

## Bimonthly Tasks for October: Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before October 18th. 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.

### Digital Media Department

#### Task 1: Department & Leadership Meeting:

Make copies of this sheet and meet as a department and assign all tasks for the next 2 weeks and fill in task sheet with names. Turn in a copy of this Task Sheet for your department to the CEO and teacher as soon as possible.

\_\_\_\_\_ 5pts    Evidence: Complete and turn into CEO & Teacher  
Vice President responsible

#### Task 2: Elevator Pitch Competition: (HIGH PRIORITY October 2nd deadline)

The submission of this will be the top priority for your department and sales in the first 2 days of the month. With the VP of Sales and Chief officers, select the best pitch and plan to make a new final recording on Wednesday October 2nd with the person who submitted the pitch, upload them to the Competitions Manager. Meet with your teacher to get guidance on how to upload the files. If the company submission make get recognized for a top award, your department will get a bonus for this task.

\_\_\_\_\_ 15pts    Evidence: Elevator Pitch Entries submitted for nationals  
Vice President responsible

#### Task 3: Company Colors:

Attend the meeting schedule by the Vice President of Art with your Chief Officers and Marketing to discuss and complete the company colors exercise together and develop a plan for company colors to be used for company branding and design concepts.

\_\_\_\_\_ 5pts    Evidence: Company Color Exercise Completed( submitted by Vice President of Art)  
Vice President responsible

#### Task 4: Competitor Research:

Have each team member do an independent search on the internet for 4-6 real companies that sell the same or similar products as you. Review their web sites and create a list of sub pages you feel are needed for your web site. After each person has finished their list, meet as a department and share the list each has created. Discuss and compile the final list of agreed upon sub-pages you will include when you design your web site. Create a site map (see examples on the internet) for your website at realtimeboard.com. The site map should include these pages: Home, Products or Shop (including sub-pages), About Us, FAQ (Frequently Asked Questions) and Customer Service Submit the PDF of your finished site map to Canvas.

\_\_\_\_\_ 5pts    Evidence: Final list of sub-pages → Canvas October 1-2  
Employee Responsible

\_\_\_\_\_ 5pts    Evidence: PDF of the Realtime board Site Map → Canvas October 1-2  
Employee Responsible

#### Task 5: Company Photo Archives:

Once the company has been registered, you will upload all the photos from the company picture day into the Google Photos application on the company Google drive. Create galleries for company employees and Alpine. Gather pictures from other who took photos in Alpine and upload images that were taken on the school camera from the event.

\_\_\_\_\_ 10pts    Evidence: Company Photo Archive → teacher observation  
Employee Responsible

#### Task 6: Updated Company Home Pages:

Have everyone in the department watch the **Designing your e-Commerce Website** video found on the teachers website under the **Video Resource Library**. This will give you insight on what to think about when you design your company website. Using the sites that were created on the last task sheet update the site with the company name and colors that have been selected in task 3. Each team member should update their own design that they think reflects the image of the company. Add the following options in the navigation bar; Home, Products or Shop (including sub-pages), About Us, FAQ (Frequently Asked Questions) and Customer Service and any additional sub pages you included on your site map above. Have each team member resubmit the links to their design in Canvas. You will be sharing these design on the next task sheet with the company leadership for them to pick the one they like.

\_\_\_\_\_ 15pts    Evidence: Submitted links for Home web pages → Canvas October 1-2  
Everyone will participate