

## Visuals Checklist

<b>What is the Issue?</b> <p style="font-size: 1.2em; margin: 0;">Orphans not having proper essentials. (Project Africa)</p>
<b>What are the most important ideas and why should people care?</b> <ul style="list-style-type: none"> <li>- Orphans are dying all over the world</li> <li>- People don't realize how many orphans there are</li> <li>- They need someone to care for them</li> <li>- not enough facilities in world to take care of them.</li> </ul>

What qualities will be included?	Possible <u>persuasion techniques</u> and <u>characteristics of effective visuals</u> I can use
<b>Catchy</b>	<input type="checkbox"/> Buzz words <input type="checkbox"/> Fear <input type="checkbox"/> Colorful <input type="checkbox"/> Bold letters
<b>Concise</b>	<input type="checkbox"/> few words <input type="checkbox"/> uses images <input type="checkbox"/> point form <input type="checkbox"/> powerful words
<b>Comprehensive</b>	<input type="checkbox"/> color scheme <input type="checkbox"/> Titles and headings <input type="checkbox"/> Contact info <input type="checkbox"/> Caption
<b>Convincing</b>	<input type="checkbox"/> Positive symbols <input type="checkbox"/> Appeal to experts. <input type="checkbox"/> uses statistics <input type="checkbox"/> strong believable images
<b>Other</b>	<input type="checkbox"/> Famous A&Ms <input type="checkbox"/> Buzz words <input type="checkbox"/> Technical facts + words.

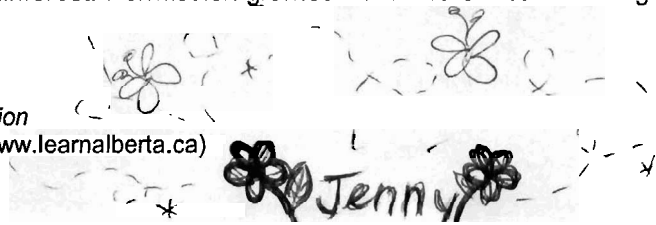
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<b>What is the Issue?</b> Save the Rainforest
<b>What are the most important ideas and why should people care?</b> * killing animal habitat * losing oxygen People should care because we're the one's cutting down the tree's and causing the problems.

What qualities will be included?	Possible <u>persuasion techniques</u> and <u>characteristics of effective visuals</u> I can use
<b>Catchy</b>	<input type="checkbox"/> colorful <input type="checkbox"/> cool text <input type="checkbox"/> Bold <input type="checkbox"/>
<b>Concise</b>	<input type="checkbox"/> not much to read <input type="checkbox"/> strong words (descriptive) <input type="checkbox"/> strong graphic <input type="checkbox"/>
<b>Comprehensive</b>	<input type="checkbox"/> color theme <input type="checkbox"/> consistant <input type="checkbox"/> effective headings + titles <input type="checkbox"/> short, easy words
<b>Convincing</b>	<input type="checkbox"/> stats <input type="checkbox"/> famous people <input type="checkbox"/> <del>pro</del> fear <input type="checkbox"/>
<b>Other</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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**What is the Issue?** Food Bank

**What are the most important ideas and why should people care?**  
 The idea is to donate non-perishable food items to the less fortunate.  
 People should care because it gives you a chance to help someone. Without food kids + Adults with might become sick or starved. Examples are Kraft Dinner, soup cans, any canned good or things that won't rot or go bad

What qualities will be included?	Possible <u>persuasion techniques</u> and <u>characteristics of effective visuals</u> I can use
Catchy	<input type="checkbox"/> Flashy image <input type="checkbox"/> Colour contrast <input type="checkbox"/> Big Bold words <input type="checkbox"/> Regular folks
Concise	<input type="checkbox"/> Buzz words <input type="checkbox"/> Simple <input type="checkbox"/> Short <input type="checkbox"/> Descriptive image
Comprehensive	<input type="checkbox"/> Contact # <input type="checkbox"/> Understandable <input type="checkbox"/> Big words <input type="checkbox"/> Colour scheme
Convincing	<input type="checkbox"/> it doesn't take too much effort <input type="checkbox"/> everyone's heard of it so they know it's true <input type="checkbox"/> Statistics <input type="checkbox"/>
Other	<input type="checkbox"/> Slogan <input type="checkbox"/> Positive symbols <input type="checkbox"/>

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<b>What is the Issue?</b> Plastic Surgery
<b>What are the most important ideas and why should people care?</b> - Confidence in yourself - You were made this way, like it! - refuse peer pressure <hr/> - "Jump off" the Bandwagon.      - Fear

What qualities will be included?	Possible <u>persuasion techniques</u> and <u>characteristics of effective visuals</u> I can use
<b>Catchy</b> "Hey, doll face!" Image - Doll with human eyes	<input type="checkbox"/> Powerful image <input type="checkbox"/> Colourful words <input type="checkbox"/> <input type="checkbox"/>
<b>Concise</b>	<input type="checkbox"/> short <input type="checkbox"/> Bold words <input type="checkbox"/> <input type="checkbox"/>
<b>Comprehensive</b>	<input type="checkbox"/> strong words <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Convincing</b> - speech bubbles	<input type="checkbox"/> reality check <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Other</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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## Visuals Checklist

<b>What is the Issue?</b> <span style="font-size: 1.5em; font-family: cursive;">Global Warming</span>
<b>What are the most important ideas and why should people care?</b> <span style="font-size: 1.2em; font-family: cursive;">- it will eventually effect EVERYONE</span> <span style="font-size: 1.2em; font-family: cursive;">- is happening quickly</span>

What qualities will be included?	Possible <i>persuasion techniques</i> and <i>characteristics of effective visuals</i> I can use
<b>Catchy</b>	<input type="checkbox"/> Bright colours <input type="checkbox"/> bold words <input type="checkbox"/> meaningful picture <input type="checkbox"/>
<b>Concise</b>	<input type="checkbox"/> short logo / saying <input type="checkbox"/> intellegent words <input type="checkbox"/> <input type="checkbox"/>
<b>Comprehensive</b>	<input type="checkbox"/> <del>short</del> logo <input type="checkbox"/> easy to read <input type="checkbox"/> <input type="checkbox"/>
<b>Convincing</b>	<input type="checkbox"/> Buzz words <input type="checkbox"/> expert quotes <input type="checkbox"/> <input type="checkbox"/>
<b>Other</b>	<input type="checkbox"/> Fear <input type="checkbox"/> Glittering generality <input type="checkbox"/>

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