2024-25 Competitive Events Guidelines
Digital Video Production

Digital Video Production has become a prominent and effective way of conveying new ideas and products. This event provides recognition for members who demonstrate the ability to create an effective video to present an idea to a specific audience. 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 due 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

Importance of Tourism

Create a video that highlights the importance of tourism in your community or state.

Region

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

State

Each region may submit two submissions 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	- Technology and presentation items - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- 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.

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 video must be uploaded in the conference registration system by RLC/SLC due date and May 13, 2025, for NLC.
  - Project Specifics
    - The video should be no longer than two minutes.
    - All content must be original.
    - Restricted Items: QR codes cannot be included in the project.

- o 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.
- o 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.
- o The project is judged before the RLC/SLC/NLC.
- o 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
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **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.)
  - o The finalists' presentation are judged at the RLC/SLC. Presentations are not open to conference attendees.
  - o The video should be shown to the judges during the presentation.
  - o 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.
  - o 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.
  - o 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.
  - o 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)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

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.

Digital Video Production

Digital Video Production 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	
Video Content: Fully address the concept and/or topic	*Concept and/or topic is not followed*	*Concept and/or topic not fully developed*	*Fully addresses the concept and/or 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	
Video Content: Video contains multiple elements providing evidence of production skill	*No evidence of video production skill demonstrated*	*Video is designed using limited video editing skill*	*Video contains transitions and use of multiple technologies*	*Video contains multiple advanced film techniques*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Grammar, spelling, and punctuation	*Video contains grammar or spelling errors*	*Video contains 3 or less spelling or grammar errors*	*Video contains one grammar and no spelling errors*	*Video is grammar and spelling error free*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Copyright information and sources are noted and documented, and video content is original	*Copyright information or sources not addressed or cited incorrectly AND video content is not original*	*Material violates copyright and source guidelines OR video content is not original*	*Copyright information and sources documented, and video content is original*	*Copyright compliance is documented, sources cited using visual representation, and video content is original*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video has logical flow of information	*Flow of video does not seem logical*	*Flow does not connect each element of the video*	*Flow is logical and appears sequenced with beginning, middle, and end*	*Video is logical, flows well and includes a call to action at the end*	
	0 points	1-14 points	15-24 points	25-30 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: Audio and visual elements are coordinated	*Audio and visual elements are limited*	*Audio and visual elements do not include variety*	*Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques*	*Audio and visual uses variety of sources and special effects*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Use of video/film techniques	*Video technology use not evident*	*Video incorporates use of film techniques*	*Video incorporates advanced use of film techniques*	*Video contains multiple advanced film techniques such as special effects*	
	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 Video Production Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic and follows guidelines	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from video to presentation and one or more guideline not followed*	*Demonstrates the topic through presentation and followed all guidelines*	*Demonstrates expertise of the topic through presentation and followed all guidelines*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the use and implementation of innovative technology	*No explanation of use or implementation of technology*	*Identification OR implementation of innovation technology*	*Implementation and demonstration of video techniques, equipment, and software*	*Expert description and demonstration of video techniques, equipment, and software*	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	*No explanation or description of the design and development process*	*Competitor(s) explains the design OR development process*	*Competitor(s) explain both the design and the development process*	*Expert industry explanation of both design and development process*	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates video into presentation	*Does not present video*	*Video of any length presented*	*Video is presented, but inadequate introduction and transition back into presentation*	*Video is presented, with adequate introduction and transition back into presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright and source information is noted and documented, and video content is original	*Copyright information or sources not addressed or cited incorrectly AND video content is not original*	*Material violates copyright and source guidelines OR video content is not original*	*Copyright information and sources documented, and video content is original*	*Copyright compliance is documented, sources cited using visual representation and video content is original*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	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: