

Notional learning hours	20
Level	1
Preparing for Adulthood pathway	Employment; Independent living and housing
Subject area	Design and technology
Vocational area	Computing
Skill	Ability to learn; IT skills
Learning aim	The learner will apply planning and communication skills to develop gaming content while demonstrating awareness of audience expectations and responsible online practice.
Learning context	1:1, group work, practical activity

<b>Learning outcomes</b> What the learner needs to know, understand or be able to do The learner will	<b>Assessment criteria</b> What the learner needs to demonstrate in order to meet the learning outcome The learner can
Explain how gaming content creators attract an audience and keep them engaged.	<ul style="list-style-type: none"> <li>• Identify at least four features that can be used to attract new viewers</li> <li>• Explain why audience engagement is important</li> <li>• Name at least two advantages to maintaining regular viewers</li> <li>• Identify three strategies to maintaining engagement and regular viewers</li> <li>• Give two examples of successful gaming content creators</li> <li>• Name one example of an engagement strategy used by each content creator</li> </ul>
Plan gaming content to meet the needs of a chosen target audience.	<ul style="list-style-type: none"> <li>• Select a distribution platform</li> <li>• Explore the broad demographic that frequently uses the chosen platform</li> <li>• Select a type of content that works well with the chosen platform (i.e: long form, short form, live stream)</li> <li>• Select a game to centre the content on</li> <li>• Narrow down the broad demographic of the chosen platform to a targeted audience</li> </ul>

<b>Learning outcomes</b> What the learner needs to know, understand or be able to do The learner will	<b>Assessment criteria</b> What the learner needs to demonstrate in order to meet the learning outcome The learner can
	that is likely to engage with the content chosen and explain why this target audience works well <ul style="list-style-type: none"> <li>• Create a detailed plan including the target audience, content idea and a structured storyboard or approximate timeline for the content</li> <li>• Include any tools or software required</li> </ul>
Create a piece of gaming content.	<ul style="list-style-type: none"> <li>• Gather your visuals, like video clips or screenshots</li> <li>• Using the created plan, create a piece of content for the chosen platform, this could be an advertisement for a stream, a short reel form video or a long form video</li> <li>• Make appropriate edits and narrations where applicable to improve quality and polish the final product</li> </ul>
Demonstrate understanding of risks and professional behaviour when creating gaming content.	<ul style="list-style-type: none"> <li>• Identify at least three risks related to publishing content online</li> <li>• Identify three ways of protecting online privacy</li> <li>• Name three reasons why it is important to communicate respectfully and professionally throughout the content</li> </ul>
Discuss the skills required for creating gaming content.	<ul style="list-style-type: none"> <li>• Identify at least four skills used during the creation of the content</li> <li>• Explain why each skill was important</li> <li>• Link each skill into employment or education</li> </ul>
Evaluate the overall project.	<ul style="list-style-type: none"> <li>• Identify four things that were done well in the content created</li> <li>• Identify four areas that could be improved</li> <li>• Explain the project's suitability to the target audience</li> <li>• Write a 300 word evaluation of the project, with support as needed</li> </ul>

Assessment methodology	Linked to learning outcomes
Record of oral questioning	Explain how gaming content creators attract an audience and keep them engaged.
Labelled product, video or photographic evidence	Plan gaming content to meet the needs of a chosen target audience.
Labelled product, video or photographic evidence	Create a piece of gaming content.
Record of oral questioning	Demonstrate understanding of risks and professional behaviour when creating gaming content.
Record of oral questioning	Discuss the skills required for creating gaming content.
Labelled product, video or photographic evidence	Evaluate the overall project.