

# Beamont Collegiate Academy Curriculum Map



## Year 9 ICT

Intent	Implementation	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Clarity around knowledge	Theme / topic	Characteristics of enterprises	Research and development	Promoting and pitching an idea	Creative Interactive media	Creating dynamic content	Digital literacy masterclass
	Key substantive knowledge	<ul style="list-style-type: none"> <li>• What is an enterprise</li> <li>• Types and characteristics of SME's</li> <li>• The purpose of enterprises</li> <li>• Entrepreneurs mind set and skills</li> <li>• Success and failure</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting customer needs</li> <li>• Market segmentation</li> <li>• Using market research</li> <li>• Primary and secondary data collection</li> <li>• Understanding competitors</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding markets</li> <li>• Keeping customers satisfied</li> <li>• Planning and financing</li> <li>• Marketing and promotion</li> <li>• Innovation and new markets</li> <li>• Promotions</li> <li>• Physical resources</li> <li>• Financial forecasting</li> <li>• Pitching an idea</li> <li>• Effective communication and presentation</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• What is multimedia</li> <li>• What is interactivity</li> <li>• Purpose and audience</li> <li>• Skills within image editing: lasso / clone stamp / rotate / flip / hues, colours and tints / opacity / layers</li> </ul> <p><b>Digital literacy push</b></p> <ul style="list-style-type: none"> <li>• Importance of formatting documentation</li> </ul>	<ul style="list-style-type: none"> <li>• Animation: stop frame, pixel and graphical</li> <li>• Understanding frame rates</li> <li>• smooth animation creation</li> <li>• The exportation involved in different kinds of dynamic content for use in different places with different purposes</li> </ul> <p><b>Digital literacy push</b></p> <p>Creating and formatting a presentation for a purpose</p>	<ul style="list-style-type: none"> <li>• Importance of formatting documentation</li> <li>• File formats and working between network and cloud</li> <li>• Spreadsheet production and purposes</li> <li>• Productivity in a digital environment</li> </ul>
	Disciplinary knowledge	Compare and analyse judgement	Research enquiry	The development of scientific thinking Persuasive techniques Promotional techniques Technical skills Forward planning Critical thinking	<ul style="list-style-type: none"> <li>• Using all the tools mentioned above for varying purposes. Fun graphic distortion / subtle edits for spot the differences etc</li> </ul> <p><b>Digital literacy push</b></p>	<ul style="list-style-type: none"> <li>• Creating stop frame animation</li> <li>• Creating pixel animation</li> <li>• Creating a graphical animated promotional social media animation</li> <li>• Using graphical editing tools to</li> </ul>	<ul style="list-style-type: none"> <li>• Using a wider range of the word processing skills</li> <li>• Converting to a google doc and working to and from the cloud</li> <li>• Exporting as a PDF</li> <li>• Spreadsheet basics (cells, rows,</li> </ul>

					<ul style="list-style-type: none"> <li>Develop evidence word document with graphical evidence supported with annotation and formatting features</li> </ul>	develop dynamic content <ul style="list-style-type: none"> <li>Exporting content from a range of applications in a range of ways for multiple purposes.</li> </ul> <b>Digital literacy push</b> <ul style="list-style-type: none"> <li>Presentation development skills</li> </ul>	columns, cell references, basic formulae) <ul style="list-style-type: none"> <li>Using and producing graphs</li> <li>More advanced formulas and functions</li> </ul>
Clarity around sequencing	Main links across the curriculum				Graphical editing done in term 1 and 2 of y7	Graphical editing done in term 1 and 2 of y7	Spreadsheets not used anywhere else at KS3, as not required by CS or current IT qual, but reintroduced as it is a vital digi lit skill.
	Authentic cross curricular links	Social sciences	Statistics Sampling	Compound interest Accountancy Literacy	Links with art as the students are in essence creating digital art	Again links with art due to the graphics element involved and also with technology	Digital literacy prioritised here 2 <sup>nd</sup> half of year 9 to facilitate a successful transition to Ks4 for all students (computing specialising or not)
Vocabulary	Key words	Characteristics Goods/Services SME Unique Independent Chains Budgets Profit Innovative Gaps in the market Private/Public sector Entrepreneur	Customer needs Market research Market segmentation Demographic Geographic Psychographic Behavioural Gaps in the market Reputation Loyalty Primary research	Marketing HR Demand Financing Contingency plan Interest Fluctuation Unforeseen Gross profit Loan Regulations Taxation	Multimedia / interactivity / target audience / purpose / components or assets development / image editing / tools and techniques: liquify / push / enlarge / shrink / opacity / lasso / freeform / polygon / clone	Multimedia / interactivity / target audience / purpose / components or assets development / image editing / tools and techniques: liquify / push / enlarge / shrink / opacity / lasso / freeform / polygon / clone	Word processing / presentation skills / spreadsheet / ribbons in the applications and associated tools: layout / insert / design / transitions / animations / slideshow / formulas / data

		<p>Ethical Social/Political Pop-ups Limited liability partnership</p>	<p>Secondary research Competitors Features USPs ONS Quantitative research Qualitative research Open-ended/closed</p>	<p>Innovation Skills audit Market segment Demographic Target market Promotional method Point of sales B2B/B2C Branding Budget Start-up/running costs Demand Supply</p>	<p>stamp / layers / duplicate</p>	<p>stamp / layers / duplicate <b>ANIMATION key</b> <b>terms:</b> stop frame / frame rate (fps) / clone / duplicate / motion / fade / colour change / resize / pixel animation / preview window</p>	<p>Bullets / align / tabs / indent / styles / cells / rows / columns / cell references / formulas / functions</p>
Assessment	Summative assessment	Identify and describe characteristics and purpose of SME's and their owners	Market research methods	Business pitch			
Links to the real world / careers / PD		<p>Social sciences Living in the real world Local and national economy</p>	<p>Market research and customer service Competition Data and statistics</p>	<p>Politics and governance Taxation Brexit Covid-19 Planning Research methods Sociology</p>			