

Digital Media Department

Bimonthly Tasks for December Finals

60 pts each department leader needs to turn this sheet in on or before the final. Tasks completed early can be turned in and verified at any time. All work turned in late will be half credit. Divide the tasks up equally so that you can complete them all. All members of the department will receive the same task points. In addition, all employees will be getting weekly work points. Leaders will award 0-2pts work points each day or 10 per week. An email will be sent out to complete this task. Leaders Failing to complete this will award you no points for that period. Turn in a completed copy of this sheet to your Chief Officers and your teacher for final grading.

Task 1: Video Commercial: (HIGH PRIORITY COMPLETED submitted by December 4th)

Visit the Trade Show Rubrics on the teachers' website and review the Video Commercial competition rubric, to make sure that all areas of the rubric are covered. The best commercials tell a story that the viewer can relate to. The video should not be all music and images but should include narration for the best effect.

20pts Evidence 1.1: Completed Video submitted in HUB by December 4th

5pts Evidence 1.2: Video upload to company website **CEO Verified:** initials received _____

Task 2: San Diego Trade Show:

You will be recording video footage and photographing the San Diego trade show. Assign one team member to videotape and another to get still photographs. Video Booth set-up and student working and include interviews with employees. Save the video files on your company's Google account. Also take pictures (at least 20) throughout the event as people set up the booth, working their shifts and group shots. Get a team picture at the beginning or end of the trade show before the booth is dismantled of the entire team and any awards won. Upload the pictures and raw video to the company Google Photos when we return.

5 pts Evidence 3.1: Raw video footage from the event. → Teacher Observation

5pts Evidence 3.2: Company photos and team picture → Teacher Observation

5 pts Evidence 3.3: Raw Video and photos uploaded to Company Google → Teacher Observation

Task 3: Company Shopping Cart

Working with the senior web designers who will train you on how to set up the Buy Buttons on your website. Meet with the department following the trade show and review the product catalog and make sure you have model numbers, prices, and descriptions on their website products that match the catalog. Program the buy buttons on the WIX site and make sure all "Buy" buttons function correctly with the VE network bank and that the products have shipping, sales tax and the correct descriptions when online purchases are made from the company website.

10pts Evidence: All Buy Buttons work **Senior VP of Digital Media Verified:** initials _____

5pts Evidence: All Products match company catalog **VP of Art Verified:** initials _____

Task 4: Company Website

Continue working on the company's website to prepare for the National competition in January. Get the monthly Newsletter from the communications department and add that to the site. In preparation for the competition, have your Chief Executive officer and teacher review the site looking for areas that need to be improved.

5 pts Evidence 3.1: Company Website Reviewed **CEO Verified:** initials reviewed _____

5 pts Evidence 3.1: Company Website Reviewed **Teacher Verified:** initials reviewed _____