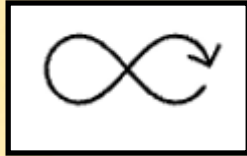


# We Are Advertisers

Creators



Year 6 — Spring Term

## E-Safety

- Use technology safely and respectfully including when creating or remixing online content and understand the principles that underpinning acceptable behaviour in a range of digital contexts. Understand encrypted HTTPS connections.
- Be able to discuss the differences between acceptable and unacceptable behaviour and know the likely consequences of this behaviour in a range of digital contexts.
- Be discerning in evaluating digital content
- Have a range of methods to report inappropriate behaviour and be able to discuss these including CEOP.
- Understand the opportunities networks offer for communication and collaboration.
- Appreciate how search results are selected and ranked.



## Key skills

- I will think critically about how video is used to promote a cause
- I will storyboard an effective advert for a cause
- I will work collaboratively to shoot original footage and source additional content
- I know acknowledge intellectual property rights
- I will work collaboratively to edit the assembled content to make an effective advert

## What I should already know:

- I know some strategies for dealing with bullying online
- I can recognise acceptable/unacceptable behaviour.
- I can be discerning in evaluating digital content.
- Understand the opportunities networks offer for communication and collaboration.

## Vocabulary

<b>Creative Commons</b>	Licensing scheme where the creator of an original work allows others to use it without seeking further permission, subject to a number of agreed conditions
<b>Export</b>	To save media in a format such that it can be watched, listened to or read by others without access to the editing software used
<b>Final cut</b>	Stage of video production in which the footage is in its finished form in the editing software
<b>Rough cut</b>	Stage of video production in which scenes and shots are assembled in the correct sequence but without the attention to detail needed in the final cut.
<b>Rushes</b>	Unedited footage from a video recording
<b>Storyboard</b>	Planning document for video or animation in which each scene, or sometimes shot, is drawn

## Connecting Concepts

Logical Thinking

Solving a problem or making sure that something is achieved by thinking things through logically.

