KS3 ICT

Year 7

Power point

E Safety

Digital learner

Animation

Scratch

Excel

Year 8

Graphics

Serif

Ps

Excel

Cyber crime

Computing

Year 9

Intro to business 3.1

Business

Skills

Ps

Graphics

Comic life

Serif

KS4

Year 7

Assessed pieces are formative and cumulative across Key Stage 3; building on skills and concepts already taught in previous units.

PowerPoint
- I can use the tools within PowerPoint effectively.
- I can interpret the target audience and purpose.
- I can recognize and acknowledge images with copyright.
- I can create an interactive presentation,
- I can evaluate and improve my work.

Keywords
Transition, slide, design, Layout, virtual

Internet / Publisher
- I have developed an understanding of grooming, radicalization and extremism.
- I can recognize the features of good multimedia leaflet design.
- I can use publisher to create a suitable leaflet.
- I can present information on the topic clearly and for a specific audience.

Keywords:
Chatroom, Grooming, Radicalization, Extremism, Cyber bullying.

Digital Footprint
- I can identify hardware and software
- I understand how search results are selected.
- I can use simple Boolean logic.
- I can use search technologies effectively.
- I can identify and acknowledge copyright materials.
- I can use an advanced search to find copyright free images
- I can use technologies effectively.

Keywords:
Hardware, software, input, output, Boolean operator

Animation
- To develop an understanding of how to use stop frame animation.
- I can add images and effects
- I can use the filter tool to add effects to different shapes
- I can use serif draw to create an object.
- I can animate my drawing using key frame animation.

Keywords
Frame, sequence, clone, preview, gallery

Scratch
- I have developed an understanding of the scratch user interface and tools.
- I can create sprites, change costumes, add animations to sprites.
- I can draw with scratch, convert flow charts into scratch blocks.
- I can create an animated story.

Keywords
- Sprite, Stage, Costume, Motion, Variable

Excel
- I understand what a spreadsheet is and what it is used.
- I can identify a column and a row.
- I can accurately use a cell reference.
- I can change the widths and heights of cells and rows.
- I can explain the uses of a spreadsheet
- I can use formula and functions
- I can format my spreadsheet.

Keywords
ascending, Sort, lookup, duplicate, alignment

Key Assessment
- Presentation
- Audience
- Suitability
- Evaluation

Online assessment shows progress at different stages

Key Assessment:
- Grooming
- Radicalisation/ extremism
- Presentation of information

Online assessment shows progress at different stages

Key Assessment:
- Searching
- Digital footprint
- Pseudocode
- Algorithms.

Online assessment shows progress at different stages

Key Assessment:
- Key frame
- Cloning
- Animation

Online assessment shows progress at different stages

Key Assessment
- Scratch interface
- Movement
- Variables
- Sound

Online assessment shows progress at different stages

Key assessment
- Formula
- Functions
- Look up
- Filtering

Online assessment shows progress at different stages

Year 7

Yacapacca: Task set per unit of work.
Research tasks:
Worksheets: keywords
Crosswords

Homework

Culture capital

Yacapacca
YouTube: videos\Tutorials
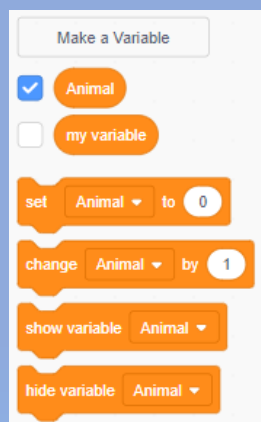Internet research: guided
Learning

Wider links and support

- Life skills
- In school research :social media,
- Religion: radicalisation, extremism

SCRATCH
Year 7

Variables
A variable is something that can change.
They can only hold one value at a time.
Click on the block in the code to see its value.

Make a Variable
- ☑ Animal
- ☐ my variable

set Animal ▾ to 0
change Animal ▾ by 1
show variable Animal ▾
hide variable Animal ▾

Selection
A condition within the program were choices are offered depending on whether the condition is met or not. This is represented in programming as IF / THEN / ELSE.
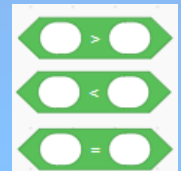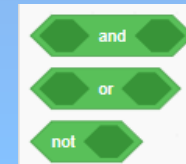
if then
else

Sequence
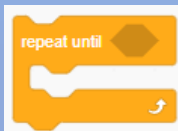A set of programming blocks that make actions happen one after another.

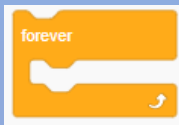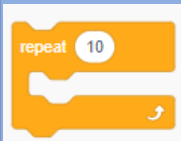## Comparison Operators
Can compare two values

and
or
not

>
<
=

Iteration
The repetition of a sequence of commands (known as a loop)
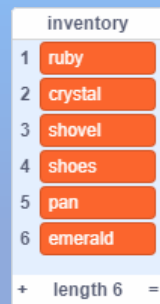
repeat 10
forever
repeat until

Arithmetic Operators
Can complete mathematical Calculations.

+
-
*
/

Lists
A list is a tool that can be used to store multiple pieces of information at once.

inventory
1 ruby
2 crystal
3 shovel
4 shoes
5 pan
6 emerald
+ length 6 =

What is Scratch?

Scratch is a visual **programming language** that allows you to create programs by dragging blocks of scripts.

```
when space ▼ key pressed
move 10 steps
```

Sprites

A **sprite** is a character or object in your game or animation.

In order to give the impression that a character is moving you can change the sprites' **costume**.

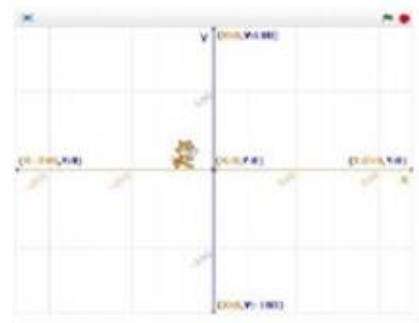## Stage

The stage is the background of the project. Scratch uses co-ordinates to position different elements around the screen.

Different backgrounds can be imported or you can create your own.

Block menu

The block menu helps users pick which scripts they need to control various aspects of a program.

Motion	Events
Looks	Control
Sound	Sensing
Pen	Operators
Data	More Blocks

Key Words

Program	Variable	Sprite	Script
Costume	Background	Stage	Data
Loop	Operator	Iteration	Interface

Variables

A variable is used to store data for use in your program.

Variables can be used to store lots of different types of data such as names, numbers and scores.

```
score    0
```

The data stored in a variable can be changed or "varied" depending on certain conditions within a program.

```
if  score > 5  then
say You win! for 2 secs
stop all ▼
```

Loops

Loops are used as a way of repeating instructions.
Also known as **iteration**.

```
repeat 10
move 10 steps
wait 0.5 secs
```

```
forever
```

Repeats a certain number of times.

Repeats an instruction forever.

IF Statements

IF statements can be used to select different scripts of a program depending on a condition.

Also known as **selection**.

```
if        then
```

Operators

Operators are used for **changing** or **comparing** data.

They can **add**, **subtract**, **multiply** and **divide** data

```
0 + 0   0 - 0   0 * 0   0 / 0
```

They can also check if values are **less than**, **greater than**, or **equal to** other values.
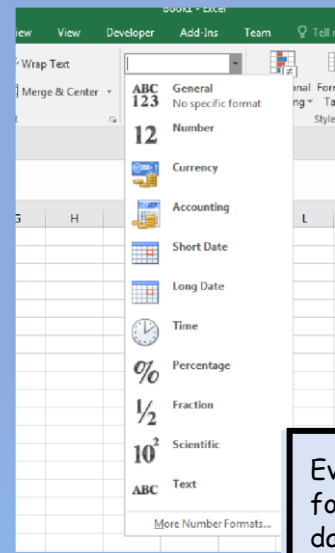
```
< ▷   > ▷   = ▷
```
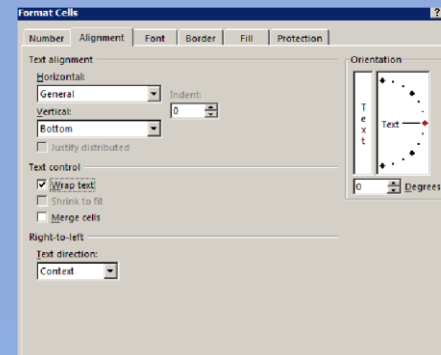
Structure
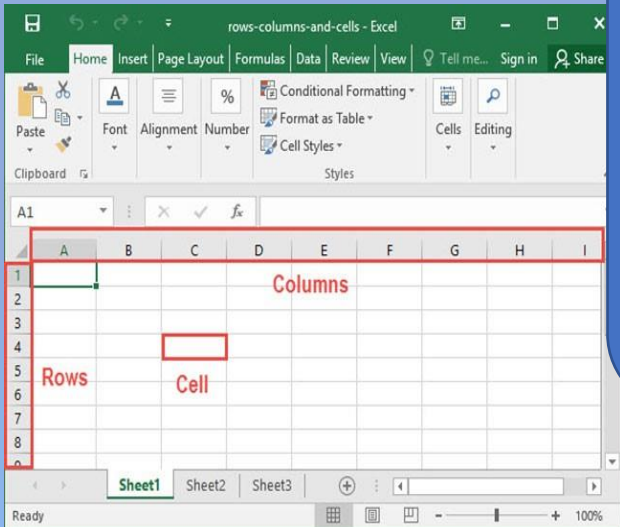
Formatting

Uses of spreadsheets

Create Charts to analyse and present data,
Financial analysis of business data
Modelling such as shopping lists, party planning.
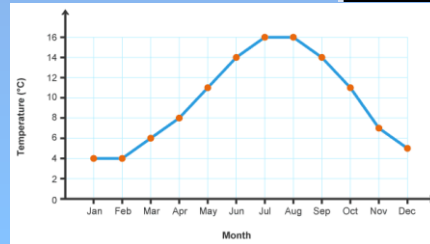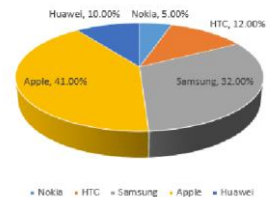Project planning and time management

Every cell in a spreadsheet can be formatted to accept different types of data. Highlight the cells and then select the data format you want it could currency or alignment

You can also use the SUM function to add up more than one cell such as: = Sum(B2:B5)
The formula bar gives access to complex functions

Basic Spreadsheet Formulas

Examples of basic formulas:
if using Cells B7 and C7:

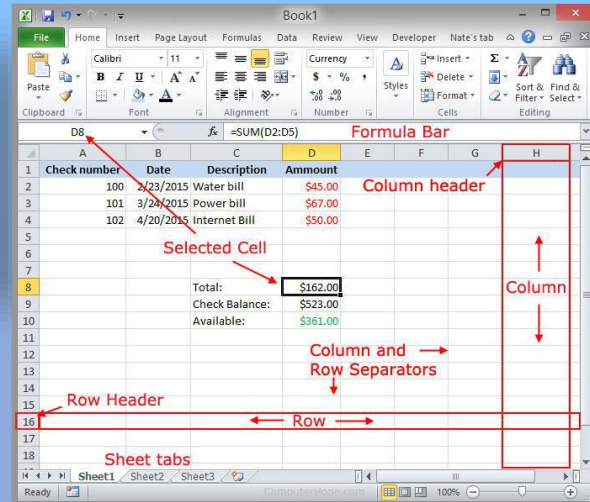|	
Addition	=B7+C7
Subtraction =	B7-C7
Multiplication	=B7*C7
Division	=B7/C7
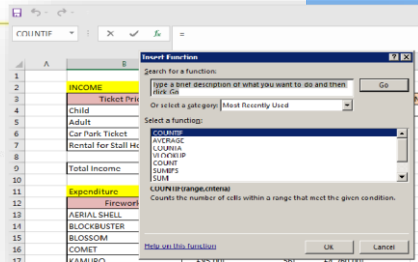
To use basic formula you must always use the = first.
You can use the following symbols:
Add+ subtract: -multiply is * Divide: /

PowerPoint: The dell monsters project

Project Task.
The four new species are being put on display at Flamingo Land Zoo. You have been asked to create a professional PowerPoint presentation target at a teenage audience that is informative about the four new creatures. Your presentation needs to look professional and have a corporate image. Your presentation will need to include text, images, and sound. The presentation will need to consist of six slides.

