

Structure-First for Non-Slide Formats

60 minutes

ICT Specialism 2: The Presentation of ideas

Outcome M2.U3.2

WHAT THIS LESSON DOES

Build a structural skeleton for non-slide format 2. Practise three core patterns (podcast outline, infographic hierarchy, short-form storyboard) and treat explainer or carousel as the same spine with longer beats. Lock order and hooks before design; save the skeleton as specialism Key Assignment evidence.

WHAT STUDENTS SHOULD BE ABLE TO DO

- Build a structural skeleton for one non-slide format 2 using a podcast outline, infographic hierarchy, or hook-first short-form storyboard
- Apply hook-first openings and timed or ordered beats before any design work
- Save the format 2 structural skeleton as specialism Key Assignment evidence

BEFORE THE BELL

- REQUIRED: drop a shared structure template into sm2 with A-D headings, empty sample lines, both tables pre-built, and Niamh one-liners already in the short-form third column.
- Prepare the board for Niamh's six-frame timings (0-3, 3-8, 8-18, 18-28, 28-38, 38-45) matching the practice sheet.
- Prepare one weak vs strong hook pair for the clinic before independent practice.
- Have the key concepts three-rule callout ready; do not plan a full table read-aloud.
- Have the structure concept image and three quick structure examples ready on screen (podcast outline, infographic hierarchy, short-form storyboard). Confirm students know which format 2 they chose in the Two Format Plan.
- Board ready for Niamh's six frame timings matching the practice table. Optional: one CapCut timeline screenshot and one Canva infographic wireframe to flash only.
- REQUIRED: shared sm2 template with A-D headings, empty sample lines, and both tables pre-built (short-form third column already filled with Niamh one-liners). Classroom screen ready with the full worked structure sheet projected. Optional CapCut and Canva tabs open to blank structure-only views. Students need cloud access to Project_Portfolio.
- Students need their Two Format Plan decision and Project_Portfolio access. Board space for the live slot list of one student format 2, left up for the full 20 minutes. Optional: blank CapCut/Canva tabs only for students who finish the document skeleton early.
- No prep needed.
- Quick folder check on a sample of machines before dismissal.

Structure-First for Non-Slide Formats

HOW THE LESSON RUNS

5 min	introduction	Introduction
6 min	content	Key concepts
15 min	activity	Step-by-step task
4 min	content	Common issues
20 min	activity	Independent practice
5 min	content	Reflection
5 min	summary	Lesson summary

TEACHING MOVES

- Lead with Niamh's frames on the board; treat the concepts table as a checklist; gloss CTA once.
- Demo three patterns live from the shared template; keep explainer and carousel as same-spine variants; D is paste-if-time.
- Before independent practice: weak/strong hook clinic, confirm format 2, run the one-minute hook rewrite, leave one student's slot list on the board for the full 20 minutes.
- State clearly that independent practice needs only ONE pattern fully filled.
- Reflection default: two hooks aloud to the class; partner talk only if time remains.

WHAT TO WATCH FOR

- Students jump into design tools or templates early: redirect them to complete the skeleton document first.
- Hooks are vague: use the weak/strong clinic and ask students to restate the hook clearly.
- Students pick fonts or stickers during planning: remind them to focus only on structure.
- Missing format 2 plan: sticky fallback in the intro alert; café spine fallback on the independent practice card.
- Carousel slot drift: use only 1 problem · 2 proof · 3 step · 4 step · 5 result · 6 ask/sources everywhere.

DIFFERENTIATION

- Support: required shared template in sm2 so students paste labels and add one-line samples only.
- Support: Niamh café fallback with two swapped personal beats if project content is thin (on the student card).
- Extension: production notes page listing assets linked to each beat; optional second variant after the primary skeleton is solid.
- Support: whole-class hook shares rather than cold partner talk.