**REQUIREMENTS: Your poster must have the following:**

1) Tagline/headline - words or slogan meant to capture the viewer’s attention and creative typography.

2) Body Copy - message that further explains or sells the product or service or idea. Usually a couple of sentences.

3) Signature - logo or distinctive ID of business being advertised or group supporting the issue.

4) Image or illustration – Original image or illustration

Your poster must contain:

* a headline with a clearly stated positive message
* a dominant image or set of related images
* a minimal number of words
* persuasive elements that grab the viewer’s attention
* an analysis sheet glued onto the back

Your poster should be:

* either all color or only black and white
* attractive and easy to read
* neat and free of pencil marks
* free of spelling or grammatical errors

Slogan

* PSA contains a meaningful, creative slogan that clearly and concisely explains the message of the PSA. Demonstrates a high level of thought and care and thorough understanding of target audience.

Analysis sheet

* glued onto the back of your poster, including data, quotes and information supporting your PSA. Please cite your sources.