Project Brief - New Species Found!
During the Summer Holidays two students whilst out for a walk spotted something very Odd, lurking in the wooded area located in "The Dell", East field.
It was reported that both students went to investigate and were amazed by what they discovered.
It was reported that they have found four new species of animals. The students took a picture on their mobile phones as evidence and then spoke to their parents.
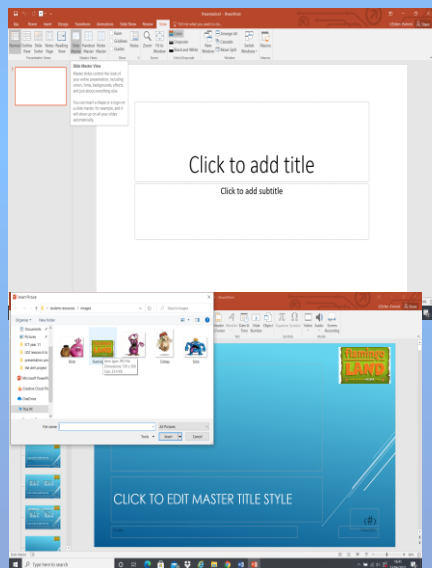The parents contacted the local authorities who then investigated the new species. The four new creatures have now been captured as they could pose a threat to local wildlife, and the public.
The students have had the honour of naming the four new creatures and zoologist have been busy researching their behaviour.

Simple Storyboard Template for PowerPoint

Use images of monsters for your ppt, also research other images you could add others which would compliment the ones you already have. You must add sound and hyperlinks

Click to add title
Click to add subtitle

CLICK TO EDIT MASTER TITLE STYLE

SELF EVALUATION	Not so Good	OK	Great
How well do you think you worked on this project?			
How appropriate was your use of images?			
How appropriate was your use of sound?			
Did you enjoy this project?			
	None	Some	Lots
Did you need teachers help?			
Did you need to get help from a friend?			
You now need to ask someone in your classroom to answer the remaining questions			

PEER EVALUATION Peers Students Name:	Not so Good	OK	Great
Was the presentation informative?			
Was there a good use of images?			
Was there a good use of sound?			
Do you think it's suitable for a teenage audience?			

It is important to know the audience of a presentation because	
It is important to have a clear purpose for the presentation because	
How are the following features used to attract audience's attention and help get information across:	
fonts	
colours	
images	
sound	
How could you have further improved your presentation for adults ? (Think about audience and purpose!)	

File   Home   Insert   Design   Transitions   Animations   Slide Show   Review   View   Help   Format   Tell me what you want to do

None   Morph   Fade   Push   Wipe   Split   Reveal   Cut   Random Bars   Shape   Uncover   Cover   Flash   Effect Options

Transition to This Slide
Preview

E safety

Websites you can Trust

No one is in charge of the internet so anyone can post or publish anything to it. Some content may be unsuitable. Websites that you can trust include those from:

- the Government – if the address has 'gov.uk' in it, it's a UK Government website
- the National Health Service (NHS) – if the address has 'nhs.uk' in it, it's an NHS website
- the Police – the official website is www.police.uk
- the BBC – all of the BBC's websites have 'bbc.co.uk' in their address

10 Ways To Stay Safe On Facebook

1) Monitor suspicious activity/links.
2) Remove friends as appropriate.
3) Keep your wall clean.
4) Turn off Facebook Chat.
5) Change your password often.
6) Be careful who you share your password with.
7) Hide your year of birth.
8) Keep your private info private.
9) Adjust your privacy settings.
10) Protect your mobile device.

Digital Footprint

Your digital footprint is **everything** on the Internet that's about you. This could mean photos, audio, videos, texts, your posts on friends pages, etc.

As you get older, a strong online presence can bring with it all kinds of benefits.

Does this give a good online impression/digital footprint?

Andrew Field @andyfield · 2m
Cant be botherd going 2 school today I hate school

Phishing

As an internet user, you need to know if something is real or fake. Criminals on the internet try to get information from people.

Top Ten ways to Prevent Phishing

1)	The message contains a mismatched URL	2)	You didn't initiate the action
3)	URLs contain a misleading domain name	4)	You're asked to send money to cover expenses
5)	The message contains poor spelling and grammar	6)	The message makes unrealistic threats
7)	The message asks for personal information	8)	The message appears to be from a government agency
9)	The offer seems too good to be true	10)	Something just doesn't look right

Spot the Problem
What is the issue with the following email?

File   Message
From: LinkedIn Accounts
To: Amy B; Bryan; Dennis B; Gary; Jim C; Geff H; Louise K; Patty; Ihor M; Ted N; Chris P;
Subject: Account suspended!

Linked in

Your LinkedIn account was suspended due to spam messages. To unlock your account open this link www.llinked.ni.a

Thank you for using LinkedIn!

The LinkedIn Team

Ways in which to reduce SPAM

Spam is very difficult to avoid but there are ways to reduce it:

- **Use a spam filter** – most email clients try to stop spam from reaching you by using a spam filter. It recognises common spam emails and stops them from getting through. Check your spam email regularly as sometimes real emails are mistaken for spam.
- **Do not give your email address out** – if you don't trust the website or if supplying your email address is optional, don't give it to them.

Free anti-virus applications

- AVG
- Avast!
- Microsoft Security Essentials

BLOCK IT

ZIP IT

FLAG IT

What would you?

You get an email from someone you dont know
1. Delete it straight away and tell a parent
2. Reply to the email and ask who they are
3. Open the email to see what it is

A random person in a chatroom asks for your picture
1. Find a good photograph and send it to them
2. Ask them to send their picture to you first
3. Do not send your picture and tell an adult

Animation

This topic will develop pupils skills using serif draw and keyframe animation to create a drawing and turn it into an animation by importing sketch into the key frame document and adding frames to create an animated sequence.
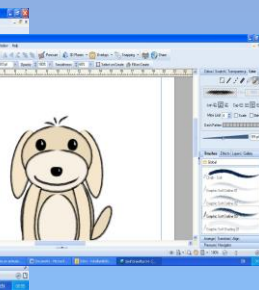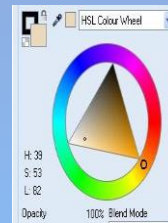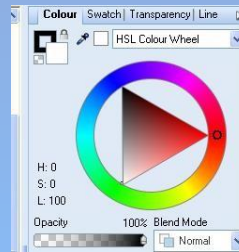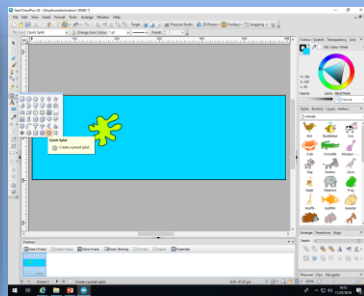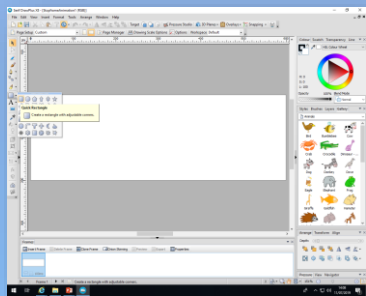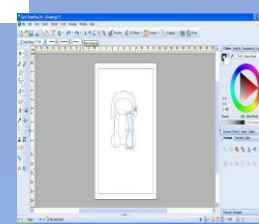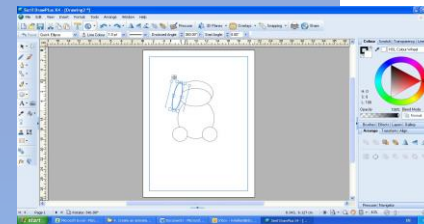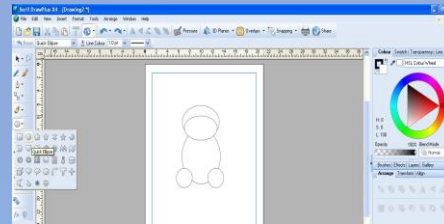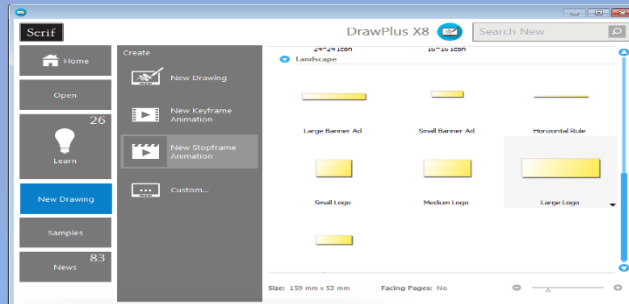
Once you have completed your drawing you can copy and import into the key frame animation and make you dog move by adding frames to show different movement
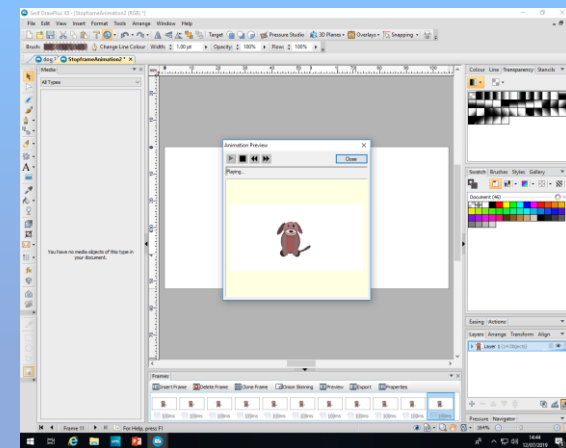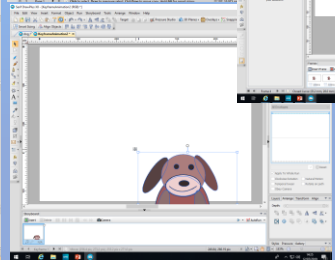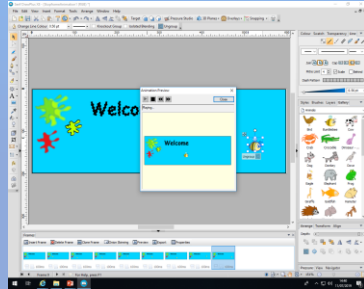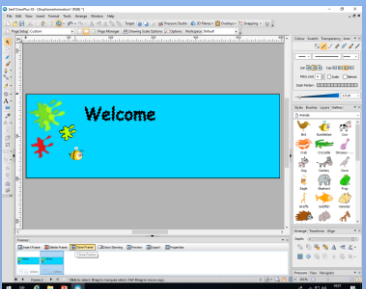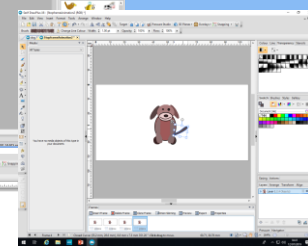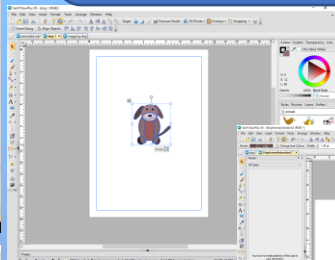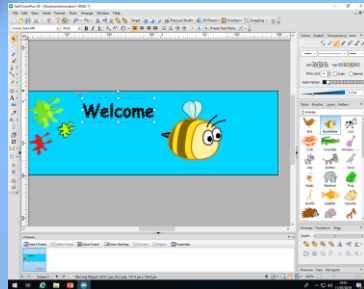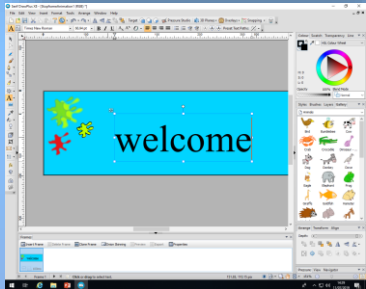
Digital learners

This unit introduces the leaner to: Computer systems, different devices including peripheral devices, comparing what is a computer and what is not.

How does the game know this will destroy?

How does the game know to collect these?

How does the game make Mario grow?

How does the game know to walk on this?

How does the game know to break this?

SUPER MARIO BROS.

START
Teabag in cup
Boil kettle
Pour water in cup
Milk? — Yes → Add milk
No
Sugar? → Add sugar
No
Stir tea
STOP

The term moral compass refers to the inner sense of right and wrong as it applies to a specific decision or set of choices

100

1

= 90 degrees
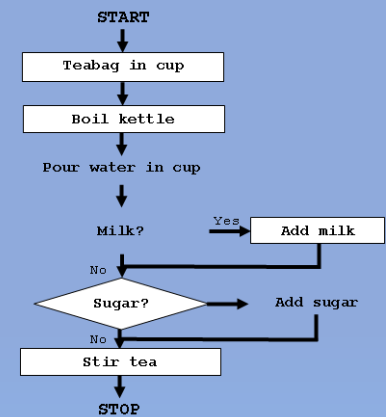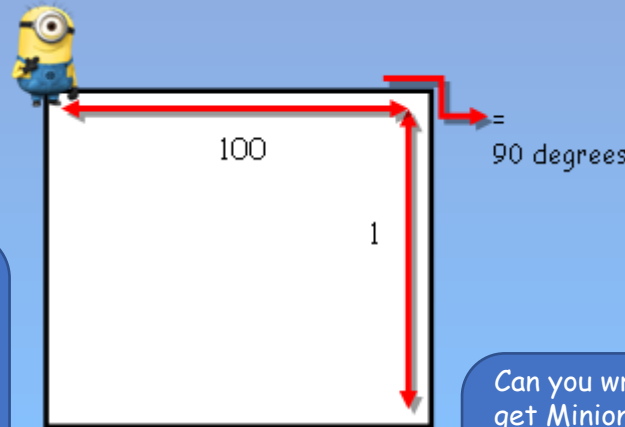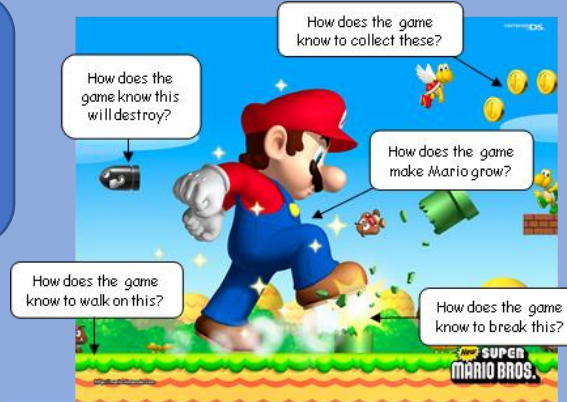
Can you write the pseudocode to get Minion Stuart to move through the squares collecting banana NOT the apples?

You need to use a question to determine what action he does

BOOLEAN OPERATORS

Utilizing Boolean Operators when searching will provide better and more accurate results

AND — "child obesity" AND Maryland "video games" AND teens — Retrieves articles that contain ALL the terms NARROWS down the search

OR — Retrieves articles with ANY of the terms BROADENS the search

NOT — depression AND teens NOT adults "video games" AND teenagers NOT children — Eliminates articles containing the SECOND term NARROWS the search

obesity OR overweight children OR juveniles

Boolean Operators are simple words (AND, OR, NOT or AND NOT) used as conjunctions to combine or exclude keywords in a search, resulting in more focused and productive results.

How to reference where you have taken images from.

You must always state where you have your information.

For example
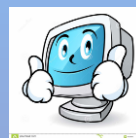
Website:

https://cdn.clipart.email/1a8a6f4f1fc01ca952d051e0e3209dc5_animated-laptop-clipart-free-images-at-clkercom-vector-clip-_300-300.png

Year 8

Assessed pieces are formative and cumulative across Key Stage 3; building on skills and concepts already taught in previous units.

- I can List components of a computer and their uses.
- I can Identify input and output devices.
- Internal or external hardware
- I can explain different operating systems and how they differ.
- I can identify all the health and safety issues in ICT
- I will be able to convert binary to denary.
- Using knowledge gained be able to decode facts within a task.
- I can use python to create simple and complex programs

Keywords

Desktop Icon, Binary, Windows, Python

- I can Identify Key terms to do with privacy and security threats.
- I understand how to protect data.
- I Understand the consequences of posting online and the impact has on your digital footprint.
- I can demonstrate understanding of the Positive and negative ways in which technological developments have impacted the world.I can Explain what copyright is and the consequences.
- I have developed an understanding of physical safety in ICT

Keywords

Cyberbullying , Phishing, Anti-virus software, IP Address, CEOP

- I understand what a spreadsheet is and what it is used.
- I can identify a column and a row.
- I can accurately use a cell reference.
- I can change the widths and heights of cells and rows
- I can explain the uses of a spreadsheet
- I can use formula and functions
- I can format my spreadsheet.

Keywords

ascending, Sort, lookup, duplicate, alignment

- I can identify identify key terms such as: Pixels, Resolution and Pixilation
- Set up Photoshop workspace
- I have developed an understanding of the various tools within Photoshop: magic wand, layers eraser tool etc.
- I can find and use all the shortcuts for the tools within the software.
- I can create a project for a specific audience using a template and using all the editing tools within the software.
- I can evaluate and carry out an analysis and improve design.

Keywords

Bitmap, Vector, compressed, export, download

- I can set up an organised site folder for my website.
- I can create site maps, master pages with navigation system.
- I can import: backgrounds , images, embed flash files, create animated gifs.
- I can use the drawing tools for either editing or creating buttons and web graphics.
- I can identify and source images that are suitable for a website
- I can use a range of tools to create a multipage website.
- I can evaluate and review website against a project brief.

Keywords

webpage, button, site, banner, properties

Key assessment
- Computer uses
- Input/output
- Operating systems
- Health safety
- Programming

Online assessment shows progress at different stages

Key assessment
- Privacy setting/threats
- copyright
- Health and safety

Online assessment shows progress at different stages

Key assessment
- Formula
- Functions
- Look up
- Filtering

Online assessment shows progress at different stages

Key Assessment
- Key terms
- Photoshop tools
- Evaluation

Online assessment shows progress at different stages

Key assessment
- Web software
- Flash files, gifs
- Evaluation against brief.

Online assessment shows progress at different stages

Year 8

Homework

Yacapacca: Task set per unit of work.
Research tasks:
Worksheets: keywords
Crosswords

Wider links and support

Yaccapacca
YouTube: videos\Tutorials
Internet research: guided learning

Culture capital

Life skills
- In school research :social media,
- Cyber bullying, sharing data, protecting profiles

Knowledge Organiser: cyber Crime

How to stay safe on the Internet

How to deal with cyberbullying

You will need to know about:

Cyber bullying
Phishing and
Scams
Secure
Passwords
Malware and
Viruses
Hacking

You will need to:
 understand the features of
 your mobile phone
be aware of the dangers when using
your mobile phone. texting, sexting
social media

Safety and the dangers of the Internet

You need to know how to create a PowerPoint to show to younger students about the dangers of the internet

You must include: cyberbullying, online scams, cyber stalking, social networking, viruses, email and mobile phones

Follow the code to stay safe online

ZIP IT — Keep your personal stuff private and think about what you say and do online.

BLOCK IT — Block people who send nasty messages and don't open unknown links and attachments.

FLAG IT — Flag up with someone you trust if anything upsets you or if someone asks to meet you offline.

Click Clever, Click Safe!

Networking

You will need to :

Understand what social networks are used for.

Understand what precautions can be taken to stay safe.

Understand what precautions can be taken to stay safe.

Dealing with cyberbullying

You will need to understand the following: Flaming, cyber stalking, masquerading and outing. You will also need to understand and demonstrate what you would do and who to contact if you where being cyber bullied.

Powerpoint on E-Safety

Your PowerPoint must have:

The title: cyberbullying

- Scams
-
- How to stay safe
- Strager /danger
- Personal details
- images
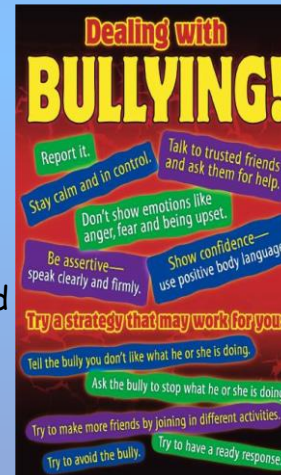
Computing

Computer hardware and software, input and output devices: pupils develop an understanding of what software, hardware and input/output devices are and how they work.

Pupils will develop an understanding of the many different operating systems available use research to find suitable systems and equipment to suit home, office or workplace. Create different documents explain what has been learn throughout each aspect of computing.

Health and safety in the ICT classroom, creating a set of posters to demonstrate correct health and safety regulations
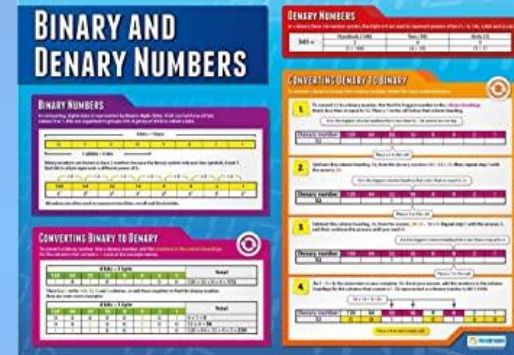
Develop an understanding of computer language binary and denary: convert binary to denary

To develop an understanding of how to use python to create simple code to create a message and use python to perform simple and complex calculations

Excel

Workbook

A spreadsheet workbook is made up of many sheets. You can enter data on any of these worksheets and link the data together.

You can tell which sheet you are working on by looking at the tabs at the bottom of the window.

Active Cell

The **Active Cell** is the cell that is being worked in at the moment.

Cell Reference

A cell reference is made up of the column letter followed by the row number e.g. D8.

Formula

A formula is a calculation in a spreadsheet. It uses the cell references instead of the values contained in the cells.

Formulas are usually simple calculations, e.g. adding two or more numbers together. They always start with an equals sign (=).

Sum	Symbol Used in a Spreadsheet	Example
Adding	+	= A1 + B2
Subtracting	-	= A1 – B2
Multiplying	* (star)	= A1 * B2
Dividing	/	= A1 / B2

What is a Spreadsheet?

A spreadsheet or worksheet is a file made of rows and columns that help sort data, arrange data easily, and calculate numerical data. What makes a spreadsheet software program unique is its ability to calculate values using mathematical formulas and the data in cells. You can use spreadsheets to enter data, calculate equations and create charts and graphs.

Modelling with Spreadsheets

Computer models of mathematical data, such as budgets, are usually done using a spreadsheet application that processes and performs calculations on the data entered by the user.
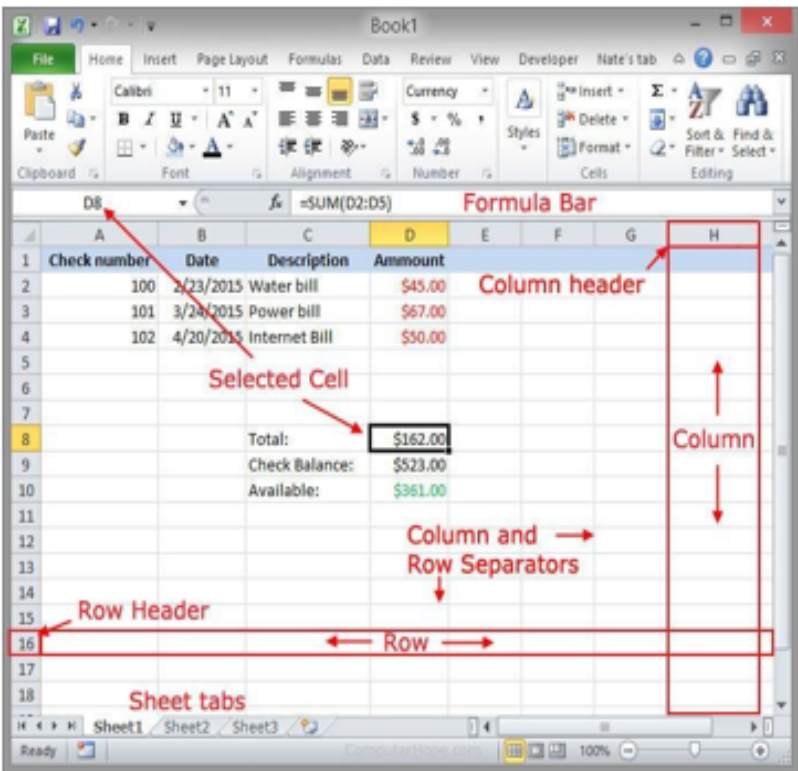
Functions

Functions make more complex calculations. Simple and regularly used functions include:

Function	Description
SUM	adds values in selected cells
MIN	finds smallest value
MAX	finds largest value
AVERAGE	finds the average value
COUNT	counts how many of the selected cells have numbers in them

Like formulas, all functions start with an equals sign (=) followed by the function's name.

Charts and Graphs

Charts and graphs provide a visual representation of data, which can often be easier to understand.

There are several types of charts. Choose a chart based on the type of data to be displayed.
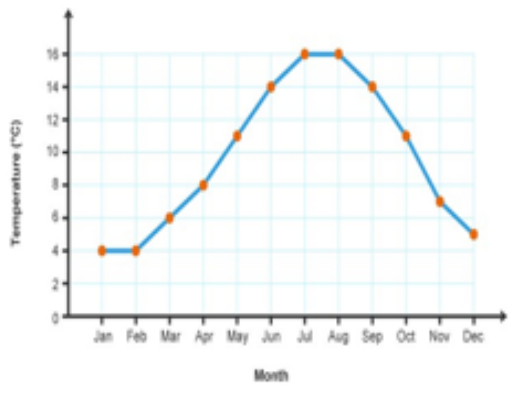
Photoshop

Cupcake box Project
To develop the skills taught during the topic to create a cup cake box template using photoshop to create the graphics. You must be able to: Create text, patterns and use layers to create your design.

Panels of patterns

Brush strokes

Eraser tool

patterns

GOLD
change the technique from smooth to chisel heart down

Quick select tool

Unit - Keywords

Keyword	Definition
Photoshop	Adobe Photoshop is a raster graphics editor developed and published by Adobe Systems.
Layer	In graphics software, a layer is the term used to describe the different levels at which you can place an object or image file.
Magic wand	A tool which can be used to create transparent backgrounds.
Clone stamp	Allows you to duplicate part of an image.
Clipping mask	A clipping mask is a group of layers to which a mask is applied
Rasterise	Rasterising a Photoshop layer converts a vector layer to pixels.
Bitmap	A bitmap graphic is composed of many tiny parts, called pixels.
Vector	Vector graphics are created in graphics packages and consist of shapes called objects
PNG	PNG (Portable Network Graphics) is a file format for image compression.
Image	A picture that has been created or copied and stored in electronic form.
Pixels	The individual units (dots) that make up an image.
Resolution	The level of detail in an image, measured in dots per inch (dpi).
Sampling	Method of converting an analogue sound signal into a digital file containing binary numbers.
Compression	The re-encoding of data so that less bits are used to store it. Usually done to increase speed of transmission.
Lossy	Removes data completely to reduce the size of a file (eg. JPG).
Lossless	Organises data to reduce the size of a file without removing any information (eg. ZIP).

Adobe Photoshop Toolbar

Ps

A Selection tools
- Move (V)
- Rectangular Marquee (M)
- Elliptical Marquee (M)
- Single Column Marquee
- Single Row Marquee
- Lasso (L)
- Polygonal Lasso (L)
- Magnetic Lasso (L)
- Quick Selection (W)
- Magic Wand (W)

B Crop and Slice tools
- Crop (C)
- Perspective Crop (C)
- Slice (C)
- Slice Select (C)

C Measuring tools
- Eyedropper (I)
- 3D Material Eyedropper (I)
- Color Sampler (I)
- Ruler (I)
- Note (I)
- Count (I)

D Retouching tools
- Spot Healing Brush (J)
- Healing Brush (J)
- Patch (J)
- Content Aware
- Red Eye (J)
- Clone Stamp (S)
- Pattern Stamp (S)

Eraser (E)
- Background Eraser (E)
- Magic Eraser (E)

- Blur
- Sharpen
- Smudge

- Dodge (O)
- Burn (O)
- Sponge (O)

E Painting tools
- Brush (B)
- Pencil (B)
- Color Replacement (B)
- Mixer Brush (B)
- History Brush (Y)
- Art History Brush (Y)
- Gradient (G)
- Paint Bucket (G)
- 3D Material Drop

F Drawing and type tools
- Pen (P)
- Freeform Pen (P)
- Add Anchor Point
- Delete Anchor Point
- Convert Point
- Horizontal Type (T)
- Vertical Type (T)
- Horizontal Type Mask (T)
- Vertical Type Mask (T)

Path Selection (A)
- Direct Selection (A)

- Rectangle (U)
- Rounded Rectangle (U)
- Ellipse (U)
- Polygon (U)
- Line (U)
- Custom Shape (U)

G Navigation tool
- Hand (H)
- Rotate View (R)
- Zoom (Z)

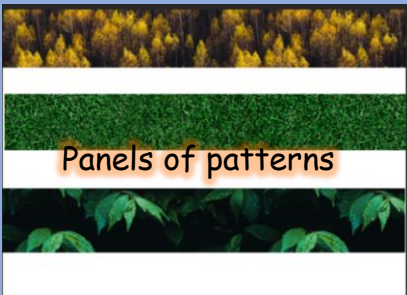|	
CTRL+C	CTRL+V
Copy	Paste
CTRL+A	CTRL+
Select All	Zoom in
CTRL -	CTRL+Z
Zoom Out	Undo

Common Misconceptions

I am drawing a shape but I cannot delete it. Every time I try to, it draws another shape! *Make sure you use the Selection Tool to select your shape first. Then press delete on the keyboard*

My page has gone white can I cannot see any colours. *The page is in preview mode. Press CTRL and Y and your colours will return*

I can't find the tool I'm looking for. I know where it is, but there is a different tool in its place. *Click and hold the tool and more options should appear underneath. The last tool you used will always appear on the tool bar.*

Serif web authoring software

Website design: Project scenario
You have been asked to create a website for Shrewsbury tourist board. You must have at least 4 places of interest to visit around the Shrewsbury area.
Pages needed: Home, Gallery, Contact us, 3 places of interest.

Use the internet to find 3 websites:
- Tourist board & 2 others of your choice
- Your research will give you ideas for planning pages, house style and navigation

Planning:
Mind map ideas
House style, master page
Client brief, audience
Areas for pages
Navigation system

Researching and collecting images and information for the website

Creating banners for pages, create a master page for a consistent theme throughout, navigation buttons or bar.
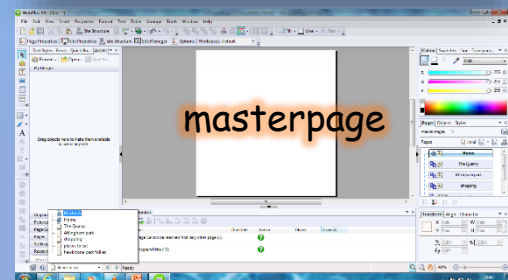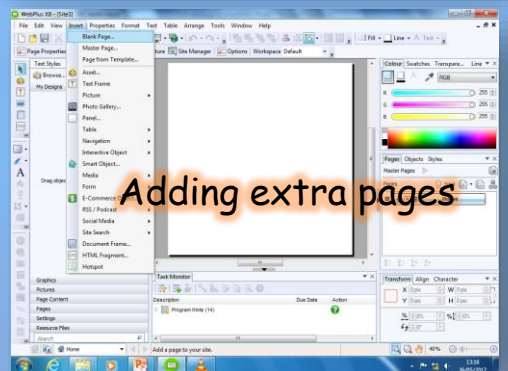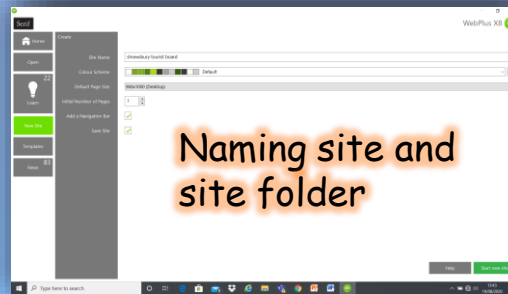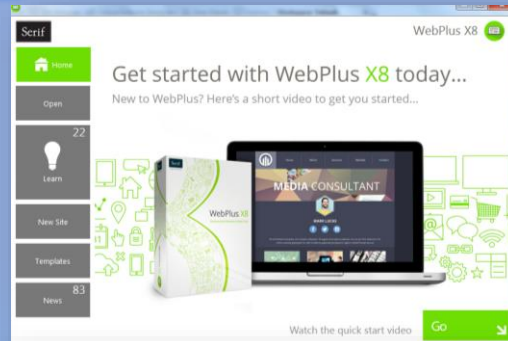
2 banners to create a roll over banner

Naming site and site folder

Adding extra pages

masterpage

Year 9

Ps

Introduction to Business 3.1

Comic Life
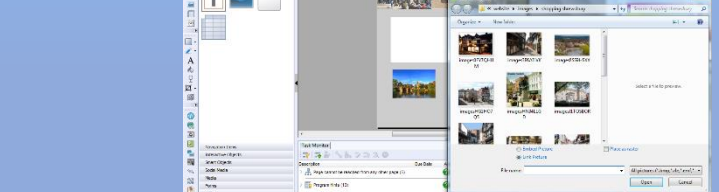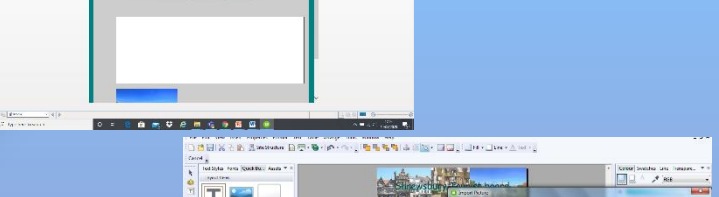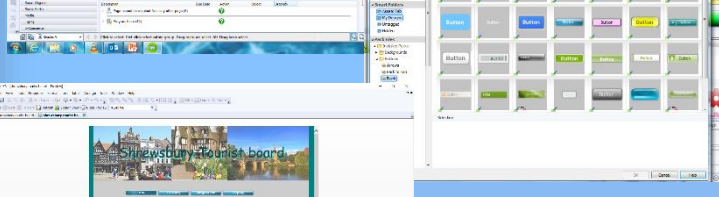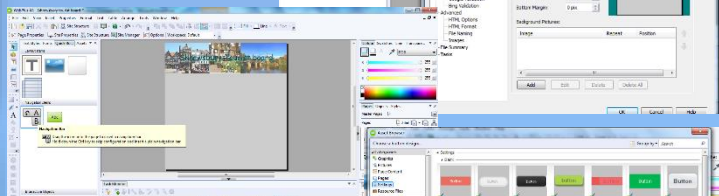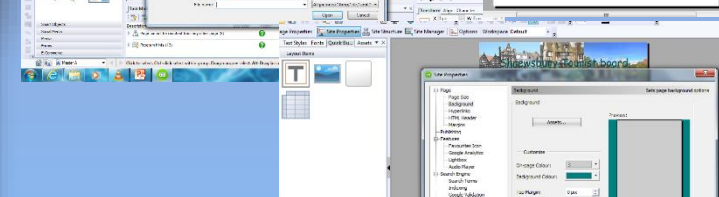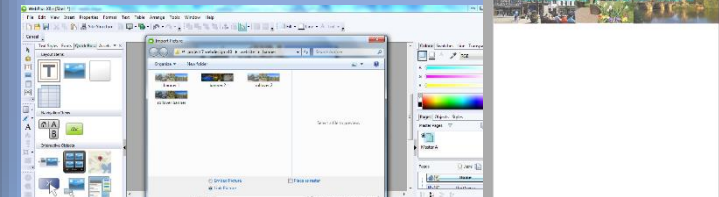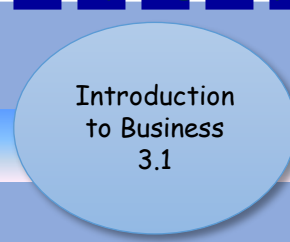
- I can identify the different, file types, properties and suitability to create images.
- I understand how different purposes and audiences influence the design and layout of digital graphics .
- I have developed an understanding of why digital graphics are used.
- I can use the skills and knowledge gained to produce a digital graphic in relation to a specific brief.
- I am able to evaluate and review a digital graphic against a project brief

Keywords
Visualization, Mood board, Audience, Storyboard, Evaluation

- I can identify identify key terms such as: Pixels, Resolution and Pixilation
- Set up Photoshop workspace
- I have developed an understanding of the various tools within Photoshop: magic wand, layers eraser tool etc.
- I can find and use all the shortcuts for the tools within the software.
- I can create a project for a specific audience using a template and using all the editing tools within the software.
- I can evaluate and carry out an analysis and improve design.

Keywords

Bitmap, Vector, compressed, export, download

- I have developed an understanding of the purpose and nature of business .
- I have developed an understanding of business ownership
- I have developed an understanding of setting business objectives.
- I have developed an understanding of who stakeholders are.
- I have developed an understanding of business location.
- I have developed an understanding of how important planning is in a business.
- I have developed an understanding of ways to expand a business.

Keywords
Objectives, location, franchise, shareholders, sole traders

- I can use the internet to collect information that will inform my planning.
- I will develop an understanding of using mind maps and mood boards to gather ideas and images.
- I understand how different purposes and audiences influence the design and layout of comics.
- I have developed an understanding of why specific software is used to create my comic are used.
- I can use the skills and knowledge gained to produce a comic in relation to a specific brief.
- I am able to evaluate and review my comic against a project brief.

- I can set up an organised site folder for my website.
- I can create site maps, master pages with navigation system.
- I can import: backgrounds , images, embed flash files, create animated gifs.
- I can use the drawing tools for either editing or creating buttons and web graphics.
- I can identify and source images that are suitable for a website
- I can use a range of tools to create a multipage website.
- I can evaluate and review website against a project brief.

Keywords
webpage, button, site, banner, properties

Key assessment
- Mood boards
- Mind maps
- Visualization diagrams
- Storyboard
- Client brief
- Mock paper

Online assessment shows progress at different stages

Key Assessment
- Key terms
- Photoshop tools
- Evaluation
- Topic test

Online assessment shows progress at different stages: exam mark criteria

Key Assessment
- Topic tests
- Seneca assignments
- Mock papers

Online assessment shows progress at different stages: exam mark criteria

Key Assessment
- history of comics
- Genres research
- Skills graphics
- Final product: comic
- Topic test

Online assessment shows progress at different stages: exam mark criteria

Key assessment
- Website functionality
- Project marking scheme
- Key vocabulary
- Topic test

Online assessment shows progress at different stages: exam mark criteria

Year 9

Introduction to Business 3.1

Homework

Yaccapacca: Task set per unit of work.
Research tasks:
Worksheets: keywords
Crosswords
Mock paper set at end of skills unit
Seneca: set assignments with assessment checks

Wider links and support

Yacapaca
YouTube: videos\Tutorials
Internet research: guided
Research based evaluation

Culture capital

Life skills
- In school research :social media,
  - Cyberbullying: racial, gender

Knowledge Organiser: Mind Maps

You must be able to understand the purpose and use the content of different pre-production documents

Branch: A line that joins a node to a sub-node, or a central idea to a node.
Node: A point in the mind map that shows some information or idea.
Sub-Node: A point that has an idea related to a node idea.

Linking of thoughts and ideas

A Central Node (main theme)

A branch

Visually show requirements and solutions

Mind Map Purpose

A node

A sub-node

Quickly generate outline ideas

Mind maps (spider diagrams) are used to organise thoughts and idea based on a central idea

Mind maps can be used as a pre-production document for all creative media projects

Draw this mind map on a sheet of paper to revise.

Show the development of ideas

Mind Map Uses

Show the connections of project ideas

Central node with main theme

Mind Map Content

You can use images in nodes

Sub-nodes expand on themes

Text in nodes express key points

You must be able to understand the purpose and use the content of different pre-production documents

Mood Boards

Remember: Mood boards are *not* examples of the finished creative media.

They demonstrate design ideas, concepts, suggestions and possibilities.

A mood board is a collection of sample materials and products. They can be created using paper/cards on a notice board or with software.

Purpose:
⟹ Help with creativity in the design stage to a establish a style
⟹ Save time by ensuring the design ideas work well before production begins
⟹ Checks there is a clear creative direction for the project (show the client)
⟹ The client can be involved at an early stage to give their feedback
⟹ Shows concepts that are difficult to describe in words

Use:
⟹ As a starting point for any creative medial project
⟹ To gather sample materials
⟹ To explore a range of relevant content
⟹ To ensure consistency of design ideas and as a constant reference

Colours
Mood boards can be used to explore several possible colour schemes based on client preferences or your ideas.

Inspiration
Explore ideas to see how assets work well together. What is the mood crated by the design?

Textures
Establish which texture designs work well together to add to the overall theme of the project
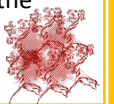
Photography (images)
Do client photo's fit with the mood? Do you need other images, if so, what are the limitations using other peoples images?

You must be able to understand the purpose and use the content of different pre-production documents

Camera, Lighting and Sound   BOP206 / 2011

"This is the Place"

1. TITP GRAPHIC _____/   **TITLES / GRAMS**

2. CAM 3 _____   **PRESENTER 1:**
M.L. 2-SH   Hello and welcome to "This is the
PRES 2 L.O.F.   Place".
PRES 1 R.O.F.
                                                        PRESENTER 2:
                                                        This is the show where each week
                                                        we visit a productive location of
                                                        interest and today we are here at
                                                        Ravensbourne – a media college
                                                        and 'digital destination' just
                                                        opposite the O2 in North
                                                        Greenwich, London.

                                                        PRES 1:
                                                        Ravensbourne sports a Faculty of
                                                        Fashion and offers studies to MA
                                                        level but this afternoon we are
                                                        focusing on Communication Media
                                                        - more usually called
                                                        Broadcasting.

3. CAM 2 _____/   And we start our walkabout in this
W.S. PRESENTERS R.O.F. AT TOP   the jewel of Broadcasting, the
OF SHOT   Ravensbourne TV studio. (TURNS)
PAN LEFT TO INCLUDE CAMERA 1   This brand new facility is fully
WITH PRESENTER'S WALK   equipped with 5 HD cameras and
                                                        is State-of-the-Art - in both the
                                                        specification of its installed kit and
                                                        the suitability of its building
                                                        design.

**4. CAM 1** _____/   In fact without detailed planning
STUDIO WALL DETAIL AS DIR.   in sound insulation for instance,
                                                        no studio would be able to co-
5. CAM 2 _____/   exist in this an otherwise quiet
M.S. PRES   college of study.

                                                        So, let's look at the studio
6. CAM 4 _____/   fundamentals. The studio's
W.S. STUDIO GRID/LIGHTS   lighting 'grid' is way up there at
                                                        over 4 metres high - that's over 13
                                                        feet and here you'll find numerous

Page 1 of 11

Scripts

A script is a piece of written work that can be for a movie, audio, audio-visual product or screenplay. It is often that starting point for any of these products and includes information about the media product in a style and format that follows some layout conventions. It is often used by a number of different people involved in the actual production, who will analyse the script and break it down into sections with information that is needed.

Screenplay scripts are created by the writer and presented in a standard format.
They are distributed by agencies or producers to attract talent and finance for production projects. Alternatively, a writer might be employed to adapt an existing novel or event into a screenplay or stage play script.
They are used by the whole production company to learn the play (above).

You must be able to understand the purpose and use the content of different pre-production documents

Storyboards

⇒A storyboard is used by many people to illustrate a sequence of *moving* images.
⇒A storyboard shows the flow of scenes that occur in a timeline, a succession of events.
⇒This is different to a visualisation diagram which are used for a single of events.
⇒Each scene of the story is placed in chronological order (in the order that they occur in time).
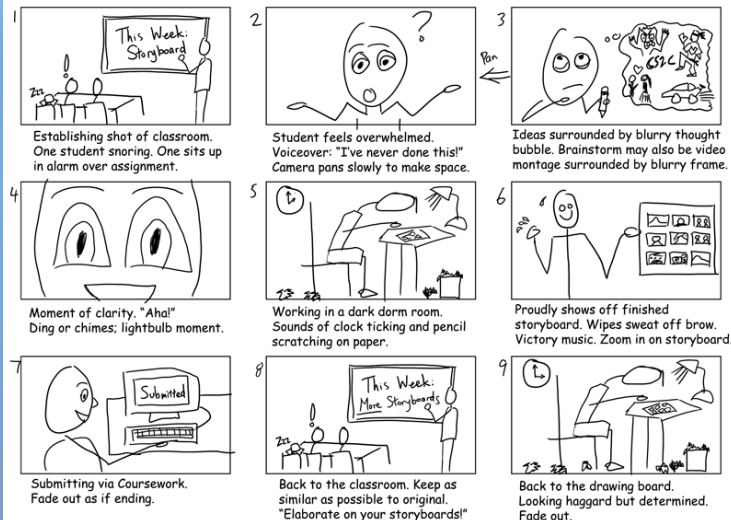
Why use storyboards?

Best way to share your vision for the project
⇒A visual aid makes it much easier for you to share and explain your vision for your video with others.
⇒When you have a storyboard, you can show people your video is going to be mapped out and what it will look like. This makes it much easier for other people to understand your idea.

Makes production much easier
⇒When you storyboard a you'resetting up a plan for production, including all the shots you'll need, the order that they'll be laid out, and how the visuals will interact with the script.
⇒The storyboard is a point or suggested storyline which you can plan your story (all the angles you will shoot of a scene).really comes in handy when you're making your video, as it ensures you won't forget any and helps you together the video according to your vision.

Saves you time
⇒While it may take you a little while to put your storyboard together, in the long run it will save you time in revisions later.
⇒Not only will it help you explain your vision to your team, italso make the creation process go more smoothly.

You must be able to understand the purpose and use the content of different pre-production documents
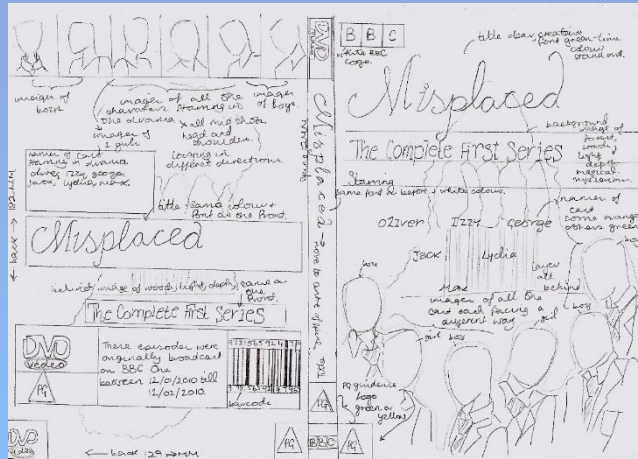
Visualisation Diagrams

Visualisation diagrams are a rough drawing or sketch of what the final static image product is intended to look like.   They will have annotations to describe the design ideas. Typically, a visualisation diagram is hand drawn, but it does not need any artistic skills to communicate ideas.

It is intended to demonstrate the layout and content of the product that is being illustrated

You might produce several drafts to demonstrate ideas to your client. Your client might choose the draft they like the most.   There must be sufficient information in the visualisation diagram for the client to make a decision about their preferred design.

Visualisation diagrams are valid for static designs, that is an image that does not move. It is, therefore, relevant for designs such as a magazine cover, a DVD cover, or an image for a website.   It would not be suitable for a video or an animation.

Look closely at the detail in the example visualisation diagram. Compare the concepts in the visualisation diagram and compare them to the final product that was produced.   Do you notice the similarities and the differences.

Notice how the visualisation diagram was not modified as ideas developed in the project.

Purpose:
⇒Plan the layout of a static or still image in a visual manner
⇒To show how a finished item might look like

Uses :
⇒CD/DVD cover design
⇒Poster, such as for a film, event, leaflet or advertisement
⇒A single game scene of display of a single scene
⇒Comic book page layout
⇒Web page layout
⇒Magazine front cover

Content:
⇒Multiple images, layout and positions of items.
⇒Colours and colour schemes
⇒Position and styles of text
⇒Fonts, font colours and size
⇒Notes as annotations which provide additional information
⇒Size if images
⇒Position of logos, icons and other items needed by the client

Knowledge Organiser: Client brief ,Target audience and research

Client Brief:

Brief is produced for a design team, client or for your own work

Client Requirements:
- Outline information and constraints
- Clear statement of what is to be produced
- To identify what is hoped to be achieved

What would you find in the client requirements:

What media product is needed
Purpose of the media product(advertise, inform, educate and promote)
Target audience
Content required for the media product
Timescale/deadline
Constraints and restrictions:
- Time
- Target audience specific (e.g baby product)

House style: consistent with the clients brand/colour scheme

Who is the target audience?
Product:
Final viewer or consumer (user) of the product that is to be created.
Pre-Production documents:
Designer, developer or client developing or approving the product from your ideas and designs.

Categories of target audience (user)
Age: give an age range, 16-20, 11-14
Gender: male, female LGBT
Location: local national or international
Ethnicity: groups of people that have a common background or culture.
Income: how much money they will earn.
Interests: hobbies, common interests
Accessibility: issues to consider include age, gender, disability, EAL (English as an additional language.

Types of research:
Primary: the original source is the most accurate and specific to your product. (diary, interview, focus group, Questionnaire/survey
Secondary: information is collected from someone else, it is not as accurate or specific to what you need. (History textbook, magazine article and internet search)

Knowledge Organiser :Legislation

You must be able to demonstrate a through understanding of legislation in relation to multimedia assets and products

The Data Protection Act (1998)

The Data Protection Act is a law that controls how your personal information is used by organisations, businesses or the government.

Everyone responsible for using data has to follow strict rules called '**data protection principles**'.
They must make sure the information is:
 used fairly and lawfully
 used for limited, specifically stated purposes
 used in a way that is adequate, relevant and not excessive
 accurate
 kept for no longer than is absolutely necessary
 handled according to people's data protection rights
 kept safe and secure
 not transferred outside the European Economic Area without adequate protection

There is stronger legal protection for more **sensitive information**, such as:

 ethnic background
 political opinions
 religious beliefs
 health
 sexual health
 criminal records

Intellectual Property Act (2014)

Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce.

Having the right type of intellectual property protection helps you to stop people stealing or copying:

 the names of your products or brands
 your inventions the design or look of your products
 things you write, make or produce

Intellectual property is divided into two categories copyright and Industrial Property.

Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications.

Intellectual property rights are like any other property right. They allow creators, or owners, of patents, trademarks or copyrighted works to benefit from their own work or investment in a creation. These rights are also outlined in Article 27 of the Universal Declaration of Human Rights, which provides for the right to benefit from the protection of moral and material interests resulting from authorship of scientific, literary or artistic

Unregistered Registered trademark ®
trademark TM

Copyright Designs and Patent Act (1998)

Copyright protects your work and stops others from using it without your permission.

You get copyright protection automatically - you don't have to apply or pay a fee. There isn't a register of copyright works in the UK.

You automatically get copyright protection when you create:

 original literary, dramatic, musical and artistic work, including illustration and photography
 original non-literary written work, such as software, web content and databases
 sound and music recordings
 film and television recordings
 broadcasts
 the layout of published editions of written, dramatic and musical works

You can mark your work with the copyright symbol (©), your name and the year of creation.

Whether you mark the work or not doesn't affect the level of protection you have. ©

Knowledge Organiser :Legislation

You must be able to demonstrate a through understanding of legislation in relation to multimedia assets and products.

Copyright icon is displayed when a creator wants to enforce their copyright.

Copyright Infringement

Copyright is infringed when any of the following acts are done without permission, whether directly or indirectly and whether the whole or a substantial part of a work is used:

 copying the work in any way
 issuing copies of the work to the public
 renting or lending copies of the work to the public
 performing, showing or playing the work in public
 broadcasting the work or other communication to the public by electronic transmission
 making an adaptation of the work.

 Conviction in the magistrates' court the maximum term of incarceration in the UK for copyright infringement is 6 months and/or a fine of up to £50,000.

 Conviction in the Crown Court the maximum term of incarceration in the UK for copyright infringement is 10 years and/or an "unlimited" fine.

Copyright Protection

 Copyright protection starts as soon as a work is created.
 Once your copyright has expired, anyone can use or copy your work.
 The length of copyright depends on the type of work.

Type of Work	How long Copyright Lasts
Written, dramatic, musical and artistic work	70 years from when it's first published
Films	70 years after the death of the director, screenplay author and composer
Broadcasts	50 years from when it's first broadcast
Layout of published editions of written, dramatic or musical works	25 years from when it's first published

Creative Commons Marks

Some creators **Creative Commons** to release and enable free distribution of work that would otherwise be regarded as eligible for copyright protection. There are sometimes conditions (additional logos) associated with the creative commons licences (see table.)

Attribution — Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you

No Derivative Works — Others can only copy, distribute, display or perform verbatim copies of your work

Share Alike — Others can distribute your work only under a license identical to the one you have chosen for your work

Non-Commercial — Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.

Knowledge Organiser: work plans

What is a work plan
• A structured list of all the tasks and activities needed to complete project.
• It provide a visual representation of how long each activity should take to ensure the deadline is met

Purpose of a Work plan
• Provides a timescale for the overall project to be completed
• Maps out over time all of the different aspects of a project

Production Schedules
A list of what will be done when, within the required timescale.
eg video production schedule may define what scenes to be recorded on which days. Inside scenes on one day, outside scenes on another day (dependent on weather).
Different/rom work plan which may have allocated a duration of 3 days to
get all of the scenes filmed in order for the project to be completed.

Content of a work plan
Tasks -the different stages or main sections of the overall plan
Activities - all of the individual things to do to complete a task *(see above)*
Durations - how long each activity is expected to take
Workflow - in most projects some tasks cannot be started until others
have been completed (eg. the images in a magazine article cannot be arranged until the pictures have been taken).
Timescales - how long it will take to complete the product
Milestones - key dates when a section (task) is complete
Deadlines - A date something has to be completed by
Contingencies -'What if' scenarios, back up plan, build in extra time or
other ways to do things

Example work plan for a photoshoot

	Durations	Timescales	Deadlines
Tasks			
Activities		Workflow	Milestones
		Contingencies	

Example production schedule for a video shoot.
This is for the outdoor scenes (one of three days of filming in total).
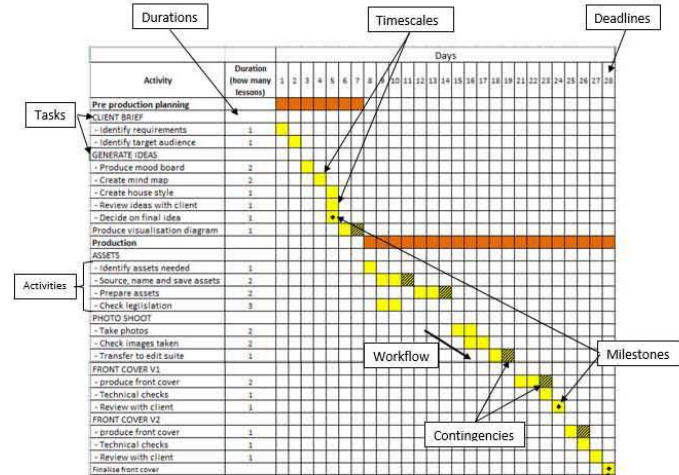
Project	Video – Mountain climbing promotion		
Production Task	Outdoor scenes of mountain climbers 4, 5, 6 and 7		
Date	1st October	Start Time	6.30am
Main Location	Helvellyn, Lake District		
People needed	Cast:
Actor 1
Actor 2	Crew:
Camera operator
Sound operator	Other:
Director

Time	Scene	Characters / actors	Location
5.30	4 – packing gear	Actor 1
Actor 2	Car park
5.45	5 – Setting off	Actor 1
Actor 2	Approaching Helvellyn mountain from the path
7.30	6 – Viewing the mountain range	Actor 1
Actor 2	Grid ref 34
Looking East
11.00	7 – Climbing to the summit	Actor 1	On the summit of the mountain

Terminology

Hardware – The equipment used.
Software – Programs or applications used (to create pre-production documents)
Resources – covers hardware, software and people
Digitise – convert a paper-based document into a digital document that can be processed by a computer

Techniques for pre-production

Creating
Using hardware to **create the original** document **in a digital format.**

Digitising:
Creating the document by hand and then
convert to a digital copy using a scanner or digital camera.
You will have a **physical copy** as a back up and you can **send electronic version** as well

Hardware

Computer System – PC, MAC, Tablet
Computer peripherals – Keyboard, Mouse, Monitor, Microphone, speakers
Imaging devices – Digital Camera, Scanner
Hand drawing – Pen, Paper, Pencil
Printer – Turns digital to hard copy

Software

Image editing Software / Desk top Publishing
Visualisation Diagram, Mood board, Storyboard
- Adobe Photoshop
- Microsoft Publisher
- Illustrator

Word processing
Mind Map, Story board
- Microsoft Word
- Apple Pages

Presentation Software
Mood board, Mind map, Story board
- PowerPoint

Web Browsers
Search for ideas and images
- Google Chrome
- Internet Explorer
- Safari
- Firefox

Dedicated software
Mindmup (mind map)
Storyboard That (storyboard)
Toon Boom Storyboard (storyboard)

Version control

Create new versions of the project after changes have been made.

Version:
Advert_storyboard_**V1**
Advert_storyboard_**V2**

Date:
Advert_storyboard**15_09-2018**
Advert_storyboard**20_09-2018**

File formats

Word = .doc, .docx
Photoshop = .ps, .eps
Publisher = .pub
Powerpoint = .ppt, .pptx

Portable Document Format = .PDF

Client Requirements:

Your client is the person you will be working for. They will tell you what to plan, design or create for them. The client will set out requirements that they want you to follow when you plan the project.

