

We are advertisers

Prior Knowledge

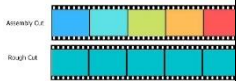
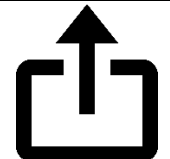
In **Unit 1.2: We are TV chefs**; you will have filmed the steps of a recipe.

In **Unit 2.5: We are animators**, you will have created stop-motion films.

In **Unit 3.3: We are presenters**, you will have recorded performances using green screens.

In **Unit 4.3: We are musicians**, you will have composed music.

Key Vocabulary:

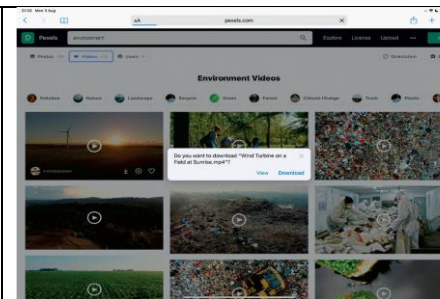
Creative Commons		licensing scheme where the creator of an original work allows others to use it without seeking further permission, subject to a number of agreed conditions	rough cut		stage of video production in which scenes and shots are assembled in the correct sequence but without the attention to detail needed in the final cut
export		to save media in a format such that it can be watched, listened to or read by others without access to the editing software used in its production	rushes		unedited footage from a video recording
final cut		stage of video production in which the footage is in its finished form in the editing software	storyboard		planning document for video or animation in which each scene, or sometimes shot, is drawn

Key learning: What makes an advert memorable?



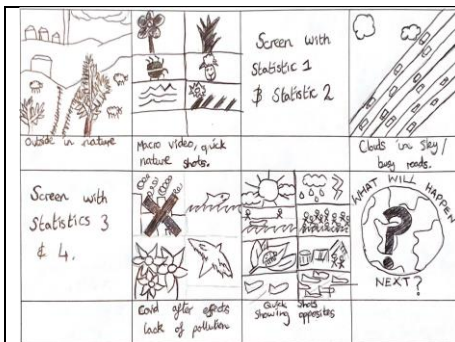
Session 1: Learning about YouTube

What makes an effective and memorable advert?



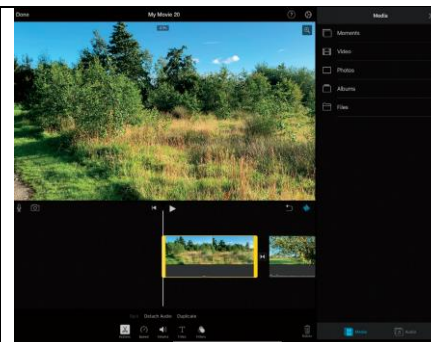
Session 4: Saving media onto the camera roll

What kind of additional material do I need to make my advert better?



Session 2: Creating a storyboard

How do I plan a successful advert?



Session 5: Assembling a rough cut

How do I use iMovie to create a rough cut?



Session 3: Shooting content for a video

How do I use an iPad to film a successful advert?



Session 6: Finalising and exporting the video

How to polish my rough cut into a final cut?

Key Applications (apps)



Camera



iMovie

Next Steps

Building on what you have learned in your computing lessons in High School. .