(460) Visual Design Team - Pilot

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 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.

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
The 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.
- It is recommended to be designed at least 300 dpi.
- The promotion package components (logo and three team created files) can be JPG, PNG, MP4 or PDF formats.
- **All project documents, including signed Release Forms and Work Cited, must be compressed in a single zip file. URL to zipped project files must be pre-submitted to https://upload.bpa.org, no later than 5:00 p.m. Eastern Standard Time on April 1, 2025.**
- 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 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.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- 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.

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Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
URL to all project files combined below in a single compressed zip folder. 1. Logo with tagline (JPG, PNG, or PDF) 2. The other 3 items – JPG, PNG, MP4 or PDF 3. Works Cited - PDF format 4. Release form(s) - PDF format	VDT-TeamID.zip	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
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.

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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	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. ● Signed Released Form(s) ● Logo with Tagline – PDF, JPG or PNG Format ● At Least (3) other Components – PDF, JPG, MP4 or PNG Format ● Works Cited formatted according to the BPA Style & Reference Guide *All points or none are awarded by the Technical Judge.*		20			
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated products show 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 • Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience. • Presents the information in a highly structured and organized manner that is easy to follow. • Demonstrates a clear understanding of the topic and presents relevant, accurate information.	1-5	6-10	11-15	16-20	
Ability to explain the development and execution of the planned project including pre-production, production and post-production.	1-5	6-10	11-15	16-20	
Explanation of technology & 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	1-2	3-5	6-8	9-10	
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (130 points maximum)					

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