

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
- 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. If this competition is not offered at the region level, each local chapter may enter one team. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference or competed in this event at a prior NLC.

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. 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.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.

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.

2012 State Business Leadership Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2012 State Business Leadership Conference will be:

Create an education video on the dangers of texting and driving to present at an assembly program to students at your school.

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. Refer to the Format Guide.

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. Submit two (2) DVDs or USB flash drives for judging to the state office by the receipt deadline of March 5 along with a Statement of Assurance form. Media should be clearly labeled with the name of the event, state, participants' name(s), and school. "Read me" file information must be submitted on the "Statement of Assurance" along with copyright notations.

4. The production may use any method to capture or create moving images.
5. 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. The project score will be used to break a tie.
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 or audience.
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 announce the time used. Judges will note 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 oral presentation will determine the final rank.

JUDGING

Projects will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written project scores and the oral presentation scores. The project score will be used to break a tie. 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
Content					
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	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
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:			
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 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	
Presentation					
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	
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 (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 _____					
Final Score					/200 max.

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

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator