

Digital Billboard Assignment

Task:

Create a digital billboard or advertisement that highlights your findings about your argument. Your goal is to convince the viewer of your billboard to adopt your stance on the topic of Universal Basic Income.

In your digital billboard (on Google Drawing/Pic Collage/other drawing app), include:

Category	Description	Points
Arguments	The digital billboard includes clear arguments for or against a universal basic income. These arguments are summarized with short phrases or words that clearly demonstrate the result. These arguments convince the viewer of the impact of the stance.	25
Images	The billboard/digital representation includes images that creatively and visually represent the data found through extensive research.	15
Title/Hook	The billboard includes a clever title that would convince the viewer to read the billboard and also to believe the argument. The title is styled in a way to catch the viewer's attention.	10
Creativity and Professionalism	The digital representation of information includes immense creativity with different colors, fonts, a clever layout, and reveals immense effort in the design.	10