3D Animation

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

Competencies

The event consists of two (2) parts: a prejudged project and a performance component.

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 Competences
- explain content 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
- answer questions effectively

Business Education Curriculum Standard(s):
Communication; Information Technology

2018 Topic

Using 3D animation, create an informational video on how to get a job. At minimum, the video must include information on the following components:
-Where to find information on job openings
-Writing a resume and cover letter
-Completing application forms
-How to present yourself in a job interview
-Tips for a successful job interview

State Eligibility

Each local chapter may enter two (2) entries. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated at www.pafbla.org/importantdates.php on the FBLA web page.

In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.

State Regulations

1. A Statement of Assurance must be submitted.

2. An event entry form must be submitted.

3. It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.

4. Comply with all state and federal copyright laws. Refer to the policy in the Format Guide.

5. Animations must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the www.pafbla.org website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

Prejudged Project

1. The description area of the animation must contain copyright information as well as the name of the event, state, names of participants, and school.

2. Presentations must address the given topic.

3. Entries will be judged according to the rating sheet.

4. Presentations must be no more than three (3) minutes in length.

5. Entries created can be created in any program, but must play on YouTube.

6. Multiple animation techniques should be utilized.

Oral Presentation

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State 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. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.

3. The presentation is an explanation of the 3D animation process.

4. A small portion of the video must be shown to the judges.

5. The presentation should include, but not be limited to:

   a. Sources used to research the topics
   b. Development and design process
   c. Use of different animation techniques
   d. A list of equipment and software used
   e. Copyright issues with pictures, music, and other items

6. Participants must bring a copy of the animation if they choose to show a portion of the animation to the judges.

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. No assistance may be given from other chapter members, judges, advisers, or other audience members in assisting with your equipment set-up.

9. The individual or team must provide the computer for the event. An LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Internet will not be provided for this event.

10. The individual or team will have seven (7) minutes to describe the project.

11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. 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.

12. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.

13. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

14. **The participant must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

State Procedure

1. The event consists of two parts: (1) submission of animation, and (2) performance.

2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.

3. Participants are required to complete both parts to be eligible to win an award.

4. Videos must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the www.pafbla.org website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

State Judging

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets found in these guidelines, a panel of judges selects the finalists, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:
    First Tiebreaker
    • Total points of the *Production and Elements* section on the Production Rating Sheet.
    Second Tiebreaker
    • Total points of the *Development of Project* section on the Production Rating Sheet.
    Third Tiebreaker
    • Total points of the "Overall quality of animated video" category within the *Production and Elements* section on the Production Rating Sheet.
Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:
    First Tiebreaker
    • Total points of the Production Rating Sheet.

Second Tiebreaker
- Total points of the *Content* section on the Performance Rating Sheet.

Third Tiebreaker
- Total points of the "Demonstrates ability to effectively answer questions." category with the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

State Awards
The state will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility
The first-, second-, third-, and fourth-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

In the event that the first-, second-, third- or fourth-place winners cannot attend, it is the responsibility of the:

local chapter adviser
- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA FBLA Executive Director/State Chairman
- to contact the next eligible award winner about participating at the National Leadership Conference.

3D ANIMATION
Production Rating Sheet
Revised 2017-18

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability					
Video plays successfully	0 Media Not Usable	1–7 Media usable but did not submit according to guidelines	7-14 Media usable but not click and play	15-20 Media usable on multiple players/browsers	
Project Concept and Design Evaluation					
Fully address the concept and/or topic	0	1-7	8-14	15-20	
Color, backgrounds, font, and sounds are appropriate for the concept/topic	0	1-7	8-14	15-20	
Graphics appropriate for concept and/or topic and consistent throughout the video	0	1-7	8-14	15-20	
Information related to the topic is accurate	0	1-7	8-14	15-20	
Project Evaluation					
Overall quality of 3-D elements and animation	0	1-14	15-21	22-30	
Quality of editing and transition	0	1-14	15-21	22-30	
Logical flow of thoughts	0	1-7	8-14	15-20	
Video concludes with proper credits and acknowledgement of copyright	0	1-7	8-14	15-20	
Subtotal					**/200 max.**
Penalty Points Deduct five (5) points – Project guidelines not followed					_____
Final Score					**/200 max.**

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

3D ANIMATION
Performance Rating Sheet
Revised 2017-18
❒ **Final Round**

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Demonstrates understanding of the event topic	0	1–3	4–7	8–10	
Describes the pre-production process	0	1–3	4–7	8–10	
Describes the production process	0	1-3	4-7	8-10	
Describes the post production process	0	1-3	4-7	8-10	
Describes software and hardware used	0	1-7	8-14	15-20	
Describes animation techniques used	0	1–3	4–7	8–10	
Provides proper documentation of pictures, audio, etc.	0 — No documentation provided		10 — Substantiates compliance to copyright regulations using visual representation		
Delivery Skills					
Statements are well organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
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.**

Name(s): _____

School: _____   Region: _____

Judge's Signature: _____   Date: _____

Judge's Comments: