
POST-VISIT ACTIVITY: GIVE YOUR VIDEO THE GRUEN TRANSFER TREATMENT

VCE Vocational Major curriculum alignment

This activity supports:

Literacy	Unit 2 Outcome 1 See also the pre-visit activities: <ul style="list-style-type: none">• Analysing road safety campaigns• Road safety campaigns – targeting the message
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Learning intention

Evaluate each student video in terms of its appropriateness for the intended audience, purpose and the strategies used to communicate the message.

Success criteria

- Identify the audience, purpose and strategies used to communicate the message in each video
- Identify the appropriateness of the video for the target audience

Resources

Video	<i>Gruen Transfer</i> segment analysing road safety advertisements and the TAC's campaign approach: www.roadtozero.vic.gov.au/video
Student worksheet	Give your video the <i>Gruen Transfer</i> treatment

Learning activity description

This activity follows directly from the visit to *Road to Zero*

1. Students watch two videos:

- the *Gruen Transfer* segment in which advertising industry experts talk about different road safety campaigns
- a TAC representative explains the organisation's current approach to road safety advertising.

Both videos are available at: www.roadtozero.vic.gov.au/video.

2. Students select five classmates to form a *Gruen Transfer* type panel. One person is to act as the host and the others as advertising experts. Other students are the audience. Students may like to take turns to be on the *Gruen Transfer* panel and to be the host.

3. Using the model of *Gruen Transfer*, the panel consider and comment on the student videos. They should consider:

- the target audience and purpose
- values/beliefs underpinning the campaign advertisement, e.g. believing everyone wants to keep family and friends safe
- the main strategy used to deliver the key message:
 - sound design (music, sound effects, silence)
 - storytelling (choice of characters, logical, innovative)
 - shot (video) selection
 - the slogan and/or other text
- how appropriate the advertisement is for the target audience.

The following worksheet supports this activity. The worksheet can be used by the students taking on the role of *Gruen Transfer* panel members as well as those who are the audience. Panel members will need a worksheet for each video. You might like to suggest that each panel member looks for something different in each of the videos.

The students who are acting as audience members should complete a worksheet for each video and use the points noted to ask questions of the panel and/or video creators.

Facilitate discussion to allow the audience to ask questions.

Name:

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Gruen Transfer panel recording sheet

Audience	
Purpose	
Values/beliefs underpinning the video (e.g. importance of keeping friends safe)	
Strategies used to deliver the key message. These may include: <ul style="list-style-type: none">• sound design (music, sound effects, silence)• storytelling (choice of characters, logical storyline, innovative)• shot (video) selection• slogan and/or other text	
How appropriate is the video for the target audience and purpose? Why?	