

2023-24 Competitive Events Guidelines



Final

Future Business Leaders of America

Visual Design

Visual Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	Materials not described and/or one or more elements are missing or incomplete	Event topic and at least one of the materials described	Event topic and all materials described	All materials and event topic described, and the competitor(s) connect the different pieces together	13
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	No explanation or description of the design and development process	Explains the design OR development process	Explains both the design and the development process	Expert industry explanation of both design and development process	15
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	Does not create interest or desire for the design	Describes two or more features of the design that would assist in selling the product	Describes four or more features of the design that would assist in selling the product	Describes at least four features that would assist in selling the product and identify how the design is connected to the brand of the company	9
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	Consistency in graphic design to theme not addressed	Explains how graphic design is consistent with theme	Demonstrates with visual aids the consistency between graphic design and theme	Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids	2
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in a logical sequence	Presentation flowed in a logical sequence; statements were well organized	8
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	7
	0 points	1-6 points	7-8 points	9-10 points	
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	10
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					0
Presentation Total (100 points)					64

Name(s):	Destiny Tejada, Zion Lam		
School:	Lehigh CTI		
Judge Signature:		Joseph Peregrin	Date: 12/13/2023 09:00:09 PM UTC
Comments:			

Judge Notes / Comments:

Zion has demonstrated that he knows the project well. He is very comfortable with the presentation and personable with the presentation and the content delivery. Unfortunately, instead of speaking to me as a judge, Zion read a script to me. You know your material as can be witnessed by your written script; however, you chose to read your thoughts to me instead of having a one-on-one conversation with me as a person. While I understand that the video element makes it difficult to envision a person where the camera should be, it was evident by your focused gaze that was continually lowering to the right of the camera that your words were written instead of shared from the top of your head.

Failed Ideas slide - Whoa! TOO MUCH TEXT. A slide show is about summarizing main ideas. You can explain your thoughts using your words, but no person in the audience is going to attempt to read that many words on a slide. If you can't summarize an idea in four words or less, then you're doing your presentation wrong.

Your slide show did not always advance when you clicked. Always glance back to your presentation and check to see that the presentation advances. This commonly occurs. On a positive note, in the instance that you needed to search for the appropriate slide for the discussion, you calmly went forward, and then back, in search of the correct slide. Well done. You were not shaken from a situation that was beyond your control. There aren't too many students that could have done a similar job.

Store front layout - sparsely populated. It would have been nice to see more content located within the window, additional signage over the door or in other windows.

Sidewalk display - static display. As a visual designer, it is expected that the content is regularly updated. This means that your work is constantly being refreshed. A sign board that includes merely your logo and an arrow does not provide adequate call to action. Use the sidewalk display for an active promotional campaign. Give the passerby a reason to want to stop in. Give them a call to action.

Overall, you have done a nice job. I hope that you consider continuing with FBLA competition in future years. I look forward to seeing your continued growth through your learning. Well done.