
STOP
JOURNI

The Problem

Despite spending millions on road safety awareness campaigns, road trauma continues to be the leading cause of death for school age children in Australia. The message just isn't getting through. So... how do we get them to sit up and take notice?

The Goal

Create an engaging, user-friendly educational experience that empowers 10-12 year olds to make better choices around roads - and do it in a way that makes the learnings stick!

Our Approach

Our approach was based on designing for our audience, not ourselves, and meeting kids where they are. We used research-based decision-making to guide our thinking, consulting with educators and students at every stage to co-create a fun, immersive learning experience tailored to our audience's needs and wants.

The Graphic Novel

40%

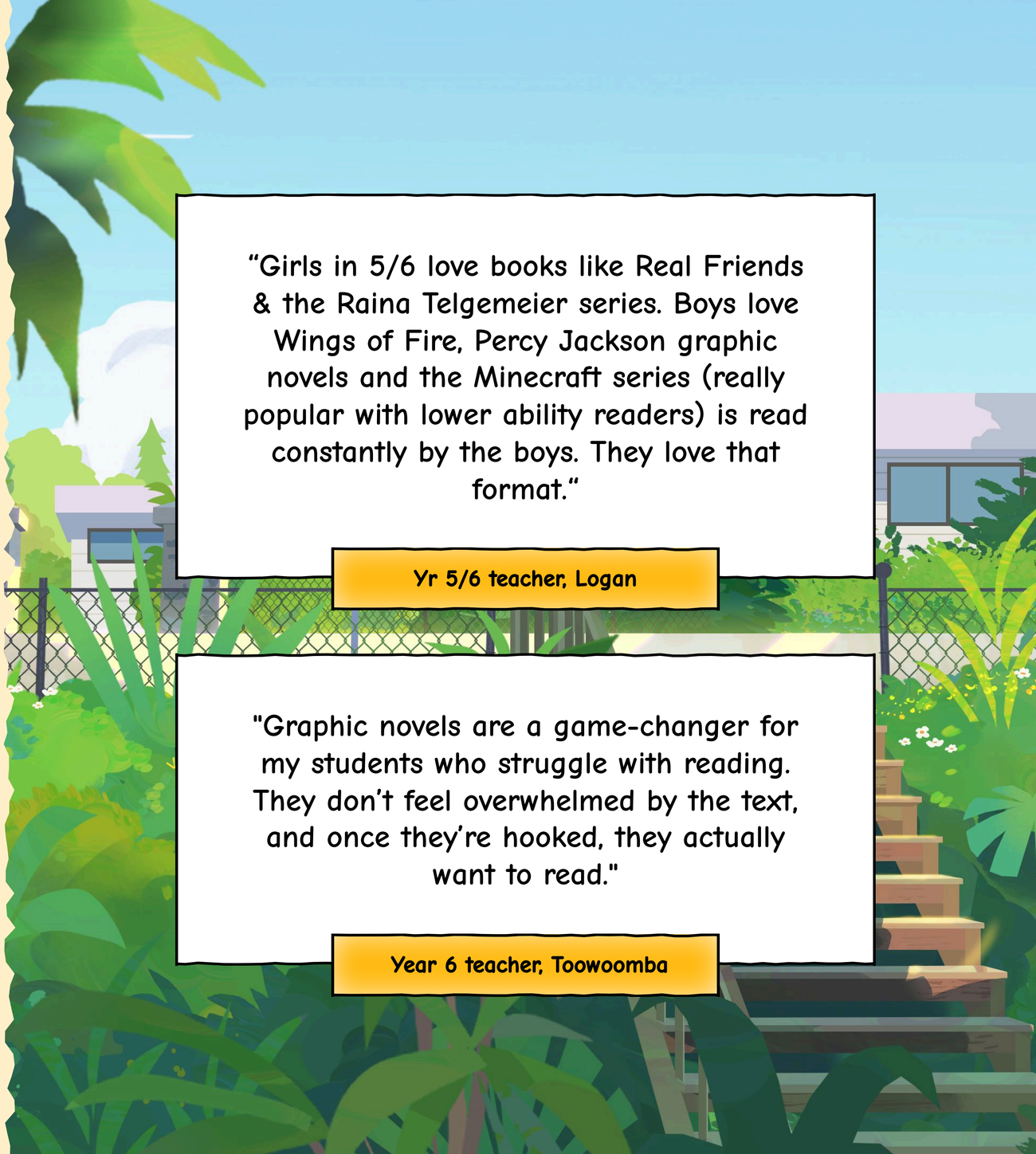
Around 40% of children aged 8–18 read graphic novels at least monthly

