



Digital communications Year 7

Curriculum Intent

The aim of the digital communication department is to introduce students to media studies and computer science and give them a flavour of what GCSE level study is like. We focus on developing a number of key skills across both disciplines with media analysis and programming at the core of what we deliver. We also strive to embed an understanding of how to utilise modern technology in a safe and responsible way. We want our students to be inquisitive and open to the possibilities our future pathways offer.

Project 1 | Digital Communications | Media Studies

Students will learn:-

- Understands the concept of target audience and its impact on media design
- Can identify/evaluate how media products appeal to their target audiences
- Able to describe and analyse different animation styles and techniques
- Can evaluate the strengths and weaknesses of an existing animation
- Can utilise a variety of animation techniques for different purposes
- Can reflect upon and evaluate project work and identify areas of improvement

What does excellence look like?

- Justify the animation techniques selected to meet a specific purpose
- Describe in detail what decisions have been made to appeal to a specific target audience
- Utilise an appropriate range of animation techniques in combination to produce a short animated clip

How is homework used to enhance learning?

- Lesson resources are all available through the shared area
- After school and lunchtime clubs available on specific dates if students need to come back to complete project work
- Software now installed in various locations around the school for students to utilise
- Homework tasks revolve around practicing identifying the target audience of specific media texts which students can select for themselves

Knowledge, understanding & Skills

- Identify the target audience for a range of media texts
- State the process of producing a short animation
- Identify the different strengths of weaknesses of specific animation styles
- Explain how a range of media texts appeal to their given target audiences
- Create a range of animation examples utilising a number of different techniques
- Able to identify the strengths and weaknesses of the project work that they have produced

How will we assess impact?

- Recapping knowledge with plenary and starter activities
- Peer and self-assessment
- Written evaluation of project work



Project 2 | Digital Communications | Computer Science

Students will learn:-

- Can compose and send emails and are aware of digital communication risks
- Can understand the dangers of using the internet and social networking
- Able to identify whether a device is input, output or storage
- Can understand the function of internal computer components
- Can convert binary and understand how it relates to different software types
- Can understand, design, create and refine algorithms to meet specific needs

Knowledge, understanding & Skills

- Able to make use of the basic functionality of the school system to load programs and store or save work – next academic year this will switch over to fully understanding how to utilise the relevant features of office 365
- Can state the most pertinent dangers of utilising the internet and in particular social networking sites
- Design basic algorithms to solve specific problems
- Understand how to convert between binary and denary numbers

What does excellence look like?

- Able to explain how different data types are represented in binary – images and text
- Understand why programmers utilise the hexadecimal counting system
- Describe how the flow of information within the internal components of a computer system
- Understand the function of basic flow chart symbols

How will we assess impact?

- Recapping knowledge with plenary and starter activities
- Baseline testing in the first half term
- End of unit testing
- Peer and self-assessment

How is homework used to enhance learning?

- Lesson resources are all available through the shared area
- After school and lunchtime clubs available on specific dates if students need to come back to complete project work
- Homework tasks are focused on reinforcing the basic content of each lesson – for example getting students to identify internal computer components and explain their function
- KS3 resources on binary and computer components available through the BBC bite size pages

International Opportunities

Within the curriculum

- Students shown examples of award-winning animations from around the world to discuss as part of their media project. For example, Australian animator Adam Phillips, or clips from Studio Ghibli productions.