

# Lesson 1: Purpose and Audience

## Settler:



To begin this unit of work you need to create a folder in your network area. If you haven't already created an ICT folder you should do that now. Inside the folder, create another, name this "Unit 7.1 Where I live". Inside this folder you can now create another named "Images". You will use the final folder to store any images that you find from the internet.

**Learning Objective 1:** Understand the purpose of a presentation (level 3)

**Learning Objective 2:** Understand that different audiences require different designs

How have I considered the audience when planning my work?  
(Level 4)

**Challenge Objective:** Redesign a slide to take into account the needs of a different audience (level 5)

## Starter:

Look at the slides shown by your teacher and answer the following questions by completing the table below:

1. Which image is best for the purpose stated at the top of the slide?
2. Why?

Slide No.	Describe the image you have chosen	Explain why you chose it
1		
2		
3		

4		
5		
6		
7		

**Task 2: Watch *SurfSeeker Holidays* presentation 1, and answer the following questions. Tick the best answer.**



**1. What is the purpose of this presentation?**

- To give you information about places to go to surf.
- To persuade you to go on a surfing holiday.
- To try to get you to visit the company website.
- To tell you all about a particular surfing holiday.

**2. Who is the audience for this presentation? (Who is it aimed at?)**

- Families with young children
- Experienced surfers
- Young people who want a different kind of holiday
- Rich businessmen with pots of money!

3. Write down at least two (and preferably three) things you like about this presentation that you would like to be able to include in your own presentation.

I would like to be able to include ...

1.

2.

3.

Task 3: Watch *SurfSeeker Holidays* presentation 2, and answer the following questions. Tick the best answer:

1. What is the purpose of this presentation?

- To show the company's customers how much money they are making.
- To inform the company's employees how the company has performed in the last year.
- To say thank you to the management team for doing a good job.
- To persuade older people to go on a surfing holiday.



## 2. Who is the audience for this presentation? (Who is it aimed at?)

- Older people who want to go surfing.
- All the people who work at *SurfSeeker Holidays*.
- The managers at *SurfSeeker Holidays*.
- SurfSeeker Holidays* customers.

## 3. Write down at least two (and preferably three) things you like about this presentation that you would like to be able to include in your own presentation.

I would like to be able to include ...

1.

2.

3.

### Final task:

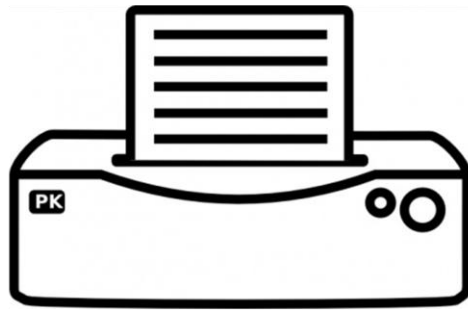
You will now create a slide with one image the slide is aimed at year 6 students and should be used to say what it is like at North Birmingham Academy in Year 7.

For your second slide the purpose is exactly the same. This time however you need to aim the slide at parents of Year 6 students.

Once completed print your slides in handout form (2 per page)

### Plenary:

Your partner can now annotate your print out stating what the difference is between the two slides and commenting on whether both of them meet the audience's needs and whether they have been successful in their purpose



**Put your printed work in this space**

## Lesson 2: Identify the strengths and weaknesses of a presentation and planning

**Learning Objective 1:** Be able to identify strengths and weaknesses of a presentation (level 3)

**Learning Objective 2:** Suggest how a presentation can be improved (level 4)

**Challenge:** Plan a presentation taking into consideration its audience (Level 5)

**Starter:** Complete the table for initial ideas

Interesting Fact about where I live	What is there to do where I live?	The best thing about where I live is?
What is my house like?	Who else lives in my community?	Interesting places near where I live



Watch Shep's presentation (CD Resource 2a) and complete the tables below.

Activity 1: Write down five things you learned about where Shep lives from his presentation.

Five things I learned about where Shep lives	
1	
2	
3	
4	
5	

Activity 2: Write down five things that were not in the presentation, but you would like to know.

Five things I would like to know about where Shep lives	
1	
2	
3	
4	
5	

Activity 3: Write down your opinions about the presentation in the table below.

Things I liked about Shep's presentation	Things I didn't like about Shep's presentation
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

## Planning Sheet:

Heading: Sub heading: Image: Text:	Heading: Sub heading: Image: Text:
Heading: Sub heading: Image: Text:	Heading: Sub heading: Image: Text:
Heading: Sub heading: Image: Text:	Heading: Sub heading: Image: Text:

Use this to help with planning your Power Point. Think about what you would like to include on each page including the pictures you might want to add. Whenever planning or creating a Power Point always remember your audience needs. The audience for this piece of work is your class.

