2023-24 Competitive Events Guidelines
Digital Animation

Digital Animation provides members with the opportunity to design an animated video. This event is designed to measure understanding and application of basic animation design. This competitive event consists of a pre-judged project and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Pre-judged Project and Presentation with a Topic
Pre-judged Component: Video URL due May 7, 2024
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
[NACE Connections](#): Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items for preliminary and final round presentation
Equipment Provided by FBLA: Internet access and table for preliminary round presentation; Internet access, table, power, projector & screen for final round presentation

2023-2024 Topic

Create an animated video for incoming freshmen that teaches a business concept related to any FBLA competitive event.

District/Region/Section

Check with your District/Region/Section leadership for District/Region/Section-specific competition information.

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.

- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged project, preliminary presentation, and final presentation
- Pre-judged Project
  - **Submission Deadline:** A URL of the animated video must be uploaded in the conference registration system by May 7, 2024.
  - Project Specifics
    - The animated video should be no longer than three minutes.
    - All content must be original.
  - Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous NLC.
  - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
  - The project is pre-judged before the NLC.
  - Pre-judged materials will not be returned. Projects submitted for competition become the property of FBLA. These projects may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
  - Competitors/teams are randomly assigned to sections.

- o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- o Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
- o The video should be shown to the judges during the presentation.
- o Visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
    - o **Equipment Set-up Time:** 3 minutes
    - o **Presentation Time:** 7 minutes (one-minute warning)
    - o **Question & Answer Time:** 3 minutes
    - o **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
    - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
        - Laptop
        - Tablet
        - Mobile phone
        - External monitor that is approximately the size of a laptop monitor
    - o The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.

It is up to final-round competitors to determine if they wish to use the technology provided.

- o The video should be shown to the judges during the presentation.
- o Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

- The project score will be added to the preliminary presentation score to determine the finalists.
- The normalized project score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The project score will be used to break a tie.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation time.

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Digital Animation Pre-judged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	Media not usable	Media usable but not submitted according to event guidelines	Media usable but not click and play	Media usable on multipole players/browsers	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Fully address the concept and/or topic	Concept and/or topic is not followed	Concept and/or topic not fully developed	Fully addresses the concept and/or topic	A user with no knowledge of the concept and/or topic can identify topic based on video	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	No design principles applied	Color, contrast, background, typography, sound and design are distracting or busy	Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	Color, contrast, background, typography, sound, and design enhance the user experience	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Graphics are appropriate for concept and/or topic	No graphic design principles applied	Graphics are distracting/busy	Graphics are appropriate for the concept/topic	Graphics enhance the user experience and are consistent throughout the video	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Information related to the topic is accurate	Animation video does not incorporate information	Animation video incorporates information but there are no sources or evidence of validity	Animation video incorporates information and backs it up with sources	Animation video incorporates information in an entertaining way that is backed up with sources	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Overall quality of elements of animation	Video does not incorporate any elements of animation	Video incorporates basic elements of animation	Video incorporates animation elements that are functional	Video incorporates animation elements that clearly have been designed in multiple ways	
	0 points	1-14 points	15-23 points	24-30 points	
Project Evaluation: Quality of editing and transition	There are no transitions or evidence of video editing incorporated	Transitions exist but are rough and do not flow easily	Transitions flow seamlessly and serve as a logical component of the video	Multiple types of transitions are used and all flow seamlessly	
	0 points	1-14 points	15-23 points	24-30 points	
Project Evaluation: Logical flow of thoughts	Flow of video does not seem logical	Flow does not connect each element of the video	Flow is logical and appears sequenced	Flow is logical including a clear beginning, middle, and end	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video concludes with proper credits and acknowledgement of copyright and sources	Video does not include credits	Video includes credits but they are limited	Video includes credits that recognize the creator, contributors, and acknowledgement of materials used	Video includes credits that recognize the creator, contributors, and includes written acknowledgement of copyright and sources	
	0 points	1-9 points	10-16 points	17-20 points	
				Project Total (200 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

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Digital Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from video to presentation*	*Demonstrates the topic through presentation and animation*	*Demonstrates expertise of the topic through presentation and animation*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	*No explanation of the development process*	*Explains the development process but does not share tangible planning documents*	*Explains the development process and shares tangible planning documents*	*Explains development process using industry terminology and displays tangible planning documents*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	*No explanation of the production process*	*Explains the production process but does not share tangible planning documents*	*Explains the production process and shares tangible planning documents*	*Explains the production process using industry terminology and displays tangible planning documents*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	*No explanation of software and hardware used*	*Explains software OR hardware used*	*Explains software AND hardware used*	*Explains software and hardware used as well as alternative options and reasoning for final choice*	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	*No explanation of animation techniques used*	*Identifies animation techniques used*	*Identifies animation techniques used with industry terminology*	*Identifies and explains animation techniques used with industry terminology*	
	0 points	1-6 points	7-8 points	9-10 points	
Provides proper copyright documentation and citing of sources	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
				Presentation Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments: