

Creativity Presentation Task

6th International Student Leadership Task 2012, Renaissance College, English Schools Foundation, Hong Kong

The Scenario:

A benefactor has donated USD 360,000 to an exclusive, private, international school in Hong Kong, for the purpose of sending 90 students to a developing country for 10 days during Challenge Week, a program underscored by *social justice* and *environmental responsibility*. The cost of the excursion is USD \$ 4,000 per student which includes flight, accommodation, local travel, tourism and food.

The board of trustees, who will finally authorize the trip, has requested proposals from a variety of stakeholder groups and would need to be convinced as to the educational merit, as well as the ethical justification, of such an expensive trip.

The Task

Design a presentation for the school board of trustees convincing them to authorize the trip. Your presentation should include the following:

1. Procure a series of images to **create a collage** that expresses how you imagine the trip in your mind and how you feel about it.
2. Conjure a **persuasive narrative** elucidating why you have selected a particular country/city and place as well as justifying the educational merits and ethical basis of the trip. Your narrative must provide the context as well as **metaphors** and attempts to move the audience emotionally.
3. Create a **logo** reflecting the aims and objectives of the trip and use it in your promotional literature.
4. **Create ONE piece of promotional literature**, which details the 10-day itinerary of the program. The design of the itinerary must reflect how you will meet the objectives of social justice and environmental responsibility? What exactly will the students be doing on a day to day/ hour-to-hour basis and why? Apart from planned activities, the promotional piece should also include details regarding flights, accommodation, local travel, food and costing breakdown. You may use Adobe Photoshop, Fireworks, Adobe In-Design, Desktop Publisher, Google Earth, Google Sketch Up, Flash Animation, PowerPoint or a combination of the above to complete your tasks
5. **Create ONE anthem/song, poem, chant or jingle** for the trip, reflecting the spirit and purpose of the excursion.

Guidelines: Overall, your presentation must include all five parts of the task. Include a variety of media, and reflect an understanding of the stated aims of Challenge Week.

Duration: 15 minutes plus 5 minutes for questions from the floor.

Stakeholder Groups

Each of the below listed stakeholder groups must balance their own personal interests, which could include, for example, corporate responsibility, public image, financial gain or subject-specific enrichment, against the stated aims of Challenge Week. In addition, they must clarify the educational merit and ethical justification for the trip.

1. Charity Water
2. Habitat for Humanity
3. Self Help Africa
4. The Greens (School Environmental Group)
5. Media and Film Studies Department
6. The History Department
7. Wildland Adventures
8. Eco Field Trips
9. Outward Bound Hong Kong.
10. Thomas Cook