If you finish your planning you can begin to create your presentation.

**Plenary:** You can now begin to complete your glossary sheet in the back of your sheet

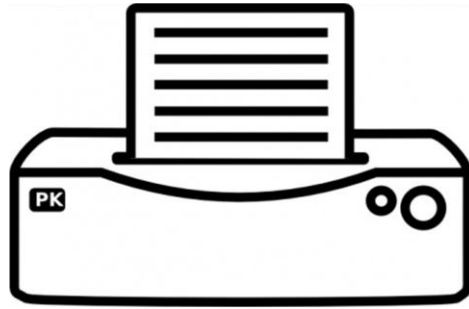
## Lesson 3: Google Maps and Images

- Learning Objective 1:** Understand how to navigate Google Maps and be able to use its features (level 3)
- Leaning Objective 2:** Gather an image from Google maps and crop it to make it suitable (level 4)
- Challenge:** Recognise different uses for Google Maps and acknowledge how to use it responsibly and safely (level 5)

**Starter:** Circle where you think North Birmingham Acaademy is on the map?



**Activity 1:** Using Google Maps, find the following four locations: Tower of London, Stonehenge, Isle of Wight and your address. Take a screenshot of each location and insert it into a word document. Print the word document and add to your folder below (you will need to **crop** your screenshots to fit onto one page)



**Put your printed work in this space**

**Activity 2:**

Now that you have managed to use *Google Maps* to find different locations try to use to plan your route from home to NBA

**Plenary:**

Answer the following questions using full sentences for your answer

What might the dangers of publishing an image of your address on social networking sites be?

.....  
.....  
.....  
.....

How might *Google Maps* be used, think of possible ways that it can be utilised?

.....  
.....  
.....  
.....

## Lesson 4: Choosing Colours, Fonts and adding consistency

- Learning Objective 1:** Understand that presentations should have a consistent look (level 3)
- Learning Objective 2:** Be able to select an appropriate and user friendly colour scheme (level 4)
- Challenge:** Create a consistent looking presentation that includes slide numbers and a header and footer (level 5)

**Settler:** Match the font to the media type by drawing lines to connect the pairs

Book for young children

Newspaper article

Trendy website

Letter to the head teacher

Letter to a friend (girl)

Letter to a friend (boy)

Poem in a birthday card

Hello

Hello

Hello

Hello

Hello

Hello

Hello

## Starter

Which chocolate bar I use each of these fonts for? Write a sentence explaining your choice
➤ Curlz MT
➤ BODONI MT BLACK
➤ Snap ITC
➤ Jokerman
➤ Vivaldi
<b>Extension:</b> Think about your answers and suggest what colour you might use for each

## Main Activity:

Now that you understand why different fonts are used and why your choice of colour scheme is important begin to improve your presentation by adding consistency to it. To make the presentation even more effective you should add the date, your name and the slide number into the footer of your slides.



**Plenary (self/ peer assessment):**

Highlight each of the tasks completed			
Consistent Heading Font	Consistent background	Name in Header	Page number in footer
Appropriate colours	6 Headings chosen	Date in footer	Research of area complete
<p>Now offer one piece of advice on how your partner's presentation can be improved:</p> <p>.....</p> <p>.....</p>			
<p>Write about something you like about your partner's presentation:</p> <p>.....</p> <p>.....</p>			
<p>No state how you have improved your presentation after your partner has offered advice</p> <p>.....</p> <p>.....</p>			



## Lesson 5: Transitions and Custom Animations

- Learning Objective 1:** Be able to apply transitions and custom animations to your work (Level 3)
- Learning Objective 2:** Use timings to support the presentation of your work (Level 4)
- Challenge Objective:** Be able to evaluate your work and justify design choices (Level 5)

### Settler:

S T P B B I R M I N G H A M K  
E T A T B C J U P O T T X S L  
V R C R A T J F S I L I N I N  
Q C D E G D T H I T E O U A L  
B O A I F E Y V V A I X U O I  
J A H Q N F T I K T F D R W N  
A N F Q M G E W I N I P U K K  
G I E A Z Z T S E E A G O K S  
P M X X V O N O N S E H E Y B  
L A J U W A O C N E S C G V Q  
O T A N R I E A Z R O H F N G  
M I B T A C J J O P P O Y A Y  
P O S N O T T U B J R D J Z N  
D N A C T I O N J J U J T B U  
Y W N F H A P O Y P P T Q H A

