

# 2026-2027 Competitive Events Guidelines

## Digital Video Production

Digital Video Production recognizes members who demonstrate the ability to plan, produce, and present a compelling video tailored to a specific audience. This event highlights video as a powerful tool for communication and promotion and includes a pre-judged asset and a live presentation.



| Event Overview |                                                |
|----------------|------------------------------------------------|
| Division       | High School                                    |
| Event Type     | Team of 1, 2, or 3 members                     |
| Event Category | Presentation                                   |
| Event Elements | Pre-judged Asset and Presentation with a Topic |

| Event Information:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>National Leadership Conference:</b><br><b>Timing Structure:</b> <ul style="list-style-type: none"><li>• <b>Equipment Set-Up:</b> 3 minutes<ul style="list-style-type: none"><li>○ No interaction allowed with judges during this time.</li></ul></li><li>• <b>Presentation:</b> 7 minutes<ul style="list-style-type: none"><li>○ A one-minute warning will be provided</li></ul></li><li>• <b>Question &amp; Answer (Q&amp;A):</b> 3 minutes</li></ul> <p><b>Important:</b> Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.</p> <p><b>Important Notes:</b></p> <ul style="list-style-type: none"><li>• <b>Internet Access:</b> Provided<ul style="list-style-type: none"><li>○ Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.</li></ul></li><li>• <b>Prejudge Asset submission due by state set date</b></li><li>• <b>Event Schedule Notes:</b><ul style="list-style-type: none"><li>○ Some events may begin before the Opening Session.</li><li>○ All schedules are posted in local time for the NLC host city.</li><li>○ Schedule changes are not permitted.</li></ul></li></ul> | <b>State/Region:</b><br>Review Region and State Sections further on in this document. |

\*\*\* Event specifics are continued below. Review the document in its entirety.

### 2026-2027 Topic

#### The Power of Community: Stories That Inspire

Produce a documentary-style video that tells the story of a person, organization, business, or community initiative making a meaningful difference in your local community. Through interviews, video footage, and thoughtful storytelling, showcase the challenges they face, the work they do, and the positive impact they have on the people they serve.

How can one story inspire others to become involved and make a difference?

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### Region

This is not a region event.

### State

#### State Eligibility

Each chapter may enter two (2) teams of 1, 2, or 3 members of active local chapters in FBLA Connect, the FBLA membership system. An active chapter is defined as having members “pending or paid” at the time of the “state-only” registration published on the PA FBLA website.

In order to be registered for this event, student data is imported into Blue Panda, the event registration and competitive events management system, from FBLA Connect. Students are imported and able to be registered only if identified as having “pending or paid” membership. “Paid” membership is defined as a dues payment for the student received by National FBLA; “pending” membership is defined as membership for which payment is due to National FBLA 60 days from the date the student appears on the membership invoice.

***Members may compete in an event more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event at RLC, SLC, or NLC.***

It is the responsibility of the local chapter adviser

- to pay membership dues for all competitors by the published submission deadline for this event and to register students through Blue Panda by the published deadline.

Finalists for this event will be an equal number advancing from the State Qualifying Round to a maximum of 15. Finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated on the FBLA website. Finalists will be required to give an oral presentation at the SLC.

#### State Procedure

##### Pre-judged Asset Details: Digital Video

###### Submission

- The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at <https://www.pafbla.org/about-pafbla/important-dates/>, which is posted on the PA FBLA web site. Failure to submit the URL in Blue Panda by the received by date will result in the participants being disqualified.
- The pre-recorded digital video must be uploaded to YouTube as unlisted by the chapter adviser and the URL posted in Blue Panda and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org) website.

###### Asset Requirements:

- The video must not exceed two minutes in length.
- Competitors may use any video creation platform of their choice.
- All content must be original and created specifically for this competition.
- QR codes are not allowed in the project.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).

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- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.

