Our team has designed a poster for a cybersafety campaign for the citizens of the United States. We have chosen to use posters instead of computer ads. Our reasons for doing so are that most people pay little to no attention to ads while browsing the internet. Posters target the mass majority of the population, while internet ads only target those using a computer. And finally, posters allow for consideration time, for a person to think and consider complexities of an idea.

The threat we are spreading awareness about is that having information gathered about any individual and using it against them via internet is very easy to do. We have decided to target the average American citizen, due to the fact this issue affects everyone, even the people who don’t use computers and internet. The average American citizen is not informed of these threats, and not only don’t understand all the consequences of that threat, they would not know how to handle a situation in which their information could be compromised.

Our theme is, “only you can regulate what you reveal about yourself and you must take precautions.” We chose this because people don’t often understand how vulnerable they are because of all the information they willingly and unknowingly give out on the internet. By stressing this theme, we hope that people will finally start thinking through what they post, what they say, and the extent to what they reveal.

Our techniques are to use cautionary fear and precautionary advice through Bandwagon in the poster “I Want You.” You are an American if you protect your privacy. We don’t want to totally scare people, but we do want them to see the cold hard truth and hope they start taking the correct precautions because once that information is out there, it can’t be made secure again. We also want to leave them with short, memorable advice of how they can avoid the worst. Using Bill Gates through the testimonial technique, on the other poster reminds people that an authority on this topic of technology, and one we trust as someone who values people, wants you to be secure as well.

Overall, our posters will communicate to the majority of the public important yet memorable information regarding cyberspace security.



