

**COMPLEMENTARY SUPPORT ACTIVITIES WORKSHOP**

**LEVELING PROCESS**

**Area: Technology and Computer Science Grade: Ninth Year: 2024- 2025**

**Student's name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Students who at the end of the school year have obtained a performance evaluation under two (2) areas of the curriculum and have attended at least 75% of the academic activities, may be promoted with the programming of complementary support activities, which will be presented in a scheduled session and previously informed before the beginning of the following school year and will have as a maximum period for their recovery the first academic period of the same.

**General Observations:**

Develop the workshop corresponding to the area in which he/she presented academic weaknesses, as shown in the final report delivered to the attendant at the end of the school year.

**Presentation:**

**The workshop must be presented by hand completely filled out with APA Standards and be sustained on January 17th, where the student will account for their knowledge and competencies.**

**PROBLEMATIZING QUESTIONS:**

1. What is the importance of quality in the presentation of personalized and standardized digital content?

2. How has technology played a leading role in solving problems and improving the quality of life of human beings, marking its development and evolution throughout history?

3. How can ICT tools be used to create graphic pieces?

4. How does digital marketing contribute to the promotion of my brand and differentiation from the competition?

5. How do spreadsheets help productivity and financial control both at a personal and business level?

**ACTIVITIES:**

1. Consult which are the current APA norms and mention what they consist of: margins, numbering, index, type and size of letter, citations.

2. Prepare a Word document, with APA norms, of at least five pages where you talk about the following topics, separated by titles:

1. Use of technology in your daily life
2. Technological threats (what they are and how they affect devices and information).
3. The fourth industrial revolution and its main characteristics

3. Answer the following questions:

1. What is a company's mission and vision?
2. What are corporate values?
3. What is brand identity?

4. Create an animation (you can use https://www.animaker.com) or a comic (you can use https://www.pixton.com) explaining the concept of advertising and branding.

5. Explain the different types of logos that exist and give examples of each.

6. Create a poster in Canva or any other application announcing a new brand (you can choose the scope you want for the brand).

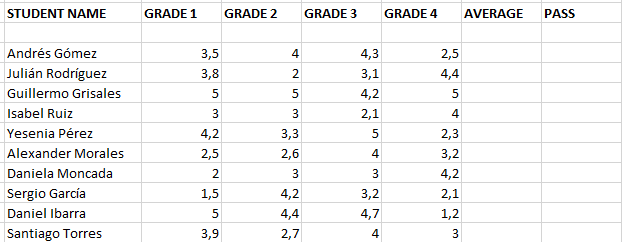
7. Make a timeline showing the evolution of digital marketing, from its beginnings to the present day.

8. Create a short video (https://www.flexclip.com) in which you talk about social networks and their importance for advertising and digital marketing.

9. Look up the following terms about Excel:

1. Spreadsheet
2. Cells and columns
3. Types of graphs (with examples in images)

10. Prepare an Excel sheet in which you show the following:



**REMARKS:**

- The work must be elaborated exclusively by the student, in a clear and legible handwriting.

- The workshop must be completed in its entirety and must be handed in on a letter size block of paper.

- The student must thoroughly review the content of the workshop and prepare for the presentation on the date and time indicated. For the presentation, the student must bring the necessary materials (paper, pencil, eraser, colors, etc.).

**IMPORTANT:**

The overall presentation of the work, including aesthetics and organization, will be evaluated as part of the overall criteria. Everything produced must be authored by the student, any plagiarism is aggravating for cancellation of the work.