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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Target audience</th>
<th>Choices</th>
<th>Didactic or narrative?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dr Owler 1</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Dr Owler 2</td>
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<td></td>
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</tbody>
</table>

1. Which version is the most powerful for you? Explain why.

2. 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?

3. 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?