



Short Activities Planner – Curriculum Progression

Curriculum Area: **EXCHANGING AND SHARING INFORMATION- Focussing on target audience and fitness of purpose**

Year 7	Year 8	Year 9
<p>Expected situation on transfer:</p> <p><i>Recognise common forms and conventions used in communications and how these address audience needs (e.g. columns of text in newspapers, graphics and enlarged print in posters, hyperlinks on websites).</i></p> <p><i>Plan and design the presentation of information in digital media, taking account of the purpose of the presentation and intended audience.</i></p> <p>Year 6 Transition</p> <ul style="list-style-type: none"> To use skills acquired in year 6 : Should be able to do a basic presentation without particularly focussing on the audience <p>Year 7</p> <ul style="list-style-type: none"> To plan a basic presentation to suit a particular audience. Eg Year 4 pupils Identify specific target audience Should put ideas together in form of a plan still reflecting focus on target audience and fitness of purpose Select appropriate images/sound Produce the presentation according to the plan Evaluate why they feel its suitable for the audience 	<p><i>Understand that an effective presentation or publication will address audience expectations and needs (e.g. the audience's levels of literacy, familiarity with a topic).</i></p> <p><i>Plan and design presentations and publications, showing how account has been taken of:</i></p> <p><i>audience expectations and needs</i></p> <p><i>the ICT and media facilities available.</i></p> <ul style="list-style-type: none"> To produce a detailed plan with a clear indication of focusing on audience and fitness of purpose To be able to research effectively and have the ability to select relevant images appropriate for the needs of the audience Produce a presentation suitable for the audience and purpose Evaluate and also indicate how to change to suit a different audience Plan and design for new audience Suggest on ways of checking if a product meets audience needs. 	<p><i>Produce high quality ICT-based presentations by</i></p> <ul style="list-style-type: none"> <i>creating clear presentations, sensitive to audience needs</i> <i>justifying the choice of form, style and content.</i> <ul style="list-style-type: none"> To produce a spec for the problem they are to solve To produce a storyboard and navigational diagram taking into consideration that audience needs Select relevant images and information Information to be in own words(plagiarism).Acknowledge sources Test plan to ensure its working and test results Evaluating the complete project with a clear indication of how it meets the audience needs Indicate other methods of checking if it meets audience needs

Framework objectives in italics.