



# Student Group Projects: Part 1 and 2

2019-2020  
**Spark!**  
Challenge

# Student Group Project: Part 1

## Poster

### Assignment

Each student team will create a career poster for one of the careers that was observed during their visit to Northwell Health.

### Technical Information

- Poster must be 18" x 24" (45.7 x 61 cm, 3150 x 4200 pixels), horizontal or vertical
- Accepted formats include: PDF, JPEG, or PNG
- Resolution: 175 dpi or higher

### Rules

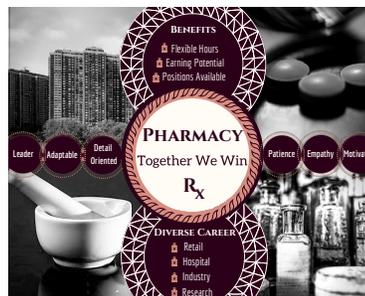
- **One** career is the focus of the poster. As a group, decide upon one career highlighted during your Spark! Challenge visit which you will use for your project
- Please note, it cannot be a field or department. For example, pharmacy should be Pharmacist. Nursing should be Nurse. Department of Radiology should be: Radiologist or Radiology Technician
- **No images of people's faces** can be included
- There will be a **30 word limit** per ad, so think creatively about how you can alternatively express your thoughts
- **No use of logos** in the poster (including the Northwell Health logo).
- While working on this poster, consult your Northwell site team to provide feedback on your work
- Posters are to be submitted electronically by the school advisor to [SparkChallenge@northwell.edu](mailto:SparkChallenge@northwell.edu) no later than **February 5, 2020**
- For any questions about the project, please reach out to the Spark! Challenge Call Center at 516-535-9290 or email us at [SparkChallenge@northwell.edu](mailto:SparkChallenge@northwell.edu)



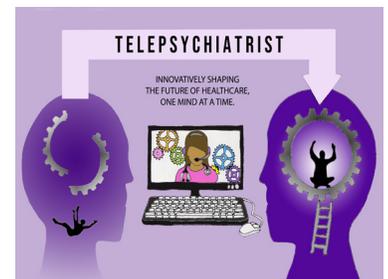
2019 Winner:  
John F. Kennedy High School  
Bellmore-Merrick



2019 Winner:  
General Douglas  
MacArthur High School



2018 Winner:  
Lindenhurst Senior High School



2018 Winner:  
Glen Cove High School

## Design Software Suggestions

- Photoshop: Free month trial is available at [www.adobe.com/downloads](http://www.adobe.com/downloads)
- Canva: Free online software [www.canva.com](http://www.canva.com)
- Microsoft PowerPoint: See below on how to match the size required
- Please DO NOT use Microsoft Word

## Scoring Breakdown

A panel of judges will determine the top posters.

### Impact: 25 points

Does your ad ‘spark’ curiosity? Does it make you want to learn more about this career? After looking at the ad, will you remember it tomorrow? Next week? In one year?

### Content: 25 points

Did the ad contain one career? Did you learn something about this career that you didn’t already know? Is it clear and easy to read and understand?

### Creativity: 25 points

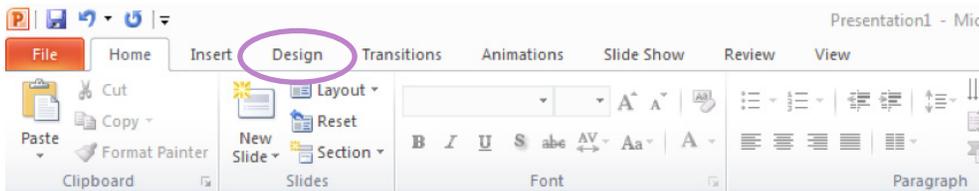
Is the ad original, unique and innovative? Is the design visually appealing? Does it make a statement? Did you think “out of the box”?

### Requirements: 25 points

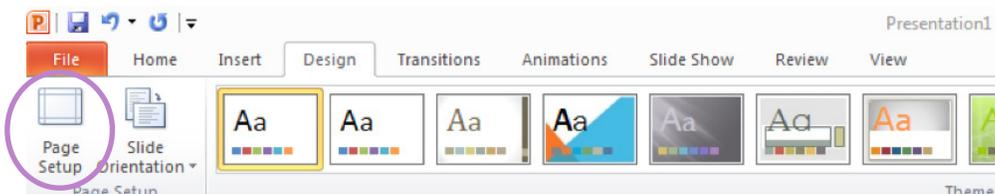
Did your ad meet all the format specifications and requirements as indicated?

