



iDEA Award

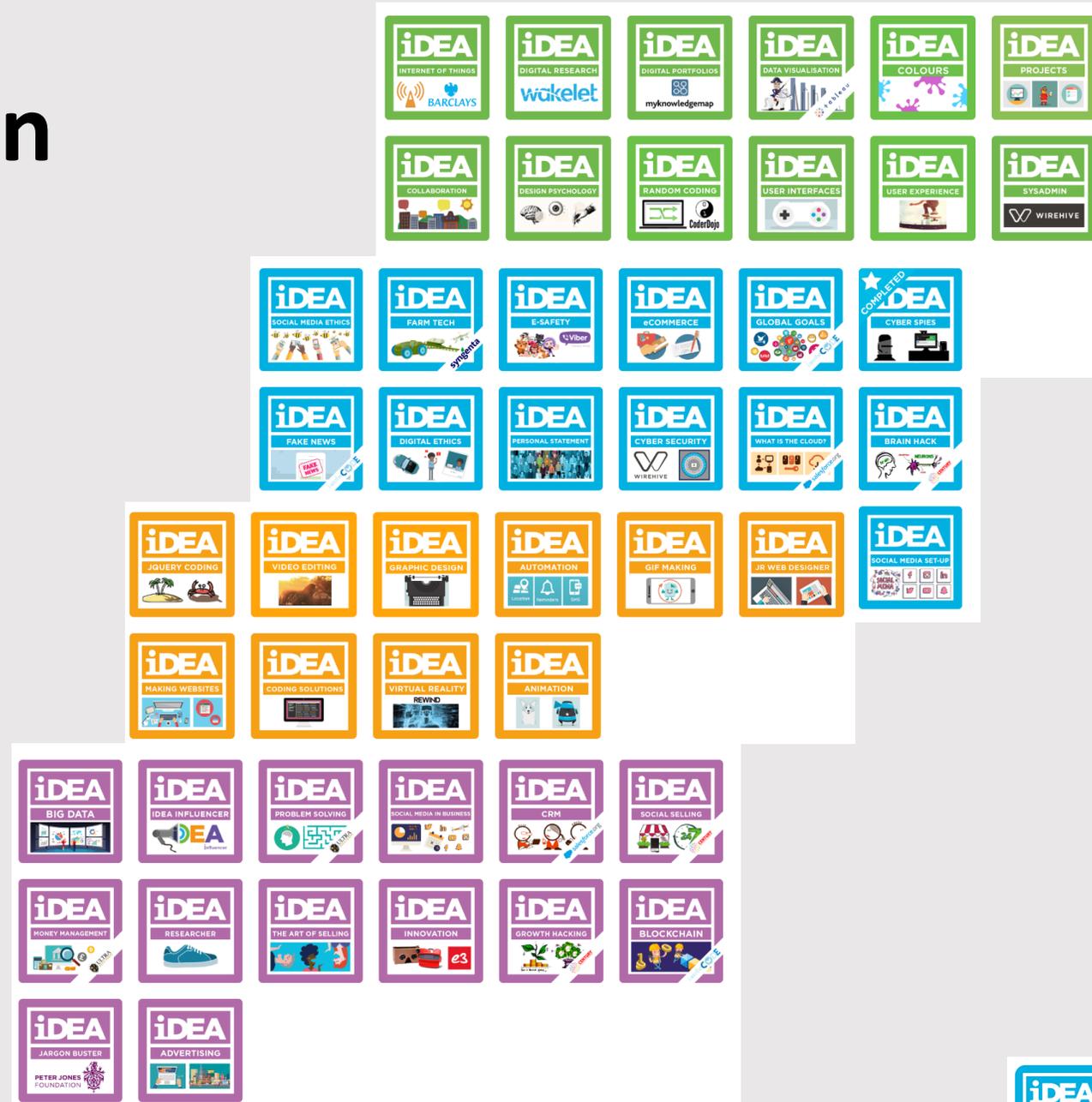
Digital Enterprise Award





Introduction

- What is iDEA?



Structure

- Every completed activity contributes toward achieving a nationally recognised qualification that people will want you to talk about
- There are 26 activities in total to complete – this will result in a Bronze Award but every time you complete a course – you get recognition!
- You can track your progress as you go, this is great for discussing aspects that you have studied with an employer or interview at college/sixth form
- You are in control! You choose a combination** of activities (although there are some set out in this document) to achieve. There is loads of useful learning about the world you live in!
- There are some mini tasks in this document if you wish to complete but they do not contribute to the award – they are there to get you thinking!
- Every time you complete a challenge you will aim to collect a badge reward

collect badges + earn the points = success



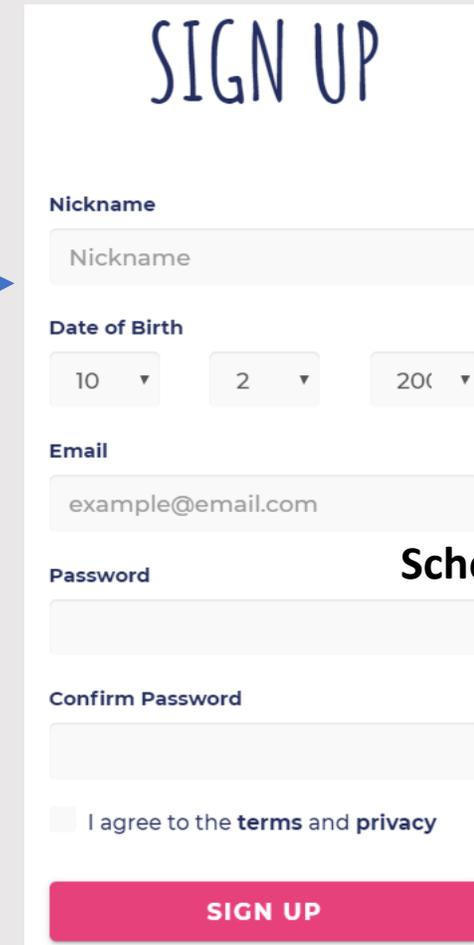
** you will have to select a variety from the categories in order to achieve the points and award



How do I sign in?

- Go to <https://idea.org.uk/x/TGS2021Yr11>
- Sign up using your **school email**
- Use the code supplied by your teacher = **TGS2021Yr11**

Your nickname must be your **TGSfirstinitialsurname**



The screenshot shows a 'SIGN UP' form with the following fields and options:

- Nickname**: A text input field with the placeholder 'Nickname'.
- Date of Birth**: Three dropdown menus for day (10), month (2), and year (200).
- Email**: A text input field with the placeholder 'example@email.com'. A blue arrow points to this field from the text 'School email address only'.
- Password**: A text input field.
- Confirm Password**: A text input field.
- I agree to the **terms and privacy**.
- SIGN UP**: A pink button at the bottom.

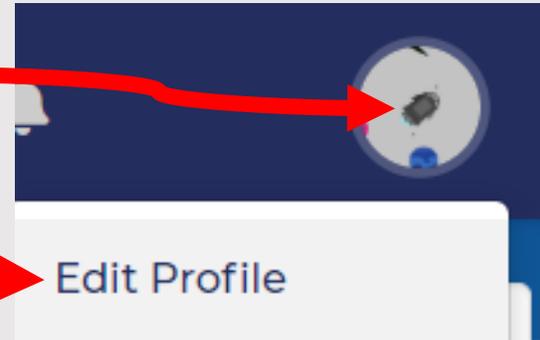


School email address only



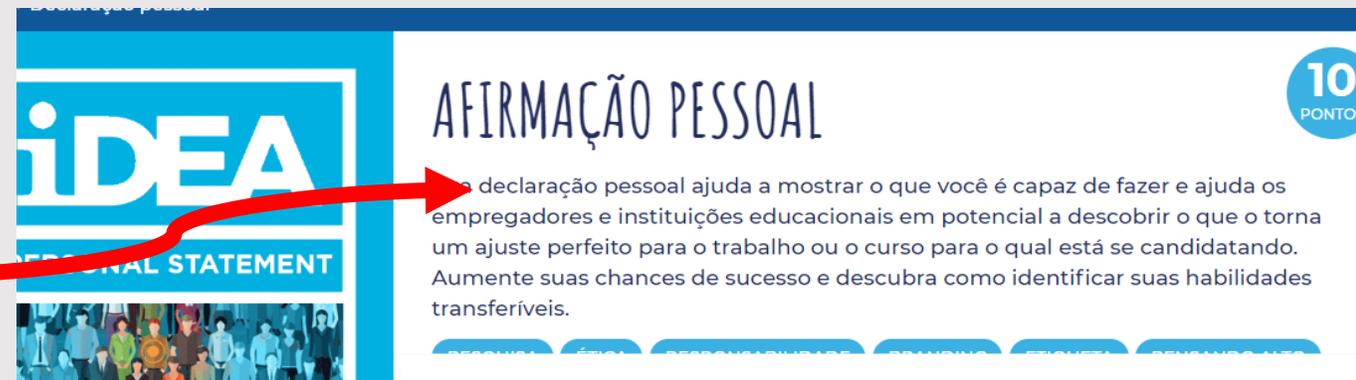
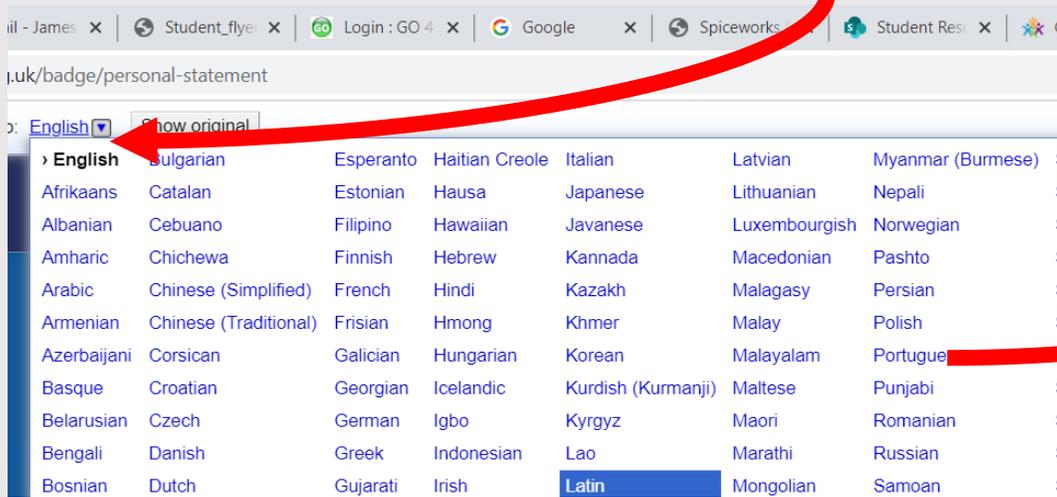
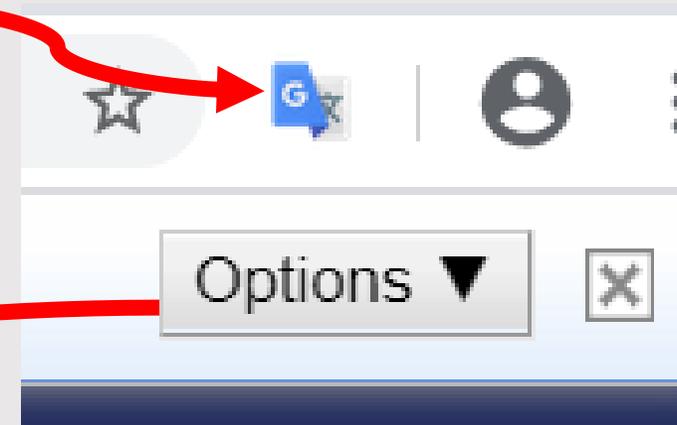
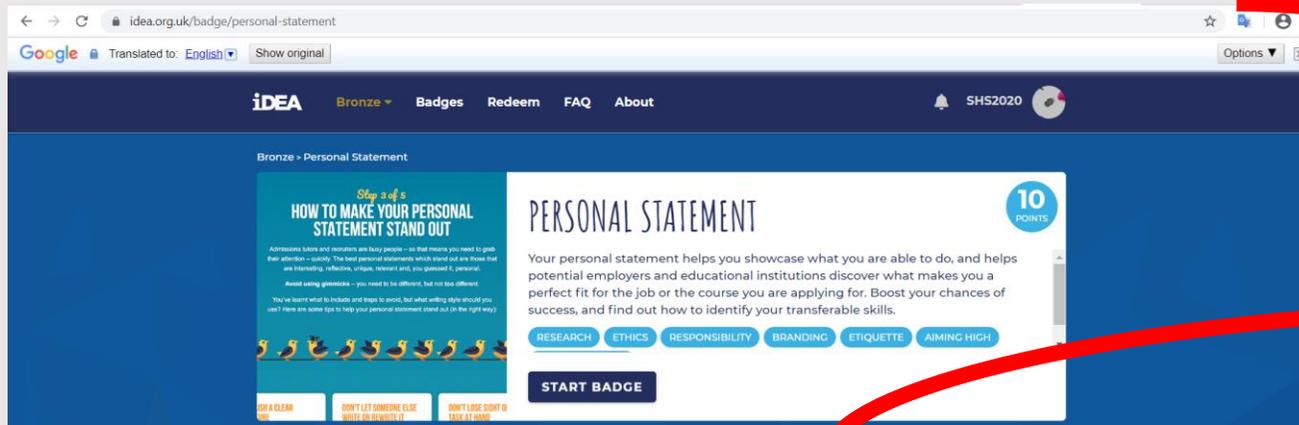
When you have signed in, you need to join the school by entering a code

- Click on your profile icon
- Then edit profile
- Scroll down and enter this code: **TGS2021Yr11**





If I need to translate





Your record

RECORD OF ACHIEVEMENT

Demonstrate the skills and knowledge you have gained at both Bronze and Silver level.

What is it?

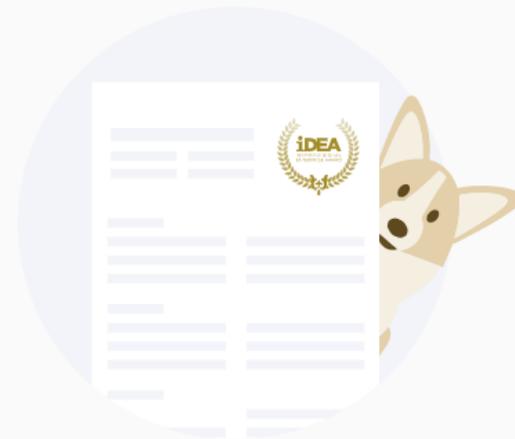
Your Record of Achievement enables you to showcase the skills and knowledge you have learnt wherever you are on your journey with iDEA, whether you have earned two badges or fifty.

On every Record of Achievement there is a personal verification number, this means that iDEA can validate your progress to date with any future employer or learning institution requiring verification.

How can I use it?

Once you are logged in, you can view your Record of Achievement **here**.

You can then download a printable version your Record of Achievement as often as you like, or you can share a link to the live version of your Record of Achievement which will update automatically as you earn more badges.





Achievements

At any stage you can download a certificate of your achievement badges

The screenshot shows the 'iDEA' website's 'Achievements' section. The navigation bar includes 'Award', 'Badges', 'Redeem', 'FAQ', and 'About'. The main heading is 'ACHIEVEMENTS' with the subtext 'You can download, print and share your Record of Achievement as often you like.' Below this, the section is titled 'Record of Achievement' and describes it as 'A printable PDF listing the skills and knowledge you have gained at both Bronze and Silver level.' At the bottom of this section are two buttons: 'DOWNLOAD' (with a download icon) and 'SHARE' (with a share icon).





Click on the school logo and it will take you to this slide



Session

Session 1	Session 8	Session 15	Session 22
Session 2	Session 9	Session 16	Session 23
Session 3	Session 10	Session 17	Session 24
Session 4	Session 11	Session 18	Session 25
Session 5	Session 12	Session 19	Session 26
Session 6	Session 13	Session 20	Session 27 - 33
Session 7	Session 14	Session 21	



Session 1 Focus

	Learning: Social Media Ethics	Social Media channels are helping to make the world a more networked, connected place. With that connectedness comes responsibility, to ourselves and to each other. We are learning tips for using social media appropriately including how to safeguard against cyberbullying and how to spot fake news.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Why is it important to use social media ethically?



Word Match

Match the keyword to the description

Keyword	Description
TRANSPARENCY	Sincerity counts for a lot – be true to yourself and act with integrity.
AUTHENTICITY	Treat others how you would expect to be treated yourself.
RESPECT	Be open and honest while responsibly staying safe.





Session 2 Focus



Learning Fake News	Unfortunately, we live in a world where some people spread lies and manipulate the truth. We are learning about digital health and be able to spot fake news, and use critical thinking to make sensible, rational judgements on the information you source online.
Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: How do you judge something to be fact or fake?

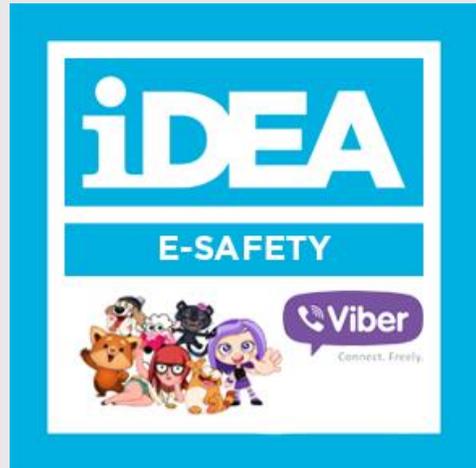


Fact or Fake

- Try this quiz, you might just be surprised



Session 3 Focus

	Learning E-Safety	We are learning how to be cyber savvy to help you and your friends stay safe and avoid being a victim of fraud and theft online. Everyone who uses the internet needs to do this easy but important intro to e-safety.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Create a safety guide to a member of your year group on staying safe



Rank in order of importance

read through the statements and rank them in order of importance 1 being most. Be prepared to explain your idea

- Don't post any personal information online – like your address, email address or mobile number.
- Think carefully before posting pictures or videos of yourself. Once you've put a picture of yourself online most people can see it and may be able to download it, it's not just yours anymore
- Keep your privacy settings as high as possible
- Never give out your passwords
- Don't befriend people you don't know
- Don't meet up with people you've met online. Speak to your parent or carer about people suggesting you do
- Remember that not everyone online is who they say they are
- Think carefully about what you say before you post something online
- Respect other people's views, even if you don't agree with someone else's views doesn't mean you need to be rude
- If you see something online that makes you feel uncomfortable, unsafe or worried: leave the website, turn off your computer if you want to and tell a trusted adult immediately.





Session 4 Focus



Learning
What is the Cloud?

Cloud computing is a way to store data in cyber space so it doesn't take up real space at home or at work, and avoids using up memory on your phone or computer.
We are learning why it matters and how you can use it.

Outcome

The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.

Challenge: Explain the benefits of cloud computing



Re-arrange the storyboard in the correct order

- Back then.... IDENTIFY THE PROCESS BACK IN THE 90s IN ORDER FOR YOU TO LISTEN TO YOUR FAVOURITE MUSIC ON THE GO



 <h3>NO SPACE LEFT</h3> <p>2 years later... I have far too many CDs to put them on my shelves and my computer is out of space to store/download all my songs.</p>	 <h3>DOWNLOAD</h3> <p>Now that I'm home. I inserted the CD into my computer to transfer it o to my Music Player device e.g. MP3 so that I can listen to this on the go.</p>	 <h3>HI, THIS IS ME</h3> <p>I've heard this awesome song from my favourite artist on the radio. I really want to get the CD album.</p>	 <h3>MUSIC SHOP</h3> <p>I trek to town to buy my CD from a music shop like HMV. Once I've paid for it I need to trek all the way back home.</p>
--	---	---	--

Answers



HI, THIS IS ME

I've heard this awesome song from my favourite artist on the radio. I really want to get the CD album.



MUSIC SHOP

I trek to town to buy my CD from a music shop like HMV. Once I've paid for it I need to trek all the way back home.



DOWNLOAD

Now that I'm home. I inserted the CD into my computer to transfer it to my Music Player device e.g. MP3 so that I can listen to this on the go.



NO SPACE LEFT

2 years later... I have far too many CDs to put them on my shelves and my computer is out of space to store/download all my songs.





Session 5 Focus

	Learning Safe Online	We are learning how to stay safe online and learn how to avoid being tricked by hackers and online trolls.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.

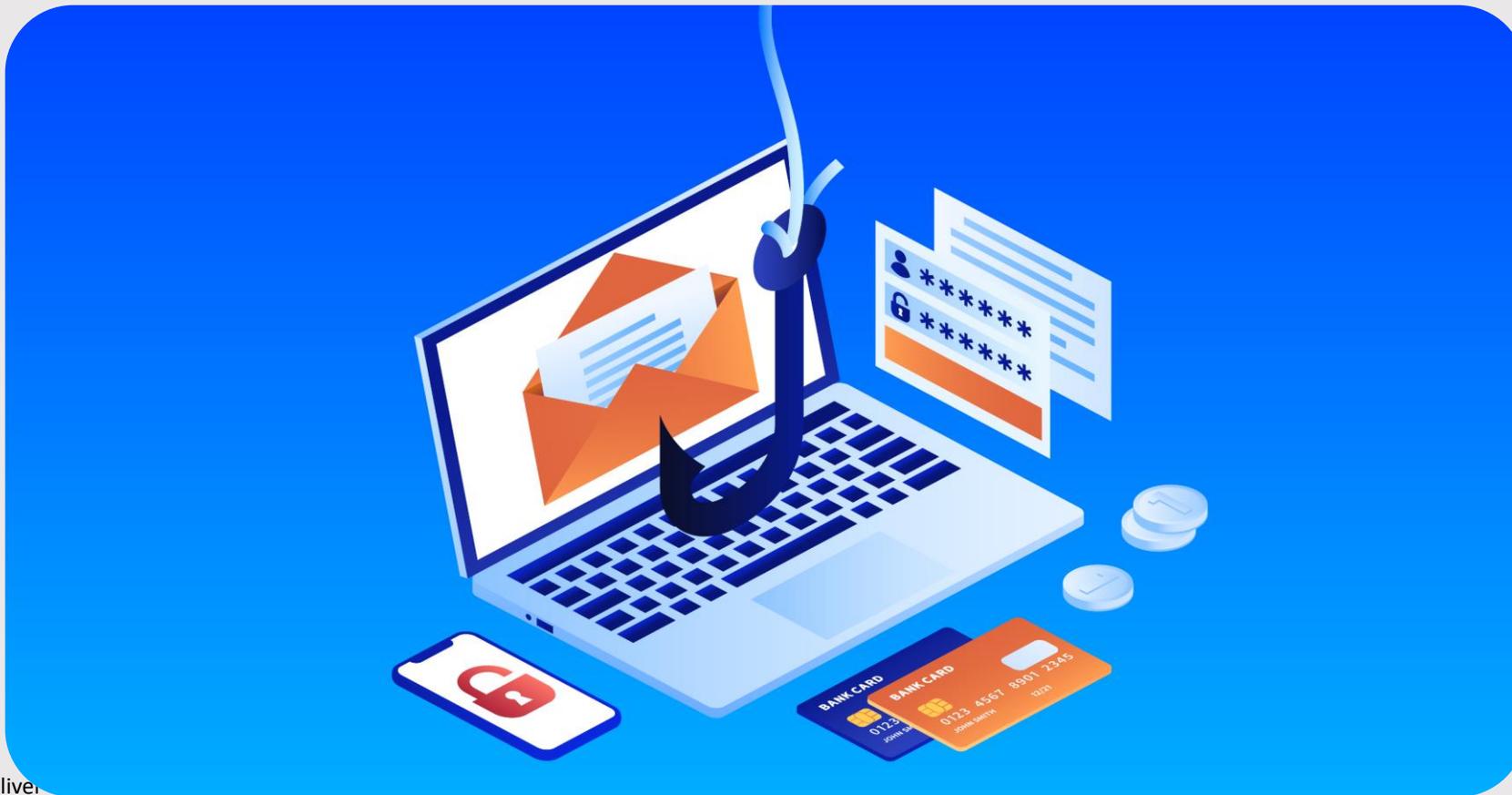


Challenge: Explore ‘phishing’ – identify how it works and what its aim is. Can you find news articles relating to this?



Reading Images

- Look at this image. Explain what you think is happening.





Session 6 Focus

	<p>Learning Internet & Web</p>	<p>Wouldn't it be brilliant if there was a simple guide which helped people understand what the Internet does and how the World Wide Web works? Well now there is. We are learning about the digital world, and the difference between the WWW and internet.</p>
	<p>Outcome</p>	<p>The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.</p>



Challenge: What is the difference between the internet and the WWW?



Is there a difference?

- Is there a difference between the internet and the world wide web?
- Discuss and be prepared to feedback





Session 7 Focus

	Learning Internet of Things	We are learning about the Internet of Things; a way to connect devices and objects up using the internet which means you can control things remotely, save energy and money, and make amazing stuff happen.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: What security issues are raised with the IOT? Explore and report.





Collective Memory

Do not show this to the whole class! See notes section for instructions





Session 8 Focus

	Learning Design Psychology	Making engaging online content is as much an art as a science. We are learning the psychology of web design to learn some of the tips and techniques you need to make your websites shine.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: review a webpage applying the design psychology rules explored





GESTALT

- Gestalt Psychology and Why It's Essential for Good Design
- [Watch this video](#)
- Just think about how you can apply design rules in your digital creations





Session 9 Focus

	Learning Random Coding	Everything from game design to music streaming can be enhanced by using the secret art of randomness. We are learning some code techniques; find out how to trigger great experiences using number generators!
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Can you find a website that allows you to develop this coding style? Try it out for yourself.





Session 10 Focus



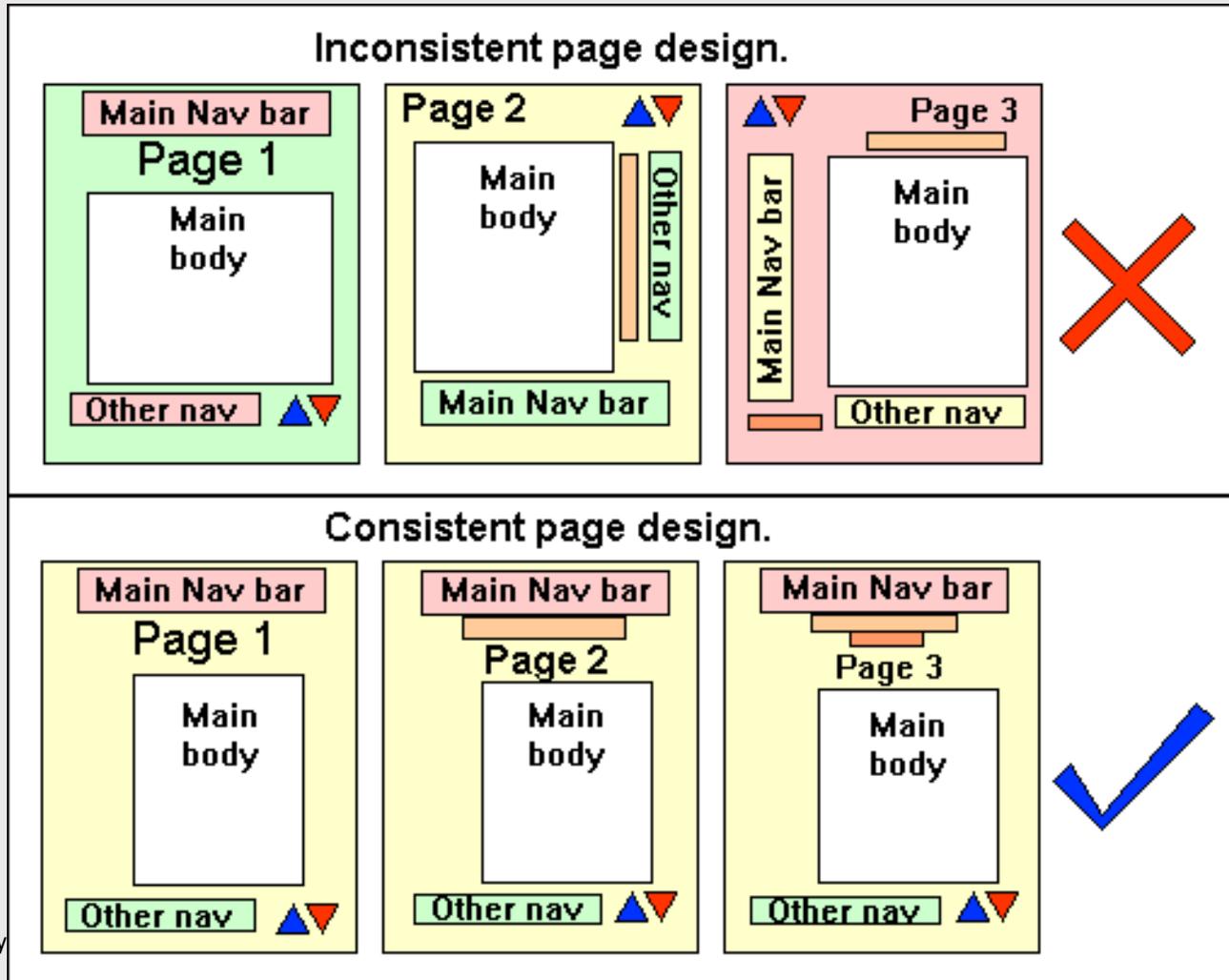
Learning User Interface	All of us use apps and websites every day, some of which we love, some of which just aren't very good. We are learning how to design brilliant online experiences which look great.
Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Explain what makes a great user experience on a website



Why do you think it is important to get the page design of a website consistent?



- What is consistent?
- “acting or done in the same way over time, especially so as to be accurate.”





Session 11 Focus

	Learning Digital Research	Fast track your way to being a digital ninja by using these tips and tricks for finding stuff out online. We are learning how to take short-cuts in Google which save time and effort – AND help you make sure your research is accurate.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Try the advanced search techniques for yourself on a particular topic studied at school. Record your keywords and results.

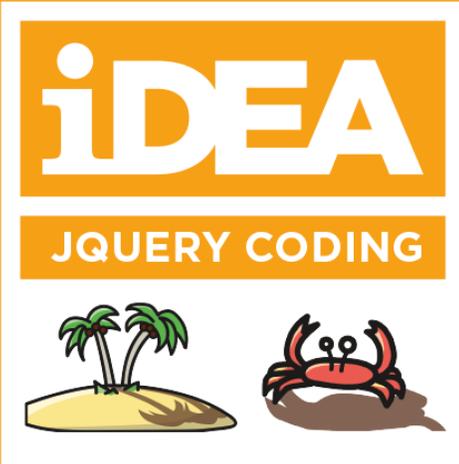


Be a savvy searcher

- Watch this to identify tips on becoming an effective searcher using a search engine like Google



Session 12 Focus

	Learning JQuery	People who have done this say it's like magic. We can't promise magic but we can promise you an exciting, experimental sandpit so you can learn how to make animating images. The science bit: you'll learn how to combine coding in jQuery (a clever interface library) with HTML (a markup language) and CSS (which makes web pages look great).
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Can you find a website that allows you to develop this coding style? Try it out for yourself.





Session 13 Focus

	Learning GIF Making	GIFs are file formats that have superpowers to store and animate multiple images. We are learning how they work and how to make them.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Go to **pixlr.com** and learn to create a flip-book animation





Session 14 Focus

	Learning Animation	Fancy working in the gaming or video industry? We are learning animation tips and tricks. See if you can make a superhero animate!
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Go to **flipanim.com** and learn to create a flip-book animation





Session 15 Focus

	Learning Coding Solutions	Learning how to troubleshoot effectively is one of the key skills web developers need to acquire. We are learning how to analyse and fix errors in code!
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Can you find a website that allows you to develop this coding style? Try it out for yourself.



Session 16 Focus

	Learning Virtual Reality	The magic of immersion – Virtual Reality can transport you into any scenario. We are learning the amazing world of VR, how we can use it and how we can make it!
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Explain how virtual reality will help develop a user experience in gaming



The possibilities of this technology

The new world

- Watch this





Session 17 Focus



Learning Problem Solving	Problem solving is a valuable life skill. It is highly transferable across a range of jobs and sectors, and vital in business. Discover some key principles which are useful to apply when tackling problems, and learn about some great real-life examples of problem solving by companies including Spotify, Amazon and PayPal.
Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.

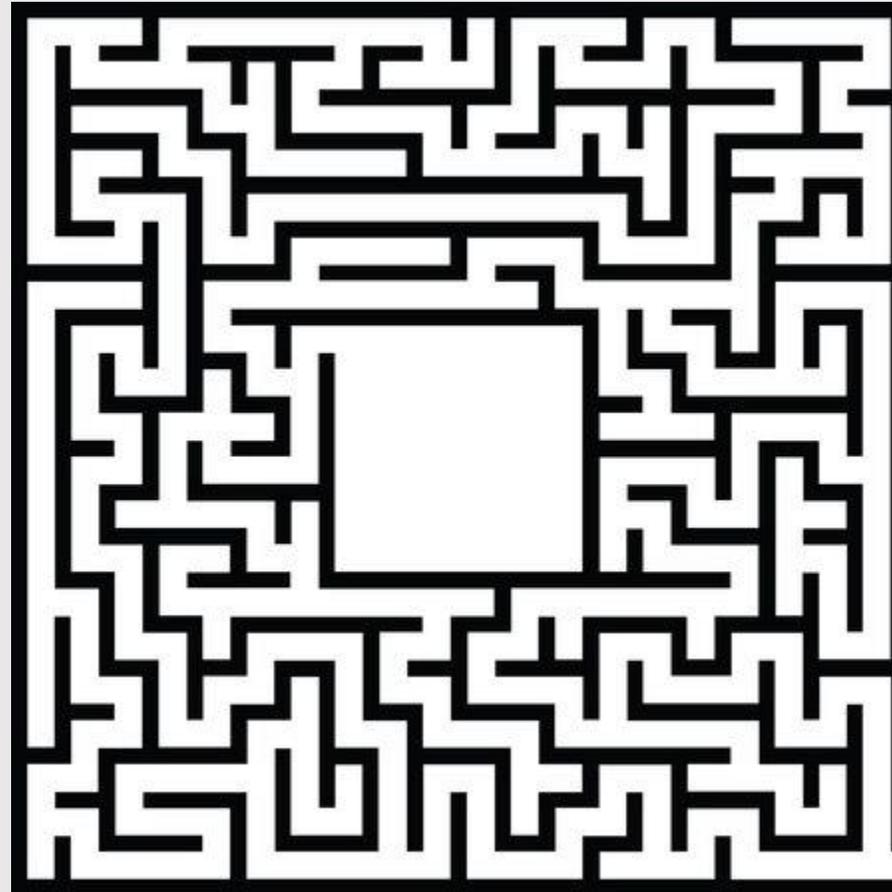


Challenge: Can you design a solution to a problem?





How quickly can you solve this?





Session 18 Focus

	Learning Social Media in Business	One of the best ways of attracting attention to your product or service is to use social media wisely and well. You can build a loyal customer base and find routes to market. We will learn which social media channels work best for different marketing challenges and how to use them effectively.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Explain the benefits of social media if used by a local business, for example a hairdresser



So why do businesses use social media?

- Discuss this [article](#)



Session 19 Focus

	Learning Money Management	Pick up some tips and techniques to help you manage your money – from saving to investing to handling a budget. Learn too about how technology has changed the way we make transactions – do YOU know what a 'satoshi' is?
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Do you know the price of a weekly food shop for a household of 2 adults and 2 children? Using an online supermarket, calculate your household shopping bill.

But how much do I want to earn?

- [Look at this list of jobs and the average salary they attract](#)
- Independent research
- How much does a house in your area cost to rent/buy
- How much is the car you want to own?
- How much would a weekly shop cost?
- Want sky?
- Want a mobile?
- Clothing?
- Going out?
- So many things to buy and afford...see how challenging it can be?



Session 20 Focus

	Learning Innovation	Entrepreneurs often try to come up with something new to stay ahead of the competition. We will learn how to innovate effectively with a range of tools used by some of the most successful teams in business.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Can you find out entrepreneurs in this country and what they have created?

Where do ideas come from?



Which products inspire you?



Session 21 Focus

	Learning Advertising	What is advertising and how does it work? From the very first advert to the way businesses promote products and services now. We will learn and find out how to make an impact in today's digital world.
	Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Make a list of all of the adverts and which medium you have seen it advertised

Think about adverts you see and hear

- How many adverts do you think the average person sees in a day?
- <https://stopad.io/blog/ads-seen-daily>

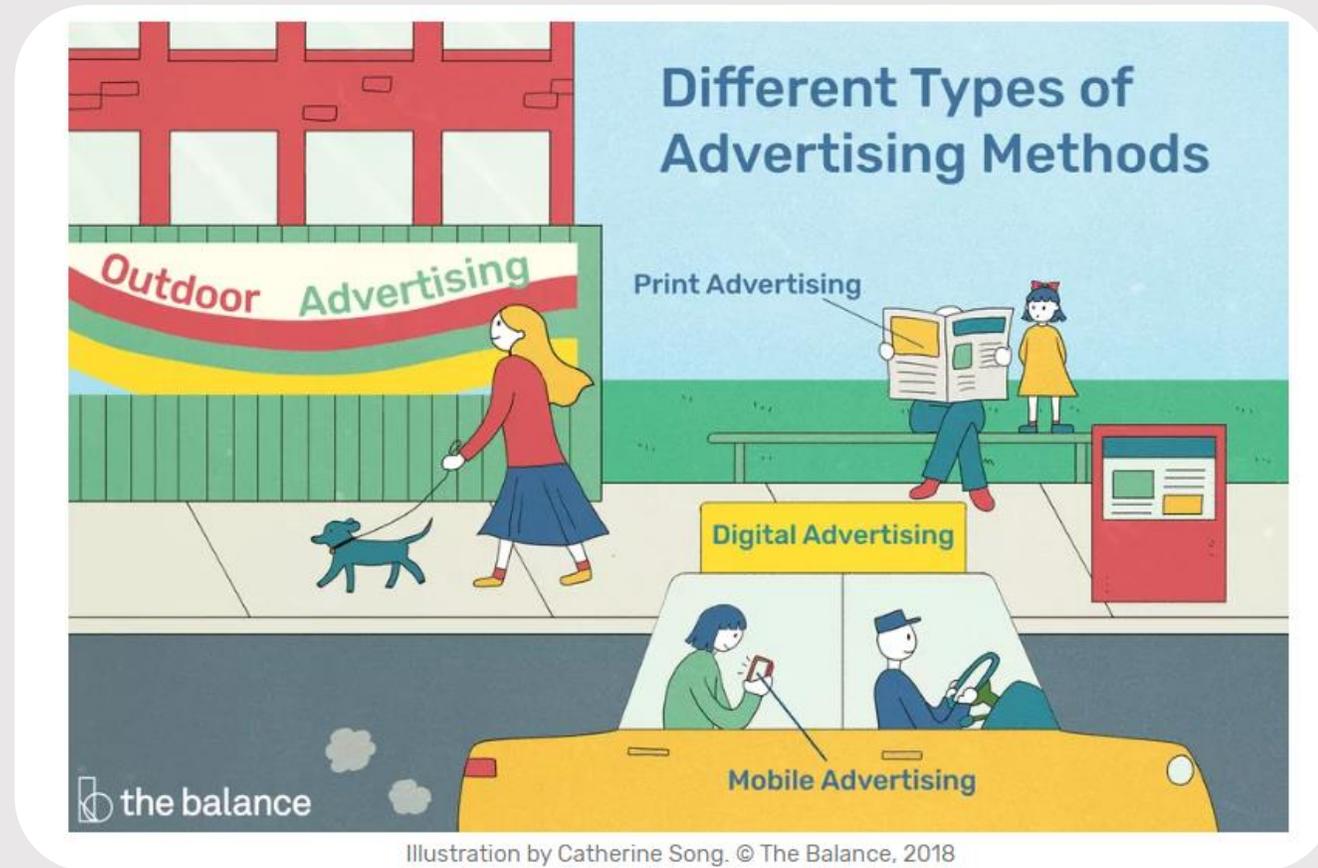


Illustration by Catherine Song. © The Balance, 2018

Illustration by Catherine Song. © The Balance, 2018



Session 22 Focus

	Learning The Art of Selling	If you've developed a product or service, chances are you will want to persuade people to use it. There are lots of diverse ways you can go about finding routes to market, and several tried and tested methods that suit different situations. We will learn concepts you might not know and helps reinforce some of the principles that work. A vital part of the entrepreneur's toolkit.
Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.	



Challenge: Produce a guide to: The Art of Selling. Single side A4.



