

**ICT
AL JAZEERA ACADEMY,
MIDDLE YEARS PROGRAMME, 2009-2010
YEAR 7 –Term 2**

TOPICS	OBJECTIVES	AREAS OF INTERACTION	ASSESSMENT CRITERIA
<p>TOPIC:</p> <p>Logo Image</p> <p>Company Identity and the Uses of Logos/ co-operate image ,consistent marketing and media awareness</p> <p>Key Questions/Content</p> <p>How can I use my skills to investigate , plan and create a image for a company?</p> <p>Because of the bewildering array of company identity what makes the logo/image memorable?</p> <p>What makes a good logo?</p> <p>How valuable is a companies identity?</p> <p>How important is a company image?</p> <p>What does a company do to protect their image?</p>	<p>1. Plan and design presentations and publications, showing how account has been taken of:audience expectations and needs, ICT and media facilities available.</p> <p>2. Use a range of ICT tools efficiently to combine, refine and present information by:extracting, combining and modifying relevant information for specific purposes, Structure.</p> <p>3. Understand technical issues involved in efficient electronic communications.</p> <p>4. Use of Public Information Systems in communications</p> <p>5. Appropriate display of Information</p>	<p>Approaches to Learning: Learning skills-communication Information processing, organisational skills, Personal Attributes-integrity, Responsibility, reflection and Collaboration Communication- plans and Timelines Reflection Skills- upon Product/solution and the Design cycle</p> <p>Human Ingenuity: Identify the uses of ICT in the comm Evaluate social and ethical values in society Appreciate the use of ICT in the comm</p> <p>Community and Service: Identify needs in the local community. Analysis the importance of ICT in the community Reflection of the uses of ICT in the community</p>	<p>MYP ICTassessment criterion:</p> <p>A – investigation (/6) B – design (/6) C – plan (/6) D – create (/6) E – evaluate (/6) F – attitudes in technology (/6)</p> <p>Total: 36 points</p> <p>Assessment Task</p> <p>Students will use various computer applications to create a company Logo/image. They must display this image in a serious of letterheads and posters , which will be used to launch a new company called IMAGE IS ALL</p>