

BIMA
Digital Day

BIMA Digital Day Challenge

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HOW TO USE THIS SHEET

1.

Get into teams of no more than five. Work together initially to brainstorm your idea, then assign tasks to different team members.

2.

Use this sheet as a template. We've designed it large so you can stick, staple or tape your work onto it. This will allow you to separately work on a computer, draw by hand or use photography to illustrate your submission. You can use both sides of the sheet to demonstrate your idea, just remember to clearly label everything.

3.

Pitch your work to the class at the end of the day. Tell them about your idea and explain how you got to your solution. This is your time to shine. If your teacher thinks you have the best idea, you will be entered into the Digital Day nationwide competition and could be in with a chance to win some amazing prizes.

4.

If your idea is chosen to be entered into the nationwide Digital Day competition, your teacher will send us your entry to judge. Please make sure all the work you wish to be judged is securely fixed to your challenge sheet. Please fold or roll the final submission once completed, down to A4.

Return your entry to the address below:

**BIMA, The Nest Post, 2-4 Sampson St,
London, E1W 1NA**

PRIZES

2.
£500
cash prize for
your school

1.
Prize from
 Microsoft

3.
Prize from
BIMA

FOR MORE INFORMATION, VISIT

www.bima.co.uk/bima-programmes/bima-digital-day/

CHALLENGE PARTNERS



BIMA DIGITAL DAY CHALLENGE

CHALLENGE PARTNER



WHAT'S THE STORY?

You've no doubt heard of Microsoft! It's one of the biggest technology companies on the planet. And you've definitely heard of AI (Artificial Intelligence) that's starting to affect our lives in loads of different areas.

Microsoft wants to make sure that AI is used for good.

WHAT'S THE CHALLENGE?

- Microsoft re-invents homework and hobbies!

How can Microsoft use its technology to re-invent home learning for Secondary school students?

The products you can use in your answer are:

The products at your disposal are:

- Microsoft Copilot AI.
- Microsoft Teams.
- Microsoft gaming (Minecraft and XBox)
- LinkedIn.
- Skype.

Use any digital tools (like those adjacent or similar) to encourage students to aid their education at home. This could be to help with homework and special projects or to learn a new skill or hobby.

WHAT DO I NEED TO THINK ABOUT?

- **Personalised Learning: Collaboration:** Working remotely on platforms such as Microsoft Teams and Skype.
- **Accessibility:** AI can help make learning materials more accessible. For example, it can read text aloud for students with reading difficulties or translate text for students who do not speak English as their first language.
- **Engagement:** Gamification can increase engagement levels and add a competitive and rewards process.
- **Social Interaction:** How can you use social networks or human interaction online to improve your learning?
- **Digital Divide:** Not all students have equal access to technology. Consider that the use of technology in education does not widen the digital divide.
- **Focus on ideas:** AI can make execution of tasks easier and quicker, but AI is only as good as the ideas we put in. Can homework kickstart students to think about how AI can be used throughout their adult lives?

Suggested consolidated question alternative:

What can you invent using Microsoft tools that helps children learn feeling supported, entertained and included. Think about people who might have particular difficulties such as disabilities, access to transport or technology.

Considerations:

- Remember, the goal is to use technology to enhance learning. AI and other technology is a tool, and like any tool, its effectiveness depends on how it's used. It's up to us to use it in a way that benefits all students

DISCOVER – NOTE ANY INFORMATION YOU FOUND IN YOUR RESEARCH


What were the top 3 things you learnt?

1.

2.

3.

IDEA – WRITE DOWN YOUR IDEA



Psst! Don't forget to tell us what problem you are trying to solve.

DESIGN – SHOW US YOUR IDEA

Hint! Take us through a step-by-step story of how people use your idea, with illustrations and a brief explanation of how it works from beginning to end.

**DELIVER – ADD ANY NOTES TO
YOUR PRESENTATION**



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Don't forget to tell us **who you are!**

School Name

Team Members

SHARE YOUR DIGITAL DAY WITH THE REST OF THE COUNTRY!

Get social and interact with students and agencies across the UK. We will be tweeting great pictures and stories from Digital Day as they emerge.

#DigitalDay24

Submit your entries by **Monday 2nd December**

RETURN YOUR ENTRY TO

BIMA, The Nest Post, 2-4 Sampson St, London, E1W 1NA



@bima_hq



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BIMA
(British Interactive Media Association)