Lesson Blueprints: Current Events
Lesson Title: PSA Poster
Grade Level: Middle and High School

Essential Question:

How do public service posters best convey information about current events?

Objective:

Students will...

1. Work in teams to develop public service posters about current events.

2. Gather and examine elements of a good informational poster.

3. Exhibit personal style, voice and design to enhance the written informational content.

Materials:

- Internet for student research (Students may bring an aricle to class)
- Sample PSA Posters for students to analyze and reference (options provided at end of lesson)
- Poster paper
- Art supplies for poster design

Teacher:

1. Tell students that PSAs (Public Service Announcements) are messages in the public interest which are shown on TV, heard over the radio, or seen in print or other media. The purpose is to raise awareness of an issue, influencing attitudes or actions for the good.
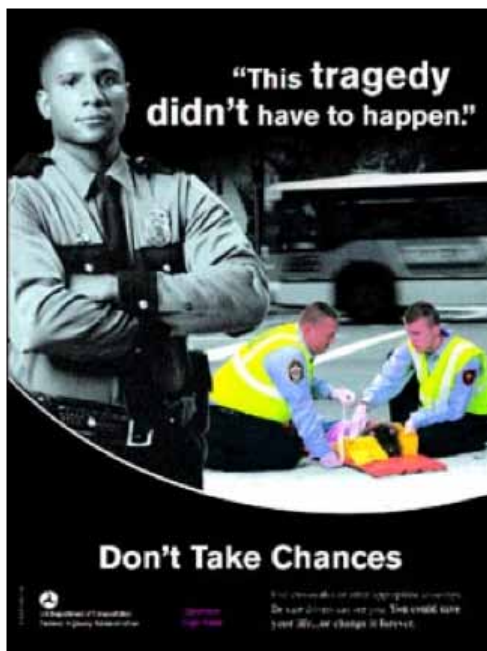
    Share sample PSA posters with the class and discuss the qualities of a good PSA poster. They include:

    - 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

2. Tell students they will be creating a poster that connects the underlying issue in their current event to a recent classroom discussion topic.

3. Break students into groups of 3-4 to research a relevant, appropriate current event article OR discuss the articles they brought to class. Groups should choose one article for the basis of their PSA Poster.

4. Tell students their poster should follow these requirements:

    - Either all color or only black and white
    - Neat and free of pencil marks
    - Attractive and easy to read
    - Free of spelling and grammatical errors

5. Students may work on their posters for the rest of class time.

Conclusion:

When finished, have groups present their posters to the class. Review the purpose and qualities of a strong PSA poster. Ask students to discuss how public service posters best convey information about current events.

Sample PSA Posters:

Current Events: PSA Poster Rubric

Student: _____

| | **4** | **3** | **2** | **1** | |
CATEGORY	Exceeds Expectations	Meets Expectations	Approaching Expectations	Below Expectations	Score
Purpose	The purpose of the poster is clearly accomplished.	The purpose of the poster is mostly clear.	The purpose of the poster is somewhat clear.	The purpose of the poster is completely unclear.	
Drawings and Illustrations	All illustrations, photographs, and drawings add to the purpose and interest of the poster.	Most illustrations, photographs, and drawings add to the purpose and interest of the poster.	Some illustrations, photographs, and drawings add to the purpose and interest of the poster while some do not.	Illustrations, photographs, and drawings do not add to the purpose and interest of the poster or are not present.	
Mechanics	There are no errors in capitalization, usage, punctuation, or spelling.	1-2 errors in capitalization, usage, punctuation, or spelling.	3-4 errors in capitalization, usage, punctuation, or spelling.	5 or more errors in capitalization, usage, punctuation, or spelling.	
Layout and Design	The overall organization, design, use of color, and use of space help to make the poster interesting and communicate the message.	The overall organization, design, use of color, and use of space is somewhat unclear but still help to make the poster interesting and communicate the message.	The overall organization, design, use of color, and use of space is very unclear and does not help to make the poster interesting or communicate the message.	The poster has no clear layout or organization.	
Creativity	The poster is highly original and creative.	The poster is mostly original and creative.	The poster is somewhat original and creative.	The poster is not original or creative.	
Neat and Presentable	The poster is very neat and presentable.	The poster is mostly neat and presentable.	The poster is somewhat neat and presentable.	The poster is not neat or presentable.	
				Total	