

## **(V01) Virtual Multimedia and Promotion Individual (ML | S | PS)**

### **Description**

Create a 1:00 to 2:30 minute digital promotion based upon the assigned topic. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference.

### **Eligibility**

- Any Business Professionals of America student member may enter this event.
- There are no restrictions on the number of entries per chapter or per state.

### **Event Registration**

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- The event can be added to your invoice using step 4, “Virtual Event Registration.” Enter the name of each student into the “notes” field.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 11:59 p.m. Eastern Time, on November 15, 2021.
- Members participating in competition must be registered for the event prior to submission deadline to be eligible.

### **Entry Fee**

There will be a \$10 fee for each entry (*invoiced during event registration*).

### **Topic**

Create a 1:00 – 2:30 minute promotional video for a local non-profit.

### **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 an understanding of developing a final product for a target audience

### **Specifications**

- Completed final product dimensions should be at least 720 x 480.
- 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 January 15, 2022.**
- Member ID will be required for all submissions.
- Participants must include the BPA logo, tagline, and colors in the video.
- The member is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.

- All text/graphic 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](#).)
- Multiple submissions will *not* be accepted.
- Members will be assigned to sections prior to their preliminary presentation.
- For members who qualify, members' advisors will be contacted to reserve a time for a video conference presentation before a panel of judges. E-mail confirmation will be sent to those members eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via e-mail notification.
- The top members with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- 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.

#### **Method of evaluation**

Application

Technical Judges' Rating Sheet

Presentation Judges' Rating Sheet

#### **Length of event**

No more than three (3) minutes set-up

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

**Please note: Those members who wish to receive judges' comments must submit an e-mail address at the time of submission.**

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**Technical Scoring Rubric**

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

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

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:		

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>• URL to project, signed <a href="#">Release Form</a>(s), and Works Cited in a single combined PDF.</li></ul> <i>All points or none are awarded by the technical judge.</i>				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 point 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 SCORE (210 points maximum)</b>					

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

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

**Presentation Scoring Rubric**

	Below Average	Average	Good	Excellent	Points Awarded
<b>PRESENTATION POINTS</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 (pre-production phase, target audience, etc.)	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>					

	Points Awarded
<b>SPECIFICATION POINTS:</b> All points or none per item are awarded.	
Adhered to time specifications of 1:00 minute to 2:30 minutes.	10
Video contains motion graphics.	10
Adhered to specified dimensions of at least 720 x 480.	10
Conformed to BPA <a href="#">Graphic Standards</a> . Logo and tagline must be used together. Color could be the same either in black, navy, or the official colors.	10
<b>TOTAL SPECIFICATION POINTS (40 points maximum)</b>	

**TOTAL MAXIMUM POINTS = 360**