

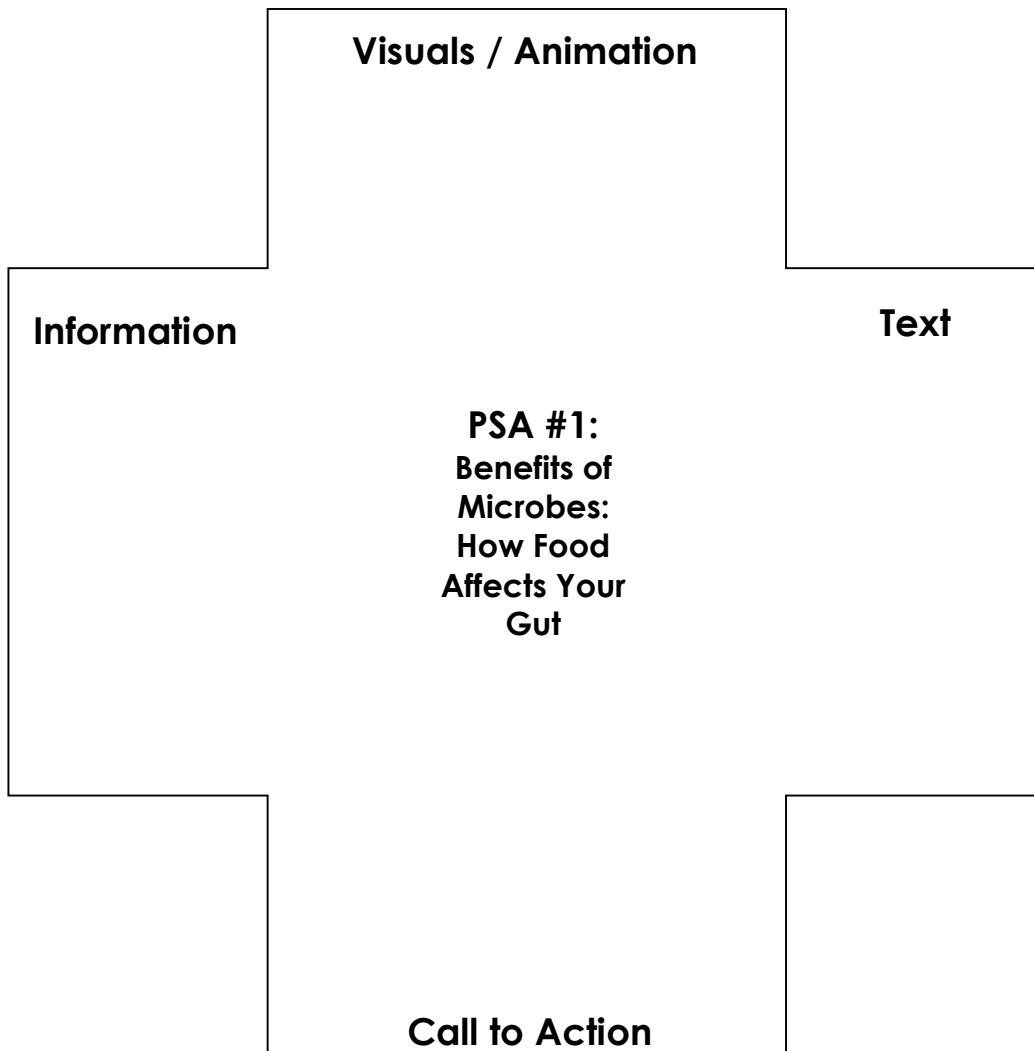
PSA Design Analyzer

Name

Date

DIRECTIONS:

Effective public service announcements (PSAs) use engaging visuals and text to communicate important information to the audience. Use the design squares below to take notes on each of the elements in the PSAs that you watch. You will then decide how you might want to incorporate (or avoid!) these same elements while creating your own PSA.



