

Samuel Uyemura, Alexis Aguilar, and Chloe Cure

Wray FCCLA

Wray High School

Colorado

Instructional Video Design

Bicycle Safety

# FCCLA Planning Process Summary Page Template

(Space modifications are allowed, as needed)

## IDENTIFY CONCERNS



Bicycles are a relatively dangerous form of transportation when sharing the road with cars. In many towns, there are dedicated bike lanes and sidewalks that make riding bikes safer, but in our town, there are not bike lanes and some of the sidewalks are not in good enough condition to ride a bike safely on. People need to be educated on bicycle safety so they can stay safe while sharing the road with motorists.

## SET A GOAL



Our goal is to create an instructional video that explains how to stay safe on a bike in an easy-to-listen to and memorable manner. Included in the video will be topics such as what safety equipment to wear while riding, following traffic regulations while riding, how to safely fit in alongside motorists with proper signaling techniques, and how to avoid crashes with motor vehicles.

## FORM A PLAN (WHO, WHAT, WHEN, WHERE, HOW, COST, RESOURCES, AND EVALUATION)



Who: We will only need the three of us, one can be filming while the other two act.  
 What: An instructional video promoting bicycle safety.  
 When: We will use a weekend to shoot and then editing will take place before the deadline.  
 Where: We will use an empty street to film the car scenes and a driveway for describing the proper safety equipment.  
 How: We will film the stunts with a mat to catch our fall and the rest will be decided the day of shooting.  
 Cost: No extra materials will be needed so there will be no cost.  
 Resources: We will use Artlist.io for music licensing and creative commons for copyright statements.  
 Evaluation: We will present the finished video to peers and teachers for evaluation, and then make it public on YouTube to share with the Internet.

## ACT



We will first come outline the important points we want to include in the video. Then, we will videotape the stuff we need so that it can be edited and a voiceover can be recorded over the top of it. The finished video will then be exported to YouTube and embedded in the chapter website, where we can share it with our community and the rest of the Internet.

## FOLLOW UP



We are extremely happy with the final product. The response from the audiences we showed the video was really positive, and the younger audiences said that the video helped them understand bicycle safety. We hope to eventually reach more people, especially younger audiences, who we think will benefit the most from our video.



Angela DePue &lt;adepue@wrayschools.org&gt;

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**2019-2020 STAR Events Online Project Summary Form**

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FCCLA &lt;noreply@registermychapter.com&gt;

Wed, Jan 29, 2020 at 3:37 PM

Reply-To: competitiveevents@fcclainc.org

To: adepue@wrayschools.org

**EVIDENCE OF PROJECT SUMMARY SUBMISSION**

Thank you for completing the project summary form for your STAR Event. To receive the point for submission, print this email and have your adviser verify by signing and dating below for including in a display, file folder, or portfolio. One survey per entry is required.

Chapter Name: Wray High School FCCLA - 11693

State: Colorado

Members: Alexis Aguilar-ramirez, Chloe M Cure, Samuel J Uyemura

Event Name: Instructional Video Design

Level: Level 3 (grades 11 and 12)

Project Title: Bicycle Safety

Adviser's Signature Ms Angela DePueDate 1-29-2020



## Instructional Video Design Worksheet

One worksheet per video. If creating a micro-video series, use one worksheet for each video in the series.

### Title of Video and Topic:

\_\_\_ Micro-video Series   **X** Tutorial   \_\_\_ Training   \_\_\_ Screencast   \_\_\_ Presentation/Lecture

**Grade or Target Age Group Level:** 5-16 years of age

**Video Duration** (*Maximum 5 minutes, if creating a micro-video series, series must not exceed 5 minutes*): **3-5 minutes**

**FCCLA Integration** (*National Programs, Competitive Events, Meetings/Events, if applicable*):

**Families Acting for Community Traffic Safety**

### Video Learning Objective(s):

**Optimal attire for riding a bicycle.**

**How to signal correctly while riding a bicycle.**

**How to avoid collisions with automobiles while riding a bicycle.**

**National Family and Consumer Sciences Standards (or others as appropriate):**

**13.6.4 Demonstrate ethical behavior in family, workplace, and community settings.**

### Career Readiness Practices (Select all that apply):

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>✓ Act as a responsible and contributing citizen and employee</li> <li>✓ Apply appropriate academic and technical skills</li> <li>□ Attend to personal health and financial well-being</li> <li>✓ Communicate clearly and effectively and with reason</li> <li>✓ Consider the environmental, social and economic impacts of decisions</li> <li>✓ Demonstrate creativity and innovation</li> <li>✓ Employ valid and reliable research strategies</li> </ul> | <ul style="list-style-type: none"> <li>✓ Utilize critical thinking to make sense of problems and persevere in solving them</li> <li>✓ Model integrity, ethical leadership and effective management</li> <li>□ Plan education and career paths aligned to personal goals</li> <li>✓ Use technology to enhance productivity</li> <li>✓ Work productively in teams while using cultural global competence</li> </ul> |
|--|---|

### Materials Needed to Create Video:

**Camera, computer, bicycle, microphone, pickup/car, and tumbling mat.**

### Instructional Strategies:

**Information will be mainly conveyed through voiceover, with video and graphics to accentuate points made during the voiceover.**



**Key Topic/Step 1: Wear a helmet and high-visibility clothing when riding a bike.**

**Timeframe: < 1 minute**

**Storyboard/Scripting (media/images/notes):**

**Helmet, high-vis clothing like a reflective vest.**

**Key Topic/Step 2: Hand signals while riding a bicycle.**

**Timeframe: ~ 1 minute**

**Storyboard/Scripting (media/images/notes):**

**Signals are done with the left hand. Out is left, up is right, and down is stop.**

**Key Topic/Step 3: How to not get hit by a car.**

**Timeframe: ~ 1 minute**

**Storyboard/Scripting (media/images/notes):**

**Watch out for intersections and things that obstruct your view. Various situations with crashes involved to drive point home.**

**Summary/Ending** (summary of key learning, next steps for viewer, and call to action for viewer):

**Wear a helmet/high-vis clothing, use hand signals, and be wary of dangerous situations.**

**Application or Assessment of Learning:**

**Viewers will gain important knowledge on how to stay safe while riding a bike.**

**We will gain useful technical and problem solving skills from constructing an instructional video.**

**Source** (If Applicable: cite any published or copyrighted materials used in this video):

“Bicycle Safety.” NHTSA, U.S. Department of Transportation, 24 Oct. 2019, [www.nhtsa.gov/road-safety/bicycle-safety](http://www.nhtsa.gov/road-safety/bicycle-safety).

Chadra, Karen. “Bicycle Safety Statistics May Surprise You.” National Safety Council, National Safety Council, 2020, [www.nsc.org/safety-first-blog/bicycle-safety-statistics-may-surprise-you](http://www.nsc.org/safety-first-blog/bicycle-safety-statistics-may-surprise-you).

**Additional Notes:**

## 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.