

Bimonthly Tasks for October Weeks 3-4

60 pts each department leader needs to turn this sheet in on or before November 1st. 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.

Digital Media Department

Task 1: Department Meeting

Meet as a department and read together and assign all tasks for the next 2 weeks. Turn in a copy of this Task Sheet for your department to the Chief Officers as soon as possible- Fill in task sheet with names and who is responsible for each task. Each person can earn 2 work points from you each day for 10 points per week. Each day, 1 Point will be automatically, earned for having your phone in your employee locker and the additional point/s will be earned for your daily work. Violations of office policies will result in loss of points. The department leader will complete the weekly work points for all employees each week for their department. Leaders failing to award points with get no points for the work period, while associates will get full points awarded. A link will be sent in an e-mail and on Slack complete this task.

_____ 5pts **Evidence: Complete and turn into Chief Officers & Teacher**
Vice President

Task 2: Digital Media Roles

Meet as a department and print the **Digital Roles** task guide from the VE Task Matrix. Review the roles and decide who is responsible for each area for the year. Each role will have different responsibilities in the digital media department. This does not mean they will not work in all areas of digital media, but that certain employees will have areas that they will be leads in and have responsibility for to make sure those areas are completed on task sheets. No employee can have more than two roles assigned.

_____ 5pts **Evidence: Completed Digital Roles Tasks turned in → Task Verification form attached**
Vice President

Task 3: Company Domain Name

Go to the godaddy.com website and find the available domain names and their costs. Work with the CEO decide on the domain name for your company website. The domain name should be as close to your company name as possible. Have your teacher approve the domain name and then it will be purchased from GoDaddy. Your company will use this website URL for all of its company web pages for the next two years.

_____ 5pts **Evidence: Requested domain name → Canvas October 3-4**
Vice President & Lead Web Designer

Task 4: Company Web Site Rollout

Get leadership approval of the company home page concept by printing out the Approval form from the VE Task Matrix found under Chief Officers. The web team needs to watch the two videos by Travis Marziani, found in the Video Resource Library on Mr. Gersten's website. Sign up for a new WIX account based on the company name and add and complete all page categories below. Establish all the category pages so the site can go live by November 9th so it can be entered into the competition for the San Diego trade show. Link the live site in Canvas for teacher verification.

_____ 10pts **Evidence 4.1: Home Page Approval Form completed- Submit to the teacher**
Lead Web Designer or VP

_____ 10pts **Evidence 4.2: Products Pages**
Lead Web Designer or VP

_____ 10pts **Evidence 4.3: About the Company, Contact Page & FAQ Pages**
Web Associate

Task 5. Video Commercial Planning

Open up the Video Commercial competition rubric found in the portal under Competitions and Rubrics-Rubric Tab. You will be planning your company video commercial submission due for the San Diego Trade Show on November 9th. Before you start, watch the MAKING A COMPANY VIDEO COMMERCIAL from the Video Resource Library on Mr. Gersten's website. Following the video, open up a Google Doc and plan your video. Answer the following questions; What is your Idea for the video?, What is your intention for the video, Who is it for? What is your call to Action? Write the script (words and any background music or graphics). Download and print the story board in the VE Task Matrix, plan 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. Use the storyboard to tell your story in video and include narrated script and what track will be played as the underscore. This must be done before you shoot the video and should not be done after the video is completed.

_____ 5pts **Evidence 5.1: Shared Google doc plan questions → Canvas October 3-4**
Vice President & Lead Videographer

_____ 5pts **Evidence 5.2: Completed Story Board with script turned in → task verification form attached**
Vice President & Lead Videographer

Task 6. Radio Commercial Planning

Open up the Radio Commercial competition rubric found in the portal under Trade Shows →San Diego→Competitions Overview. You will be planning your company radio commercial submission due for the San Diego Trade Show on November 9th. Before you start, watch the 20 Reason why use Radio Commercials from the Video Resource Library on Mr. Gersten's website. Following the video, open up a Google Doc and plan your radio commercial. Answer the following questions; What is your Idea for the radio ad?, What is your intention for the commercial, Who is it for? Write the script (words and any background music or graphics). What is your call to Action? Include who will be reading the script for the radio ad. This must be done before you record the commercial and should not be done after the commercial is completed.

_____ 5pts **Evidence: Shared Google doc plan questions and script → Canvas October 3-4**
Vice President & Lead Videographer