Visuals / Animation

Information

Text

**PSA #2:
Foodborne
Illness**

Call to Action

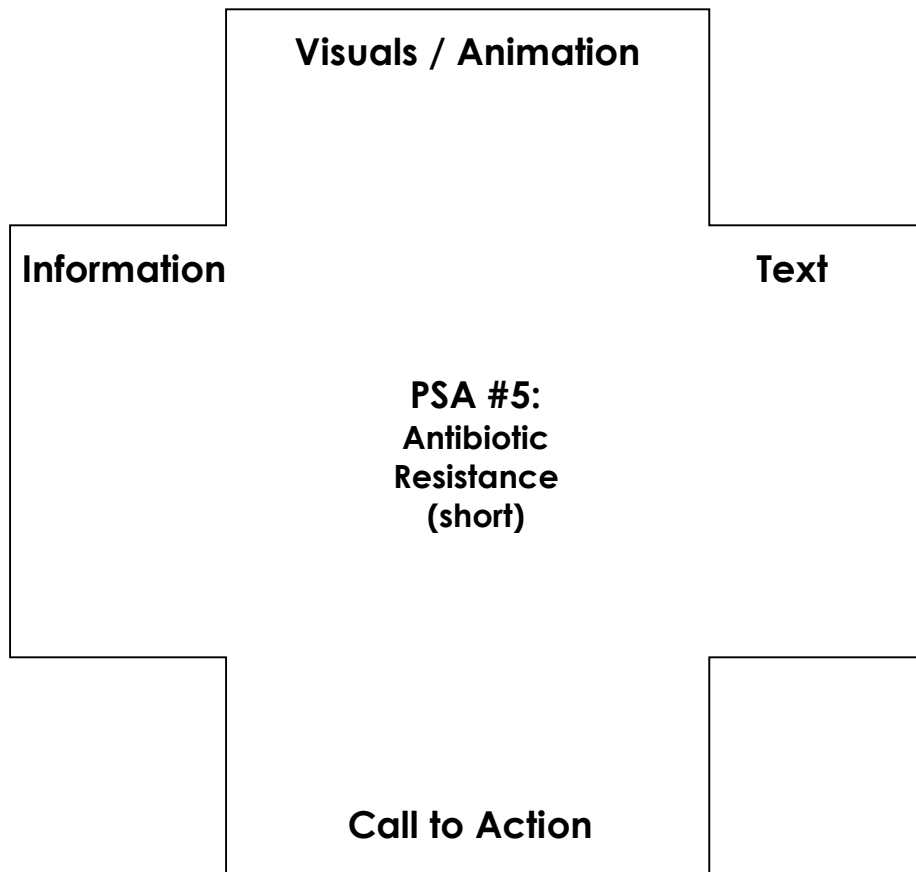
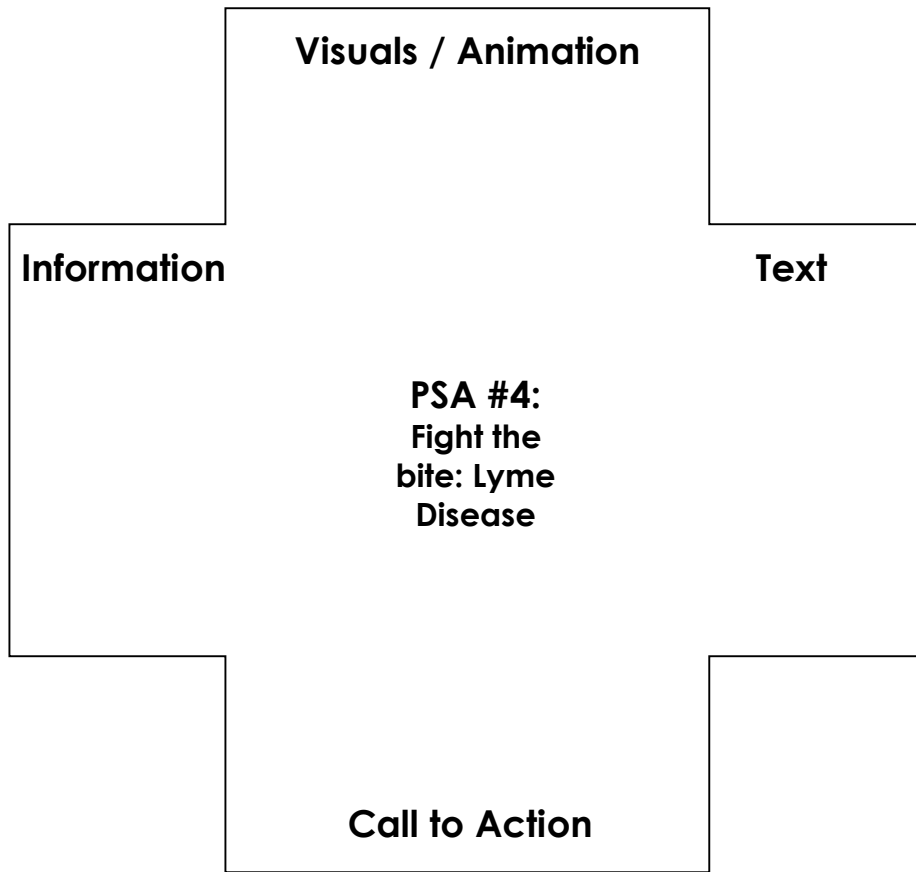
Visuals / Animation

Information

Text

**PSA #3:
Fight Bac!
(Bacteria)**

Call to Action



Visuals / Animation

Information

Text

**PSA #6:
Antibiotic
Resistance
(long)**

Call to Action