



Informing you about the

SCHOOL Path



9.10.2013

Liikkuvan Arjen Design

LIIKKUVAN ARJEN DESIGN

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Every day over 530 000 children,
between the ages of 7 and 15,
commute to school.



CONTENTS



INTRO

Goals
Methods
Research



SCHOOL COMMUTE

On the school route
Children as commuters
Independent and active commuting
Children's behaviour and ability to cope in traffic



WEBPAGE

Koulupolku.fi
Website layout and design
Traffic Awareness websites and research
School Path
Kids
Parents
Schools



PAMPHLET

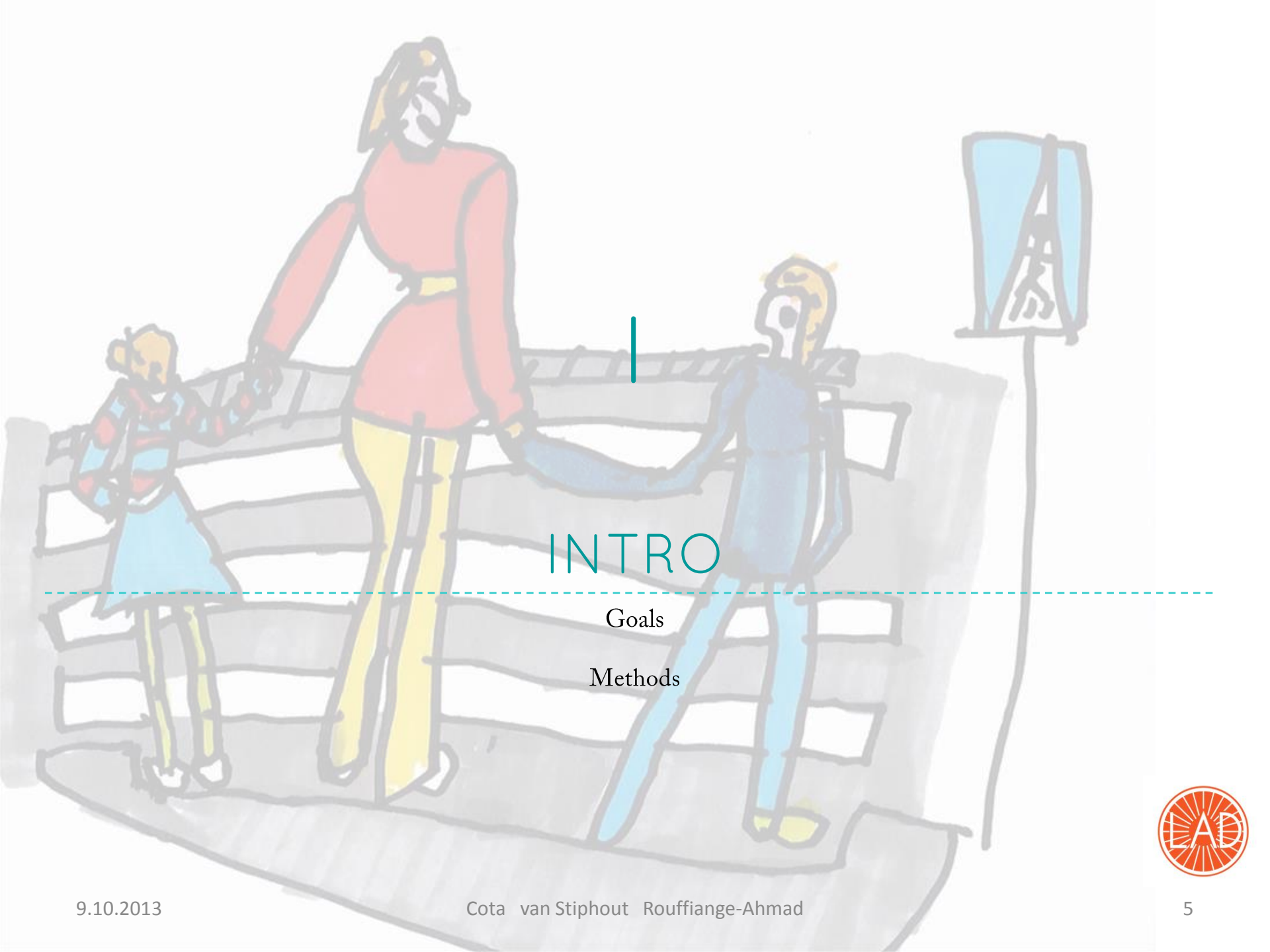
Purpose



SUMMARY

summary
references

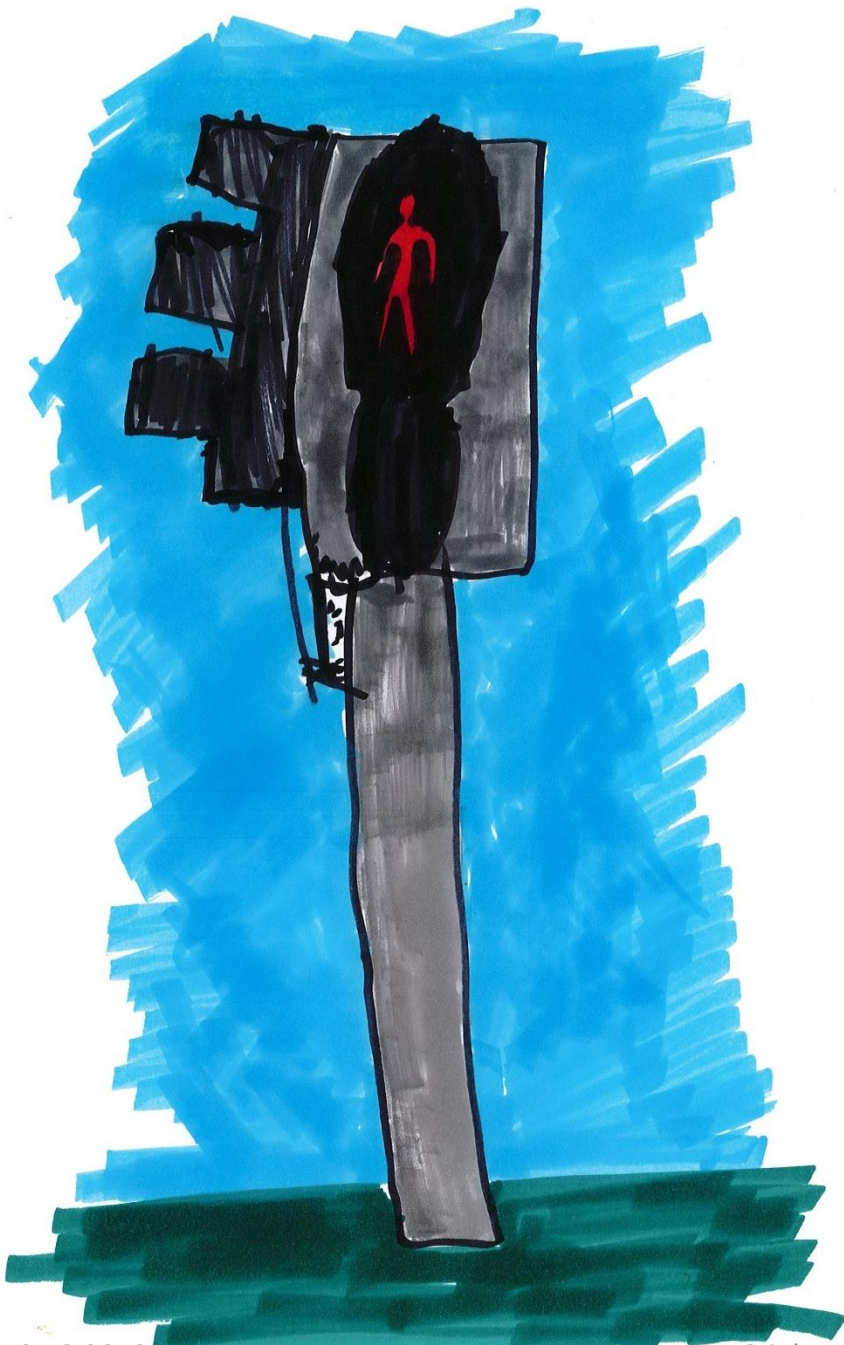




INTRO

Goals

Methods



GOALS

The aim of our project is to design an efficient **method of informing and educating** parents, children, schools and the public about the School Path and of traffic safety.

METHODS

How we are doing it:

- We are coordinating with the other school path group
- Researching Children's traffic environment
- Observing children's school routes

We will create tools for the children, school, parents, and public to inform about the School Path.

