

## **(V10) Virtual Branding Team (ML | S | PS)**

### **Description**

Marketing in today's world focuses on the combination of digital design, social media, virtual mock-ups, and engaging multimedia experiences. This virtual event will evaluate knowledge and skills utilizing cross-medium branding in a team environment.

Teams are recommended to use Adobe XD<sup>®</sup>, Adobe Illustrator<sup>®</sup>, Adobe Dimension<sup>®</sup>, Adobe Photoshop<sup>®</sup>, Adobe Premiere (Rush)<sup>®</sup> or other software that meets the contest specifications.

### **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 \$20 fee for each team (*invoiced during event registration*).

### **Competencies**

- Demonstrate knowledge of transitions and audio/video editing techniques
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a virtual branding environment
- Develop promotional cross-medium strategy
- Demonstrate awareness of requirements of target audience (prospective customers)
- Demonstrate awareness of accessibility concerns
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate interconnected cross-medium design plan
- Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
- Use principles of design, layout, and typography in media and user experience design
- Demonstrate effective persuasive and informative communication and presentation skills

## Topic

Your team has been contracted by Digital Solutions, LLC to build prototypes for a future E-Sports event taking place in your local area. Your team needs to design and create a virtual cross-platform branding package for a new product consisting of the following:

- Social Media (30 product promo video)
- Promotional Product Flyer (product information, specifications, cost, ordering)
- 3D Event Giveaway Mockup (Visual of the product)
- Mobile App Mockup (event information, specifications, cost, ordering)
- Event Website Mockup (event information, specifications, cost, ordering)
- One (1) page overview document outlining the team decision making process
  - Include branding guidelines for fonts, color guide, and acceptable brand usage

NOTE: The key points of this contest are the actual virtual cross-platform branding components and not the event itself.

## Specifications

- Completed projects (see topic for all project requirements) may be uploaded to a file sharing site (Google Drive 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.
- The team 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](#).)
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. E-mail confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via e-mail notification.
- The top teams 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 teams who wish to receive judges' comments must submit an e-mail address at the time of submission.**

This event is sponsored by:



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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:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>• Signed <a href="#">Release Form</a>(s) – PDF format</li> <li>• One-page team design process overview document</li> <li>• Works Cited – PDF format</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Content</b> Aligns to topic, depth of research	1-5	6-1	11-15	16-20	
<b>Technique</b> Aesthetic use of colors and fonts, Consistent Format, Visually Organized	1-5	6-10	11-15	16-20	
<b>Creativity/Originality</b>	1-5	6-10	11-15	16-20	
<b>Influence</b> Influences audience	1-5	6-1	11-15	16-20	
<b>Innovative Technology</b> Variety of software applications are used to demonstrate cross-platform branding	1-5	6-10	11-15	16-20	
<b>Grammar</b> Spelling, punctuation, and usage	0 (3+ errors)	5 (2 errors)	10 (1 error)	20 (0 errors)	

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**Technical Scoring (Continued)**

<b>Social Media Event Promotion</b>					
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Event information is identifiable	1-5	6-10	11-15	16-20	
<b>Promotional Event Flyer</b>					
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Event flyer is informative and follows principles of typography	1-5	6-10	11-15	16-20	
<b>3D Event Giveaway Prototype</b>					
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Event is accurately shown and features are identifiable	1-5	6-10	11-15	16-20	
<b>Event Mobile App Prototype</b>					
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
User Experience workflow is evident	1-5	6-10	11-15	16-20	
<b>Event Webpage Prototype</b>					
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Event information is easily identifiable	1-5	6-10	11-15	16-20	
<b>One Page Overview – Team Design Process</b>					
Team involvement is evident	1-5	6-10	11-15	16-20	
Rationale for branding decisions is detailed	1-5	6-10	11-15	16-20	
Branding guidelines for color, fonts, and acceptable usage are outlined	1-5	6-10	11-15	16-20	
<b>TECHNICAL SCORE (410 points maximum)</b>					

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

Team Number \_\_\_\_\_

**Presentation Scoring Rubric**

<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation (inspiration for the theme, concept development, software used, technology used, & specifications of design)	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (80 points maximum)</b>					

**TOTAL MAXIMUM POINTS = 490**