2X

Australian sales have doubled over the last 5 years

90%

90% of school and public libraries report surging youth interest

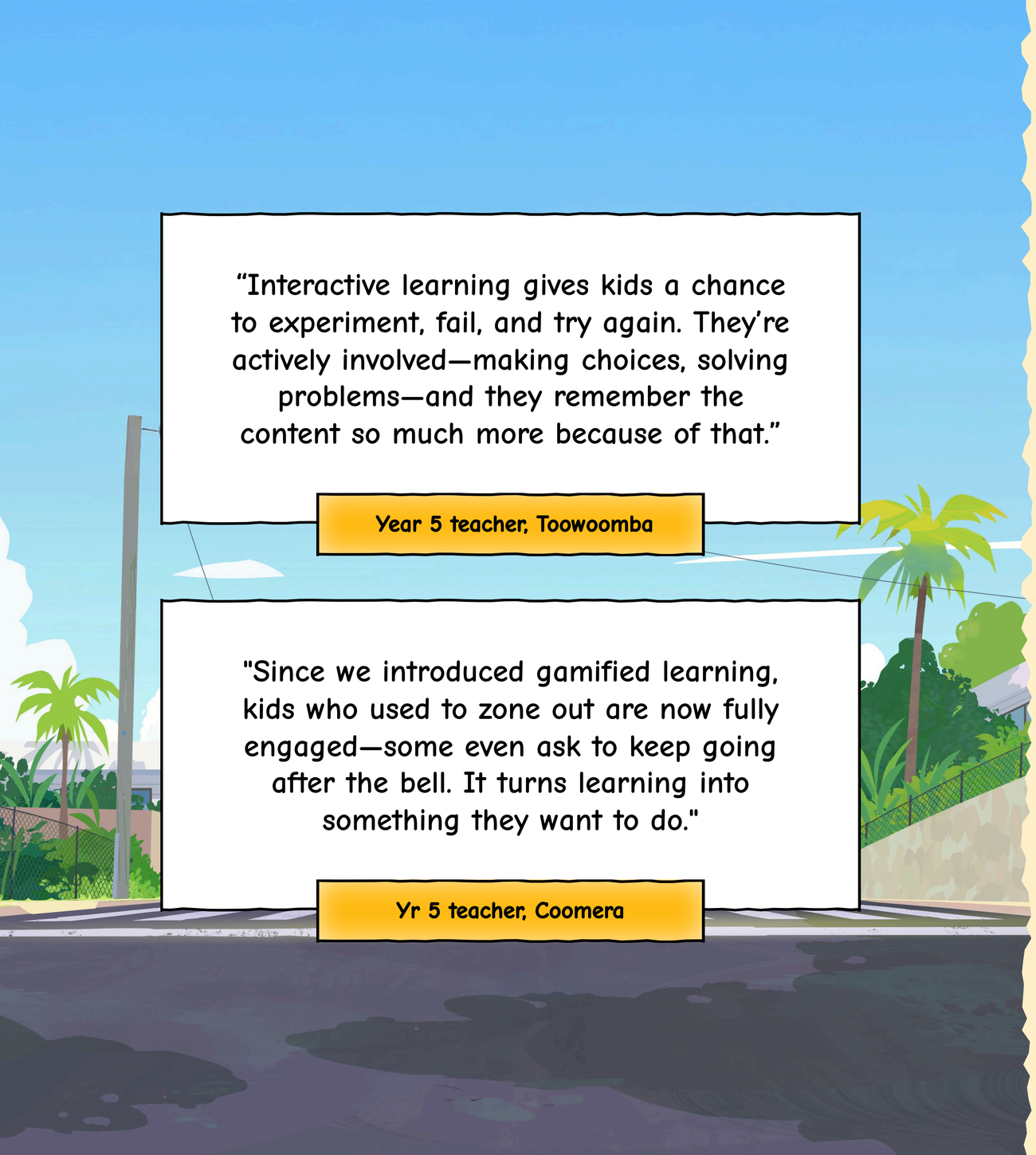


"Girls in 5/6 love books like Real Friends & the Raina Telgemeier series. Boys love Wings of Fire, Percy Jackson graphic novels and the Minecraft series (really popular with lower ability readers) is read constantly by the boys. They love that format."

Yr 5/6 teacher, Logan

