

KA3 Workshop Part 2: Building the Promotional Document

60 minutes

ICT2: Introduction to other software packages and applications

Outcome M2.U2.1

Outcome M2.U2.3

WHAT THIS LESSON DOES

Create a promotional document by combining text, graphics and images in your chosen tool. Include a chart and your edited image from before. Check the layout against the real display surface. Save the file and export a PDF copy.

CURRICULUM OUTCOMES

Outcome	What the specification asks for
M2.U2.1	Use presentation application software to create an effective presentation and promotional materials.
M2.U2.3	Demonstrate an ability to edit, enhance and present a variety of information graphically.

WHAT STUDENTS SHOULD BE ABLE TO DO

- Build a promotional piece combining text, graphics and images in a fitting tool
- Include at least one chart or infographic and the edited image from the earlier image-editing lesson
- Judge layout against the real display surface, not in the abstract
- Save 08_ka3_promotional_document and export a PDF copy for display

BEFORE THE BELL

- Confirm that students can reach their Project Portfolio, and that the KA3 Plan, the edited images and the 06_ka2_charts assets are where they can find them. Students create 08_promo themselves in the introduction if it is missing.
- Have a class placeholder image ready before the hour starts for anyone whose edited image has gone astray, and export one spare chart PNG into 08_promo if you already know several students have no chart.
- Be ready to model the chart screenshot, image wrap (Square / Wrap text), and the PDF export renamed to 08_ka3_promotional_document.pdf on the projector before students open blank pages.
- Confirm students can open Project Portfolio, KA3 Plan, edited image, chart assets, and 08_promo. Have one spare chart PNG and a class placeholder image ready. Canva optional; Word Online or Google Docs sufficient.
- Optional: display one strong and one weak promo layout for a short contrast. Be ready to model wrap text and PDF export immediately after hierarchy.
- Students need cloud access, Project Portfolio/08_promo, chart export, and edited image. Model screenshot + wrap + PDF once before the lab. Pre-stage spare chart PNG and placeholder. Support Canva logins if the school allows it.
- Be ready to help with image wrap settings, chart screenshots, and moving PDFs out of Downloads without overwriting the editable file.
- Circulate for surface checks and PDF location. Confirm editable file and 08_ka3_promotional_document.pdf both land in 08_promo without overwrite. Canva: check link file too.
- Optional pair share for one minute if the class benefits.
- Remind students to check both files are in 08_promo before logout on shared machines.

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HOW THE LESSON RUNS

5 min	introduction	Introduction
5 min	content	Key concepts
25 min	activity	Build the promotional document
3 min	content	Common issues
15 min	activity	Finish and bank KA3
3 min	content	Reflection
4 min	summary	Lesson summary

TEACHING MOVES

- Run the assets roll-call before any blank page opens.
- Model wrap text and the File path to Download as PDF before the build lab, so the finish block is only applying what they have already seen.
- Circulate for real content, then chart and image, then the call to action, and finally the PDF sitting as a separate file.
- Model checking the layout against the named display surface rather than at close zoom.
- Address text wrapping early during the build phase, because it stalls more students than anything else.

WHAT TO WATCH FOR

- Image overlapping text: turn on text wrapping and resize the elements.
- Empty looking page: get text, image and chart on the page before decorating.
- PDF stuck in Downloads or overwriting editable: move 08_ka3_promotional_document.pdf into 08_promo beside the editable file.

DIFFERENTIATION

- Support: Give a three-block wireframe (headline / image and bullets / chart and call to action) to students who freeze at a blank page.
- Extension: Add a second surface crop at phone width, or a QR code to a real sign-up form, saved as a clearly labelled extra file in 08_promo.
- Support: Pair students for the first five minutes of creating the file and inserting the image, and allow extra time only on moving the PDF into 08_promo.