

Saffron Walden County High School Curriculum

CURRICULUM SUMMARY



SAFFRON WALDEN
COUNTY HIGH SCHOOL

Year 12		AUTUMN TERM		SPRING TERM		SUMMER TERM	
		TERM 1A	TERM 1B	TERM 2A	TERM 2B	TERM 3A	TERM 3B
Information Technology	KNOWLEDGE DOMAIN	<p>Unit 3 Using Social Media in Business Coursework Learning Aim A</p> <p>Business uses of social media</p> <p>Knowledge on a variety of social media platforms is taught to pupils, they learn about the target audiences for each platform, how the different platforms function. We look at how businesses can use social media in different ways for example, advertising, connecting and communication with customers, building a brand and customer base. Students learn to</p>	<p>Unit 2 Creating Systems to Manage Information</p> <p>Students now consolidate the database skills that they have been learning and put them together to work through a practise paper so that they can see how everything fits together. They will cover normalisation of data, validation, linking tables together to form the correct relationships. Once the database is set up they will create forms for data entry, queries for data retrieval and reports</p>	<p>Unit 2 Creating Systems to Manage Information Exam preparation</p> <p>Targeted practise at specific areas of the exam dependent on assessment from Term 1B – different students will potentially be working on improving different skills as per their need.</p> <p>Exam - Late January</p> <p>Unit 3 Using Social Media in Business Coursework Learning Aim BC</p> <p>Project management</p> <p>Pupils will demonstrate their</p>	<p>Unit 3 Using Social Media in Business Coursework Learning Aim BC</p> <p>Write up</p> <p>Pupils will be completing the write up and evaluation of their social media campaigns.</p> <p>Redraft of coursework. Pupils will receive feedback and be given time to improve their coursework.</p> <p>Unit 6 – Website Development Design Principles</p> <p>Students will learn about the different design principles surrounding</p>	<p>Unit 6 – Website Development Design Principles</p> <p>Students will learn about the different design principles surrounding interface design. They will be able to compare and contrast different websites and identify the design principles used.</p> <p>Purposes of websites</p> <p>Students will study the different purposes of websites and how this can link with the design principles utilised.</p> <p>Accessibility needs Making interfaces accessible to different types of</p>	<p>Unit 6 – Website Development</p> <p>We will study the specification for the website unit and learn all of the Keyword terminology require to be successful in this unit of work.</p> <p>Target Audience Analysis</p> <p>Analysis surrounding target audiences of interfaces and evaluation of different sites will be completed to prepare pupils for the first piece of coursework that they will undertake in year 13.</p> <p>Javascript</p> <p>Pupils will learn to use JavaScript to add interactivity to</p>

		<p>analyse, compare, and evaluate the use of social media using case studies to demonstrate effective and ineffective campaigns.</p> <p>Unit 2 Creating Systems to Manage Information Theory surrounding Databases Pupils are taught the basics of databases, they will learn how to normalise data, and design databases using Microsoft Access as this is required software for the exam. Keyword terminology will be understood by all students, the different types of keys, will be explained and pupils will recognise when they are required.</p>	<p>for displaying the data.</p> <p>Pupils will work through a number of past papers, practising these skills so that they are well prepared for the January exam.</p> <p>Unit 3 Using Social Media in Business Some lessons towards the end of term will be spent on this unit with the aim of preparing the pupils for the second piece of coursework which involves project management skills and finding a client to work with. The preparation and skills needed for the assignment will be completed this term.</p>	<p>project management skills in the planning of their project which is to run the social media for a client. They will liaise with the client and create requirements and success factors They will create posts which will be posted on the clients social media (either via the client, or depending on the agreement the student may be given access to the social media platform by the client). Thy will then analyse the posts and look at the data generated by the social media platform. This will allow them to evaluate their success throughout the campaign.</p>	<p>interface design. They will be able to compare and contrast different websites and identify the design principles used.</p> <p>HTML Pupils will learn to use basic HTML to create web pages. This will feed into the second assignment for this unit that will be completed in year 13</p>	<p>users will be studied – this will encourage pupils to consider the needs of different people.</p> <p>CSS Pupils will learn to use CSS to add style to their websites, to improve the look and feel of the web pages</p>	<p>their websites, to create more dynamic web pages that can collect information from a user, or open up pop up boxes etc. Making the website more useful for the real world.</p>
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	<p>SKILLS DEVELOPED THROUGH THE KNOWLEDGE AND ENQUIRIES TAUGHT THIS HALF TERM</p>	<p>Unit 3 Using Social Media in Business</p> <ul style="list-style-type: none"> Identifying and targeting specific audiences Presentation skills <p>Unit 2 Creating Systems to Manage Information</p> <ul style="list-style-type: none"> Normalisation Creation of tables Linking tables together 	<p>Unit 2 Creating Systems to Manage Information</p> <ul style="list-style-type: none"> Creation of queries Creation of Reports Creation of Forms 	<p>Unit 2 Creating Systems to Manage Information</p> <ul style="list-style-type: none"> Practising skills for exam <p>Unit 3 Using Social Media in Business</p> <ul style="list-style-type: none"> Skills in proper use of Word for report writing Working with client Analysis of data from social media platforms 	<p>Unit 3 Using Social Media in Business</p> <ul style="list-style-type: none"> Analysis of data from social media platforms Evaluation <p>Unit 3 Using Social Media in Business Coursework Learning Aim BC</p> <ul style="list-style-type: none"> Acting on Feedback <p>Unit 6 – Website Development</p> <ul style="list-style-type: none"> Website design HTML 	<p>Unit 6 – Website Development</p> <ul style="list-style-type: none"> CSS 	<p>Unit 6 – Website Development</p> <ul style="list-style-type: none"> JavaScript
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