



Truck Wise National Truck Safety Campaign

Use VR and AR to create ideas for an education and behaviour change campaign targeting passenger car drivers in their interactions with heavy vehicles.

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Duration

1 Day

Can be combined with the 1 Day AR program to create a 2-day experience

Learning Program Overview

Truck Wise is targeting passenger car drivers in their interactions with heavy vehicles. The Truck Wise campaign will target young learner drivers with the use of innovative and engaging activations, including 360 videos and Virtual Reality (VR) technology.

The campaign is designed to deliver road safety improvements by seeking to:

- enhance awareness of the physical constraints and challenges of driving heavy vehicles;
- improve understanding of safe behaviour when interacting with heavy vehicles;
- foster empathy for heavy vehicle drivers and the challenges they face; and
- raise the freight and logistics industry profile.

Bendigo Tech School is a Truck Wise project partner, and we are working alongside the City of Greater Bendigo, The Transport Accident Commission, SASI and Deakin University to deliver the first phase of this important safety campaign.

This program offers students a chance to understand the issues of truck safety in our community, and to pitch ideas to the industry experts and the Truck Wise project team using Augmented and Virtual Reality (AR+VR) technologies at the Bendigo Tech School.





Truck Wise Learning Programs

1 Day Program - Augmented Reality

Can be combined with the 1 Day VR program to create a 2-day experience

AR

Augmented Reality is a process in which you can add digital elements to the real world. Using tracking images, GPS and other elements, students will be able to take real-world places, or 360 degree captured images and videos and augment them with animations, videos and other media to engage and inform users on Truck Wise key messages. Students will be supported to create AR experiences and then be tasked with researching ways to inform the public on the safety issues involved in driving heavy vehicles on the road.

Truck Wise A R(ad)

Students will be challenged to come up with an Augmented Reality campaign that will help inform passengers of light vehicles about the Truck Wise initiative. Using design software, students will need to design their own Truck Wise AR logo and media. They will also have access to Green Screen and video production software to create engaging video content.

Test and Pitch

Students will decide who their target audience will be, where and how their AR experiences will be interacted with, and present and pitch their potential Truck Wise solution to the project development team.

1 Day Program - Virtual Reality

Can be combined with the 1 Day AR program to create a 2-day experience

Virtual Reality is a process in which the viewer is taken to another, virtual place - this could be ancient Egypt or another planet, or in the case of this Truck Wise the shoes of a heavy vehicle driver.

Students will be introduced to VR using the latest in VR equipment, they will engage in a range of VR experiences and simulations so that they can begin to develop an understanding of the transformative power of the platform.

Students will refer to the **Bendigo Freight Study: How goods are moved around Greater Bendigo** to get a better understanding of how heavy vehicles need to navigate Bendigo roads safely.

360 Truckin'

Students will have access to some of the latest in 360 video capture equipment and have a go filming and editing their own footage. This knowledge will then be used in developing a 360 video and potential VR experience that could be used to educate young drivers about truck safety. Students will develop storyboards and mock-ups of their 360 Truck Wise VR experience and then pitch this concept to the project development partners as part of a potential Truck Wise solution.

Year 11 Students also have the opportunity to participate in Developer testing and evaluation sessions from February 17-21 and March 23-27.



Success Criteria

Design and Technologies - Designing the user interface of a solution using a range of design tools, for example using a storyboard to explain the stages of a game, design thinking processes (including responding to a design brief), wire-frames and mock-ups to describe the appearance of a solution. Creating digital solutions that provide user navigation and prompts with controlled repetitions.

Digital Technologies - Design the user experience of a digital system by evaluating alternative designs against criteria including functionality, accessibility, usability, and aesthetics.

Visual Communication Design – Developing and refining Visual Communication Designs for different audiences and purposes. Considering the relationship between the designer's intentions, audience characteristics and needs.

Civics and Citizenship - Appreciate multiple perspectives and use strategies to mediate differences

Economics and Business - Develop questions about an economic or business issue or event, and plan and conduct an investigation or project. Gather relevant data and information from a range of digital, online and print sources

Outcomes – School Links

Visual Communication Design – developing and refining Visual Communication Designs for different audiences and purposes. Considering the relationship between designer's intentions, audience characteristics and needs. Responding to a design brief.

