

Essential Question

What is it like to work as a content creator?

Vocabulary

- **Hook-** A catchy sentence or question used at the start of an ad to grab attention.
- **Call to Action-** A phrase that tells the customer exactly what to do next.
- **Logo-** A symbol or design adopted by a business to identify its products.
- **Production Cost -** The total amount of money spent to make a product or provide a service.

Before Viewing

Have students jot down answers to the following questions:

- What does it mean to be a content creator?
- What are the job duties of a content creator?
- What is the typical work environment of a content creator?
- What tools are used by a content creator to do his/her daily tasks?
- What is the education required to be a content creator?
- What are the skills necessary for being a content creator?

While Viewing

Have students think about the “Before Viewing” questions and write down the correct answers

After Viewing Activities

Have students discuss in pairs or small groups their answers to the “Before Viewing Questions” as well as the Discussion Questions for this resource.

The Careers That Work collection contains various activities for each featured career.

Grades 4-7

Career Information Worksheet

Social Media Post Activity

Use these activities to stimulate discussion around the pressman career.

Grades 8-12

Career Presentation

Divide your class into groups and ask them to present on the various topics around the pressman career.