**Advertisement for Your Top Career Choice**

Introduction and Goals:

* Now that you have completed your career research and analysis, you will create a well-designed effective advertisement to convince others to pursue your top career choice.
* For this multimedia assignment, you will be learning how to use tools on the Glogster EDU web site, [**http://edu.glogster.com/**](http://edu.glogster.com/), to:
  + Plan and design a job/career ad for your top career choice, based on your research.
  + Select and utilize related images and other multimedia to enhance your ad.
  + Include accurate and complete information regarding your chosen career in the ad.
  + Utilize various multimedia tools to creatively capture the attention of your audience.
  + Embed your glog into your ePortfolio for this class.
* MA Technology Literacy Standards 9-12 - Multimedia

G9-12: 1.32 Identify technology tools (e.g., authoring tools) that can be used to create a multimedia product.

G9-12: 1.33 Use a variety of applications to plan, create, and edit multimedia products (e.g., slide presentations, videos, animations, simulations, podcasts).

G9-12: 1.34 Link information residing in different applications (e.g., linking a chart in a word-processing document to the spreadsheet where it was created).

* National Business Education Standards – Information Technology

VI. Interactive Media - Achievement Standard: Use multimedia software to create media rich projects.

Tips for Creating an Effective Job Ad:

[**http://www.adelaide.edu.au/hr/recruitment/docs/Effective\_Ads.pdf**](http://www.adelaide.edu.au/hr/recruitment/docs/Effective_Ads.pdf)

[**http://hrpeople.monster.com/training/articles/105-10-steps-to-writing-effective-job-postings**](http://hrpeople.monster.com/training/articles/105-10-steps-to-writing-effective-job-postings)

Requirements to include in your Career Ad to achieve proficiency:

1. Prominently stated Career/job title (5 pts.)
2. Brief description of the job or career which accurately describes the career (10 pts.)
3. Clearly described knowledge, skills and abilities needed to be successful in the selected career field (15 pts.)
4. Education or training needed for the selected career with Internet links to institutions or organizations that offer the appropriate education or training if available (10 pts.)
5. Accurate average salary range for someone starting out in this career field (5 pts.)
6. Internet Links included in ad to sites where someone can get more information about the selected career (10 pts.)
7. At least 2 related images used in the ad which are properly cited to comply with copyright law (i.e. must link image to appropriate website in your Glog) (15 pts.)
8. Embedded video related to your career ad. This can be your own original video or a video that you have found on the Internet that is related to your chosen career. (15 pts.)
9. The Career Ad Glog must be appropriately embedded in your electronic portfolio to share (15 pts.)