# Visual Rhetoric Practice Activity:
## Print Public Service Announcements

**OBJECTIVE**:
-to grasp visual rhetoric principles that will transfer to the creation of your deliverables for our community partners

**TIME:**
-You should complete your PSA in approximately 15-20 minutes. These are not graded, so just have fun and explore your options within Piktochart.

**MATERIALS**:
-You can find the instructor file, as well as larger jpeg's of the images on Blackboard.

-You'll need to use your notes from the visual rhetorical analysis.

-You can use the classroom computer or a laptop.

**Your Task:**
Create a compelling print Public Service Announcement on the issue of domestic violence. Carefully tailor this PSA to the rhetorical situation that will be outlined on a notecard for you. As you compose, think about the PSA observations you made, attending to the rhetorical power of images, images as cultural artifacts, and the visual aspects of written text.

**Details:**
1. Get into groups of 2-3 and log into Piktochart (we'll learn how to use Piktochart prior to beginning this activity).
2. Select a "**rhetorical situation card**" from the pile on my desk.
3. In Piktochart, under "Select the infographic format you would like to use," click on "Banner" and then find the option to "Create Your Own Poster." You *cannot use a previously existing template* because that will limit your ability to make appropriate rhetorical choices.
4. Create a print PSA (the kind you might see in a magazine or blown up as a poster) using the **instructor file** provided to you on Blackboard.
   4.1.   Important points: You can *only* use the information provided to you in the instructor file. Do not add any additional text, graphics, or images. You are not required to use all items in the instructor file.
   4.2.   You might want to sketch out your plan on a piece of paper first before starting to compose in Piktochart.
   4.3.   Also refer back to your notes from the visual rhetorical analysis, as this will help you compose an effective PSA.
5. As you compose, **take notes about your design choices** and why they are right for your given rhetorical situation. You'll use these notes to present your PSA to the class. (Consider having one person take notes while the other composes in Piktochart.) You are not limited to the questions below, but start by contemplating the following questions as you compose:
   5.1.   Why did you gravitate towards certain colors or fonts versus others?
   5.2.   What decisions did you have to make in terms of size and layout of different elements?
   5.3.   Why did you select the image(s) you selected, and how do they correspond with the slogans or quotes you chose?
        5.3.1.   Why are the above design choices appropriate for persuading your audience?
6. Download your completed PSA by clicking "download" at the upper right-hand corner of Piktochart, and email it to me.