### State Qualifying Round

1. Competitors will be allowed to select a presentation time on the published date from a set timeframe once registration has closed. Once a presentation time has been selected, it cannot be changed. If a competitor does not select a time to present, one will be randomly assigned from the remaining time slots. At the selected presentation time, competitors will join a Zoom meeting. Competitors will then give their presentation to a panel of judges during the meeting.
2. Competitors may join Zoom individually from multiple computers or as a team from one computer.
3. Competitors may join Zoom from school, home, or other location.
4. Competitors may be seated or standing during the Zoom presentation.
5. **The participants must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. If the participants do not comply, points will be deducted UNLESS there is an egregious violation.**
6. Competitors will be allowed to share their screens during the presentation.
7. Competitors will not be allowed to use chat, whiteboard, or any other features in Zoom other than to share their screen.
8. Competitors should incorporate the following aspects in response to the topic
  - Video Showcase
    - The pre-judged asset (video) must be played as part of your presentation.
  - Presentation
    - **Development Process:** Explain how the animation was planned and developed. Use industry terms and include tangible planning materials.
    - **Production Process:** Describe how the animation was created from concept to final edit. Use correct animation terminology and include examples of drafts, revisions, or timelines.
    - **Tools & Decision-Making:** Explain what software and hardware were used and why. Compare alternatives and justify the final choices based on project goals.
    - **Animation Techniques:** Identify and explain the animation techniques used with accurate industry terminology.
9. The competitors must perform all aspects of the presentation (e.g. speaking, set-up, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
10. The competitors must be visible to the judges.
11. Visual aids and samples specifically related to the project may be used in the presentations.
12. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
13. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
14. Seven (7) minutes will be given to describe the project and the results obtained.
15. At the end of six (6) minutes, a timekeeper will give a one-minute warning, and at seven (7) minutes the timekeeper will announce "TIME". When time is called, the presenter must end the presentation.
16. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
17. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
18. The Zoom presentation will not have an audience.

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19. Up to 15 finalists will be announced based on the qualifying round score.
20. After the announcement of the finalists, presentations can be changed in preparation for the state competition.
21. The qualifying round score will not be used in the final round.

### Conference Requirements

1. The event consists of three parts: (1) qualifying round presentation, (2) submission of pre-recorded digital video, and (3) an oral presentation.
2. Participants are required to complete all parts to be eligible to win an award.

### Oral Presentation

1. **The participants must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. If the participants do not comply, points will be deducted UNLESS there is an egregious violation.**
2. The participants must perform all aspects of the presentation (e.g., speaking, set-up, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
3. Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
4. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
5. Competitors should incorporate the following aspects in response to the topic
  - Video Showcase
    - The pre-judged asset (video) must be played as part of your presentation.
  - Presentation
    - **Project Planning:** Explain how the idea was developed, including the steps taken to plan the project
    - **Project Creation:** Describe the process used to build and complete the project, including how the components were assembled, and the final version was produced.
    - **Tools and Equipment:** List the programs, websites, or apps used and equipment involved, such as a microphone, tablet, or camera.
    - **Techniques Used:** Explain the methods used to create different parts of the project, providing examples of special effects, layouts, transitions, or other techniques used to enhance clarity and creativity.
6. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
7. The chapter 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 an HDMI port will need to provide their own adapters.
8. Internet access is provided as Wi-Fi or cable. Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.
9. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
10. Seven (7) minutes will be given to describe the project.
11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored timecard indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a

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colored timecard indicating time is up. When time is called, the presenter must end the presentation.

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.

### State Judging

The pre-recorded digital video will be used to complete the pre-judged (project) rating sheet. The Zoom presentation will be used to complete the presentation rating sheet. The pre-judged (project) rating sheet score and the presentation rating sheet score will be combined to determine the finalists.

The final round will be based solely on the live oral presentation. The Zoom presentation score will not be used in the final round. The pre-judged video score will not be used in the final round. Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

### 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 award-winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the project at the NLC.

In the event that the local chapter of the first-, second-, third-, or fourth place winning project cannot attend the National Leadership Conference or does not wish to have its project submitted for competition at the National Leadership Conference, it is the responsibility of the:

#### local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

#### PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.

## National

### **Required Competition Items**

|                                 | Items Competitor Must Provide                                                                                                                                                                                                            | Items FBLA Provides                                                               |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>Preliminary Presentation</b> | <ul style="list-style-type: none"><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li><li>• Technology and presentation items</li></ul> | <ul style="list-style-type: none"><li>• Table</li><li>• Internet Access</li></ul> |
| <b>Final Presentation</b>       | <ul style="list-style-type: none"><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li></ul>                                                                                                             | <ul style="list-style-type: none"><li>• Table</li><li>• Power</li></ul>           |

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|  |                                                                                                                                                                                                                     |                                                                                                                                 |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li><li>• Technology and presentation items, including any adapter or cord needed beyond an HDMI connection</li></ul> | <ul style="list-style-type: none"><li>• Projector with HDMI cord</li><li>• Projector screen</li><li>• Internet Access</li></ul> |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|

### Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
  - o One individual or team event, and
  - o One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

### Event Administration

This event consists of three phases: a pre-judged asset, preliminary presentation, and a final presentation.

