

Digital Media Department

Bimonthly Tasks for Weeks 1-3

90 pts - Each department leader needs to show evidence of completion on or before August 31st. 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. Assign the below tasks to team members so that you can complete all tasks by the deadline.

Task 1. Product Descriptions:

Get the update product line from your meeting with the VP of Sales. Each department member will open a Google doc file and open the “**Identify Customer Needs**” exercise found in the portal under Sales/Marketing: Task 1. In this exercise you will be rewriting the product descriptions for all the products we offer. Looking at the company website or catalog review the product descriptions. Research other companies that sell similar products and review their products descriptions. Rewrite the product descriptions for each product in your company. The descriptions should be detailed so that customers will have a clear understanding of what the product is, how it works, what it does and what options or varieties they have to choose from. Also include price and product numbers for each option available. When done print your descriptions and **meet together** as a department and share each description as you work through each product and write a final department product description. Following this meeting with Art & Publications and combine and refine the product descriptions into a final company product descriptions that will be used for the catalog, website & brochures.

15pts Evidence: Completed Product Descriptions (department): Responsibility: All Team Members

15pts Evidence: Final Product Descriptions: Responsibility: Digital Media & Art Leaders

Task 2. Photo & Video Consent form:

Obtain the Photo & Video consent form (Portal 4 Orientation 4 Reference files) and print a copy. Make copies of the form on the copy machine so that you have enough for each employee in the company. Pass out the forms and have each employee get consent and collect the forms. When all have been collected submit the Task Verification form with the completed consent for attached.

10pts Evidence: Completed consent forms turned into teacher: Responsibility: Any Team Member

Task 3. Proofread Company Catalog

Get the printed company catalog from the Art department. Review the catalog for errors, inconsistencies, and areas that need to improve in the design. Print and sign your name below “PROOF COPY” Pass the catalog around to all members of the department so they have an opportunity to repeat the process. When the department is finished return the “PROOF COPY” to the Art Department.

10pts Evidence: Reviewed Proof Copy Catalog and signed: Responsibility: Art Department to turn in.

Task 4. Company Photos & Photo Archive:

Schedule a day to have everyone dress up for a company picture and individual pictures that can be used as a photo archive for the year. The employee pictures can be used on the about section of the company website to show the employees. Using Google Photos in your company gmail account, create an album that holds all the company employee pictures. This will be used throughout the year by many departments to add pictures of the company and its employees.

20 pts Evidence: Company Photo Day: Responsibility: Any Team Member

10 pts Evidence: All Staff Photos in Company Google Picture gallery: Responsibility: Any Team Member

Task 5. Website Survey

It is important to update and create a fresh look for your company website. Review the web site and web survey from last year and update and refine the survey questions to get a more in depth information from the users taking the survey. Focus should be less on the look and more on the easy and customer experience. The survey will be sent out only internally to company employees.

20pts Evidence: Completed survey sent to Facilitator for review. Responsibility: Any Team Member