Subject: Computing – Advertising a New Logo   UKS2 Year 5

NC/PoS:
- 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, 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 and contact

Prior Learning (what pupils already know and can do)
How computers are technology and what they can be used for individually, how to use the keyboard and mouse to create digital paint and text and how they can be combined for a purpose. How to use photographs and how video can be enhanced using text, the benefits of using a storyboard to plan a video, that a video can be improved through editing

End Points (what pupils MUST know and remember)
- To design and create a vector drawing
- To use a digital device to record, capture and edit a video using a range of technique ▢ To plan, create and evaluate an advert for a new logo

Key Vocabulary
vector drawing, video production, logo, advertise

Recommended Resources:
https://tinyurl.com/UKS2-AdvertiseALogo-3 https://tinyurl.com/UKS2-AdvertiseALogo-4-OA
https://tinyurl.com/UKS2-AdvertiseALogo-5 https://tinyurl.com/UKS2-AdvertiseALogo-6-OA

Example final outcome – children to create a new logo for a business they are familiar with using vector drawing. In groups, they should then create a new advert for the company using this logo. Children can present their advert to their peers in an 'enterprise' style selling pitch to support evaluation.

Unplugged activities provide possible opportunities for the children to record.

Session 1: Vector Drawing

Using the recommended resources, children should be able to answer these questions:

How are vector drawings made? How can we change shapes to create a new image? How can duplicating shapes save time? How can drawings become more complex and how can we make it easier to see? How can we modify the objects in our drawing? How can layering improve our drawing? What impact does changing the order of layers have? How can we move multiple objects at the same time?

Vocabulary: vector drawing, layer, shapes, modify, group, manipulate, order, object, combine

Session 2: Video Production

Using the recommended resources, children should be able to answer these questions:

V3 (September 2023)

What devices can be used to create videos? Why do videographers use different camera angles? What techniques can be used to improve our video? How can we edit our video? What software can be used to edit? Can we trim our video and add additional footage?

Vocabulary: video, production, camera, camera angles, footage, edit, software, trim,

Session 3: Designing a logo
Using the recommended resources, children should be able to answer these questions:

How can we create a new logo for a company: Chester Zoo? What shapes can be included? What techniques can be used to develop an interesting design? How can we make our design stand out? How will we ensure our logo fits the purpose?

Unplugged activity – children should screenshot their vector drawing and state how they created and why they chose that particular design to represent their chosen business.

Vocabulary: vector drawing, logo, design, purpose,

Session 4: Advertising a logo

Using the recommended resources, children should be able to answer these questions:

How can a storyboard be used to help when creating videos? How can we plan each scene? Could we use a script to support? How can we display our logo? Where will be best to film our advert? How can we share our final piece? How could we have changed our final piece? Would we have done something better?

Unplugged activity – children should record their storyboard in their books (this could be a screenshot) and state why have decided to do it as planned. Children should screenshot the final advert and evaluate the final outcome.

Vocabulary: storyboard, advertise, video, logo, film, software, scene

Future learning this content supports:
The content of this unit will support other units on understanding of collaborative working, creating media and programming.