

(430) Video Production Team (S | PS)

Description

Create a three to five (3:00-5:00) minute video production, based upon the assigned topic.

Eligibility

Any Secondary or Post-secondary division student member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event, prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

Topic

Create a three to five (3:00-5:00) minute persuasive video convincing your school board/trustees and administration to start, overhaul or revamp an E-Sports program on your campus.

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

Team must supply

Digital display

Props (optional)

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

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

Team 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

- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a video editing environment
- Demonstrate an understanding of developing for a target audience

Specifications:

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a video using various software applications related to video production.
- The final project components, including, but *not* limited to, storyboard, script, and video should be compressed in Zip format and uploaded to a video/file sharing site (Dropbox, etc.)

- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to 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.**
- 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 an incorrect email address for submission or technical difficulties
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- 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 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 team is responsible for securing a signed [Release Form](#) from any person whose image is used in the 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.
- No presentation will be performed at the National Level Finals Competition. The video will be judged on technical merit only.
- 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 the presentation

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

Finals may be included at regional, state and national levels

Length of Final event (National only)

No more than three (3) hours to plan, produce, and export production

Details for Final event (National only)

- The teams will have no more than three (3) hours to plan the storyline and complete all production phases including, exporting of video.
- The teams will film their production on site.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- During this time, students may communicate with members of their team via telephone, but may *not* communicate with others concerning the production of their video. This includes communicating with their advisor. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one-minute in length, rendered and exported into a MOV, MP4, AVI, or MPG format and submitted using the flash drive provided. If *not* in the appropriate format, it may *not* be judged.
- Scoring from the preliminary round will *not* be included in the finals scoring. The finals will use a separate rubric.
- All materials, other than the required submission materials may *not* be left with judges.

Entries

Each state is allowed two (2) entries

Teams 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 *cannot* be returned and will *not* be available at NLC.

(430) Video Production Team (S | PS)

Judge Number _____ Team Number _____

Technical Scoring Rubric

Team 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:					
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>			
Items to Evaluate				Points Awarded	
Required Elements					
• Title	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Included more than one camera angle or motion	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Included one voice over	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Included ending credits	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Production free of typos	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• At least 75% of video footage by team members	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
Total Required Elements (60 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Team submitted the correct information and in the correct format.				10	
<ul style="list-style-type: none"> • Script, Storyboard, URL to the final project, Works Cited and signed Release Form(s) in one combined PDF file <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>					
• Creativity and originality of content	1-5	6-10	11-15	16-20	
• Developed and portrayed theme	1-5	6-10	11-15	16-20	
• Effectiveness of video message	1-5	6-10	11-15	16-20	
• Music and tone (mood)	1-5	6-10	11-15	16-20	
Total Content (90 points maximum)					
Quality					
• Focus/Steadiness	1-5	6-10	11-15	16-20	
• Lighting	1-5	6-10	11-15	16-20	
• Color relating to theme	1-5	6-10	11-15	16-20	
• Audio quality (effective use of fades, normalizing, and/or use of sounds, & foley sound)	1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (230 points maximum)					

(430) Video Production Team (S | PS)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (Including: Maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1-5	6-10	11-15	16-20	
Explanation of roles of team members	1-5	6-10	11-15	16-20	
Effectiveness of oral presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
TOTAL PRESENTATION POINTS (130 points maximum)					

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

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, <i>not</i> per judge.	Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10
Documentation submitted at time of check-in: One (1) copy Works Cited at time of presentation <i>Must have copies for both preliminaries and finals</i>	10
All registered team members in attendance for entire event	10
TOTAL SPECIFICATION POINTS (30 points maximum)	

TOTAL MAXIMUM POINTS = 390

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Business Professionals of America Workplace Skills Assessment Program

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(430) Video Production Team – (S | PS) NLC Finals Rubric

Judge Number _____

Team Number _____

Technical Scoring Rubric – FINAL (Nationals Only)

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, <i>not</i> per judge.					Points Awarded
<ul style="list-style-type: none"> Documentation submitted at time of check-in: signed Release Form(s) <i>Must have copies for both preliminaries and finals</i> 				10	
TOTAL SPECIFICATION POINTS (10 points maximum)					
Items to Evaluate					Points Awarded
Required Elements		Select One	Award all or none		
Included more than one camera angle		<input type="checkbox"/> Y <input type="checkbox"/> N	10		
Video is exactly 1-minute in length		<input type="checkbox"/> Y <input type="checkbox"/> N	10		
Final Export met timed event deadline		<input type="checkbox"/> Y <input type="checkbox"/> N	50		
Exported in correct format		<input type="checkbox"/> Y <input type="checkbox"/> N	20		
Total Required Elements (90 points maximum)					
Items to Evaluate		Below Average	Average	Good	Excellent
Content					
Originality of content (All video should be shot on-site)		1–5	6–10	11–15	16-20
Developed storyline		1–5	6–10	11–15	16-20
Effectiveness of production		1–5	6–10	11–15	16-20
Developed and portrayed common theme		1–5	6–10	11–15	16-20
Total Content (80 points maximum)					
Quality					
Videos were in focus/steadiness		1–5	6–10	11–15	16-20
Lighting quality		1–5	6–10	11–15	16-20
Color quality		1–5	6–10	11–15	16-20
Audio quality (Effective use of fades, normalizing, and/or use of ambient sounds)		1–5	6–10	11–15	16-20
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (250 points maximum)					

TOTAL MAXIMUM POINTS = 260