

# DIGITAL VIDEO PRODUCTION

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

## PROJECT COMPETENCIES

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed

## PERFORMANCE COMPETENCIES

- develop the presentation of topic logically and systematically
- communicate the design process
- explain the tips, techniques, and tools used
- demonstrate good voice quality and diction
- display self-confidence through knowledge of content and articulation of ideas
- effectively answer questions

## NBEA STANDARDS REINFORCED BY EVENT

Communication: technological, organizational

Information Technology: information technology and major business functions, application software, input technologies, information retrieval

**CAREER CLUSTER(S):** Information Technology

## ELIGIBILITY

The top five (5) entries created by an individual or by a team of two (2) or three (3) members at the winter regional conference may enter this event. If a chapter has no winner in the top five (5), it may enter one individual or team. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor competed in this event at a prior National Leadership Conference.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## OVERVIEW

This event consists of two (2) parts: a prejudged project and a performance component. Participants must complete both parts to be eligible. A prejudged project should be developed based on the state/national topic listed. Performance participants will explain the development and contents of the video production.

## 2010 State Business Leadership Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2010 State Business Leadership Conference will be:

**Prepare a video for a retail business that will train employees on methods of preventing theft. Topics in the video may include, but are not limited to, the following: physical barriers to prevent theft, electronic tags, learning to identify actions that could lead to store theft, and incentives for employees who catch thieves.**

This topic will also be used for competition at the national level. The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.

## COPYRIGHT AND FAIR USE INFORMATION

Education guidelines may be used for copyright notations but review the following Web sites for more information:

- [homepage.mac.com/prr/copyright.html](http://homepage.mac.com/prr/copyright.html)
- [www.benedict.com](http://www.benedict.com)
- [bedfordsmartins.com/online/citex.html](http://bedfordsmartins.com/online/citex.html)
- [www.mediafestival.org/copyrightchart.html](http://www.mediafestival.org/copyrightchart.html)
- [www.copyright.gov](http://www.copyright.gov)

## **PROJECT GUIDELINES**

### **Prejudged Project**

1. Presentations must properly develop the given topic. Student members, not advisers, must prepare presentations.
2. Presentations should be at least two (2) and no more than four (4) minutes in length.
3. Entries should be created in standard DVD format and play on a DVD player.
4. The production may use any method to capture or create moving images.
5. Submit two (2) DVDs to the State Office for judging by the receipt deadline of March 5 along with a Statement of Assurance form. DVDs should be clearly labeled using a marker with the name of the event, state, participants' name(s), and school.
6. Members are expected to follow all applicable copyright laws.

### **Performance**

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. The video production will be prejudged according to the rating sheet.
3. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC.
4. The presentation is an explanation of the digital video production.
5. The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
6. Participants are responsible for bringing a copy of the production submitted to use in the onsite presentation.
7. Visual aids related to the project may be used; however, no items may be left with the judges.
8. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items. The chapter must provide all equipment for the presentation. A screen will be provided.
9. Teams will have seven (7) minutes to describe the project.
10. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
11. Following each presentation, judges will conduct a three (3) minute question-and-answer period.
12. Performances are open to conference attendees who are not performing participants of this event.
13. Scores from the prejudged production as well as the preliminary oral presentation will determine the final rank.

### **JUDGING**

The prejudged project and presentations will be evaluated by a panel of judges. All decisions of the judges are final.

### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

### **NATIONAL ENTRIES**

Washington State may submit two (2) entries for national competition.



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## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Explanation</b>					
Development of the topic in the presentation	0	1-3	4-7	8-10	
Use and the implementation of innovative technology	0	1-7	8-14	15-20	
Development and design process	0	1-7	8-14	15-20	
Use and development of the video	0	1-7	8-14	15-20	
Proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Prejudged Score</b>					<b>/200 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>/300 max.</b>

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



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## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Statement of Assurance submitted with proper copyright documentation	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
<b>Presentation</b>					
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-7	8-14	15-20	
Transitions are effective and appealing	0	1-5	6-10	11-15	
Audio and visual elements coordinated and complimentary	0	1-7	8-14	15-20	
Audio Editing • Good quality • Appropriate volume	0	1-5	6-10	11-15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality or presentation	0	1-3	4-7	8-10	
Presentation effective at motivating audience to action	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over four (4) minutes. Time: _____					
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly <input type="checkbox"/> no readme file             _____					
<b>Final Score</b>					<b>/200 max.</b>

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator