



Junior Jam

iMedia

Level 3 iCommunicate –

iAdvertise

KS2 PPA Cover Planning

- **Work Schemes**
- **Learning Objectives**
- **Key Skills**

iAdvertise

Unit Length: 5 – 7 hours

Course overview: Pupils will be introduced to advertising across three different mediums: Print, TV and Radio. Participants will learn how to create radio adverts and sonic branding to suit different products and themes, create a TV advert for a new product and slogan for their product. The outcome will be for pupils to have a series of works surrounding the advertisement industry. Pupils will look at collaborations of different departments in the same company to make a rounded campaign.

Level 3

Learning Outcome for the course: Drawing on skills from iJam, iCreate and iTech as well as the previous levels of iCommunicate to create a full marketing campaign for companies. Pupils will learn to create Radio Broadcasts as well as learning about national and local distribution. They will be learning about TV adverts and how they tie in with other things like Radio ads and print campaigns to create a full marketing strategy. Pupils will also learn about branding, both sonic and print, looking at colour, image, and sound choices of different companies.

Keywords: Branding, Visual Branding, Jingle, Brief/Design Brief, Sonic Branding, Marketing, Distribution, Slogan, Customer, Consumer, Target Market, Select Targeting.


Apps Used Include: *GarageBand, iMovie, Logo Foundry, Strip Designer.*

Learning Session 1: Pupils will begin by looking at branding and the importance of visual. This will require pupils to analyse existing logos for well-known brands, and how they have evolved their logo throughout time. Pupils will take an in-depth look at how colours are perceived throughout industry and within different countries. The class will then use this knowledge to create a logo for a well-known drinks brand, wanting to rebrand and bring out a new flavour.

Learning Session 2: During this lesson pupils will learn about sonic branding. They will look at the Coca-Cola advert and all of the sounds that make up their very recognisable sonic brand. Pupils will be given the choice of 3 different brands to create a sonic logo for, they must analyse the target market and what the brand represents before using Garageband loops to fulfil the brief.

Learning Session 3: Slogans are a big part of branding, like a sonic brand they stick in your mind long after the advert has finished. Pupils will look at a brand that has changed their slogans to keep up with the times. They will learn about how brand go 'to battle' through the use of their logos and how a brand can improve their sales through a well written slogan. Using the same brand chosen last week pupils will now create a slogan for their product.

Learning Session 4: Within learning session 4 pupils discuss Radio as a form of advertising. They will learn about the benefits of Radio compared to print and TV. Pupils will listen to a number of radio adverts and pick out salient information before planning their own. Pupils will move away from the brand they have been working with in learning session 2 and 3 and start to advertise a Hoover. They need to use their imagination to rebrand a simple Hoover and make it extraordinary.



Learning Session 5: Continuing from learning session 4 pupils will use this lesson to record their radio adverts. Before they set about their task pupils will learn to take different aspects of the consumer into consideration. Pupils will look at which type of advertising would suit different consumers and whether local or national advertising would be best.

Learning Session 6: Within this lesson pupils will learn about their final advertising medium, TV. Pupils will analyse a number of adverts and different tactics they use to be remembered. They will also analyse one advert for slogans and sonic brands. Using the same plan as they made for their radio advert pupils will turn their radio advert into a televisual one.

Learning Session 7: This session will run either as part of a longer half term or a contingency for. For the final session in iCommunicate Level 3 pupils will turn their work into an 'Audio Gallery'. Pupils will use Garageband to piece together their work from across the half term and use their recording skills to add an introduction in between each section.

Contingency: Additional lesson plans are in place for pupils with higher and lower ability, as well as lessons for a longer half term.

iMedia

In this document we will provide you with key information relating to our PPA Cover

Secure Website

We have created a login for your school on our website where you can access key information. We have found this is a quick and easy way to provide you with all of the information you require. Using this login you can access all of our risk assessments, insurance documents and relevant policies, as well as a copy of each staff member's DBS with a photo of them for identification purposes. The website address to access this information is www.juniorjam.co.uk/protected; please use the username and password details that are on your order confirmation.

OFSTED, Planning and Overview Documents

Shortly after booking the main contact will receive a planning document email, by clicking the links in this email you can view the planning, unit overviews and National Curriculum mapping for each level we are delivering.

These documents are really important and vital should OFSTED decide to Deep Dive into one of the subjects we are providing. Please forward this email to the relevant subject coordinator for their records. If OFSTED schedule a visit on a day we are in, please contact the office so we can brief our staff members.

Assessment

From September 2020 our staff will produce a Course Evaluation for each class they teach. This will directly link to the National Curriculum and will detail how the class has achieved key curriculum objectives. This will be done at the end of each half term and will be accessible via the secure section of our website. Junior Jam also offer Reporting & Assessing, where each child receives individual grades at the end of each half term – this is an optional extra and must be requested with your sales agent prior to the course starting. A written report for your pupils is outside the scope of your PPA Cover contract, however if you give our staff member time and resources within their PPA teaching time, they will endeavour to provide this for you – this time cannot be their lunch or during their break and should be requested via your sales agent. If no time is available within your PPA Cover, additional time can be requested from your Junior Jam sales agent.

Space Requirements

Our iMedia lessons simply require the use of a classroom with an interactive whiteboard. Depending on the activity type we may be required to move desks around to create a more effective space; the staff members will always return the classroom to the state it was found in. The iDesign and iFilm workshops may also utilise outdoor spaces to add to the pupils' learning; this will always be done with school permission prior to the session beginning.

PPA Questionnaire

Before the first PPA cover session our leader will arrive 30 minutes early to fill in a quick question sheet relating to your school and the classes they will be teaching. If you could arrange for either yourself, a deputy or a class teacher to sit down with our staff member to run through this questionnaire it would be of great benefit to the lessons they run.

iMedia Uploads

Several of our iMedia subjects have work from the pupils which we can upload to our secure website. Your order confirmation contains the login details, simply click on the 'Media Uploads' tab to see the work that has been completed at the end of each half term. Whilst logged in you can see Wall Posts from our staff giving you an overview of how the lessons are going. There are some subjects where uploads are not produced due to GDPR and safeguarding; for more information on this please view our Digital Procedure Policy within the secure section of our website.

Level 3 iAdvertise: Curriculum links

The learning pathways for each iMedia subject are in line with the Curriculum 2014. Below outlines all the curriculum points hit during this unit. iMedia levels are topic-based so pupils will be learning beyond these attainment targets and in real-life contexts.

Curriculum 2014

Computing

- Design, write and debug programs that accomplish specific goals, including controlling or simulating physical systems; solve problems by decomposing them into smaller parts.
- Understand computer networks including the internet; how they can provide multiple services, such as the world-wide web; and the opportunities they offer for communication and collaboration.
- Select, use and combine a variety of software (including internet services) on a range of digital devices to accomplish given goals, including collecting, analysing, evaluating and presenting data and information.
- Use technology safely, respectfully and responsibly; know a range of ways to report concerns and inappropriate behaviour.

Design and Technology

- Use research and develop design criteria to inform the design of innovative, functional, appealing products that are fit for purpose, aimed at particular individuals or groups.
- Generate, develop, model and communicate their ideas through discussion, annotated sketches, cross-sectional and exploded diagrams, prototypes, pattern pieces and computer-aided design.

Level 3 iAdvertise: Learning Objectives and Lesson Outcomes

Learning Session 1

Learning Objective:

Today we will be learning about how visual branding is used to attract the right people to, and also make the customer feel a certain way about, their products.

Learning Outcome:

By the end of the lesson - Upper KS2;

All pupils will

- know that branding plays a big part in whether the consumer purchases an item.
- be able to design a logo for their new product.

Most pupils will

- be able to say after completion why they have chosen the shapes and colours used based on the learning at the beginning of the lesson.

Some pupils will

- be able to create multiple logos and critique their work before selecting an end product.

Learning Session 2

Learning Objective:

Today we will be learning about sonic branding and how one sounds can instantly make you think of a company or product.

Learning Outcome:

By the end of the lesson - Upper KS2;

All pupils will

- create a sonic logo last two bars using Live Loops, following a brief.

Most pupils will

- create a sonic logo lasting two bars comprised of Live Loops and Smart Instruments.

Some pupils will

- create a sonic logo lasting two bars comprised of Live Loops.

Learning Session 3

Learning Objective:

Today we will be learning about slogans and how they differ from the branding we've looked at so far.

Learning Outcome:

By the end of the lesson - Upper KS2;

All pupils will

- have written a slogan for their chosen company.
- Understand the difference between a slogan and a sonic brand.

Most pupils will

- Know that less is more with a slogan.

Some pupils will

- be able to write slogan for multiple companies.
- be able to move on to recording their slogan into Garageband.

Learning Session 4

Learning Objective:

Today we will be learning about radio adverts, and analysing what information is given across to the audience before making our own.

Learning Outcome:

By the end of the lesson - Upper KS2;

All pupils will

- understand what information could be given during a radio advert.
- have begun to plan their radio advert using the points from the analysis.

Most pupils will

- have finished planning a radio advert, using all key points stated in the analysis.

Some pupils will

- be able to explain the benefits of using Radio as a form as advertisement.

Learning Session 5

Learning Objective:

Today we will be learning about how our radio ads, sonic and visual branding reaches its intended customers.

Learning Outcome:

By the end of the lesson - Upper KS2;

All pupils will

- know different ways they can distribute their work.
- be able to choose which route they would like to use to publish.

Most pupils will

- be able to say which method they would prefer to use and why.

Some pupils will

- be able to explain the factors that need to be considered before choosing the right method of advertisement.

Learning Session 6

Learning Objective:

Today we will learn how TV adverts can tie into other advertising campaigns.

Learning Outcome:

By the end of the lesson - Upper KS2;

All pupils will

- be able to create TV advert to a brief.

Most pupils will

- be able to use their output from the previous weeks and build it into their TV advert.

Some pupils will

- be able to add parts of their visual branding post-production.

Learning Session 7

Learning Objective:

Today we will learn how to create an audio gallery of our work.

Learning Outcome:

By the end of the lesson - Upper KS2;

All pupils will

- be able to place all their existing audio into a new GarageBand project using the copy and paste function.

Most pupils will

- be able to add an introduction to their pieces in section one, talking about their product.

Some pupils will

- be able to add a mini introduction in-between all their pieces to showcase their entire range of work.

Differentiation

Differentiation within Level 3

Pupils of a lower ability will be encouraged to create shorter pieces containing fewer pieces of information. If they are still struggling, they will be asked to focus on a jingle and a radio advert as their final project. They will of course have the option to extend their learning should they have a longer half term to do so.

Pupils of a higher ability will be encouraged to do more to their TV adverts post-production. They will include more pieces of salient information whilst doing all projects and will have slicker and more rehearsed productions.

Progression

Level 4: iGraphics

Using knowledge from iProgram, iCommunicate and various other iMedia subjects, pupils will learn the different ways websites can be designed to industry standards, and how they can be used for collaboration. Everything they design will have a brief that they will have to learn to follow to create a finished product suitable for the company and the consumer. They will also learn a basic understanding of how to code in HTML and use this to code their own website to house a game, which again they have designed themselves.