



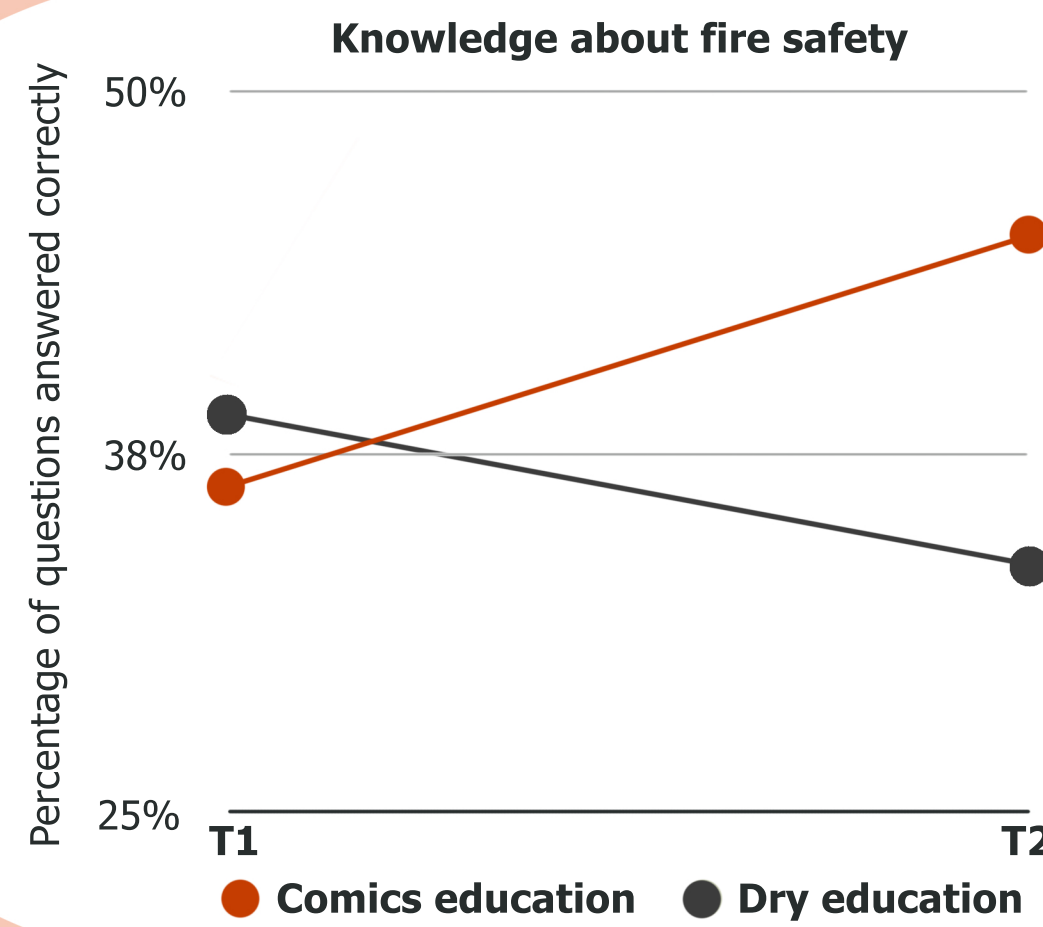
CAN YOU IMPROVE FIRE SAFETY USING COMICS?



RESEARCH, DESIGN AND IMPLEMENTATION FOR MAXIMUM EFFECTIVENESS

THE METHOD

Entertainment Education is a communication strategy which is purposively designed to increase knowledge, create favourable attitudes and change behaviour. It is most effective when the reader is absorbed into the story and identifies with the characters.



EFFECTIVENESS

During a quantitative research, 75 children from Dutch scouting clubs received fire safety education while their knowledge, attitude, behaviour and other relevant values were measured before and two weeks after the education. Results showed a positive effect.

TARGET AUDIENCE

During a qualitative research, it was concluded that the target audience wants to be **together** at any time and likes to consume entertainment together with friends.

After receiving information about fire safety in comics formats, Dutch children between 12 and 15 years old significantly learn and remember more knowledge compared to receiving the same information in plain text format.

COMICS

The essence of comics lies in the space between two panels: "the gutter". This is where **imagination** is triggered and where the reader gets absorbed into the story.

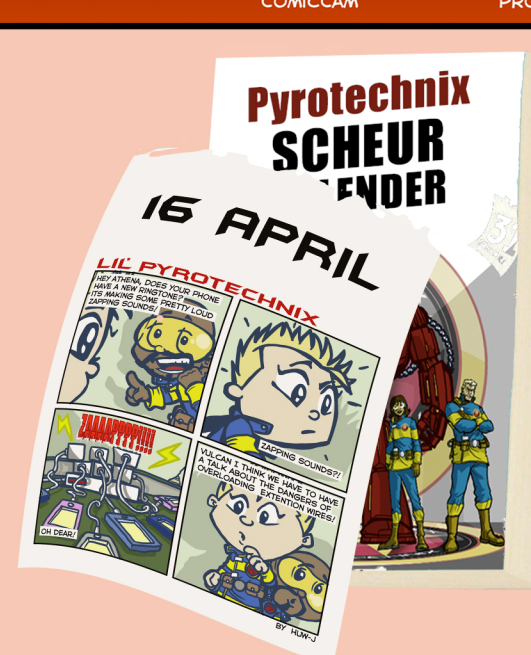
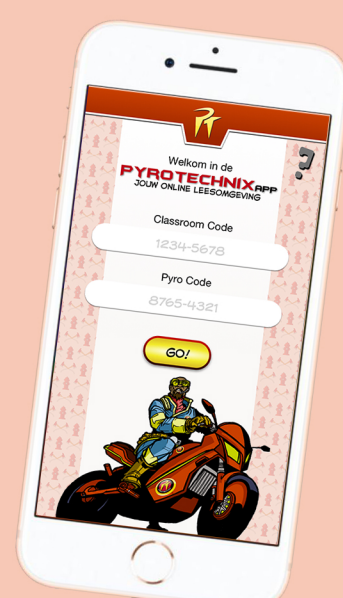
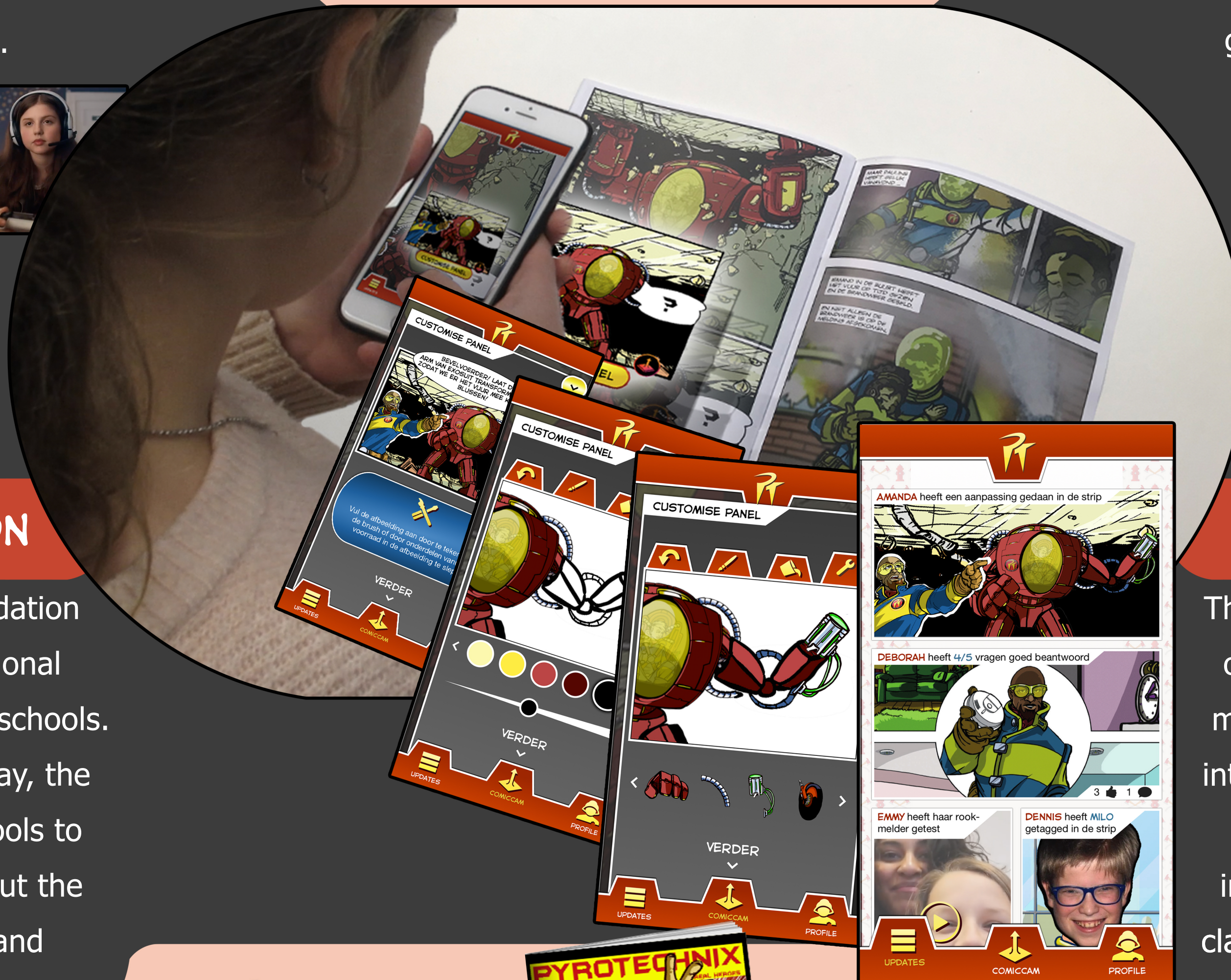


IMPLEMENTATION

The Comics for Safety Foundation aims to develop an educational program for Dutch secondary schools. On one thematic fire safety day, the fire brigade will visit the schools to tell about fire safety, hand out the comics, other accessories and offer a free subscription.

FINAL CONCEPT

The comics are reinforced by an online reading environment: a mobile app that lets the reader interact with the comic using AR features aimed to trigger imagination and to share with classmates, to enjoy the reading of the comic together.



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