

TEAM PRODUCT

Storytelling and Collaboration through Multimedia “Industry Expert” Team Lesson Plan

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Outcome:

Students will gain first hand knowledge of the multimedia industry and learn valuable collaboration skills while working in a small group setting. Students will gain knowledge about the multimedia field and types of jobs and career paths in the multimedia industry. In addition, students will make contacts and gain knowledge about the variety of services at the college career center and counseling department.

CTE Standards:

2.0 Communications- Students understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts.

2.2 Writing

- (2.5) Write documents related to career development, including simple business letters and job applications:
- (1.6) Develop presentations by using clear research questions and creative and critical research strategies
- (1.7) Use systematic strategies to organize and record information

2.4 Listening and Speaking

- (2.3) Apply appropriate interviewing techniques:
 - a. Prepare and ask relevant questions.
 - b. Make notes of responses.
 - c. Use language that conveys maturity, sensitivity, and respect.
 - d. Respond correctly and effectively to questions.
 - e. Demonstrate knowledge of the subject or organization.

3.0 Career Planning and Management -Students understand how to make effective decisions, use career information, and manage personal career plans.

7.0 Responsibility and Flexibility -Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace, and community settings:

- 7.1 Understand the qualities and behaviors that constitute a positive and professional work demeanor.
- 7.2 Understand the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.

9.0 Leadership and Teamwork -Students understand effective leadership styles, key concepts of group dynamics, team and individual decision making, the benefits of workforce diversity, and conflict resolution:

The Assignment:

Students will work in groups of 3-5 to brainstorm, research, invite, pre-interview and schedule an industry expert of their choice working in the multimedia field.

Students will assign roles within the group to coordinate the duties necessary to complete the project. Roles will parallel industry multimedia positions such as Producer, Writer, Director, Production Coordinator, Production Assistant, etc. (Handout to include relevant industry job duties and descriptions) Each member of the group will keep a journal outlining their work and insight about the project.

Students will be responsible for all outreach to external groups such as business, non-profit organizations, college career center and counseling center, college facilities and audio visual department to create a successful guest experience with the college.

Students will prepare written questions to share with the guest prior to their visit and will prepare a written and oral introduction of the guest speaker to the class. Follow up will include a written thank you to the guest speaker.

The student group will evaluate their work in writing and also will discuss in class their experiences and what knowledge they have gained specifically in researching, selecting, interviewing and hosting a multimedia expert. A written report will be required from each group identifying the potential career pathways relevant to their industry expert presentation.

Grading Rubric-*this is a team project and students will participate in grading each others work and contribution in the areas outlined below.*

Pre-production (getting the guest speaker)

50 points

Creative input, research of industry jobs, organization of ideas/themes, scheduling/planning, contacting resources-counselors, career center, speaker bureau, etc.

Production (the day of the guest speaker)

25 points

Day of guest duties successfully completed, takes initiative/pitches in to help team complete duties, communicates well within team and to outside representatives, has contributes to overall team atmospheres-keeps sense of humor, listens to others ideas and input, etc.

Post-production (follow up on the topic/guest speaker)

25 points

Follows up and writes thank you to speaker, completes journals and class project survey, participates in class discussions and completes written assignment to identify potential career pathways in multimedia.

Total

100 points