

## **(460) Visual Design Team**

### **Description**

Create a new branding package for an up and coming movie.

### **Eligibility**

Any student member may enter this team event. A team will consist of 2-4 members. Members participating in the national level competition must be registered for the event, prior to the submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

### **Topic**

Your team has been hired to design promotional components for a new up and coming movie that has been designated as G or PG-13. The team must create a minimum of 4 items, and one must include the Movie DVD Case (Front, Spine, & Back). Other items could include: Store Movie Poster, Characters, Movie Trailer, Social Media Ad Campaign, Swag, etc.

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

### **Team must supply**

Display Props (optional)

Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

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

Team 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 contestant. 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 effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Apply principles of design, layout, and typography
- Generate items for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience
- Demonstrate teamwork skills needed to function effectively

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- All designs must be printed on 8½"x11" paper.
- It is recommended to be designed at least 300 dpi.
- **The promotion package components, signed [Release Form\(s\)](#), and Works Cited must be submitted in JPG, PNG, or PDF formats at <https://upload.bpa.org> no later than 5:00 p.m.**

**Eastern Standard Time on April 1, 2024. 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.**

- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Confirmation of receipt will be provided when the project is submitted.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No exceptions can be made for missed deadlines due to an incorrect email address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- **Only one (1) team member should complete the submission.**
- No fax or mailed copies will 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 printed promotion components, Works Cited *must* be submitted at the time of the presentation at NLC, at both the preliminary and final competition.
- The team will give a presentation on how the graphics were developed and produced. A question-and-answer session will follow.
- Team printout and forms will *not* be returned.
- Appropriate use of grammar, spelling, and punctuation.
- All graphics must be computer generated. Only team member-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- All written materials must follow the organization's [Graphic Standards](#) and make proper use of the BPA 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.
- All materials, other than the required submission materials, may *not* be left with judges.

### **Method of evaluation**

Pre-submitted Project Files

Technical Scoring Rubric

Presentation Scoring Rubric

### **Length of event**

No more than three (3) minutes for setup

No more than ten (10) minutes for the presentation

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

Finals may be included at 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 *cannot* be returned and will *not* be available at NLC.**

## (460) Visual Design Team – Pilot

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Signed Released Form(s)</a></li><li>Video Game Case Cover - PDF, JPG or PNG Format</li><li>At least 3 other components - PDF, JPG or PNG Format</li><li>Works Cited</li></ul> <i>All points or none are awarded by the Technical Judge.</i>				20	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated products shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
All products complement each other but are different.	1-5	6-10	11-15	16-20	
Center of interest apparent in all three products	1-5	6-10	11-15	16-20	
Composition of all three designs have balance, unity, and harmony	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts.	1-5	6-10	11-15	16-20	
Utilizes whitespace appropriately (uses negative and positive space)	1-5	6-10	11-15	16-20	
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (200 points maximum)					

## (460) Visual Design Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Delivery <ul style="list-style-type: none"><li>• Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li><li>• Presents the information in a highly structured and organized manner that is easy to follow.</li></ul> Demonstrates a clear understanding of the topic and presents relevant, accurate information.	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 and software used	1-5	6-10	11-15	16-20	
Demonstrates clear connection between all the designs components	1-5	6-10	11-15	16-20	
Explanation of roles of team members	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: <a href="#">Works Cited</a> (1 copy) <i>Must have copies for preliminaries and finals</i>				10	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (130 points maximum)</b>					

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

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**

**MAXIMUM POSSIBLE POINTS = 330**