



Coleman Primary School

**Key Knowledge Organiser:**

**Year 6- Autumn 2**

ICT: We are advertisers

In this unit, pupils review existing adverts or promotional films, create a storyboard, shoot original footage, source other media and edit a final version of a movie.

**Key Vocabulary**

<b>advertisement</b>	Promoting a product or service
<b>export</b>	To save media in a format such that it can be watched or read without access to the editing software.
<b>final cut</b>	Stage of video production in which scenes and shots are assembled in the correct sequence with attention to detail.
<b>rough cut</b>	Stage of video production in which scenes and shots are assembled in the correct sequence <b>without</b> attention to detail.
<b>promotional</b>	Publicising a product to increase sales
<b>storyboard</b>	Planning document for video or animation
<b>rushes</b>	Unedited footage from a video recording.
<b>creative commons</b>	Licensing scheme where the creator of an original work allows other to use it.
<b>media</b>	The main means of mass communication.
<b>zoom</b>	change smoothly from a long shot to a close-up or vice versa
<b>strapline</b>	A line that sums up a brand or company.
<b>logo</b>	A symbol or design used to identify a product.

**Images:**

Scene 1 Wide to medium zoom in on door	Scene 2 Medium of mom, dad, & kids leaving and saying goodbye	Scene 3 Mom & kids get on escalator	Scene 4 Mixed shots on escalator and calm elevator music
		Are you going to extremes to keep your family safe on winter roads?  V.O. Same ↑	Make it easy this winter  www.abctires.com  V.O. get the #1 rated all season tires at ABC Tires
Scene 5 Medium shot stepping off escalator into truck	Scene 6 Long shot of monster truck driving away	Scene 7 Slide	Scene 8 Slide

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**Knowledge**

- To know that videos can be used to promote a cause.
- To know how to create a storyboard by planning visuals and audio for a short film.
- To know how to shoot footage collaboratively and source content such as images using the Internet.
- To know that copyright is a way of protecting people's work.
- To know how to edit and assemble content to make an effective advert.

**Skills learned prior to this unit:**

- use technology safely and respectfully, keeping personal information private.
- use sequence and repetition in programs;
- use technology to create, store and retrieve digital content.

**Skills learned this unit:**

- use technology safely, respectfully and responsibly, recognise acceptable/ unacceptable behaviour and know a range of ways to report concerns and inappropriate behaviour.
- use sequence, selection and repetition in programs, work with variables and various forms of input and output
- 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.