#### Pre-judged Asset Details: Video

##### Submission Deadline

- A URL linking to the video must be uploaded through the conference registration system by the state-specified deadline.

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### Asset Requirements:

- The video must not exceed two minutes in length.
- Competitors may use any video creation platform of their choice.
- All content must be original and created specifically for this competition.
- QR codes are not allowed in the project.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.

### Responsibility for Access

- Competitors are responsible for ensuring the video URL is accessible to judges. If the video cannot be viewed, a score of zero will be given for the pre-judged asset. Best Practice Note: If using a platform such as Google Drive or OneDrive, make sure sharing settings allow access to anyone with the link. If using YouTube or Vimeo, the video must be set to "Unlisted" (not "Private") to ensure it is not publicly searchable but still viewable by judges.

### Judging & Ownership

- Projects will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

### Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

### Event Specific Information

- **Project Concept & Design:** Design elements should support and enhance the concept.
- **Project Execution:** Demonstrate creativity, clarity, and consistency, with smooth and professional edits or transitions that enhance the overall presentation. Content should follow a logical flow.

## Preliminary Presentation Details

### Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

### Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

### Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)

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- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

### Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

### Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

### Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

### Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- Video Showcase
  - The pre-judged asset (video) must be played as part of your presentation.
- Presentation:
  - **Project Planning:** Explain how the idea was developed, including the steps taken to plan the project
  - **Project Creation:** Describe the process used to build and complete the project, including how the components were assembled and the final version was produced.
  - **Tools and Equipment:** List the programs, websites, or apps used and equipment involved, such as a microphone, tablet, or camera.
  - **Techniques Used:** Explain the methods used to create different parts of the project, providing examples of special effects, layouts, transitions, or other techniques used to enhance clarity and creativity.

## Final Presentation Details

### Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes

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- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

### Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

### Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

### Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

### Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

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- Food, which may be used for display only and may not be consumed by judges.
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### Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

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- Presentation:
  - **Project Planning:** Explain how the idea was developed, including the steps taken to plan the project
  - **Project Creation:** Describe the process used to build and complete the project, including how the components were assembled and the final version was produced.
  - **Tools and Equipment:** List the programs, websites, or apps used and equipment involved, such as a microphone, tablet, or camera.
  - **Techniques Used:** Explain the methods used to create different parts of the project, providing examples of special effects, layouts, transitions, or other techniques used to enhance clarity and creativity.

### Scoring

- The pre-judged asset score will be added to the preliminary presentation round scores to determine which competitors or teams advance to the final round from each section.
- The final presentation score determines the top winners.
- Pre-judged asset score will be used to break a tie.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

### Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

### Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

### Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

### Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.

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- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

### ***Important FBLA Documents***

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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### Digital Video Production Pre-judged Asset (Project) Rating Sheet

