



Suggested year level

Years 7 and 8

Prepare yourself (teacher)

View the clip ***Celebrating 30 Years of SunSmart*** and familiarise yourself with the ideas presented.

A basic understanding of how to use the Australian Centre for the Moving Image (ACMI) Storyboard Generator is needed. Load the Storyboard Generator at: generator.acmi.net.au/storyboard and create a basic storyboard yourself.

Class resources

- Computer, data projector and screen to show the ***Celebrating 30 Years of SunSmart*** clip.
- Student access to a computer with internet connection and access to the Australian Centre for the Moving Image (ACMI) Storyboard Generator.
- A series of digital photos of people being SunSmart – these can be downloaded from the internet.

Estimated time required

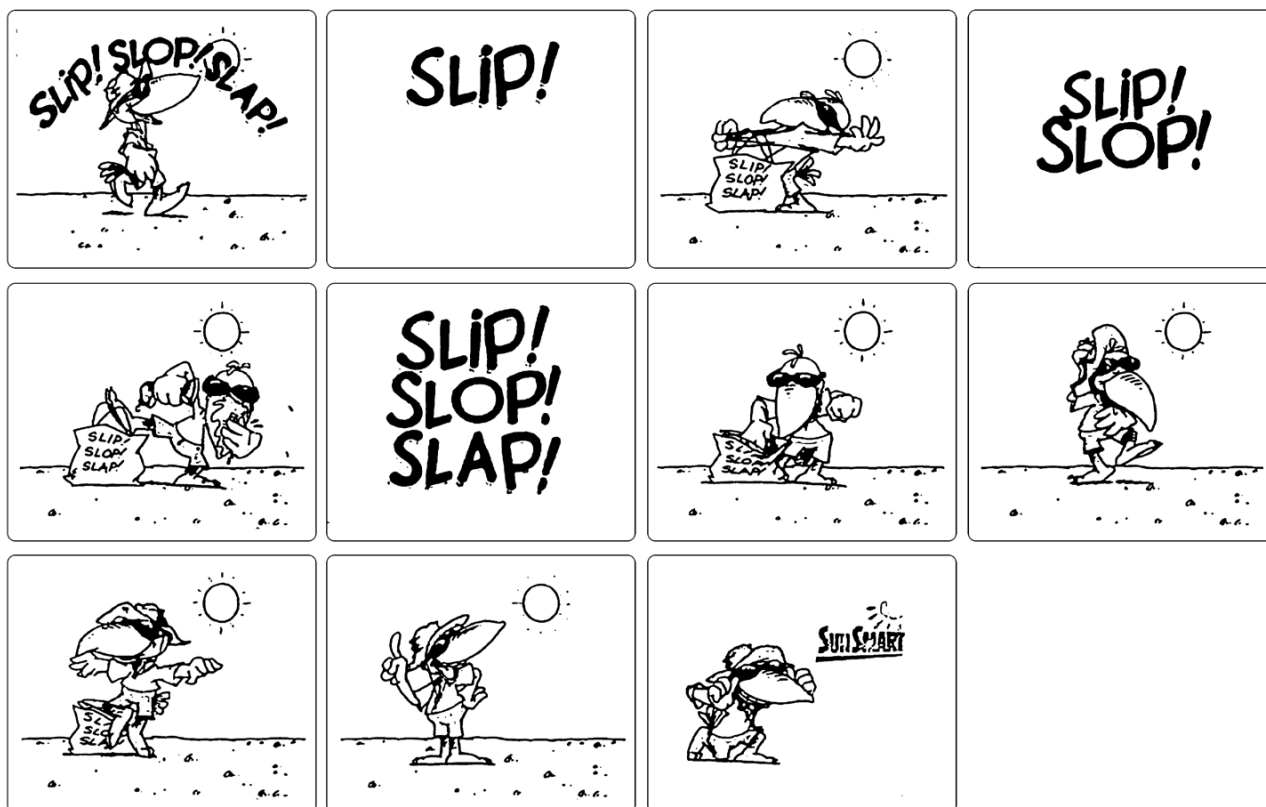
2 periods



The activity

The Cancer Council has approached your advertising agency and invited you to submit a pitch to win the contract for the next SunSmart advertising campaign. You will need to come up with a catchy, yet educational public health campaign to prevent further skin cancer incidence in the Australian population. The Cancer Council has asked you to develop a storyboard and script to present your ideas.

Using the ACMI Storyboard Generator, decide on the population group you want to target (eg: outdoor workers, surfers, skiers exposed to reflected UV, sunbakers etc ...) and create a series of visual images along with an appropriate script that could be used to help to spread the SunSmart message to this target group. Think carefully about the target group's perceived barriers to sun protection and the important SunSmart messages they need to know.



Extend yourself

Preview, save and share your storyboard on the ACMI website. Share it with your fellow class members; perhaps even upload it to the school website.



Teacher assessment advice

	Excellent	Very Good	Good	Average	Poor
Understanding of the target group's needs and barriers to sun protection.					
Ability to integrate the SunSmart key messages into the campaign pitch in a catchy, yet educational way.					
Skill in using the ACMI Storyboard Generator software.					
Ability to work as a team member.					
Individual contribution to the task.					
Showed organisation and submitted the task on time.					

Total /

Teacher comments:



Student self-reflection:

[illegible]