"Graphic novels are a game-changer for my students who struggle with reading. They don't feel overwhelmed by the text, and once they're hooked, they actually want to read."

Year 6 teacher, Toowoomba



Interactive Storytelling

40% Gamified learning improves performance by 30% compared to traditional instruction,

85% 85% of educators surveyed by Edutopia say gamified activities increase student engagement.

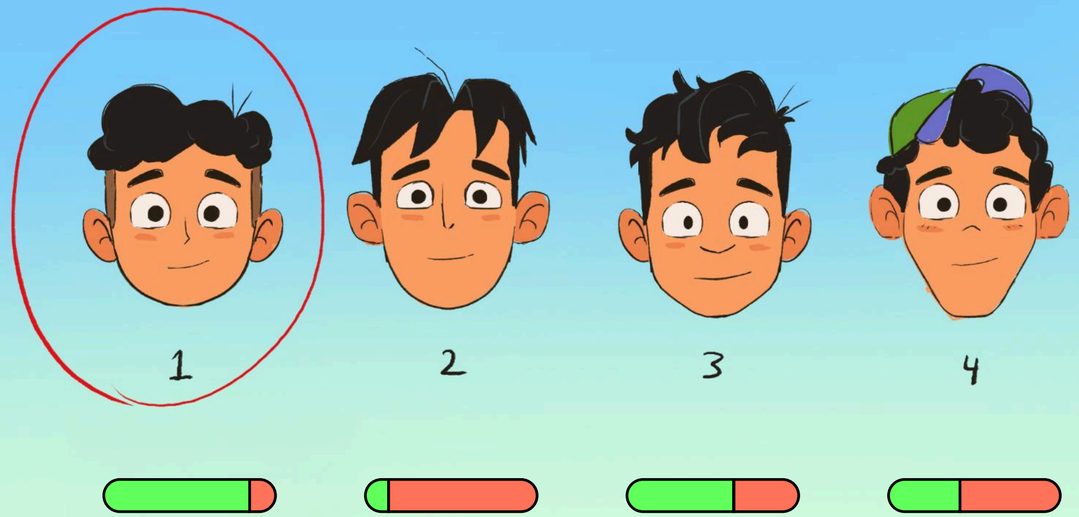
!!! Students with learning difficulties often show stronger outcomes with interactive, non-linear content.