| Expectation Item                                                                                         | Not Demonstrated                                                                                      | Below Expectations                                                                 | Meets Expectations                                                                                                             | Exceeds Expectations                                                                                         | Points Earned |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------|
| Video Content: Fully address the concept and/or topic                                                    | Concept and/or topic is not followed                                                                  | Concept and/or topic not fully developed                                           | Fully addresses the concept and/or topic                                                                                       | A user with no knowledge of the concept and/or topic can identify topic based on video                       |               |
|                                                                                                          | 0 points                                                                                              | 1-6 points                                                                         | 7-8 points                                                                                                                     | 9-10 points                                                                                                  |               |
| Video Content: Video contains multiple elements providing evidence of production skill                   | No evidence of video production skill demonstrated                                                    | Video is designed using limited video editing skill                                | Video contains transitions and use of multiple technologies                                                                    | Video contains multiple advanced film techniques                                                             |               |
|                                                                                                          | 0 points                                                                                              | 1-6 points                                                                         | 7-8 points                                                                                                                     | 9-10 points                                                                                                  |               |
| Video Content: Grammar, spelling, and punctuation                                                        | Video contains 4 or more grammar, spelling, punctuation errors                                        | Video contains 3 or less spelling, grammar, or punctuation errors                  | Video contains one grammar, spelling, or punctuation error                                                                     | Video is grammar, spelling, punctuation error free                                                           |               |
|                                                                                                          | 0 points                                                                                              | 1-6 points                                                                         | 7-8 points                                                                                                                     | 9-10 points                                                                                                  |               |
| Video Content: Copyright information and sources are noted and documented, and video content is original | Copyright information or sources not addressed or cited incorrectly AND video content is not original | Material violates copyright and source guidelines OR video content is not original | Copyright information and sources documented, and video content is original                                                    | Copyright compliance is documented, sources cited using visual representation, and video content is original |               |
|                                                                                                          | 0 points                                                                                              | 1-6 points                                                                         | 7-8 points                                                                                                                     | 9-10 points                                                                                                  |               |
| Project Evaluation: Video has logical flow of information                                                | Flow of video does not seem logical                                                                   | Flow does not connect each element of the video                                    | Flow is logical and appears sequenced with beginning, middle, and end                                                          | Video is logical, flows well and includes a call to action at the end                                        |               |
|                                                                                                          | 0 points                                                                                              | 1-9 points                                                                         | 10-16 points                                                                                                                   | 17-20 points                                                                                                 |               |
| Project Evaluation: Quality of editing and transition                                                    | There are no transitions or evidence of video editing incorporated                                    | Transitions exist but are rough and do not flow easily                             | Transitions flow seamlessly and serve as a logical component of the video                                                      | Multiple types of transitions are used and all flow seamlessly                                               |               |
|                                                                                                          | 0 points                                                                                              | 1-8 points                                                                         | 9-12 points                                                                                                                    | 13-15 points                                                                                                 |               |
| Project Evaluation: Audio and visual elements are coordinated                                            | Audio and visual elements are limited                                                                 | Audio and visual elements do not include variety                                   | Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques | Audio and visual uses variety of sources and special effects                                                 |               |
|                                                                                                          | 0 points                                                                                              | 1-6 points                                                                         | 7-8 points                                                                                                                     | 9-10 points                                                                                                  |               |
| Project Evaluation: Use of video/film techniques                                                         | Video technology use not evident                                                                      | Video incorporates use of film techniques                                          | Video incorporates advanced use of film techniques                                                                             | Video contains multiple advanced film techniques such as special effects                                     |               |
|                                                                                                          | 0 points                                                                                              | 1-6 points                                                                         | 7-8 points                                                                                                                     | 9-10 points                                                                                                  |               |
| Video Time                                                                                               | Video is over 2 minutes                                                                               |                                                                                    | Video is 2 minutes or under                                                                                                    |                                                                                                              |               |
|                                                                                                          | 0 points                                                                                              |                                                                                    | 5 points                                                                                                                       |                                                                                                              |               |
| Pre-judged Asset Total (100 points)                                                                      |                                                                                                       |                                                                                    |                                                                                                                                |                                                                                                              |               |
| Name(s):                                                                                                 |                                                                                                       |                                                                                    |                                                                                                                                |                                                                                                              |               |
| School:                                                                                                  |                                                                                                       |                                                                                    |                                                                                                                                |                                                                                                              | Section:      |
| Judge Signature:                                                                                         |                                                                                                       |                                                                                    |                                                                                                                                |                                                                                                              | Date:         |
| Comments:                                                                                                |                                                                                                       |                                                                                    |                                                                                                                                |                                                                                                              |               |

