

# Communication Technology Project: Transportation P.S.A.



Sustainable  
Transportation  
Education  
Project

## Background:

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The voice of youth can be very powerful! The ideas you have, your perspective, and your talent can be a very effective tool at getting a message out to the community.

When it comes to discussing the environment, youth can grab the ears of our citizens like no other group. This is because we all know, deep down, that it is you that have the most to lose or gain by our current actions!

## Project Requirements:

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Your challenge is to inspire *YOUR PEER GROUP* to recognize the significance of their impact on the air quality issue through a 30-second Public Service Announcement video.

In your public service announcement, promote the use of active and/or efficient transportation. Different types of active transportation include walking, biking, rollerblading, etc. Examples of efficient transportation are transit, carpooling, etc.

**Completed projects will be reviewed by your teacher. If possible, select several to be presented in an assembly at your school to help students make more informed decisions that are healthier for them and the environment.**



# Video Product Evaluation

Name: \_\_\_\_\_

Evaluate the following in terms of the product. Specify if it is a self-evaluation.

**Members:**

**Group 1**

**Group 2**

**Group3**

**Group 4**

<b>Criteria</b>	Out of				
Message is clear.	<b>15</b>				
PSA is persuasive and effectively targets audience.	<b>15</b>				
30 or 60 seconds long.	<b>5</b>				
Camera Work (eyes at 2/3, framing, steady etc.)	<b>15</b>				
Transitions between scenes.	<b>10</b>				
Continuity (Clothing, weather, etc.)	<b>10</b>				
Lighting.	<b>5</b>				
Contains two track audio.	<b>5</b>				
Sound quality is clear and balanced.	<b>10</b>				
Audio re-enforces visual images.	<b>10</b>				
<b>Total:</b>	<b>100</b>				



## Curriculum Links for Ontario High School Teachers:

Below is a list of some key links between the activities provided by Green Communities Association and the Ontario High School curriculum. In reading through the activities, you may find more opportunities to meet curriculum expectations in your grade level and subject areas.

Activity	Transportation P.S.A.	
<b>Grade 12 TGJ4M</b>	SP1.01	analyse and demonstrate the interpersonal and group skills required to work as part of a team;
	SP1.02	develop a production plan for a project from its conception to its completion;
	SP2.02	use industry standard specific gauges and meters to monitor, test, and modify project requirements;
	SP2.04	select appropriate computer software and production techniques to complete projects;
	SP3.02	use software programs to document the project planning and production process;
	SP3.03	use appropriate graphics formats in pre-production documents and drawings.
<b>Grade 11 TGJ 3M</b>	TF1.02	apply the following steps of the design process to solve a variety of communications technology challenges or problems: identify what has to be accomplished (the problem);gather and record information, and establish a plan of procedures; brainstorm a list of as many solutions as possible; identify the resources required for each suggested solution, and compare each solution to the design criteria, refining and modifying it as required; evaluate the solutions (e.g., by testing, modelling, and documenting results) and choose the best one; produce a drawing, model, or prototype of the best solution; evaluate the prototype and what is required to produce it; communicate the solution, using one or more of the following: final drawings, technical reports, electronic presentations, flow charts, storyboards, mock-ups, prototypes, and so on; obtain feedback on the final solution and repeat the design process if necessary to refine or improve the solution.
	SPV.02	use current technology and production skills to develop a process or a product in response to a communications challenge or problem;
	SP1.03	demonstrate the time management and problem-solving skills required to complete projects;
	SP2.01	set up and correctly operate the equipment and accessories required to create and modify environments for communications productions (e.g., video and audio editing suites, desktop publishing configurations, live and recorded productions, electronic communication systems, websites);
	SP1.07	use time management schemes to ensure that their productions meet client deadlines.
<b>Grade 10 TGJ 2O</b>	SPV.01G	prepare camera-ready artwork for print and post-production
	SPV.03G	compose, capture, and process still images
	SP1.03G	produce printed copies using a variety of reproduction methods
	SP1.09G	create still images using composition techniques
	SPV.04G	use computer graphics software competently
	SP1.05G	create various effects using video and digital camera techniques

### Listed below are some websites that may provide resources for the activity.

The David Suzuki Foundation explains the role of climate change in Canada and its impacts on the Canadian Lifestyle. This website has great links to other sites about climate change.

[http://www.davidsuzuki.org/Climate\\_Change/Impacts/](http://www.davidsuzuki.org/Climate_Change/Impacts/)

This government website examines the affects climate change from a Canadian perspective and offers tips on how to change our lifestyles to better our air quality.

<http://www.climatechange.gc.ca/english>