Character Concepts & Student Testing



Character Concepts & Student Testing





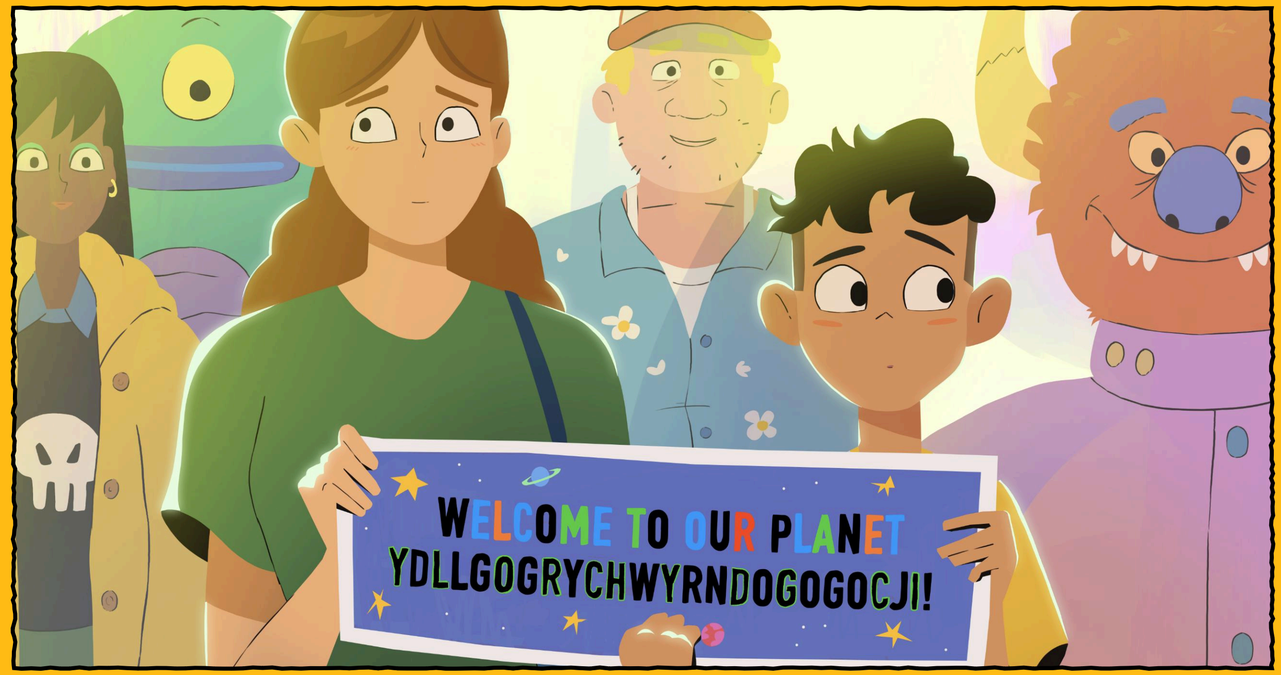

Final Characters


WELCOME TO OUR PLANET YDLLGOGRYCHWYRNDOGOGOCJI!
HI! I'M ESFVL:K*R:GM:M%$ BUT YOU CAN CALL ME ALEX. IT'S SHORT FOR ALIEN EXCHANGE. GEDDIT?
I'M ARCHIE. YOU CAN CALL ME... ARCHIE. HEHE.
TAXI
VROOOOOOOOM
A CAR? WE TRAVEL AROUND THEM IN ...
Storyboards


Our World
SNIFF

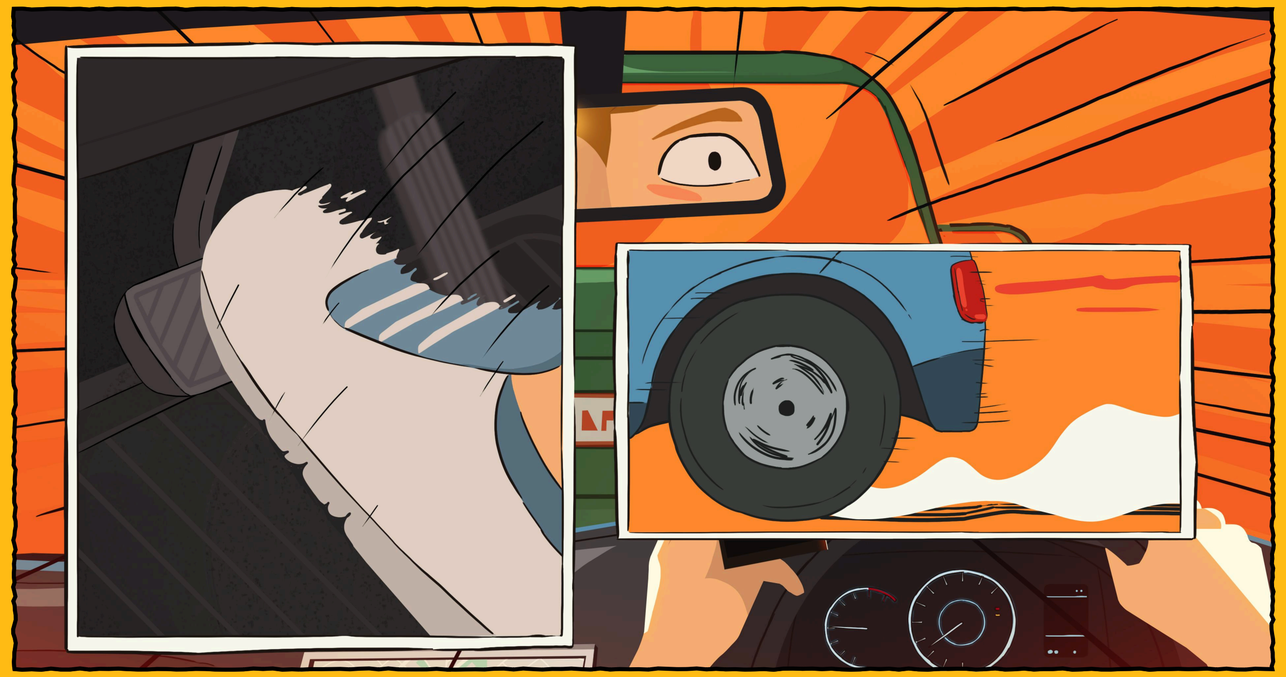



SPLOOOOOSH


WELCOME TO OUR PLANET
YDLLGOGRYCHWYRNDOGOGOCJI!


Our World






100

Educator Validation

'It accommodates different learning styles, including inclusive education support"

"Combining visual and written features would make it highly engaging. This approach will be very effective in both getting and maintaining the students' attention"

"This is a great way for the children to participate. By having that interactivity, whichever one of these styles you decide to use, I don't think you can go wrong."

"This is exactly the type of thing that that age group is into"

"This would be very effective, especially with Indigenous students, and we've got 40% of Indigenous students here, ... as it cuts through any issues with literacy levels. In our school we have quite low literacy levels"

Bubblegum

#F98BEE

Alex

#28D3EA

Sunbeam

#FFBB14

Meteorite

#FF5C3F

Zap

#3884FF

Asphalt

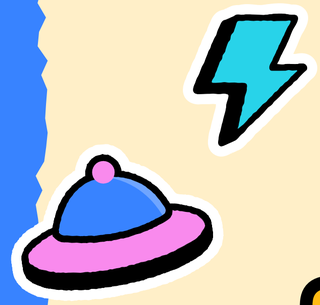
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Vv Ww Xx Yy Zz

