PSA Infographic Checklist (option 3)

Please use this checklist to make certain you have followed all the steps to plan, research, design, edit, and publish your Public Service Announcement.

Planning
Before you begin designing, make sure you have done the following:

- ❏ Select a Topic
- ❏ Take a stance on that topic
- ❏ View other PSAs on the topic or other similar topics
- ❏ Collect information on the topic (make sure the sources are credible!!)
- ❏ Identify your target audience *(Are you targeting parents, teens, teachers or some other social group? Consider your target audience's needs, preferences, as well as the things that might turn them off. They are the ones you want to rally to action)*
- ❏ Decide what emotions you want your target audience to feel
- ❏ Decide if you want a mascot/spokesperson (like "Smokey the Bear" or "Rosie the Riveter")
- ❏ Delegate roles/jobs/responsibilities to each group member
- ❏ Create a schedule to make sure everyone stays on task

Researching/Brainstorming
Using Zoom, Google Hangouts or a collaborative google doc, have a preliminary brainstorming session about the following:

- ❏ Create a "bank" of all the links and content you want to use to make the infographic "interactive"
- ❏ Thinking about your audience AND your topic, decide on a tone/mood of the infographic and what kind of language you will use.
- ❏ Decide preferences for layout, color, font, etc.
- ❏ Create a citation list for the references/research you are using in your PSA

Writing/Designing/Editing
Using Zoom, Google Hangouts or a collaborative google doc, have a brainstorming session about the following:

- ❏ Writing Delegate(s) should create rough drafts of each of the written components of the infographic (or their sections) and share them to allow written feedback from all group members
- ❏ Design delegate(s) should create a "rough draft" of the ads and share them to allow written feedback from all group members
- ❏ **Have a follow up meeting to discuss all the feedback**
- ❏ Remember to make sure any "stock images" you use from online is clear for free use and cited

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- ❏ Make sure the entire group approves of all edits and is happy with the end result

Finally….Do you agree that:

- ❏ We evaluated our PSA according to the requirements and we are certain to produce the best product possible
- ❏ Everyone in our group agrees the PSA is finished are ready for publication
- ❏ All group members were given the opportunity to participate and collaborate fairly and equally.
- ❏ Each group member writes and submits a **Contributor Statement**