MAKE A ROAD SAFETY ADVERTISEMENT

Students will plan, record, edit and produce their own TV style advertisement using animation techniques. The advertisement should be no more than 30 seconds long.

THE BRIEF

Student to identify road safety hazards in their community that an advertising campaign might help to address. Examples might include:

• Cycle safety
• Distractions – use of mobile phones and headphones
• How to convey road safety messages to peers
• Challenging inappropriate road safety behaviours

RESEARCH

Students will need to do some research about road safety problems in their community. E.g. Accident hot spots. Communities view on road safety.
What road safety devices are being used and the effectiveness they have on people's attitudes. The students will then decide which hazards should be addressed through a road safety campaign which is aimed at a target audience of 11 – 16 year olds.

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 Students 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 A COMMUNICATIONS STRATEGY AND CREATIVE BRIEF

From the research students can begin to brainstorm ideas and decide on their theme. They should define their target audience, the purpose of their road safety advertisement and the results they hope to achieve.

1. Decide on the one or two safety points that will be promoted in the advertisement.
2. Prepare a storyboard for your ad before going into production. Use a 4 x 3 rectangle for your frames and use as many frames as needed to convey the main visual ideas of the advertisement.
3. Plan what shots will be needed and any additional media such as voice-overs, images, soundtrack, interviews etc.
4. Find a way to get the viewer's attention within the first 2-5 seconds.
   Make your ad visually exciting. Viewers watch TV/online video for the visual stimulation.

5. Recommend that no more than 65 words are used for a 30-second advertisement.
6. The number of scenes should be planned carefully. You don't want too many scenes because this tends to confuse the viewer.
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.

WHAT YOU WILL NEED FOR PRODUCTION

Motivational Resources:
Videos on Animate It and other You tube clips
Examples of clay characters
Online tutorials on Claymation

Art Materials:
Digital cameras
Tripod
Stop-motion animation software
A laptop or tablet that accepts digital camera photo downloads and can store photos and student work in folders, as well as USB flash drives, and can record sound.
Clay
Wire for armatures
Various art supplies for backdrops, props, etc.

PRODUCTION

Students need to build the backdrops, characters and props.
Integrate musical backgrounds, sound effects and voice overs.
Shoot the animation scenes.
Rehearse and refine the advertisement.
Film kits and technical tips can be found on the RAC Animate It website.

EVALUATION

Students will be evaluated on the ability to create an effective advertising campaign and will be judged on the following components.
• Ability to identify key safety messages
• How effective the animation is at persuading us/ teaching us to be safe.
• Ability to grab the audience's attention in the first couple of seconds
• Ability to integrate language, sound, movement and props to craft a message
• Innovative use of technical animation techniques
• Complexity of the animation and technical elements within the production
• Delivers the message in the specified timeframe