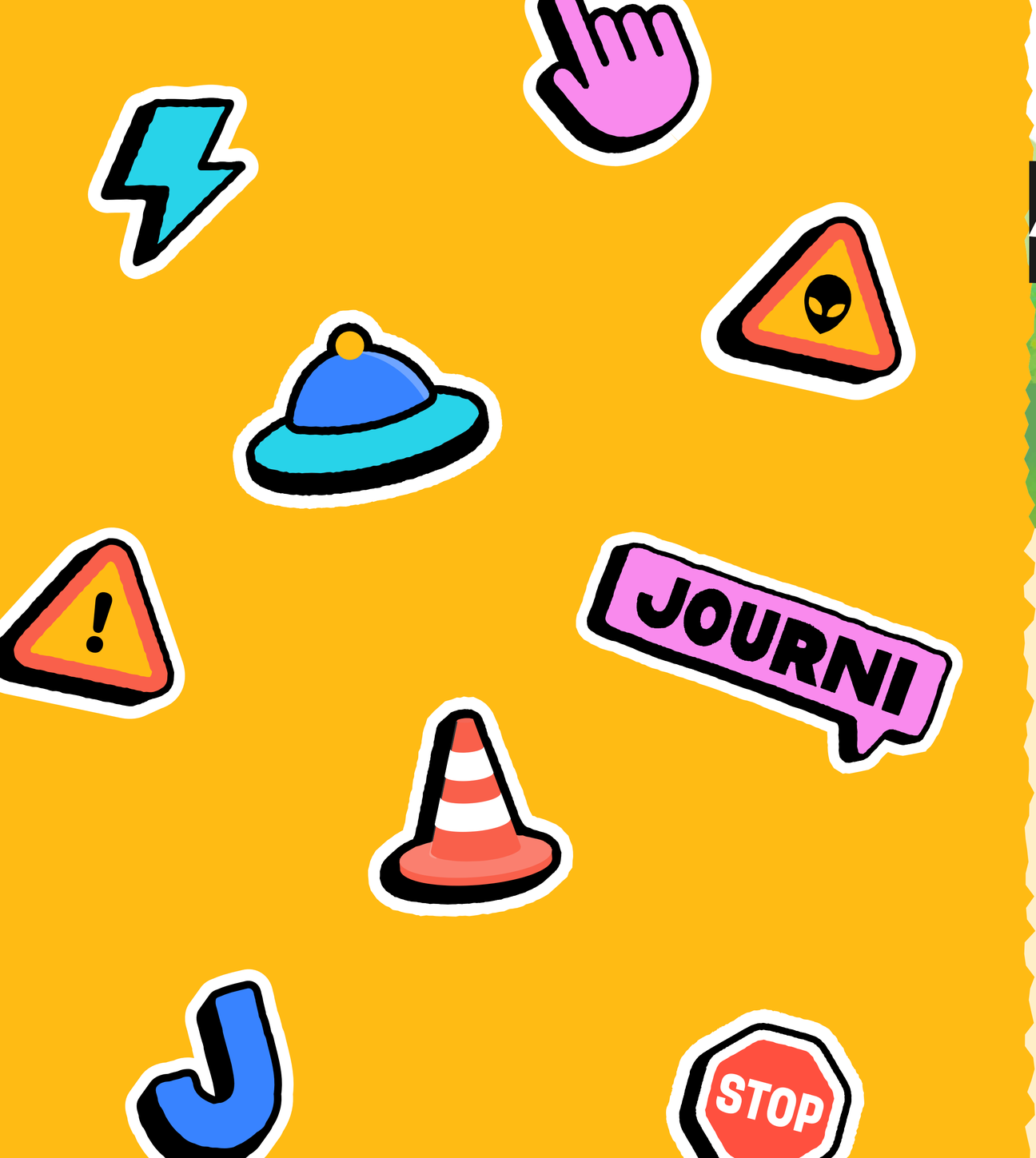
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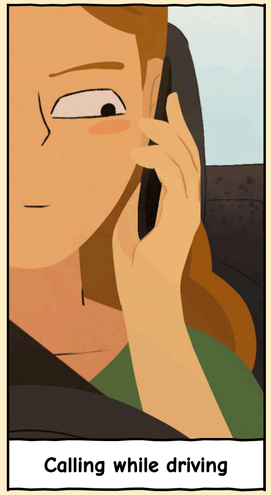
Why did the alien cross the road?



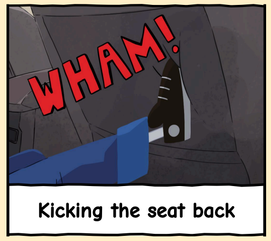




Graphic Novel Framing Devices


Calling while driving


Listening to music



Kicking the seat back

