

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

- explanation of the program is logical and systematic
- understanding a program language is evident
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas

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 entered this event at a previous 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.
4. The project must not have been submitted for a previous State Business Leadership Conference or National Leadership Conference. No more than one (1) team member may have competed in this event at a prior conference.
5. Entries may be created by an individual or a team of two (2) or three (3) members.
6. 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. 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.

Oral Presentation

The oral presentation is an explanation of the digital video production. The presentation should be shown to the judges, and the oral presentation should follow based on the rating sheet criteria. The oral 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.

2009 State Business Leadership Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2009 State Business Leadership Conference will be:

Create a promotional digital video highlighting a teaching career in business education. Some of your points might include (1) testimonials from students and teachers, (2)

nature of work, (3) working conditions, (4) employment opportunities, (5) training and other qualifications, (6) advancement, (7) professional opportunities for community service, (8) professional networking with other teachers, and (9) other points that may entice the audience to become a business teacher. The main audience of this video will be high school juniors and seniors, so be sure to include language and technologies that will appeal to them.

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. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

PROJECT GUIDELINES

Prejudged Project

1. Presentations must address the given topic. Student members, not advisers, must prepare presentations.
2. Entries will be judged according to the rating sheet.
3. Presentations should be at least two (2) and no more than four (4) minutes in length.
4. Entries may be created in any video editing program, but must play on a standard CD or DVD player. The program must include a player or viewer to run the production.
5. The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
6. It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.
7. Entries must be accompanied by a Readme file (300 words or less) noting software used, clearances obtained, sources of information, references, and instructions of running the presentation. This must be included on CD, DVD, or hard copy.
8. Submit two (2) CDs or DVDs to the State Office for judging by the receipt deadline of March 10 along with a Statement of Assurance form. CDs or DVDs and jewel case should be clearly labeled with the name of the event, participants' name(s), and school.
9. The video production will be prejudged according to the rating sheet.

Oral Presentation

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. 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.
3. The presentation is an explanation of the digital video production. 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.
4. Participants are responsible for bringing a copy of the CD/DVD submitted.
5. Five (5) minutes will be allowed to setup equipment or presentation items. Schools must provide all equipment for the presentation. A screen will be provided.
6. Teams will have seven (7) minutes to describe the project.
7. A timekeeper will stand at six (6) 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.
8. Following each presentation, judges will conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend all aspects of their digital video presentation.
9. Oral presentations are open to conference attendees, except performing participants of this event.
10. 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

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
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	
Demonstration of ability to effectively answer questions	0	1-2	3-4	5	
Delivery					
Organization of oral presentation	0	1-3	4-7	8-10	
Oral presentation delivery, including voice and self-confidence	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Student Name(s):			
School:		State:	
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
Content					
Theme properly developed	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	
Copyright laws have been followed and permissions are cited in readme file	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of innovative technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
Readme file	0	1-2	3-4	5	
Presentation					
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	1-5	6-10	11-15	
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	1-5	6-10	11-15	
Presentation effective at motivating audience to action	0	1-5	6-10	11-15	
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentations over four (4) minutes. Time: _____					
Penalty Points Deduct five (5) points for not adhering to Guidelines. <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly _____					
Final Score					/200 max.

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

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator