

## Prejudged Projects/ Presentation Events

3-D Animation  
Computer Game & Simulation Programming  
Coding & Programming  
Digital Video Production  
E-business  
Electronic Career Portfolio  
Graphic Design  
Mobile Application Development  
Public Service Announcement  
Publication Design  
Social Media Campaign  
Website Design

### Eligibility

**Coding & Programming & Electronic Career Portfolio:** Each chapter may enter 5 individuals in *Coding & Programming* and 2 individuals in *Electronic Career Portfolio*. Each competitor must be a member of an active local chapter and must be on record in the FBLA-PBL National Center as having paid dues by October 31 (January 15 for *Coding & Programming*) of the current school year. Participants must not have entered this event at a previous National Leadership Conference.

**All Other Events:** Each chapter may enter up to 2 entries in each event, each created by an individual or by a team of 2 or 3 members from active local chapters. Participants must be on record in the FBLA-PBL national office as having paid dues by October 31 (January 15 for *3-D Animation*, *Computer Game & Simulation Programming*, *E-business*, and *Mobile Application Development*) of the current school year. A member may only be part of 1 entry per event. All authors of the prejudged portion must be from the same local chapter. In the case of a team project, no more than 1 member may have competed in this event at a previous National Leadership Conference or have competed more than 2 years at the national level in this event.

**Competitors in the performance portion of these events at the State Leadership Conference only must be in the complete Georgia FBLA Official Dress. If any team member is not in complete compliance with the Georgia FBLA Official Dress, each judge will deduct 20 points.**

### Overview

These events consist of 2 parts: a prejudged project and a performance component.

Student members, not advisers, must prepare the prejudged projects. Local advisers should serve as consultants to ensure that the report is well-organized, contains substantiated statements, and is written in an acceptable business style.

**Digital Video Production, Electronic Career Portfolio, Graphic Design, Public Service Announcement, Publication Design, Social Media Campaign, Website Design:** All participants will participate in the prejudged project at the Region Leadership Conference. The prejudged project should be developed on the topic listed and must be submitted using the online entry form by November 29. There is no presentation component at the Region Leadership Conferences in these events. **Only the top 12 prejudged entries statewide from the Region Leadership Conference will participate in the oral performance component at the State Leadership Conference.** Entries advancing to the State Leadership Conference in *Digital Video Production*, *Electronic Career Portfolio*, *Graphic Design*, *Publication Design*, and *Website Design* only will resubmit their prejudged entry by the SLC competitive event deadline (February 7). You may make changes to your RLC entry prior to the SLC deadline. There is no prejudged component at SLC for *Electronic*

*Career Portfolio*, *Public Service Announcement*, or *Social Media Campaign*.

**3-D Animation, Computer Game & Simulation Programming, Coding & Programming, E-business, Mobile Application Development:** All participants will participate in the prejudged project at the State Leadership Conference which must be submitted by February 7. **Only the top 7 prejudged entries will participate in the oral performance component at the State Leadership Conference.**

The authors of the prejudged project are the only members who are eligible to participate in the presentation at SLC.

### Performance Guidelines – SLC Only

- **3-D Animation, Coding & Programming, Computer Game & Simulation Programming, E-business, Mobile Application Development:** Based on the highest prejudged entries, a maximum of 7 entries will be selected to make oral presentations at the State Leadership Conference. chapter.
- **Digital Video Production, Electronic Career Portfolio, Graphic Design, Public Service Announcement, Publication Design, Social Media Campaign, Website Design:** All competitors that advance from the Region Leadership Conference will make oral presentations at the State Leadership Conference. Presentation of the entry must be conducted by participants who authored the event.
- In the case of a team event, at least one author must give the presentation at the SLC; however, all team members who wish to be recognized as state winners must register for the SLC. No replacement or substitutes will be allowed.
- All competitors in the performance portion of this event at the State Leadership Conference must report for Event Orientation 30 minutes before the scheduled event session. Competitors will only be excused if they are competing in another performance event during the same session. Competitors not attending Event Orientation may be disqualified and not allowed to compete.
- 5 minutes will be allowed to setup and remove equipment or presentation items. The chapter must provide all equipment for the presentation as well as a copy of the project, if needed.
- Internet access will be provided only for E-business, Electronic Career Portfolio, and Website Design. Access may not be wireless, so competitors should plan appropriately when selecting laptops/tablets on which to present. There will not be internet access for any of the other event. Therefore, participants should avoid using online presentation services.
- The individual or team members must perform all aspects of the presentation (e.g. speaking, setup, distribution of handouts, operating audio-visual equipment, etc.). Other representatives of the chapter, including the adviser, may provide no additional assistance.
- In the event of a team presentation, all team members are expected to actively participate in the presentation.
- Visual aids and samples specifically related to the project may be used in the final presentation. However, no items may be left after the presentation with either the judges or the audience.
- Individuals/Teams will have 7 minutes (5 minutes for Public Service Announcement) to describe the project and the results obtained.
- **For All Events Except Public Service Announcement:** A timekeeper will stand and hold up a yellow card at 6 minutes and stand again and hold up a red card at 7 minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of 5 points for presentations over 7 minutes.
- **Public Service Announcement only:** A timekeeper will stand and hold up a yellow card at 4 minutes and stand again

