

Activities

A7

Personal transport – getting people to think

You work for a video production company.

You have been asked by the Government to produce a sixty second television commercial that gets people to think about using transport in a more sustainable way.

The brief is:

- There is not too much talking in the commercial.
- It contains only ten images...one image shown after another in rapid succession.
- There is an appropriate music track.
- Simple words will appear on the screen to introduce the commercial, grab people's attention and then describe each image, for example, 'solar car'.
- The images must cover the following issues:
 - alternatives to petrol driven vehicles
 - health issues
 - transport for the disabled
 - sensible use of transport
 - congestion
 - making petrol driven cars cleaner.

Most importantly, it needs to grab people's attention and get them thinking!

Activity 7

- **You have a meeting with the Government, where you will have to show the ten images and explain why you have selected your piece of music.**

In teams of three:

- **Discuss and decide on your ten images and selected words, so that it all looks like a comic strip.**
- **Prepare these visually - either on flip chart paper, presentation boards, or alternatively use ICT.**
- **You must also select words that will come up on screen in order to introduce the commercial.**
- **Select your music carefully to portray the right feeling.**
- **Use the Interactive Sheets and Research Links to help you, but more importantly - use your imagination!**