

(420) Digital Media Production

Description & Eligibility

Create a one to two (1:00-2:00) minute digital media production based on the provided topic. Any postsecondary or secondary contestant may enter this judged event. Contestants must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. **Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines will be disqualified.**

Topic

Create a 1-2 minute video that introduces high school students to exciting and fast-growing careers in the digital age. The video should be informative, visually engaging, and include a clear call to action for students interested in pursuing these paths.

Key Points to Consider (but not limited):

1. What career are you spotlighting, and why is it exciting or important today?
2. What makes this career a good fit for students like you?
3. How can students start exploring this career right now?
4. What message do you want to leave your audience with?

Contestant Must Supply

- Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)

Competition Notes

- Method of evaluation: judged.
- Carry-in and set-up of equipment must be done solely by the contestant within the time allotted.
- No Internet access will be provided on-site at NLC; however, contestants may provide their own access to be used only for their presentation to the judges.
- No materials may be left with the judges.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Finals may be part of the competition.
- Each state is allowed three (3) entries.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Clickable URL to Project Files, Works Cited, and BPA Release Form(s) in one combined PDF file.	DMP-ContestantID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate an understanding of developing a project for a target audience
- Demonstrate utilization of various software applications
- Demonstrate knowledge of digital media
- Demonstrate knowledge of graphic design including color, animation, audio, and video

Contest Specifications for this Event

- Develop a visual communication tool utilizing various software applications.
- Usage of transitions and continuity must exist in the production.
- A consistent theme and slogan must be developed and used throughout the production.
- All graphics must be computer generated.
- Contestant may utilize audio, text, video, graphics and animation.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- Upload completed projects to a video/file sharing link (Vimeo, YouTube, Dropbox, etc.). Projects must be viewable on Windows and Mac platforms. Set the access level of your project to one of BPA's recommended settings. See the Cloud Sharing Guidelines for additional information.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a signed BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

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Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted one (1) combined PDF file containing clickable URL to Project, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Video Clarity	The video is blurry or grainy, with poor focus or unstable resolution that detracts from clarity.	The video is adequately sharp and consistently focused, allowing viewers to see content clearly without visual distractions.	The video exhibits outstanding clarity, sharpness, and precise focus throughout—enhancing visual engagement and presenting content with professional-level quality.	/30
Framing and Composition	Framing appears unbalanced or distracting, and composition fails to support the visual message, reducing overall clarity and appeal.	Framing and composition are generally well-executed, contributing to the message and maintaining visual interest without distraction.	Thoughtful and intentional framing enhances the message with strong visual impact; composition is balanced and aesthetically engaging throughout.	/30
Audio Quality	Audio is unclear, uneven in volume, contains distracting background noise or distortion that hinders comprehension.	Audio is consistently clear and well-balanced, with minimal or no background noise or distortion; it supports effective communication.	Audio quality is professional-grade—exceptionally clear, balanced, and crisp, with no detectable distractions; elevates the listening experience and enhances engagement.	/30
Voice Clarity	Dialogue or voice-over is difficult to hear or understand due to muffled sound, low volume, or competing background noise.	Dialogue or voice-over is audible and generally clear, with appropriate volume and minimal distractions—easy to follow and understand.	Dialogue or voice-over is crystal clear, well-paced, and delivered with ideal volume and tone; enhances comprehension and reinforces the message with professional polish.	/30
Editing Techniques	Editing techniques are inconsistent, abrupt, or distracting. Transitions may feel jarring or poorly timed, disrupting the video's flow and engagement.	Cuts, fades, and transitions are generally smooth and appropriately placed. Editing supports a coherent flow without interfering with the message.	Editing is polished and purposeful, with creative cuts and transitions that enhance the story, rhythm, and viewer experience.	/30

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Technical Scoring Rubric (Con't)

Transitions	Transitions feel rushed, delayed, or poorly placed, creating confusion and interrupting the video's flow or message.	Transitions are timely and generally well-integrated, supporting the video's pacing and overall coherence.	Transitions are well-timed and thoughtfully placed, enhancing storytelling and creating a smooth, unified visual flow.	/30
Graphics and Text	Graphics (e.g., text overlays or subtitles) are difficult to read, poorly placed, or visually distracting. They do not support or align with the video's message.	Graphics are clear, appropriately sized, and positioned to support the content. Visual style complements the video without overwhelming it.	Graphics are well-designed and strategically used—clear, integrated text enhances understanding and elevates the viewer's experience, with every element supporting the message.	/30
Lighting	Lighting is uneven, harsh, too dim, or inappropriate for the subject matter—resulting in poor visibility or distracting shadows that detract from the content.	Lighting is generally well-balanced and suitable for the subject, ensuring the scene is clearly visible and visually consistent throughout.	Lighting is expertly balanced and purposefully enhances the subject. It adds depth, clarity, and mood that elevate the video's quality and viewer engagement.	/30
Content	The content lacks a clear focus or does not effectively promote the subject matter. The message may come across as vague, generic, or unengaging.	The content presents the subject matter in a generally appealing way, with a clear message that encourages interest.	The content delivers a strong and engaging message, using creativity and emotional appeal to effectively appeal to the audience.	/30
Evaluation Criteria	Below Expectations 0-7 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Time Management	The video does not fit the parameter of the one to two minute limit.	The video is within the one to two minute parameter and uses time appropriately.	The video makes strategic use of its full time—content is well-structured, purposeful, and engaging.	/20
TOTAL TECHNICAL POINTS				/300

(420) Digital Media Production Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Contestant rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Contestant occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Contestant maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Organization, Design & Structure	The presentation lacks coherence, and the contestant's approach does not clearly convey a structured or purposeful flow.	The presentation has some gaps in organization, and the contestant's structure is occasionally unclear or inconsistent.	The presentation content flows adequately, and the contestant demonstrates a clear and well-integrated structure throughout.	/15
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES