

<b>Year Group: KS4 (Year A)</b>	<b>Term: Summer 2</b>
---------------------------------	-----------------------

**iMedia: Promotion of Presentation of Interactive Media Products**

<b>Key Concept</b>	<b>SMSC &amp; British Value</b>	<b>Lesson Objectives</b>	<b>Key Vocabulary</b>
<p>Digital portfolio creation and curation Showreel development and purpose Online presence: websites, blogs, social media, video sharing platforms Promotional video production and distribution Viral marketing strategies and impact Interactive showcase design and presentation Types of presentation: interactive, remote (client-led, creator-led) Audience and purpose in digital media presentation Principles of effective design, usability, and trustworthiness Safe, respectful, responsible use of digital platforms</p> <p><b>Prior Knowledge</b></p> <p>Basic understanding of digital media formats and platforms Familiarity with creating simple digital artefacts (e.g., presentations, videos) Awareness of online safety and responsible conduct Experience with using computers and digital devices for communication Understanding of audience and purpose in communication</p> <p><b>Cross-Curricular Links</b></p> <p>English: Writing for different audiences and purposes, structuring presentations, critical evaluation Art &amp; Design: Visual design principles, creativity, media selection Computing: Digital tools, online safety, data protection, usability Business Studies: Marketing concepts, audience engagement, promotional strategies PSHE: Online identity, privacy, responsible digital behaviour</p>	<p>Promoting creativity and self-expression through digital media Understanding and respecting diversity in digital audiences Encouraging responsible digital citizenship and online safety Developing critical thinking and ethical awareness in digital promotion Fostering collaboration and respectful communication online Recognising the importance of trustworthiness and integrity in digital presentation</p> <p><b>Assessment</b></p> <p>Formative assessment through peer and self-evaluation of digital artefacts Summative assessment of digital portfolios, showreels, and promotional materials Evaluation of presentation methods and justification of choices Assessment of safe, respectful, and responsible use of digital platforms Use of feedback to review and improve digital presentations Evidence of creativity, technical proficiency, and audience awareness</p> <p><b>Adaptations</b></p> <p>Adapting task complexity, platform choice, and support level Scaffolded instructions and templates for students requiring additional guidance Extension activities for higher ability learners (e.g., advanced design, analytics) Use of assistive technology for students with SEND Group and individual work to support diverse learning needs Alternative formats for presentation (audio, video, written) as appropriate</p>	<ol style="list-style-type: none"> <li>Understand and identify different ways to present interactive media work, including digital portfolios, showreels, online presence, promotional videos, viral marketing, and interactive showcases.</li> <li>Analyse the purpose, audience, and effectiveness of digital portfolios and showreels in presenting interactive media products.</li> <li>Explore and evaluate online presence platforms (websites, blogs, social media, video sharing) for presenting interactive media work, considering design, usability, and trustworthiness.</li> <li>Examine promotional video and viral marketing strategies, understanding their role in engaging audiences and promoting interactive media products.</li> <li>Investigate interactive showcases and types of presentation (interactive, remote: client-led, creator-led), assessing their suitability for different contexts and audiences.</li> <li>Review, evaluate, and justify choices of presentation methods and platforms; demonstrate safe, respectful, and responsible use of digital media; improve digital artefacts based on feedback.</li> </ol> <p><b>Links to Future Learning</b></p> <ul style="list-style-type: none"> <li>Advanced digital media production and editing</li> <li>Professional portfolio development for post-16 pathways</li> <li>Creative project management and collaborative digital work</li> <li>Further study in Creative iMedia, Computing, Art &amp; Design, Business Studies</li> </ul>	<p>Digital portfolio</p> <p>Online presence</p> <p>Website</p> <p>Blog</p> <p>Social media</p> <p>Video sharing</p> <p>Promotional video</p> <p>Viral marketing</p> <p>Interactive showcase</p> <p>Interactive presentation</p> <p>Client-led</p> <p>Creator-led</p> <p>Design</p> <p>Digital artefact</p> <p>Privacy</p> <p>Online safety</p>

**Possible Enrichment:**  
Workshops on advanced video editing or web design. Visits to local creative agencies or media studios. Participation in digital media competitions or showcase.