



# Digital Technology & Business Department Newsletter

## New Year!

Welcome to the new school year! We hope that everyone has had a good summer break and has returned ready to learn. We will be continuing to update you on what your son/ daughter is going to be focusing on every half term as well as celebrating their successes. If you have any questions, please get in touch.

## What we are learning

<b>Year 7</b>	In the first lesson students will be receiving their Aspire accounts. The over-arching focus of the year is a Music Festival. Students will start by thinking of their ideas for their Music Festival before learning the skills needed to make their unique logo for their festival.
<b>Year 8</b>	We start this academic year by looking at Big Data. We will start by looking at the difference between data and information before moving onto the different ways data is collected and stored. Students will be then collecting their own data and analysing it.
<b>Year 9</b>	At the start of this academic year we return to the topic of Computer Graphics by focusing on how to make a complex image from just one shape. The students will then use their skills to design and create a treasure map.
<b>Year 10 Business</b>	We will be welcoming students to this qualification and introducing them to the first piece of Controlled Assessment which is worth 30% of their final grade. The students will start the task by looking at the scenario and then conducting some Primary Research to find out what their customers would like.
<b>Year 10 Dig Tech</b>	We will be welcoming students to this qualification and introducing them to the first piece of Controlled Assessment which is worth 30% of their final grade. The students will be skill-building before starting the actual task to ensure they are comfortable in tackling the task.
<b>Year 11 Business</b>	The students will be returning with a need to put the finishing touches to their second piece of Controlled Assessment (worth 30% of their final grade) as well as starting to cover the theory content needed for the exam in May. We will be starting with looking at the skills and attributes of an Entrepreneur as well as looking at the different types of business ownerships.
<b>Year 11 Dig Tech</b>	With the return to school, the students will be returning to cover the content needed for the exam in May. We will be starting with looking at the different design tools that could be used and the advantages and disadvantages of each.



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## In the News

Artificial Intelligence is frequently in the news for both positive and negative reasons. Artificial Intelligence has now reached the culinary world with chefs now using it to create new recipes:

<https://www.bbc.co.uk/news/articles/cl7y71krnjvo>

The phone company EE has been making news following the release of its guidance about the use of smart phone and children:

<https://newsroom.ee.co.uk/ee-launches-age-guidance-for-smartphone-usage-in-drive-to-improve-childrens-digital-wellbeing/>

To counter the rising concerns about smart phones, a new range of phones are being released which are more likened to “brick” phones than smart phones:

<https://www.bbc.co.uk/news/articles/cx2x52y0wv4o>

## Careers Focus

The role of a digital marketer is becoming a common job to have. In this role a digital marketer will update and create content so that it is hitting search engine requirements; Look at website data to improve how many people visit; Write and post content on a range of social media platforms; Produce content for e-newsletter and other digital communication methods. To find out more visit <https://uk.indeed.com/career-advice/finding-a-job/how-to-get-into-digital-marketing>

## Support

All students will have access to a range of Google Classrooms which they can log into using their Aspire accounts. Here they will find copies of the material that was used in lessons to support revision as well as other links to useful material that can be used to help with revision. In addition at Year 10 and Year 11, Lesson 6 will be available once the students have settled back in.

## Any other questions

If you have any questions about Digital Technology and/ or Business and would like to get in touch with the relevant teacher then please contact school:

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