

KA3 Workshop Part 1: Designing the Promotional Document

60 minutes

ICT2: Introduction to other software packages and applications

Outcome M2.U2.1

WHAT THIS LESSON DOES

Plan a promotional document by defining your audience, where they will see it, key message and required content. Study four main promo style patterns with callouts (plus an optional thumbnail pack) and one worked plan, then complete your KA3 Plan for the Something Real project.

CURRICULUM OUTCOMES

Outcome	What the specification asks for
M2.U2.1	Use presentation application software to create an effective presentation and promotional materials.

WHAT STUDENTS SHOULD BE ABLE TO DO

- Explain that ICT2 KA3 can be a poster, flyer, carousel, thumbnail pack or digital display, not one fixed app or paper size, as long as it mixes graphics, text and images
- Define audience, where people will see it, key message and required content
- Study four main promo style patterns with callouts, plus an optional thumbnail pack, and one worked KA3 Plan
- Complete a KA3 Plan (08_ka3_plan_v1) for your Something Real promo

BEFORE THE BELL

- Be ready to recreate 08_promo with the class in about 60 seconds before the portfolio block, then model Insert table with the six field labels.
- No special prep. Students need their Project Portfolio and a clear Something Real project (or a simple school/club stand-in for today). Optional: print or display one strong local flyer or club poster as a quick hook. Have the poster concept image ready on the board as students enter.
- Be ready to point at local promo examples students already know (club posters, school events, shop counters). Have the five lesson images ready on the board (poster, carousel, flyer, digital display, plan sample). No files to prep.
- Students need cloud access to their Project Portfolio. Before the 20-minute block: recreate 08_promo with the class in about 60 seconds, then model Insert table with the six field labels once so the timer starts on planning, not tech support.

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HOW THE LESSON RUNS

5 min	introduction	Introduction
6 min	content	Key concepts
15 min	content	Study styles and walk a sample KA3 Plan
4 min	content	Common issues
20 min	activity	Portfolio Build: KA3 Plan
5 min	content	Reflection
5 min	summary	Lesson summary

TEACHING MOVES

- Open with the Something Real one-line naming prompt and poster image so planning is not abstract.
- Say clearly: today banks 08_ka3_plan_v1 as planning evidence; the built promo next is ICT2 KA3.
- Lead Aoife's table first, then cold-call one question per main style while pointing at the matching image.
- Required before Portfolio build: recreate 08_promo, then model Insert table → six field labels.
- Circulate during Portfolio build on audience name and format match only.
- Banking check: Word files show 08_ka3_plan_v1.docx; Google Docs title is exactly 08_ka3_plan_v1.

WHAT TO WATCH FOR

- Writing everyone or people online as audience, prompt to name a real group they can picture.
- Confusing audience with where they will see it, ask which specific app or wall the person looks at.
- Starting the design work too soon, remind students this lesson is planning only.
- Treating the plan file as the finished KA3 piece, correct gently and point to the next build lessons.
- Saving as 08_ka3_plan without _v1, correct the stem before banking.

DIFFERENTIATION

- Support: Use the on-page sentence starters for audience and key message.
- Support: Must-have fallbacks that need no prior portfolio file (phone photo, price line, time/place).
- Extension: Allow early finishers to rough-sketch layout boxes on paper.