Subject: Computing – Advertising with a new logo	Year: A – phase 3 – unit 3/4

NC/PoS:
- Use technology purposefully to create, organise, store, manipulate, and retrieve digital content.
- Design, write, and debug programs that accomplish specific goals, including controlling or simulating physical systems.
- Use sequence, selection, and repetition in programs, working with variables and various forms of input and output.

Prior Learning (what pupils already know and can do)
- Basic video editing and recording skills from LKS2 units.
- Familiarity with digital drawing tools and layering techniques.
- Introduction to creating media through desktop publishing and digital painting.

End Points (what pupils MUST know and remember)
- Create a short promotional video using original vector graphics.
- Demonstrate proficiency in vector drawing tools to produce cohesive, purpose-driven visuals.
- Plan, execute, edit, and evaluate a multimedia project.

Key Vocabulary
Storyboard, vector, layer, object, timeline, trim, filter, transition, export, visual effect.

Recommended Resources:
- Hardware: Tablets or laptops with internet access, microphones, cameras, or tablets with video capabilities.
- Software: Google Drawings, Canva Video Editor, iMovie (or equivalent editing tools).
- Other Resources: Storyboard templates, design critique rubrics.
Unplugged activities provide possible opportunities for the children to record.

Curriculum Connections:
- Art: Developing mastery in digital art techniques.
- English: Planning and scripting content for promotional purposes.
- PSHE: Responsible and safe online sharing practices.

Career Opportunities:
- Graphic Designer: Developing promotional materials using vector graphics.
- Film Editor: Creating multimedia presentations.
- Content Creator: Integrating digital tools for marketing and communication.

Session 1: Introduction to the Project

Objective: To understand the scope and requirements of the integrated project.
Digital Activity: Explore examples of promotional videos combining graphics and live footage.
Unplugged Activity: Brainstorm ideas for a promotional video concept in small groups.

Key Vocabulary: Project, purpose, concept.

Session 2: Planning with Storyboards

Objective: To create a storyboard for the promotional video.
Digital Activity: Use a digital storyboard tool to outline scenes, camera angles, and graphics.
Unplugged Activity: Draft initial storyboards on paper, including notes on transitions and effects.

Key Vocabulary: Storyboard, plan, scene.

Session 3: Exploring Vector Drawing Tools

Objective: To create basic vector graphics using shape tools.
Digital Activity: Use Google Drawings to design simple shapes and text overlays for videos.
Unplugged Activity: Sketch potential graphics and discuss how they align with the project theme.

Key Vocabulary: Vector, shape, object.

Session 4: Advanced Vector Graphics

Objective: To use layering and grouping techniques to create detailed designs.
Digital Activity: Design layered graphics (e.g. logos, title cards) with Google Drawings.
Unplugged Activity: Peer review drafts of graphics to provide constructive feedback.

Key Vocabulary: Layer, group, alignment.

Session 5: Capturing Footage

Objective: To record video clips using proper framing and techniques.
Digital Activity: Practice recording scenes using multiple angles and lighting setups.
Unplugged Activity: Discuss and role-play framing techniques with props.

Key Vocabulary: Frame, angle, lighting.

Session 6: Editing Graphics into Video

Objective: To integrate vector graphics into the video timeline.
Digital Activity: Import video clips into Canva or iMovie and overlay graphics.
Unplugged Activity: Plan transitions and titles using printed timeline templates.

Key Vocabulary: Overlay, timeline, transition.

Session 7: Refining the Video

Objective: To trim, reorder, and enhance the video content.
Digital Activity: Edit the timeline, adjust audio levels, and add transitions using editing software.
Unplugged Activity: Peer review drafts to suggest improvements.

Key Vocabulary: Trim, reorder, enhance.

Session 8: Finalizing and Exporting

Objective: To complete and export the promotional video.
Digital Activity: Export the finished video in a shareable format.
Unplugged Activity: Reflect on the editing process and write a summary of key learning points.

Key Vocabulary: Export, render, finalise.

Session 9: Presentation and Feedback

Objective: To present the final video and gather feedback.
Digital Activity: Share videos in a class showcase and collect peer evaluations.
Unplugged Activity: Discuss the strengths and areas for improvement in projects.

Key Vocabulary: Feedback, showcase, evaluation.

Session 10: Project Evaluation

Objective: To reflect on the project process and outcomes.
Digital Activity: Complete a digital self-assessment of skills developed during the project.
Unplugged Activity: Participate in a group discussion about challenges and successes.

Key Vocabulary: Reflect, assess, improve.

Future learning this content supports:

Medium Term Plan: Supporting Implementation of LTP/Progression Grid

- Advanced multimedia projects involving animations and interactive elements.
- Applying media creation skills for cross-curricular projects (e.g. historical documentaries, science explanations).