

Digital Media 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. Junior Company Mentorship:

Assigned to all team members

Multiple times each week, check in with junior Vice President of Digital Media 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 2.1: Signed by junior Vice President _____ October week 3

5pts Evidence 2.2: Signed by junior Vice President _____ October week 4

Task 2. San Diego Conference: Website Competition

Assigned to _____

Review the Peer Review from the other company of your website. Based on their suggestions, make changes that you found helpful. There are several competitions for the digital media department for the San Diego Conference and Exhibition. They need to be submitted in 3 weeks, so you have limited time and the submission will be part of your next task sheet. You will be updating your company website. under Competitions & Events → Competition Rubrics. Update and prepare the website for competition.

10pts Evidence: Link to update and finished Website → Canvas Oct 3-4

Task 4. San Diego Conference: Video Commercial

Assigned to _____

Plan and create a new company video commercial for the San Diego Conference and Exhibition. Review the video commercial competition rubric found in the HUB curriculum, Competitions & Events → Competition Rubrics. From the Video Resource Library on Mr. Gerstens website. Review the webpage **MAKING A COMPANY VIDEO COMMERCIAL**. 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? Write the script (words and any background music or graphics). What is your call to Action.** The recorded video will be due next task period and must be submitted by November 15th. Share your plan with teacher in Canvas **15pts Evidence: Video Commercial Planning → Canvas Oct 3-4**

Task 5. San Diego Conference: Radio Commercial

Assigned to _____

Plan and create a company radio commercial for the San Diego Conference and Exhibition. This event is exclusive to San Diego. Review the radio commercial competition rubric found in the HUB under Conference and Exhibitions → Competition Overview for San Diego Conference and Exhibition. From the Video Resource Library on Mr. Gerstens website. Review the webpage **20 Reasons for making a radio Commercial**. Open up a Google Doc and write your script for the commercial. Share your plan with teacher in Canvas. The recorded audio will be due next task period and must be submitted by November 15th.

15pts Evidence: Video Commercial Planning → Canvas Oct 3-4

Task 6: Fountain Valley Business Exhibition:

Assigned to _____

Your team will be expected to photograph 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, social media and the end of the year video.

5pts Evidence: Group Picture from Fountain Valley: → Canvas Oct 3-4