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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. | Video  Audio  Titles/Captions  Animations  Purpose – Entertain/Advertise/Persuade/Promote  Audience  Features  Transitions | * 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. | Questioning  Worksheet |
| **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. | Select  Information  Appropriate  Assets  Transfer  Captions  Graphics | * 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 Task  Questioning  Worksheet |
| **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. | Split  Trim  Timeline  Import  Split  Trim  Techniques | * 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 Quiz  Retrieval Task  Worksheet |
| **4** | * Students will know the difference between a title and a caption. * Students will know the formatting techniques that can be applied to text. | Text  Information  Persuasive  Formatting  Titles  Captions | * The importance of including information on a promotional video. * The benefits of using persuasive language. | Retrieval Task  Questioning  Worksheet |
| **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. | Clips  Edit  Audio  Techniques  Transitions  Special Effects  Import | * 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 Task  Questioning  Worksheet |
| **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 Assessment  Student Response Task |