

(420) Digital Media Production

Description

Create a one to two (1:00-2:00) minute digital media production based on the assigned topic.

Eligibility

Any student member may enter this individual event. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

Topic

Create a digital promotional piece explaining the Business Professionals of America Torch Award system.

Contestants who do *not* submit an entry that follows this topic will be *disqualified*.

Contestant must supply

Visual display technology in the form of, but *not* limited to a desktop/laptop with internal or external speakers, projector, TV or DVD player

Video projector (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, contestants may provide their own access to be used only for their presentation to the judges

Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate an understanding of developing for a target audience
- Demonstrate utilization of various software applications
- Demonstrate knowledge of digital media
- Demonstrate knowledge of graphic design including color, animation, audio, and video

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The contestant will develop a visual communication tool utilizing various software applications related to digital production.
- The contestant must develop a consistent theme and slogan to be used throughout the digital production.
- Completed projects may be uploaded to a video/file-sharing site (Vimeo, YouTube, or Dropbox, etc.) It is recommended that you set the access level of your project to one of BPA's recommended settings. See page 15 for settings recommendations.
- Submit the [Individual Entry Form](#) including the URL to the project and [Release Form](#)(s) in one combined PDF file to: <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time on April 1, 2018.
- Individual confirmation of receipt *cannot* be provided by National Center.

- Note: Member ID will be required for all submissions.
- Contestants will receive an automated response confirmation, at the time of submission. Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Materials from non-registered contestants and/or those missing contestant number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the [Individual Entry Form](#), including signatures, [Release Form](#)(s) must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The contestant may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The contestant is responsible for securing a [Release Form](#) from for any person involved in the video production.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.
- The top three places in the Secondary and Post-secondary national competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.
- All materials, other than the required submission materials may *not* be left with judges.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for set-up/wrap-up

No more than ten (10) minutes for presentation, which includes one to two (1:00-2:00) minute demonstration of digital media production

No more than five (5) minutes for judges' questions

Finals may be included at regional, state and national levels


Entries

Each state is allowed three (3) entries

Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

This event is sponsored by:



CYBIS creative media & event productions

BPA graciously thanks Cybis Communications who generously provides scholarships.

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Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Individual Entry Form (must be keyed but does <i>not</i> have to be signed for pre-submission) AND Release Form (must be keyed but does <i>not</i> have to be signed for pre-submission) in one combined PDF file <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Production Layout					
Visual organization is easily understood	1–5	6–10	11–15	16–20	
Aesthetic use of colors and fonts	1–5	6–10	11–15	16–20	
Consistent format	1–5	6–10	11–15	16–20	
Total Production Layout (60 points maximum)					
Graphics/Media Use					
Enhances theme	1–5	6–10	11–15	16–20	
Creativity through use of graphic design and digital assets	1–5	6–10	11–15	16–20	
Effective use of audio	1–5	6–10	11–15	16–20	
Effective use of innovative technology	1–5	6–10	11–15	16–20	
Effective use of lighting and special effects	1–5	6–10	11–15	16–20	
Total Graphics/Media Use (100 points maximum)					
Content					
Video is generated for target audience	1–5	6–10	11–15	16–20	
Well developed and portrays theme	1–5	6–10	11–15	16–20	
Total Content (40 points maximum)					
TECHNICAL POINTS (210 points maximum)					

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Contestant Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Ability to explain the development and design process (Pre-Production Phase)	1-5	6-10	11-15	16-20	
Ability to explain the use and the development of innovative technology	1-5	6-10	11-15	16-20	
Ability to explain the use and development of media elements (graphics, video, audio, special effects, lighting, etc.)	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (60 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

Specification Scoring Rubric

SPECIFICATION POINTS:		Points Awarded
All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		
Set-up/wrap-up lasted no longer than three (3) minutes – 5 points	10	
Presentation lasted no longer than ten (10) minutes – 5 points		
Documentation submitted at time of check-in: keyed and signed Individual Entry Form (1 copy) and Release Form (s) (1 copy) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
TOTAL SPECIFICATION POINTS (20 points maximum)		

TOTAL MAXIMUM POINTS = 290

PRESENTATION WILL BE STOPPED AT TEN MINUTES