

1.7.1 Don't Rush (Std, ES and EAL/D)

Don't Rush: from storyboard to screen

Complete the table for the different versions of this advertisement.

	Date	Target audience	Choices	Didactic or narrative?
Interactive				
Dr Owler 1				
Dr Owler 2				

- Which version is the most powerful for you? Explain why.
- Note the final screen - the [Dr Owler](#) advertisements are sponsored by the Centre for Road Safety and the Australian Medical Association (AMA). Why is the AMA interested in supporting this advertising?
- How does Dr Owler's presence in the advertisement lend authority to its argument?





Have a look at the Don't Rush storyboard.

1. List all the camera angles and shots that are being used.

2. Offer and demand are two ways individuals in advertisements set up a relationship with the audience. Which is operating in these different ads and what is the reason for the choice?

3. Why is a 'point of view' shot so relevant to this advertisement?

4. When does choice become part of the ad?

5. What choices are given?