

DEP 202: Practical Career Pathway Assessment

Discover Your Digital Strength by Doing

Objective:

To help each student identify their most suitable specialization (e.g. Data, Design, Marketing, Tech, Project, Product, etc.) through short, guided **practical tasks** that simulate real digital work.

Each student will complete **5 mini tasks**, one per domain.

I will evaluate performance based on:

- Creativity & initiative
 - Accuracy & attention to detail
 - Communication & presentation
 - Technical understanding
 - Problem-solving ability
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Task 1: The Data Challenge (Data Analysis Track)

Scenario:

A small bakery wants to know which of its 4 products performed best in the last 3 months. You've been given the following data:

Product	Jan Sales	Feb Sales	Mar Sales
Bread	240	310	280
Cake	150	200	230
Cookies	120	150	180
Meat Pie	180	220	260

Task:

1. Identify which product had the highest growth.
2. Calculate total sales for each product.
3. Write a 3-sentence summary on what the bakery should do next.

Tools (optional): Excel, Google Sheets, or manual calculation.

Task 2: The Design Brief (UI/UX & Graphic Design Track)

Scenario:

A youth brand called *GreenSprout* is launching a mental wellness mobile app for students.

Task:

1. Sketch or design a simple **app home screen** showing the logo, a “Daily Journal” button, and “Mood Tracker.”
2. Use **Canva** or **Figma**, or sketch neatly on paper.
3. Submit a short caption: *“The experience I want users to feel when using this app is...”*

Evaluation Focus: Empathy, layout, color choice, user focus.

Task 3: The Technical Build (Software Development / AI Automation Track)

Scenario:

You’ve been asked to automate student onboarding for a digital academy.

Task (choose one):

- Write a **simple code snippet** (in HTML or Python) that collects a student’s name and displays a welcome message.
OR

- Create a **mock automation flow** (diagram or list) showing how a new student gets:
 1. A welcome email
 2. LMS login details
 3. Course recommendation

Evaluation Focus: Logic, structure, and problem-solving.

Task 4: The Digital Campaign (Marketing & SEO Track –

Scenario:

A local fashion brand wants to increase its Instagram followers and website traffic.

Task:

1. Create a **3-day social media campaign plan** (Day 1–3).
2. Each day should include:
 - Theme or content idea
 - Caption or hook
 - Hashtags or SEO keywords
3. End with a one-sentence **call to action** for the brand.

Evaluation Focus: Creativity, clarity, strategic thinking, understanding of audience.

Task 5: The Management Simulation (Product & Project Track

Scenario:

Your team is building an e-learning platform for 100 university students.

Task:

1. Create a **simple 3-week project plan** (Week 1–3).
2. Outline tasks under:
 - Research
 - Design
 - Development
 - Testing
3. Choose one risk that might occur and how you'd prevent it.

Evaluation Focus: Organization, foresight, communication.

Task 6: The Innovation Challenge (Physical Product Track)

Scenario:

Design a simple **physical product** that solves a daily problem for students (e.g. portable phone stand, reusable bottle, desk organizer).

Task:

1. Sketch the product and label key parts.
2. Describe what materials you'd use and how it would be produced.
3. Explain in one sentence why students would love it.

Evaluation Focus: Creativity, practicality, design thinking.