## How to Create Your Poster on PowerPoint

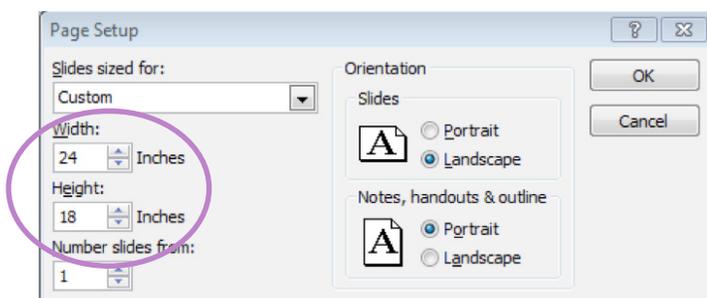
1. Click on the “Design” tab.



2. Choose “Page Setup.”



3. Change the width to 18 inches and the height to 24 inches, or the width to 24 inches and the height to 18 inches.



## Student Group Project: Part 2

# Presentation

### Assignment

Prepare a presentation that engages your audience (judges, Northwell Staff, and other students) and answers one of the following questions:

**At Northwell Health, we are shaping the future of healthcare. As healthcare evolves, so must the jobs that support it.**

Think about the career that you have selected and project how that role may look 10 years from now.

**Northwell Health is always striving to be better tomorrow than we are today.**

Think about the career you selected and identify an area that could be improved. Come up with an innovative solution to increase efficiency.

Each student team will be provided space (a table) at the Spark! Challenge Awards Celebration. You are free to decorate your space however you wish. Posters will be printed by Northwell Health for display at each booth during the Spark! Challenge Awards Celebration on April 2, 2020. All event participants will see your work, so be prepared to showcase your best and use creativity to share your knowledge!

### Rules

- The same career must be highlighted for part one (poster) and part two (presentation).
- The presentation cannot exceed three minutes
- The presentation **must** include the student team's answer to one of the proposed innovation questions above

### Content

Your presentation must include at least **one** of the following:

- A response or scenario to the proposed questions displaying innovation
- A hands-on demonstration and/or activity
- Pamphlet/flyer
  - ◇ No use of logos
  - ◇ HIPPA rules apply
- Video
  - ◇ Maximum 1 minute of video
  - ◇ HIPPA rules apply
  - ◇ No use of logos
  - ◇ Must bring tablet/laptop/ speakers to present your video at the Spark! Challenge Awards Celebration

## Scoring Breakdown

Delivery	Content/Organization	Enthusiasm/Audience Awareness
<p><b>3 – Excellent:</b></p> <ul style="list-style-type: none"> <li>• Seldom looks at notes</li> <li>• Frequently makes eye contact</li> </ul> <p><b>2 – Satisfactory:</b></p> <ul style="list-style-type: none"> <li>• Occasionally looks at notes</li> <li>• Makes adequate eye contact</li> </ul> <p><b>1 – Needs Improvement:</b></p> <ul style="list-style-type: none"> <li>• Presentation is read from notes</li> <li>• No eye contact</li> </ul>	<p><b>3 – Excellent:</b></p> <ul style="list-style-type: none"> <li>• Creatively answers required innovation question</li> <li>• Provides strong details and examples</li> </ul> <p><b>2 – Satisfactory:</b></p> <ul style="list-style-type: none"> <li>• Adequately answers required innovation question</li> <li>• Provides adequate career details &amp; examples</li> </ul> <p><b>1 – Needs Improvement:</b></p> <ul style="list-style-type: none"> <li>• Did not answer required innovation question</li> <li>• Minimal/no details provided</li> </ul>	<p><b>3 – Excellent:</b></p> <ul style="list-style-type: none"> <li>• Demonstrates strong enthusiasm about career</li> <li>• Strongly engages attention of audience</li> </ul> <p><b>2 – Satisfactory:</b></p> <ul style="list-style-type: none"> <li>• Displays adequate enthusiasm about career</li> <li>• Moderately engages attention of audience</li> </ul> <p><b>1 – Needs Improvement:</b></p> <ul style="list-style-type: none"> <li>• Disinterested in career</li> <li>• Disengaged audience</li> </ul>

## Prizes

Prizes\* will be awarded for:

- Poster category
- Presentation category

\*Note: Prize money will be used for the student team to go on a field trip, or other agreed upon activity at the discretion of their school advisor.