

Digital Media Arts Department

Tasks for November

DM Task 1: Department Meeting and Task Assignment - 5pts

Responsibility: All Team Members

When Completed: Move to Chairman of the Board

Meet as a department and go over the department tasks found in Trello for the November task period. Divide up the work by adding members to the tasks card so everyone knows who will be responsible for that task over the task period. Each department can earn 100 pts. Each department needs to show evidence of completion on or before December 2nd unless noted in the task. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that all tasks are done. All members of the department will receive the same task points. When all tasks have been assigned, move this card to the Chairman of the Board for verification. All leaders are required to attend the scheduled leadership meetings

5pts Evidence: Members Assigned to cards → Verified by the Teacher

DM Task 2. Radio (Audio) Commercial Competition - 35pts (HIGH PRIORITY)

Responsibility: All team Members

When Completed: Move to Chief Officers-CEO REVIEW

Start developing the company Radio Commercial, This is an all-audio commercial similar to the one you might hear on Spotify or Pandora. This audio commercial can be submitted to the competition if your school is attending the San Diego Trade Show.. This needs to be completed and ready to submit by Thursday, November 10th. If you will not be attending, you can use in the social media platforms developed by your communications department

35pts Evidence: Radio Commercial → Attach the file to the Trello card

DM Task 3: Company Domain - 10pts (HIGH PRIORITY)

Responsibility: Any Team member

When Completed: Move to Chairman of the Board

Go to GoDaddy and search for available domain names for your company. Try to find a simple domain name that is based on your company name. Find a domain that is affordable some are very inexpensive for the first year. Once you have found your top 3 names, meet with your teacher to select one and the teacher will purchase the domain name for your company. Once the domain is created you will need to mask the domain to your site that you build in task 4

10pts Evidence: Domain Purchased → Verified by the Teacher

DM Task 4: Homepage - 40pts (HIGH PRIORITY)

Responsibility: Any Team member

When Completed: Move to Chairman of the Board

One of the competitions for San Diego is the website competition. If your school is attending the Trade Show and you can get the website off the ground by November 10th, then you should enter it. Most companies will be using the website as a major place to sell their products from this point on, so it is essential that the website gets built. Using the WIX home page design approved on the last task sheet, begin building out the company website. Make sure the site has the store feature built in. Otherwise, add a store from "+" in WIX. The store will be used to add the products and will be a task next month. The home page should be attractive, and professional and be designed using company colors and branding elements (logo and slogan) The home page should have a navigation bar to allow smooth movement around the company website. The navigation bar should contain the following headings on the website: HOME, SHOP, FAQ, CONTACT, and ABOUT US and each should be its own page and should be visible on every page. Any pages that are not finished should have a "Coming Soon" post on the page. All links need to be working on the home page.

20pts Evidence 4.1: Company Home Page → Teacher Observation

20pts Evidence 4.2: Navigation Bar → Teacher Observation

DM Task 6: Thanksgiving Celebration Event - 10pts

Responsibility: All team Members

When Completed: Move to Chairman of the Board

At the end of the year, the Digital Media Arts department will create a "Year in Review" video for the company that shows the past year of the company through pictures, video clips, and music. In the middle of the month, the company is planning a Thanksgiving celebration. Using your cell phones, record video clips and take pictures that can be saved and used at the end of the year. This task will be repeated each time a major company event occurs. Upload the photos and clips to the company Google account → Digital Media folder on the Company Drive

10pts Evidence: Thanksgiving Event Photo/Video in Google drive → Attach a Link to the folder in Drive