

# PSA Poster Design – Progression 1

Our group comprises of 4 members: Pei Xuan (Director), Trecia (Screenwriter), Juliana (Cinematographer) and Shivany (Female Lead). As two of our members, Juliana and Shivany are not taking Visual Communication subject, only Pei Xuan and Trecia will be in charge of the PSA poster design which has to be submitted by 5.30pm, 14th June 2013.

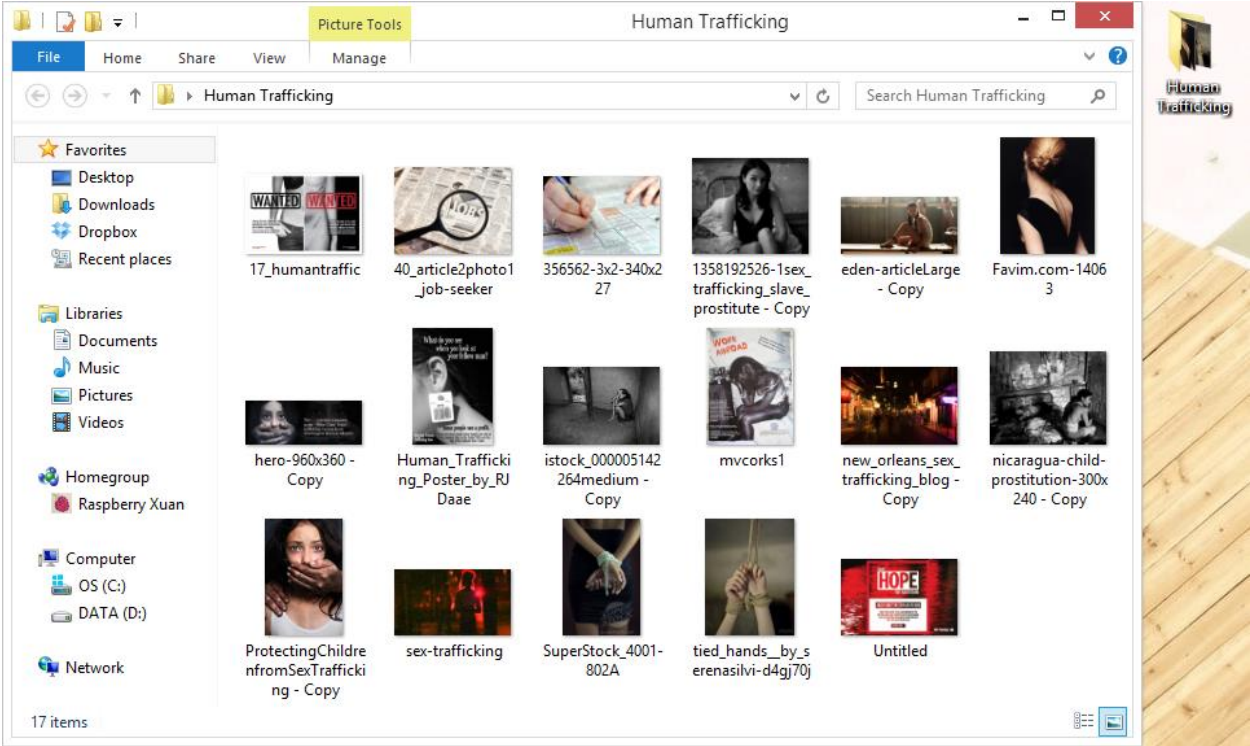
"Human Trafficking" is the topic of our PSA, while the theme of our poster design is "The Unexpected Job". There have been uncountable cases of young females replying to advertisements that promise well-paying work overseas, but end up being forced into prostitution once they arrive at their destination. Our poster, which is in line with the theme of our video, aims to create awareness among young females about the possibility of being tricked into human trafficking via job advertisements.

Our video clip is about human trafficking, more specifically on women who have been duped with false promise of work abroad and ended up being forced into the sex trade. It tells the story of a young woman who thought she found an amazing job opportunity to work abroad; but when she got there, she was forced to work as a prostitute to pay back the 'debt' she supposedly owes them. She had no choice but to comply, else she would be treated with brutality, and there was no way of escaping. With such a storyline, our video is a more detailed visual elaboration of our poster design, and both mediums relate well in conveying the message of our PSA, which is a reminder to young females in being extra careful when taking up jobs that seem too good to be true.



According to the checklist provided for the PSA competition entry, it is a requirement to include the Youth Creative logo in our PSA poster. We have already downloaded the logo from their website. The sponsors of this competition are Cititel, Golden Screen Cinemas, Exabytes Cloud, and Easy.my. However we will not be including their logos in our poster as it was not mentioned as a requirement in the checklist provided.

Due to the fact that we have yet to photograph our own photos- that will be done next week during our video shooting session- our poster designs were inspired by a collection of images from the web, as can be seen in the screenshot below:



And finally, the first draft of our poster design- 4 thumbnails of different layout ideas, all in one sheet of A4 paper:

