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## **Digital Design and Promotion**

*An essential part of today's business world is commercial design and promotion; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotional purposes.*

### **Competencies**

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

The topic to be developed in this promotional piece 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 Design and Promotion event guidelines in the National Chapter Management Handbook. Participants will be expected to create a promotional piece that addresses the topic.

Within the promotional piece, participant(s) will be creating a digital design promotional logo and tag line while demonstrating appropriate graphic design rules. The piece should show creativity and cohesiveness of design and tag line. The piece should have a creative and appealing layout and design. Appropriate artwork and design techniques with effective colors and layouts should be demonstrated.

In the presentation component, participant(s) will be describing a logo and tag line and sell the recommendation. Demonstrating good communication skills as well as possessing good decision-making and problem-solving skills is essential. Participant(s) should be prepared to effectively answer questions and explain the project development and implementation of the design and tag line in a logical and systematic manner.

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

Business Management and Administration; Information Technology; Marketing

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

Career Development, Communication, Information Technology, Marketing

### **State Eligibility**

Each local chapter may enter two (2) promotional pieces. Entries may be created by an individual member or by a team, not to exceed two (2) 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.pafblla.org/importantdates.php](http://www.pafblla.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 promotional piece 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 the promotional pieces. 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. Submit four (4) DVDs or USB flash drives. Each DVD must be submitted in its own sleeve or jewel case.
3. Promotional pieces should be clearly labeled using a marker with the name of the event, participant(s) names, school name, and state.

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4. A Statement of Assurance must be submitted with the DVDs or USB flash drives.
  5. "Read-me" file information must be submitted on the "Statement of Assurance" along with copyright notations.
  6. Comply with all state and federal copyright law. Refer to the policy in the Format Guide.

#### **Procedure—Prejudged Project**

1. Presentations must address the given topic. Entries will be judged according to the rating sheet.
2. Participant(s) should place emphasis on graphic interpretation of the topic and design.
3. You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
4. Logo must be saved in JPEG, GIF, or PDF format. Other types of format will not be evaluated.
5. Graphics should be computer generated.
6. Members are expected to follow all applicable copyright laws.
7. 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.

#### **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. 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 will be the opportunity for the students to "sell" their design and include an explanation of the choices made in the design.
4. Participant(s) are responsible for bringing a copy of the project submitted to use in the onsite presentation.
5. Visual aids related to the project may be used; however, no items may be left with the judges.
6. The individual or team has seven (7) minutes to present to a panel of judges and sell the logo and tag line concept.
7. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items. The participants must provide their own equipment for the presentation.
8. A timekeeper will stand at six (6) minutes and again at seven (7) 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.
9. Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period.
10. The performance is open to all conference attendees, except performing participants of this event.
11. **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.pafbld.org/importantdates.php](http://www.pafbld.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 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 *Presentation* section on the rating sheet.

### **Second Tiebreaker**

- Total points of the “Theme fully and properly developed. Solution properly addresses assigned topic.” category within the *Content* section on the rating sheet.

### **Third Tiebreaker**

- Total points of the “Elements included in presentation are suitable, appropriate, and directed toward a specific audience” category within the *Content* section on the 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 *Pre-judged* rating sheet.

### **Second Tiebreaker**

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

### **Third Tiebreaker**

- Total points of the *Design and Layout* 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 DESIGN & PROMOTION

## 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 toward a specific audience.	0	1-7	8-14	15-20	
<b>Presentation</b>					
Layout has direction and balance.	0	1-3	4-7	8-10	
Fonts and type style support the look and feel of the overall image	0	1-2	3-4	5	
Colors and graphics enhance aesthetic appeal	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports topic.	0	1-3	4-7	8-10	
Format is consistent and appropriate.	0	1-3	4-7	8-10	
Presentation is clear and concise.	0	1-3	4-7	8-10	
Design gains attention and has eye appeal.	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<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					
<b>Final Score</b>					<b>/100 max.</b>

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

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

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

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

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



# DIGITAL DESIGN & PROMOTION

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of promotional piece	0	1-3	4-7	8-10	
Description of development and design ideas	0	1-7	8-14	15-20	
Create interest and desire for design	0	1-7	8-14	15-20	
Consistency in graphic design to theme	0	1-7	8-14	15-20	
Benefits matched to customer needs	0	1-3	4-7	8-10	
<b>Design and Layout</b>					
Concept—originality and creativity	0	1-3	4-7	8-10	
Design—purposeful and informational	0	1-3	4-7	8-10	
Layout—direction and balance	0	1-3	4-7	8-10	
Typography—readability, style, clarity	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	
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	
<b>Subtotal</b>					<b>/140 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>/140 max.</b>
<b>Prejudged Score</b>					<b>/100 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>/240 max.</b>

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

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

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

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

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

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