Session 23 Focus



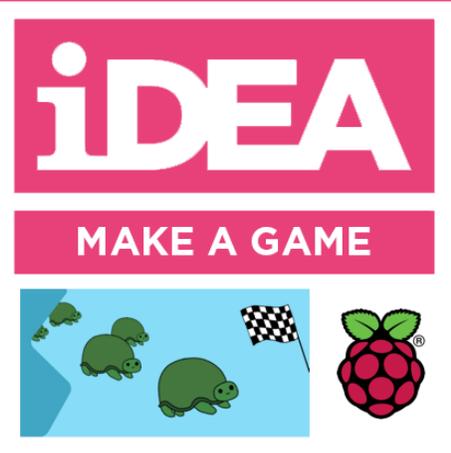
Learning Social Selling	Social selling is all about learning how to change the way we sell by using the power of digital connectivity. We will learn about the people who use your products and services - and learn how to personalise your relationships with them.
Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.



Challenge: Research various methods and applications out there that support social selling. What are the similarities and what are the differences?



Session 24 Focus

	Learning Make a Game	Hone your logic skills with one of the world's best tech creator companies – Raspberry Pi. Code a game and learn some of the basics of Python, such as how to write loops, use random numbers and draw lines.
Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.	



Challenge: Explore <https://projects.raspberrypi.org/en/> and find out about other projects



Session 25 Focus

	Learning Games Designer	<p>The gaming industry makes more money than music and movies combined. This 'day in the life of a gamer' helps you earn your gaming stripes by showing how game mechanics influence gameplay. And get to design your own game!</p>
	Outcome	<p>The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.</p>



Challenge: Take a well-known game, like Connect 4 and re-design it. Change the conditions of winning!





Session 26 Focus

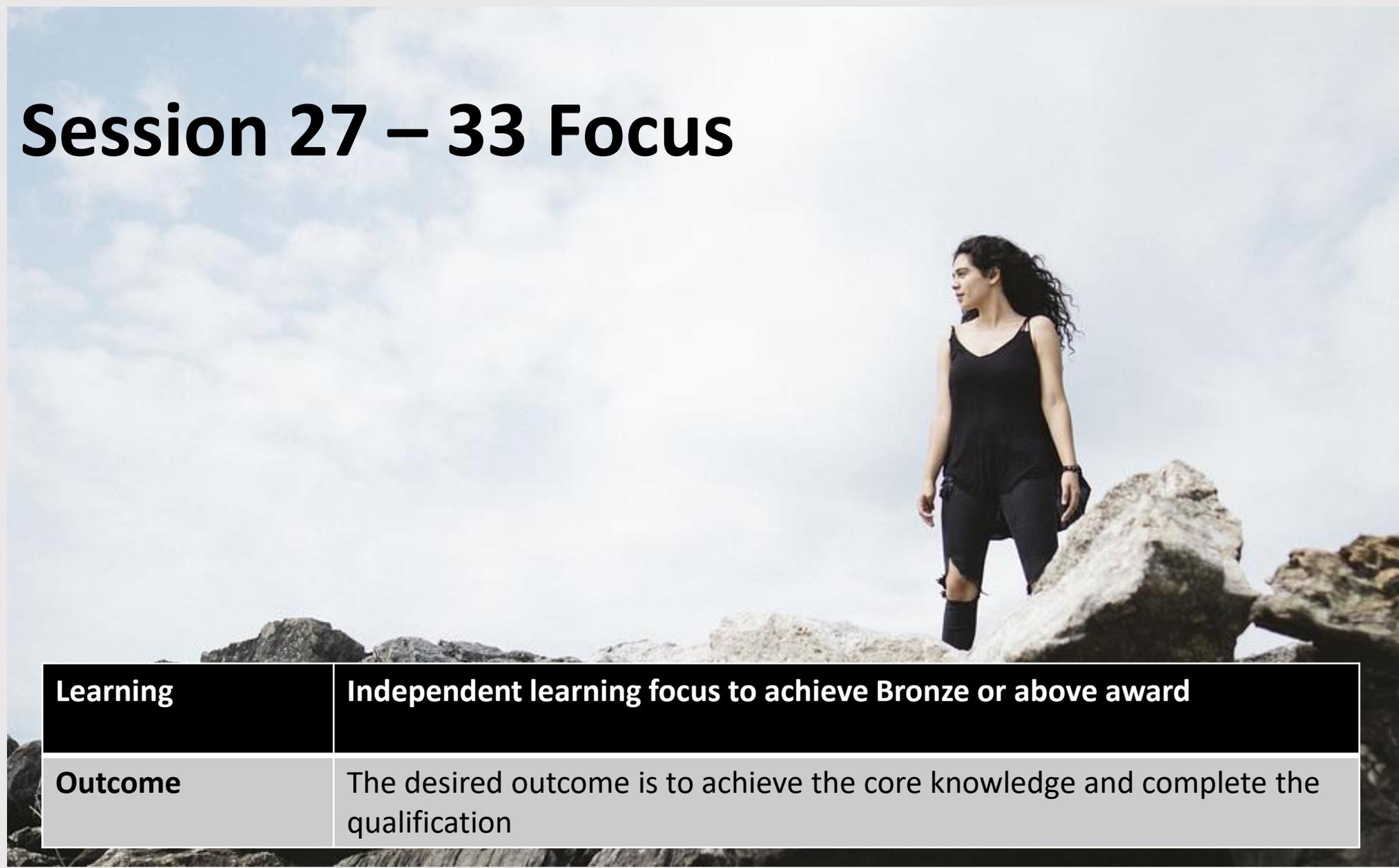


Learning Bafta Game Concept	Young Game Designers is an initiative by BAFTA that inspires and supports young people to create, develop and present their new game idea to the world. Learn here how to plan, develop, design, set difficulty levels, test and market your game idea!
Outcome	The desired outcome is to achieve the core knowledge, completed quiz and earn your badge.





Session 27 – 33 Focus



Learning	Independent learning focus to achieve Bronze or above award
Outcome	The desired outcome is to achieve the core knowledge and complete the qualification