and hold up a red card at 5 minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of 5 points for presentations over 5 minutes.

- Following each presentation, the judges may conduct a 3 minute question-and-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

## Judging

### Region Leadership Conference

*(Digital Video Production, Electronic Career Portfolio, Graphic Design, Public Service Announcement, Publication Design, Social Media Campaign, Website Design only)*

The score received on the prejudged portion of the event will account for 100% of the final score for the Region Leadership Conference.

### State Leadership Conference

**3-D Animation, Coding & Programming, Computer Game & Simulation Programming, Digital Video Production, E-business, Graphic Design, Mobile Application Development, Publication Design, Website Design:** Prejudged entries will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists

for the programming events, 3-D Animation, and E-business before the State Leadership Conference. A separate panel of judges will evaluate the oral presentations. Final rank is determined by combining the written report scores (2/3 of the overall score) and the oral presentation scores (1/3 of the overall score).

**Electronic Career Portfolio, Public Service Announcement, and Social Media Campaign:** The presentation score is 100% of the overall score

## Awards

**Region Leadership Conference** *(Digital Video Production, Electronic Career Portfolio, Graphic Design, Public Service Announcement, Publication Design, Social Media Campaign, Website Design only):* The maximum number of awards will be 5 to the entries with the highest prejudged scores. Only the top 12 entries for from across the state with the highest prejudged scores for these events will advance to the State Leadership Conference.

**State Leadership Conference:** The maximum number of awards will be 10. A maximum of 4 entries in each event will represent Georgia at the National Leadership Conference.

Event	Type	RLC	SLC Prejudged Entry?	Who Presents at SLC	Equip Setup Time	Performance Time	Warning Time (Yellow Card)	Time Up (Red Card)	Penalty Over Time (5 points)	Q&A (3 min)
Digital Video Production Graphic Design Publication Design Website Design	Team (1-3)	Yes	Yes	Top 12 entries statewide from RLC	5 min.	7 min.	6 min.	7 min.	Yes	Yes
3-D Animation Computer Game & Simulation Programming E-business Mobile Application Development	Team (1-3)	No	Yes	Top 7 entries from prejudged SLC entries	5 min.	7 min.	6 min.	7 min.	Yes	Yes
Coding & Programming	Individual	No	Yes	Top 7 entries from prejudged SLC entries	5 min.	7 min.	6 min.	7 min.	Yes	Yes
Electronic Career Portfolio	Individual	Yes	No	Top 12 entries statewide from RLC	5 min.	7 min.	6 min.	7 min.	Yes	Yes
Public Service Announcement	Team (1-3)	Yes	No	Top 12 entries statewide from RLC	5 min.	5 min.	4 min.	5 min.	Yes	Yes
Social Media Campaign	Team (1-3)	Yes	No	Top 12 entries statewide from RLC	5 min.	7 min.	6 min.	7 min.	Yes	Yes

Event	Specific Guidelines
<p><b>3-D Animation</b>  <i>Rating Sheets:</i>  <i>See pp. 49-50</i></p> <p><b>What to Submit (SLC):</b>  Online video upload (&lt;3 min.)</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7</p>	<ul style="list-style-type: none"> <li>• This event begins at SLC. There is no RLC entry.</li> <li>• Animation will be used to create a standalone video product.</li> <li>• The video should be no more than 3 minutes and copyright issues should be addressed in the credits of the film.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services.</li> </ul> <p><b>2017 SLC/NLC Topic</b>  <i>Many companies are required to protect the environment and "go green." Use 3D animation in a promotional/marketing video to show the importance of going green as an important business sustainability step.</i></p>
<p><b>Coding &amp; Programming</b>  <i>Rating Sheets:</i>  <i>See pp. 65-66</i></p> <p><b>What to Submit (SLC Only):</b>  URL to website where program can be downloaded</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7.</p>	<ul style="list-style-type: none"> <li>• This event begins at SLC. There is no RLC entry.</li> <li>• Individual event.</li> <li>• Submit a URL [whether a website or a folder structure (e.g., Dropbox link)] containing the executable object, data, program documentation (including but not limited to, execution instructions, system requirements, and text files for all program code – see <a href="http://en.wikipedia.org/wiki/Software_documentation">http://en.wikipedia.org/wiki/Software_documentation</a>) or support file(s) needed to run the executable file to the FBLA state office by the stated deadline.</li> <li>• The program must run on Windows XP or higher.</li> <li>• Solution must run standalone with no programming errors.</li> <li>• Data must be free of viruses/malware. Any entries with contaminated data will not be judged.</li> <li>• The program should be shown to the judges.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services and should have a workable copy of the program locally.</li> </ul> <p><b>2017 SLC/NLC Topic:</b>  <i>Develop a database program to manage the general operations of a Family Entertainment Center (FEC). Give the FEC a name. The program must allow the user to complete at minimum the following tasks:</i></p> <ul style="list-style-type: none"> <li>• <i>Enter/view/edit a list of employees</i></li> <li>• <i>Create/edit a weekly work schedule for employees</i></li> <li>• <i>Generate/print weekly schedule reports</i></li> <li>• <i>Enter attendance of customers</i></li> <li>• <i>Enter/track, generate, and print report(s) showing customer attendance by time of day (AM/PM) and day of week.</i></li> </ul>

Event	Specific Guidelines
<p><b>Computer Game &amp; Simulation Programming</b>  <i>Rating Sheets:</i>  <i>See pp. 63-64</i></p> <p><b>What to Submit (SLC Only):</b>  URL to website where program can be downloaded</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7.</p>	<ul style="list-style-type: none"> <li>• This event begins at SLC. There is no RLC entry.</li> <li>• Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming, skills, and convey the message of the topic</li> <li>• All data and programs should be contained in a master folder named STATE_ SCHOOL where your state and school are listed in that folder name format. Outside of the master folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.</li> <li>• The program must contain the following, at a minimum: <ul style="list-style-type: none"> <li>• Must be graphical in nature, not text based.</li> <li>• An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.</li> <li>• A quit command programmed to the escape key</li> </ul> </li> <li>• Submit a URL [whether a website or a folder structure (e.g., Dropbox link)] containing the executable object, data or support file(s) needed to run the executable file, and files showing the programming code (can be text or flowchart files that can be opened using Microsoft Office 2007) by the stated deadlines.</li> <li>• The program must run on Windows XP or higher computer</li> <li>• Data must be free of viruses/malware. Any entry with contaminated data will not be judged.</li> <li>• The program should be shown to judges. This performance should address the program creation, the process used, and the results of the program.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services and should have a workable copy of the program locally.</li> </ul> <p><b>2017 SLC/NLC Topic</b>  <i>Create a 1980's style video arcade game. The game must include:</i></p> <ul style="list-style-type: none"> <li>• <i>at least three (3) levels of play</i></li> <li>• <i>3 lives/chances</i></li> <li>• <i>keep score</i></li> <li>• <i>run on a PC using Windows 7 or newer</i></li> <li>• <i>be a standalone executable program</i></li> <li>• <i>be virus and malware free</i></li> <li>• <i>contain a celebratory event and conclusion</i></li> <li>• <i>leaderboard</i></li> <li>• <i>audio and visual indicator that the game has been completed</i></li> <li>• <i>run solely by keyboard stroke</i></li> <li>• <i>qualify for a maximum ESRB rating of E10+</i></li> </ul>
<p><b>Digital Video Production</b>  <i>Rating Sheets:</i>  <i>See pp. 67-68</i></p> <p><b>What to Submit (RLC &amp; SLC):</b>  Online video upload (&lt;4 min.)</p> <p><b>RLC Deadline:</b>  Must be submitted online by November 29</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7</p>	<ul style="list-style-type: none"> <li>• The production may use any method to capture or create moving images.</li> <li>• The presentation should include sources used to research the topic, development, and design process, use of different video techniques, a list of equipment and software used, and copyright information for pictures, music, and other items</li> <li>• The video may be shown to the judges, if desired.</li> <li>• The video should be no more than 4 minutes and copyright issues should be addressed in the credits of the film.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services.</li> </ul> <p><b>2017 RLC/SLC/NLC Topic</b>  <i>Create a promotional video for a new, member original TV series or movie. The rating should meet "G" requirements.</i></p>

Event	Specific Guidelines
<p><b>E-business</b>  <i>Rating Sheets:</i>  <i>See pp. 69-70</i></p> <p><b>What to Submit (SLC only):</b>  URL of website</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7</p>	<ul style="list-style-type: none"> <li>• This event begins at SLC. There is no RLC entry.</li> <li>• Websites must be available for viewing on the Internet at the time of judging.</li> <li>• The product or service may be real or fictional.</li> <li>• Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the website. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.</li> <li>• The use of templates must be identified at the bottom of the home page.</li> <li>• Websites should be designed to allow for viewing by as many different platforms as possible.</li> <li>• No changes may be made to the website after the official entry date.</li> <li>• Sites should be designed to allow for viewing on as many different platforms as possible.</li> <li>• If using a shopping cart, it does not need to be activated.</li> <li>• Explanations should include development and design process, use and implementation of innovative technology, use and development of media elements.</li> <li>• The website should be shown to judges.</li> </ul> <p><b>2017 SLC/NLC Topic</b></p> <ul style="list-style-type: none"> <li>• <i>Create a site that would allow a platform for a digital yard sale to raise funds to attend NLC. The site must include a shopping cart and a place to donate funds for those not wishing to make a purchase. The items must be searchable. A contact form must be available.</i></li> </ul>
<p><b>Electronic Career Portfolio</b>  <i>Rating Sheets:</i>  <i>See pp. 71-72</i></p> <p><b>What to Submit (RLC only):</b>  URL of website</p> <p><b>RLC Deadline:</b>  Must be submitted online by November 29.</p>	<ul style="list-style-type: none"> <li>• The prejudged component is only at RLC. If advancing to SLC, there is no prejudged component to submit for SLC prejudging.</li> <li>• Individual event.</li> <li>• The Electronic Career Portfolio must be Web based and available for viewing on the Internet at the time of judging.</li> <li>• The Electronic Career Portfolio online event entry form (see Appendix A) must be completed by the local adviser no later than November 29. There is no late registration for this event.</li> <li>• The Electronic Career Portfolio site must be Web based and available for viewing on the Internet at the time of judging. No changes can be made to the Electronic Career Portfolio after the official entry deadline.</li> <li>• The event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences.</li> <li>• All information should reflect the student's accomplishments and experiences that have actually occurred. No fictitious information should be presented.</li> <li>• The portfolio must include: a resume and a career summary. The career summary should include career choice; description of career, skills, and education required; and future job outlook (e.g., monetary advancement).</li> <li>• Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following: <ul style="list-style-type: none"> <li>• Career-Related Education: Describe a career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.</li> <li>• Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.</li> <li>• Examples of Special Skills: Includes up to 5 examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.</li> </ul> </li> </ul>
<p><b>Graphic Design</b>  <i>Rating Sheets:</i>  <i>See pp. 79-80</i></p> <p><b>What to Submit (RLC &amp; SLC):</b>  PDF Upload of files</p> <p><b>RLC Deadline:</b>  Must be submitted online by November 29</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7</p>	<ul style="list-style-type: none"> <li>• Emphasize graphic interpretation of the topic and design.</li> <li>• Do not use any words, diagrams, clipart, and/or artwork that are not public domain.</li> <li>• The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated</li> <li>• All other jobs must be saved in JPEG or PDF format.</li> <li>• Participants must convert their entry to PDFs which should be submitted online by the stated deadline.</li> <li>• The oral presentation should explain the development and contents of the design package.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services.</li> </ul> <p><b>2017 RLC/SLC/NLC Topic:</b></p> <p><i>You have been hired as a graphic designer for a new Family Entertainment Center (FEC) opening in a city with a population of approximately 200,000. Provide a branding package for the owners that would include a name for the FEC, logo, theme, store front design, interior and exterior signage, and menu boards.</i></p>

Event	Specific Guidelines
<p><b>Mobile Application Development</b>  <i>Rating Sheets:</i>  <i>See pp. 92-93</i></p> <p><b>What to Submit (SLC Only):</b>  URL to website where program can be downloaded</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7.</p>	<ul style="list-style-type: none"> <li>• This event begins at SLC. There is no RLC entry.</li> <li>• The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.</li> <li>• Submit a URL [whether a website or a folder structure (e.g., Dropbox link)] containing the executable object, data, program documentation (including but not limited to, execution instructions, system requirements, and text files for all program code and support file(s) needed to run the executable file no later than February 7.</li> <li>• Project submissions must include the source code and screen shots of the GUI in PDF format.</li> <li>• The solution must run standalone with no programming errors.</li> <li>• Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.</li> <li>• Applications do not need to be available for download from a digital-distribution multimedia-content service.</li> <li>• The app should be shown to the judges.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services and should have a workable copy of the program locally.</li> </ul> <p><b>2017 SLC/NLC Topic</b>  <i>Create a mobile application that would allow a platform for a digital yard sale to raise funds to attend NLC. The app should allow for the donation of items, including picture, suggested price, and a rating for the condition of the item. The app should allow for interaction/comments on the items. Code should be error free.</i></p>
<p><b>Public Service Announcement</b>  <i>Rating Sheets:</i>  <i>See pp. 98-99</i></p> <p><b>What to Submit (RLC Only):</b>  Online video upload (&lt; 30 sec.)</p> <p><b>RLC Deadline:</b>  Must be submitted online by November 29</p>	<ul style="list-style-type: none"> <li>• The prejudged component is only at RLC. If advancing to SLC, there is no prejudged component to submit for SLC prejudging.</li> <li>• Research and form an objective on the topic provided.</li> <li>• Create a script and 30-second video on the topic. The presentation may include elements such as graphics, pictures, music, voiceover, sound, and text.</li> <li>• The video production may use any method to capture or create moving images.</li> <li>• The PSA video must be shown to the judges.</li> <li>• The presentation should include the team's objective toward the topic, major findings from the topic research, the script writing process, use of different video techniques, a list of equipment and software used, and copyright issues with pictures, music, or other items.</li> <li>• Competitors must bring their own script copy if they want to refer to it during the presentation.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services.</li> </ul> <p><b>2017 RLC/SLC/NLC Topic</b>  <i>Develop a public service announcement that addresses the safety and security surrounding the use of drones.</i></p>
<p><b>Publication Design</b>  <i>Rating Sheets:</i>  <i>See pp. 102-103</i></p> <p><b>What to Submit (RLC &amp; SLC):</b>  PDF Upload of files</p> <p><b>RLC Deadline:</b>  Must be submitted online by November 29</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7</p>	<ul style="list-style-type: none"> <li>• Emphasize graphic interpretation of the print publications.</li> <li>• Do not use any words, diagrams, clipart, and/or artwork that are not public domain.</li> <li>• All other jobs must be saved in JPEG or PDF format. Designs should be computer generated.</li> <li>• Participants must convert their entry to PDFs which should be submitted online by the stated deadline.</li> <li>• The oral presentation should include the team's objective toward the topic; use of different design techniques; a list of software used; and copyright issues with images or other items.</li> <li>• Competitors may bring copies of printed materials designed for presentation.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services.</li> </ul> <p><b>2017 RLC/SLC/NLC Topic:</b>  <i>Create a publication portfolio promoting a new, member original TV series or movie. The portfolio should include a poster, character cutout design, ¼ page newspaper advertisement, and three additional promotional products. Everything should meet "G" rating requirements.</i></p>

