

Digital Dragons' Den



Recommended year group: Year 6 Theme focus: Computing Suggested term: Summer

Theme introduction

Digital Dragons' Den is a digital-driven theme that focuses on learning about the work of charities around the globe. Pupils will look at how charitable materials are used to persuade communities to support them and how charities use logos effectively. They will also research some global charities to find out what they do and how their work impacts on the people that they support. Pupils will then begin to set up their own charity. They will design their own logos and research how they can support people. They will write persuasive materials, before putting all of their work together to pitch to a Dragons' Den-style panel.

Driving Question

What difference could you make?

Switch on Science Unit

Electricity

Switch on Computing Unit

We are advertisers

Linked Reading Texts

A range of persuasive texts such as those trying to raise awareness and money, such as:

Little People Big Dreams: Captain Tom Moore by Maria Isabel Sanchez Vegara

Writing Outcomes

Non chronological report:

A double page spread about endangered animals

Persuasive scripts:

A TV/internet advertisement to raise awareness for a charitable cause

Charity leaflets:

An information leaflet about a charity appeal, persuading readers to donate

Curriculum Coverage

PSHE – Relationships; living in the wider world

Computing – Information Technology; digital literacy; computer science

DT – Evaluate existing products; use design to represent design ideas; evaluate own products

English – Speaking and listening

Excite

Invite someone from a local charity to talk to the class about what they do and why. This could be a local charity near to the school, or a national charity.

Explore

There are thirteen Explore sessions:

Explore 1: The RSPB

Explore 2: Charitable organisations

Explore 3: Charity materials

Explore 4: Mission statements

Explore 5: Logos

Explore 6: Effective teamwork

Explore 7: Websites

Explore 8: TV adverts

Explore 9: Combining images

Explore 10: Published materials

Explore 11: Pitching a campaign

Explore 12: Creating a pitch

Explore 13: Pitch day

Theme essential vocabulary

advertisement, campaign, charitable organisation (charity), collaboration, global, logo, persuasive, pitch, support, teamwork

Essential knowledge/concepts

1. A charitable organisation is set up to support an issue that has been raised.
2. RSPB stands for Royal Society for the Protection of Birds and was founded in 1889.
3. Charities can be local, national and global.
4. RSPCA stands for Royal Society for the Prevention of Cruelty to Animals.
5. WaterAid aims to get fresh water to communities all over the world.
6. Oxfam helps people worldwide.
7. UNICEF stands for United Nations Children's Fund and supports children all over the world.
8. Logos identify a company or something.
9. Websites are built using HTML code.
10. The World Wide Web was created by Sir Tim Berners-Lee in 1991.
11. TV advertisements use persuasive techniques such as language and music.
12. Published charity materials use persuasive techniques as well.
13. A pitch is when someone tries to get someone else to back them.

Excel

The key assessment outcomes of this unit are:

Explore 4: Mission statements

Explore 7: Website design ideas

Explore 10: Plan for an information leaflet and promotional poster

Explore 13: Dragons' Den pitch

Exhibit

Pupils pitch a charity organisation to a Dragon's Den-style judging panel.

Possible wider experiences

Pupils could find out about how different charities support people from different parts of the world.

Flipped learning opportunities

1. Investigate the work that charities do in your local community, and how you might have benefitted from it.
2. Use online sources to learn some HTML5 basics.
3. Find out what makes someone an effective public speaker – watch speeches made by famous people and look for common techniques that you could use in your own public speaking.

Family learning suggestion

Support a local charity by giving up some time to support them.

Or

Sort through your belongings and take unwanted items to a charity shop.

Cultural awareness

Key piece of music

He Ain't Heavy, He's my Brother – by the Hollies

Bridge over Trouble Waters – by Artists for Grenfell

Key piece of art

The Terracotta Army – created for Emperor Qin Shi Huang

Key poem

If – by Rudyard Kipling