

Broadcast News Production Team (S) (445)

Description

Create a three-to-five (3-5) minute news broadcast, containing two (2) different segments (news stories). One should be a feature story and the other a human interest story; a separate video file containing a 15-20 second promo/tease should also be created.

Eligibility

Any student member may enter this event. A team will consist of 2-4 members. Teams must participate in both parts of the competition in order to be ranked.

Contestant must supply

Visual display technology in the form of, but not limited to, a desktop/laptop/tablet with internal or external speakers, and projector

Video projector (optional)

No props will be allowed

Electrical power will be provided. Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted for orientation/warm-up.

Team must bring all supporting devices (e.g., extension cords, power supply, etc.).

For National Finals, team must supply a desktop/laptop for editing, camera(s), and tripod(s). Optional items may include: lighting, microphone, and backdrops, etc.

No presentation will be performed at the National Level, judged on technical merit only.

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. 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 broadcast production
- Develop a script for a news broadcast, within the specified time limits
- Demonstrate scripting techniques to present a clear story
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of introductions, segue, and outros
- Demonstrate proper use of titles, lower thirds, and visual effects
- Apply basic camera techniques
- Utilize research skills
- Demonstrate knowledge of lighting techniques
- Demonstrate knowledge of copyright laws
- Demonstrate teamwork skills needed to function in a broadcasting environment

Specifications

- This is a pre-submitted event. See instructions for submissions.
- No presentation will be performed for Finals at the National Level.
- Team has the option of being the talent themselves or having other students participate in the process. Professional and non-profit talent is not permitted. Talent refers to individuals who produce the broadcast. Therefore, only students are allowed to do any work involved in the actual production of the video. However, teams may interview professionals, experts, adults, etc. for various news segments. Professional or non-student individuals who are being only interviewed are not considered talent.

- The team will develop a 3-5 minute broadcast news production consisting of:
 - Broadcast Intro
 - Two (2) well-developed news stories (the news stories may be on the local, state, national or even international level)
 - Contestants must research actual events
 - Fictional news stories are not permitted
 - An outro music with credits
- The team will also develop a separate 15-20 second promo or tease.
- The team may utilize audio, text, video, graphics, and animation.
- Continuity must exist in the news production.
- Completed projects must be uploaded to a video/file sharing site (Vimeo, YouTube, or 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 15 for settings recommendations.
- The final project uploaded must include: final news production, promo/tease, and script.
- Submit the [Team Entry Form](#) including the URL to the project and [Release Form](#)(s) in one combined PDF document to: <http://www.bpa.org/submit>, no later than 11:59 p.m. Eastern Time, on April 1, 2017.
- **NOTE: Member ID will be required for all submissions.**
- Contestants 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.
- Contestants must be registered for national level competition prior to submission of materials. The contestant number must be included, as indicated.
- The [Team Entry Form](#), including signatures, and [Release Form](#)(s) must be presented at the time of check-in at the NLC at the Preliminary Competition.

Topic

One news segment should be a feature story on a community service project your BPA chapter has and the other segment can be a human interest story about someone who has made a positive difference in the community.

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

Method of evaluation

Preliminary: Judge's Scoring Rubric

Finals (Nationals): Entries will be judged on technical merit only.

Length of Preliminary event

No more than three (3) minutes for set-up

No more than ten (10) minutes for the presentation

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

Finals may be included at state and national levels

Length of Finals 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.
- Teams will each be provided a flash drive containing a graphics file, which must be included in the spot.
- The teams will then go out and film their production on site.
- 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, contestants will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one (1) 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.

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.

This event is sponsored by the Journalism Education Association (JEA).



Broadcast News Production Team (S) (445)

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Select One	Points Possible	Points Awarded		
Required Elements					
Includes 2 news stories	<input type="checkbox"/> Yes <input type="checkbox"/> No	10			
Includes an introduction	<input type="checkbox"/> Yes <input type="checkbox"/> No	10			
Includes a segue [seg-way] between the news stories	<input type="checkbox"/> Yes <input type="checkbox"/> No	10			
Includes outro (music) with credits	<input type="checkbox"/> Yes <input type="checkbox"/> No	10			
Includes 15-20 second promo/tease	<input type="checkbox"/> Yes <input type="checkbox"/> No	10			
Script provided	<input type="checkbox"/> Yes <input type="checkbox"/> No	10			
Exported in correct format	<input type="checkbox"/> Yes <input type="checkbox"/> No	20			
Total Required Elements (80) points maximum)					
Team submitted the correct information and in the correct format. <ul style="list-style-type: none">Team Entry Form (must be keyed but does not have to be signed for pre-submission) AND Release Form(s) (must be keyed but do not have to be signed for pre-submission) in one combined .pdf document <i>All points or none are awarded by the technical judge.</i>		10			
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Originality of content	1–5	6–10	11–15	16-20	
Developed storyline	1–5	6–10	11–15	16-20	
Segue [seg-way] was used appropriately	1–5	6–10	11–15	16-20	
Effectiveness of production	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	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (250 points maximum)					

Broadcast News Production Team (S) (445)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain the development and design process	1–5	6–10	11–15	16–20	
Ability to explain the use and the development of innovative technology	1–5	6–10	11–15	16–20	
Ability to explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1–5	6–10	11–15	16–20	
TOTAL PRESENTATION (60 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item, are awarded by the proctor per team, not 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: Keyed and signed Team Entry Form (1 copy) and Release Form (s) (1 copy) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
All registered team members in attendance for entire event	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS = 340

PRESENTATION WILL BE STOPPED AT 10 MINUTES

Broadcast News Production Team (S) (445) – NLC Finals Rubric

Judge Number _____

Team Number _____

Technical Scoring Rubric – FINAL (Nationals Only)

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Select One		Points Possible		Points Awarded
Required Elements					
Contains at least one (1) interview	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Contains BPA provided graphics	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Appropriate use of B-roll	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Video is exactly 1-minute in length	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Final Export met timed event deadline	<input type="checkbox"/> Yes <input type="checkbox"/> No		50		
Exported in correct format	<input type="checkbox"/> Yes <input type="checkbox"/> No		20		
Total Required Elements (110 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
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	
Appropriate usage of existing graphics/audio	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	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (270 points maximum)					

Computer Animation Team (S) (440)

Description

Create a computer-generated visualization animation, not to exceed two (2) minutes, based upon the assigned topic provided.

Eligibility

Any student member may enter this event. A team will consist of 2-4 members. Teams must participate in both parts of the competition in order to be ranked.

Contestant must supply

Visual display technology in the form of, but not limited to, a desktop/laptop with internal or external speakers, projector, TV and DVD player.

Props (optional).

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

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

Supporting devices (e.g., extension cord, power supply, etc.). Electrical power will be provided.

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. 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 utilization of various editing software applications
- Demonstrate development of animation within a storyboard
- Demonstrate object color and creating artistic effects
- Demonstrate textures and special effects
- Demonstrate knowledge of transitions, audio, and lighting effects
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate work skills needed to function in an animation environment

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a visual communication utilizing various software applications related to digital animation.
- Animated graphics must be saved as a standard format that can be played on both, PC or Mac (i.e. QuickTime videos).
- The final project components, including, but limited to, storyboard (8.5" x 11") and rendered video should be compressed in zip format and uploaded to a 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 15 for settings recommendations.
- Submit the [Team Entry Form](#) including the URL to the project and [Release Form](#)(s) in one combined PDF document to: <http://www.bpa.org/submit>, no later than 11:59 p.m. Eastern Time, on April 1, 2017.
- **NOTE: Member ID will be required for all submissions.**

- Contestants 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 e-mail address for submission or technical difficulties.
- Multiple submissions cannot be accepted.
- No changes can be made to the project after the date of submission.
- The contestant is responsible for securing a [Release Form](#) from any person whose image is used in the production.
- One copy of the [Team Entry Form](#), including signatures, one copy of the storyboard, and one copy of all [Release Form](#)(s) must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- Teams may also bring one storyboard (not to exceed 22" x 28") for their use during the presentation.
- The team must utilize audio, text, video, graphics, and 3D animation.
- Use of transitions and continuity must exist in the production.
- 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](#).)
- National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- 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 <http://www.copyright.gov/title17/circ92.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.

Topic

A new state-of-the-art water park is coming to Orlando and the owners would like you to design the premiere ride for the park. This ride will be the largest feature and biggest attraction for the park.

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

Method of evaluation

Judge's 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 state and national levels

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.

Computer Animation Team (S) (440)

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team used 3D animation software	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

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"> Team Entry Form (must be keyed but does not have to be signed for pre-submission) AND Release Form(s) (must be keyed but does not have to be signed for pre-submission) in one combined .pdf document <p><i>All points or none are awarded by the technical judge.</i></p>				10	
Complexity/Craftsmanship					
Innovative use of technology/advanced techniques employed	1-5	6-10	11-15	16-20	
Animation is fluid, natural, and/or supports theme	1-5	6-10	11-15	16-20	
Attention to detail was evident in modeling technique	1-5	6-10	11-15	16-20	
Attention to detail was evident in animation techniques	1-5	6-10	11-15	16-20	
Camera angles, timing, transitions, and techniques support project goals and increase entertainment value	1-5	6-10	11-15	16-20	
Total Complexity/Craftsmanship (100 points maximum)					
Animation					
Squash and Stretch - Illusion of weight and volume is given to the animation as it moves (i.e. tennis ball compressing when hit)	1-5	6-10	11-15	16-20	
Anticipation - Movement prepares the audience for major actions the animation is about to perform	1-5	6-10	11-15	16-20	
Staging - Actions clearly communicate to the audience the attitude, mood, reaction or idea of the animation as it relates to the topic, providing continuity	1-5	6-10	11-15	16-20	
Slow-Out and Slow-In Techniques - Used to simulate natural movements (i.e. fluid motion)	1-5	6-10	11-15	16-20	
Secondary Action(s) - Used to add dimension to the animation	1-5	6-10	11-15	16-20	
Total Animation (100 points maximum)					

Technical Scoring Rubric (Continued)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Composition					
Execution of Plan: Concept Art/Storyboard/Script/Goals established for animation	1-5	6-10	11-15	16-20	
Artistic Layout/Design Principles: Aesthetic, consistent use of colors and fonts and layout	1-5	6-10	11-15	16-20	
Clarity of Message: Message is attention-grabbing, compelling and/or entertaining Message has a beginning, middle, and an ending and was developed according to topic	1-5	6-10	11-15	16-20	
Entertainment Value: Animation is memorable, entertaining, and/or fulfills goals Media elements support and/or enhance message	1-5	6-10	11-15	16-20	
Grammar, Spelling, Punctuation, and Usage: Content without errors/No copyright violations	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
Total Composition (100 points maximum)					
Creativity					
Animation is original Fresh ideas, innovative, unique	1-5	6-10	11-15	16-20	
Animation effectively fulfills project goals	1-5	6-10	11-15	16-20	
WOW factor! Animation exceeds expectations	1-5	6-10	11-15	16-20	
Animation is visually appealing, engaging, inspirational	1-5	6-10	11-15	16-20	
Animation is memorable and has "personality"	1-5	6-10	11-15	16-20	
Total Creativity (100 points maximum)					
TOTAL TECHNICAL POINTS (410 points maximum)					

Computer Animation Team (S) (440)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Ability to explain the development and design process	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology and techniques	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements or additional assets	1-5	6-10	11-15	16-20	
Explanation of roles of various team members	1-5	6-10	11-15	16-20	
Presentation quality/style	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (100 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not 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 presentation: Keyed and signed Team Entry Form (1 copy), Storyboard (1 copy), and Release Form (s) at time of presentation (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
All registered team members in attendance for entire event	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS = 540

PRESENTATION WILL BE STOPPED AT 10 MINUTES

Computer Modeling (S) (425)

Description

Given a scenario or prompt, Computer Modeling will research the topic, create a profile, concept design(s), prototype(s), and final model and/or scene based upon the assigned topic provided. For example – a new Pixar® type character made of metal (refer to background information supplied about character); an opening scene to support a new sci-fi movie; an office chair designed for the year 2050; an environment for a Mars colony in the year 2075, etc.

Eligibility

Any student member may enter this event. Contestants must participate in both parts of the competition in order to be ranked.

Contestant must supply

Visual display technology in the form of, but not limited to, a desktop/laptop with internal or external speakers, projector, TV and DVD player

Video projector (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the individual and must take place within the time allotted for orientation/warm up

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

Contestant 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 contestant. 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

- Develop a profile for a given character, environment, or non-organic object within the specified parameters.
- Demonstrate development of model through research, concept art, and prototypes.
- Demonstrate application of finishes and lighting, and texturing techniques.
- Make formal geometric constructions with a variety of tools and methods.
- Use geometric shapes, their measures, and their properties to describe objects (e.g., modeling a tree trunk or a human torso as a cylinder).
- Apply geometric methods to solve design problems.
- Apply knowledge of software, equipment, and skills related to 3D art generation.
- Utilize research skills; research to build and present knowledge.
- Demonstrate artistic techniques to support a clear scenario or prompt.
- Demonstrate knowledge of copyright laws.
- Demonstrate professional presentation skills.
- Demonstrate work skills needed to function as a 3D Artist.

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The individual will research the topic, including reference information provided in prompts, the time era, trends to support design, etc., and from that information will develop a profile to be submitted along with assets to be generated. The profile should not exceed one (1) page and should provide the artist's vision for the project, and the rationale for the submission.
- The individual will use digital tools, i.e., cameras, writing tablets, etc., for researching, planning, development and/or revision of content for model(s).
- The individual will develop the concept design(s) for the submission.
- The individual will produce 3D Models.
- The individual will develop a final model and/or scene, including the application of color, textures, lighting, etc.
- Graphics developed should accurately depict and/or increase dramatic or entertainment value of scenario or prompt given.
- The final project components, including, but not limited to, concept art, the profile, screenshots, and model project files, should be compressed in zip format and uploaded to a video/file sharing site (e.g. 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 15 for settings recommendations.
- Submit the [Individual Entry Form](#) **including the URL** to the project and [Release Form\(s\)](#) in a combined PDF document to: <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time on April 1, 2017.
- **NOTE: Member ID will be required for all submissions.**
- Contestants 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 e-mail address for submission or technical difficulties.
- Multiple submissions cannot be accepted.
- No changes can be made to the project after the date of submission.
- One copy of the [Individual Entry Form](#), including signatures, [Release Form\(s\)](#) and one copy of any concept art/prototypes must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- Must be viewable on both Windows and Mac platforms.
- The individual may utilize hand-drawings and sketches, computer drawings, text, graphics and/or illustration applications, 3D modeling applications. (Note: hand-drawings and sketches should be scanned to attain a digital format.)
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name, if used. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- 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 <http://www.copyright.gov/title17/circ92.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.

Topic

A new water park is coming to Orlando and the owners are looking for a mascot for this new park. You will model an original character to represent this new water park..

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

Method of evaluation

Judge's 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 state and national levels

Entries

Each state is allowed three (3) entries

Contestants in all judged 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.

Computer Modeling (S) (425)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> Individual Entry Form (must be keyed but does not have to be signed for pre-submission) AND Release Form(s) (must be keyed but does not have to be signed for pre-submission) in one combined .pdf document <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Complexity/Craftsmanship					
Profile (not to exceed 1 page) Developed from research following prompt Goals and artistic vision developed for scene/model Provides rationale for submission Portrays personality, era, appropriate details	1-5	6-10	11-15	16-20	
Grammar, Spelling, Punctuation, and Usage Content without errors	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
Concept Art developed to support prototype	1-5	6-10	11-15	16-20	
Innovative use of technology, advanced techniques	1-5	6-10	11-15	16-20	
Model/Scene is realistic and/or supports goals Model/Scene completed according to established goals for project	1-5	6-10	11-15	16-20	
Materials, Lighting, and Finishes support project plan with consistency	1-5	6-10	11-15	16-20	
Final model shown at a variety of angles/views	1-5	6-10	11-15	16-20	
Accuracy and/or attention to detail was evident	1-5	6-10	11-15	16-20	
Graphics developed are original and depict and/or increase dramatic or entertainment value of scenario or prompt given	1-5	6-10	11-15	16-20	
Total Complexity/Craftsmanship (180 points maximum)					
Composition					
Execution of Plan Depth of research Goals/Concept Art/Prototypes developed and shared	1-5	6-10	11-15	16-20	
Artistic Layout/Design Principles Aesthetic consistent use of colors, textures, lighting, and finishes	1-5	6-10	11-15	16-20	
Total Composition Points (40 points maximum)					
Creativity					
Work is original Fresh ideas, innovative, unique	1-5	6-10	11-15	16-20	
Model/Scene effectively fulfills project goals	1-5	6-10	11-15	16-20	
WOW factor! Model/Scene exceeds expectations	1-5	6-10	11-15	16-20	
Model/Scene is visually appealing, has personality, matches profile, and fits prompts/scenario	1-5	6-10	11-15	16-20	
Total Creativity Points (80 points maximum)					
TOTAL TECHNICAL POINTS (310 points maximum)					

Computer Modeling (S) (425)

Judge Number _____

Contestant Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
Ability to explain the development process	1-5	6-10	11-15	16-20	
Ability to explain the design process	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements	1-5	6-10	11-15	16-20	
Presentation quality/style	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (100 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, not 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: Keyed and signed Individual Entry Form (1 copy), Concept Art/Prototypes (1 copy), and Release Form(s) (1 copy) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
TOTAL SPECIFICATION POINTS (20 points maximum)		

TOTAL MAXIMUM POINTS = 430

PRESENTATION WILL BE STOPPED AT 10 MINUTES

Digital Media Production (420)

Description

Create a one-to-two (1-2) minute digital media production with consistent theme and slogan based on the assigned topic.

The output of this competition is to be produced as the basis for NLC theme and advertising for 2018.

Eligibility

Any student member may enter this individual event. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

Contestant must supply

Visual display technology in the form of, but not limited to a desktop/laptop with internal or external speakers, projector, TV or DVD player

Video projector (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted for orientation/warm-up

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

Contestant 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 contestant. 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 contestant will develop a visual communication tool utilizing various software applications related to digital production.
- The contestant 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 15 for settings recommendations.
- Submit the [Individual Entry Form](#) including the URL to the project and [Release Form\(s\)](#) in one combined PDF document to: <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time on April 1, 2017.
- **NOTE: Member ID will be required for all submissions.**
- Contestants 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.
- Contestants must be registered for national level competition, prior to submission of materials. The contestant number must be included as indicated.
- Materials from non-registered contestants and/or those missing contestant number cannot be accepted.
- No changes can be made to the project after the date of submission.
- Present a copy of the [Individual Entry Form](#), including signatures and [Release Form](#)(s) at the time of the presentation at the NLC, in both Preliminary and Final Competition.
- The contestant may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The contestant is responsible for securing a [Release Form](#) from for any person involved in the video production.
- 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](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- 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 <http://www.copyright.gov/title17/circ92.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.
- The top three places in the Secondary and Post-secondary national competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.

Topic

Create a one-to-two (1-2) minute promotional piece with a consistent theme and slogan for the Business Professionals of America National Leadership Conference in Dallas/Fort Worth, Texas, May 9-13, 2018.

The developed theme of this competition may be used as part of the NLC advertising for 2018.

Contestants who do not submit an entry that follows this topic will be disqualified.

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 (1-2) minute demonstration of digital media production

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

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Contestants 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:

The image shows the Cybis logo in red text, followed by the tagline "creative media & event productions" in a smaller, lighter red font. The background of the banner is a grayscale photograph of a stage event with people and equipment.

BPA graciously thanks Cybis Communications who generously provide scholarships.

Digital Media Production (420)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none">• Individual Entry Form (must be keyed but does not have to be signed for pre-submission) AND Release Form (must be keyed but does not have to be signed for pre-submission) in one combined .pdf document <i>All points or none are awarded by the technical judge.</i>				10	
Production Layout					
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	
Total Production Layout (60 points maximum)					
Graphics/Media Use					
Enhances theme	1–5	6–10	11–15	16–20	
Creativity through 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	
Total Graphics/Media Use (100 points maximum)					
Content					
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	
Total Content (40 points maximum)					
TECHNICAL POINTS (210 points maximum)					

Digital Media Production (420)

Judge Number _____

Contestant Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Ability to explain the development and design process (Pre-Production Phase)	1–5	6–10	11–15	16–20	
Ability to explain the use and the development of innovative technology	1–5	6–10	11–15	16–20	
Ability to explain the use and development of media elements (graphics, video, audio, special effects, lighting, etc.)	1–5	6–10	11–15	16–20	
TOTAL PRESENTATION POINTS (60 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, not per judge.		Points Awarded
Set-up/wrap-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: Keyed and signed Individual Entry Form (1 copy) and Release Form (s) (1 copy) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
TOTAL SPECIFICATION POINTS (20 points maximum)		

TOTAL MAXIMUM POINTS = 290

PRESENTATION WILL BE STOPPED AT 10 MINUTES

Digital Publishing (415)

Description

Evaluate knowledge and skills utilizing Illustrator®, or InDesign®, software to create a variety of interactive documents.

Eligibility

Any student member may enter this event.

Contestant may supply

Contestants may bring a Mac computer, if desired. Those contestants using Mac computers must also bring printer, software, paper, extension cords, power supply (must bring all). Color printing is permitted.

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allowed for orientation/warm-up.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. 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 expertise in using desktop publishing software to create a variety of business publications for web, print, and mobile devices
- Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
- Create and edit documents using Illustrator® and/or InDesign®
- Demonstrate color management
- Use principles of design, layout, and typography in presentation of text
- Demonstrate an in-depth knowledge of typography such as leading, kerning, tracking, and appropriate font choice
- Create multipage and multicolumn documents
- Create a desktop publication that includes graphics in the form of illustrations, shapes, shading, and layers
- Create interactive documents that can be viewed on devices and/or a PDF file
- Incorporate video into desktop publishing documents for devices and multiple screens
- Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, digital publications, interactive documents, presentation handouts, etc.

Equipment/supplies provided

Computer

Flash drive for saving files

Software as designated for this event

Graphics files

Method of evaluation

Application

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes actual testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

Fundamental Desktop Publishing (400)

Description

Evaluate knowledge and skills in using desktop publishing software to create a variety of business documents.

Eligibility

Any student member may enter this event.

Contestant may supply

Contestants may bring a Mac computer, if desired. Those contestants using Mac computers must also bring printer, software, paper, extension cords, power supply (must bring all). Color printing is permitted.

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allowed for orientation/warm-up.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. 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 proficiency in using desktop publishing software to create a variety of business publications
- Apply principles of design and rules for proper layout in developing business publications
- Create and edit documents using desktop publishing applications
- Use principles of design, layout, and typography in presentation of text
- Create multipage and multicolumn documents
- Create a desktop publication that includes graphics in the form of illustrations, clipart, boxes, shading, and lines
- Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, presentation handouts, etc.

Please note: Contestants may use software templates, but creativity points may be reduced. Color printers will be available at NLC.

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event
Graphics files
Flash drive for saving files

Method of evaluation

Application

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes actual testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

Fundamentals of Web Design (405)

Description

Demonstrate knowledge of fundamental web design coding and syntax to include CSS. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all contestants passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MTA HTML5 Application Developer Fundamentals and will count as 25% of the final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Contestants must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit:
<http://www.certiport.com/Portal/desktopdefault.aspx?tabid=665&roleid=101>

Eligibility

Any student member may enter this event.

Contestant must supply

Sharpened No. 2 pencils, pens, ruler

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. 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 a knowledge of tags
- Demonstrate knowledge of format and font (CSS)
- Demonstrate knowledge of XHTML, HTML5, CSS2 and CSS3
- Demonstrate knowledge of W3C Accessibility Standards
- Demonstrate knowledge of Cross Browser Capability
- Demonstrate knowledge of tables and table attributes
- Demonstrate knowledge of image tags and image attributes
- Demonstrate knowledge of hyperlinks and hyperlink attributes

Equipment/supplies provided

Computer with browser, **Notepad** only (*Contestants are not permitted to utilize Notepad++*), printer, and paper

Flash drive for saving files

Method of evaluation

Application and Objective Test

Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

Graphic Design Promotion (410)

Description

Develop a theme, illustrate the theme in a logo design, and then utilize the logo in a promotional flyer.

The output of this competition is to be produced as the basis for NLC theme and advertising for 2018.

Eligibility

Any student member may enter this event. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

Contestant must supply

Two (2) plastic sheet protectors (8½" x 11") each containing four (4) documents—one flyer, one contestant-generated logo (4"X4"), one pin-sized logo (2"x2") and one [Individual Entry Form](#). Additional copies of flyer, logo, pin-sized logo and [Individual Entry Form](#), and other forms for finals. Visual display technology in the form of, but not limited to, a desktop/laptop/tablet with internal or external speakers, projector.

Video projector (optional)

Digital presentation tools (no props or videos will be allowed) (optional)

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted for orientation/warm-up.

Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.)

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 knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate a promotional flyer for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Contestant may select any theme that promotes the Business Professionals of America National Leadership Conference in Dallas/Fort Worth, Texas, May 9-13, 2018.
- Theme needs to be 25 characters or less including spaces.
- Dimensions of flyer must be 8½" x 11" either landscape or portrait. It is recommended that you use at least 300 dpi.
- Dimensions of the contestant-generated logo must not exceed 4" x 4". It is recommended that you use at least 300 dpi. Contestant-generated logo must be submitted on a separate 8½" x 11" paper.
- Dimensions of the contestant-generated logo in pin-size print must not exceed 2" x 2". It is recommended that you use at least 300 dpi. Pin-sized logo must be submitted on a separate 8 ½" x 11" paper.

- One (1) original flyer, one (1) contestant-generated 4"x4" logo, one (1) contestant-generated 2"x2" pin-sized logo, shall be produced at home/school. The graphics must not be professionally or commercially produced or printed.
- The flyer, logos and entry information must be submitted to the National Center in .jpg, .png, or .pdf formats at <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Standard Time on April 1, 2017.
- Confirmation of receipt will be provided when project is submitted.
- No fax or mailed copies will be accepted.
- Contestants must be registered for national level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants and/or those missing contestant number cannot be accepted.
- No changes can be made to the project after the date of submission.
- One additional copy of the flyer, contestant-generated logo, in both sizes, along with one copy of the [Individual Entry Form](#), including signatures, **must** be presented for judges' reference at the time of the presentation for both Preliminary and Final competition.
- The contestant will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
- The flyers, logos, pin-sized logo and forms will **not** be returned.
- Appropriate use of grammar, spelling and punctuation.
- Contestant-generated logo is effective when reduced to trading pin size.
- The length of the presentation will be no more than ten (10) minutes.
- **The presentation will be stopped at ten (10) minutes and will be followed by judges' questions.**
- All graphics must be computer generated. Only contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- Business Professionals of America logo, name, and tagline must appear on the flyer. National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All written materials must follow the organization's [Graphic Standards](#) and make proper use of the BPA logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- Contestant's name may *not* appear anywhere on output.
- 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 <http://www.copyright.gov/title17/circ92.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
- The top three places in the Middle Level, Secondary and Post-secondary national competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.

Topic

Develop a flyer and logo promoting the Business Professionals of America National Leadership Conference in Dallas/Fort Worth, Texas May 9-13, 2018.

The developed theme of this competition may be used as part of the NLC advertising for 2018.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for set-up

No more than ten (10) minutes for the presentation

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

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Contestants 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.

Graphic Design Promotion (410)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> Individual Entry Form – .pdf format (must be keyed, but does not have to be signed for pre-submission) Flyer – .pdf, .jpg or .png Format Logo (4"x4") – .pdf, .jpg or .png Format Logo (2"x2" pin size) – .pdf, .jpg or .png Format <i>All points or none are awarded by the technical judge.</i>				10	
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
BPA logo and tagline appear on flyer – 10 points (all or nothing)				10	
BPA logo and tagline meets the Graphic Standards as outlined in the Style & Reference Manual – 10 points (all or nothing)				10	
TOTAL TECHNICAL POINTS (150 points maximum)					

Graphic Design Promotion (410)

Judge Number _____

Contestant Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation	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	
TOTAL PRESENTATION POINTS (80 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, not 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: Keyed and signed Individual Entry Form (1 copy), flyer (1 copy), logo (1 copy), pin-size logo (1 copy) <i>Must have for preliminaries and finals</i>	10	
Contestant name does not appear on submitted output	10	
Appropriate use of grammar, spelling and punctuation	10	
Contestant-generated logo is effective when reduced to trading pin size	10	
Dimensions of contestant-generated logo do not exceed 4" x 4" and 2" x 2"	10	
TOTAL SPECIFICATION POINTS (60 points maximum)		

TOTAL MAXIMUM POINTS = 290

PRESENTATION WILL BE STOPPED AT TEN MINUTES

Video Production Team (430)

Description

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

Eligibility

Any student member may enter this team event. A team will consist of 2-4 members. Contestants 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.