Event	Specific Guidelines
<p><b>Social Media Campaign</b>  <i>Rating Sheets:</i>  <i>See pp. 105-106</i></p> <p><b>What to Submit (RLC Only):</b>  Marketing Deck—PDF of printed slides (&lt; 30 slides)</p> <p><b>RLC Deadline:</b>  Must be submitted online by November 29</p>	<ul style="list-style-type: none"> <li>• The prejudged component is only at RLC. If advancing to SLC, there is no prejudged component to submit for SLC prejudging.</li> <li>• Competitors must submit a marketing deck in PDF format. The deck should not consist of more than 30 slides. The deck must address all items specified on the production rating sheet. This marketing deck is not necessarily the same slides that would be used in the SLC presentation component.</li> <li>• Internet access will not be provided for the presentation component of this event. Therefore, participants should avoid using online presentation services.</li> <li>• The project should address the following: <ul style="list-style-type: none"> <li>• Effectively address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members.</li> <li>• Campaign has high level of engagement and interactivity: Likes, shares, Retweets, RSVPs, etc.</li> <li>• Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, distributing content across as many platforms as possible within a limited budget.</li> <li>• Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.</li> <li>• Overall campaign—images, video, copywriting, graphic designs (if applicable)—is creative and appealing.</li> <li>• Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.</li> <li>• Effectively communicate required information and drive the campaign toward a clear call-to-action.</li> </ul> </li> </ul> <p><b>2017 RLC/SLC/NLC Topic</b>  <i>Create a social media marketing campaign to create buzz surrounding an upcoming, new, member original TV series or movie. Use a minimum of three different social media platforms. Everything should meet "G" rating requirements.</i></p>
<p><b>Website Design</b>  <i>Rating Sheets:</i>  <i>See pp. 108-109</i></p> <p><b>What to Submit (RLC &amp; SLC):</b>  URL of website</p> <p><b>RLC Deadline:</b>  Must be submitted online by November 29</p> <p><b>SLC Deadline:</b>  Must be submitted online by February 7</p>	<ul style="list-style-type: none"> <li>• Websites must be available for viewing on the Internet at the time of judging.</li> <li>• The website should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, and correct business format.</li> <li>• The product or service may be real or fictional.</li> <li>• Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the website. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.</li> <li>• Websites should be designed to allow for viewing by as many different platforms as possible.</li> <li>• No changes may be made to the website after the official entry date.</li> <li>• Sites should be designed to allow for viewing on as many different platforms as possible.</li> <li>• Explanations should include development and design process, use and implementation of innovative technology, use and development of media elements.</li> <li>• The website should be shown to judges.</li> </ul> <p><b>2017 SLC/NLC Topic</b>  <i>Develop a website for a new Family Entertainment Center (FEC) opening in a city with a population of approximately 200,000. Name the FEC. The FEC will be offering a variety of activities of your choice with a snack bar. The FEC will offer party packages to their customers. The website should allow customers to check availability for parties and make party reservations online. The site should also include a contact page.</i></p>



# SOCIAL MEDIA CAMPAIGN

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Design and Distribution</b>					
Overall campaign is aesthetically appealing	0	1–5	6–10	11–15	
Campaign is consistent across all platforms	0	1–3	4–7	8–10	
Campaign shows creativity, originality, and supports theme	0	1–5	6–10	11–15	
High level of interactivity and engagement	0	1–3	4–7	8–10	
Graphic design, when used, shows creativity, originality, and supports	0	1–3	4–7	8–10	
Campaign elements gain attention and have eye appeal	0	1–3	4–7	8–10	
<b>Comments:</b>					
<b>Content</b>					
Product/service message is clear	0	1–5	6–10	11–15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
Explains the development, creative design, implementation, and distribution process	0	1–5	6–10	11–15	
Benefits matched to customer and prospect needs	0	1–5	6–10	11–15	
Copyright information noted, if applicable	0	1–3	4–7	8–10	
Additional technologies: e.g. videos, linked social media pages used appropriately	0	1–3	4–7	8–10	
<b>Comments:</b>					
<b>Subtotal</b>				<b>/150 max.</b>	
<b>Penalty</b> Deduct up to 15 points for failure to follow guidelines.					
<b>Final Score</b>				<b>/150 max.</b>	

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ City: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:





# SOCIAL MEDIA CAMPAIGN

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Design and Distribution</b>					
Overall campaign is aesthetically appealing	0	1–7	8–14	15–20	
Campaign is consistent across all platforms	0	1–3	4–7	8–10	
Campaign shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
High level of interactivity and engagement	0	1–3	4–7	8–10	
<b>Comments:</b>					
<b>Content</b>					
Product/service message is clear	0	1–5	6–10	11–15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
Explains the development, creative design, implementation, and distribution process		1–5	6–10	11–15	
Benefits matched to customer and prospect needs		1–5	6–10	11–15	
Copyright information noted, if applicable	0	1–5	6–10	11–15	
<b>Comments:</b>					
<b>Presentation/Delivery</b>					
Graphic design, when used, shows creativity, originality, and supports	0	1–3	4–7	8–10	
Additional technologies: e.g. videos, linked social media pages used appropriately	0	1–3	4–7	8–10	
Campaign elements gain attention and have eye appeal	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Statements are well organized and appropriate	0	1–3	4–7	8–10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
<b>Comments:</b>					
<b>Subtotal</b>					<b>/200 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct 20 points if all competitors are not in Georgia FBLA Official Dress.					
<b>Final Score</b>					<b>/200 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ City: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: