Create your own PSA

**Learning Goals:**

*I will:*

* *Demonstrate my understanding of the purpose of a PSA by using words and images to convey a message.*
* *Use creativity and critical thinking to create an effective PSA so that I can clearly convey my message to my audience.*

**Step 1:**

* Choose a side: **Rehabilitation** or **Punishment** to help Young Offenders – circle the one you want to do
* Complete the following chart outlining your reasons:

|  |  |
| --- | --- |
| **My opinion🡪** this will be your message |  |
| **3 reasons or examples to support my opinion:** | * (example)      * (reason) * (reason or example) |
| **What emotion do you want to appeal to and how will you do this?** |  |
| **Images I could use to support my ideas (1-3):** |  |

* Have your outline checked

**Step 2:**

* Go **to google.wrdsb.ca** and open a **google drawing** – this is where you will create your poster
* **Share** it with me (Candice Schnarr)
* **Put all the information from your chart into your poster** – make sure you arrange it in a visually appealing way.

**Step 3:**

Go through the following checklist to make sure you have an effective PSA:

* + Font – is it a good size and is it readable?
  + Images – can you see them clearly? Are they spaced out well? Do they work with your words?
  + Is your PSA effective?
    - Does it have a clear message?
    - Does it appeal to emotion?
    - Does it use examples people can relate to?
    - Do the pictures and the images work together to create meaning?

PSA Rubric:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Learning Goals | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Uses creativity and critical thinking to create an effective PSA** | -images chosen with limited effectiveness  -font is not clear  - examples and reasons do not clearly support message or are lacking  -examples are not easily relatable or are lacking  - emotional appeal is lacking or is not obvious | -images are somewhat well-chosen  -font is somewhat clear    - examples and reasons somewhat support message  -examples are something people can somewhat relate to  - somewhat appeals to emotion | -images are well-chosen  -font is clear  - examples and reasons support message  -examples are something people can relate to  - appeals to some type of emotion | -images are well-chosen and effective  -font is clear and well-chosen  - examples and reasons effectively support message  -examples are something people can easily relate to  - effectively appeals to some type of emotion |
| **Demonstrates a clear understanding of the purpose of PSAs** | -message conveyed with limited clarity  -words and images work together to convey message with limited effectiveness | -conveys a somewhat clear message to the audience  -words and images somewhat work together to convey message | -conveys a message to the audience  -words and images work together to convey message | -conveys a clear message to the audience  -words and images work together effectively to convey consistent message |
| **Learning Skills:** | Independent work: | Initiative: |  |  |

PSA Rubric:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Learning Goals | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Uses creativity and critical thinking to create an effective PSA** | -images chosen with limited effectiveness  -font is not clear  - examples and reasons do not clearly support message or are lacking  -examples are not easily relatable or are lacking  - emotional appeal is lacking or is not obvious | -images are somewhat well-chosen  -font is somewhat clear    - examples and reasons somewhat support message  -examples are something people can somewhat relate to  - somewhat appeals to emotion | -images are well-chosen  -font is clear  - examples and reasons support message  -examples are something people can relate to  - appeals to some type of emotion | -images are well-chosen and effective  -font is clear and well-chosen  - examples and reasons effectively support message  -examples are something people can easily relate to  - effectively appeals to some type of emotion |
| **Demonstrates a clear understanding of the purpose of PSAs** | -message conveyed with limited clarity  -words and images work together to convey message with limited effectiveness | -conveys a somewhat clear message to the audience  -words and images somewhat work together to convey message | -conveys a message to the audience  -words and images work together to convey message | -conveys a clear message to the audience  -words and images work together effectively to convey consistent message |
| **Learning Skills:** | Independent work: | Initiative: |  |  |