

Year 8 Innovation & Technology | Term 2

Key Question: How are computer games marketed?

Topic Overview: Students will look at the gaming industry and explore how games are marketed towards their audience. Various media theories around audience needs will be considered in terms of the way in which games are promoted and marketed towards the target audience.

	Lesson Exploration	Lesson Experience(s)	Knowledge and Skills	Key Words
Week 1: Lesson 1	How big is the games industry?	Students will explore the growing impact of the gaming industry and the effect it has on its audiences.	SK7: undertake creative projects that involve selecting, using, and combining multiple applications, to achieve challenging goals SK8: create, re-use, revise and re-purpose digital artefacts for a given audience, with attention to trustworthiness, design and usability SK9: investigate new and emerging technologies SK1: Use research & exploration to identify and understand user needs.	Industry Promotion Marketing Target audience AIDA Mise-en-scene Promotional campaign
Week 2: Lesson 1	How are games advertised?	Students will explore how games are promoted and advertised, determining how they reach their target audience using the AIDA marketing theory.	SK7: undertake creative projects that involve selecting, using, and combining multiple applications, to achieve challenging goals SK9: investigate new and emerging technologies KN1: understand developments in design and technology	
Week 3: Lesson 1	How is an advert constructed?	Students will explore how to analyse an advert for a game and generate meaning from the way it has been created using specific media terminology.	SK8: create, re-use, revise and re-purpose digital artefacts for a given audience, with attention to trustworthiness, design and usability	

			SK8: analyse the work of past and present professionals and others	
Week 4: Lesson 1	How is a promotional campaign created?	Students will explore how a successful promotional campaign is created for a new computer game and consider how it is used across different media platforms.	SK7: undertake creative projects that involve selecting, using, and combining multiple applications, to achieve challenging goals SK10: develop their capability, creativity and knowledge in computer science, digital media and information technology SK2: identify and solve their own design problems and understand how to reformulate problems given to them SK5: develop and communicate design ideas using a range of techniques SK8: analyse the work of past and present professionals and others	
Week 5: Lesson 1	Assessment	Week 5 Assessment		
Week 6: Lesson 1	Try Now	Try Now activities based on the week 5 assessment. Students will explore a range of personalised activities based on misconceptions from the assessment in week 5.		

Literacy Links	Numeracy Links
Literacy, in particular the understanding of key terminology, will be examined in the Check Out questions and in every lesson. Furthermore, students will encounter subject-specific command verbs regularly and within this topic will be examined of their understanding of the following terms: Identify, describe, discuss, explain, suggest, evaluate and justify	Numeracy questions will be evident in the Check Outs. Specific numeracy skills are covered when the following concepts are covered:

Key:

National Curriculum in Computing

National Curriculum in Design and Technology