



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) explains 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		Video is presented, but inadequate introduction and transition back into presentation		Video is presented, with adequate introduction and transition back into presentation			
	0	○	3	○	7	○	10	○		
Copyright information is noted and documented, and video content is original	Copyright information not addressed or addressed incorrectly AND video content is not original		Material violates copyright guidelines OR video content is not original		Copyright information is documented, and video content is original		Copyright compliance is documented using visual representation, and video content is original			
	0	○	7	○	14	○	20	○		

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)

Over allowed time (7 minutes)	-5	○	Dress Code not followed	-5	○	Deduct 5 points for each instance of guidelines not being followed	_____	○	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
	0	○	7	○	14	○	20	○		
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 skill		Video contains transitions and use of multiple technologies		Video contains multiple advanced film techniques			
	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, and video content is original	Copyright information not addressed or addressed incorrectly AND video content is not original		Material violates copyright guidelines OR video content is not original		Copyright information is documented, and video content is original		Copyright compliance is documented using visual representation, and video content is original			
	0	○	7	○	14	○	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 transitions	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 uses variety of sources and special effects				
	0	○	7	○	14	○	20	○			
Use of video/film techniques	Video technology use not evident		Video incorporates use of film techniques		Video incorporates advanced use of film techniques		Video contains multiple advanced film techniques such as special effects				
	0	○	7	○	14	○	20	○			
								Project Subtotal (200 max)			

Penalty Points

Deduct 5 points for each instance of project guidelines not being followed	- ____	○	Total Penalty		- ____	
					Grand Total	

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____