Public Service Advertisement: The Physics of Driving Safety

Objective: Students will use physics concepts studied in the first quarter to analyze how certain behaviors can impact public safety while driving. The final product will be a public service advertisement that educates the public about a specific driving safety issue as it pertains to physics.

Your final project must have two parts: (DUE NOVEMBER 6 FOR PRESENTATIONS)

Part I - The Ad (Group Grade)
- Use advertising techniques and physics concepts to convince your target audience to engage in a “safe” behavior while driving.

- The Ad must:
  - Have a clear message
  - Have a specific audience
  - Be tailored to the audience
  - Take a particular form (magazine, commercial, radio, etc.)
  - Have a sponsor (fictional)
  - Be convincing (using images and at least 3 statistics from online)
  - Use Physics Laws/Concepts to support the message

Part II - The Physics (Individual Grade)
- A 2-3 page, typed, double-spaced paper is required from each student:
  - Paragraph 1 - Introduction (why you chose your topic, form)
  - Paragraph 2 - Ad Explained (message, target audience, how tailored to them/convincing them)
  - Paragraph 3 - Physics (how physics applies to make behavior unsafe: formulas, laws, concepts, examples)
  - Paragraph 4 - Conclusion (likes/dislikes about project)
  - Physics Calculations - Two sets of sample calculations/graphs, using realistic numbers, comparing safe and unsafe behavior or conditions
  - Bibliography - minimum 3 sources (for statistics, images, etc.)

Requirements: Students will work in pairs and may choose to create a printed poster ad (using Publisher) or a commercial ad (using Photostory).

BE CREATIVE!