

(430) Video Production Team

Description & Eligibility

Create a three to five (3:00-5:00) minute video production, based on the provided topic. Any postsecondary or secondary division contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams 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

Career Exploration | Trade & Technical Careers: With growing demand in technical careers, your team has been tasked with creating a three to five (3:00-5:00) minute video that highlights career paths in the trades (like welding, HVAC, electrical, cosmetology, automotive tech, etc.). Include interviews with professionals, career facts, and benefits of pursuing these often-overlooked opportunities. Target audience could include parents, middle to high school students, and/or business and industry.

Contestants Must Supply

- Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)
- Film equipment (computer, software, camera, etc.) for the National Leadership Conference
- Optional - Props

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.
- Only the team captain should complete the submission.
- 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, Storyboard, Script, Works Cited and BPA Release Form(s) in one combined PDF file.	VPT-TeamID.pdf	April 1, 2025, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate an understanding of how to create content tailored to a specific audience.
- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects

Contest Specifications for this Event

- Teams may utilize audio, text, video, graphics and animation. Use of transitions and continuity must exist in the production.
- Presentation should focus on the concept, development and production of the video.

- No presentation for the finals round at the National Leadership Conference. Scoring from the preliminary round will not be included in finals scoring. Video is judged on technical merit only.
 - Teams will have no more than four (4) hours to plan the storyline and complete all production phases including filming and exporting the video.
 - During this time, students may communicate with contestants of their team via telephone but may not communicate with others (including their advisor) concerning the production of their video. Teams will be disqualified for violating this rule.
 - After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
 - The video must be one (1) minute in length, rendered and exported into a MOV, MP4, AVI, MKV or MPG format and submitted using the provided flash drive. If video is not in the appropriate format, it may not be judged.

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.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team 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 team 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 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.

(430) Video Production Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team 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)				
Team submitted the correct information, in the correct format, as one (1) PDF file.				/10
1. Clickable URL to Video				
2. Script				
3. Storyboard				
4. Works Cited (formatted according to the <i>Style & Reference Manual</i>)				
5. BPA Release Form(s)				
Title Sequence				/10
Included more than one (1) camera angle				/10
Included one (1) voice over				/10
Included ending credits				/10
Production is free of typos				/10
At least 75% of the video footage by team members				/10
Final video promotion made effective use of time and was within video time limit of three to five (3:00-5:00) minutes.				/10
Evaluation Criteria	Below Expectations 0-8 points	Meets Expectations 9-17	Above Expectations 18-25 points	Points Awarded
Creativity & Originality	The video shows little creativity or original thinking. Ideas are common or copied, with no personal touch or unique style.	The video shows creative thinking and some original ideas. It includes your own voice and a few unique or thoughtful touches.	The video is very creative and original. Ideas are fresh, bold, and clearly show your unique voice and thinking.	/25
Topic Development	The topic is unclear or not fully explained. It's hard to tell what the main idea is. Important details are missing or don't fit well.	The topic is clear and mostly well explained. The main idea makes sense and is supported with good details.	The topic is clearly explained and well thought out. Details are strong, Interesting, and show deep understanding.	/25
Target Audience	The message is unclear or confusing and does not appeal to the target audience.	The message is mostly clear and easy to follow for the target audience.	The message is clear, strong, and keeps the target audience interested.	/25
Music & Tone	Music or sound doesn't match the mood. The tone feels off or confusing.	Music and tone mostly match the mood and message.	Music and tone clearly match the mood and message.	/25
Video Focus & Shot Quality	Video is shaky, blurry, or poorly framed. Hard to see or follow the content.	Video is mostly steady and clear. Shots are framed well enough to follow easily.	Video is very steady, clear, and well-framed. Shots enhance the viewer's focus.	/25

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Technical Scoring Rubric (Con't)

Lighting Quality	Lighting is too dark, too bright or uneven.	Lighting is mostly clear and consistent. Subjects are visible and easy to see.	Lighting is clear, well-balanced, and enhances the look and feel of the video.	/25
Color Quality	Colors don't match the topic or mood. They may be distracting or poorly chosen.	Colors mostly fit the topic and help support the mood or message.	Colors are well-chosen and clearly support the topic, mood, and message.	/25
Audio Quality	Audio is uneven, unclear, or distracting. Sound effects or fades are missing or poorly used.	Audio is mostly clear and balanced. Some use of fades, effects, or foley adds to the video.	Audio is clear, smooth, and well-balanced. Fades, effects, and foley are used creatively and effectively.	/25
TOTAL TECHNICAL POINTS				/280

(430) Video Production Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team 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	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45points	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.	/45
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
Team Members	At least two original team members were present during the presentation.			/5
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

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Technical Scoring Rubric - FINAL (Nationals Only)

Items to Evaluate				Points Awarded
Required Elements		Select One	Award All or None	
Included more than one camera angle		<input type="checkbox"/> Y <input type="checkbox"/> N	10 points	/10
Video is exactly 1-minute in length		<input type="checkbox"/> Y <input type="checkbox"/> N	10 points	/10
Final export met timed event deadline		<input type="checkbox"/> Y <input type="checkbox"/> N	50 points	/50
Exported in correct format		<input type="checkbox"/> Y <input type="checkbox"/> N	20 points	/20
TOTAL REQUIRED ELEMENTS				/90
Evaluation Criteria	Below Expectations 0-6	Meets Expectations 7-13	Above Expectations 14-20	Points Awarded
Video Footage	Video includes off-site or reused footage.	All footage shot on-site.	Entire video shot on-site with creative approach.	/20
Storyline	Lacks cohesion or direction.	Clear and developed storyline.	Engaging, well-developed, and compelling storyline.	/20
Production Quality	Editing feels incomplete or unclear.	Production supports the message.	Production elevates the message and viewer experience.	/20
Target Audience	The message is unclear or confusing and does not appeal to the target audience.	The message is mostly clear and easy to follow for the target audience.	The message is clear, strong, and keeps the target audience interested.	/20
Focus/Steadiness/ Shot Quality	Footage is shaky or blurred.	Footage is generally steady and in focus.	Smooth, sharp shots that enhance professionalism.	/20
Lighting Quality	Poorly lit scenes impact visibility.	Lighting is adequate throughout.	Lighting enhances mood and scene clarity.	/20
Color Quality	Colors are dull or inconsistent.	Colors are generally accurate and balanced.	Vibrant and cohesive color grading throughout.	/20
Audio Quality	Audio is unclear or poorly balanced.	Clear audio with basic editing.	Excellent use of fades, ambient sound, and normalization.	/20
TOTAL TECHNICAL POINTS				/250