



ASPIRATIONAL PEOPLE

David Attenborough, born in 1926, is a famous broadcaster and natural historian who has produced many documentaries about the natural world. We use his work as inspiration for our own branding projects.

SAFE & RESPONSIBLE USE



- **Digital footprint-** Your digital footprint is everything on the internet that makes you, you. This could include photos, audio, videos, texts, blog posts and messages that you write on friends' pages.
- **Personal information** - information about a specific person. Your personal information can be public or private to varying degrees, depending on how sensitive it is.
- **Removal of digital information** - can happen by deleting or deactivating unused accounts or asking companies directly to remove your information.

PRODUCTIVITY & CREATIVITY



- **Trailers** consist of a series of selected images or shots from the film being advertised. They are used to attract an audience and therefore usually consist of the most interesting or noteworthy sections.
- A **target audience** is a group of people identified as those for whom the programme is aimed at. This affects the way the programme is put together.
- A **licence** is a legally binding document which allows the use of software or data to be used and distributed. Users need to check a licence before including content within their own work.



COMPUTATIONAL THINKING

- **Spreadsheets** - allow us to input and manipulate data. They can be used to convert data into different forms such as graphs. (e.g. Microsoft Excel)
- In Excel, a **formula** is an expression that operates on values in one or a range of cells, for example, finding the sum total of a range of cells.

Key vocabulary and meanings

***Body Text**—The text forming the main content of a web page or other digital work.

Cells - form an Excel spreadsheet. They are rectangles which can hold individual pieces of data (information). Each cell has its own name (or cell address) based on its column and row.

***Databases** - an organised collection of structured information, or data, typically stored electronically in a computer system.

Online Reputation - future employers, universities and colleges may check our online profile to assess our online reputation. The articles and photos which we post, like and share online can effect other peoples' opinion of us.