Key Vocabulary for Spring Term Overviews

Subject: ICT	Year Group: Y12
Key Learning Points/End Points	**Key Vocabulary**
Unit 5 AR & VR	**AR** – Augmented reality (AR) is the modification of a real-life environment by the addition of sound, visual elements, or other sensory stimuli. **VR** – Virtual Reality (VR) is the use of computer technology to create a simulated environment.
Unit 13 Social media and digital marketing	**Digital marketing** – Digital marketing is the component of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. **Social media** – websites and applications that enable users to create and share content or to participate in social networking. **Business channels** – the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. **Marketing campaign** - an organized course of action to promote and sell a product or service.
Unit 8 Project management	**Execution phase** – is the third phase of the project management lifecycle, and it's usually the longest phase of the project. **Project plan** – is part of project management, which relates to the use of schedules such as Gantt charts to plan and subsequently report progress within the project environment. **Project evaluations** – Evaluating a project means performing a rigorous analysis of completed goals, objectives and activities to determine whether the project has produced planned results, delivered expected benefits, and made desired change. **Life cycle** - refers to the length of time a product is introduced to consumers into the market until it's removed from the shelves.
Unit 9 Product development	**Client requirements** – A statement or document that defines the Project Outcomes and sets out what the client is seeking to achieve. **Acceptance testing** – is a test conducted to determine if the requirements of a specification or contract are met.