

Digital Video Production

PREJUDGED PROJECTS AND PRESENTATION EVENTS

Overview

These events consist of two (2) parts: a prejudged project and a presentation. Competitors are required to complete both parts for award eligibility.

Eligibility

Each state may submit four (4) individuals or teams for these events. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

<p>Digital Video Production Rating Sheets: page 99</p>	<p>Videos must be uploaded as URL Statement of Assurance</p>	<ul style="list-style-type: none"> The production may use any method to capture or create moving images. The presentation should include sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright information for pictures, music, or other items. The two (2) to four (4) minute video may be shown to the judges if desired. <p>2016 NLC Topic</p> <ul style="list-style-type: none"> <i>Using a popular cover song as a starting point, create a parody music video that will promote FBLA. It should incorporate music, acting, singing, and multiple production elements.</i>
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Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- The state chair/adviser must submit URLs by 11:59 p.m. Eastern Time on the second Friday in May.
- All physical media must be received at the FBLA-PBL National Center by 11:59 p.m. Eastern Time on the second Friday in May.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Projects must be clearly labeled with the name of the event, state, participants' name(s), and school.
- Project content is prejudged before the NLC. The presentation of a project is judged at the NLC.
- Competitors are responsible for bringing a copy of their project to show the judges.
- Any photographs, texts, trademarks, or names used on the site must be supported by proper documentation and approvals indicated on the site.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL, Inc. These projects may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See page 53 for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies

- See page 53.



FBLA DIGITAL VIDEO PRODUCTION

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Copyright information is noted in credits	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
Comments:					
Presentation					
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-7	8-14	15-20	
Transitions are effective and appealing	0	1-5	6-10	11-15	
Audio and visual elements coordinated and complimentary	0	1-7	8-14	15-20	
Audio Editing • Good quality • Appropriate volume	0	1-5	6-10	11-15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Presentation effective at motivating audience to action	0	1-3	4-7	8-10	
Comments:					
Subtotal				/200 max.	
Time Penalty Deduct five (5) points for presentation over four (4) minutes. Time: _____					
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points) <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly _____					
Final Score				/200 max.	

Ideas/Brainstorming/Plans

Parody of the Song "Do you want to build a Snowman" from Frozen

"Do You Wanna Join Our Club Here?" To the tune of "Do You Wanna Build a Snowman"

"Sydney/Cassidy/Samantha?
(Knock knock knock knock knock knock)
Do you wanna join our club here?
It's called FBLA
I never see you anymore
Walk in the door
And join FBLA
We could be best buddies
But you haven't joined
I wish you would tell me why!
Do you wanna join our club here?
I promise it's exciting

(Go away Sydney/Cassidy/Samantha)
(Okay, bye.)

(Knocking)
Do you wanna join our club here?
I would love it if you did
I think some company is overdue
So you should join the crew
I promise that it's fun
(hang in there, Sydney/Cassidy/Samantha)
It gets a little crazy
All these activities

Just watching the hours fly by
(tic-tock tic-tock tic-tock tic-tock tic-tock)

(orchestral)

(Knocking)
Sydney/Cassidy/Samantha?
Please, I know you're out there
And looking for a club to join
They say "have courage" and we're trying to
We'll be right here for you, just join our club
We all have each other
In FBLA
So what are you gonna do?
Are you gonna join our club here?

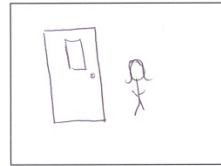
Storyboard

11/12/2014

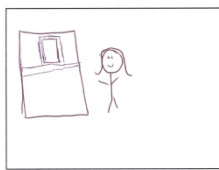
Title



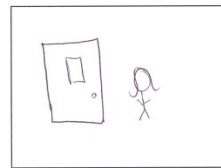
FBLA built with clay with an overlay of snow during intro of show



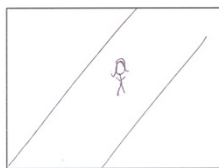
* back in front of FBLA door *
"Do you wanna join our club here... I promise that it's fun"



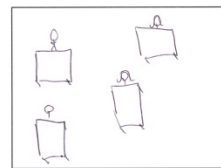
* Knocks on FBLA door *
"Do you wanna join our club here... and join FBLA"



* Shows running to door *
* Knocks *
"Do you wanna join our club here ... I would love it if you did"



* Walking in the hallway *
could
"We ~~would~~ be best buddies... I wish you would tell me why!"

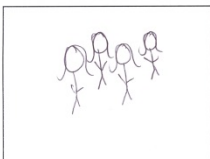


* In FBLA meeting/activity *
"I think some company is overdue... Hang in there!"

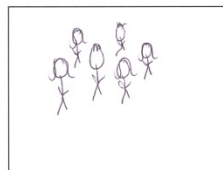
1

2

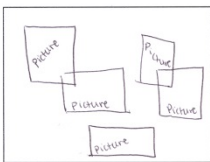
11/12/2014



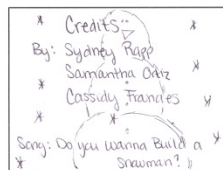
* In FBLA activity *
"It gets a little crazy... Just watching the hours fly by"



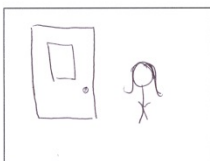
* Many club members in club room *
"We all have each other... Are you gonna join our club here?"



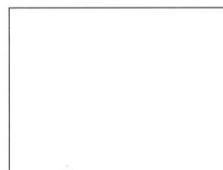
* Pictures of FBLA activities *
Through orchestral section



Credits roll
* snowman in background
* snow overlay on top



* Knocking on FBLA door *
"Please, I know you're out there ... just join our club"



1

2