

KS4 Computing- Publisher – Creating A Promotional Campaign

In this module students will learn what a promotional campaign is and how to create one. Their campaign will be based upon a student election. Students will create a poster, phamplet and newsletter to promote themselves within school. Students will learn how to use templates within Publisher and how to edit using the wide range of tools within Publisher.

RRS Articles: This unit of work is linked **Article 13** of the UN Convention on the Rights of the Child.

"I have the right to find and share information"

	<u>B2 P step 5-6</u>	<u>7 B2 P step -8</u>	<u>B2 NC Step 1</u>	<u>B2 NC Step 2</u>
Theme-What is a promotional campaign / introduction to Publisher				
<u>Subject specific knowledge</u>	<p>Understands the concept of advertising.</p> <p>Knows which software icon relates to Publisher:</p> <p>Can identify the following editing tools:</p> <p>Bold Underline Italic Font Font size Font colour</p>	<p>Is able to locate a file on the server / save file to a specific location.</p> <p>Understands the concept of advertising.</p> <p>Understands the concept of a political advertising/promotional campaign.</p> <p>Knows which software icon relates to which piece of software. Word Publisher PowerPoint Excel</p> <p>Can identify the following editing tools:</p> <p>Bold Underline Italic Font Font size Font colour Insert Shape fill Shape outline Shape effects Word Art Page orientation</p>	<p>Is able to locate a file on the server / save file to a specific location.</p> <p>Understands the concept of advertising.</p> <p>Understands the concept of a political advertising/promotional campaign.</p> <p>Knows which software icon relates to which piece of software. Word Publisher PowerPoint Excel</p> <p>Can identify the following editing tools:</p> <p>Bold Underline Italic Font Font size Font colour Insert Shape fill Shape outline Shape effects Word Art Edit page colour Insert and edit shapes Page orientation</p> <p>Search for and access Publisher templates Search for and access page parts</p>	<p>Is able to locate a file on the server / save file to a specific location.</p> <p>Understands the concept of advertising.</p> <p>Understands the concept of a political advertising/promotional campaign.</p> <p>Knows which software icon relates to which piece of software. Word Publisher PowerPoint Excel</p> <p>Can identify the following editing tools:</p> <p>Bold Underline Italic Font Font size Font colour Insert Shape fill Shape outline Shape effects Word Art Edit page colour Insert and edit shapes Page orientation</p> <p>Search for and access Publisher templates Search for and access page parts</p>

		<p>Understands the key elements of promotional literature</p> <p>Must include a heading.</p> <p>Make good use of space.</p> <p>Images have to be relevant and appropriately sized and positioned.</p> <p>Text has to be legible.</p> <p>Coherent content</p> <p>Appropriate use of colour.</p> <p>Grammar has to be correct.</p>	<p>Insert and edit shapes</p> <p>Understands the key elements of promotional literature</p> <p>Must include a heading.</p> <p>Make good use of space.</p> <p>Images have to be relevant and appropriately sized and positioned.</p> <p>Text has to be legible.</p> <p>Coherent content</p> <p>Appropriate use of colour.</p> <p>Grammar has to be correct.</p>	<p>Understands the key elements of promotional literature</p> <p>Must include a heading.</p> <p>Make good use of space.</p> <p>Images have to be relevant and appropriately sized and positioned.</p> <p>Text has to be legible.</p> <p>Coherent content</p> <p>Appropriate use of colour.</p> <p>Grammar has to be correct.</p>
<p><u>Subject specific skills</u></p>	<p>Is able to follow a sequence of picture tutorials in order to access and use editing tools within Publisher.</p> <p>Is able to copy the layout of a series of Publisher posters (each poster becomes gradually more sophisticated in its use of editing tools and general layout).</p>	<p>Is able to follow a sequence of picture tutorials in order to access and use editing tools within Publisher.</p> <p>Is able to copy the layout of a series of Publisher posters (each poster becomes gradually more sophisticated in its use of editing tools and general layout).</p> <p>Is able to identify errors within a poster layout and suggest corrections.</p> <p>Is able to identify editing techniques used within a poster (i.e. bold, underline etc).</p>	<p>Is able to independently follow a set brief in order to create a poster.</p> <p>Is able to identify errors within a poster layout and suggest corrections.</p> <p>Is able to identify editing techniques used within a poster (i.e. bold, underline etc).</p> <p>Is able to discuss what makes a successful poster and why.</p> <p>Is able to discuss the concept of a promotional campaign.</p> <p>Is able to discuss the different uses for the following software: Word Publisher Excel PowerPoint</p>	<p>Is able to independently follow a set brief in order to create a poster / pamphlet and newsletter.</p> <p>Is able to identify errors within layouts and suggest corrections.</p> <p>Is able to identify editing techniques used within a poster (i.e. bold, underline etc).</p> <p>Is able to discuss the concept of a promotional campaign and what the elements of a successful promotional campaign are.</p> <p>Is able to discuss the different uses for the following software: Word Publisher Excel PowerPoint</p>

Personal development

Problem solving-

Linked to resolving hard and software issues.

Communication skills-

Asking appropriate questions and listening to responses when troubleshooting ICT issues.

Self-belief-

Never giving up if unable to resolve the issues, continue to ask, listen and try different solutions.

Self-management-

Linked to independent research tasks and selecting appropriate information.

Suggested activities

- treasure hunts in order to locate tools within Publisher
- matching software icons to appropriate activities
- annotating posters and other literature to identify positives and negatives
- copying pieces of shape art to practice use of the insert and formatting tools.
- matching tools to edited work (i.e. italic tool to italicised text).
- mock up presentations-students to present their student council ideas to the class.

Online resources

<https://www.bbc.co.uk/bitesize/guides/zxb72hv/revision/1>

<http://planeta42.com/it/hardware.html>

<https://www.webopedia.com/Hardware>

<https://www.bbc.co.uk/bitesize/topics/zbhgixs/articles/z9myvcw>

<http://www.playkidsgames.com/games/computer/default.htm#>

<https://www.instructables.com/id/Introduction-to-hardware-Learn-the-basics/>

https://www.abeya.com/games/input_output

<https://www.disklabs.com/how-mobile-phone-masts-work/>

<https://www.uswitch.com/broadband/guides/what-is-broadband/>

Evidencing Work

All work / evidence sheets need to be printed off (where appropriate levelled in accordance with the rubric), students need to self assess and work needs to be put in student folders.