

Photograph Graphic PSA Tips



Expectations

- Dimensions: 1920 pixels wide by 1080 pixels height
- Interesting graphic that catches the attention of a student
- Few words, easy to read, contrast
- Turn in folder for ad agency with both .psd and .jpg files

Word Bubbles

- People read from top to bottom and left to right. The first bubble people read will be in the top left hand side.
- Type up your dialog in Microsoft word. Print them out and have multiple people spell and grammar check it.
- Type the words in first and then create the word/thought bubble. Give yourself plenty of room.
- Captions should be a box in the quarter.

Action Lines

Use action lines to show movement. Action bubbles can also be fun (POW!)

Planning

Sketch out your pages on paper. Use this opportunity to layout your bubbles and write in you dialog/captions. Have someone proof your text.

Review your sketches as you are taking your photographs. As you download the images, if an image meets your requirements, check it off on your sketch.

Templates

Use a basic layer mask and then unlink it so you can adjust the artwork underneath (often easier than clipping masks)

Photography

Exaggeration is a key to making your images stand out and catch people's attention. Experiment with interesting camera angles, get really close to your subject and try using a wide angle lens.

For more information go to: <http://designforsocialchange.weebly.com/graphic-novel-style-psa.html>