

2026-2027 Competitive Events Guidelines

Graphic Design

Graphic Design allows members to showcase their creativity and technical skills by developing original visual content. Members present their designs and explain the development process to a panel of judges, demonstrating their understanding of design principles, software tools, and effective visual communication.



Event Overview	
Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Event Information:	
<u>National Leadership Conference:</u> Timing Structure: • Equipment Set-Up: 3 minutes ○ No interaction allowed with judges during this time. • 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. Important Notes: • Internet Access: Not provided • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	<u>State/Region:</u> Review Region and State Sections further on in this document.

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

2026-2027 Topic

Grand Reopening: Rebranding a Renovated Hotel

A hotel in your area has recently completed a major renovation and is preparing to relaunch with a fresh identity that reflects its updated facilities, guest experience, and brand vision. Develop a cohesive visual identity that communicates the hotel's personality and appeals to its target audience.

Create a branding package that establishes a recognizable identity and supports the hotel's grand reopening. The package should include logo development, visual identity standards, promotional materials, and branded assets that demonstrate how the brand can be applied across multiple touchpoints and customer experiences.

Your final designs should demonstrate strong branding principles, visual communication, and consistency while creating an identity that supports the hotel's relaunch and attracts future guests.

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Region

Region 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 RLC registration deadline submitted by the region adviser to the Executive Director and 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 region deadline and to register students through Blue Panda by the published deadline.

Region Procedure

The following procedures must be used.

1. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/> Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
2. There will only be one round of competition at the region level.
3. Participant(s) should use visual aids (electronic, printed, etc.) during the presentation.
4. Participants should introduce themselves and present to the judges.
5. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
6. The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
7. Participants are responsible for bringing a copy of the project to use in the presentation.
8. Emphasize is placed on graphic interpretation of the topic and design.
9. Do not use any words, diagrams, clip art, and/or artwork that are not public domain. Must make a reference in presentation about copyright.
10. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
11. The chapter must provide all technology for this event at the Region Competition. Internet access will not be provided.
12. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
13. Seven (7) minutes will be given to deliver the presentation.

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14. Event Specific Information: The presentation should include information and evidence about the actual event
 - **Clear and Detailed Design Process:** The design process is clearly described from start to finish, showing how key design principles (such as balance, contrast, alignment, and spacing) were used to guide creative decisions.
 - **Visually Compelling and Purposeful Design:** The final design is visually strong, appropriate for the intended audience, and clearly supports the goals of the project. Design choices are intentional, engaging, and encourage interest or action.
 - **Thoughtful Use of Tools and Technology:** Design tools and software are clearly identified, with an explanation of how each contributed to the quality and effectiveness of the final product.
 - **Interpretation of Theme and Visual Alignment:** The design demonstrates a clear understanding of the event topic or theme. Visual elements are aligned with the overall message, brand, or purpose and are used intentionally to strengthen the design's impact.
15. All individuals or team members are expected to actively participate in the presentation.
16. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
17. 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 colored timecard indicating time is up. When time is called, the presenter must end the presentation.
18. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
19. 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.

Region Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

Region Awards

Each region at a **minimum** must distribute a certificate to the top five place finishers in each event.

State

State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters on record in FBLA Connect as having dues listed as "pending or paid." Since a participant's "pending or paid" membership was required at the time of region conference registration, only students who are "pending or paid" appear in Blue Panda to be registered for and assigned competitive events at the State Leadership Conference.

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If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

local chapter adviser

- to contact the region adviser about the student who will not be attending.

region adviser

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
 - to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at <https://www.pafbla.org/about-pafbla/important-dates/>, which is posted on the PA FBLA web site.

State Procedure

The following procedures must be used:

1. A **preliminary round** will be held to determine the top teams in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
 - The order of performance will be drawn at random by a member of the state committee.
 - Finalists for this event will be an equal number advancing from the preliminary round groups to a maximum of 15 in events in which there are no preliminary rounds.
2. The following procedure will be followed during the **final round**: The order of performance will be drawn at random by a member of the state committee.
3. Both the rounds will be open to an audience. 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.
4. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
5. Participant(s) should use visual aids (electronic, printed, etc.) during the presentation.
6. Participants should introduce themselves and present to the judges.
7. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
8. The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
9. Participants are responsible for bringing a copy of the project to use in the presentation.
10. Emphasize is placed on graphic interpretation of the topic and design.
11. Do not use any words, diagrams, clip art, and/or artwork that are not public domain. Must make a reference in presentation about copyright.
12. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
13. Seven (7) minutes will be given to deliver the presentation.
14. Event Specific Information: The presentation should include information and evidence about the actual event

