



Jerry Clay Academy  
Subject Unit Overview

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:**

In Unit 1.2: We are TV chefs, pupils filmed the steps of a recipe.

In Unit 2.5: We are animators, pupils created stop-motion films.

In Unit 3.3: We are presenters, pupils recorded performances using green screens.

In Unit 4.6: We are meteorologists, pupils filmed a weather forecast.

**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