- Website
- Pamphlet
- Manual
- Poster



A stylized illustration of a person riding a bicycle. The person is wearing a yellow helmet with black spots, a blue shirt, and black pants. They are holding a black laptop in their left hand and a red folder in their right hand. The bicycle has yellow fenders. The background is white with blue clouds and a green ground line at the bottom.

|| WEBSITE

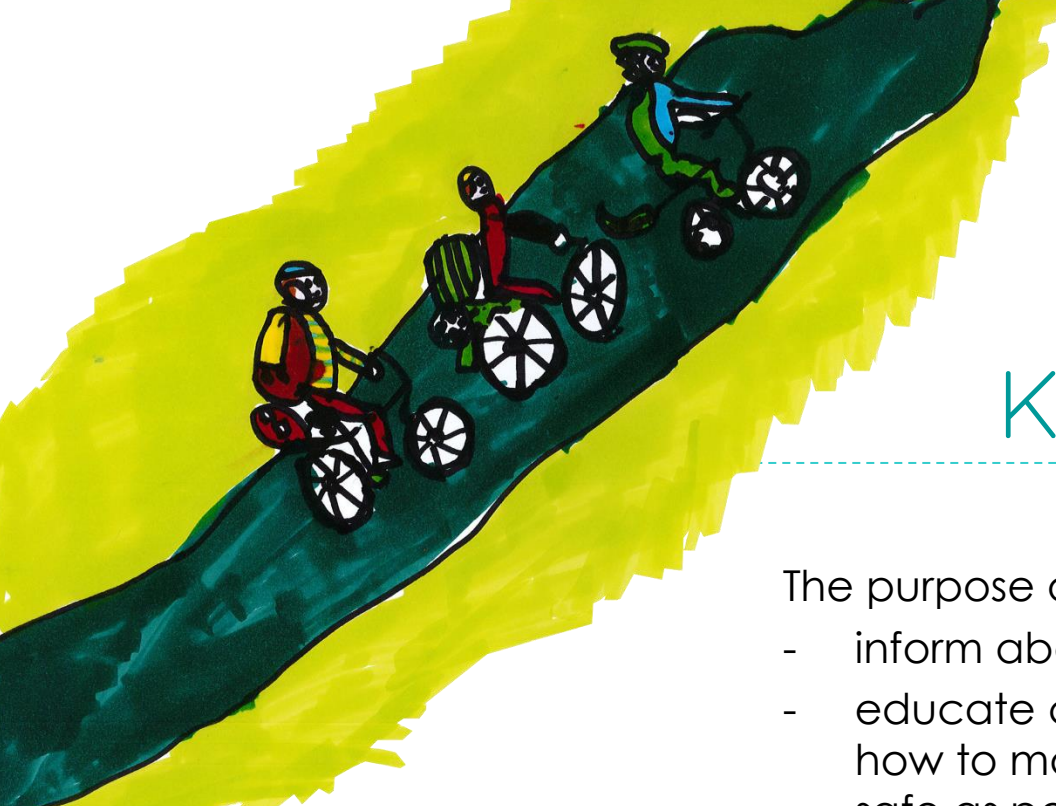
Koulupolku.fi

Website Layout and Design

Traffic Awareness Websites and Research

School Path, Kids, Parents and Schools





KOULUPOLKU.FI

In the age of information technology, it is expected that information is found on-line.

The webpage needs to have more information than just the School Path

We made a website prototype:
<http://monicacot0.wix.com/schoolpath>

The purpose of the website is to

- inform about the School Path
- educate children, parents and road users on how to make children's school commute as safe as possible.
- one stop website where it would be possible to obtain all the necessary information

The website would be maintained jointly by Vantaa City and the schools. Vantaa City would maintain the general pages, the school would maintain the pages exclusive for that's schools School Path.



- Clear information
- Design is clean and simple
- Easy navigation
- Happy mood
- Bright colors
- Interaction

WEBSITE LAYOUT AND DESIGN

The Marja-Vantaa city planning want to take children into the development of the area.

This would be visible in the webpages by having children's drawings as a big part of the graphic image.

prototype:
x.com/schoolpath

The webpage is divided into four parts.



GAME CONCEPTS

TRAFFIC ENVIRONMENT GAME

- 7-10 year olds
- The aim is to create a safe traffic environment
- The player creates safe cyclist and pedestrian walkways, adds lights, crosswalks, underpasses, traffic lights and parking places.
- solve the neighborhoods traffic and safety problems.

The inspiration for this game has come from games such as SimCity, Roller Coaster Tycoon and Minecraft.



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CYCLIST DRIVING GAME

- Inspired by driving theory tests and the hazard perception test
- Test cycling and perception skills
- The player cycles in different situations, the screen shows the view the cyclist has while biking.
- The player needs to click on the screen when he sees possible hazards.
- The game would also include a test with multiple choice questions.



SALLY GOES TO SCHOOL

- 4-8 year olds
- get Sally to school safely
- The game goes along school routes and stops at certain points.
- When Sally stops, a choice will come up and the player needs to choose the right option. The game will teach young children traffic safety judgments.



EVENT CONCEPTS

When planning an event you should take into consideration

- the students age,
- what kind the traffic environment is,
- the students' experiences,
- what their mobility needs are
- The student's individual skills

Liikenneturva has a vast website with lots of material on traffic education.

We have planned some events based on traffic safety events in other countries.

BICYCLE EXAM

- First everyone has a theory lesson, in which the children learn the meaning of the signs.
- The bike's safety is tested (working lights, working brakes, are the tires hard enough etc.).
- Every child wears an orange or yellow vest with a number on it.
- On almost every street corner there is a volunteer or parent, who notes the child's number and how the child behaves in the traffic.
- When the children arrive at school, there is a "diploma" ceremony.



A stylized illustration of four people in wheelchairs moving up a blue ramp. The background is a light yellow-green wash. The text 'PAMPHLET AND POSTER' is centered over the ramp, with three vertical teal bars above it.

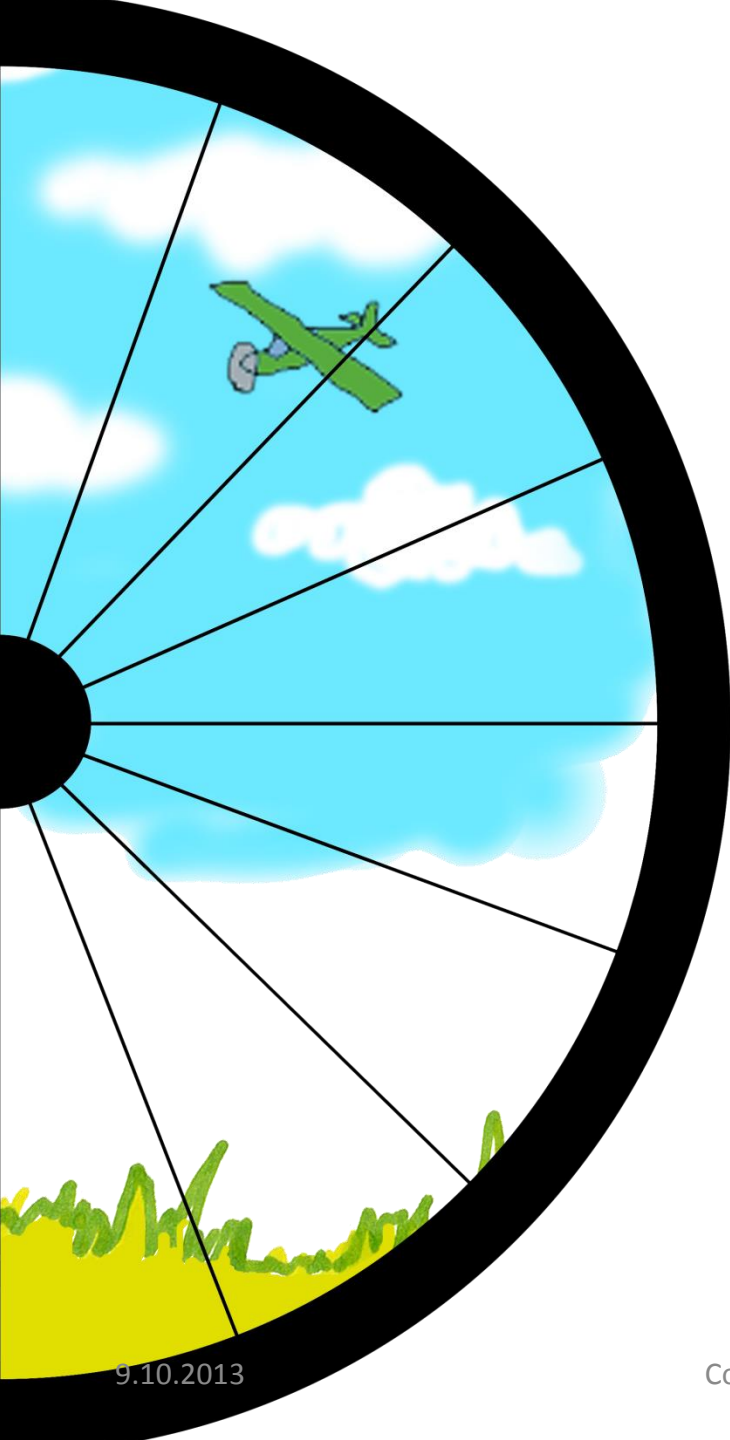
||| PAMPHLET AND POSTER

Pamphlet

Pop-up pamphlet

QR-code

Poster



PAMPHLET

Pamphlet to be given out at school and events.

Purpose

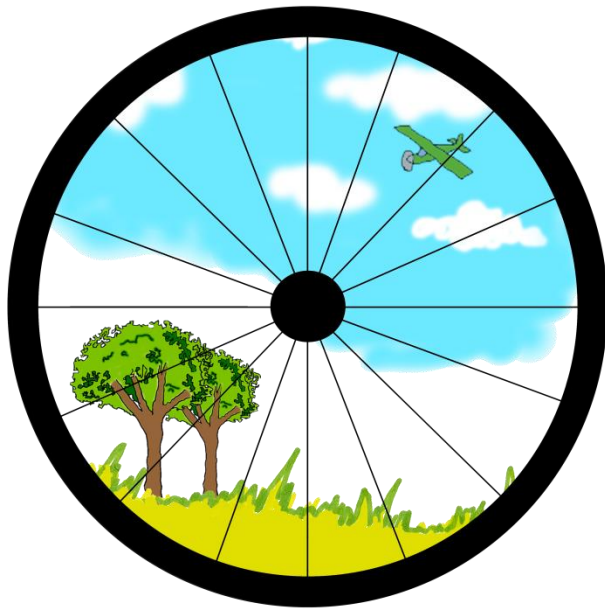
- Promote the School Path website
- Inform the public about the School Path
- Have basic information concerning children's traffic safety



IDEA

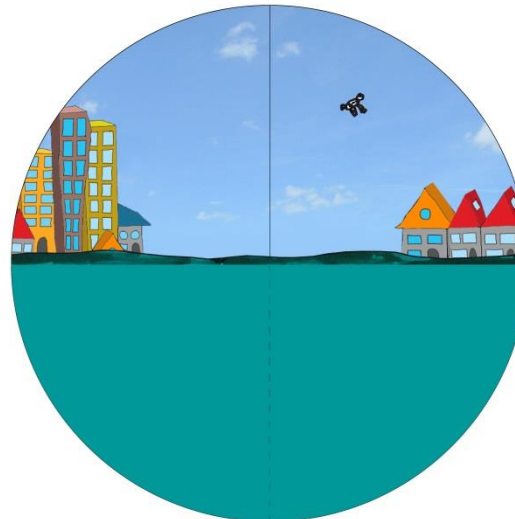
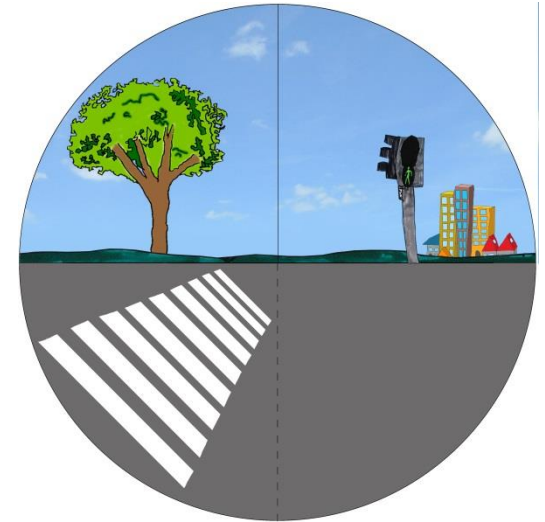
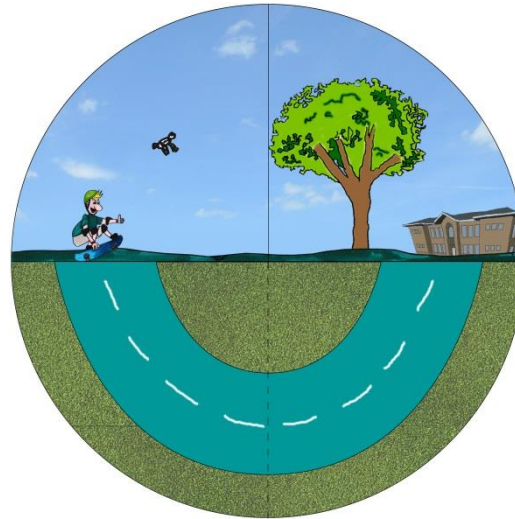
We got the idea for the pamphlet from pop-up books and cards. We wanted to design a pamphlet that is memorable and fun. The idea is that the pamphlet can be opened up so that it can stand on it's own.

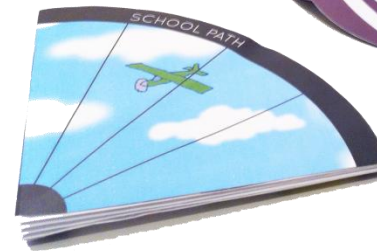




POP-UP PAMPHLET

The pamphlet is made up of five circles that are folded and glued together





QR-CODE

QR-codes are a fun way of engaging young people.

The QR-code is photographed with a smart phone and it opens up a webpage on the phone.

One of the codes links to the website.

On the pamphlet there is a map of the School Path with QR-codes.



SNAPSHOT 2

This is the school path route. The children are able to safely cross the road at this intersection by following the turquoise path and school path signs that are outlined in the same color.



By scanning the QR-codes, you are taken to the snapshot pictures on the website. The snapshot is of a particular area on the map and there is information on those particular places.

POSTER

A posters are an efficient way to attract attention.

The poster would be on display at schools, youth centers, sport centers, libraries and different types of happenings.

The poster is aimed at children and displays the School Path map with QR-codes, a QR-code for the website, and information about the School Path.



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SCHOOL PATH
MAKING THE SCHOOL ROUTE SAFER

The School Path connects homes and schools. It is a safe and fun way to come to school in the mornings and go home in the evenings.

SCAN THE QR-CODES

Check out the School Path! Do you know where the walking and cycling school bus stops are? Ask your parent to drop you off at a drop off zone. Find out the safest place to cross the road.

By scanning the QR-codes with your smart code you can see photos from the area. Read about these areas. Talk about them with your friends and parents.

WEBPAGE

Scan the QR-code and visit the School Path webpage! There are lots of cool pages for you, your parents and your teacher to see.

Tell your teacher about the page for schools. Plan a traffic education day at your school. Get some ideas from this page.

Are your parents worried about your safety. Tell them about this page.

Kivistö school path

- SCHOOLS
- SCHOOL PATH
- CENTER

0 1 2

Visit the website by scanning the QR-code.

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Cota van Stiphout Rouffiange-Ahmad

The School Path connects homes and schools. It is a safe and fun way to come to school in the mornings and go home in the evenings.



The text on the poster would encourage children to go on the webpage, try out the QR-codes and to be curious about the School Path.

WEBPAGE

Scan the QR-code and visit the School Path webpage! There are lots of cool pages for you, your parents and your teacher to see.

The School Path informs you about the School Path near you.

Find games, videos and craft ideas on the kids page. Learn about traffic signs and how to take care of your bike.

Tell your teacher about the page for schools. Plan a traffic education day at your school. Get some ideas from this page.

Are your parents worried about your safety. Tell them about this page.



Visit the website by scanning the QR-code.

SCAN THE QR-CODES

Check out the School Path! Do you know where the walking and cycling school bus stops are? Ask your parent to drop you off at a drop off zone. Find out the safest place to cross the road.

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Camilla Rouffiange-Ahmad, Maximilien Rouffiange

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Website / Game Concepts:
simcitizens.com, macworld.com, amazon.co.uk

Pamphlet / Idea:
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Leverage from
the EU
2007-2013

