



**Year 6 – Summer 1**  
**We Are Advertisers**  
**Computing**



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

**Information Technology**

**Prior Knowledge**

Children will already know how to create different media files and edit them to fit a particular purpose. They will understand the three phase process of; Pre-production, production and post-production

**Our Learning Journey**

- To compare and contrast different adverts.
- To storyboard an advert.
- To digitally record footage for an advert.
- To source additional media content for an advert.
- To create and critique a ‘rough cut’ of an advert.
- Present and critically reflect on a project.

Computing Key Vocabulary	
<b>Footage</b>	Raw, unedited material filmed on a device
<b>Rough cut</b>	Stage of video production in which scenes and shots are assembled in the correct sequence but without the attention to detail needed in the final cut.
<b>Storyboard</b>	Planning document for video or animation in which each scene, or sometimes shot, is drawn
<b>Advert</b>	An advert is the promotion of a product, brand or service in order to attract interest, engagement and sales.
<b>Frame</b>	A frame is one of the many still images which compose the complete moving picture.
<b>Creative Commons</b>	A licensing scheme where the creator of an original work allows others to use it without seeking further permission
<b>Final cut</b>	Stage of video production in which the footage is in its finished form in the editing software.
<b>Rushes of footage</b>	Raw, unedited footage
<b>Shots</b>	A series of frames that runs for an uninterrupted period of time
<b>Angles</b>	The specific location at which the movie camera or video camera is placed to take a shot.
<b>Transitions</b>	A technique used in the post-production process of film editing and video editing to move between different shots.



This half term we will be using...	
Hardware	Software/Apps
Ipods	WeVideo

### Shooting video

Use the camera in landscape mode

Make sure you capture the audio too

Avoid distracting clutter

Plan your shot

Get permission

Focus

Know your camera

Use natural light

Keep the camera very still (try using a tripod)

ANGLE	SHOT SIZE	MOTION
eye level	close up, extreme	360-degree
dutch	medium shot	zoom
low angle	long shot, extreme	pan, tilt
high angle, top angle	single, two, three shot	dolly, crane
over the shoulder	POV	random

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#### Transitions

Drag a video transition and drop it between two video clips on the timeline below.

Diagonal, Box Out, Diagonal, Cross Out, Diagonal, Down Right, Diamond, Dissolve

#### 'How to Film' storyboard part 1

- Wide shot of both Sarah and Callum illustrating where they are and what the film is about.  
Props: Megaphone, Clapper board
- Close-up of Sarah speaking directly to camera.  
Script: Sarah one thing you must remember...
- Low angle camera pointing up at Callum.  
Props: Megaphone, Handwritten Script.  
Script: Callum 'Yes! Sarah is right...'
- Close up of Sarah holding photograph
- Camera ZOOMS a wide shot Sarah speaks using photograph your storyboard.

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