

## Bimonthly Tasks for September: Weeks 3-4

60 pts - Each department leader needs to show evidence of completion on or before September 27th. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that this is done. All members of the department will receive the same task points. All late work will be worth 1/2 credit.

### Art & Publications Department

#### Task 1: Hiring Process & Department Meeting:

You will be holding interviews to fill positions for your department team. Coordinate with the Vice President of Human Resources when you would like to schedule the interviews. During this process you will record your applicants in sequential order based on preference of hire. Following all the interviews the leadership team will meet and place employees.

\_\_\_\_\_ 10pts **Evidence: Interviews Completed.**  
Vice President of Art & Publications

#### Task 2: Department Meeting:

Meet as a department (and CEO) and assign all tasks for the next 2 weeks. Turn in a copy of this Task Sheet for your department to the CEO and your teacher as soon as possible- Fill in task sheet with names and who is responsible for each task.

\_\_\_\_\_ 5pts **Evidence: Completed turned into teacher**  
Vice President of Art

#### Task 3: Developing a Products Line: (Sales & Marketing: Task 1)

Meet as a department and download the **Product List** (found under Sales) from the **VEI Task Matrix**. Using this file, create a list of product lines or categories that you think should be sold by the company and then list what products will be included in those categories. As a team, attend the scheduled meeting that includes Marketing & Sales departments, chief officers and your teacher. Bring your printed list to this meeting and participate in the process of determining the categories of products or product lines that will be sold by the company.

\_\_\_\_\_ 10pts **Evidence: Department Product Line List → Canvas September 3-4**  
All team members

#### Task 4: Company Name Badges

Obtain the name badge pouches and create basic name badges for the entire company. The badges need to have the name of the company, Employee name and their position in the company. These need to be hung on the side of your company cabinet.

\_\_\_\_\_ 10pts **Evidence: Printed badges ready to go on September 28th.**  
Employee Responsible

#### Task 5: Company Branding Competition:

Review the branding competition guidelines and top schools from last years competition and develop a plan and mock-up of sketches and ideas of what you are thinking about submitting for the competition. This will be a major task on the next task sheet so the plans here are very important. You can involve several team members on this task. Submit your final mock up with a Task Verification form (found near the company mailboxes) attached.

\_\_\_\_\_ 5pts **Evidence: Submit a Task Verification Form with the mock up attached**  
Vice President of Art & Publications

#### Task 6: Company Logo Design:

After the company leadership team has finalized the company name, Work with your department, your teacher and chief officers to come up with ideas for simple logo to support the company name. The logo can be name based or image based. Open the **Logo Design** exercise sheet from the **Task Matrix** on the teachers web page under Art & Publications. Follow the directions on the task sheet and review the linked articles about designing logos. Search the internet for ideas that you can use to develop your logo sketches. Have each Art Associate come up with a 2-3 different detailed hand-drawn color sketches using colored pencils. The sketches should be detailed and professional as possible. The sketches for logo should be drawn on separate papers. These need to be done as soon as possible as it affects the design of company shirt, company order forms and the company branding competition and banner designs. Meet with your teacher, and chief officers to review and discuss all the ideas and as a group decide on your top 4 selections to be presented at the next leadership meeting. Have the Vice President share these at the meeting and leadership will approve one to be developed as the final logo concept.

\_\_\_\_\_ 20pts **Evidence: Submit a Task Verification Form with all the sketches attached**  
All Employees Responsible