



Digital communications Year 8

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:-

- Can evaluate the strengths and weaknesses of existing websites
- Can utilise a variety of planning techniques and refine them
- Can utilise a variety of website design techniques for different purposes
- Can reflect upon and evaluate project work and identify areas of improvement
- Can test website functionality and fix any issues identified
- Can produce a website that meets the needs of a specific target audience

Knowledge, understanding & Skills

- State the design features required for a successful website
- Describe the benefits of planning a website and utilising a template
- State the desired target audience for their individual website project
- Explain the steps taken to appeal to a the desired target audience for their individual website project
- Utilise a range of different web design techniques across the website project
- Able to identify the strengths and weaknesses of the project work that they have produced

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 a wider media understanding websites Students analyse a website of their choice to pick out design features and target audience



What does excellence look like?

- Able to understand the basic function of HTML code and utilise fragments within the website design project
- Describe the purpose of testing and identify and conduct suitable tests on their own website project to ensure functionality
- Utilise an appropriate range of additional features to improve the quality of the website design project
- Understand image compression and why it is appropriate for use in website design

How will we assess impact?

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

Project 2 | Digital Communications | Computer Science

Students will learn:-

- Able to create a sequence of events to perform a specific action
- Able to create a code fragment that utilises looping to create an animation
- Able to use conditions to perform specific actions based on user interaction
- Able to create and utilise variables to store data within a program
- Able to create, refine and modify code to meet a specific purpose
- Able to test and evaluate original code fragments to perform a specific action

Knowledge, understanding & Skills

- State the function of basic code fragments
- Sequence basic code fragments together to create a program which performs specific actions
- Describe basic programming techniques such as variables, iteration and conditions
- Troubleshoot and modify code to meet the needs of a specific brief
- Able to identify the strengths and weaknesses of the project work that they have produced



What does excellence look like?

- Able to identify the target audience for the game they have produced and discuss what they have done to make their game appeal to them
- Create original code fragments to meet specific purposes
- Add additional components, levels and gameplay options to further develop the game design project

How will we assess impact?

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

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
- Scratch installed in the library so students can carry on their projects during lunch
- Homework tasks are focused on reviewing games students have already played to identify their key features, strengths and weaknesses

International Opportunities

Within the curriculum

- Students have free choice over the content of their website projects and may choose to base their work on an international theme. For example, they might base their project on a country, language, or travel destination.

