

Arts & Publications Department

Tasks for November

AP 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

AP Task 2: Branding Competition Review & Submission - 20pts

Responsibility: Any Team Member

When Completed: Move to Chairman of the Board

The final company branding project will be submitted by December 1st to the Competition Manager found in the HUB. (1) Meet with the teacher and review the submission to ensure you have met the National Company Branding Competition Rubric found in the Curriculum under Competition Rubrics and Resources → National Competitions → [Company Branding Competition](#). Meet with your teacher and go over the submission and make any suggested changes to the projects. Once the entry has been checked and updated, submit the entry using the Competition Manager. Save the entry in the Company Google Drive in the Art Department Folder.

10pts Evidence: Teacher Review of Company Branding → Attach or link to the Trello card

5pts Evidence: Final Company Branding Submitted → Teacher Observation

AP Task 3. Company Booth Banner Design:- 30pts

Responsibility: Any Team Member

When Completed: Move to Chairman of the Board

If your company will be attending a live trade show, this task is very important to complete long before that event. The finished product needs to be outsourced for product and that can take days to weeks depending on where you get it made. At the first live trade show coming in early December, your team will need to have a banner to hang in the booth to represent your company. Working with your teacher, develop a design for the company banner that will be used to display in your booth at all your trade shows in the future. The banner will be used to identify the company and maintain its image. The banner is best to be created in InDesign and should be 36" tall and 72" wide and should clearly identify what the company sells. The banner should include the company name, logo, slogan, company website address (see Digital Media), and some text to indicate what is generally sold by the company. It should represent the company's colors and fonts. Though it is recommended that you use InDesign or Illustrator to build your design, you can use any other program you feel more comfortable with. The banner will be professionally printed on vinyl banner material and needs to be in PDF format. Meet with your teacher, VP of Marketing and Sales, and the Chief Officers to review the banner design and get suggestions to make it more effective. Once approved, meet with your teacher to find out what needs to be done to get the banner professionally printed.

10pts Evidence: Meet with your Teacher and leaders to review the banner → Teacher Observation

20pts Evidence: Print Final Company Booth Banner → Attach to the Trello card

AP Task 4. Company Digital Product Catalog: 45pts

Responsibility: Any Team Member

When Completed: Move to Chairman of the Board

At all sales events, customers need to see the products the company offers. This requires the creation of a product catalog. Design a product catalog for the company that maintains the company branding, colors, and style that is consistent with other company art materials. It is recommended that you use InDesign on the classroom computers to build your design, but you can use any other program you feel more comfortable with. Develop the front cover, table of contents page, and all the product pages for all the products the company plans to sell in the catalog. The products should be organized by category in the catalog. Each individual product should have a name, item number, product description, and price. All product pages should be numbered. You can see examples of past catalogs under RESOURCES → Student Work Samples at the link at the bottom. The catalog needs to be evenly divided by four, so it can be correctly printed later. This means the catalog should be 4, 8, 12, 16, or 20 pages. Make sure that the images are high quality and not pixelated. The catalog will be professionally printed in a book-like format in December and needs to be in PDF format.

45pts Evidence: PDF of the First Draft of Digital Products Catalog → Attach to the Trello card

[Catalog Samples](#) found under Resources → Student Samples