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**Knowledge Rich Curriculum Plan**

Year 7 - Topic 6: Creative Project



| **Lesson/Learning Sequence**  | **Intended Knowledge:***Students will know that… Students will know how to…* | **Tiered Vocabulary**  | **Prior Knowledge:***In order to know this… Students need to already know that…* | **Assessment**  |
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| **1** | * Students will know what a purpose is and how to explain the purpose of a video.
* Students will know what a target audience is and how to explain it for a video.
* Students will know why different features will make a video more appealing.
 | VideoAudioTitles/CaptionsAnimationsPurpose – Entertain/Advertise/Persuade/PromoteAudienceFeaturesTransitions | * The different features that make up a video such as video clips, titles/captions, audio and special effects.
* What makes a video good/bad/interesting for the person watching.
 | QuestioningWorksheet |
| **2** | * Students will know how to select appropriate assets to use and explain why.
* Students will know the important information that should be included on a promotional video.
 | SelectInformationAppropriateAssetsTransferCaptionsGraphics | * That they will be making a promotional video for their movie festival.
* What type of video clips would look good on their promotional video.
 | Retrieval TaskQuestioningWorksheet |
| **3** | * Students will know how to set up a video using Adobe Premiere Pro.
* Students will know the difference between split and trim techniques for video clips.
 | SplitTrimTimelineImportSplitTrimTechniques | * The video clips that they will be using for their promotional video.
* The average length of a TV advert and why they should be that long.
 | Knowledge Check QuizRetrieval TaskWorksheet |
| **4** | * Students will know the difference between a title and a caption.
* Students will know the formatting techniques that can be applied to text.
 | TextInformationPersuasiveFormattingTitlesCaptions | * The importance of including information on a promotional video.
* The benefits of using persuasive language.
 | Retrieval TaskQuestioningWorksheet |
| **5** | * Students will know the advanced techniques in Adobe Premiere Pro so that they can add transitions and special effects on to their video.
* Students will know how to import and edit an audio file to fit a video clip.
 | ClipsEditAudioTechniquesTransitionsSpecial EffectsImport | * Students need to already know how to locate and import assets on to Adobe Premiere Pro.
* Students need to already know what a transition is and why it is used between video clips, slides or pages.
 | Retrieval TaskQuestioningWorksheet |
| **6** | * Students will know how to answer the end of unit assessment using their prior knowledge.
* Students will know how to improve on their work from previous lessons in the unit.
 | Students will need to use all of the vocabulary from the previous lessons. | * Students need to know all of the intended knowledge from the previous lessons in the unit.
 | End of Unit AssessmentStudent Response Task |