Professional Based Learning Video

Objective:

- To learn about careers in the healthcare industry, including daily tasks and expectations.
- To solve issues surrounding attracting qualified candidates for various careers in the healthcare industry by creating advertising propaganda to attract individuals to these careers.
- To learn professional collaborative and creative communication skills to aid in success with the first two objectives.

Directions: You will work with your teammates to create a TIK TOK style video to advertise the career you are shadowing to dispel myths about this career and display what a day in the life of this career truly entails.
You need to be sure to include:

- A fun, upbeat depiction of a scene that would typically be played out regularly by someone working in this profession. You will need to act out scenes as the patient and caretaker if both are required as you are NOT allowed to use actual patients.
- Interview footage of your shadowing mentor and/or your voice over of questions that were answered by the mentor to give further detail about the job and questions that your audience would want answered.
- Tailor the video to the audience intended: high school students. While you want to use proper terminology and professionalism, remember that you need to create the video so that your audience can understand the information you are giving them.
- Videos should be 3-5 minutes in length and have all of your group members included in some manner.

In order for videos to be approved by the UNC Caldwell system for public display at the community gathering on April 5th, a rough draft of this project will be due on **March 17th** with the final project being due on **March 24th**.

Grading Rubric:

Excellent (5 points each)

- Authentic “day in the life” scene played out for this career including proper dress, equipment used, and actions portrayed.
- Video is engaging and relates to the target audience.
- Video is 3-5 minutes in length.
- Video includes relevant information about the career including answers to interview questions.

Above Average (4 points each)

- Authentic “day in the life” scene played out for this career but does not fully include one of the following: proper dress, equipment used, and actions portrayed.
- Video is engaging and relates to the target audience most of the time.
- Video is over the 3-5 minutes in length time limit.
- Video includes relevant information about the career including answers to most of the interview questions.

Average (3 points each)

- Authentic “day in the life” scene played out for this career but does not fully include two of the following: proper dress, equipment used, and actions portrayed.
- Video is engaging and relates to the target audience at least half of the time.
- Video is under the 3-5 minutes in length time limit.
- Video includes relevant information about the career including answers to some of the interview questions.

Below Average (2 points each)

- Authentic “day in the life” scene played out for this career but does not include one of the following: proper dress, equipment used, and actions portrayed.
- Video is engaging and relates to the target audience at part of the time.
- Video is under 2 minutes.
- Video includes non-relevant information about the career including answers to very few of the interview questions.
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Inadequate (1 point each)

- Authentic “day in the life” scene played out for this career does not include any of the following: proper dress, equipment used, and actions portrayed.
- Video is not engaging nor does it relate to the target audience.
- Video is under 1 minute.
- Video includes non-relevant information about the career and does not include answers to the interview questions.

Incomplete (0 points)

- Too incomplete to grade