### 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

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

#### Delivery Skills

| | 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 | 0 | |
| 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 | 0 | |
| 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 | 0 | |

### Penalty Points

- **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.)

<table>
<thead>
<tr>
<th>Project Usability</th>
<th>Not</th>
<th>Below</th>
<th>Meets</th>
<th>Exceeds</th>
<th>Points Earned</th>
<th>Tie Breaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video plays successfully</td>
<td>0</td>
<td>7</td>
<td>14</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Video Content</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fully address the concept and/or topic</td>
<td>0</td>
<td>7</td>
<td>14</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Video contains multiple elements providing evidence of production skill</td>
<td>0</td>
<td>7</td>
<td>14</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Grammar, spelling, and punctuation</td>
<td>0</td>
<td>7</td>
<td>14</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Copyright information is noted and documented</td>
<td>0</td>
<td>20</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Project Evaluation**

<table>
<thead>
<tr>
<th>Project Evaluation</th>
<th>Not</th>
<th>Below</th>
<th>Meets</th>
<th>Exceeds</th>
<th>Points Earned</th>
<th>Tie Breaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation has logical flow of information</td>
<td>0</td>
<td>14</td>
<td>21</td>
<td>30</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Quality of editing and transition</td>
<td>0</td>
<td>14</td>
<td>21</td>
<td>30</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Audio and visual elements are coordinated</td>
<td>0</td>
<td>7</td>
<td>14</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Use of video technology</td>
<td>0</td>
<td>7</td>
<td>14</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Penalty Points**

| Project Guidelines not followed | -5 | 0 | Total Penalty | - | Grand Total |

**Name(s):**

**School:**

**State:**

**Judge’s Signature:**

**Date:**