(430) Video Production Team

Description
Create a three to five (3:00-5:00) minute video production, based upon the assigned topic.

Eligibility
Any secondary division student member may enter this team event. A team will consist of 2-4 members. Members 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 to be ranked.

Topic
Create a three to five (3:00 - 5:00) minute informative video showcasing the farm-to-table movement, the journey of food from its origins on a local farm to its final destination on a plate. If you do not have access to a local farm, you can incorporate a local community garden or farmer's market. The video should capture the following aspects:
- Introduce a local farm, community garden or farmer's market. Highlight the farmers, community garden or farmer's market and their sustainable practices
- Illustrate the distribution process including transportation and logistics involved in getting the food from the farm, community garden or farmer's market to our food supply chain
- Capture the end-user experience focusing on families or individuals purchasing and preparing a meal using farm-sourced ingredients
- Include interviews with experts relating to the farm industry, community garden, or farmer's market and/or consumers about their views on the importance of eating locally sourced food

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

Team must supply
- Digital presentation tools (device and software) (optional)
- Props (optional)
- Carry-in and set-up of equipment must be done solely by the team & 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
- Members must supply all supporting devices (e.g., extension cords, power supply, etc.)
- For the National Finals, teams must supply a desktop/laptop for editing, camera(s), and tripod(s). Optional items may include: lighting, microphone, and backdrops, 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. <u>Violation of this rule will result in disqualification</u>.**

Competencies
- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script
- 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
- Demonstrate an understanding of developing for a target audience

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, 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 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.*
- 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 an incorrect email address for submission or technical difficulties
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- 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 team is responsible for securing a signed Release Form from any person whose image is used in the production.
- No presentation will be performed at the National Level Finals Competition. The video will be judged on technical merit only.
- 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.

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Upload Requirements

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

Method of evaluation
Pre-submitted Project Files
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 the presentation
No more than five (5) minutes for judges' questions
Finals may be included at regional, state, and national levels

Length of Final event (National only)
No more than four (4) hours to plan, produce, and export production

Details for Final event (National only)
- The teams will have <u>no more than</u> four (4) hours to plan the storyline and complete all production phases including exporting of video.
- The teams will film their production on site.
- During this time, students may communicate with members of their team via telephone but may *not* communicate with others (including their advisor) concerning the production of their video. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one 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.
- No materials, other than the required submission materials, may be left with judges.

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 *cannot* be returned and will *not* be available at NLC.

(430) Video Production Team

Judge Number _____   **Team Number** _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	☐ Y | ☐ N
Team followed Copyright and/or Fair Use Guidelines	☐ Y | ☐ N
If no to either question, please stop scoring and provide a brief reason for the *disqualification*:	

Items to Evaluate					Points Awarded
Required Elements					
● Title sequence		☐ Y | ☐ N		10	
● Included more than one camera angle or motion		☐ Y | ☐ N		10	
● Included one voice over		☐ Y | ☐ N		10	
● Included ending credits		☐ Y | ☐ N		10	
● Production free of typos		☐ Y | ☐ N		10	
● At least 75% of video footage by team members		☐ Y | ☐ N		10	
Total Required Elements (60 points maximum)					

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
The team submitted the correct information and in the correct format. ● Script, Storyboard, URL to the final project, Works Cited and signed Release Form(s) in one combined PDF file ***All points or none are awarded by the technical judge.***				10	
Final video promotion made effective use of time and was within contest time limit of three (3) to five (5) minutes.				20	
● Creativity and originality of content	1–5	6–10	11–15	16-20	
● Developed and portrayed topic	1–5	6–10	11–15	16-20	
● Effectiveness of video message	1–5	6–10	11–15	16-20	
● Music and tone (mood)	1–5	6–10	11–15	16-20	
Total Content (110 points maximum)					
Quality					
● Video Focus/Steadiness'/Shot Quality	1–5	6–10	11–15	16-20	
● Lighting quality	1–5	6–10	11–15	16-20	
● Color quality relating to topic	1–5	6–10	11–15	16-20	
● Audio quality (effective use of fades, normalizing, and/or use of sounds, & foley sound)	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (250 points maximum)					

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(430) Video Production Team

Judge Number _____   **Team Number** _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (Including: Maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Explain the development and design process (pre-production phase, target audience, etc.)	1–5	6–10	11–15	16-20	
Explanation of technology & software used	1–5	6–10	11–15	16-20	
Explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1–5	6–10	11–15	16-20	
Explanation of roles of team members	1–5	6–10	11–15	16-20	
Effectiveness of oral presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
All points or none are awarded per item below.					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

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

TOTAL MAXIMUM POINTS = 400

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

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(430) Video Production Team - 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	☐ Y | ☐ N		10		
Video is exactly 1-minute in length	☐ Y | ☐ N		10		
Final Export met timed event deadline	☐ Y | ☐ N		50		
Exported in correct format	☐ Y | ☐ N		20		
Total Required Elements (90 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	
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 (Effective use of fades, normalizing, and/or use of ambient sounds)	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (250 points maximum)					

TOTAL MAXIMUM POINTS = 250

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