

Graphic Organizer



What does Pedestrian Safety mean and why is it so important?

BE AWARE	BE SEEN	BE SAFE

+ Note this template can either be blown up to post or copied onto a large chart paper.

Media Assignment and Planner

Learning Goal:

In this lesson, students will learn about pedestrian safety, rules of the road, facts and tips to stay safe while walking. Students will use their media literacy skills and technology to create public service announcements (PSAs) to show how pedestrians can prevent or avoid danger.

Success Criteria:

- 1) Students will use the media planner to document their research and facts that they would like to be represented in their advisory.
- 2) Students will demonstrate their learning of effective strategies to manage their own safety while being a pedestrian. (guided and independent research)
- 3) Students will test their knowledge about pedestrian safety through creation of a social media safety advisory i.e., infographic, series of tweets, music video, slideshow or powerpoint, YouTube PSA, poster, etc.
- 4) Students will choose one way to showcase their safety advisory throughout the school. This will be approved beforehand with teacher i.e., posters and infographics put up throughout the school, announcements made on the PA each morning, safety tips posted on Google classrooms and on the school community website, etc.
- 5) (Optional) Students will be involved in the planning and facilitation of the safety assembly at the end of the week.

Media Assignment and Planner

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Name:

Group Members:

Pedestrian Safety Focus:

Media Choice:

Facts and Stats:

BE AWARE	BE SEEN	BE SAFE

Sources used - minimum of three:

1)

2)

3)

Media Assignment and Planner



Media Advisory Rough Draft: sketch, script and video, infographic, etc.

Conference and next steps with teacher:

Media Assignment: Rubric

	Level 1	Level 2	Level 3	Level 4
1)	Demonstrated little use of the media planner and/or documentation of research and facts they would use in their advisory.	Demonstrated some use of the media planner and/or some documentation of research and facts they would use in their advisory.	Demonstrated sufficient use of the media planner and/or documentation of research and facts they would use in their advisory.	Demonstrated detailed use of the media planner and significant documentation of research and facts they would use in their advisory.
2)	Demonstrated limited knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.	Demonstrated some knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.	Demonstrated sufficient knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.	Demonstrated significant knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.
3)	Social media safety advisory creation showed limited knowledge of pedestrian safety.	Social media safety advisory creation showed some knowledge of pedestrian safety.	Social media safety advisory creation showed sufficient knowledge of pedestrian safety.	Social media safety advisory creation showed significant knowledge of pedestrian safety.
4)	Limited demonstration showcasing of student safety advisory throughout the school.	Some demonstration showcasing of student safety advisory throughout the school.	Sufficient demonstration showcasing of student safety advisory throughout the school.	Significant demonstration showcasing of student safety advisory throughout the school.