

ONLY A FLOWER

When I was younger, my allergies had prevented me from going outside and playing with friends. Allergies were like my prison sentence. However, new medications and research have helped me and the 80 million other allergy sufferers. Now I am FREE.

the world of FREE

re-evaluate perfection

the ceaseless visual onslaught of the "ideal" formed in the media has gone too far. don't let the media form your definition of beauty. [campaignforrealbeauty](#)

rethink education

What happens when I do not learn? If I'm not ready for tomorrow? All children deserve an education that will prepare them for the workplace. Let's transform public education and open the doors to the real world.

newschools

Teen Pregnancy

get educated
don't get knocked up

for information about preventing teen pregnancy go to: www.stayteen.org

Drinking & Driving:

Two things that don't go together

You are **380 times** more likely to be in a fatal crash if your driver has a blood alcohol level of 0.150 or higher.

The legal driving limit is .10

It doesn't take much to risk your life
Don't take that chance

KNOW HIV/AIDS

KNOWING IS BEAUTIFUL
LEARN ABOUT HIV TESTING AT KNOWHIVAIDS.ORG

As many as 1 in 4 Americans with HIV do not know they are infected. Get tested you can live with your results. Knowledge is the sincerest form of reality.

One look.

That's all it takes. A child goes missing every **40 seconds**, that's over **2,100 kids** per day, **800,000 kids** per year.

PSA

PUBLIC SERVICE ANNOUNCEMENT

ONE MILLION WAYS

ONE MILLION LIVES

Over **one million people** commit suicide every year. One man kills himself every **23 minutes**. One woman, every **90 minutes**. Just a matter of time.

learn how to prevent at: www.AFSP.org

AMERICAN FOUNDATION FOR SUICIDE PREVENTION **OUT OF THE DARKNESS**

C A M P A I G N

Public Service Advertising Campaign

David Jean, Digital Imaging, High Tech High

Scenario

Groups are assigned to create an advertising campaign focusing on a social issue. Each group chooses an organization (e.g., D.A.R.E., Operation Smile, ONE) that offers support for those affected by their chosen issue. The campaign must answer one of these questions:

- What are the causes of this social issue?
- What are the direct effects?
- What is being done to aid those who are negatively impacted?

The groups are responsible to create the following:

- 1) Full color magazine ad (measuring 8 x 10 inches)
- 2) 30-second television commercial (digital video format)
- 3) 25-second radio spot

Students work together on research and concept development. Each group submits a minimum of 10 detailed thumbnails for the print advertisement to the teacher, who helps choose a concept for the entire campaign. Each group generates original content (headline and narrative) and imagery (photographs, illustrations). Students may not use images from print publications or the internet except for a high-resolution logo from their organization, as each visual piece (print and video) must include the organization's logo.

Student Reflection

I had never really sat down and thought about how women were portrayed in the media, and this project made me do that. As I was flipping through magazines, pulling out ads for our backdrop, I started to see how women are used or looked at simply because of magazine ads, and how much the ads affect people who read them. I read many magazines and never have been affected by these ads, but after taking a second look, I can see why girls all over the world can be pressured by these. This project was a good way to get an important message out into the real world. Our ad was the most powerful out of the three things that we made, and it really shows how something as simple as a magazine ad can make a difference in a world that can be very difficult to live in.

—Rachel Liuzzi, 11th grade, High Tech High

To learn more about this project and others visit the HTH Digital Commons
and David Jean's digital portfolio

<http://www.hightechhigh.org/> and <http://staff.hightechhigh.org/~djean/>

