**Public Awareness Campaign Assignment**

The idea of a public awareness campaign is to alert a particular audience (not just the “general” public) to an issue, or problem that is of concern to them, such as teen pregnancy to educators, or the now infamous, “see something, say something” to commuters, or the most successful campaign, “Seatbelts save lives.” In our class, we have produced Literature Reviews. The knowledge about our topics that we gathered from the literature reviews will what we use to inform the public about an issue we explored in the reviews.

For our Public Awareness Campaigns, we need to have different elements that appeal to different encounters with the information:

1. An Infographic:
   1. The Infographic is the story of the data or a graphical narrative element that tells the story of the topic with a combination of pictures, data, and a narrative arc.
   2. The areas of the rubric are:
      1. Topic: The infographic is specific in nature and is intended to inform or convince the viewer.
      2. Type: The type of infographic chosen (i.e., timeline, informational, etc.) highly supports the content being presented.
      3. Objects:  The objects included in the infographic are repeated to support various data points and to make it easier for the viewer to understand the infographic through repetition?
      4. Data Vis: The data visualization formats chosen make the data presented easy for the viewer to understand the information. Presented in a narrative fashion.
      5. Layout: The layout of the infographic adheres follows a narrative with a conclusion that draws the information together at the end.
      6. Accessibility: Was this designed with the sight impaired in mind? Are the colors too pale? Is there a clear contrast between the colors to make it easy to read?
2. A Multimedia Presentation of the Material:
   1. The multimedia presentation can be a personal story or a narrative about the topic that relates to and enhances the audience’s understanding the issue.
   2. The areas of the rubric are:
      1. Story: a Clear introduction to the issue, explains the parts of the problem, and concludes with a solution or ask.
      2. Design: Visual images are related to the issue. Tools are properly used.
      3. Type: Tool/program best displays the type of narrative that is used.
      4. Layout: Font and Images or audio are clear and legible.
3. Six or more blog posts:
   1. The blog posts are a “deeper dive” into the issues surrounding the public awareness campaign and are thematically are tied to the infographic. So that individual items on the infographic are analyzed or
   2. The areas of the rubric are:
      1. Topics: Solutions, Consequences, individual narrative
      2. Clarity: Reader understands the importance of the topic.
      3. Design: Visually appealing with accessibility in mind.
      4. Rhetorical Design: Audience, purpose, and tone are aligned.
4. Website: All the elements should be posted on the website.
5. Social Media Handles: Twitter, Insta,

All of these elements will be placed on the group website and the website address will be submitted. For the peer review on May 2nd, it will not be necessary to have them all on the website.