|  |
| --- |
| **Meden School Curriculum Planning** |
| **Subject**  | BTEC Media  | **Year Group**  | 11 | **Sequence No.** | 2 | **Topic** | C2: LA Using Canva to create logos and product designs  |

|  |  |  |
| --- | --- | --- |
| **Retrieval** | **Core Knowledge** | **Student Thinking** |
| What do teachers need to **retrieve** from students before they start teaching **new content**?  | What **specific ambitious knowledge** do teachers need to teach students in this sequence of learning?  | What real life examples can be applied to this sequence of learning to **develop our students’ thinking, encouraging them to see the inequalities around them** and ‘do something about them!’  |
| Before starting this unit of work, I will retrieve and assess the following:* Level of implied knowledge about the Media and its power to influence, manipulate and represent people both positively and negatively.
* Knowledge of how the media cultivates stereotypes and the ways it does this.
* Level of knowledge about the ethical and moral implications of this and whether students have their own examples of this.
* Taught knowledge of using ICT software like Pixlr from KS3 Computing curriculum SOL.
 | Key knowledge includes: * To understand how to edit, combine, create and manipulate images for effect.
* To understand how to upload/download and save content to CANVA
* To understand how to use CANVA to create and/or reimagine a pre-existing brand logo and turn it into something new.
* To understand how to respond to an industry style client brief and create something for a business e.g. design a new sports logo for Nike or logo for KFC
* To understand how images can be edited and manipulated to achieve different effects and meanings (related to representation)

General knowledge and skills include:* To be able to do the following CANVA core skills:
* Nudge/align elements
* Edit typography styles
* Create a logo for a business/client
* Edit and change a logo/brand design depending on client brief/target audience
* Edit and align text
* Add and change colour schemes, symbols and text
* Upload own images to CANVA
* Combine images with templates/logo designs

General skills include:* To be able to save work and put it in a folder
* To be able to email using the school email account
* To be able to confidently use Microsoft Teams when needed to access and send work

Tier 2 Vocab:* Edit
* Logo
* Symbol
* Elements
* Font style
* Add
* Create
* Combine
* Layer
* Email
* Folder
* Program

Tier 3 Vocab:* Contrast
* Manipulate
* Typography style
* Filter
* Crop
* Brand
* Superimpose
* Client brief
* Industry
* Centering
* Align/alignment
* Upload/download
 | Real life examples and links to real-world scenarios include: * How to respond to an industry style brief.
* Briefs tailored to local businesses to give students contextual examples i.e. local newspaper want you to create a new social-media campaign
* Create work for a client and respond to their needs.
* Evidence all their editing and skill development to put into a portfolio for an employer.
* Case study analysis of how newspapers and magazines airbrush and photoshop images of celebrities to create representations that are unrealistic and unattainable for young people. Students consider this when using programs like CANVA to create their own representations. Students choose whether to reinforce or challenge stereotypes with their own images.
* Mental-health issues such as anorexia and body dysmorphia and how the advertising industry contributes to this.
* Consider the moral and ethical implications of editing and manipulating images and reflect on what editing they have done in their work.
* Stereotypes in the media: how can editing be used to reinforce stereotypes and what impact can this have? Have they reinforced a stereotype in their work or created a countertype? Is their work positive or part of the problem?

Key questions to prompt student thinking include:1. What is CANVA? <https://www.canva.com/templates/>
2. How is it similar/different to Photoshop and Pixlr?
3. How can it be used to edit, create and manipulate images?
4. How can I change/trial different color schemes and typography styles to achieve different effects/connotations?
5. How can I use it to create posters, logos, flyers etc.
6. How can it be used by industry professionals to meet the requirements of a client brief?
7. How can I edit and manipulate a pre-existing logo to create something entirely new?
 |