**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)