Design and Technologies – students create quality designed solutions across a range of technologies contexts using engineering principles.

Encourages students to consider the economic, environmental and social impacts of technological change.

Languages – employing writing systems for Roman and non-Roman alphabet languages, students learn to communicate with specific audiences through a variety of effective verbal and written techniques.

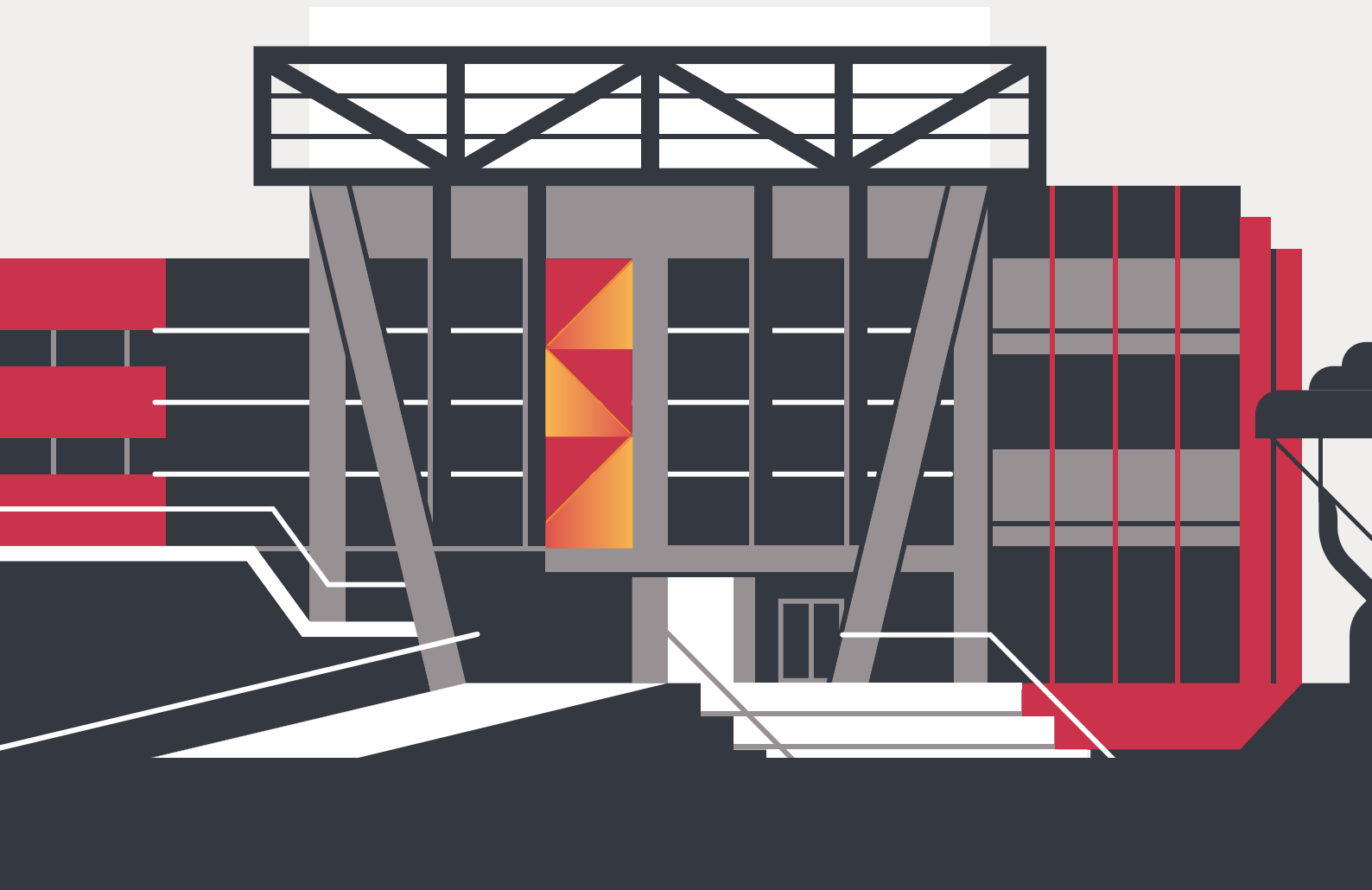
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