

Digital Media Department

Bimonthly Tasks for January Weeks 3-4

60 pts each department leaders need to show evidence of completion on or before January 31st. Tasks completed early can be turned in and verified at any time. Divide the tasks up equally so that you can complete them all. All members of the department will receive the same task points. Some time outside of the office might be required to complete the following tasks and some tasks have noted deadlines that are due for submissions on January 24th. Work points will be awarded during this task period for your employees.

Department Meeting:

Meet as a department and read aloud and discuss all tasks for the next 2 weeks. Fill in the task sheet with names and who is responsible for each task and turn in a copy of this task sheet to the teacher and chief officers as soon as possible. You will be uploading the tasks for verification to both the company Google drive in the January 3-4 Folder and Canvas.

Task 1: Website Competition Window

Employee Responsible: _____

Your website will be judged in two different events over the next 3 weeks and it is important to make sure the site looks its best to do well in the competitions. Review the e-commerce website competition rubric as this will be used in the next 2 competitive events. You should be updating the website with new information daily.

National Website Competition™: January 15th - February 7th.

Los Angeles Competition™: January 24th

5 pts Evidence: Submitted for LA and Nationals

Competition Scores will be awarded later based on how well you score in the competition in LA. Gold: 20pts, Silver: 18 pts, Bronze: 15pts No award: 12 pts Results will be published on the HUB in late February or early March. At that time your team will get 0-20 pts for the competition and will be awarded based on your company star rating. You will get 5 points per star earned and can earn bonus points if recognized in the top company ranking and bonus points if you make honorable mentioned or higher

Task 2: Video Commercial 2.0 : (HIGH PRIORITY)

Employee Responsible: _____

Visit the Competition Rubrics in the portal and review the Video Commercial competition rubric. Based on the video results from Bakersfield, review the video submission and try to improve on the project. Meet with your coordinator and discuss possible changes and make those changes so that the commercial can be completed and submitted on time. This video will be used in the Los Angeles and Nationals over the next 4 weeks. The updated video needs to be submitted for Los Angeles on January 24th by 5:00 pm. You will be getting points based on your scores from the trade show can earn bonus points if you are recognized in the top company ranking.

20 pts Evidence: Submitted for LA

Later Scores will be based on how well you score in the competition in LA. Gold: 20pts, Silver: 18 pts, Bronze: 15pts No award: 12 pts

Task 3: Trade Show and Department Reports:

Responsible: Vice President of Digital Media

As a follow-up of the Bakersfield Trade Show, you will be meeting as a leadership team to discuss the company's performance at the state conference. Complete the **Department Report** found in the **Task Matrix** under communications. Based on your discussion in your leadership meeting, complete the top section and hold a meeting with your department and discuss the lower sections of the report. Upload copies of the department report to Canvas and the Google Drive for teacher and Chief Officer review.

10 pts Evidence: Completed Department Report → Canvas & Drive January 3-4

Task 4: Company Uniform Pictures

Employee Responsible: _____

Now that you have your company uniforms, you need to schedule a day to photograph all employees in their uniforms. You will need, several shots, including; an all company picture, department group pictures, and Individual pictures. For the individual pictures find a place with a white background to take the individual pictures. When the pictures are complete, upload all the pictures to the company Google account, in the Drive or Google Photos.

10 pts Evidence: Company Uniform Photos → Teacher & COO Observation

Task 5: Website Judging

All Employees Responsible: _____

Each team member signs up to be a judge for the national online competition under the **Competition Manager**, found in the HUB and click the Competitions Cup. Sign up as a judge and as a team, judge 15 web site entries and submit the results using the Website Judging File found in the Task Matrix under Digital Media. Total of all team members files should add up to 15 sites judged. Upload copies of the department report to Canvas and the Google Drive for teacher and Chief Officer review.

15 pts Evidence: Website Judging Files → Teacher & COO Observation