

## One Page Summary – Road Safety Campaign

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My Road Safety Campaign had the motive of being a simple, but clear and good looking informative website to educate young drivers on the risks associated with driving. It's designed to be easy to use and read to make sure the facts and ideas are delivered sufficiently and with minimal reading, which can cause the audience to become uninterested.

Being a website, my campaign can be seen easily by everyone. It has numerous advantages when it comes to design and functionality as well. It can have a layout which is understandable and familiar to people who have used the web before – it also supports text images and animations to enhance the impact and memorability of the campaign. Using links, users who want to learn more about certain stats can easily do so without having to clutter the main page, making it more difficult read for other users. Animations can be used to add a little bit of character to the page and cause it to be slightly more memorable.

My text and images has been chosen to be simple and clear – to deliver an idea that can be instantly understood. Images complement the text which is structured into sections of different risks associated with driving, including a heading outlining the risk, and a paragraph going into more details of the stats and risks involved, as well as some tips and advice. The text was written to be short and succinct – it uses forceful but simple language to get a point across quickly and easily.

The website is designed with an intro/header and complementing sections, either left-aligned or right-aligned to display the campaign. It was made this way to create contrast and interest for the user, so it's not all on one side! This makes it look better to the user and seem like a more professional resource. This is because a lot of how we perceive things is based on the medium it is presented to us. The more professional the production (or campaign, in this case) is, the more likely we are to believe it. The header of the website is designed to be a full-screen and clean introduction to the campaign, using a typing animation to enhance the experience. The user is then naturally drawn to scroll down to see the content of the campaign.

Overall, I think my campaign is a simple and easy way to understand the risk factors involved with driving and inform young drivers about these risks, teaching them to keep them in mind whenever possible. It has links for more in-depth statistics for users who want to learn more, but is also clean and simple for those who are content with understanding just the basic risks.