Team must supply

Visual display technology in the form of, but not limited to, a desktop/laptop/tablet with internal or external speakers, projector, TV or DVD player

Video projector (optional)

Props (optional)

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

No Internet access will be provided on-site at the NLC; however, contestants/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 team. 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 story line using a storyboard and outline
- 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

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 (8.5" x 11"), 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 15 for settings recommendations.
- Submit the [Team Entry Form](#) including the URL to the project and Release Form(s) in a combined PDF document to: <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time on April 1, 2017.
- **NOTE: Member ID will be required for all submissions.**

- Contestants 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.
- Contestants must be registered for national level competition prior to submission of materials. The contestant number must be included, as indicated.
- Materials from non-registered contestants and/or those missing contestant number cannot be accepted.
- No changes can be made to the project after the date of submission.
- A copy of a well-developed storyboard, script and [Team Entry Form](#), including signatures, and [Release Form](#)(s) must be presented at the time of check-in at the NLC, at both Preliminary and Final Competition.
- The contestant 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 [Release Form](#) from any person whose image is used in the production.
- 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](#).)
- National Business Professionals of America *grants* permission for the use of the logo and/or organization's name.
- 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 <http://www.copyright.gov/title17/circ92.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.

Topic

Tire safety is often overlooked, but it's important, Little things like checking tire pressure, tread depth, and the overall condition of your tires can help your car perform better and be more responsive to specific actions like braking, Pay attention to your tires and #TreadWisely.

The National Organization of Youth Safety (NOYS) would like you to make an informational video about tire safety to be targeted toward teenage drivers. This video will be used to promote the importance of maintaining your tires to not only help the efficiency of your car, but also to ensure your safety.

Teams who do not submit an entry that follows this topic will be disqualified.

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 state and national levels

Length of Finals event (National only)

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

Details for Final event (National only)

- The teams will be have no more than three (3) hours to plan the storyline and complete all production phases including, exporting of video.
- The teams will then go out and film their production on site.
- 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, contestants will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one (1) 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.

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.

This event is sponsored by:



Video Production Team (430)

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate					Points Awarded
Required Elements					
• Included more than one camera angle	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
• Included at least one interview	<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		
Total Required Elements (40 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Team submitted the correct information and in the correct format. <ul style="list-style-type: none">Team Entry Form (must be keyed but does not have to be signed for pre-submission) AND Release Form(s) (must be keyed but does not have to be signed for pre-submission) in one combined .pdf document <i>All points or none are awarded by the technical judge.</i>				10	
• Originality of content (at least 50% of video must be footage created by the team)	1–5	6–10	11–15	16-20	
• Developed and portrayed theme (to include, but not limited to: a logo, taglines, and color usage)	1–5	6–10	11–15	16-20	
• Effectiveness of production	1–5	6–10	11–15	16-20	
• Production free of typos	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	1–5	6–10	11–15	16-20	
• Audio	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (210 points maximum)					

Video Production Team (430)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain the development and design process	1–5	6–10	11–15	16–20	
Ability to explain the use and the development of innovative technology	1–5	6–10	11–15	16–20	
Ability to explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1–5	6–10	11–15	16–20	
TOTAL PRESENTATION POINTS (60 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not 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: Keyed and signed Team Entry Form (1 copy), Storyboard (1 copy), Script (1 copy), and Release Form(s) (1 copy) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
All registered team members in attendance for entire event	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS = 300

PRESENTATION WILL BE STOPPED AT 10 MINUTES

Video Production Team (430) – NLC Finals Rubric

Judge Number _____

Team Number _____

Technical Scoring Rubric – FINAL (Nationals Only)

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 Averag	Average	Good	Excellent	Points Awarded
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	1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (250 points maximum)					

Website Design Team (435)

Description

The team will work together to create a website based on the assigned topic.

Eligibility

Any student member may enter this team event. A team will consist of 2-4 members. Contestants 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.

Team must supply

Team must supply one computer loaded with their website for presentation to the judges.

No Internet access will be provided on-site at the NLC; however, contestants/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.).

