

**TITLE: I'm promoting my mobile app**

LEARNING SCENARIO	
<b>School:</b>	<b>Duration (minutes):</b> 180
<b>Teacher:</b>	<b>Students age:</b> 15

<b>Essential Idea:</b>	<b>I'm promoting my mobile app</b>
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**Topics:**

- Pupils have a broad understanding of programming, programs and their role in the modern society. In addition, they understand the importance of programming in influencing and expressing themselves.

**Aims:**

- Pupils design and implement various automation solutions as well as analyze automation solutions for various hardware and software applications.
- Pupils will explore opportunities to develop mobile operating systems via practical examples.

**Outcomes:**

- Pupils become familiar with blockchain technology and its applications, they understand the working principles of solutions that simulate block chains and they get acquainted with simple cryptographic principles.
- Pupils get familiar with mobile devices and their operating systems working principles.

**Work forms:**

- individual work
- work in pairs
- group work

**Methods:**

- presentation
- discussion

- interactive exercise

## ARTICULATION

### Course of action (duration, minutes)

#### INTRODUCTION

Teacher starts discussion with pupils:

If you're building your mobile app or any other project – you need to promote it.

The goal is to make people interested in your project, but also to show people why your project is worth investing money in.

How can we promote it?

#### MAIN PART

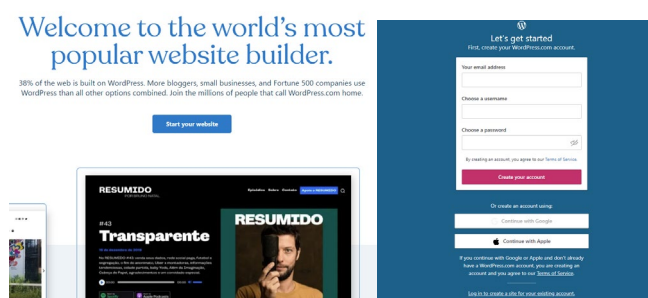
Pupils work in small groups.

#### EXERCISE 1:

Make a website for your project My mobile app (lesson plan 2)

To build our website we'll use the most popular tool for building websites – Wordpress.

The first step is to go to [wordpress.com](https://wordpress.com), click on „Start your website“ and create our account.



After creating and account we need to choose and adress (URL) for our website.

The URLs that finish in „wordpress.com“ are free, so we'll use one like „nameofourwebsite.wordpress.com“.

If that URL is already taken that just means that the name for our app or project is not original enough. We need to take a step back and choose a new name.

When we get our URL all we need to do is pick a theme for our website out of the existing templates, and confirm everything by clicking on the link in the activation e-mail we have got from Wordpress.

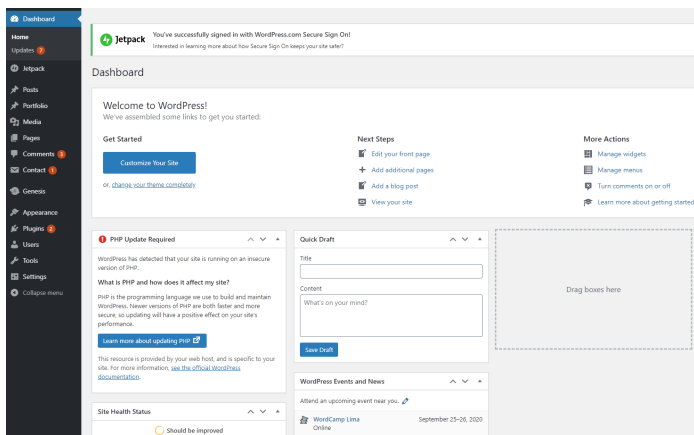
Editing your website in Wordpress is extremely simple.

All we need to do is open two windows in a browser like Google Chrome.

In the first we'll have the back-end of our website open, and we can access that by going to the URL „nameofourwebsite.wordpress.com/wp-admin“.

In another window we'll use Chrome's private mode to see what our website looks like to other people.

After we change something in the back-end we will go to the private window and see what that actually looks like.



## EXERCISE 2

Along with a Wordpress website, for your project try to make an Instagram account, as well as a Facebook page.

## CONCLUSION

Pupils and teacher discuss and evaluate the presented solutions.

### **Methods**

**presentation**  
**discussion**  
**work on the text**  
**graphic work**

### **Work forms**

**interview**  
**demonstration**  
**role playing**  
**individual work**  
**work in pairs**  
**group work**  
**frontal work**

*interactive exercise /simulation on the computer*

**Material:**

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**Literature**

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PERSONAL OBSERVATIONS, COMMENTS AND NOTES