Below is a description of the project. It’s purposefully vague since it will be driven mostly by the research students do in advance, but the format will most likely be a poster, brochure or image with text for Facebook or Instagram. Message Design (10%) After attending an Adobe workshop led by the Digital Media Commons, teams will develop and design two (2) message concepts based on theories of behavior change and persuasion, evidence-based research, and their own survey work (format TBD). Teams will also draft a one-page statement, double-spaced, justifying the two concepts. Message concepts and accompanying statements are due in class. Designs and statements will be reviewed in class to help teams improve their materials prior to message testing. Teams will vote for the “best” instrument in class, with the winning team earning two (2) bonus points on their message testing instrument. Revised materials will be used in message testing and included in the summative reporting portion of the course.