Projector (Optional)

Props (Optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. 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 technical skills in website design
- Demonstrate knowledge of Internet concepts
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate knowledge of site, content, graphics, layout, browser capabilities and more
- Demonstrate awareness of requirements of target audience
- Demonstrate awareness of accessibility concerns
- Provide easy access to multiple major search sites
- Demonstrate knowledge of navigational scheme
- Utilize graphics and multimedia
- Demonstrate skill sets in building site content
- Utilize standards-based, validated HTML
- Demonstrate and apply web scripting skills
- Demonstrate leadership and teamwork skills
- Demonstrate personal integrity and apply ethical concepts
- Demonstrate the ability to conform to copyright laws
- Demonstrate problem solving skills
- Demonstrate knowledge of page layout

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Submit the [Team Entry Form](#) including the URL to the project (including any necessary login credentials if necessary) and [Release Form](#)(s) in one combined PDF document to: <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time on April 1, 2017.
- **NOTE: Member ID will be required for all submissions.**
- Contestants 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 e-mail address for submission or technical difficulties.
- Multiple submissions cannot be accepted.
- No changes can be made to the project after the date of submission.
- A copy of the [Team Entry Form](#), including signatures, and [Release Form](#)(s) must be presented at the time of check-in at the NLC at both Preliminary and Final Competition.
- The team is responsible for securing a [Release Form](#) from any individual whose name, photograph, and/or other information that is included on the website.
- Topic and theme must remain the same as the team progresses through regional, state and national competition.
- The website must be available for viewing on the Internet on April 1, 2017. If the ISP is experiencing technical difficulty, the advisor will be contacted and a reasonable amount of time will be provided to solve the problem. No changes can be made to the website after this date. Technical judging of the website will be conducted prior to the NLC.
- The team will administer and present their website at the NLC.
- The following information must be included on the site: name of chapter, team member names, theme, school, city, state, and year. This information can be included in any format and location.
- Attention must be given to cross browser capabilities.
- Attention must be given to monitor capabilities, such as resolution.
- All written material 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 <http://www.copyright.gov/title17/circ92.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.
- Team members will specifically identify their roles in the development of the website and be prepared to address questions pertaining to those roles (i.e., page layout, navigational scheme, graphics, media, compatibility, and content).
- Previously submitted websites used in BPA competition may *not* be submitted.
- Contestants are permitted to use any web development technology or CMS desired by the team in order to complete the event. Examples of these are, but not limited to, Visual Studio, Dreamweaver, JQuery, WordPress, Joomla, Drupal, Wix, Weebly, or any templates.
 - Contestants should be able to understand and explain the utilized code and/or technology used by a selected web development technology, CMS, or template.

Topic

How To ...

You are building a DIY website. The website should contain two or more projects that have provided detailed instructions for site visitors on how to DIY a particular project. The site may contain any information you choose, such as descriptions of the project, suggested time to complete, list of materials, pictures of step or video demonstrations. The sky is the limit! You may want to include various features on your site such as:

List of merchants for supplies

Information request form

Ability to allow visitors to add or upload their own projects

Think through the project and make sure you document the procedures. Explain utilized HTML5, CSS3 and JavaScript technologies. Most of all have fun with the project!

Teams who do not submit an entry that follows the topic above will be disqualified.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes set-up time

No more than ten (10) minutes oral presentation

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

Finals may be included at state and national levels

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.

Website Design Team (435)

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

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">• Team Entry Form (must be keyed but does not have to be signed for pre-submission) AND Release Form(s) (must be keyed but does not have to be signed for pre-submission) in one combined .pdf document <i>All points or none are awarded by the technical judge.</i>				10	
Page Layout					
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 page to page	1-5	6-10	11-15	16-20	
Navigational Theme					
Links present and working	1-5	6-10	11-15	16-20	
Links show consistent formatting	1-5	6-10	11-15	16-20	
Navigational path is clear and logical	1-5	6-10	11-15	16-20	
Graphic Media Use					
Enhances topic	1-5	6-10	11-15	16-20	
Creativity through graphic design	1-5	6-10	11-15	16-20	
Originality of graphics	1-5	6-10	11-15	16-20	
Effective use of innovative technology	1-5	6-10	11-15	16-20	
Content					
Well developed	1-5	6-10	11-15	16-20	
Portrays the topic	1-5	6-10	11-15	16-20	
Effectiveness of site	1-5	6-10	11-15	16-20	
Technical					
Cross-browser compatibility	1-5	6-10	11-15	16-20	
Markup is well organized and meets validation	1-5	6-10	11-15	16-20	
Grammar, Spelling, Punctuation, and Usage	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
TOTAL TECHNICAL POINTS (330 points maximum)					

Website Design Team (435)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain development/design process	1-5	6-10	11-15	16-20	
Ability to explain their use and the development of innovative technology	1-5	6-10	11-15	16-20	
Ability to explain their use and development of media elements (graphics, video, audio, etc.)	1-5	6-10	11-15	16-20	
Evidence showing each team member's role in the development of the site and their responses to presentation questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (80 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not 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: Keyed and signed Team Entry Form (1 copy) and Release Form (s) (1 copy) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
All registered team members in attendance for entire event	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS = 440

PRESENTATION WILL BE STOPPED AT 10 MINUTES