Writing Sample
8a, b, & c: CDC Abstinence Plus Campaign

When I was in high school we went through a sex education program called Abstinence-Only Education. Instead of teaching us how to use contraception and explaining the emotional effects that sex can have, they used scare tactics. The result was a rise in teen pregnancies in my school district. The fact is that if my school offered Abstinence-Plus Education (encouraging abstinence while educating students on how to use contraception correctly) most of the parents wouldn't sign the waiver allowing their kids to participate. Reasons for their refusal vary, from saying sex before marriage is against the family's religious beliefs, the parents don't want to encourage their kids to have sex, or they don't feel comfortable discussing sex with their kids. However, there is one thing that every parent wants for their kids: to be safe.

There was no doubt that I wanted to target the parents of high school students for this project. The real obstacle for me was that I have no experience in parenting. To enlighten myself I interviewed some parents: my Catholic mother, some friends who became pregnant in high school, and a classmate who had a child when she was a teenager whose son is now in high school. The general consensus was that they wanted their kids to be safe, so I used this angle to persuade parents to let their kids participate in the Abstinence-Plus program.

Aristotle's Ethos mode of appeal was a good choice for the subject that I wanted to embark upon. Ethos uses a person's moral codes to sway them to the side you are representing. After deciding to take this approach I had to find an effective way to access parental instincts. I made the subject and the colors directly related to childhood to remind parents of the early years of parenting. Then I used authoritative font to bring the view to reality, which is that their kids are not children anymore.

I used the white text so that the viewer would first see the image, then the message. Finding the right font what would show up the best was one of the biggest challenges for this project. Possible areas of improvement are the color and the font. A Pantone book gets the colors close, but not exactly. Purple is especially difficult. The body text is almost too forceful. A serif gives it a more friendly feel, but is hard to read on such a light background.

To further my emphasis on the image, I researched other magazine articles that were successful in placing their image so that it is the highest in the design's hierarchy. I found that they used the rule of thirds. This helps create harmony in my design.