2024-25 Judged Event Topics

(V01) Virtual Multimedia and Promotion Individual

Topic: Create a 1:00 - 2:30 minute digital promotional video highlighting a local non-profit animal rescue in your area. The organization would like to promote the need for volunteers to assist with the animals and would like to focus on the rewards of being a volunteer.

(V02) Virtual Multimedia and Promotion Team

Topic: Create a 3:00 - 5:00 minute video to imagine what a career might look like in the future and create a video presenting unique and futuristic job roles.

(V03) Software Engineering Team

Topic: Develop a fantasy game in The Lost City of Atlantis. Player(s) dive into the underwater ruins of Atlantis to uncover its secrets and complete a quest for lost artifacts. They must solve ancient puzzles, avoid underwater hazards, and interact with the remnants of Atlantean technology. Key features should include underwater exploration with environmental challenges, ancient technology and puzzle-solving, interaction with mythical sea creatures, and remnants of an advanced civilization. "The Lost City of Atlantis" should be part of the title of the game – i.e: Laura Croft: Tomb Raider.

(V04) Web Application Team

Topic: Companies are looking for ways to keep their employees healthy which can reduce health insurance rates and boost company morale. Develop a Healthy Habit Team Tracker web application to track teams of users' data for team competition. This application will help users build and maintain healthy habits, encourage team building, and promote comradery in the workplace. The app should allow users to set up a team in competition with other teams. Each team can set daily and weekly goals, track their progress, and share and receive motivational reminders. The team can earn digital team badges that will display in the app.

(V05) Mobile Applications

Topic: Keeping track of the aspects of a healthy lifestyle is more important to consumers than ever before. Develop a Healthy Habit Tracker mobile app that helps users build and maintain healthy habits. The app should allow a user to set personal goals, track their progress, and receive motivational reminders. Users can earn digital badges that will display in the app.

(V06) Promotional Photography

Topic: Take a sports action photo. The photo should convey the effort, focus, and/or emotion of the individual or individuals participating in the sport.

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(V07) Cybersecurity/Digital Forensics
Topic (Round Two Competitors Only): You have been asked to develop a presentation on what you believe is a significant threat to organizations as they implement Cybersecurity (threats presented by AI are not allowed.) Suggested topics to cover include, but are not limited to:
- The dangers presented by the threat
- Methods for detecting and preventing threat
- Potential limitations to preventing the threat
- The impacts of those affected if your threat

(V10) Virtual Branding Team
Topic: Your team has been contracted to promote an urban gardening enthusiasts club in your state called City Sprouts Collective.
- Social media (30-second promo video)
- Club Member t-shirts (Full Color, front and back design)
- Promotional materials for upcoming community events, workshops, and meetings
- Mobile app mockup (event schedule, specifications, resources, etc.)
- Event website mockup (event schedule, specifications, resources, etc.)
- One (1) page overview document outlining the team decision making process; include branding guidelines for fonts, color guide, and acceptable brand usage

NOTE: The key points of this contest are the actual virtual cross-platform branding components and not the event itself.

(V11) 2D Animation Team
Topic: Create a 2D animation tale of a lost toy finding its way back home to its owner.

(V12) Social Media Marketing Campaign Team
Topic: You are the marketing team for Healthy Bytes, a fictitious company, which has developed a new brand of healthy snacks dedicated to promoting healthy eating habits among young people ages 13-18. Healthy Bytes offers a variety of great-tasting snacks, including granola bars, fruit chips, and veggie sticks, all made from natural, nutritious ingredients. The packaging is fun and vibrant, designed to appeal to teenagers and young adults.

Healthy Bytes has a good reputation for its health-focused products and community engagement, but Healthy Bytes is a new company launching a new brand and new products into the teen market. The company wants to use this product line to promote healthier snacking options among high school students. Healthy Bytes wants to work to ensure the product's success and believes that a well-prepared and executed social media campaign can do just that.

Task - Create a comprehensive, engaging social media marketing campaign to launch Healthy Bytes. The campaign should create brand awareness and excitement among high school students, engage with the target audience of teenagers aged 13-18, encourage healthy eating habits through fun and interactive content, and drive traffic to the Healthy Bytes website and social media platforms.

(V13) Esports Team
Topic: As competitive video gaming grows in popularity and esports balloons into a multi-billion dollar global phenomenon, a myriad of career opportunities has arisen that extend beyond just playing the

games. Research the benefits of, and steps to, starting an esports team, the aptitudes needed by teammates to successfully compete, and the workforce ready skills that are learned by people who participate in competitive gaming. Be sure to consider the role of technology career-readiness and the transferable skills that are developed by participants. The game played will be Rocket League (Middle Level) and Fortnite (Secondary/Postsecondary).

(V14) Ethical Leadership & Decision-Making Team - Pilot
New Teacher Tries to Collect Books for Classroom Library
Caroline is a new elementary educator trying to build a library for her classroom over the summer. So far, Caroline has mostly purchased books with her own money, but her funds are starting to run low—and school starts in just a few weeks.

While scrolling through Instagram one day, Caroline is excited to see that there's a book fair next weekend offering heavily discounted books. When she takes a look through the book fair's offerings, she finds a great collection of books at a fraction of the price they would normally cost.

There's just one problem—the author of these books has recently come under fire for problematic ideas that reportedly appear in some books' language and illustrations. Not everyone finds the old books problematic, but there's a chance that a small group in her school community will have strong opinions about including the books in her classroom library.

None of the specific books in this collection contain this questionable content, but Caroline isn't sure she should purchase these books given the reputation of the author. However, it's a great deal, and Caroline knows students will suffer without books in the classroom.

What should Caroline do? Should she purchase the books to make sure her students have sufficient and engaging reading material for the coming school year, even if a small population takes issue? Or should she forgo the purchase, running the risk of not finding enough books in time for school to begin?

Round Two – The top 20 teams will receive a twist to the case study and then give a presentation on their research and proposed solution to the twist, in addition to lessons learned, to a panel of judges.

(940) Digital Game Design Team
Topic: Create a game that utilizes "Interactive Storytelling" that emphasizes narrative-driven gameplay. Empower players to make choices that shape the story and its final outcome. The story can be a twist on real life or entirely fictional. Remember that all elements of the game must be appropriate for a school setting. Please include at least a minimum of 4 "choice" opportunities for players within the game.

(945) Graphic Design Promotion
Topic: Develop a theme and illustrate the theme in a logo design and promotional flyer for an upcoming middle level Esports competition.

(950) Video Production Team
Topic: Create a "live interview" video of a local entrepreneur from your area. Must include discussion of the following topics: How did the business get started, advice for a middle-schooler interested in pursuing entrepreneurship and what is/was the biggest hurdle to overcome in owning your own business.

(955) Website Design Team
Topic: Design a website that will serve as a "BPA Chapter Website" for your local BPA Chapter. Must include a landing page and at least 3 of the following sub-pages:
- Calendar with chapter events
- State Leadership Conference information page
- National Leadership Conference information page
- Torch Award information page
- Community Service page
- Membership Spotlight page
- Chapter Picture Gallery page
- Chapter Leadership information page

(960) Visual Design Team
Your team has been hired to design promotional components for a local farmers market, Rustic Roots – Nature's Charm, Crafted with Care. The team must create a logo for the farmers market and at least three (3) additional items. Other items could include a roadside sign/banner, postcard, T-shirt, swag, reusable bag, social media ads for Facebook, Instagram, and TikTok, etc. In addition to the logo, include the following information on the three (3) items:
- Location: Alligator Lake, Downtown Orlando, FL
- Dates: April – October on Saturdays
- Operating Hours: 7 a.m. – 1:30 p.m.

(970) Entrepreneurship Exploration
Topic: An investor group in Central Florida is preparing to launch an apparel business. You are tasked with creating a report to help decide the format of the business. You will research between running the company as an online-only entity, a brick-and-mortar entity, or a hybrid of the two. After making your choice, include research to support your recommendation. You must include the following in your report:
- Start-Up Costs
- Employee Structure
- Marketing Ideas and Opportunities
- Production Options (On Demand vs Stored Inventory)
- Brand Recognition/Loyalty

Any other information you feel supports your recommendations

(985) Presentation Team
Topic: You and your team are interning with a local travel agency for the summer. Your team has been tasked with creating a presentation on a European country of your choice. Your presentation must include the following but is not limited to: Travel Arrangements (Flights from your local airport to your destination), Accommodations, Dining & Culinary Highlights, Key Attractions to see, and Cultural Differences to know when traveling to your country (Currency, Language, etc.).