



Year 6 – Summer 1
We Are Advertisers
Computing



In this unit, the pupils review existing adverts or promotional films, create a storyboard, shoot original footage, source other media and edit a final version of their movie.

Information Technology

Prior Knowledge

Children will already know how to create different media files and edit them to fit a particular purpose. They will understand the three phase process of; Pre-production, production and post-production

| Computing Key Vocabulary | |
|--------------------------|--|
| Footage | Raw, unedited material filmed on a device |
| Rough cut | Stage of video production in which scenes and shots are assembled in the correct sequence but without the attention to detail needed in the final cut. |
| Storyboard | Planning document for video or animation in which each scene, or sometimes shot, is drawn |
| Advert | An advert is the promotion of a product, brand or service in order to attract interest, engagement and sales. |
| Frame | A frame is one of the many still images which compose the complete moving picture. |
| Creative Commons | A licensing scheme where the creator of an original work allows others to use it without seeking further permission |
| Final cut | Stage of video production in which the footage is in its finished form in the editing software. |
| Rushes of footage | Raw, unedited footage |
| Shots | A series of frames that runs for an uninterrupted period of time |
| Angles | The specific location at which the movie camera or video camera is placed to take a shot. |
| Transitions | A technique used in the post-production process of film editing and video editing to move between different shots. |

Shooting video

Use the camera in landscape mode

Make sure you capture the audio too

Avoid distracting clutter



Plan your shot

Focus

Get permission

Use natural light

Know your camera

Keep the camera very still (try using a tripod)



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| This half term we will be using... | |
|------------------------------------|---------------|
| Hardware | Software/Apps |
| Ipods | WeVideo |

| ANGLE | SHOT SIZE | MOTION |
|-----------------------|-------------------------|--------------|
| eye level | close up, extreme | 360-degree |
| dutch | medium shot | zoom |
| low angle | long shot, extreme | pan, tilt |
| high angle, top angle | single, two, three shot | dolly, crane |
| over the shoulder | POV | random |

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Video Transitions
Drag a video transition and drop it between two video clips on the timeline below.

Transitions



'How to Film' storyboard part

1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about
Props: Megaphone, Clapper board

2. Close-up of Sarah speaking directly to camera
Script: Sarah "One thing you must remember..."

3. Low angle camera pointing up at Callum
Props: Megaphone, Paintbrush
Script: Callum "Yes! Sarah is right..."

4. Close-up of Sarah holding photograph

5. Camera ZOOMS a Wide shot Sarah speaks using photos on your storyboard.

Storyboard

E-safety:
To show an awareness of copyright issues and know that not all resources I find on the internet are not legal to use or copy.

Footage

Frame