Asset Table:

Create an asset table to show the range of images, assets and information you have collected for the project – listing where you got it from and describing any legal issues.

Target Audience: You need to know your target audience. Who are they? What kind of things do they do? What are their likes and dislikes? What are they interested in? Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

Scenario
Your client is producing a new film and needs to begin the development of the DVD cover. The title
of the film is 'Energy Matters' and it is about the World's demand for energy in the year 2020. The
film is expected to be given a Certificate 12 rating when released. The DVD cover produced must
be a single piece of digital graphic artwork that includes front cover, back cover and the spine.
A high quality file for print purposes must be created together with a low resolution version suitable
for use on a website. The website version will be used for promotion and be 400 pixels wide to fit
the web page layout.

What type of file formats do digital graphics use?
- .tiff
- .jpg
- .png
- .bmp
- .gif
- .pdf

You will need to find out the different uses and properties of these file formats and be able to describe why different formats are suitable for different situations

Planning:

Create a work plan which lists all of the tasks involved in the whole project. Estimate how long each task will take and create a chart or diary to record how long they REALLY take to complete. Build in some contingency time in case things go wrong! Explain why you had to use it if things don't go according to plan all the time.

Tools and Techniques:
You need to show evidence of the tools and techniques you have used:
- Cropping/Magic wand tool
- Rotating
- Blur/smudge tool
- Eraser tool
- Transparency
- Changing brightness/contrast/colour adjustment
- Gradient/fill tools

Technical Compatibility
Your final image must meet the technical specification set by the client.
Correct size in Pixels and Correct Resolution.

In Photoshop – File>Export>Adjust the size and resolution to fit the client brief.

Export Options:
Digital Graphics need to be saved in different formats for different purposes – the size and resolution will be different for:
- Print use
- Websites
- Multimedia

Which resources wil be needed to make your digital graphic?

- Digital Camera
- Internet
- Computer System
- Adobe Fireworks
- Adobe Photoshop
- Scanner

Why are digital graphics used?
- To entertain
- To inform
- To advertise
- To promote
- To educate

Visualisation:
A visualisation is a sketch or diagram of what you think the final graphic might look like.

What can you change about an image to make it more suitable for different uses?
- Size in Pixels
- Resolution (Dpi)
- Quality
- Compression

Where are digital graphics used?
Magazine covers
CD/DVD covers
Adverts
Websites
Games
Multimedia products

Photoshop Tools Layout

- Move and Selection tools
- Crop and Slice tools
- Measurement tools
- Retouching and Painting tools
- Drawing and Type tools
- Navigation tools

Tool	Description
Move Tool	used to move items around
Marquee Tool	used to make selections. There are four different types which are: **Rectangular** - This will make a Rectangular selection **Elliptical** - This will make a Elliptical selection **SingleColumn** - This will make a Column selection **SingleRow** - This will make a Row selection
Lasso	used to make selections. There are three different types which are: **Lasso** - This can make free hand selection **PolygonalLasso** - This will make selection with lines **MagneticLasso** - This will make selection by shaping onto objects.
Quick Selection	used to make selection of objects by painting on them with an adjustable brush.
Crop	used to trim images.
Eraser	used to erase pixels of an image.
Brush Tool	Paints a brush stroke.
Pencil Tool	Paints are hard-edge stroke.
Gradient	This tool can be used to make a straight-line, radial, angle, reflected, and diamond blends between colors.
Paint Bucket	Fills similar coloured areas with the foreground colour
Pen	This tool can be used to create smooth-edged paths. You can use the Freeform Pen to create paths free-handed.
Type Tool	creates a text box which can be used to type text into.
Shape Tools	used to create shapes. There are six different types of shape tools which are:
	Rectangle **Polygon** **Rounded Rectangle** **Line** **Ellipse** **Custom Shape**
Hand	This tool can be used to move an image within the window.
Zoom	Zoom in and out.
Magic Wand tool	Selects the pixels with similar colors in a single click

Toolbox overview

A View tools
- Zoom (Z)
- Hand (H)

B Select tools
- Move (V)
- Rectangular Marquee (V)
- Elliptical Marquee (V)
- Lasso (L)
- Polygon Lasso (L)
- Magnetic Lasso (L)
- Quick Selection (A)
- Selection Brush (A)
- Magic Wand (A)
- Refined Selection (A)
- Auto Selection (A)

C Enhance tools
- Eye (Y)
- Spot Healing Brush (J)
- Healing Brush (J)
- Smart Brush (F)
- Detailed Smart Brush (F)
- Clone Stamp (S)
- Pattern Stamp (S)
- Blur (R)
- Sharpen (R)
- Smudge (R)
- Sponge (O)
- Dodge (O)
- Burn (O)

D Draw tools
- Brush (B)
- Impressionist Brush (B)
- Color Replacement Brush (B)
- Eraser (E)
- Magic Eraser (E)
- Background Eraser (E)
- Paint Bucket (K)
- Gradient (G)
- Eyedropper / Color Picker (I)
- Custom Shape (U)
- Rectangle Shape (U)
- Rounded Rectangle Shape (U)
- Ellipse Shape (U)
- PolygonShape (U)
- Star Shape (U)
- Line Shape (U)
- Shape Select (U)
- Horizontal Type (T)
- Vertical Type (T)
- Horizontal Type Mask (T)
- Vertical Type Mask (T)
- Text on Selection (T)
- Text on Shape (T)
- Text on Path (T)
- Pencil (N)

E Modify tools
- Crop (C)
- Cookie Cutter (C)
- Perspective Crop (C)
- Recompose (W)
- Content-Aware Move (Q)
- Straighten (P)

F Color tools

VIEW
SELECT
ENHANCE
DRAW
MODIFY
COLOR

- Indicates default tool
- * Keyboard shortcuts appear in parenthesis

3.1.1 - The purpose and nature of businesses

Businesses in the Private Sector (owned by individuals) usually exist to make a profit but may also exist for the benefit of others. Profit or other benefits are achieved through producing a good or providing a service where a business opportunity exists in the business environment. Public Sector organisations (owned/run by government) exist to provide services to the population, such as schools and hospitals.

Factors of Production - the elements needed for businesses to operate:

Land	Labour	Capital	Enterprise
Buildings/offices	Work of staff	Money / machinery	Ideas and risk-taking

Sectors of Industry - businesses divided by their stage of production:

Primary	Secondary	Tertiary
Extracting raw materials	Manufacturing	Providing a service

Needs	Wants	Goods	Services
Products I need in order to survive	Products I want to have but don't need	Physical items	Actions done for you by someone else

Opportunity Cost:
The value of the next best alternative, lost when we make a choice. For example; if our choices could generate a)£10, b)£100, or c)£1000. The opportunity cost of choosing option c is the value of b = £100

Enterprise & Entrepreneurship:
Enterprise is the act of doing business - investing and working in order to increase the value of raw materials or our actions.
Entrepreneurship is the act of creating new business ideas, taking opportunities, while being innovative and prepared to take risks in order to turn their money into more money.

3.1.2 - Business ownership

	Liability/Size	Advantages	Disadvantages
Sole Trader	Owner: Unlimited Liability Small	• Own Boss - Keep control • Keep all profits • Can employ people • Cheapest to set up	• all liability / need insurance • Not working = not earning
Partnership	Partners: Unlimited Liability Small/Medium	• Shared responsibility • More investment • Not working = business still earning • Can have "sleeping partners" (Limited Liability but no say in how the business is run)	• Have to share profits • Not in complete control • More expensive to set up
Private Limited (Ltd.)	Shareholders: Limited Liability Small—Large	• Can keep control by keeping a majority of the shares • Opportunity for additional investment	• Cannot sell on the stock market • Selling more than 49% of the shares could see you lose control • Profit likely to be shared through dividends
Public Limited (PLC.)	Shareholders: Limited Liability Medium-Very Large	• Can sell shares on the Stock Market - more investment • Kudos / greater reputation	• Kudos / greater reputation • Share Price controlled by the market - investment might increase or decrease depending on the economy • Risk of a Hostile Takeover - could be voted out as CEO by the shareholders at an AGM
Not for Profit	Trustees: Limited Liability	• Opportunity to increase income/impact by publicising 'Charity' status	• Close scrutiny by the Charity Commission

3.1.3 - Setting business aims and objectives

Objective	Explanation
Survival	For the business to avoid going bust
Profit Maximisation	To achieve the most profit possible
Growth	Getting bigger / expansion through internal or external growth
Market Share	The % of a product sold in the UK sold by a single business
Social/Ethical	To meet or exceed customer expectations related to the environment / treatment of staff or other issues
Customer Satisfaction	How pleased a customer is with the product or service received
Shareholder Value	Improving performance of the business to raise the share price or the amount of profit that can be shared as dividends

Objectives give a business direction. Over time we achieve things and the world changes around us, so objectives change over time. Business size will affect their choice of objective in the same way that business ownership will change their objectives. Bigger businesses will have different aims to smaller ones, and those owned by shareholders will have be different to Sole Traders.

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Business in the Real World

Unit 1

Appears in:
Paper 1 & Paper 2

3.1.4 - Stakeholders

A **Stakeholder** is a person or organisation with a **concern** (an investment) or an **interest in** (they might be affected by) a business.

Common Stakeholder Groups include:

Internal
- Workers
- Managers
- Owners
- Directors

External
- Shareholders
- Customers
- Local Community
- Government
- Banks / Creditors
- Suppliers
- Trade Unions
- Special Interest Groups

Different groups will have more or less of an interest and more or less influence over the business and its decisions. Groups like Shareholders will influence the business as they want the business to deliver them **Shareholder Value**, whereas **Directors** have significant influence as they control the business.

CONFLICT Different stakeholder groups may be in **conflict** with one another as their interests contradict each others. For example, the local community will want fewer lorries on the road, but managers want more sales.

3.1.5 - Business Location

Businesses location can be extremely important for the success of a business. How close you are to raw materials or to customers can have a significant impact on the costs of getting your product to market.
Some businesses will want to be close to their competition – such as casual dining restaurants, as it will bring more potential customers to the area. While others, such as small independent restaurants may want to be far from their big-chain rivals.
Manufacturing companies are likely to need skilled labour, and so being near to a suitable number of skilled workers will be important.
Most businesses will have some essential services they need to be near to, such as the motorway network, high-speed internet connection, or international travel hubs.

3.1.6 - Business Planning

A business plan is a written document that describes a business, its objectives, its strategies, the market it is in and its financial forecasts.
The business plan has many functions, from securing external funding to measuring success within the business.

A business plan needs to address the issues of interest to the reader and user. Assuming that the plan is meant to be read by potential finance providers (e.g. a bank, business angel or venture capitalist) then it ought to provide convincing and realistic answers to questions such as:

- What is the business?
- Who are the people?
- What is the product?
- Who are the target market?
- Is the market growing?
- Customers – what price will be acceptable?
- Costs / Profitability?
- When will we break-even?
- What investment is needed?
- Who is financing the business?
- Risks / Solutions?

3.1.7 - Expanding a business

Forward Vertical
Towards the customer

Horizontal
(Same industry)

Lateral
(different industry)

Backwards Vertical
Away from the customer

Takeover	Also called an acquisition, one company buys another. This could be by buying a majority of the shares, or by buying the company outright.
Merger	Two companies agree to join together – both original sets of owners keep some ownership.
Forwards Vertical	A business integrates (merges with or takes over) a business closer to the customer. I.e. a manufacturer buying a retailer who sells their goods.
Backwards Vertical	A business integrates with a business further away from the customer. I.e. a retailer buying a manufacturer that supplies them with goods.
Horizontal	A business integrates with a business who operate in the same market as them, at the same stage of production. I.e. two car manufacturers like Jaguar and Land Rover.
Lateral	A business integrates with a business who operates in a different market, possibly at a different stage of production. I.e. Tata, who bought Jaguar Land Rover, and PG Tips.
Outsourcing	Paying another company to do some of your work for you, or perform certain jobs for you.
Franchising	Selling the right to use your brand – you (the Franchisor) allow other companies (Franchisees) to use your name, logo, products, in exchange for an annual fee and share of the revenue.

