Jerry Clay Academy
Subject Knowledge Organiser

Subject: Computing   Year Group: 6 Term: Summer 1

Core Learning of This Unit: We are advertisers
- Think critically about how video is used to promote a cause
- Storyboard an effective advert for a cause
- Work collaboratively to shoot original footage and source additional content
- Acknowledge intellectual property rights
- Work collaboratively to edit the assembled content to make an effective advert.

Prior Learning:

We are toy makers

We are computational thinkers

We are publishers

We are connected

National Curriculum Statements:
- 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) 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.
- Use technology safely, respectfully and responsibly; recognise acceptable/unacceptable behaviour; identify a range of ways to report concerns about content.

Key Vocabulary:
- Creative commons
- Export
- Final cut
- Rough cut
- Rushes
- storyboard

Significant People
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