

# Bimonthly Tasks for November Weeks 1-2

60 pts each department leader needs to turn this sheet in on or before November 15th. 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. In addition, starting this task period, all employees will be getting weekly work points. Leaders will award 0-2pts work points each day or 10 per week. An e-mail will be sent out to complete this task. Leaders Failing to complete this will award you no points for that period.

## Digital Media Department

Company Name \_\_\_\_\_

### Department Meeting:

This will be an incredibly hard couple of weeks for digital media and members of the department should plan to spend extra time after school to meet the submission requirements for San Diego on Friday November 15th. Meet as a department and read together and assign all tasks for the next 2 weeks. Fill in task sheet with names and who is responsible for each task. Turn in a copy of this Task Sheet for your department to the Chief Officers and teacher as soon as possible.

### Task 1: Fountain Valley Business Exhibition:

You will be expected to record the event using photography and video during the event. Use video to record what you think might be interesting for the end of the year video and photograph a group picture around the team table and individual shots that could be used for various promotions and social media during the year.

\_\_\_\_\_  
5pts Evidence: Group Picture → Canvas  
Name of who is responsible

### Task 2: Video Commercial Submission™ (HIGH PRIORITY-November 15th deadline)

Review the rubric found in the **Hub-Curriculum** and in **Competitions & Events** as you will need to know what you will be judged on for this competition. Using the story board you developed last task sheet, begin filming the 30-60 second company video commercial so that all areas of the scoring rubrics are covered. The best commercials tell a story that the viewer can relate to. Using iMovie, prepare the video for submission by editing and recording the narration and underscore. Save the video as an mp4 file. This video will be used for both San Diego and Bakersfield competitions

\_\_\_\_\_  
10pts Evidence: Completed Company Video → Canvas November 1-2  
Vice President & Lead Videographer

\_\_\_\_\_  
5pts Evidence: Submission of finished video in Competition Manager for San Diego  
Vice President & Lead Videographer

### Task 3: Radio Commercial Planning™ (HIGH PRIORITY-November 15th deadline)

Review the rubric for this competition found in the Hub under Events and Exhibitions. Go to the competition guidelines for the San Diego Trade show. Open up the Radio Commercial script and get the script reader to practice reading the script. When ready, video tape the reader until you get a clean reading for the commercial. Take the video content into iMovie and keep the audio and replace the video image with a still image of the a graphic that is titled Radio Commercial with your company logo and name. Save the video as an mp4 file.

\_\_\_\_\_  
5pts Evidence: Completed Company radio commercial → Canvas November 1-2  
Vice President & Lead Videographer

\_\_\_\_\_  
5pts Evidence: Submission of finished radio commercial in Competition Manager for San Diego  
Vice President & Lead Videographer

### Task 4: Company Website™: (HIGH PRIORITY-November 15th submission deadline)

You will work over the next week to build the company for competition. All products needs to be added and buy buttons set up so we have a working e-commerce shopping cart. Review the competition score sheet (National Competition) for the e-Commerce website and complete the following areas that the site will be judged on. The submission of the web site does not mean you stop working on the site, all improvements and updates should continue as you do not know what day they will be judging the site. Reminder that each page must have the following disclaimer at the bottom; "This is an official Virtual Enterprises International website for educational purposes. Teacher will observe the website to verify that the tasks have bene completed. They website can be worked on after submission to clean things up.

\_\_\_\_\_  
5pts Evidence: Video Commercial added to home page  
Lead Web Designer or Web Associate

\_\_\_\_\_  
5pts Evidence: Marketing Survey link added to website home page  
Lead Web Designer or Web Associate

\_\_\_\_\_  
5pts Evidence: About Us - Department pages, Employee of the Month, November Newsletter  
Lead Web Designer or Web Associate

\_\_\_\_\_  
5pts Evidence: Submission of website in Competition Manager for San Diego  
Lead Web Designer or Web Associate

### Task 5: Company Photo Organization Chart (HIGH PRIORITY-November 15th deadline)

Using InDesign work with the teacher to develop an organization chart for the company. Using a photograph of each employee and design a photo organizational chart of the company structure. Review both Org Chart examples found in the task matrix under Art and download the template found under Digital Media. Design the chart as single-page portrait-orientation to be used in business plan and employee manual. Package the chart when done (see teacher) and upload it to the company Google drive and submit the PDF version to the Business Plan folder .

\_\_\_\_\_  
10pts Evidence: Company Organization Chart PDF → Canvas November 1-2  
Employee responsible for this task

**Note: any awards won in ™ competitions will be added as a bonus to your department grades.**