



RAC

INFO FOR SCHOOLS - 4 TO 7



THINK!

MAKE A ROAD SAFETY TALKING POSTER OR ANIMATION FILM TO SHOW HOW TO CROSS THE ROAD SAFELY

Create a "Talking Poster" or 30 second animation that shows children how to be safe around roads.

THE BRIEF

Illustrate what road safety techniques children should adopt when crossing the road. Examples might include:

- Finding the safest place to cross
- Stop before you get to the kerb
- Look all around for traffic and listen
- If traffic is coming let it pass
- When it's safe, go straight across the road and do not run
- Be Bright Be seen

RESEARCH

Before you start creating the poster or animation children should carry out some fact finding about road safety hazards around their school.

E.g. where are the safest places to cross the road and what type of crossing is available? Identify the most dangerous places to avoid.

The Department for Transport's THINK! road safety campaign has a range of useful resources you can use as inspiration for your entry:

- The THINK! Resource Centre is aimed at teachers and includes lesson plans and activities to help teach children to be safe on or around our roads. <http://think.direct.gov.uk/resource-centre/>
 - o Children can visit the THINK! Tales of the Road site for road safety tips, advice and interactive games. <http://talesoftheroad.direct.gov.uk/>
- Students can view previous THINK! road safety campaigns on the THINK! website <http://think.direct.gov.uk/>

PLANNING - DEVELOP POSTER IDEAS

Children with support of their teacher agree on the most important road safety techniques that are relevant around their school and community

1. Decide on the one or two safety points that will be promoted in the poster or short animation.
2. Plan how the safety messages will be illustrated so the road safety message is clear with or without the need for words.
3. Decide on how it will portray the message and what other props or characters are needed.
4. Think about what additional media could help such as sound effects, voice-overs, music, song, interviews etc.
5. If you are using any words, it is recommended that you do not use more than 65 words.
6. The sound track cannot be any longer than 30 seconds.
7. Once the film is finished, you will need to upload your film to www.rac.co.uk/childroadsafety

For more information please read the terms and conditions for the competition.



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WHAT YOU WILL NEED FOR PRODUCTION

Motivational Resources:

Videos on Animate It and other You Tube clips
Examples of clay characters
Examples of posters illustrating road scenes

Art Materials:

Various art supplies for backdrops, props, etc.
Digital cameras
Tripod

Stop-motion animation software (if using animation)

A laptop or tablet that accepts digital camera photo downloads, can store photos and student work in folders, as well as USB flash drives and the ability to record and play sound.

Clay

Wire for armatures.

PRODUCTION

With the help of the teacher children need to build the backdrop, characters and props that will be used in the poster / animation.

Rehearse and film the talking poster / animation.

Integrate musical backgrounds, sound effects and voice overs

Film kits and technical tips can be found on the RAC Animate It website.

EVALUATION

Entries will be evaluated on the ability to create an effective advertising campaign. The entries will be judged on the following components.

- Ability to identify key safety messages
- How effective the poster is in persuading us/ teaching us to be safe.
- Ability to grab attention.
- Ability to integrate language, sound, movement and props to craft a message
- Delivers the message in the specified timeframe