

## **(420) Digital Media Production (S | PS)**

### **Description**

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

### **Eligibility**

Any Secondary or Post-secondary division student member may enter this event. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition in order to be ranked.

### **Topic**

Create a one to two (1:00-2:00) minute video unboxing, using and reviewing a new tech tool or item.

Members who do *not* submit an entry following this topic will be *disqualified*.

### **Member must supply**

Digital presentation equipment

Video projector (optional)

Props (optional)

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

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

Member 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 member. 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 member will develop a visual communication tool utilizing various software applications related to digital production.
- The member 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 23 for settings recommendations.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to: <https://presubmit.bpa.org>, no later than 11:59 p.m. Eastern Time, on April 1, 2022.**
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.

- Members 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 members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The member may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The member is responsible for securing a signed [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](#).)
- 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 <https://www.copyright.gov/title17/title17.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.
- 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

**Members 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:



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Business Professionals of America Workplace Skills Assessment Program

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## (420) Digital Media Production (S | PS)

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Technical Scoring Rubric

Member 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:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No ( <i>Disqualification</i> )

  

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>• Works Cited and signed <a href="#">Release Form</a>(s) in one combined PDF file</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
<b>Production Layout</b>					
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	
<b>Total Production Layout (60 points maximum)</b>					
<b>Graphics/Media Use</b>					
Enhances theme	1–5	6–10	11–15	16–20	
Effective 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	
<b>Total Graphics/Media Use (100 points maximum)</b>					
<b>Content</b>					
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	
<b>Total Content (40 points maximum)</b>					
<b>TECHNICAL POINTS (210 points maximum)</b>					

## (420) Digital Media Production (S | PS)

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
Oral presentation/stage presence/delivery (Including: Maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the development and design process (i.e. pre-production phase & target audience)	1-5	6-10	11-15	16-20	
Ability to explain the use of media elements (graphics, video, audio, special effects, lighting, etc.)	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
<b>TOTAL PRESENTATION POINTS (110 points maximum)</b>					

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

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b>		<b>Points Awarded</b>
All points or none per item are awarded by the proctor per member, <i>not</i> per judge.		
Set-up/wrap-up lasted no longer than three (3) minutes	10	
Presentation lasted at least no longer than ten (10) minutes	10	
Documentation submitted at time of check-in: Works Cited (1 copy). <i>Must have copies for both preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 450**

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**