**Assignment Content**

1. **Competency**  
   This project allows you to demonstrate your mastery of visual communication concepts discussed in this course.  
     
     
   **Student Success Criteria**  
   View the grading rubric for this deliverable by selecting the “This item is graded with a rubric” link, which is located in the *Details & Information* pane.  
     
     
   **Scenario**  
   You are newly appointed to the communication team for a reputable philanthropic organization. The current task is for your team to create a global campaign that visually conveys a social message both here in the United States, as well as globally. This visual campaign message will use strategic visual communication to appeal to these differing audiences to reduce and potentially eliminate racial prejudice. Your visual communication campaign will be directed toward audiences from both the United States and another country of your choice.  
     
     
   The board of directors has asked you to assemble **four video presentations and one instructional document** to submit for their review. They have asked that the total video presentations' length be **under three minutes**, and that you present visual examples while verbally explaining the main points of the analysis. You are reminded that four separate links need to be submitted for their review, along with your instructional document for the communication team.  
     
     
   **Visual Campaign Elements:**  
   1. Create two ideas for promotional documents (flyers, pamphlets, etc.) to appeal to both your targeted U.S. viewers and to your targeted viewers from the other global country of your choice. Both of these documents should strategically utilize the following visual communication elements:
   2. color
   3. lines
   4. balance
   5. contrast.
   6. Create your video presentation for the board members clearly explaining how the visual communication elements on each of the two promotional documents strategically convey the message and meaning to viewers. Be sure to compare and contrast how the viewers from the U.S. and the other country might interpret these differing visuals elements, and how you used them strategically to please each targeted audience.
   7. Find two different images to be used on the organization's website page. One will be for the U.S. website, and one for the website in the country of your choice. Be sure that each of these images visually appeals to these two targeted audience viewers, and that the visual enhances the message to help eliminate racial prejudice. In your video presentation for the board of directors, identify and analyze the visual elements of cultural familiarity, semiotics, and emotional appeal (cognitive). Additionally, explain how each of those visual elements visually persuades the U.S. and global viewers in different ways.
   8. Design two logos for this anti-racism campaign. One logo should be designed for U.S. audiences, and the other should be designed for the other country of your choice. Design your video presentation to explain how each of these logos can clearly be seen on both small and large settings (example: cell phone app size and billboard size), as well as a comparison of how the color, lines, and visual elements are specifically designed to visually appeal to each of these different countries
   9. Create two social media posts, one for the United States and one for the other country of your choice. The posts should include text, images, and the logo matching the country where the social media post will appear. In your video presentation to the board members, compare and analyze how these visual elements (the images and the logo) emotionally engage and persuade each specified target audience (the United States and the country of your choice) to reduce and eliminate racial prejudice.
   10. Create a one-page instructional document for your communication team members outlining the ethical concepts regarding finding and using visuals in communication. Within your instructional document, use images and/or clip art to enhance each of your points in the document, and address the following items:
   11. How might the organization properly obtain and use images from outside sources?
   12. What are the dangers and problems that arise when altering and digitally enhancing images?
   13. **Instructions**  
       The presentation must include a visual and an audio recording using [Screencast-O-Matic®](https://screencast-o-matic.com/home), a free audio recording software compatible with PC and MAC computers. Follow these instructions to download and use this software to create your presentation.