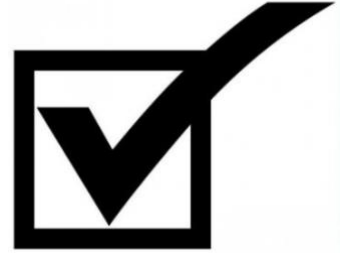




**BUSINESS  
PROFESSIONALS**  
of **AMERICA**  
Giving Purpose to Potential



# **DIGITAL MEDIA PRODUCTION**

(420)

**REGIONAL 2024**

### **Topic**

Create a short 1:00 - 2:00 minute promotional video about visiting local area attractions, instead of traveling out of state. Showcase the fact that you can have fun in your own regions without the expense of traveling out of state.

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

### **Judging Procedure:**

- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
- Contestants will present before a panel of judges and timekeeper.
- The length of set-up/wrap-up will be no more than three (3) minutes.
- The presentation will be no more than ten (10) minutes, which includes one-to-two (1:00-2:00) minute demonstration of digital media production; followed by judges' questions not to exceed five (5) minutes.
- Excuse contestants upon completion of judges' questions.
- **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
- Administrator will fill out ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Judges' Rating Sheets, Judge Evaluation Sheets, and contest materials.
- No audience is allowed in the contest room.

### **Sample Questions:**

- What challenges did you face when creating this project?
- What research did you conduct prior to creating your design?
- Why did you choose the software you used for this project?
- What is the main message of your video that you want your target audience to walk away with?
- Why did you choose to tell your message in that tone or style?
- What part of this project are you the proudest of?
- What problem solving skills did you apply in this event?

**Please double-check and verify all scores!**