Year 7 – Clear messaging in digital media

Unit introduction

This unit is designed to build upon learners' experience in key stage 2. It requires learners to use a range of different skills across several pieces of software. Learners will work between different applications to create a poster and slides on a given theme. The unit is designed so that learners can concentrate on applying skills that they may have previously learnt as well as those learnt in the unit. Learners are given clear tasks for which they need to first plan and then implement a solution. A rubric is used to help learners focus on specific aspects of their work. Rubrics are used in the key stage 2 Teach Computing Curriculum, but are designed for teacher's use. In this unit, learners will need to assess others and self-assess against the rubric.

Note: The suggested program for the beginning of this unit is Canva. To use Canva, accounts are needed for learners. A guide to creating accounts is provided in lesson 1. Canva is web or application based and can be used on tablets, desktops and laptops. In order to add students under the age of 13, Canva requires teachers to have parental permission. There is a sample consent form provided on the Canva website. For the second half of the unit, presentation slides software is needed such as Google Slides or Microsoft Powerpoint.

Overview of lessons

Lesson	Brief overview	Learning objectives
1 Get the message across	This lesson builds on the experiences learners will have had in primary school. Learners will need to consider the search terms needed to find	• Choose search terms relating to a particular issue

	specific content on the web. Learners will then search the web to find content they deem good, which they will capture and annotate digitally. This lesson is designed to get learners to move between applications and use a variety of applications and tools.	• Use tools to copy an image into another application • Identify key features of a good poster
2 Poster making	In this lesson learners will apply the features of a good poster identified in the last lesson. Learners will plan and create their own poster based on the poster they chose in Lesson 1.	• Plan a poster to clearly convey a message • Choose and download a suitable image • Create a poster using a desktop publishing application
3 Brand	This lesson starts to develop the idea of branding, which learners will concentrate on later in the unit. Students will work across applications to recolour a logo and add it to a slide. Learners will then add text and colour to the slide using the poster they made in the previous lesson for reference. Learners will also use comment tools to provide feedback for a partner.	• Modify a logo using a graphic editing program • Choose how to combine text and graphics in a slide • Use digital tools to provide feedback on design choices
4 Creating a brand	In this lesson learners will design and make three blank slides for a fictional charity. Learners will focus on branding in this lesson and then create example content in the next lesson. Learners should be independently applying skills that they have learnt in previous lessons in this unit. Learners will consider their work alongside a rubric that is provided and will be used later to self-assess their work.	• Plan a consistent layout for a set of slides • Modify a logo so that it fits in with the planned slide styles • Create a styled set of slides based on a plan
5 Adding content	In this lesson learners will add text and an image to their slides. Learners will need to search the web for text and a suitable image. After learners	• Search for suitable text for slides • Search for and add a suitable

	have completed their slides, they will review another students' slides and give feedback using a rubric for reference.	image • Evaluate content against a rubric
6 Presenting	In this lesson learners will plan a presentation for their slides. They will then present their slides to the class or a smaller group. Finally, learners will evaluate their work against the rubric.	• Plan how to deliver a presentation • Explain your work to others through a presentation • Evaluate your work against a rubric

Progression

This unit has been devised as a transitional unit to allow learners to confidently move from Year 6 to Year 7. By the end of the unit, they should also be able to use the school network safely and respectfully.

Please see the learning graph for this unit for more information about progression.

Curriculum links

National curriculum links
- Create, reuse, revise, and repurpose digital artefacts for a given audience, with attention to trustworthiness, design, and usability
- Understand a range of ways to use technology safely, respectfully, responsibly, and securely, including protecting their online identity and privacy; recognise inappropriate content, contact, and conduct and know how to report concerns

Education for a Connected World links

Online relationships
- I can give examples of how to make positive contributions to online debates and discussions (Y8)

Privacy and security
- I can explain how my internet use is often monitored (e.g. by my school or internet service provider) (Y7)

Assessment

Summative assessment
- We include an assessment rubric, which is introduced in Lesson 4 and used in Lessons 5 and 6. At the end of the unit, learners will self-assess against the rubric. Teachers can also use the rubric to make their own assessment of students' work.

Subject knowledge

This unit focuses on working between different tools including collaborative online tools. You can include key aspects of your school's pupil IT policy (e.g. password, logging on, accessing stored files) where you feel it best suits your students.

Enhance your subject knowledge to teach this unit through the following training opportunities:

Microsoft and Google courses
The most common application suites in schools are Office 365 and G Suite. If your school uses these suites and you are unsure of how to use them, both companies provide free online courses. Certification requires a fee. These are:
- The Google Education: Teacher Center (G Suite account required)
- Microsoft Certified Educator (Office 365 account required)

Online training courses
- Impact of Technology: How to Lead Classroom Discussions

Resources are updated regularly — the latest version is available at: ncce.io/tcc.

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