



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/convinced 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!