

# Ideas for Today's Resources

Did you know that Middlesbrough is often referred to as a 'Digital City'? The huge international success of the digital courses at Teesside University means that there have been a steady stream of new tech companies appearing every year. The problem is that there isn't really anywhere to fit so many. The video explains the new solution and it is really exciting for the whole of the Tees Valley.

Although there will be a new set of resources each Monday/Wednesday/Friday, tasks extending from one week to the next would be a great collaborative effort that could be sustained by multiple people, teacher, children depending on where you are! Please tweet, send or upload any examples of your work to us.

## Community

Creating a sense of community around this work will improve authenticity and motivation for the children. I have provided a google folder at the bottom of the webpage for images of work to be uploaded to. Please don't put full names on, first name is fine and possibly the town where you are. Experience shows that this really develops self confidence and improved outcomes for further work. Equally you can email work to me.

## Using the videos

The video is the stimulus and outlines the main focussed task.

### Discussion points:

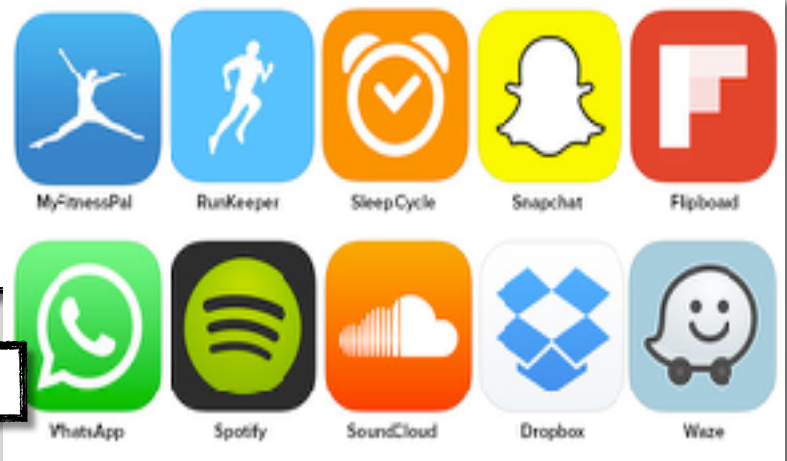
- What problem is the app solving
- Who is this aimed at?
- What does it do that other apps can't?
- Why would someone pick your app instead of any other?

## Tasks and outcomes

The basic outcome is to think about product design. This approach underpins lots of thought processes in industry settings for designing any new product.

### Task suggestions include:

- Use the downloadable resources available on the Spark website from Apps for Good. The presentation will guide you through the design process one step at a time
- Design a logo for your new app
- Create an app based game using Scratch (links and tutorial on the Spark website)
- Create a flyer to sell your app to potential customers. Use the ideas from the app planner resource so that your flyer has an appropriate audience focus.



Your app logo?