

Educational Level:

Higher Education

**Subject Area**

Nursing

Time required

7 hours



## CREATE A VIDEO TO PROMOTE YOUR STRENGTHS

### Overview

In this assessment task students produce a 10-minute video pitch for a job application using Adobe Rush. Through this, students promote themselves, communicate their individual strengths and outline why they are the best candidate for the job. You can use this strategy for any soon-to-be graduate, and it can be adapted for use with other Adobe programs such as Adobe Creative Cloud Express with embedded videos. This assessment aims for students to demonstrate capabilities in gathering evidence and preparing for a job application.

Adobe Rush as a tool enables user-friendly creativity in a video format. Therefore, this task empowers students to demonstrate their technical literacy and to build their confidence in using and professionally editing their own video to communicate with future employers.

Students should be advised that videos submitted via YouTube will be accessible and potentially shared by anyone with the link (including class members who can access the link via discussion boards for peer review). Videos submitted via Echo360 will only be viewable by other students and teachers in the LMS when posted in the discussion board.

## Supporting tools and resources

- [Student sample 1](#)
- [Students sample 2](#)
- [Student sample 3](#)
- Assessment Criteria
- Project Instructions
- Storyboard Template
- [Adobe Rush](#)
- Adobe Creative Cloud Express

## Outline

Step	Time	Description
1 Learn	30 min	In addition to the written instructions and rubric, provide a set of instructions created by yourself in the form of an Adobe Rush video to explain this task. This will demonstrate to students your own ability to use the tool.
2 Learn	60 mins	Provide links for students to download Adobe Rush and <a href="#">Adobe's online instructions</a> . You may also provide any other material that you have sourced about making a video pitch for a job for students to review.
3 Learn/ Evaluate	2 hours	<b>In class tutorial activity</b>  1. <b>Technology literacy discussion</b> – Link the discussion to the way students will use technology in their nursing careers and why it is important to become confident and comfortable with communication and technology. Ensure students know how to access and use Adobe Rush for students to get started.

2. **Group discussion about 'why are we doing this video pitch?'** Link to industry requirements for online interviews/pitches. In pairs, ask students to discuss what things will improve their professional approach for an online interview & video recording. E.g., lighting, dress, speech pace, reading, background environment (noise, light, setting), script, practice. Ask each pair to share the main points of their discussion with the class to further help with the planning and considerations of their video pitch.
3. **Individual storyboarding for video pitch**–the storyboard (see template included) should be aligned with assessment rubric. Ask students to begin scripting each aspect including what innovations they might like to include for each section.
4. **Provide feedback on the storyboard** and the ideas by moving around the class (or break out rooms if online) observing and answering questions.

3	<b>Create</b>	<b>3 hours</b>	Direct students back to the Adobe resources on how to create and edit their video in Rush. Ask students to continue storyboarding, recording, and editing their videos outside of class.
4	<b>Share</b>	<b>30 min</b>	Direct students to the assessment instructions and how to publish their Adobe Rush videos via YouTube. Explain the sharing and submitting settings.

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