



FBLA DIGITAL VIDEO PRODUCTION

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

| Expectation Item | Not Demonstrated | | Below Expectations | | Meets Expectations | | Exceeds Expectations | | Points Earned | Tie Breaker |
|---|---|---|---|---|--|---|---|---|---------------|-------------|
| | 0 | ○ | 3 | ○ | 7 | ○ | 10 | ○ | | |
| Demonstrates understanding of the event topic | No understanding of event topic OR incorrect topic used | | Understanding of topic inconsistent from video to performance | | Demonstrates the topic through presentation and video | | Demonstrates expertise of the topic through presentation and video | | | |
| | 0 | ○ | 3 | ○ | 7 | ○ | 10 | ○ | | |
| Describes the use and implementation of innovative technology | No explanation of use or implementation of technology | | Identification OR implementation of innovative technology | | Implementation and demonstration of video techniques, equipment, and software | | Expert description and demonstration of video techniques, equipment, and software | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | |
| Explains the design and development process | No explanation or description of the design and development process | | Presenter(s) Explains the design OR development process | | Presenter(s) Explain both the design and the development process | | Expert industry explanation of both design and development process | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | |
| Incorporates video into presentation | Does not present video | | Video of any length presented | | No more than 2 minutes of video is presented, but inadequate introduction and transition back into presentation | | No more than 2 minutes of video is presented, with adequate introduction and transition back into presentation | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | |
| Provides proper documentation of pictures, audio, etc. | No documentation provided | | | | Substantiates compliance to copyright regulations using visual representation | | | | | |
| | 0 | | ○ | | 10 | | ○ | | | |

Delivery Skills

| | | | | | | | | | | |
|---|--|---|--|---|---|---|--|---|--|--|
| Statements are well-organized and clearly stated | Presenter(s) did not appear prepared | | Presenter(s) were prepared, but flow was not logical | | Presentation flowed in logical sequence | | Presentation flowed in a logical sequence, statements were well organized | | | |
| | 0 | ○ | 1 | ○ | 3 | ○ | 5 | ○ | | |
| Demonstrates self-confidence, poise, assertiveness, and good voice projection | Presenter(s) did not demonstrate self-confidence | | Presenter(s) demonstrated self-confidence and poise | | Presenter(s) demonstrated self-confidence, poise, and good voice projection | | Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness | | | |
| | 0 | ○ | 1 | ○ | 3 | ○ | 5 | ○ | | |
| 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 | ○ | 3 | ○ | 7 | ○ | 10 | ○ | | |
| Performance Subtotal (100 max) | | | | | | | | | | |

Penalty Points (Mark all that apply)

| | | | | | | | | | | | |
|---------------------|----|---|-------------------------|----|---|-------------------------------|----|---|--------------------------------|---|--|
| Time over 7 minutes | -5 | ○ | Dress Code not followed | -5 | ○ | Event Guidelines not followed | -5 | ○ | Total Penalty | - | |
| | | | | | | | | | Performance Total | | |
| | | | | | | | | | Project Total (200 max) | | |
| | | | | | | | | | Grand Total | | |

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____



FBLA DIGITAL VIDEO PRODUCTION

Project Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

| Project Usability | Not Demonstrated | | Below Expectations | | Meets Expectations | | Exceeds Expectations | | Points Earned | Tie Breaker |
|-------------------|--------------------------|------------------|--------------------|--|--------------------|------------------------------------|----------------------|----------------------------------|---------------|-------------|
| | Video plays successfully | Media not usable | | Media usable but not submitted according to event guidelines | | Media usable but not plug and play | | Media usable in multiple players | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | |

Video Content

| | | | | | | | | | | |
|---|--|---|--|---|---|---|--|---|--|--|
| Fully address the concept and/or topic | Concept and/or topic are not followed | | Concept and/or topic not fully developed | | Fully addresses the concept and/or topic | | User with no knowledge of the concept and/or topic can identify based on video | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | |
| Video contains multiple elements providing evidence of production skill | No evidence of video production skill demonstrated | | Video is designed using limited video editing skills | | Video contains transitions and use of multiple technologies | | Video contains advanced features such as animation | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | |
| Grammar, spelling, and punctuation | Video contains grammar or spelling errors | | Video contains 3 or less spelling or grammar errors | | Video contains one grammar and no spelling errors | | Video is grammar and spelling error free | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | |
| Copyright information is noted and documented | Copyright information not addressed or addressed incorrectly | | | | Substantiated compliance to copyright regulations using visual representation | | | | | |
| | 0 | | ○ | | 20 | | ○ | | | |

Project Evaluation

| | | | | | | | | | | | |
|--|--|---|--|---|--|---|---|-----------------------------------|--|--|--|
| Presentation has logical flow of information | Flow of video does not seem logical | | Flow does not connect each element of the video | | Flow is logical and appears sequenced with beginning, middle, and end | | Presentation is logical and includes a call to action at the end | | | | |
| | 0 | ○ | 14 | ○ | 21 | ○ | 30 | ○ | | | |
| 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 serves as a logical component of the video | | Multiple types of transitions are used and all flow seamlessly | | | | |
| | 0 | ○ | 14 | ○ | 21 | ○ | 30 | ○ | | | |
| Audio and visual elements are coordinated | Audio and Visual elements are limited | | Audio and Visual elements do not include variety | | Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques | | Audio and visual includes special effects | | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | | |
| Use of video technology | Video technology use not evident | | Video incorporates use of technology | | Video incorporates advanced use of technology such as special effects | | Video contains multiple advanced features such as special effects | | | | |
| | 0 | ○ | 7 | ○ | 14 | ○ | 20 | ○ | | | |
| | | | | | | | | Project Subtotal (200 max) | | | |

Penalty Points

| | | | | | | | | | |
|---------------------------------|--|--|--|--|----|---|----------------------|--------------------|--|
| Project Guidelines not followed | | | | | -5 | ○ | Total Penalty | - | |
| | | | | | | | | Grand Total | |

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____