

# DIGITAL IMAGING

Name \_\_\_\_\_

Date \_\_\_\_\_

## PUBLIC SERVICE ANNOUNCEMENT POSTER CRITERIA

Your assignment is to create a public service poster to raise awareness of an environmental or health issue in your community. Your poster should reflect your concerns about America's environment and health and represent your design style.

- Artist's statement. DUE OCTOBER 2
- Image and information research. DUE OCTOBER 4
- Headline written. DUE OCTOBER 7
  - Includes the name of the issue, and words such as "endangered," "protect," "conserve," and "save."
- Rough layout created in Photoshop. DUE OCTOBER 18
  - Original full color hand-drawn illustration included in your layout
  - A headline with the name of the issue, and words such as "endangered," "protect," "conserve," and "save."
  - A color background
  - Internet images must be modified beyond recognition
  - Photoshop tools and filters used
  - 8.5" (H) x 11 (W)" page size
  - 300 PPI resolution
  - Rough layouts are saved on desktop as (YOUR NAME) PSA rough.psd
  - All layouts and files placed in a folder on desktop labeled (YOUR NAME) PSA
- Final Layout designed in Photoshop. DUE OCTOBER 22
  - Your design is revised and refined
  - Internet reference images must be modified beyond recognition
  - Photoshop tools and filters used with care
  - Final layout saved on desktop as (YOUR NAME) PSA final.jpg and (YOUR NAME) PSA final.tiff
- Final Layout presented. DUE OCTOBER 23-25
- Self-assessment completed. DUE OCTOBER 23