# 2026-2027 Competitive Events Guidelines

## Digital Video Production

### Digital Video Production Presentation Rating Sheet

| Expectation Item                                                                                              | Not Demonstrated                                                                                      | Below Expectations                                                                                  | Meets Expectations                                                                                | Exceeds Expectations                                                                                        | Points Earned |
|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------|
| Demonstrates understanding of the event topic                                                                 | No understanding of event topic                                                                       | Understanding of topic inconsistent from video to presentation                                      | Demonstrates the topic through presentation                                                       | Demonstrates expertise of the topic through presentation                                                    |               |
|                                                                                                               | 0 points                                                                                              | 1-6 points                                                                                          | 7-8 points                                                                                        | 9-10 points                                                                                                 |               |
| Describes the use and implementation of innovative technology                                                 | No explanation of use or implementation of technology                                                 | Identification OR implementation of innovation technology                                           | Implementation and demonstration of video techniques, equipment, and software                     | Expert description and demonstration of video techniques, equipment, and software                           |               |
|                                                                                                               | 0 points                                                                                              | 1-9 points                                                                                          | 10-16 points                                                                                      | 17-20 points                                                                                                |               |
| Explains the design and development process                                                                   | No explanation or description of the design and development process                                   | Competitor(s) explains the design OR development process                                            | Competitor(s) explain both the design and the development process                                 | Expert industry explanation of both design and development process                                          |               |
|                                                                                                               | 0 points                                                                                              | 1-9 points                                                                                          | 10-16 points                                                                                      | 17-20 points                                                                                                |               |
| Incorporates video into presentation                                                                          | Does not present video                                                                                | Video of any length presented                                                                       | Video is presented, but inadequate introduction and transition back into presentation             | Video is presented, with adequate introduction and transition back into presentation                        |               |
|                                                                                                               | 0 points                                                                                              | 1-6 points                                                                                          | 7-8 points                                                                                        | 9-10 points                                                                                                 |               |
| Copyright and source information is noted and documented, and video content is original                       | Copyright information or sources not addressed or cited incorrectly AND video content is not original | Material violates copyright and source guidelines OR video content is not original                  | Copyright information and sources documented, and video content is original                       | Copyright compliance is documented, sources cited using visual representation and video content is original |               |
|                                                                                                               | 0 points                                                                                              | 1-9 points                                                                                          | 10-16 points                                                                                      | 17-20 points                                                                                                |               |
| Presentation Delivery                                                                                         |                                                                                                       |                                                                                                     |                                                                                                   |                                                                                                             |               |
| Statements are well-organized and clearly stated                                                              | Competitor(s) did not appear prepared                                                                 | Competitor(s) were prepared, but flow was not logical                                               | Presentation flowed in logical sequence                                                           | Presentation flowed in a logical sequence; statements were well organized                                   |               |
|                                                                                                               | 0 points                                                                                              | 1-6 points                                                                                          | 7-8 points                                                                                        | 9-10 points                                                                                                 |               |
| Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection. | Did not demonstrate any of the listed skills                                                          | Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection) | Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection) | Demonstrated all skills, enhancing the overall presentation                                                 |               |
|                                                                                                               | 0 points                                                                                              | 1-6 points                                                                                          | 7-8 points                                                                                        | 9-10 points                                                                                                 |               |
| Demonstrates the ability to effectively answer questions                                                      | Does not respond to questions or responses are completely off-topic.                                  | Provides incomplete or unclear answers that show limited understanding.                             | Responds accurately and clearly to most questions, showing adequate understanding.                | Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.    |               |
|                                                                                                               | 0 points                                                                                              | 1-6 points                                                                                          | 7-8 points                                                                                        | 9-10 points                                                                                                 |               |

# 2026-2027 Competitive Events Guidelines

## Digital Video Production



| Presentation Protocols                                                                                       |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                        |
|--------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| Adherence to Competitive Events Guidelines                                                                   | Competitor(s) Did Not Follow Guidelines | <b>Execution Aligned with Guidelines:</b><br><ul style="list-style-type: none"> <li>✓ Pre-recorded segment is no longer than 2 minutes</li> <li>✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)</li> <li>✓ Presentation aligned with the assigned topic</li> <li>✓ Maintained professional boundaries during set-up time (no interaction with judges)</li> <li>✓ Did not leave materials behind after the presentation</li> <li>✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges)</li> <li>✓ Audio was presented without external speakers (preliminary round)</li> <li>✓ Avoided use of food or live animals</li> </ul> |                                        |
|                                                                                                              | 0 points                                | 1-10 points                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                        |
| <b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                        |
|                                                                                                              |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Presentation Total (120 points)</b> |
| Name(s):                                                                                                     |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                        |
| School:                                                                                                      |                                         | Section:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                        |
| Judge Signature:                                                                                             |                                         | Date:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                        |
| Comments:                                                                                                    |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                        |