

# **Careers Podcast Production Student Project**



***Authentic Learning Experience***

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# Project Overview

Project Features	Description
Project Description	The <b>Career Podcast Project</b> is an interdisciplinary, work-based learning experience where students research, plan, and produce a podcast series that features interviews with real-world professionals. Designed to support career exploration, employability skills, and authentic learning, this project positions students in professional roles—such as interviewer, editor, promoter, or producer—to collaboratively publish 2–3 podcast episodes over the course of a semester.
Project Deliverables	By the end of the project, students will have: <ul style="list-style-type: none"><li>• Published at least three podcast episodes</li><li>• Designed a podcast logo and promotional materials</li><li>• Shared work with classmates, families, and possibly the public</li><li>• Reflected on learning and identified your own career interests</li></ul>
Project SMART Goal	By the end of the semester, our podcast team will <b>research, plan, record, and publish three original podcast episodes</b> featuring professionals from different career pathways. Each episode will be <b>at least 5 minutes long</b> , include a student-led interview, and be <b>shared publicly</b> through a class-approved platform. We will complete one episode every 4–5 weeks, using feedback to improve audio quality, interview techniques, and show design with each release.

# Work-based Learning Alignment

Work-based Learning	Description
Sustained Project-Based Learning	<p>This project isn't a one-off task—it's a deep learning experience that challenges students to engage in a multi-phase process over several weeks or months. Students move through inquiry, planning, production, revision, and reflection, mirroring authentic workplace and creative industry workflows.</p> <ul style="list-style-type: none"> <li>• <b>Driving Question:</b> What can we learn about careers by hearing directly from people who live them?</li> <li>• <b>Student Agency:</b> Learners choose careers, design interview questions, and control the creative direction of their podcast.</li> <li>• <b>Public Audience:</b> Podcasts are shared beyond the classroom, encouraging quality and accountability.</li> <li>• <b>Reflection:</b> Students assess their learning, communication, and interest in career fields at every stage.</li> </ul>
Project Career Cluster	<p>Project Experience</p> <ul style="list-style-type: none"> <li>• Arts</li> <li>• A/V Technology &amp; Communications</li> </ul> <p>Project Exploration</p> <ul style="list-style-type: none"> <li>• 16 National Careers Clusters TBD based on podcast Guests</li> </ul>
Career Roles Experience	<p>Students experience the following roles:</p> <ul style="list-style-type: none"> <li>• Host</li> <li>• Scriptwriter</li> <li>• Audio Technician</li> <li>• Editor</li> <li>• Social Media Manager</li> </ul>

# Ready to Launch

## Student Project Pitch

### Welcome to the Career Podcast Project!

Have you ever wondered what it's *really* like to be a videogame designer, nurse, entrepreneur, or architect? In this project, you and your team will become producers of a real podcast series—designed by students, for students—to explore the world of careers.

You'll take on professional roles like **interviewer**, **editor**, **host**, or **promoter** as you research, plan, and publish podcast episodes featuring real conversations with people in the workforce. Along the way, you'll learn how to communicate clearly, manage projects, work as a team, and use creative tech tools.

## Project Backlog

### NEXT

#### Project Setup

- Define podcast theme and goals (e.g., local careers, nontraditional paths)
- Set project timeline and milestones
- Secure microphones, editing tools, and recording space
- Assign student roles (hosts, producers, editors, marketers)

### LATER

#### Research & Planning

- Brainstorm careers and identify guest speakers
- Draft student-led interview questions
- Reach out and schedule interviews with professionals

### Content Production

- Record podcast episodes (test equipment beforehand)
- Edit audio files (cut, mix, add intros/outros)
- Write episode show notes with guest bios and highlights

### Publishing & Promotion

- Choose a publishing platform (e.g., Spotify, SoundCloud)
- Design podcast cover art and branding
- Promote podcast (school website, social media, flyers)

### Reflection & Iteration

- Collect feedback from peers, guests, and audience
- Reflect on what students learned and their roles
- Discuss ideas for continuing the podcast or future seasons

## Semester Sprint Backlog

Week 1-16	Sprint Focus	Tasks
Week 1	Kickoff & Team Formation	Introduce project, review podcast examples, assign student roles
Week 2	Project Setup	Define podcast theme and target audience; develop project timeline
Week 3	Career Exploration	Brainstorm career clusters; identify potential guests
Week 4	Interview Planning	Draft interview questions; finalize guest list
Week 5	Scheduling	Reach out to guests and schedule interviews
Week 6	Pre-Production	Prepare scripts, test audio equipment, plan recording logistics

<b>Week 7</b>	Episode 1 Recording	Conduct and record first interview
<b>Week 8</b>	Editing & Publishing	Edit Episode 1, write show notes, publish to platform
<b>Week 9</b>	Promotion & Reflection	Promote Episode 1; gather peer/guest feedback
<b>Week 10</b>	Prep Episode 2	Schedule guest, update questions, prep materials
<b>Week 11</b>	Episode 2 Recording	Conduct and record second interview
<b>Week 12</b>	Editing & Publishing	Edit Episode 2, write show notes, publish to platform
<b>Week 13</b>	Promotion & Reflection	Promote Episode 2; gather feedback and update process
<b>Week 14</b>	Prep Episode 3	Schedule guest, prep questions and equipment
<b>Week 15</b>	Episode 3 Recording & Editing	Record and begin editing Episode 3
<b>Week 16</b>	Wrap-Up & Showcase	Publish final episode, reflect on learning, present podcast series

## Career Podcast Project: Student Deliverables & Success Criteria

Student Project Artifact	Checklist of Success
<b>Podcast Episode</b>	<ul style="list-style-type: none"> <li>• Clear audio quality (minimal background noise)</li> <li>• Episode includes a proper intro and outro</li> <li>• Professional tone and pacing</li> <li>• Guest is introduced respectfully and accurately</li> <li>• Content aligns with career exploration focus</li> <li>• Episode meets time target (e.g., 5–15 minutes)</li> <li>• Student voice and preparation are evident</li> </ul>

<b>Interview Questions</b>	<ul style="list-style-type: none"> <li>• Questions are open-ended and career-focused</li> <li>• Aligned to guest's background and pathway</li> <li>• Include both personal and professional questions</li> <li>• Respectful, inclusive, and appropriate</li> <li>• Reviewed and approved by peer or teacher</li> </ul>
<b>Show Notes</b>	<ul style="list-style-type: none"> <li>• Includes guest name, title, and organization</li> <li>• Summarizes key takeaways from the episode</li> <li>• Contains links or resources mentioned in episode</li> <li>• Edited for spelling and grammar</li> <li>• Reflects the theme or purpose of the podcast</li> </ul>
<b>Podcast Logo/Branding</b>	<ul style="list-style-type: none"> <li>• Clean and visually appealing design</li> <li>• Reflects podcast theme or identity</li> <li>• Created in a square format (3000x3000 recommended)</li> <li>• Font is readable and appropriate</li> <li>• Original or properly attributed graphics/icons</li> </ul>
<b>Promotion Post</b>	<ul style="list-style-type: none"> <li>• Includes a hook or compelling message</li> <li>• Mentions guest and topic</li> <li>• Contains link to listen or QR code</li> <li>• Uses correct spelling and hashtags (if applicable)</li> <li>• Follows school guidelines for digital posting</li> </ul>
<b>Reflection or Journal Entry</b>	<ul style="list-style-type: none"> <li>• Describes what went well and what could improve</li> <li>• Includes personal growth or new skills learned</li> <li>• Connects learning to future career interests</li> <li>• Uses complete sentences and thoughtful reflection</li> </ul>
<b>Peer or Guest Feedback Form</b>	<ul style="list-style-type: none"> <li>• Feedback is specific, respectful, and constructive</li> <li>• Covers content, clarity, engagement, and audio</li> <li>• Completed within the project timeline</li> <li>• Includes one suggestion for improvement</li> </ul>

## Resources

**Note:** Let these be your cheat sheet as a guide in the classroom. Students can take leadership in researching the tools and applications to make this work. Part of the learning journey is to experiment and see what works and then to reflect and improve on things that didn't work or could have been better.

## Recording & Editing Tools (Free and Browser-Based)

Tool	Link	Why It's Great for Students
Soundtrap for Education	<a href="https://soundtrap.com/edu">soundtrap.com/edu</a>	Cloud-based DAW owned by Spotify. Record, edit, and collaborate in real time. Great for classrooms.
Anchor by Spotify	<a href="https://spotify.com/podcasters/anchor">spotify.com/podcasters/anchor</a>	Record from a phone or browser. One-click publishing to platforms like Spotify. Easy for beginners.
Audacity (Downloadable)	<a href="https://audacityteam.org">audacityteam.org</a>	Free, open-source software for Windows, Mac, or Linux. Ideal for advanced editing and effects.
TwistedWave	<a href="https://twistedwave.com/online">twistedwave.com/online</a>	Simple browser-based editor. Great for trimming and basic editing. Limited free use.
GarageBand	Pre-installed on Mac/iOS devices	Free on Apple devices. Multitrack editing, built-in loops and effects—ideal for student creators.

## Free Tools to Design Your Podcast Logo

Tool	Link	Why It's Great for Students
Canva	<a href="https://canva.com">canva.com</a>	Easy drag-and-drop design tool with free podcast logo templates. Students can customize colors, fonts, and icons.
Adobe Express	<a href="https://express.adobe.com">express.adobe.com</a>	Free for students and schools. Includes podcast logo templates and auto-sizing tools for social media.
Looka (Logo Maker)	<a href="https://looka.com">looka.com</a>	AI-powered logo maker that guides students step-by-step to create professional-looking logos. Free low-res download.
Hatchful by Shopify	<a href="https://hatchful.shopify.com">hatchful.shopify.com</a>	Simple, guided logo builder with industry-based presets (including media/podcast themes).

<b>Pixlr</b>	<a href="https://pixlr.com">pixlr.com</a>	Great for students who want more creative control; allows image editing and layer-based design.
<b>LogoMakr</b>	<a href="https://logomakr.com">logomakr.com</a>	Quick, no-login design tool for basic logo creation. Easy to use for creating simple text and icon combos.
<b>Flaticon</b>	<a href="https://flaticon.com">flaticon.com</a>	Download free icons and illustrations to use in logos or episode thumbnails. Pair with Canva or Pixlr.

#### Tips for Students:

- Keep it **simple and readable** especially in small podcast thumbnails.
- Use **school-appropriate graphics and colors**.
- Design in a **square format** (recommended size: 3000 x 3000 px).
- Save a **PNG version** with a transparent background if possible.

### Modifications by Grade Level

Grade Band	Modifications
<b>Grades 7–8</b> <i>(Middle School)</i>	<ul style="list-style-type: none"> <li>- Provide a structured script template and question bank</li> <li>- Limit episodes to 3–5 minutes</li> <li>- Assign clearly defined roles with step-by-step instructions</li> <li>- Interview school staff, family, or use prerecorded guests</li> <li>- Use simple tools like Anchor or TwistedWave</li> <li>- Focus on basic career awareness and communication</li> </ul>
<b>Grades 9–10</b> <i>(Early High School)</i>	<ul style="list-style-type: none"> <li>- Offer student choice in career clusters or episode themes</li> <li>- Use semi-structured interviews with planning support</li> <li>- Scaffold editing tools with peer or teacher support</li> <li>- Create short series (2–3 episodes per group)</li> <li>- Reflect on career interests and presentation skills</li> </ul>

<b>Grades 11–12</b> <i>(Upper High School)</i>	<ul style="list-style-type: none"> <li>- Encourage outreach to community professionals</li> <li>- Increase student ownership of production timeline</li> <li>- Rotate leadership roles: Producer, Editor, Host, etc.</li> <li>- Promote branding, promotion, and audience engagement</li> <li>- Connect to portfolios, employability skills, and WBL goals</li> </ul>
<b>Post-Secondary</b> <i>(College/Technical)</i>	<ul style="list-style-type: none"> <li>- Align podcast to academic program or major</li> <li>- Allow in-depth, thematic episodes (15–30 mins)</li> <li>- Require full branding and distribution strategy</li> <li>- Integrate with internship, capstone, or service learning</li> <li>- Encourage interdisciplinary collaboration and real analytics</li> </ul>

## Leader in Me Alignment

Habit	Title	Student Takeaway
<b>Habit 1</b>	<i>Be Proactive</i>	Students learn to take ownership of their roles in the podcast team, meet deadlines, and solve problems when guests cancel or tech fails.
<b>Habit 2</b>	<i>Begin With the End in Mind</i>	Students set goals for each episode and align their work with the project vision—informing peers about real-world careers.
<b>Habit 3</b>	<i>Put First Things First</i>	Students prioritize project tasks (like editing before promotion) and manage time effectively within other class responsibilities.
<b>Habit 4</b>	<i>Think Win-Win</i>	Students build partnerships with professionals and classmates, aiming for a podcast that benefits the community and promotes guest voices.
<b>Habit 5</b>	<i>Seek First to Understand, Then to Be Understood</i>	Students practice active listening during interviews, asking thoughtful follow-up questions to understand career stories more deeply.

<b>Habit 6</b>	<i>Synergize</i>	Podcast success depends on teamwork—each student contributes different strengths in research, editing, interviewing, or promotion.
<b>Habit 7</b>	<i>Sharpen the Saw</i>	Students grow communication, tech, and leadership skills, and reflect after each episode to improve and build confidence.