

BE SAFE NOT SORRY!



Animated Safety Videos at LSG Sky Chefs

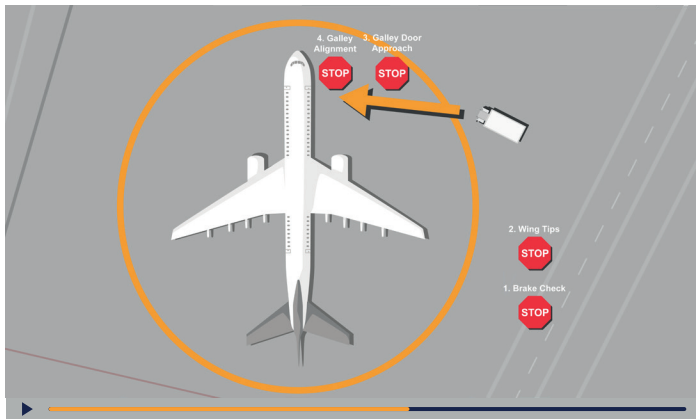
AIRCRAFT CATERING PROCEDURES

The animated videos on the “Dock to Dock Process” take the learners along on a tour across the airport ramp and catering area. In six separate parts with an overall length of about 40 minutes, the learners are familiarized with all safety-relevant information on aircraft catering procedures. As an additional communication measure and memory aid, Canudo also designed a four-page safety leaflet and a sticker sheet on these catering procedures. All materials were produced in English and Spanish language versions.

concept and realisation:

REFINING THE VIDEO-BASED LEARNING APPROACH

Video-based learning is a powerful approach when it comes to the transfer of procedural knowledge. By producing six short, “edutaining” clips as a remake of LSG Sky Chefs’ original 45-minute video with real actors, Canudo provides LSG Sky Chefs with the opportunity to fully exploit the instructional potential of their video-based learning approach. Furthermore, the didactical refinement and prudent implementation of subtle comic reliefs makes for a far more enjoyable and thus memorable learning experience.



ILLUSTRATING THE ESSENTIAL CONTENTS ONLY

Learners will especially benefit from the illustrative style of the video. Combined with the speaker texts and subtle sound effects, it allows to visually draw attention to the important aspects, while reducing and stylizing unessential visual elements. By following this “as much as necessary, as little as possible” illustrative approach, the learners are saved from cognitive overload and can concentrate on the truly important things. On top of that, this reduction in style also guarantees the universal applicability of the videos for all airports and airlines.

CREATING ADDITIONAL MEMORY AIDS

In addition, Canudo designed a four-page leaflet on the basis of the video to provide LSG Sky Chefs with an additional safety brochure and a memory aid for their learners. The leaflet further increases the sustainability of the videos’ learning effects and helps the learners to apply the new knowledge in their daily routine. On top of that, Canudo also produced a sticker sheet in order to constantly remind the learners of the safety regulations during this daily routine.



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SAFETY LEAFLET

