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## **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.*

### **Competencies**

The event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts.

The topic to be developed in this presentation and submitted for competition at both the State Leadership Conference and the National Leadership Conference will be posted on the PA FBLA web site and will be published in the Digital Video Production event guidelines in the National Chapter Management Handbook. Participants will be expected to create a presentation that addresses the topic. The presentation may include, but is not limited to, elements such as graphics, pictures, music voice over, sound, and text. The performance will demonstrate the development of the topic logically and systematically, communicate the design process, explain the tips, techniques and tools used, display self-confidence through knowledge of content and articulation of ideas and the ability to effectively answer questions.

#### **Career Cluster(s):**

Information Technology

#### **Business Education Curriculum Standard(s):**

Communication, Information Technology

### **State Eligibility**

Each local chapter may enter two (2) presentations. 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](http://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 submitted an individual entry may not compete again in this event.*

### **State Regulations**

1. Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. Presentations should be clearly labeled with the name of the event; with the name(s) of the participants and their school name, city, and state; and date.

#### **Procedure—Prejudged Project**

1. Presentations must address the given topic. Entries will be judged according to the rating sheet.
2. Presentations should be at least two (2) and no more than four (4) minutes in length.
3. Entries may be created in any video editing program, but must play on a standard DVD player. The program must include a player/viewer to run the production.

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4. The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
  5. Entries must be accompanied by written clearances and/or releases for all images of individuals, locations, storefronts, etc., included in the production.
  6. Presentations may be submitted using only a DVD.
  7. It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.
  8. Entries must be accompanied by a readme file (300 words or less) noting software used, clearances obtained, source of information, and instructions on running the program. The readme file must be submitted in hard copy.
  9. Four (4) DVDs must be submitted to the state office for judging which are clearly labeled with the name of the event, state, participants' name(s), and school. Each DVD must be submitted in its own sleeve or jewel case.
  10. A Statement of Assurance form must be completed and submitted, along with the DVDs, to the state office by the date listed in the Important Dates section of the PA FBLA web site.

### **Conference Requirements**

#### **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. The oral presentation is an explanation of the digital video production. The digital video 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:
  - a. Sources used to research the topics
  - b. Development and design process
  - c. Use of different video techniques
  - d. A list of equipment and software used
  - e. Copyright issues with pictures, music, and other items
3. Five (5) minutes will be allowed to setup equipment. The participants must provide their own equipment for the presentation.
4. The individual or team has seven (7) minutes to present the project.
5. Participants are responsible for bringing a copy of the DVD submitted.
6. A timekeeper will stand at six (6) minutes. When each individual or team has finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
7. Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend all aspects of their multimedia presentation.
8. The performance is open to all conference attendees, except performing participants of this event.
9. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://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.**

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## **State Procedure**

1. The local chapter adviser must certify and submit an event entry form that is included posted on the PA FBLA web site by the deadline date listed at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is also posted on the PA FBLA web site.

## **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 and the oral presentation component of this event, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Prejudged Project* rating sheet.

### **Second Tiebreaker**

- Total points of the *Content* section on the rating sheet.

### **Third Tiebreaker**

- Total points of the *Format of Report* section on the 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- and second-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 nine-minute (9) oral presentation at the NLC.

In the event that the first- or second-place winner 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.



# DIGITAL VIDEO PRODUCTION

## 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 of 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 presentation 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"/> 4 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>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Co-Competitive Events Coordinator \_\_\_\_\_



# DIGITAL VIDEO PRODUCTION

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</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>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Chief Administrator \_\_\_\_\_

Official Checker \_\_\_\_\_