

Santos Aboriginal Power Cup

Task brief



Hello creative young people!

As one of Power Community's major sponsors, THINK! Road Safety aims to provide vital education and spread road safety awareness to future road users such as yourselves.

THINK! Road Safety needs your help in creating digital assets to be displayed at an upcoming PAFC game. You will need to create a design for the Adelaide Oval Super Screens; these can be static or animated designs.

The key themes for the task are based on the Fatal 5 and the Power Community team will give you all the details about when the project is due and what theme your academy is working on.

We are accepting one submission is per academy. However, everyone is encouraged to give the task a go and submit something for consideration.

The ball is in your court, and we look forward to seeing your designs!

Young people at risk

People ages 16-24 are overrepresented in road trauma.

Regional

49% of crashes in 2024 where lives were lost in the regional area were single vehicle crashes such as vehicle rollovers or hitting objects such as trees.



What we need from you

Develop an idea for a creative digital asset that incorporates your academy's selected road safety theme that speaks to you and your classmates.

Your selected road safety theme will be one of the Fatal 5 – Drink/drug driving, speeding, distraction, seatbelts, dangerous road users.

Static design specifications:

- 1920 pixels wide x 1080 pixels high
Safe area 1760pixels wide x 980pixels high
72ppi, RGB PNG format under 3MB

Animated design specifications:

- 1920 pixels wide x 1080 pixels high
Safe area 1760pixels wide x 980pixels high
mp4
30 seconds in length

There are three key aims for the task:

- Produce a THINK! Road Safety message designed by students, for students.
- Improve road safety knowledge and behaviours amongst students.
- Encourage students to take responsibility and commit to their safety on and around the road

What to do

1. Brainstorm ideas on how to make your selected road safety theme could work as a digital asset.
2. Once you have your idea, create your final asset – keeping in mind what design specification you are working with.
 - Keep in mind you are welcome to hand draw your design and then scan it as a digital asset.
3. Submit your final design in a digital format.

Judging

All designs will be reviewed by a judging panel. Judging criteria will be as follows:

- **Relevance to students:** Does the concept deliver a message that is relevant to the audience and encourage a shift in attitudes and behaviours on the road.
- **Use of call to action and themes:** Is the design's call to action clear and does it support the chosen theme.
- **Creativity and enthusiasm:** Is the concept creative and does it show passion towards helping their peers make good choices on and around our roads.

A top five will be selected and displayed at the Santos Aboriginal Power Cup awards, then the winning design will be shown on the Super Screen at Adelaide Oval.