

Digital Creators' Challenge - Session 2 - 5 Minute Lesson Plan

The BIG picture?

During this lesson students evaluate each of their app ideas and decide which one to take forward.

Objectives

Core
Be able to compare the impact and appeal of different app ideas

Challenge
Be able to critically evaluate app ideas and select the strongest to take forward

Key words

Mass Market, niche, game-changing,, audience, pitch

Key messages

- To be successful your app has to address a need and / or have wide appeal

Engagement

- Group work
- Opportunity to promote own ideas

Differentiation

- Prompts/worksheet
- Extension tasks available

AfL

- Q&A about mini elevator pitches

Learning episodes

