

(420) Digital Media Production

Description

Create a one to two (1:00-2:00) minute digital media production based on the assigned topic.

Eligibility

Any secondary division student member may enter this event. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging.

Members must participate in both parts of the competition to be ranked.

Topic

Create a short 1:00 - 2:00 minute public service announcement (PSA) about anti-bullying, mental health awareness, or an environmental issue. This video must have an impactful message, a call to action, an opening graphic, and educational content.

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

Member must supply

Digital presentation equipment

Video projector (optional)

Props (optional)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

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

Member 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 member. Props or visual aids are allowed in this competition. 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 member will develop a visual communication tool utilizing various software applications related to digital production.
- The member must develop a consistent theme and slogan to be used throughout 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 the Cloud Storage / File Sharing Guidelines for more information.

- **Submit the URL to the final project files, Works Cited, and signed Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- Members 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.
- Materials from non-registered members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The member may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in production.
- The Competitor is responsible for securing a signed 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*.)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>.
- The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be disqualified for violations of the guidelines.
- Business Professionals of America *grants* permission for the use of the copyrighted logo and tagline.
- No materials, other than the required submission materials, may be left with judges.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
URL to project, Works Cited, and Release Form(s) in one combined PDF file.	DMP-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup/wrap-up

No more than ten (10) minutes for presentation, which includes one to two (1:00-2:00) minute demonstration of digital media production

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

Finals may be included at regional, state, and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

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Judge Number _____

Member ID _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> Works Cited and signed Release Form(s) in one combined PDF file <i>All points or none are awarded by the technical judge.</i>				10	
Final promotional video made effective use of time and was within the contest time limit of 1 to 2 minutes.				20	
The video is clear, sharp, and well-focused.	1–5	6–10	11–15	16–20	
The framing and composition effectively enhance the message and visual appeal.	1–5	6–10	11–15	16–20	
The audio is clear, balanced, and free from background noise or distortion.	1–5	6–10	11–15	16–20	
Dialogues or voice overs are audible and easily understandable	1–5	6–10	11–15	16–20	
Cuts, fades, and other editing techniques are used effectively to enhance the flow of the video.	1–5	6–10	11–15	16–20	
Transitions are timed appropriately and contribute to the overall coherence of the video.	1–5	6–10	11–15	16–20	
Graphics, such as text overlays or subtitles, are legible, visually appealing, and support the content.	1–5	6–10	11–15	16–20	
The lighting is well-balanced and appropriate for the subject matter.	1–5	6–10	11–15	16–20	
Video effectively addresses anti-bullying, mental health awareness or environmental issues.	1–5	6–10	11–15	16–20	
TECHNICAL POINTS (210 points maximum)					

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Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Engage the audience by using clear and concise language. Demonstrate professionalism, confidence, and enthusiasm while presenting.	1-5	6-10	11-15	16-20	
Ability to explain the development and execution of the planned project including pre-production, production and post-production.	1-5	6-10	11-15	16-20	
Explains how production elements, such as lighting, sound recording, and set design, were implemented effectively	1-5	6-10	11-15	16-20	
Discusses any challenges encountered during production and how they were overcome	1-5	6-10	11-15	16-20	
Discusses the use of camera angles, composition, lighting techniques, and editing software.	1-5	6-10	11-15	16-20	
The overall structure and flow of the presentation is well-organized and engaging.	1-5	6-10	11-15	16-20	
Answers to judges' questions: Provides a precise and persuasive response to questions.	1-2	3-5	6-8	9-10	
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than ten (10) minutes				5	
TOTAL PRESENTATION POINTS (140 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 350

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES