

# What's On the Minds Of The Next Generation?

With headlines constantly flashing with economic, climate, and political social issues, one cannot help but wonder how this impacts the youth.

This project invites students to select and research a social issue, such as homelessness, climate change, bullying, or an issue that they feel is important and want to raise awareness about. The project will teach students what a Public Service Announcement (PSA) poster is, the steps to researching their social issue, and design concepts to help express meaning and their unique message. Students will aim to shine a new light on the social issue that they select and present their final design to their class.

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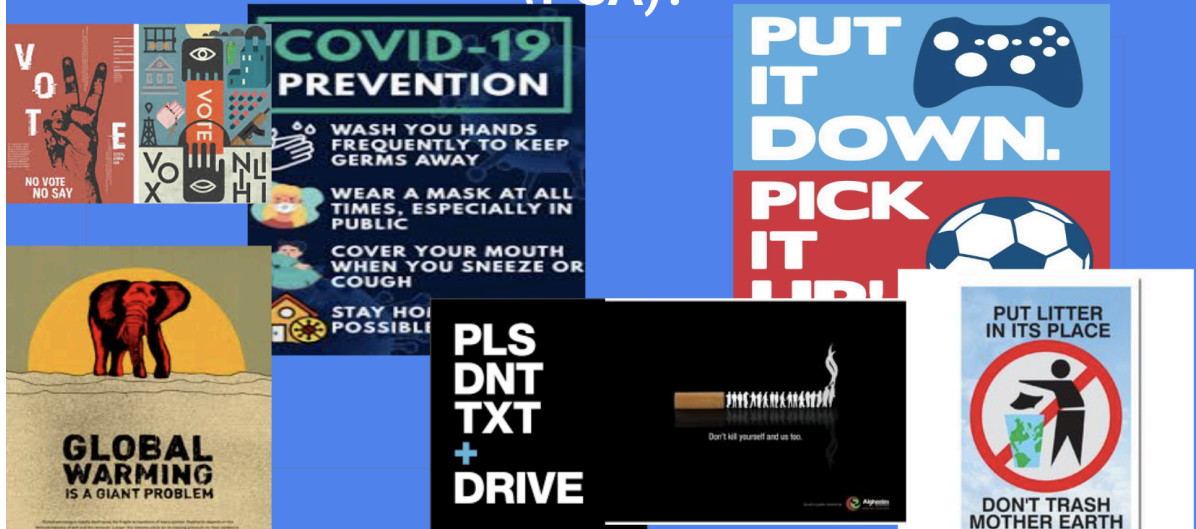
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## **Part 1: Students Will Learn About Public Service Announcements (PSAs)**

A Public Service Announcement (PSA) has a message that serves to raise awareness about an issue. There are core elements of a PSA, and students will learn what these are before creating one. After watching examples of PSA videos and engaging in a classroom discussion, the students will come to a shared definition of a PSA.

# What is a Public Service Announcement (PSA)?



## Step 1: Watch Examples of a PSA Video

Teachers can use these [Examples of PSA Videos](#) to frontload students with the big idea of the project and what a PSA is before students create their own. After viewing the PSA video examples, students will answer the following three questions:

1. What is the social issue of this PSA?
2. How did the poster/video show it is a problem?
3. What is the call to action?

Frontloading the class with these PSA examples will help ensure students that they include all of the necessary components. **Note:** These are also the same questions that students will answer in their presentations.

## Step 2: Class Definition of a PSA Poster

**Teacher:** “Based on the PSA videos we watched, let’s come to a shared understanding of what a PSA is.”

**Definition:** A PSA stands for Public Service Announcement. It is about a social issue and has the following main parts:

1. Problem
2. Fact
3. Image
4. Call to action

### **Step 3: Pitch the PSA Project To Your Students:**

PSAs are intended to raise awareness of a social issue so that each person can do their part to make a difference. The reality is that many of these social issues are not new and have persisted for a long time.

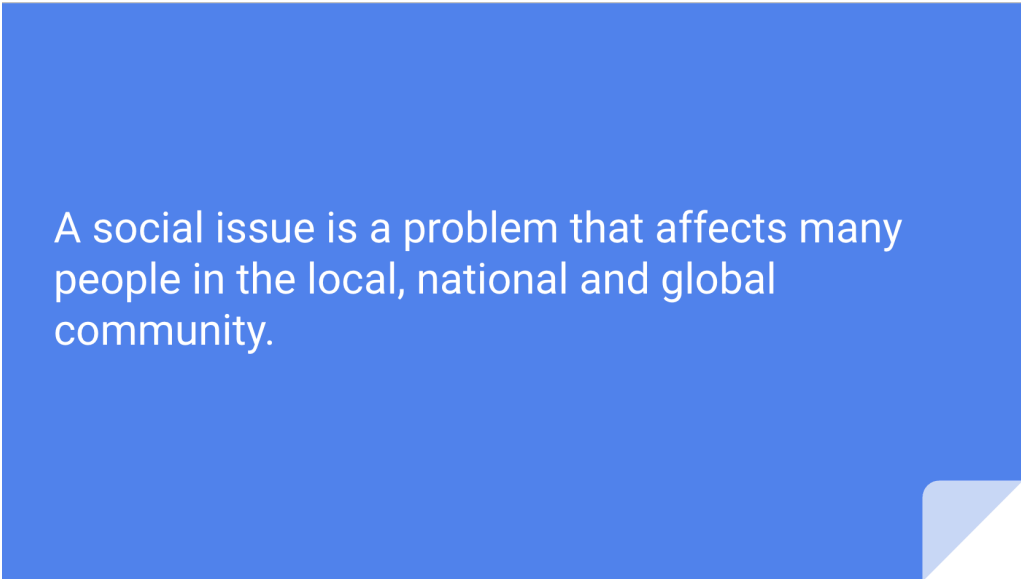
**Teacher:** “Students, the future is yours! If you are wondering what YOU can do, what you can do to make an impact...YOU can design a PSA poster and make it the best version possible. Shine a new light on the social issue so that people do not just walk by the problem anymore!”

## **Part 2 : Students Will Research Social Issues**

### **Step 1: Students Will Learn What A Social Issue Is And Select One To Research**

Define what a social issue is together as a class so there is a common understanding for the project.

**Definition:** A social issue is a problem that affects many people in the local, national, and global community.



A social issue is a problem that affects many people in the local, national and global community.

### **Step 2: Brainstorm Social Issues Together As A Class:**

To prepare students for the research component of the project, brainstorm social issues as a class so students can choose 1-2 that they really care about for their poster.

When brainstorming, prompt students with examples of social issues, like homelessness, climate change, animal cruelty, etc. Project this [example jamboard](#) as a reference to show students examples of social issues students, and add onto the jamboard with the issues your class comes up with.

To support students with coming up with new social issues, students can go on Newsela or a trusted news website and look at the headlines. As students hunt for current social issues in the news, ask students, “What social issues can you identify?”

### **Step 3: Engage in Research To Learn More About Your Social Issue**

After brainstorming, students should select 1-2 social issues that they want to research. Emphasize to students that they should carefully select the issue that they choose to research because it will be the focus of their PSA poster.

Students will learn more about the social issue and collect new facts that can be added to their PSA poster and/or influence their design. Recommended research platforms for students are Newsela, a trusted news site, or Google. See student example below on Factory Farming:

# SOCIAL ISSUES RESEARCH

Jot your social issue on the post it



Factory Farming

## Source

Name of Article & Link:

Dream Jobs: Animal Rights Activists

[Article Link](#)

## Facts

**Fact #1** Factory farms are where large amounts of animals are raised in harsh, cramped, and unclean conditions

**Fact #2** Factory farming harms the environment and causes a lot of pollution

**Fact #3** Animal waste pollutes human water supply

Teachers can choose from one of two [Research Templates](#) for their students to use to collect facts. One template is on Adobe Express and the other is on Google Slides.

## Part 3: Start Creating – Design Iterations

### Step 1: Start Creating PSAs

Students can start creating their PSAs on Adobe Express. Students can choose to open up a blank canvas or search for a template to build upon. The following are examples of

PSA templates from the Adobe Express template library that can help students get started:

1. [PSA Poster Templates](#)
2. [Environmental Poster Templates](#)
3. [Educational Poster Templates](#)

The following videos can support students new to Adobe Express: [Express Tutorial: Poster](#) and Express Tutorial: [All-in-one Editor](#)

## **Step 2: Introduce Design Iterations**

As students start creating their PSA posters, explain that in this project, students will create a minimum of 3 versions of their PSA poster. After students create one poster, they will redesign the poster to make it better. This is because the process of creating their posters is weighed as more important than the aesthetics of the final product. Throughout the project, students will be asked to consider the design process they take and will be expected to share the story of how their design has evolved during the process in their final presentations.

To support students with creating iterations, show the following iteration strategies:

### **Strategy #1:**

Redesigns can take on many forms. **Iterations** are changes that you make to your poster. This can be small changes to color, images, and text, like the example below:

# Design Iterations



## Strategy #2:

A completely new way of looking at an issue by asking the question, “**What is another way to share your message?**”

A student’s design iterations shine a new light on the same issue



For example, in the slide below we see two different posters about COVID-19 that look and convey a different message.

What is **another way** to share your message?



**Strategy #3:**

Students will search for design inspiration to help create iterations of their poster and research PSA posters related to their social issue to gather ideas for different ways to design their PSA. By using this [Template for Design Iterations](#), students will select one social issue they researched and look for PSA posters related to the social issue they are researching by going on Google and searching “(social issue) PSA Poster.” For example, in the sample below, a student searched “ocean pollution PSA Poster” and copied and pasted posters that they like onto the template.



Pick a social issue you researched.  
Research PSA posters related to the social issue. (Google " \_\_\_\_ PSA Poster")  
Copy and paste below



#### Strategy #4: Update Old Designs→New Designs

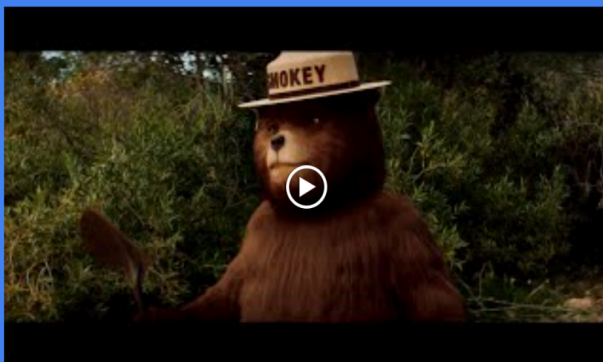
Another way to make an iteration is to make an old design newer and modern. Learn from a real life example, such as the Smokey The Bear PSA example below. Smokey the Bear is an example of a classic PSA created to stop forest fires. Today the modern version of Smokey looks different than he did in 1973.

Engage in a class discussion and help students determine design tips from the comparison of the original and new version of the PSAs. Ask questions to facilitate the classroom discussion, like, "Why would the Smokey the Bear PSA be updated? What changes were made?"

Social issues shine a light on a current problem.  
This is a PSA from 1973.



## New Smokey the Bear PSA 2024



### Part 4: Introduce Design Fundamentals

Design concepts can cultivate students to become creators engaging in the iterative process of design. Creating portfolios supports students to engage in deeper student

reflection. Share these [student examples](#) of the PSA project and portfolios that illustrate how learning design concepts fosters a deeper student reflection and a stronger understanding of Adobe Express.

## Color

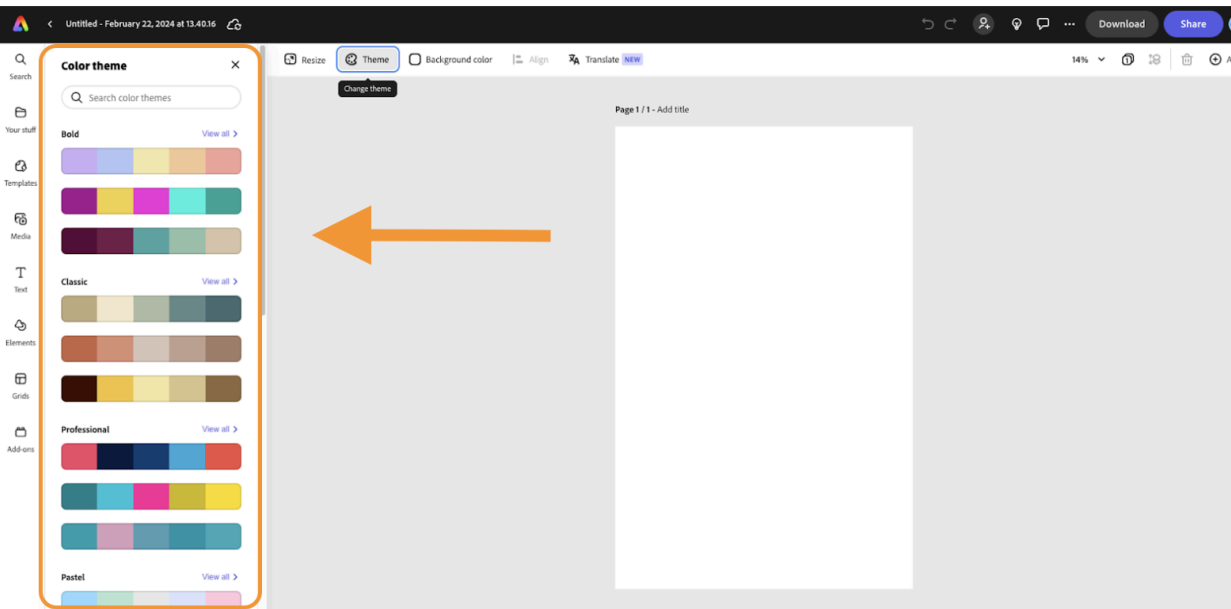
Introduce the concept of color to students. Prompt students with questions like: What is your favorite color? How do you make certain colors? What do colors mean?

Teach students that color is a major tool that is helpful when designing PSA posters and making iterations. When designing your poster you want to look for colors that go well together, but also choose colors that convey meaning and evoke emotions.

Share the video below with your students on color theory to help them gain a basic understanding of how to use color to enhance the design of their PSA project. Students will also learn about concepts such as color schemes, hue, saturation, and value from the video.

### **Beginning Graphic Design: Color**

Then, show students where they can play with these concepts in Adobe Express as they design their poster:



## Layout & Composition

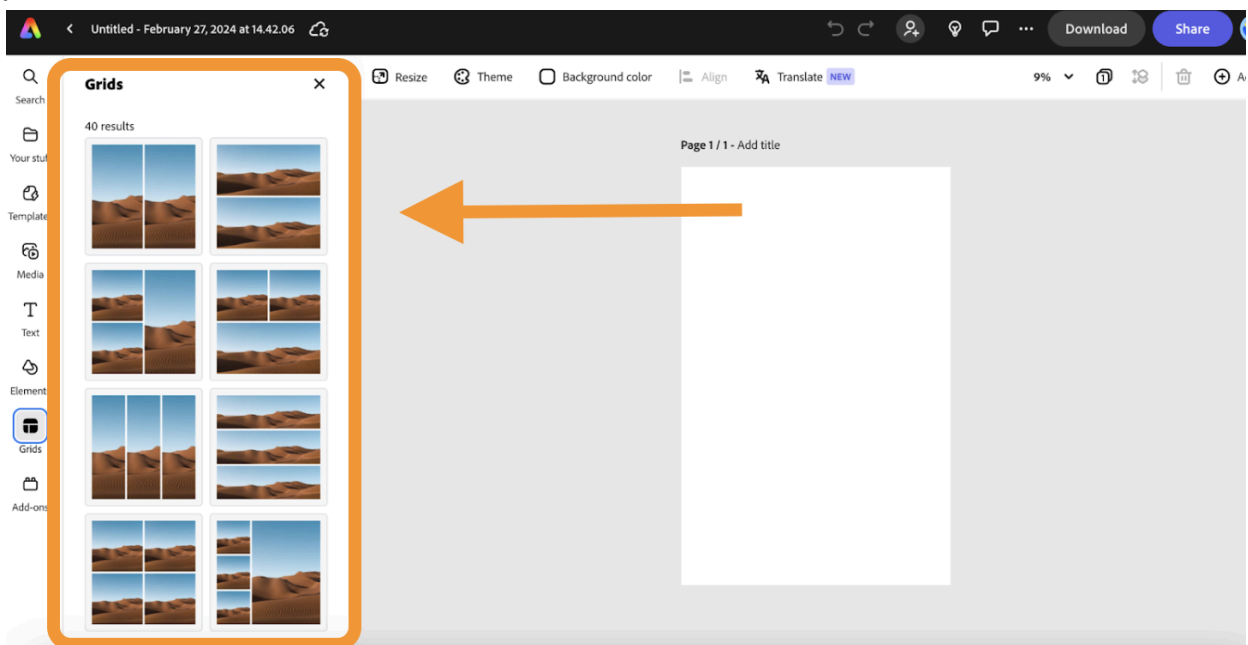
Introduce the concept of layout and composition to students. Designing an effective PSA that conveys a message is more than the words, images, and colors on a piece of

paper. The way these elements are organized and put together plays an important role in creating a PSA that is easily understood and conveys a coherent message.

Watch the video below to teach students the fundamentals of layout and composition. Students will learn concepts like white space, margins, alignment, grids, contrast, headers and visual hierarchy.

### **Beginning Graphic Design: Layout & Composition**

Show students where they can play with grids in Adobe Express as they design their poster:



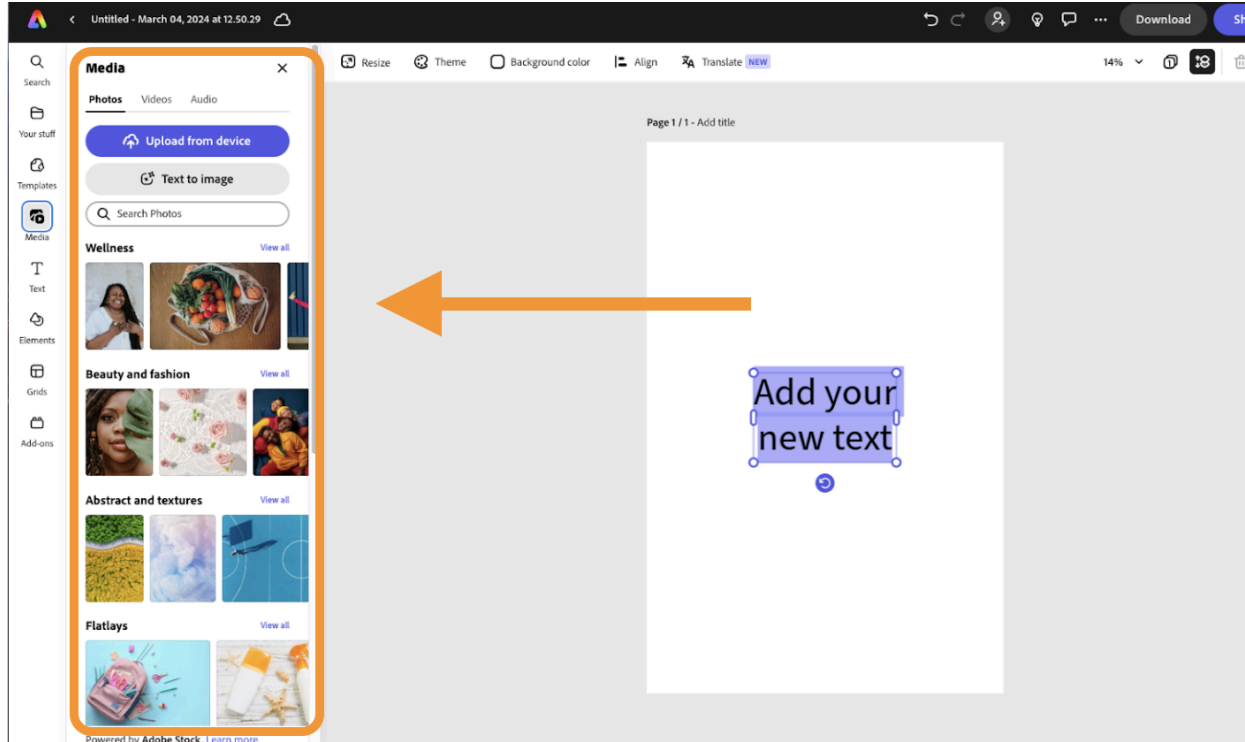
## **Images**

There is a popular saying, “A picture is worth a thousand words.” Images play a big role in communicating the message of the PSA. The image can be a photograph, an icon, or symbol and there can be several positioned in the background or foreground. Images can also be personalized to enhance the message of the PSA by using text effects, cropping, and resizing.

Watch the video below to teach students about various ways to use images. Students will learn concepts like how to use stock images and ways to edit images like cropping, resizing.

### **Beginning Graphic Design: Images**

Show students how to locate Adobe’s stock images, icons, and other design elements. Students can also be introduced to AI tools, like “text to image” feature:



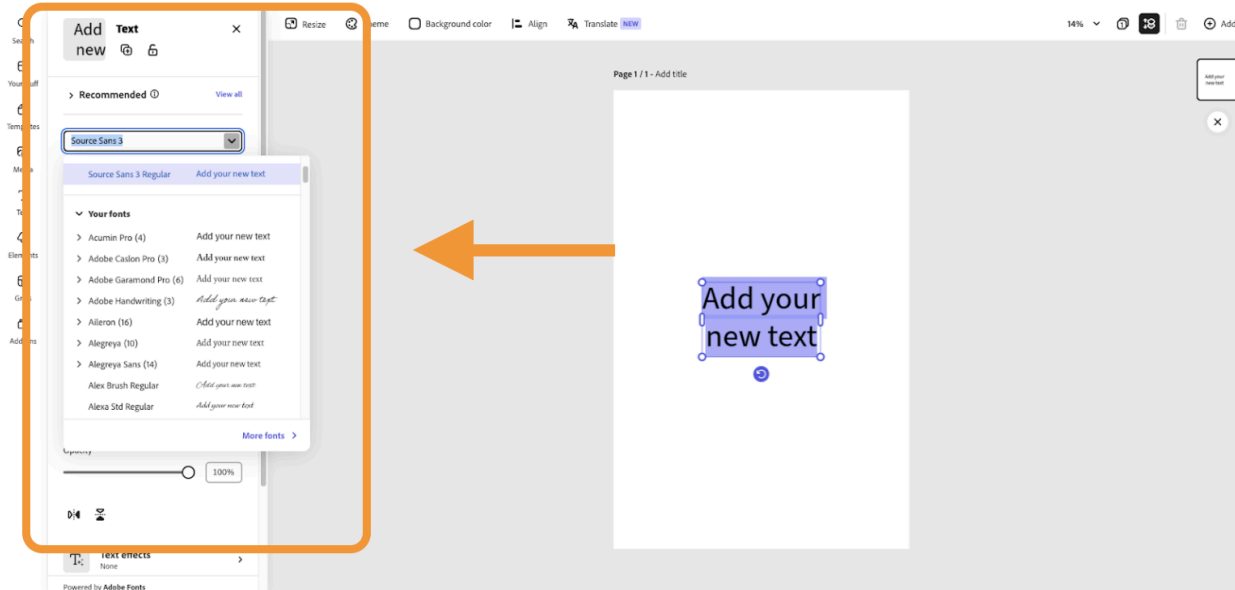
## Typography

Students may be familiar with the concept of fonts, but it will be helpful for them to learn about typography as they consider how to effectively layout their message.

Watch the video below to teach students about the fundamentals of typography. The video will introduce concepts like information hierarchy, types of fonts, spacing and readability.

[▶ Beginning Graphic Design: Typography](#)

Show students how to manipulate text...etc. Show students how to locate Adobe's collection of fonts, how to edit text with text effects, animation, and also learn about AI tools, like "text to image" feature:



## Optional Learning Extension: San Francisco Museum of Modern Art Field Trip and Teacher Resources

To further integrate design concepts, you can extend learning through [SFMOMA](#), [School Visits](#), and activities from [Teacher Resources](#) that can supplement design concepts or other core concepts you are teaching students about.

Activities from the SFMOMA's Teacher Resources that can reinforce design concepts and real world application of them are:

- [How to Create Your Own Social Justice Poster](#): PSA Activity
- [Reflected Landscape](#): Activity on Color

## Part 5: Presentations

As a culminating activity, students will share their PSA project in a presentation. Each student shares their final PSA poster and also shares the evolution of their design (up to 3 versions). Share the following [Presentation Template in Google Slides](#) or this [Presentation Template in Adobe Express](#) to guide and prepare students for their presentation. If students opt for the Adobe Express template, they can edit and personalize the design, as well as record their own voice to answer the questions as a video presentation.

To support students in describing the evolution of their designs, provide the following prompts to help scaffold how they will describe their design choices.

**Teacher:** "Describe the evolution of your designs and the design choices you made. Think back to the logo design project and what you learned about design.

Here are some helpful questions:"

- How did you iterate on your design to share your message in more than one way?
- Based on your knowledge of color theory, what color palette did you choose and why?
- Based on your knowledge of typography, what font(s) did you choose and why?
- How did you use layout to organize the information so your message is really clear?

## (Your Name)'s Public Service Announcement

- ✓ What is the social issue of this PSA?
- ✓ How did the poster show that this is a problem?
- ✓ What is the call to action?



# Design Iterations

Describe the evolution of your designs and the design choices you made. Think back to the logo design project and what you learned about design. Here are some helpful questions:

- How did you iterate on your design to share your message in more than one way?
- Based on your knowledge of color theory, what color palette did you choose and why?
- Based on your knowledge of typography, what font(s) did you choose and why?
- How did you use layout to organize the information so your message is really clear?

## Resources

The following are additional resources to support both students and teachers in completing the PSA Project:

- [Sample PSA Posters](#) - The culminating activity will be for students to present their posters. These are two examples of student PSA presentations, which include completed PSA posters that follow the steps below.
- [Rubric & Checklist](#)- This rubric is a single-point rubric, and can be a tool for both teachers and students. Teachers can use the rubric as an assessment tool and students can use this as a checklist to ensure that they completed all of the components of the project.