
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 project that addresses the topic and is appropriate for the audience. The project may include, but is not limited to, elements such as graphics, text treatment, and special effect showing creativity and cohesiveness of design. The overall layout and design should be creative and appealing with the final product indicating a clear thought process and an intended, planned direction with formulation and execution of a firm idea. All copyright laws should be followed with information effectively communicated. The project 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, demonstrate good voice quality and diction, 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) 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 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. Submit four (4) DVDs or USB flash drives. Each DVD must be submitted in its own sleeve or jewel case.
3. Presentations should be clearly labeled with a marker with the name of the event, state, participant(s)' names, and school.

-
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. The video production will be prejudged 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 DVD player. The program must include a player/viewer to run the production.
5. The production may use any method to capture or create moving images.
6. Entries must be accompanied by written clearances and/or releases for all images of individuals, locations, storefronts, etc., included in the production.
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.

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 oral presentation is an explanation of the digital video production. The digital video or portions of the 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
4. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items.
5. Participants are responsible for bringing a copy of the DVD or USB flash drive submitted.
6. The participants must provide their own equipment for the presentation.
7. The individual or team has seven (7) minutes to present the project.
8. Visual aids related to the project may be used; however no items may be left with the judges or audience.

-
9. 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.
 10. Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period.
 11. The performance is open to all conference attendees, except performing participants of this event.
 12. 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 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, 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* 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 “Presentation is clear and concise” 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 *Prejudged Project* rating sheet.

Second Tiebreaker

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

Third Tiebreaker

- Total points of the “Demonstrates ability to effectively answer questions.” category with the *Delivery* 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
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 of 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 presentation over four (4) minutes. Time: _____					
Penalty Points 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 _____					
Final Score					/200 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS (scores checked for accuracy) <input type="checkbox"/> 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
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 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.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Chief Administrator _____

Official Checker _____