

## Development of an Earthquake Safety Awareness Material for St. Paul University Manila Using Video Arts

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The study developed earthquake safety awareness video for St. Paul University Manila by determining the level of awareness, attitudes, and skills related to earthquake safety of freshmen students of Environmental Science. The results of a survey was used as reference in creating a set of criteria for judging videos created by 3<sup>rd</sup> year Development Communication students. Results showed that there is a need to produce a safety awareness video to help increase level of awareness, positive attitudes, and skills related to earthquake safety, and that the top animated and live videos were found generally satisfying in all four areas: (1) the material is visually appealing, well produced and conceptualized; (2) The material taught what to do to prepare for an earthquake and had high recall; (3) the material included maps, signage, and other safety indicators in campus; and (4) The material is fit to be shown to as many people and situations as possible in campus. However, both live action and animated materials must be improved in the area of integrating maps, signage and other informative materials in their messages.

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