

2024-25 Competitive Events Guidelines

Digital Animation



Digital Animation provides members with the opportunity to design an animated video. This event is designed to measure understanding and application of basic animation design. This competitive event consists of a pre-judged project and presentation component.

Event Overview

Division: High School

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Pre-judged Project and Presentation with a Topic

Pre-judged Component: Video URL submitted by RLC/SLC due date; May 13, 2025 for NLC

Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

“Welcome to Our School”: Create an animation that teaches a new student or teacher about your school.

Region

Each chapter may submit two (2) entries for this event to present at the Spring Regional Leadership Conference. Prejudge submissions are due uploaded to Blue Panda by the RLC due date. The entry will be prejudged as the preliminary score to determine finalists.

State

Each region may submit two entries for this event. Prejudge submissions are due uploaded to Blue Panda by the annual SLC due date. The entry will be prejudged as the preliminary score to determine finalists. The top ten (10) scoring entries will present at the State Leadership Conference. Finalists will be announced the week of the conference if the event is on Friday; if the event is on Saturday, finalists will be announced at the opening session.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Presentation	<ul style="list-style-type: none">• Technology and presentation items• Conference-provided nametag• Photo identification• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• Table• Internet access

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year or prior to regional competition, whichever comes first.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the RLC/SLC/NLC and pay the conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each chapter may submit two entries; each region may submit two entries; each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project) at the national level. RLC/SLC competitors may compete in one objective test/one performance event/ and one chapter event.
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC/NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10/NLC; 5/SLC; 3/RLC.

Event Administration

- This event has two parts: pre-judged project and presentation
- Pre-judged Project
 - **Submission Deadline:** A URL of the animated video must be uploaded in the conference registration system by RLC/SLC due date and May 13, 2025, for NLC.
 - Project Specifics
 - The animated video should be no longer than two minutes.
 - All content must be original.
 - Restricted Items: QR codes cannot be included in the project.

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- Competitors must prepare projects. Advisers and others are not permitted to prepare projects. Projects must be original, current, and not submitted for a previous NLC.
- Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
- The project is judged before the RLC/SLC/NLC.
- Pre-judged materials will not be returned. Projects submitted for competition become the property of FBLA. These projects may be used for publication and/or reproduced for sale by FBLA.
- Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
 - The presentation of finalists (determined by pre-judged score) is judged at the RLC/SLC/NLC. Presentations are not open to conference attendees.
 - The video should be shown to the judges during the presentation.
 - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
 - Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
 - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
 - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

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Scoring

- The prejudged score will determine finalists
- The presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the RLC/SLC/NLC.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

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Digital Animation Pre-Judged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	Media not usable	Media usable but not submitted according to event guidelines	Media usable but not click and play	Media usable on multiple players/browsers	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Fully address the concept/ topic	Concept and/or topic is not followed	Concept and/or topic not fully developed	Fully addresses the concept/topic	A user with no knowledge of the concept and/or topic can identify topic based on video	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	No design principles applied	Color, contrast, background, typography, sound and design are distracting or busy	Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	Color, contrast, background, typography, sound, and design enhance the user experience	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Graphics are appropriate for concept and/or topic	No graphic design principles applied	Graphics are distracting/busy	Graphics are appropriate for the concept/topic	Graphics enhance the user experience and are consistent throughout the video	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Information related to the topic is accurate	Animation video does not incorporate information	Animation video incorporates information but there are no sources or evidence of validity	Animation video incorporates information and backs it up with sources	Animation video incorporates information in an entertaining way that is backed up with sources	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Overall quality of elements of animation	Video does not incorporate any elements of animation	Video incorporates basic elements of animation	Video incorporates animation elements that are functional	Video incorporates animation elements that clearly have been designed in multiple ways	
	0 points	1-14 points	15-23 points	24-30 points	
Project Evaluation: Quality of editing and transition	There are no transitions or evidence of video editing incorporated	Transitions exist but are rough and do not flow easily	Transitions flow seamlessly and serve as a logical component of the video	Multiple types of transitions are used and all flow seamlessly	
	0 points	1-12 points	13-21 points	22-25 points	
Project Evaluation: Logical flow of thoughts	Flow of video does not seem logical	Flow does not connect each element of the video	Flow is logical and appears sequenced	Flow is logical including a clear beginning, middle, and end	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video concludes with proper credits and acknowledgement of copyright and sources	Video does not include credits	Video includes credits but they are limited	Video includes credits that recognize the creator, contributors, and acknowledgement of materials used	Video includes credits that recognize the creator, contributors, and includes written acknowledgement of copyright and sources	
	0 points	1-9 points	10-16 points	17-20 points	
Video Time	Video is over 2 minutes		Video is 2 minutes or under		
	0 points		5 points		
Project Total (200 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

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Digital Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic and follows guidelines	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from video to presentation and one or more guideline not followed</i>	<i>Demonstrates the topic through presentation and followed all guidelines</i>	<i>Demonstrates expertise of the topic through presentation and followed all guidelines</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	<i>No explanation of the development process</i>	<i>Explains the development process but does not share tangible planning documents</i>	<i>Explains the development process and shares tangible planning documents</i>	<i>Explains development process using industry terminology and displays tangible planning documents</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	<i>No explanation of the production process</i>	<i>Explains the production process but does not share tangible planning documents</i>	<i>Explains the production process and shares tangible planning documents</i>	<i>Explains the production process using industry terminology and displays tangible planning documents</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	<i>No explanation of software and hardware used</i>	<i>Explains software OR hardware used</i>	<i>Explains software AND hardware used</i>	<i>Explains software and hardware used as well as alternative options and reasoning for final choice</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	<i>No explanation of animation techniques used</i>	<i>Identifies animation techniques used</i>	<i>Identifies animation techniques used with industry terminology</i>	<i>Identifies and explains animation techniques used with industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides proper copyright documentation and citing of sources	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					