

## Digital Video Production

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

### 2012 State & National Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2012 NLC will be:

*Create an educational video on the dangers of texting and driving to present at an assembly program to students at your school.*

**Copyright and Fair Use Information:** It is the policy of Nevada FBLA to comply with state and federal copyright laws. You may use the following web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U. S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

### Business Education Curriculum Standards:

Communication, Information Technology

### Eligibility

Entries may be created by an individual or by a team, not to exceed three (3) members. Participants must be members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous National Leadership Conference. No member may participate in more than one team.

### Regulations

**Note:** Please refer to the Eligibility Guidelines at the beginning of this section for additional information.

3. Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
4. Presentations should be clearly labeled with the name of the student participants. And their school name, city, and state.

# Digital Video Production continued...

## Procedure

### *Pre-Judged Project*

1. Presentations must address the given topic.
2. Entries will be judged according to the rating sheet.
3. Presentation should be at least two (2) and no more than four (4) minutes in length.
4. Entries may be created in any video editing program, but must play on a standard DVD player.
5. The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
6. Entries must be accompanied by written clearances and/or releases for all images of individuals, locations, storefronts, etc., included in the production.
7. It is recommended that royalty free music be used, but it still must be documented that the music is royalty free.
8. Entries must be accompanied by a read me file (300 words or less) noting software used, source of information, and instructions of running the production.
9. Submit two (2) DVDs by the published deadline.

### ***Preliminary Performance***

A maximum of fifteen (15) 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.

Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one 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.

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
- ▽ copyright issues with pictures, music, or other items.

Participants are responsible for bringing a copy of the CD/DVD submitted.

## Digital Video Production continued...

Five minutes (5) will be allowed to set up equipment or presentation items. The chapter must provide all equipment for the presentation. Teams will have seven (7) minutes to describe the project. A timekeeper will stand at six (6) 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.

Following each presentation, judges will conduct a three (3) minute question-answer period. Preliminary performances are not open to conference attendees.

### ***Final Performance***

The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, except performing participants of this event.



# Digital Video Production Rating Sheet

| Evaluation Item   | Not Demonstrated   | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned    |
|---|--|----------------------------|--------------------|----------------------|------------------|
| <b>Content</b>  |  |                            |                    |                      |                  |
| Theme properly developed  | 0  | 1 – 7                      | 8 – 14             | 15 – 20              |                  |
| Elements included in presentation are suitable, appropriate, and directed towards a specific audience                     | 0  | 1 – 3                      | 4 – 7              | 8 – 10               |                  |
| Copyright laws have been followed and permissions are cited in Read Me file   | 0  | 1 – 3                      | 4 – 7              | 8 – 10               |                  |
| Presentation is clear and concise   | 0  | 1 – 7                      | 8 – 14             | 15 – 20              |                  |
| Effective use of innovative technology  | 0  | 1 – 7                      | 8 – 14             | 15 – 20              |                  |
| Proper use of grammar, spelling, punctuation, etc.  | 0  | 1 – 3                      | 4 – 7              | 8 – 10               |                  |
| <b>Presentation</b>   |  |                            |                    |                      |                  |
| Presentation includes an effective opening, body, and conclusion  | 0  | 1 – 7                      | 8 – 14             | 15 – 20              |                  |
| Transitions are effective and appealing   | 0  | 1 – 5                      | 6 – 10             | 11 – 15              |                  |
| Audio and visual elements are coordinated and complimentary   | 0  | 1 – 5                      | 6 – 10             | 11 – 15              |                  |
| Audio editing<br>●Good quality<br>●Appropriate volume   | 0  | 1 – 5                      | 6 – 10             | 11 – 15              |                  |
| Proper use of video technology<br>●Video uses multiple camera angles<br>●Video is smooth and steady<br>●Video is in focus | 0  | 1 – 5                      | 6 – 10             | 11 – 15              |                  |
| Titles and graphics enhance overall quality of presentation   | 0  | 1 – 5                      | 6 – 10             | 11 – 15              |                  |
| Presentation effective at motivating audience to action   | 0  | 1 – 5                      | 6 – 10             | 11 – 15              |                  |
| <b>Total Points</b>   |  |                            |                    |                      | <b>/200 max.</b> |
| <b>Time Penalty Points</b>  | Deduct five (5) points for presentations over 4 minutes. Time: |                            |                    |                      |                  |
| <b>Dress Code Penalty</b>   | Deduct five (5) points when dress code is not followed.        |                            |                    |                      |                  |
| <b>Presentation Score</b>   |  |                            |                    |                      | <b>/200 max.</b> |

Names: \_\_\_\_\_

School: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:



# Digital Video Production

## Performance Rating Sheet

Preliminary Round

Final Round

| Evaluation Item  | Not Demonstrated   | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned    |
|--|--|----------------------------|--------------------|----------------------|------------------|
| <b>Content</b>   |  |                            |                    |                      |                  |
| Explanation on the development of the topic in the presentation        | 0  | 1 – 3                      | 4 – 7              | 8 – 10               |                  |
| Explanation of the use and the implementation of innovative technology | 0  | 1 – 7                      | 8 – 14             | 15 – 20              |                  |
| Explanation of the development and design process                      | 0  | 1 – 7                      | 8 – 14             | 15 – 20              |                  |
| Explanation of the use and development of the video                    | 0  | 1 – 7                      | 8 – 14             | 15 – 20              |                  |
| Explanation of the proper documentation of pictures, audio, etc.       | 0  | 1 – 3                      | 4 – 7              | 8 – 10               |                  |
| Organization of oral presentation                                      | 0  | 1 – 3                      | 4 – 7              | 8 – 10               |                  |
| Oral presentation delivery, including voice and self-confidence        | 0  | 1 – 2                      | 3 – 4              | 5                    |                  |
| Demonstration of ability to effectively answer questions               | 0  | 1 – 2                      | 3 – 4              | 5                    |                  |
| <b>Total Points</b>  |  |                            |                    |                      | <b>/100 max.</b> |
| <b>Time Penalty Points</b>   | Deduct five (5) points for presentations over 9 minutes. Time: |                            |                    |                      |                  |
| <b>Dress Code Penalty</b>  | Deduct five (5) points when dress code is not followed.        |                            |                    |                      |                  |
| <b>Prejudged Score</b>   |  |                            |                    |                      | <b>/200 max.</b> |
| <b>Final Score</b>   |  |                            |                    |                      | <b>/300 max.</b> |

Names: \_\_\_\_\_

School: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: