

<p><b>Timing</b></p> <p>Session 1 approximately 45 minutes. Session 2 up to 2 hours</p>	<p><b>Children will</b></p> <ul style="list-style-type: none"> <li>• Look at how another school has created a promotional video to attract parents, children and staff</li> <li>• Discuss how they can promote their own school</li> <li>• Form a production team to create a promotional video for their school</li> <li>• Use a range of multimedia techniques in their video e.g. image editing, greenscreening and sound</li> </ul>
<p><b>e-safety links</b></p> <ul style="list-style-type: none"> <li>• I can explain the consequences of sharing too much about myself online <i>(in the context of protecting others who may not wish their image to be shared online)</i></li> </ul>	<p><b>Objectives</b></p> <p><b>Multimedia</b></p> <ul style="list-style-type: none"> <li>• I can talk about audience, atmosphere and structure when planning a particular outcome.</li> <li>• I can confidently identify the potential of unfamiliar technology to increase my creativity.</li> <li>• I can combine a range of media for a digital presentation, recognising the contribution of each to achieve a particular outcome.</li> <li>• I can confidently identify the potential of unfamiliar technology to increase my creativity.</li> </ul>
<p><b>Links to other learning</b></p> <p><b>Year 4 Multimedia 3 Make my iMovie:</b> this gives an introduction to using iMovie if pupils have not used the tool before</p> <p><b>Literacy: prepare and perform,</b> allowing pupils to <b>evaluate intonation, tone and volume and clarity of meaning to an audience.</b></p>	
<p><b>Resources</b></p> <p>Promotional video from a school e.g. <a href="https://goo.gl/rZMRwp">https://goo.gl/rZMRwp</a></p> <p>Ipads with iMovie or laptops with Moviemaker Live</p> <p>Art or image editing software or apps</p> <p>Greenscreen app or software</p>	<p><b>Preparation</b></p> <p>Children will be making a promotional video about their school. They can use iPads with iMovie or tablets to do this, or laptops with digital cameras. If using laptops, they will need Windows Live Moviemaker software to edit the video, and the ability to transfer video from a camera to the laptop.</p> <p>They will also need some desktop publishing software or apps to create title slides and art for their videos. On tablets, they can use Pic Collage or an alternative app to create a photo with a caption that they can drop into iMovie; on laptops they can use PowerPoint to add a photo to a slide with text and take a screenshot of the slide that they can drop into their Moviemaker timeline. They could also use 2Paint Plus or alternative software and save images to use in Moviemaker.</p> <p>Children should be encouraged to use a range of multimedia tools, including greenscreening, to enhance their video without distracting the audience from the key message.</p>

1	<p><b>Multimedia</b></p> <p>I can talk about audience, atmosphere and structure when planning a particular outcome.</p> <p>I can confidently identify the potential of unfamiliar technology to increase my creativity.</p>	<ul style="list-style-type: none"> <li>• Explain to pupils that the Headteacher would like to increase the number of children on roll at the school (you may wish to give your own reasons why!)</li> <li>• How can the Headteacher do this? Take suggestions from pupils. They may suggest advertising: what kind of adverts? Where would be the best places to advertise?</li> <li>• Show pupils a school promotional video e.g. this one from Adderley Primary School in Birmingham <a href="https://goo.gl/rZMRwp">https://goo.gl/rZMRwp</a></li> <li>• What do children think about this video? Why do they think it will encourage parents to send their children to the school? Analyse how the film-maker has interviewed pupils, staff and parents and the kind of things they say about the school</li> <li>• Give pupils the challenge to form a production team to make a promotional video for the school. Explain that they will need to use a range of multimedia techniques in their video which could include greenscreening, digital photography.</li> <li>• Ask children to develop their production team – if not sure what a production team does, talk to children about how TV programmes are made by companies e.g. Tiger Aspect, Love Productions, Talkback Thames. Each production company needs director, presenter, camera operator, with other roles (e.g. writer, graphic designer, props/wardrobe) being shared by these people.</li> <li>• Children work in their production teams to brainstorm:             <ul style="list-style-type: none"> <li>○ What things would we say about our school?</li> <li>○ What do we have at our school that would appeal to parents / children / teachers?</li> <li>○ What is unique about our school?</li> </ul> </li> </ul>	<p>Gold: Can I explain how schools promote themselves through video, and what I could do to promote my school?</p> <p>Silver: Can explain what is special about my school and how I can tell others?</p> <p>Bronze: Can I talk about my school and what I would like to share about it with others?</p>
2	<p><b>Multimedia</b></p> <p>I can confidently identify the</p>	<ul style="list-style-type: none"> <li>• Give children a storyboard chart to help them in their planning for the video. Although they can be flexible, it may help them when producing their film to think about:             <ul style="list-style-type: none"> <li>○ A title slide (can be created in PowerPoint, Pic Collage or paint program)</li> </ul> </li> </ul>	<p>Gold: Can I create a film that sells my school effectively, combining video, photos and sound?</p>

<p>potential of unfamiliar technology to increase my creativity.</p> <p>I can combine a range of media for a digital presentation, recognising the contribution of each to achieve a particular outcome.</p> <p>I can confidently identify the potential of unfamiliar technology to increase my creativity.</p>	<ul style="list-style-type: none"> <li>○ An introductory video clip welcoming viewers to the school</li> <li>○ Location 1 video clip – filmed somewhere in the school</li> <li>○ Location 2 - could be a still photo with caption (e.g. Pic Collage) or another video clip</li> <li>○ Location 3 – video clip interviewing pupil or member of staff</li> <li>○ Location 4 – still photo with caption</li> <li>○ Closing video clip – could be Greenscreen?</li> <li>○ Photo for closing credits</li> </ul> <ul style="list-style-type: none"> <li>● When they have planned out their video, they will need to decide in their production teams how to divide up the tasks to complete their video.</li> <li>● Remind children that these are promotional videos that may be shared beyond the school e.g. online – when filming, they need to ensure they have received the consent of people to be filmed. Some people may not wish to be filmed or have their image shared – it is the role of the production team to ensure that they check with the subject and the class teacher about including people in their films.</li> <li>● Allow pupils enough time to plan and carry out the production of their videos. Provide the equipment and support they will need e.g. a Greenscreen area, tablets or iPads with appropriate software.</li> <li>● Encourage members of the production team to work collaboratively and constructively – talk to each other, and if a task needs completing ensure that it is done professionally.</li> <li>● When videos have been filmed and edited, they will need to consider sound and music – what ideas do they have for including music? In iMovie, generic music can be added within the app; in Moviemaker a wider range of copyright compliant can be found online e.g. at <a href="http://freemusicarchive.org">http://freemusicarchive.org</a> (the composer should be credited in the final credits).</li> <li>● When videos are complete, allow pupils the opportunity to share them during an assembly with the rest of the school community to celebrate.</li> </ul>	<p>Silver: Can I create a film to sell my school combining video, photos and sound?</p> <p>Bronze: Can I create a film that sells my school?</p>
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