



Project Events

GUIDELINES

- ◆ Each chapter may submit three (3) participants who are members from active local chapters, on record in the national center as having **paid dues by Sunday, March 14, 2010** of the current school year in each performance event. Chapter may only submit one (1) chapter project per event. Members may compete in up to two (2) project team events. There is no limit for chapter project events.
- ◆ Performances and/or interviews will be randomly scheduled based on advance registration; schedules will be posted during conference registration at the State Business Leadership Conference.
- ◆ We will work to accommodate participation in multiple presentation and team events, but cannot guarantee that we will be able to resolve all conflicts. Presentations (not interviews) are open to conference attendees, except performing participants of this event.
- ◆ **Online testing window begins on Wednesday, March 17, 2010 and ends on Wednesday, March 24, 2010.**
- ◆ Online testing will **NOT** be offered on-site. **NO EXCEPTIONS.**
- ◆ Objective tests will be conducted through the FBLA-PBL Online Testing Program. Passwords, login information and web address will be distributed to chapters upon receipt of competitive events rosters.
- ◆ Although proctors are not required for any online objective test portion of project events, members are expected to follow the FBLA-PBL Code of Ethics (see Chapter Management Handbook) and uphold the integrity and respect of this prestigious organization.
- ◆ All participants who are in violation of the FBLA-PBL Dress Code will be disqualified. If a member is out of dress code upon arrival, members will still be allowed to participate, but will not be eligible for an award.
- ◆ Panels of 2 – 3 judges will be populated by California PBL state partners, conference sponsors, and various business professionals for any performance portion.

DIGITAL VIDEO PRODUCTION – INDIVIDUAL/TEAM EVENT

STATE AND NATIONAL COMPETITION

Digital video has become a prominent and effective way of conveying new ideas and products. This event provides recognition for PBL members who demonstrate the ability to create an effective video to present an idea to a specific audience.

Eligibility

Each chapter may submit three (3) entries created by an individual member or a team of one (1) to three (3) members who are members from active local chapters, on record in the national center as having paid dues by Sunday, March 14, 2009 of the current school year in each competitive event.

No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Participants who have competed in events at the national level are not eligible to compete the following year at SBLC in those respective events.

Overview

This event consists of two (2) parts: a prejudged project and a performance component. A prejudged project should be developed based on the national topic listed.

All participants will compete in a preliminary performance to explain the development and contents of the video production. Participants must complete both parts of an event to be eligible to win an award.

2010 National Topic

The topic to be developed in this presentation submitted for competition at the 2010 NLC will be: Prepare a promotional video for high school students that explain everything about PBL and why they should join or start a chapter at the college they will be attending.

Ideally, this topic also will be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

Copyright and Fair Use Information.

It is the policy of FBLA-PBL to comply with state and federal copyright laws.

[Digital Video Production continued]

[Digital Video Production – page 2]

Guidelines

I. Prejudged Project

- Presentations must address the given topic. Student members, not advisers, must prepare presentations.
- Presentations should be at least two (2) and no more than four (4) minutes in length.
- Entries should be created in standard DVD Format and must play on a DVD Player.
- The production may use any method to capture or create moving images.
- Documentation must indicate that the music is royalty free.
- Submit two (2) DVDs to:

Danielle Tolentino Tuason
Competitive Events
P.O Box 4061
Santa Fe Springs, CA 90670

for judging postmarked by **Saturday March 6, 2010** along with a Statement of Assurance form. DVDs must be clearly labeled using a marker with the name of the event, state, school, and participants' name.

- Members are expected to follow and document all applicable copyright laws.

II. Final Performance at the National Leadership Conference

- A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round.
- The video production will be prejudged according to the rating sheet.
- The presentation is an explanation of the digital video production
- The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The participants must provide all equipment for the presentation including a copy of the digital video production project.
- The individual or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may provide no additional assistance.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- Teams will have seven (7) minutes to describe the project.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. *[Digital Video Production continued]*

[Digital Video Production – page 3]

- Following each presentation, judges will conduct a three (3) minute question-answer period.
- All team members are expected to actively participate in the performance.
- Preliminary performances are not open to conference attendees.

Project Competencies

- document addresses topic and is appropriate for the audience
- required information is effectively communicated
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- copyright laws followed

Performance Competencies

- develop the presentation of topic logically and systematically
- communicate the design process
- explain the tips, techniques, and tools used
- demonstrate good voice quality and diction appropriate for the setting
- display self-confidence apparent through knowledge of content and articulation of ideas
- effectively answer questions

REFERENCE: Digital Video Production—Production RATING SHEET-11.

REFERENCE: Digital Video Production—Performance RATING SHEET-12.