Economies of Scale: benefits of getting larger (Purchasing / Technical)
Diseconomies of Scale: drawbacks of getting larger (Communication / Coordination)

Goods, Services. Needs & Wants

- Goods – physical (tangible) products such as burgers, cars, laptops.
- Services – non-physical items such as hairdressing, NHS, banks, insurance.
- Needs – essential for us to live.
- Wants – things which we desire.

Four Factors Of Production

- Land - A business needs land or a building.
- Labour - A business needs workers.
- Capital - A business needs money to start and run.
- Enterprise - An entrepreneur is needed to bring it all together and run the business.

Three Business Sectors

- Primary - Extraction of raw materials e.g farmer, coal mining.
- Secondary - Turing the raw materials extracted at the primary stage into finished goods.
- Tertiary - Provide a service and sell the goods and services e.g. NHS, shops.

Characteristics of an entrepreneur

Entrepreneur - someone who takes a risk and starts a business. Determination, passion, creative, motivated, takes risk, organised persistent.

Objectives of an entrepreneur (reasons for starting a business)

- Be their own boss.
- Flexible working hours.
- Pursue hobby/interest.
- Earn more money.
- Identified a gap in the market.
- Dissatisfied with current job.

Why do businesses face a constantly changing environment?
(EXTERNAL INFLUENCES ON A BUSINESS)

- Political
- Environmental
- Social (trends changing)
- Technology
- Legislation (laws)
- Economy (unemployment, interest rates)
- Competitors

Stakeholders (anyone who is interested or affected by what a business does).

- Owners, employees, customers, local community, suppliers, government etc.
- Stakeholders sometimes have conflicting views and can influence the decisions a business makes.

Business Ownership Structures

Sole Trader

Advantages	Disadvantages
•You make all the decisions.	•Unlimited liability.
•You have total control – you decide on the direction of the business.	•Access to capital (money) – can be harder to get loans as there is only one person – limits the opportunities for growth.
•You keep all the profits.	•May not have skills in every area to run business as well as it could.
•Can offer flexibility – e.g. working hours.	•If you don't work you don't earn (sickness, holidays etc).
•You can keep your business affairs private –you don't need to publish the accounts.	
•Easy to set up – no complicated	

Partnership

Advantages	Disadvantages
•Extra capital – can invest own savings or if applying for loans enables then to gain a higher loan - more collateral to offer).	•Unlimited liability
•Different partners can bring different skills.	•Disagreements – may not always want the same thing.
•You can keep your business affairs private –you don't need to publish the accounts.	•Profit needs to be shared.

Private Limited Company (LTD)

Advantages	Disadvantages
•Limited liability.	•More legal formalities than sole trader and partnership.
•Can be easier to raise capital (money) as the business can release new shares for individuals to purchase – new shareholders usually have to be approved by existing shareholders in a LTD.	
•Can't be taken over (unlike PLC), as shareholders must agree the sale of shares to others.	
•Different shareholders could bring knowledge	

Unit 1 Formulas

- Sales Revenue = selling price per item x number sold
- Total variable costs = variable cost per item x number sold
- Total costs = fixed costs + total variable costs
- Profit = sales revenue – total costs
- Cost per unit = total costs ÷ number sold
- Percentage change = change (difference) ÷ original amount *100

Public Limited Companies

Advantages	Disadvantages
•Limited liability.	•It is expensive to set up a Plc, at least £50,000 of share capital has to be available and legal paperwork needs to be produced.
•Can be easier to raise capital (money) as the business can release new shares for individuals to purchase – anyone can purchase shares in a PLC.	•The company has to publish its accounts every year, and these are available for the general public and competitors to see.
•Usually well-known organisations with a good reputation, that makes it easier for them to raise finance. Banks are more willing to lend to large, established companies.	•Unwanted takeovers are possible as shares can be bought by anyone; the shareholder who owns more than half the shares controls the business.

- Unlimited liability – if the business fails, you not only lose the money you invested, but your personal possessions can also be taken to repay any debt the business has.
- Limited liability – you only lose the money that you invested. If the business fails and has debts, your personal possessions are NOT at risk of being taken.

Aims and Objectives

- Aim - An aim is general and is what a business hopes to achieve as a result of its work
  e.g. survive, maximize profit, grow, increase market share, improve customer satisfaction, be more ethical, increase shareholder dividends, break even.
- Objectives - Objectives state in more detail how an aim will be achieved. Objectives should be SMART.
  Specific, Measurable, Achievable Realistic, Time based.
  E.g. To grow by opening 20 new stores within the next two years.

Why does a business have aims and objectives?

- To co-ordinate business activity and give a sense of direction – everyone knows what they should be aiming for.
- Gives a common goal for workforce – can help to motivate and make a more efficient and productive workforce.
- Helps with decision making – all decisions made by departments should help to work towards the business's aims and objectives.
- Act as a yardstick (benchmark) to measure performance – have we done/achieved the objectives. Business can investigate successes or failures and learn from this.

How can a business measure success?

- Profit, number of stores, customer satisfaction, number of customers, reputation, number of items sold, market share.

Factors influencing business location

- Proximity to target market, cost, availability of raw materials, availability of labour, infrastructure in area, competition.

Business Plans

Main sections: personal details, mission statement, aims and objectives, details of product/service, market research, production details, expected costs and profit, financial documents (break even, cash flow forecast, balance sheet, income statement).

Why bother creating a business plan?

- Forces the owner to think carefully about what the business is going to do and what resources are needed.
- Allows them to calculate how much capital is needed to start the business.
- It is needed to convince banks and investors that the business is viable. Without a business plan, banks will not invest.
- If the idea is a bad idea, planning should help the owner or financial investors realise this – saves wasting time and money.

Expanding a business

Organic (internal) growth: franchising, open new stores, embrace e-commerce, outsource, develop new products.

External (inorganic) growth: merger & takeovers.

Economies of scale (the benefits a business gets by growing):

Purchasing economies of scale, marketing economies of scale, managerial economies of scale, financial economies of scale, technical economies of scale.

Diseconomies of scale (the negatives a business can experience by growing in size):

Poor communication, lack of motivation, loss of direction and co-ordination.

Knowledge Organiser- Imedia: RO84 Storytelling with a comic strip

Target Audience: You need to know your target audience. Who are they? What kind of things do they do? What are their likes and dislikes? What are they interested in? Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

Client Requirements: Your client is the person you will be working for. They will tell you what to plan, design or create for them. The client will set out requirements that they want you to follow when you plan the project.

Asset Table:

Create an asset table to show the range of assets and resources you need to create a multipage comic strip. You need to understand the legislation that relates to the use of the assets in a multipage comic strip.

SmileBrite is a charitable organisation that aims to improve the condition of children's teeth. SmileBrite works closely with primary schools and dentists, helping children understand the benefits of keeping their teeth clean and healthy.

SmileBrite has commissioned you to create a multipage comic strip that shows primary school age children how to look after their teeth. The comic strip will be distributed electronically in primary schools and printed out to be sent home with the school's newsletters. It therefore needs to be in a format that can be printed without specialist software

Physical Characteristics : This includes body size and shape, facial features, hair styles and outfits.

Non-Physical Characteristics: These often link to the genre of the comic strip e.g. in a horror comic strip, characters may have characteristics such as dishonesty and deviousness.

Planning: Create an original script and storyline for the comic strip making sure that it meets the client brief and the requirements of the target audience. You will need to create a storyboard to plan out the key aspects of the comic strip.

Textual devices: Comics express ideas through images, combined with text or other visual information. These are some of the textual devices that can be included in a comic strip:
- Speech/Thought balloons
- Captions
- Onomatopoeia – Wham, Bang, Crash, Kapow

Panel Placement and Story Flow
Comic strips have clear layout and story flow, unlike many other illustrated story telling methods.
Comic strips display their artwork in a sequence of boxes, which are read left to right across the page. Typically there are six to nine panels on a page. Panel shape can indicate different action in the comic strip.

Origins and history of comics: The idea of telling stories using a series of images goes back to Egyptian hieroglyphics. In Europe, in the seventeenth century, series of images were used for propaganda and to convey religious and moral messages. It is challenging to pin point exactly when and where the first comics were created.

For the purposes of this unit, we will look at the development of popular comics since the 1930's.

Saving and exporting your comic strip: It is important to think about the best way to save your comic strip and then export it. Think about:
- File Size – does the comic strip need to be emailed or shared on the internet?
- Image Quality – does the comic strip need to be high quality or low quality?
- Product Format – does the comic strip need to be in print or electronic format?

Genres of comics: Manga – Japanese comic books
- DC Comics – bases characters and storylines on super human heroes
- Marvel Comics – creates characters based on humans who gain powers or abilities to become superheroes
- Fantasy comics – set in other worldly universes
- Children's humour – like the Beano or the Dandy

Focal Points: This is the place in the panel where the creator wants the reader's eye to be focused.
Narrative: This is about explaining events by speaking or writing them down.
Onomatopoeia: A word that sounds like the thing it is describing, such as slurp, bang, and whoosh

Year 9

Create a multipage website

Target Audience:
You need to know your target audience. Who are they? What kind of things do they do? What are their likes and dislikes? What are they interested in? Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

Methods of internet connection:
•Wired broadband
•Wi-Fi
•3G, 4G and 5G wireless broadband

Client Requirements:
Your client is the person you will be working for. They will tell you what to plan, design or create for them. The client will set out requirements that they want you to follow when you plan the project.

Test Plans:
There are a range of elements that all need work to produce a successful product. Create a test plan to check these functions: Navigation , Links to take the user to the correct page , Display of images and content and Playback of video and audio

Asset Table:
Create an asset table to show the range of audio, video and images you will be using. This will include listing where you got the assets from and describing any legal issues with using them.

Your client is the local tourist information board who is running a campaign to encourage teenagers to spend more time in their local area visiting attractions. They have asked you to develop a multipage website which will help them do this by promoting attractions and facilities in the local area. The tourist information board has asked for a website which contains a minimum of five pages to help them to promote the local area.

The website must contain an appropriate navigation system and a consistent look across all pages. It should also contain a range of images, appropriate text and any other multimedia assets.

Devices used to access webpages:
•Laptops and personal computers
•Tablets
•Mobile devices and smartphones
•Game consoles and digital television
•Smart Speaker
•Smart Watch

Features of websites:
•House style
•Navigation features
•Hyperlinks
•Search facility
•Website footer
•Images/image gallery
•Ordering forms
•Downloadable content
•Logo/Title
•Page Titles
•Email links
•Links to social media
•Internal links
•Shopping basket
Interactive features
•Rollovers
•Animations
•Adverts
•Surveys
•Forums
•Quizzes
•Comment boxes
•Audio/video files

Planning:
Create a work plan which lists all of the tasks involved in the whole project. Estimate how long each task will take and create a chart or diary to record how long they REALLY take to complete. Build in some contingency time in case things go wrong!
Create a site map to show the pages of the website and how they will be linked together with navigation features.
Create a visualization diagram to plan the content and layout of the individual web pages.

How does the appearance of websites differ on different devices?
•The screen resolution used can change the look of a site
•Operating system used can change the look of a site
•Fewer images may be used on mobile versions
•The web browser may change things
•The orientation can change

Legislation:
This should include Copyright Law in a commercial context and the use of other people's intellectual property. Links to external websites should be secure and suitable for your users. Considering how legislation applies to sourcing, creating and using assets on your website.

Purposes of websites:
•Education
•Online retail
•Information
•Services
•Advertising
•Promotion
•Entertainment