

# Digital Media Department

## Bimonthly Tasks for September Weeks 3-4

30 pts - Each department leader needs to show evidence of completion on or before September 27th. 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. Assign the below tasks to team members so that you can complete all tasks by the deadline.

### Task 1. Elevator Pitch Scoring (High Priority)

Once you have met with the Vice President of Sales and review the top 8 scoring pitches and decide which 1 will represent your company in the National Elevator Pitch competition. Set and film the pitch to meet the requirements for the competition below.

#### Guidelines for submission:

Record a 30-60 second video of a VEI student delivering an elevator pitch for your business. Videos should capture one (max. two) students delivering the pitch to the camera. The pitch should be delivered in a single, unedited take. Videos should not be edited together or produced with effects. This doesn't mean it needs to be filmed on the first take, but there should be no post-production done to the pitch (i.e. don't edit two halves of different takes together). Avoid reading from scripts or cue cards. Please be sure to record the video in a reasonably quiet environment to make it easier for the judges to hear and understand. Avoid recording outdoors or in loud hallways.

**15pts Evidence: Final Pitch submitted and a copy submitted to Canvas**

\_\_\_\_\_ is assigned to this Task

### Task 2. Junior Company Mentorship:

Multiple times each week, check in with junior digital media department to see how they are doing with their workload and answer any questions they have concerning their 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: Signed by junior Vice President** \_\_\_\_\_ September week 4

### Task 3. Website Survey Data Collection

Review the survey results and write a comprehensive one page report that includes the following: One paragraph on the basic facts about the survey, the number of participants and demographic information. One paragraph on what you learned from the survey and the last paragraph on what changes you plan on making from the results of the survey.

**10pts Evidence: Written Website Survey Report: Submit in Canvas**

\_\_\_\_\_ is assigned to this Task