

Digital Media Department

Bimonthly Tasks for January Weeks 1-2

60 pts each department leaders need to show evidence of completion on or before January 17th. 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 completion before the 18th of January

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.

Task 1: Website Competition Window

Employee Responsible: _____

Your website will be judged in three different events over the next 5 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 3 competitive events as is found in the rubric tab in the portal under trade shows.

National Website Competition TM: January 17th - February 7th

Make sure the link in the company directory is working for your site. Sites will be evaluated in three areas, First Impressions, Making A Purchase, and an Overall Rating. It is important to constantly update the website to try to get the best star rating for our site. Results will be published on the Portal 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.

Bakersfield Competition TM: January 17th

Your submission for Bakersfield has been entered. Judging could still be going so keep working to make the site look as professional as possible. 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: Score will be based on how well you score in the Bakersfield competition. Gold: 20pts, Silver:18 pts, Bronze: 15pts No award: 12 pts

Task 2: Video Commercial 2.0 : (HIGH PRIORITY)

Employee Responsible: _____

You will be award points on your teams' performance in Bakersfield that was submitted back in December. For your next competition, you have very little time to revise the video and this should be the top priority for your department. 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: Score will be based on how well you score in the Bakersfield competition. Gold: 20pts, Silver:18 pts, Bronze: 15pts No award: 12 pts

Task 3: Spanish Version of the Company Website

Employee Responsible: _____

Your company is going international by creating a Spanish version of the current website. Build a duplicate copy of the website and change all the text information to Spanish. This will be worked on over the next 3-4 weeks and should be ready by late January. Begin working on the Spanish version and publish it as soon as possible. When the site is ready you will be adding a drop down menu item title **Language** in the navigation bar at the top of the website that will take the user to the Spanish version

 5 pts Evidence: Send the link to your teacher of the Spanish website → Canvas January 1-2

Task 4: Bakersfield Photos and Video

Employee Responsible: _____

Archive the state conference with pictures and video clips from company activities and competition. Upload the video files to the company Google drive and the photos account in a new album for Bakersfield.

 5 pts Evidence 4.1: Team Photo at Booth - Teacher Observation

 5 pts Evidence 4.2: Photos uploaded to Google account - Teacher Observation

 5 pts Evidence 4.3: Video footage uploaded to Google account - Teacher Observation