Project Summary

For younger children with no driver's license and even adults in bigger cities, the only feasible way to get around is on a bike. However, the ease of use of a bicycle in an age of automobiles comes at a cost: safety. Bikes are light and maneuverable, allowing riders to take them almost anywhere, but when colliding with a two ton metal car, that same small stature can be the limiting factor on the rider's life. We recognized this vulnerability of bicycles and set out to find a solution.

Even though they are very different, bikes and automobiles both are integral modes of transportation in today's society. Therefore, it would not be a reasonable solution to remove one or the other completely. The thing we can do, however, is urge both parties to be more cautious. Cars are more limited in the places they can go, so a lot of the responsibility falls on the more maneuverable bicyclists to avoid collisions. To promote bicycle safety, we decided that making a video would be the most efficient way to get information out to our community and the internet.

As high school students, our budget was very limited. We were not able to attempt some of the more ambitious ideas that we began with. Our original ideas consisted of computer generated crashes and big stunts, but we decided on a more simplistic style for a few reasons. One, we didn't have the time for extremely technical shots, two, we didn't have the budget, and three, that type of video didn't fit most of our target audience (5-16 year olds).

When it came to actually filming the video, it was pretty straightforward. We have filmed quite a few videos before, so we felt comfortable with only a rough outline and shooting as we went. We could have benefited from more organization, but the relative scale of the project was small enough that we got away without too much rigid planning. The most difficult part was the stunts, which we underestimated the difficulty of. We had planned to use a mat and exaggerate a hit from a slow moving vehicle, but we found that the vehicle was difficult to control precisely enough for us to be completely comfortable. We changed our plans slightly and used more cuts to hide the fact that we weren't actually getting hit by the car.

Editing was relatively straightforward with our simpler, revised plan, the only visual effects shot was a simple mask around a bike as it traveled through a frame. After editing, the video was exported to YouTube and shown immediately among ourselves where we checked it and gave it the final go-ahead. We then shared it with some of our chapter members and the overall response was encouragingly positive. The next step is to share the video on the chapter Facebook page, where we project it will reach 3,500 people from the community and surrounding area. Hopefully, our video is able to improve the experience of bicyclists and motorists in our community.