### Find the keywords!

ACTION  
ANIMATION  
AUDIENCE  
BIRMINGHAM  
BUTTONS  
EFFECTS  
ERDINGTON  
LINKS  
PRESENTATION  
PURPOSE  
TARGET  
TOWN  
TRANSITIONS

*If you complete this exercise you can continue to complete your glossary*



**Starter:**

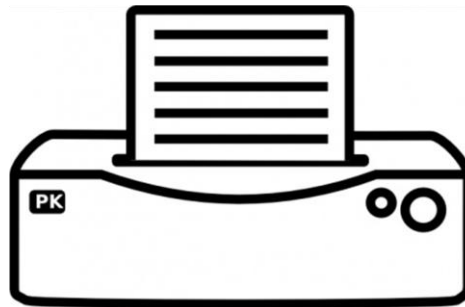
Decide which images appeal to the different groups of people below and write them next to the numbers in the boxes. The first has been done for you.

<i>Teenager</i>	<i>Older</i>	<i>Nobody!</i>	<i>Everybody</i>
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1) Teenagers 	2) 	3) 
4) 	5) 	6) 
7) 	8) 	9) 
10) 	11) 	12) 

**Main Activity:**

You should now add your own transitions and animations. It is important that you write up the reasons for your design choices in the notes section of Power Point, this will help the teacher give you a higher level for your work. Once this is completed print your work in 'handout form' three slides per page.



**Put your printed work in this space**

**Plenary:**

You will now either show your presentation answering any questions that the class have about your work or you will ask the student that is presenting their work about what they have done. Your questions must be: full sentences, include key words and be focussed on the design process of the presenter. You may wish to add what you like about their presentation as well. Use the box below to help plan your questions

.....

.....

.....

.....

.....

.....

## Lesson 6: Creating an interactive quiz

**Learning Objective 1:** Use action buttons (level 3)

**Learning Objective 2:** Use the internet to efficiently find information (Level 4)

**Challenge:** Create an engaging interactive quiz (Level 5)

**Starter:** You are to create a quiz about the area that you live, list 10 key words that you can use to search the internet for interesting information

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

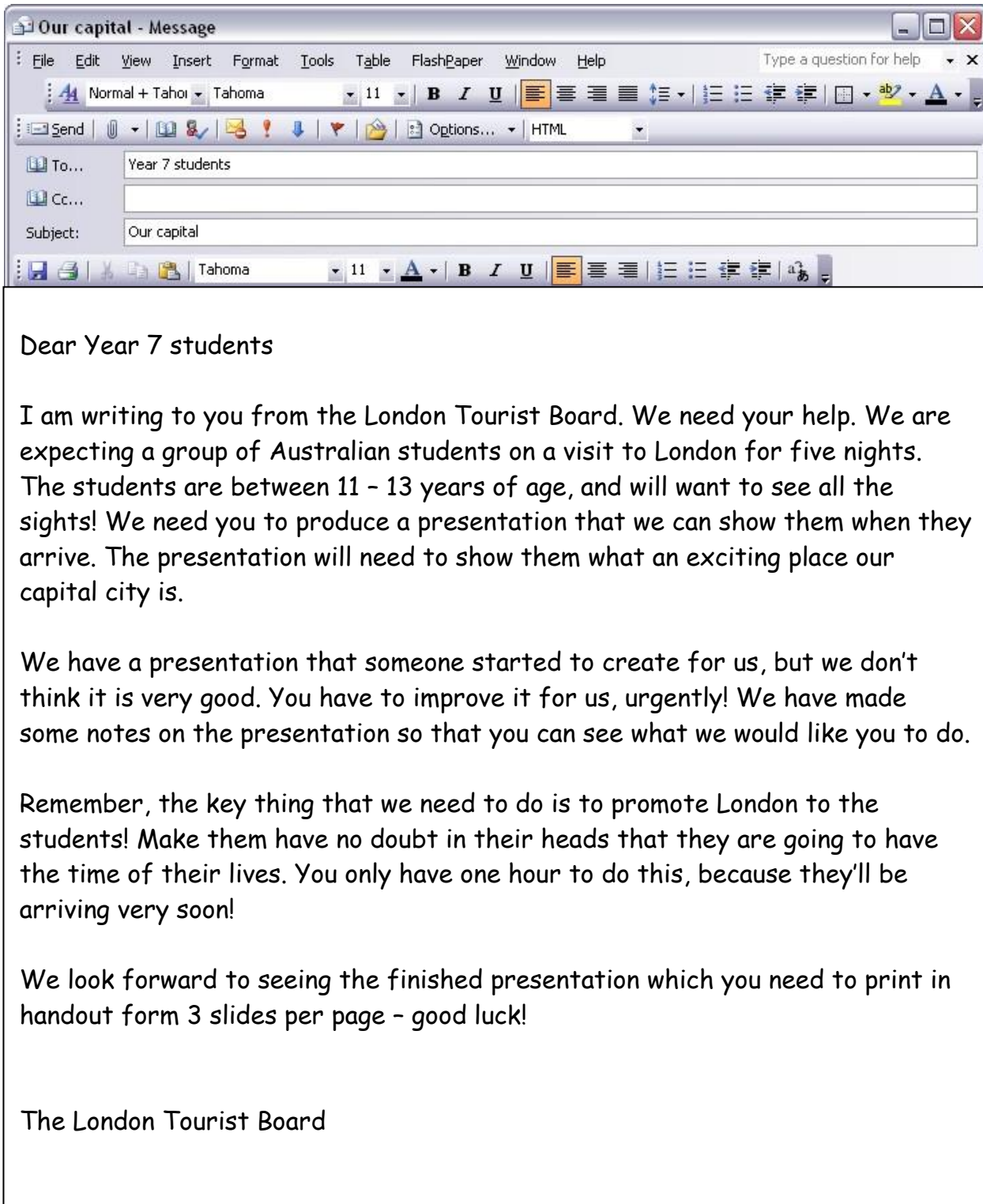
**Main:** Now that you have found the information that can be used to create quiz questions begin to design your slides and add the action buttons

