

# 2023-24 Competitive Events Guidelines

## Visual Design



Final Future Business Leaders of America

### 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	10
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development proves	No explanation or description of the design and development process	Explains the design OR development process	Explain both the design and the development process	Expert industry explanation of both design and development process	10
	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	Consistence 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	7
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
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 logical sequence	Presentation flowed in a logical sequence; statements were well organized	7
	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	8
	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	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					0
<b>Presentation Total (100 points)</b>					61
Name(s):	Destiny Tejada, Zion Lam				
School:	Lehigh CTI				
Judge Signature:	Diane Rarick				Date: 12/13/2023 09:06:17 PM UTC
Comments:					

**Judge Notes / Comments:**

You demonstrated knowledge of your topic. However, I feel as though you could have gone into greater detail about your entire project, specifically spending a lot of time describing your logo and glossing over your other project details.

Some of your slides had way too much text. A presentation should have a short amount of text as your audience will spend time reading the text and not listening to you. Your slide show seemed to not advance when you clicked. Always take the time to double-check that your slides advanced. A positive is that you did not get flustered when you noticed that the slides weren't correct, GREAT JOB!

You also appeared to be reading from a script. You appeared comfortable with your topic, you knew your slide order, so go with it.

Window- You indicated your window display to have many options showing but there were only two items that could be seen.

Storefront layout - Your layout was plain. More content should have been placed within the window, or additional signage could have been added.

Sidewalk - A signboard is a static display. Your content should be updated and constantly refreshed.