

Computing — Year 3 (Autumn)

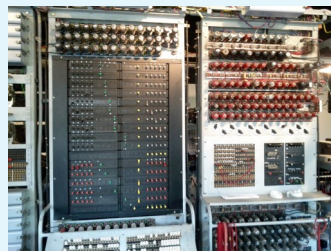
Improving Basic Computing Skills and Writing for a Purpose

Key vocabulary to remember and use in your learning

digital content	Information or entertainment that has been created for online use.
Word	A word processing program.
text wrap	An option to make text go around a digital image or stay above and below it.
audience	The people you are writing for.
back-ground	What can be seen behind the text and images on a document.
publish	To make a finished version of a document.
website	A place where information can be found online.
advert	An image or video that tries to get us to buy something or visit a certain place or website.

Online Safety—Advertising

Passwords help keep our personal information and work private, by only letting the person who has the password access it. Passwords should be easy to remember, but



Key knowledge to know and use

- We can make digital content for a purpose, such as making a greetings card, like a birthday or Christmas card
- It is important to think about the audience of your digital creation as well as the purpose, and to choose the font, background colour, images and edits that suit this
- Text wrapping in Word allows you to alter an image, such as being able to change its size, shape and make text wrap around the image
- Websites can learn a lot about us when we go on them, especially on sites that ask us to sign up before we use them
- Adverts can then be targeted (aimed) at us personally, to make us more likely to buy the product being advertised

Internet advertising

Online adverts can be helpful, because when clicked they often take you straight to the place where you can find more information about the product, or even buy it.. Many websites earn money for every time an advert is clicked.



First Programmable Computer

The Z1 was created by German Konrad Zuse in his parents' living room between 1936 and 1938. It is considered to be the first electro-mechanical binary programmable computer, and the first really functional modern computer.