



Jerry Clay Academy  
Subject Knowledge Organiser

Subject: Computing Year Group: 6 Term: Summer 2

**Core Learning of This Unit: We are marketers**

- To create advertising material (printed, online and video) for the created app.

**Prior Learning:**

- We are app planners
- We are project managers
- We are market researchers
- We are interface designers
- We are app developers

**National Curriculum Statements:**

- Understand computer networks including the internet; how they can provide multiple services, such as the world wide web; and the opportunities they offer for communication and collaboration
- Use search technologies effectively, appreciate how results are selected and ranked, and be discerning in evaluating digital content
- Select, use and combine a variety of software (including internet services) to design and create content that accomplish given goals, including collecting, analysing, evaluating and presenting information
- select, use and combine a variety of software (including internet services) on a range of digital devices to design and create a range of programs, systems and content that accomplish given goals, including collecting, analysing, evaluating and presenting data and information

**Key Vocabulary:**

- App
- Layout
- Colour scheme
- Font
- Software
- Screenshot
- Snipping tool
- Text
- Website
- Internet
- HTML
- Platform
- Image
- Search engine
- Screencast
- Screen capture
- Edit
- MP4
- Embed
- Format
- Export
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**Significant People**

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