

Bimonthly Tasks for April Weeks 2-4

60 pts each both will work together on this and show evidence of completion on or before the due date. 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 department members receive the same points based on completion of their required tasks. Print this sheet and turn it in by April 26th to verify the tasks.

Digital Media Department

Department Points _____/60pts

Division of Labor:

Meet as a department and decide who will do which tasks for the next 3 weeks. Fill in task sheet with names and who is responsible for each task. Make two copies and turn them into the teacher and Chief officers. Due to the New York Trip and some many people missing we will not be awarding work points for the Month of April.

Task 1: Web Survey Results Report

In the next task period you will be gathering your results and write a report that details the results, what things you learned from the survey and what will be changing on the website based on the survey results. The results should include charts showing responses that had a significant impact on your decisions to change the site. The report should be written in complete paragraphs with supporting charts 2-3 pages.

Based on the customer survey results, write a comprehensive report that covers the findings from major areas of the survey. Start each section with the heading for that topic and a paragraph that discusses the finding, what people said. Below the findings add a sub-heading with paragraph that defines the updates or changes your team want to do as you move forward.

_____**5pts** Evidence 1.1: Download survey results (excel) → Canvas April 2-4

Employee responsible for this task

_____**10pts** Evidence 1.2 : Comprehensive Survey Report → Canvas April 2-4

Employee responsible for this task

Task 2: Info Graphic Design and Presentation

Based on the customer survey results you will create an info graphic (try canva.com) that visually represents the data of your finding. You will include this in your department Evaluation report in Task 3 that you will be sending to the chief officers for the annual report..

_____**5pts** Evidence 2.1 : Survey Info Graphic → Canvas April 2-4

Employee responsible for this task

Task 3: Digital Media Evaluation Report:

Write a year end report of the company digital media department. This report will be your departments contribution to the company annual report that will be completed in May. In the report, address the effectiveness of the company website and video commercials and digital (photo and video files collected and saved in the company Google account) archive. Combine the website report that was written last month with the section on the video commercial and photo archives that you will be writing in this task. In the conclusion of each section, discuss the issues the department had during the year and suggest recommendations to improve the performance and effectiveness of the use of each digital media area for the coming year. Each report section will be worth 5pts and should include; website, video commercials and digital archive. When finished send or share a copy of the report with your CEO.

_____**15pts** Evidence: Digital Media Evaluation Report → Canvas April 2-4

Employee responsible for this task

Task 4: Company End of Year Video:

Following your detailed outline and plan you developed last month for the end of the year video, develop the first sections of this video that highlights the company events, trade shows and activities that were participated in throughout the year. Use the classroom pictures, collected video clips. The video should have about 5-10 min of footage completed by this point. Have your coordinator review the video and make recommendations as you move toward our end of the year luncheon where the video will be premiered in late May.

Note: This video should be done in relative secrecy as we do not want the company employees to see it until it is done. It is highly recommended that you work at the dedicated video station at the front of the room or work in the copy room on your video.

_____**25pts** Evidence: 5-10 min of completed video verified by your teacher

Name of who is responsible

teacher signature

date