

Unit: Creating a Successful TV Show or Film Using Data

Target age: 11+

Topic 5: Conclusion and Delivery 1 – Displaying the Data (Here Comes the Pitch)

Recommended Teaching hours: 1-2

Lesson Objective: To be able to present data in a way that is suitable for your target audience and appropriate for your chosen solution

Lesson Overview & Outcomes (*Linked to Scottish curriculum for Excellence Numeracy & Mathematics and Technologies: experiences and outcomes – Third/Fourth level*)

This topic allows pupils to develop their analysis into a visual representation of the data and communicate it effectively using suitable software. They will then present their data and ideas to the CEO in an elevator pitch scenario.

Numeracy & Mathematics: MNU 3-03b, MTH 3-21a, MNU 3-22a, MNU 4-07a, MTH 4-12a, MTH 4-21a, MNU 4-22a

Technologies: TCH 3-08a, TCH 3-09a, TCH 3-11a, TCH 3-13b, TCH 3-15a, TCH 4-08a, TCH 4-09a, TCH 4-11a, TCH 4-13a, TCH 4-15a

Key words: Sales Pitch, Infographics, Unambiguous

Suggested software/Resources: MS Excel, Infogram, Visme, Canva, Vengage

Please refer to project overview and medium-term plan for additional support and guidance

Lesson Structure:

(Based on 1 hour lesson – you may need more time to allow adequate data analysis & presentation)

Examples of what pupils could produce for topics 5.1 and 5.2 can be seen on the STATWARS® website

www.statwarscompetition.com

Introduction:

Time (minutes)	Activities	Challenge/Support (Differentiation)	Assessment Strategies & Outcomes
5	<p>Slide 2 - Ask pupils to think about key terms/words/phrases that they would need to consider in a sales pitch – such as you can see this data clearly shows.... It is evident from the data that... this idea would be a hit because the data suggests...</p> <p>They should begin to pre-empt questions the CEO (you) might ask them after their pitch</p>	Support pupils here with prompts and display suitable answers on the white board for reference throughout the lesson	Directed questioning should allow you identify groups that may require extra support during the creation of their poster/pitch

Main Content:

Time	Activities	Challenge/Support (Differentiation)	Assessment Strategies & Outcomes
5	<p>5.1.1 Slides 3-4: Introduce the idea of a poster and help pupils understand what is expected of them</p>	<p>Challenge 1: If groups wish to enhance the presentation of their findings, they can produce a written report or presentation alongside their poster. They can split this task accordingly to work within the short timeframe</p>	Pupils will produce a visual representation of the data they have analysed to communicate their decision and answer the question posed at the beginning of the project
5	<p>Slide 5: At this point you can show them some of the new online software they can use on slide 5 or choose the one you think is most suitable</p>		
20	<p>Slides 6-11: Show them the example infographic posters and discuss the positives and negatives and note this on the board for them to refer to</p> <p>5.1.2 Slide 12: Ask them to then create their poster whilst displaying the review questions for them to refer to throughout and ensure suitability of their finished poster. Ask them to keep them brief, clear and to the point as the data should speak for itself</p>	<p>Challenge 2: Pupils answer the additional review questions displayed on slide 10 -</p> <p>What could be done differently next time?</p> <p>What additional data would have been helpful?</p> <p>What should happen next?</p> <p>Where else could this type of analysis of data be useful?</p>	<p>They will select/use suitable software</p>
20	<p>Slide 13: The Pitch (leave this part of the project until students have completed both posters). If this is the case, students have 1 minute (or you decide) to give their pitch then answer 1 minute (or you decide) of questions. You should use the judging criteria provided to support you and select 4 to be submitted via www.statwarscompetition.com</p>	<p>You can produce and display the phrases or sentences the pupils should use to help them articulate their findings/data/ideas</p>	<p>They will be able to discuss their findings coherently and succinctly in an elevator pitch scenario</p>

Concluding the lesson:

Time	Activities	Challenge/Support (Differentiation)	Assessment Strategies & Outcomes
5	<p>Bring the project to a close, highlighting the work produced by the pupils and celebrating the successes from the project.</p> <p>Ask pupils to ensure all their work is completed and saved accordingly. You may wish for pupils to print their work off here</p>		All pupils should have created and pitched their idea based on their statistical data analysis. Collect all work in ready for formal assessment if applicable.

Homework:

If this was the first lesson of topic 5 - Ask pupils to consider ideas for their 2nd poster to advertise their film next week. If not, then this is the end of this project.

Evaluation:

- ▶ What went well in the lesson?
- ▶ What needs addressing/revisiting?
- ▶ What might you do differently for next time?