**COMPLEMENTARY SUPPORT ACTIVITIES WORKSHOP**

**LEVELING PROCESS**

**Subject:** Technology and informatics **Course**: 9º **Year:** 2024 - 2025

**Student’s name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Students who at the end of the school year have obtained a low performance evaluation in 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 term 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 given to the guardian at the end of the school year.

**Presentation:**

The workshop must be presented and sustained on Friday, January 17, 2025 at 7:00 am, where the student will give an account of his/her knowledge and competencies.

**PROBLEMATIZING QUESTIONS**

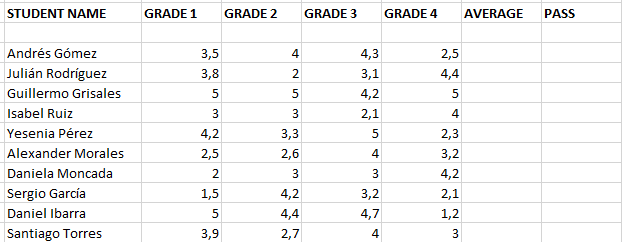
1. How important is quality in the presentation of customized and standardized digital content?
2. How has technology played a leading role in solving problems and improving the quality of life of human beings, marking its development and evolution throughout history?
3. How can ICT tools be used to 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 at both the personal and business level?

**ACTIVITIES:**

1. Consult which are the current APA norms and mention what they consist of: margins, numbering, table of contents, font type and size, citations.
2. Prepare a document in Word, 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 are they and how do they affect devices and information)?
   3. Fourth industrial revolution and its main characteristics
3. Answer the following:
   1. What are 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.

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

1. Elaborate a timeline showing the evolution of digital marketing, from its beginnings to the present day.
2. Create a short video (<https://www.flexclip.com>) in which you talk about social networks and their importance for digital advertising and marketing.
3. Check out the following terms about Excel:
   1. Spreadsheet
   2. Cells and columns
   3. Types of charts (with examples in images)
4. Prepare an Excel sheet in which you show the following:



You must complete the table with the average of each student and the word YES or NO if you pass or fail respectively. Remember that a passing grade of 3.0 or higher is required.