**Plenary:** Attempt the quiz of the students sat near to you

## Lesson 7: Assessment

### Email instructions

Read the email message below before starting your unit assessment.



Our capital - Message

File Edit View Insert Format Tools Table FlashPaper Window Help

Normal + Tahoma Tahoma 11 B I U

Send To... Year 7 students Cc... Subject: Our capital

Tahoma 11 B I U

Dear Year 7 students

I am writing to you from the London Tourist Board. We need your help. We are expecting a group of Australian students on a visit to London for five nights. The students are between 11 - 13 years of age, and will want to see all the sights! We need you to produce a presentation that we can show them when they arrive. The presentation will need to show them what an exciting place our capital city is.

We have a presentation that someone started to create for us, but we don't think it is very good. You have to improve it for us, urgently! We have made some notes on the presentation so that you can see what we would like you to do.

Remember, the key thing that we need to do is to promote London to the students! Make them have no doubt in their heads that they are going to have the time of their lives. You only have one hour to do this, because they'll be arriving very soon!

We look forward to seeing the finished presentation which you need to print in handout form 3 slides per page - good luck!

The London Tourist Board

**Glossary:** Complete the glossary adding your own definitions as you become informed of the meanings

<b>Powerpoint</b>	
<b>Hyperlink</b>	
<b>presentation</b>	
<b>Purpose</b>	
<b>Audience</b>	
<b>Clip Art</b>	
<b>Transition</b>	
<b>Custom Animation</b>	
<b>Action Button</b>	
<b>Crop</b>	
<b>Slide</b>	
<b>Annotate</b>	
<b>Screen print</b>	

# Student Assessment: How have you done?

HOW TO ACHIEVE LEVEL	4	HOW TO ACHIEVE LEVEL	5	HOW TO ACHIEVE LEVEL	6
I can use different features of Microsoft Power Point		I can use Google Maps and internet research to improve my presentation content		I can plan and design a Power Point to meet a specific purpose and audience, improving the efficiency by using different ICT tools.	
I can present my work using heading and formatting tools		I can use Power Point to structure, alter and present my work in different forms and styles for specific purposes and audiences.		I can present my ideas in a variety of ways and show a clear sense of audience.	
I know the different media that I can use in a presentation to communicate with people		I can exchange information and ideas with others in a variety of ways, including using digital communications such as email.		I can suggest ways that people might improve how safely they use ICT and give them advice on using social networking sites	
I know the dangers that exist through electronic communication.		I can use ICT safely and responsibly by saving my work regularly in folders that I have ordered and created		I can use the internet efficiently to find the information that I want about the area where I live	
I can check my work and make corrections using a spelling and grammar checker		I can discuss my knowledge and experience of using ICT and how it can be used outside of the school for instance through route planners		I can develop and refine my work to improve its quality	
I know what a computer network is		I can assess my use of ICT in my work and am able to comment on weaker points in order to make improvements		I can use the lesson objectives and am able to evaluate how good my work is and how I can improve it. Making changes to improve my level	
I can select appropriate images for my work		I can use the lesson objectives and assessment activities to see how well I am doing with my work			

