

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.

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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)

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

Conference and next steps with teacher: