



# Digital communications Year 9

## 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 analyse the target audience and features of a given piece of print media
- Can evaluate the success of a piece of print media in appealing to its audience
- Can utilise a variety of image manipulation skills for specific tasks
- Can develop a piece of print media that appeals to a given target audience
- Can reflect on the quality of project work and identify improvements
- Able to accurately utilise media terminology to evaluate project work

### Knowledge, understanding & Skills

- State the definitions of intertextuality, tropes and colour psychology
- Accurately identify the given target audience of specific media texts from a range of sources
- Use basic image manipulation techniques to alter images
- Use image manipulation software to produce a piece of print media
- Evaluate the success of a media text in appealing to its given target audience
- Able to identify the strengths and weaknesses of the project work that they have produced

### What does excellence look like?

Able to accurately pick out where media techniques have been utilised and discuss what impact they have on a given target audience

Understand the role that stereotyping can have on the way we perceive specific media products

Give critical insight on existing **media products**

### 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
- Homework tasks are focused on analysing a range of media texts from a variety of different sources

## Project 2 | Digital Communications | Computer Science

### Students will be:-

- Able to sequence print statements, variables and inputs for a given task
- Able to identify and resolve a variety of basic programming errors
- Able to use condition statements with appropriate use of indentation
- Able to abstract code into separate functions that can be run when called
- Able to use while loops to iterate specific lines of code
- Able to pass arguments between functions or use global variables

### Knowledge, understanding & Skills

- How what they have learnt from scratch can be applied to text based coding
- State the definitions of variables, iteration and conditionals
- Use python to create and test simple programs
- Able to utilise more advanced programming features like functions or iteration within programs
- Able to troubleshoot basic syntax errors
- Understand the need for logical thinking in planning out the functionality of their programs



### What does excellence look like?

- Able to pass information between various sections of their programs and adjust data types if necessary
- Create a non-linear program with multiple pathways
- Able to troubleshoot more advanced problems – for example identifying logical errors in their work

### 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
- Requirement for students selecting computer science as a GCSE to utilise codecademy tutorials
- Python installed in various locations around the school for students to continue their projects
- Homework centred around understanding the history of coding and solving basic programming problems

## International Opportunities

### Within the curriculum

- Discussing how a piece of media may be translated for other markets and looking at what other changes might need to be made beyond language. For example, looking at changes made to global video games so they can be released to the Chinese market.