



**I-WIN**

Illinois Work-Based Learning  
Innovation Network

# Team-based Challenge Design Workshop

July 21<sup>st</sup>, 2021



**Education Systems Center**

NORTHERN ILLINOIS UNIVERSITY

# Work-Based Learning Continuum



Definitions: *Illinois Career Pathways Dictionary*



# Team-based Challenge

From the [Illinois Career Pathways Dictionary](#):

A group problem-based learning project relating to an individual's career area of interest that involves a problem relating to employers within that area, including mentoring from adults with expertise in that area, and requires the individual to present the outcomes of the project.



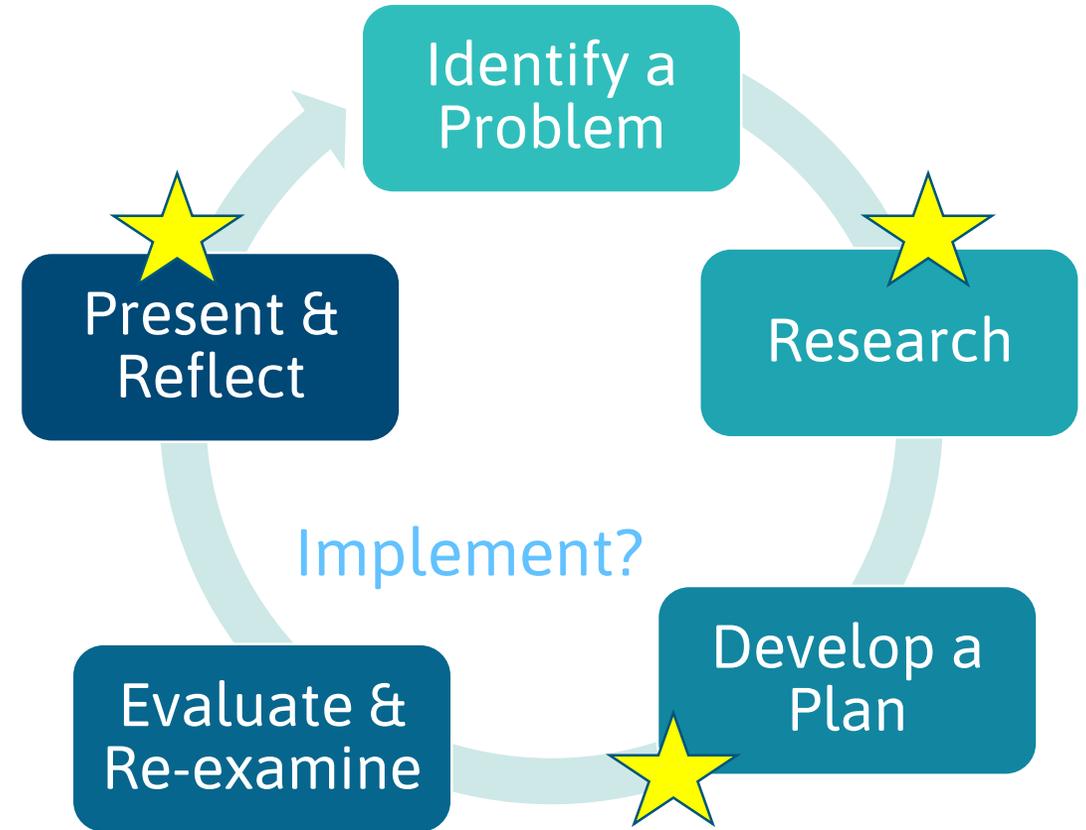
# Team-based Challenge Best Practices

- ‘Mentoring from adults with expertise’ – consider employer partners as well as postsecondary partners, community-based organizations, families of youth, in-house staff
- Embedded within coursework
  - Consider especially Intro level courses
  - Dual credit opportunities
- Connect with existing opportunities, models and resources of CTSOs and other extracurricular orgs, professional associations



# Student Experience

- Learning is driven by challenging, open-ended problems with no one “right” answer
- Students work as self-directed, active investigators and problem-solvers in small collaborative groups
- A key problem is identified and a solution is agreed upon and implemented
- Teachers adopt the role as facilitators of learning, guiding the learning process and promoting an environment of inquiry



# Statewide Team-based Challenge Resource Bank

## IDEAS FOR INSPIRATION: TEAM-BASED CHALLENGES

### Agriculture, Food, and Natural Resources

Address Community Needs	Research and determine needs in the community for in-demand interests, services, and/or products to develop a plan to address. Could include: starting their own business, connecting local business, enhancing services and/or products currently offered by local community businesses/organizations.
Land Use Plan/Design	Develop a land use plan and/or design.
Advertising	Create an advertising campaign to promote a local business. Participants can research current marketing methods including local businesses website, social media, articles in newspapers, etc.
Computer Program Design	Design computer programs to address needs concerning production and any associated concerns.
Product Design	Design and/or build products, equipment and/or facilities to address a local business and/or community need.
Studying Effects	Study the effects of a substance or procedure over time and determine its effectiveness. Grow crops and determine a plan for use in research or sale purposes.

- Organized by College and Career Pathway Endorsement Area
- Includes ideas for inspiration and detailed models, along with a template for designing your own
- Resource bank and materials available on [I-WIN resource hub](#)

We need your help! Please send any models to Heather, [hpenczak@niu.edu](mailto:hpenczak@niu.edu)



## PROJECT OVERVIEW

<b>Team-Based Challenge Title</b>	You and Yours Café – VALEES Graphic Student of the Year Competition 2021
<b>Source</b>	<a href="#">Valley Education for Employment System (VALEES, EFE #130)</a> <a href="#">Designer of challenge and Website: Gautam Wadhwa, College of DuPage</a>
<b>Industry Partner(s)</b>	Jason Christiansen, JC Imaginations; Andy Clements, Weblinx Inc.; Meghan Edmonson, Waubensee Community College, Laura Ferguson, Batavia Park District; Andy Kenney, Andy James Design; Josh Wilson, freelance designer; Dylan Zimmerman, BFC Print
<b>Endorsement Area</b>	Arts & Communication
<b>Problem to Investigate/Scope</b>	Students must design an identity, menu/website for the following business: “You and Yours Café”; “YAY” YAY is a small restaurant/café based in the heart of the arts district of downtown Miami. It specializes in fresh and organic meals and offers an endless opportunity of mixing and matching foods. YAY’s selling point is the fresh, organic, and welcoming atmosphere. It uses bright and ‘beachy’ colors to represent happiness. It has a live music event every night. It uses these events to give the opportunity to and promote local music talent.
<b>Project Outcomes</b>	Participants design logo and menu or website layout for YAY. Participants work successfully in teams and learn from industry mentor.

## PROJECT OUTLINE

Stage:	Topics/Events:	Timeline:	Deliverables:
<b>Preparation</b>	<ul style="list-style-type: none"> <li>- Set Expectations</li> <li>- Skill Development Part 1: review technical components</li> <li>- Meeting Industry Mentor</li> </ul>	Day 1	Visual Moodboards
<b>Project Plan</b>	<ul style="list-style-type: none"> <li>- Conduct initial research into similar businesses</li> <li>- Develop an approach to creating the final products</li> </ul>	Day 2	Project Plan Sketches of logo ideas and menu/website layout
<b>Project Execution</b>	<ul style="list-style-type: none"> <li>- Research</li> <li>- Status Update #1 – Initial theoretical ideas on design</li> <li>- Status Update #2 – Technical challenges encountered</li> </ul>	Days 3 - 5	Status updates to Industry Mentor
<b>Project Finalization</b>	<ul style="list-style-type: none"> <li>- Prep project Presentation</li> </ul>	Day 6	Draft of deliverables and presentation to Industry Mentor
<b>Project Presentation</b>	<ul style="list-style-type: none"> <li>- Skill Development Part 3: How to Make Your Pitch</li> <li>- Networking</li> <li>- Feedback from peers/industry mentors</li> </ul>	Day 7	Final presentation: <ul style="list-style-type: none"> <li>- Create a final logo in Illustrator. Present the logo in both positive and negative options in black and white. Also, list the colors and fonts used.</li> <li>- Create 3 images that show the application of the logo.</li> <li>- Create a 4-page menu or a 4-page website layout for the restaurant in Photoshop, Illustrator, Adobe XD or a similar application.</li> </ul>

# Additional Resources

- Illinois 60 by 25 conference [presentation](#) and [recording](#) from Illinois Health Occupations Students of America (HOSA) and the Illinois Science and Technology Institute (ISTI)
- [Chicago Public Schools WBL Toolkit for Team-based Challenges](#): Checklists, tip and fact sheets, and implementation tools
- Illinois Science and Technology Coalition: [Guidebook of Professional Learning Experiences within Information Technology](#) (p. 6-19)
- Project Lead the Way: [Resources, Materials, and Case Studies](#) – Computer Science, Engineering, and Biomedical Sciences
- Educators Rising: [Competition Guidelines and Scoring Rubrics](#)
- SkillsUSA: [Contest Descriptions for Championships Competitions](#)



What additional resources, models, or best practices are you aware of to share with the group?

What questions do you have before we move into breakout groups to design and brainstorm?



# Designing in Breakout Rooms

## **Please write in the chat:**

- Industry area most interested in designing for

Collaborative document for designing in this folder

- Select the document with your breakout room #

If you're ready to design, use the [Team-based Challenge Template](#)

