accomplish and just give up on education. I feel like there are needs to try to help push students to complete their education so that they dont get stuck in a rut and fall into bad situations with their lives.

I enjoyed doing this project because it pushed us to try new ways and things to display an awareness that needs to be rethought or revisited. I feel like this was a great project because we got to design using any means with visuals with images, logos, typography, colors, and many more things to create an interesting visual to convey a message of hope or awareness.

In conclusion I enjoyed doing this project and going through the steps to create the large poster. I also enjoy looking at the posters I created and seeing some of the flow that leads your eye around the images and the objects along with the message.



## Final Draft





## PROJECT FOUR: PUBLIC SERVICE ANNOUNCEMENT

**PROJECT PSA CONCLUSION**

For the conclusion to the Public Service Announcement poster it was a lot of research and finding of things to come up with an idea to build an effective message and poster design. The research was great to develop ideas to come together and build an announcement that shows awareness to the community and to the public. I enjoyed the steps and development that went into creating my posters and it would be enjoyed more if the posters were actually printed out in scale form. I enjoyed the research and brain storming that went into building a message and making it relate to the topic I was trying to convey in doing this project.

