PROBLEM STATEMENT

Where do you get information from? What is the best method to share important information that can make a difference? We need your help to share FIRST Core Values! Can you create a media product that shares Core Values in a way that really makes an impact?

CRITERIA & CONSTRAINTS

• Your solution can be a meme (1080X1920 resolution) or video (maximum 1 minute).
• Your meme or video explores one or more Core Values using text and images/video.
• Your team number, team name is in the lower left-hand corner.

ENGINEERING DESIGN PROCESS & FIRST CORE VALUES

FIRST Engineering Design Process | Explore FIRST Core Values

BUILDING THE BACKGROUND & BRAINSTORMING

• Using technology to get information out in a way that really impacts others can ignite a spark and really spread a message.
• Consider your favorite message that really made an impact and sticks in your mind. What aspects of that message made it memorable?
• Social media and the internet have transformed the way that messages and marketing are shared across the world. How does social media change the impact of a message?
• Read through the following blog on developing a marketing campaign:
  • https://blog.waypostmarketing.com/5-campaign-must-haves

Reflect, research and answer the questions below

• Who is your demographic?
• What is the purpose of your meme/infographic or video? Are you trying to recruit new team members, reach the community, add to your portfolio for college?
• What other important elements are needed to ensure your campaign will be successful?
SKETCH YOUR DESIGN

Storyboard your ideas before you develop the meme or video.

- What is the theme?
- What tools will you use?
- What is the text/script message?
- How will you graphically represent one or more Core Values?

TEST YOUR IDEAS

Using your favorite social media sharing method, develop and test your ideas for campaign. Consider what you have learning while developing and testing your product.

SHARE AND COLLABORATE ON YOUR IDEAS

Using online collaboration or a parent, share your ideas with them. Get feedback on your message, how might it be improved?

REFLECTION QUESTIONS

1. How does your meme/video explore Core Values?

2. How do you think this will impact the audience?

3. What were the challenges of this activity?

4. What skills did you use or learn in this activity, that could be transferred to a career?

GO FURTHER!

Attached a picture of your design or a link to the design shared on social media.
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<thead>
<tr>
<th>CORE VALUES SELF-REFLECTION</th>
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<tr>
<td><strong>Discover</strong></td>
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