



Beyond the Desk Project

Topic

You are tasked with creating a video about the company you work for. The goal is to be able to describe your place of work and explain your job role within the company.

Learning goals

- Create a video which provides information about your company.
- Describe your company in detail, company services, products etc.
- Explain your role within the company and talk about your responsibilities.
- Be able to express yourself in a clear and concise manner.

Video creation tools:

- YouTube
- iMovie
- Adobe
- Canva

Requirements

For this project, you will be graded on

1. A video based on your company and your role.
2. An evaluation sheet with questions prompting you to explain what learned overall from this project, and what the process was like to create a video.

Company video - Content

Create a video that showcases your company and the job that you have within it. The video should be divided into various parts to make the video look authentic.

Organisation of the video:

1. About the Company section
 - o Provide general information about the company you work for. Things like the mission statement, vision and basic information on services/products.
2. Service and products section
 - o Explain the company services and/or products provided in detail.
3. Team section
 - o Create a section that shows the roles of employees within your department and explain their roles within the business. Here you can include footage of employee interviews or footage of your office/workspace.
4. Your role section
 - o Here you will explain your job role in detail. You could talk about the responsibilities that you have and also your daily tasks and talk about your daily work routine. Here you should also **explain your future plans** within the role.

Kommentiert [QD1]: Out of curiosity: why the US spelling for «organisation» here?

Company explainer video - Guidelines

- Your completed video should be between **5-8 minutes**.
- Ensure you use the time effectively to **plan what you are going to say** – for this I would recommend writing a script. (You will be given lesson time to complete this).
- You will also be given lesson time to edit your videos.
- You are welcome to use the lesson time to create some footage during the lessons however this is not essential.
- For the section on your job role, you must be **in the video** so that you can talk about your role and describe your responsibilities.
- Be creative! The finished video should look clean and edited so that the content flows logically from section to section.
- Once the the project is complete we will dedicate a lesson to watch some of your completed videos – this is a great chance to show off your work to the class.

Evaluation form – Guidelines

At the end of the project, you will be given an evaluation form to fill in where you will have to assess the work that you have done. This will be completed in class.

For this part you will be graded on:

- Correct use of spelling and grammar.
- Your ability to describe the successful aspects when creating the video.
- Your ability to describe the elements that weren't so successful.
- Justifying yourself to make your answers more detailed.
- Explaining what you learned from the project overall and what skills you improved on.
- For each answer you will have to write a minimum of **80 words**.

Reminders

- Make sure your video well-structured to make it look **authentic**.
- If the information provided is not your own you will have to **cite the source**.

Timeline:

- You will have 4 lessons to prepare your project and presentation and ask me questions.

Date	To do
17.03.2025 31.03.2025 14.04.2025 (in class preparation)	<input type="checkbox"/> Write a script for the video <input type="checkbox"/> Proof-read and check for mistakes <input type="checkbox"/> Create a video based on your job and company <input type="checkbox"/> Edit the video <input type="checkbox"/> Submit your project at the latest on Sunday, May fourth 2025 at 23.59 via email – Chantal.feder@bzu.ch
12.05.2025	Video Presentations