

Communication Technology Projects:

Introduction



Sustainable
Transportation
Education
Project

The Issue:

For many high school students, being driven to school while they were younger has become a habit and seems like the safest and most convenient option. As students approach driving age, some will obtain access to a vehicle and will drive themselves. This dependency on motorized transportation can be directly correlated to a continuing decline in health through reduced daily physical activity and poor air quality; increasing Canada's greenhouse gas emissions contributing to global climate change; greater urban sprawl leading to the subsequent loss of agricultural lands and greenspace; as well as water pollution.

Project Overview:

Your challenge is to inspire YOUR PEER GROUP to recognize the importance of getting involved in active and efficient forms of transportation (walking, biking, busing, and carpooling) through media you design. This package includes suggestions for posters, animations, and PSA's, as well as technical requirements, evaluations and curriculum links.

Experience with this project at other schools shows that your peers would be motivated by their concern for physical activity, saving money and social acceptance or "coolness". Try to use humour in addressing these issues as it has been found to be extremely effective.

Project Considerations:

Each project should consider the following:

- The viewer will be **your peers!!** How can you persuade your friends to walk, bike, bus or carpool? Seriously consider what would make YOU change your habits. How can you make these habits appealing to your age group?
- Pick a theme and **stay on track**. It is easy to get off topic when there is so much to express, so much creativity and a brand new medium!! Try to do check-ins throughout the project to ensure that your main message is still obvious.
- **IMPORTANT: Use your imagination and be creative.**