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- **Clear and Detailed Design Process:** The design process is clearly described from start to finish, showing how key design principles (such as balance, contrast, alignment, and spacing) were used to guide creative decisions.
 - **Visually Compelling and Purposeful Design:** The final design is visually strong, appropriate for the intended audience, and clearly supports the goals of the project. Design choices are intentional, engaging, and encourage interest or action.
 - **Thoughtful Use of Tools and Technology:** Design tools and software are clearly identified, with an explanation of how each contributed to the quality and effectiveness of the final product.
 - **Interpretation of Theme and Visual Alignment:** The design demonstrates a clear understanding of the event topic or theme. Visual elements are aligned with the overall message, brand, or purpose and are used intentionally to strengthen the design's impact.
15. 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.
 16. Internet is not provided for this event. Competitors are encouraged to download all presentation materials to their laptop prior to the conference.
 17. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
 18. The presentation should follow the rating sheet and given topic.
 19. All individuals or team members are expected to actively participate in the presentation.
 20. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
 21. 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 colored timecard indicating time is up. When time is called, the presenter must end the presentation.
 22. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.

State Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

State Awards

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

National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference.

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If the first-, second-, third-, or fourth-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.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

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.

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- **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 two phases: a preliminary presentation and a final presentation.

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:** Not Provided
- 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.

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- 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

- **Clear and Detailed Design Process:** The design process is clearly described from start to finish, showing how key design principles (such as balance, contrast, alignment, and spacing) were used to guide creative decisions.
- **Visually Compelling and Purposeful Design:** The final design is visually strong, appropriate for the intended audience, and clearly supports the goals of the project. Design choices are intentional, engaging, and encourage interest or action.
- **Thoughtful Use of Tools and Technology:** Design tools and software are clearly identified, with an explanation of how each contributed to the quality and effectiveness of the final product.
- **Interpretation of Theme and Visual Alignment:** The design demonstrates a clear understanding of the event topic or theme. Visual elements are aligned with the overall message, brand, or purpose and are used intentionally to strengthen the design's impact.

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
- **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.

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Technology Guidelines

- **Internet Access:** Not Provided
- 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.

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

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- **Thoughtful Use of Tools and Technology:** Design tools and software are clearly identified, with an explanation of how each contributed to the quality and effectiveness of the final product.
- **Interpretation of Theme and Visual Alignment:** The design demonstrates a clear understanding of the event topic or theme. Visual elements are aligned with the overall message, brand, or purpose and are used intentionally to strengthen the design's impact.

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.

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- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- 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.
- 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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Graphic Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	Event topic not followed; or materials not described	Event topic and at least one of the materials described	Event topic and all materials described	All materials and event topic described, and the competitors connect the different pieces together	
	0 points	1-6 points	7-8 points	9-10 points	
Explains the design and development process	No explanation of the design process is provided, or the explanation is unrelated or unclear. Design principles are not mentioned.	Gives a basic or vague explanation of the design process. May mention one or two steps or design choices, but without connecting them to design principles.	Clearly explains the steps taken to develop the design. Includes specific references to design principles and how they were used to improve the final product.	Provides a thoughtful, detailed explanation of the full design and development process. Clearly connects decisions to multiple design principles and shows a strong understanding of how those principles were applied to create an effective and visually strong design.	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	Design does not attract attention or connect with the audience. No effort is made to create interest or appeal.	Design shows some effort to create interest, but it may be too plain, confusing, or not well-matched to the audience or brand.	Design is visually appealing and appropriate for the audience. It clearly creates interest in the product, service, or brand.	Design is eye-catching, memorable, and highly engaging. It strongly connects with the target audience and creates a clear desire to take action or learn more. Shows creativity and strong brand appeal	
	0 points	1-9 points	10-16 points	17-20 points	
Programs/Tools used to design graphics	Programs used to create the graphics were not addressed	Names one or more tools, but does not explain how or why they were used. Explanation may be unclear or not connected to the project.	Clearly identifies the tools or programs used and explains their role in creating the design. Shows understanding of how the tools supported the design process.	Provides a clear, thoughtful explanation of the tools or programs used and why they were selected. Demonstrates strong understanding of how the tools enhanced the quality and effectiveness of the design.	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	Consistency in graphic design to theme not addressed	Explains how graphic design is consistent with theme	Demonstrates with visual aids the consistency between graphic design and theme	Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids	
	0 points	1-6 points	7-8 points	9-10 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	

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Presentation Protocols			
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers (preliminary round) ✓ Avoided use of food or live animals	
	0 points	1-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)			
Presentation Total (120 points)			
Name(s):			
School:			Section:
Judge Signature:			Date:
Comments:			