

# SOCIAL MEDIA POST / CREATIVE SIDE PROJECT

## ASSIGNMENT OVERVIEW

Each week, teams must complete an accompanying Social Media Post or Creative Side Project to be turned into the Dropbox with their Spotlight Video or 20-Second Video.

A **Social Media Post or Creative Side Project** is any photo or other design that could be used on CCA-TV's social media pages (Instagram, Facebook) or in the weekly show. Content can relate to a Spotlight/20-Second topic or CCA-TV as a whole. These pieces should help promote audience engagement in CCA-TV or enhance the overall quality of the show.

Format can be Photo, Video, Motion Graphic, GIF, Looping Video, InstagramTV (vertical video), Graphic Design, Hand-Drawn Design (scanned to digital format), or other format approved by teacher. If necessary, students should also include a written caption for posting to social media.

Pick from one of the following options:

- Reveal or “tease” a Spotlight/20-Second topic
- Show behind-the-scenes CCA-TV work
- Feature the words “CCA-TV” in a creative design or drawing (similar to a Google Doodle)
- 1-3 second motion graphic that can be used in CCA-TV to transition from one segment to another
- Create “bonus material” from unused Spotlight/20-Second content (must be repackaged, well edited, and relevant)
- Spend extra time designing sets, props, or other visual element in a Spotlight/20-Second video (*Note: This option must be approved by teacher at least three days before due date. Turn in photos of work to receive credit.*)
- Come up with a new idea and get it approved by the teacher

A Social Media Post / Creative Side Project will be marked as completed by teacher on the corresponding [Spotlight Job Sheet](#) or [20-Second Job Sheet](#).