

Digital Display Social Norms Student Name _____

Client Expectations ____ 20 pts

- Uses facts, attitudes and social norms language
- Corrects a misperception
- Give a sense of hope and connection
- Positive: promotes healthy living
- Be short, simple and straightforward (one big idea)
- Do not use fear or shame-based images or language
- Don't speak from the negative with "Don't" messages
- Do not use images of tobacco, drugs or alcohol
- Everything is spelled correctly
- Clearly made all the changes that the client requested

Design Expectations ____ 20 pts

- Original image (you shot the photograph)
- 1920 pixels wide by 1080 pixels height
- Text is easy to read by using contrast
- Uses design concepts: contrast, repetition, alignment, proximity
- Turned in both the Photoshop and .jpg files

Photograph Due Date: _____

Draft Design Due Date: _____

Final Draft Due Date: _____

Sketch (include text and citation)

A large empty rectangular box with a black border, intended for the student to draw a sketch of their design. The box is currently blank.