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Explanation

I wanted something that would catch attention so I tried to keep it simple, but bold. I only used the colors black and green because the clashing of the two helped the words pop off the page, but it is still visually pleasing. I wanted the black background in the middle to be slightly transparent so that it seemed to just bleed onto the page. I felt that this made the text pop, but at the same time did not overpower the PSA. I tried to feather the outline of the black box so that the lines did not look too stark. I felt that the unevenness of it gave kind of a creepy feel that I was going for. I wanted it to leave a dark feeling about alcohol abuse.

I did not want to put much text on it because I felt that it would overwhelm people. I feel that the text is simple, but makes the point clear that alcohol abuse is not a good idea. The top picture shows people having fun drinking and the bottom picture shows a drunken driving accident. I chose these pictures because I felt that they told a story. People will laugh and smile at the person who is drinking too much, but if they do not do anything it can have dangerous consequences. I feel that the message is clear and is not overwhelming.

The appeal is visually pleasing because there aren't too many distracting colors to distract from the message. There is a lot of green in both pictures so the green background and middle text blends well with the images that I chose to use. The black is used as a contrast to the images and green background so that the eye automatically goes to those parts of the image. I looked at other PSAs on the internet and most of them had very simple messages. Most of them had very limited text. They made their point and did not clutter the PSA with random details which was the goal I had when making this PSA about alcohol abuse.