

Art & Publications Department

Bimonthly Tasks for October 3-4

60 pts - Each department leader needs to show evidence of completion on or before November 1st. 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

Task 1: Department & Leadership Meeting:

Assigned to Vice President

Make copies of this sheet and meet as a department and assign all tasks for the next 2 weeks. Fill in task sheet with names. Turn in a copy to the Chief Officers and teacher as soon as possible. Complete weekly work point evaluations each Friday which have been sent to you by Human Resources.

5pts Evidence: Complete and turn into the Chief Officers & Teacher

Task 2. Branding Competition. (High Priority - deadline October 31st)

Finish up your branding competition entry that you have redesigned. Review the top designs sent in by other schools in the national competition results found under Competitions & Events → Competition Results. Review the rubric for online branding found under Competitions & Events → Competition Rubrics. Complete each of the competition items below. Competition submission is at the end of October from the deadline of this sheet. Combine all components of the project into one PDF file (see Mr. Gersten if you need help with this) and submit the entry in the National Online Competitions found in the HUB. Submit the PDF to Canvas Oct 3-4

2.5pts Evidence 2.1: Logo, color palette, fonts:

2.5pts Evidence 2.2: Company letterhead and company description

2.5pts Evidence 2.3: Business card (front and back)

7.5pts Evidence 2.4: 3 additional applications of the company branding

5pts Evidence 2.5: Submission Screenshot → Canvas Oct 3-4

Task 3. Junior Company Mentorship:

Assigned to all team members

Multiple times each week, check in with junior **Vice President of Art** to see how they are doing with their tasks and answer any questions they have concerning their October 3-4 series of tasks. This mentorship will continue throughout the first semester. They will be grading you on your helpfulness and involvement. Those grades will be reported to your teacher to be added to your grades.

5pts Evidence 3.1: Signed by junior Vice President of Art _____ October week 3

5pts Evidence 3.2: Signed by junior Vice President of Art _____ October week 4

Task 4: Sales Promotion Flyer:

Assigned to _____

Working with your Vice President of Sales and your teacher meet and talk about the table-top flyer/s you will be designing for the exhibition you will be attending on November 8th. The flyer/s will be displayed on your company table at the event and your employees will use it as an aid to help them sell to customers from other schools. You can create multiple promotion flyers if you have multiple products you will be offering. Print the flyers in color and get the flyer stands from the teacher to use at the event. Submit the final flyer/s as a pdf into Canvas for October 3-4 Department Tasks.

10pts Evidence: Sales Promotional Flyer used at event → Canvas Oct 3-4

Task 5. Sales Materials Competition.

Assigned to all team members

Completely redesign the company sales materials competition package for the San Diego Trade Show. This package will be submitted in the next task sheet. Before you start the competition package review the *scoring rubric* so you know what the judges will be using to score your submission. Included the company catalog, sales or marketing brochure, direct mail campaign, and/or promotional materials. Complete the competition draft and turn it into Canvas for your teacher to review and make suggestions on ways to improve the entry. If you would like you can get Mr. Gersten's opinion on your entry if you want another set of eyes to help you prepare your best possible submission.

10pts Evidence: Sales Materials Draft → Canvas Oct 3-4