

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.

CURRICULUM OUTCOMES

Outcome	What the specification asks for
M2.U3.2	Identify key features of best practice in presentation to engage an audience and apply these features.

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.
- Prepare one weak vs strong hook pair for the same project to put on the board before independent practice.
- 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.
- Quick folder check on a sample of machines before dismissal.

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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.