English 282: Multimodal Composition for the Web
Visual Factsheet

Length, Format and Due Dates

Factsheet Length: 250-300 words, excluding source citations
Formats: Digitized visual PSA created for print delivery (png or PDF) and linguistic report of research data (Word doc or PDF)
First Draft Due: Thursday, November 12; **submit to Canvas before class begins**
Final Draft Due: Friday, November 13, by **10:00 p.m. via Canvas**

Assignment

The visual factsheet serves as a micro-version of the PSA campaign. It includes two components:

1. A visual public service announcement produced for print delivery, and
2. A linguistic report of research data on your selected pubic-service issue, with a list of sources consulted

The visual PSA should use selected modes and design elements to define a problem, mount appeals, and identify an action the target audience can perform. Moreover, it should reflect research not only on the public-service issue, but also the intended audience.

Guidelines

1. **According to the PSA Research Center, PSAs for print delivery typically come in one of the following sizes**: full page (7x10"), half page horizontal (4 ¾ x 6 7/8"), quarter page vertical (4 x 5"), 1/6 page vertical (2 ¼ x 5"), two thirds vertical (4 ½ x 10"), and one third vertical (2 1/16 x 10").
2. **Work within the PSA genre conventions defined in class**. We noted that visual and video PSAs define a significant problem, either explicitly or implicitly. They appeal to logos and pathos, occasionally placing the audience in the position of those affected by the public service issue. They also explicitly identify an action individual audience members can take and provide informational resources.
3. **You need not originate a public service issue or invent an associated non-profit or governmental organization**. Feel free to create a visual factsheet for a currently existing issue or organization.

4. **You may use or modify copyright-free photos in your visual public service announcement**. Use guidelines from guest presenters Robyn Foshee and Priscila Ordoñez to locate materials with permission to use, modify, and share.
5. **Research data on the factsheet may take the form** of descriptions, lists of statistics, Q&A, detailed tip sheets/action plans, or a combination of forms.
6. **The online materials for *Writer/Designer* feature design analysis exercises**, including an emphasis analysis of the American Indian College Fund's 2008 "Think Indian" PSA as well as examinations of contrast, organization, alignment, proximity, and color that you can use when designing your visual PSA.
7. **If you would like to discuss ideas-in-progress or draft materials outside of class**, please feel free to attend office hours or schedule an appointment.

Resources

Examples

Visual PSA	Associated Factsheet(s)
Adoption: "You Don't Have to Be Perfect"	AdoptUSKids: "Common Myths About Adoption"
Asthma prevention: "Keep Out of Reach"	Attack Asthma: "Triggers in Your Home"
Anti-Bullying: "Everybody Hates You"	Stopbullying.gov: "Who is at Risk" and "Bullying: What You Need to Know"

Technical Resources
- Adobe TV: Learn Photoshop
- Copyright-Free Stock Photo Sites: Flickr: Creative Commons (https://www.flickr.com/creativecommons/), FreeImages (http://www.freeimages.com), morgueFile (http://www.morguefile.com), Negative Space (http://negativespace.co), RGBStock (http://www.rgbstock.com), and StockSnap.io (https://stocksnap.io)
- Photoshop tutorials
- Photoshop 30-day free trial
- Student Technology Fee Equipment Loan Program: Borrow a digital camera or laptop for image editing

Grading

I will use a 20-point scale to assess the visual factsheet. We will develop specific assessment criteria as a class. Failure to submit the required draft and participate in in-class peer review will result in a 10-point deduction from the final grade, as the ability to consider and revise from

feedback is an essential component of the course. Late final drafts will receive a 10-point deduction per day late, including weekends and holidays.