2025-2026 Competitive Events Guidelines
Visual Design

Visual Design allows members to showcase their creativity and technical skills by developing original visual content. Members present their designs to a panel of judges, demonstrating their use of design principles, visual communication techniques, and the creative process behind their work.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

Make Your Mark: Rethink the Recruitment Booth and Design Beyond the Tri-Fold
Design a visually compelling and modern FBLA recruitment booth, using this year's theme of Make Your Mark, for a school or community Organization & Club Fair. Go beyond the traditional tri-fold display by exploring elevated design elements.

Your booth design should:
- Capture attention and reflect what makes your chapter unique
- Align with FBLA's official brand guidelines (colors, fonts, and logos)
- Clearly communicate the benefits of joining FBLA
- Include visual components that could be used across print and digital formats

Think creatively: How can you turn your booth into an eye-catching, informative, and on-brand experience that leaves a lasting impression?

District

Check your District's Call to Conference for any district-specific information about presentation events.

State

See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. Colorado FBLA will also provide the items listed below, excepting power, a projector, or a screen in the finals round. Presentation events will have a 1-minute set-up time. Most presentations will happen in a large ballroom, and all competitors will present to the judges in a preliminary round.

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National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Identification at Check-in**: Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  o Some events may begin before the Opening Session.
  o All schedules are posted in local time for the NLC host city.
  o Schedule changes are not permitted.

Event Administration
This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details
Timing Structure
- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format
- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines
- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items
- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items
- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research
- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations
- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic
- **Apply Design Principles:** Use balance, contrast, alignment, and other design principles to create visually strong and purposeful layouts.
- **Demonstrate Technical Skills:** Use digital design tools effectively, showing knowledge of proper formatting, file setup, and software features.
- **Communicate Visually:** Design visuals that clearly communicate a message, meet audience needs, and support the purpose of the project.
- **Explain the Creative Process:** Describe how ideas were developed, refined, and brought to life, including how problems were solved along the way.
- **Present Work Professionally:** Organize and present design work clearly, using correct terminology and justifying design decisions with reasoning.

Final Presentation Details

Timing Structure
- **Equipment Set-Up**: 3 minutes
- **Presentation**: 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A)**: 3 minutes
- **Note**: Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals
- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules
- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines
- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.

- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
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Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Colorado FBLA

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 competitors connect the different pieces together*	
	0 points	1-6 points	7-8 points	9-10 points	
Apply Design Principles: *Use balance, contrast, alignment, and other design principles to create visually strong and purposeful layouts.*	*No evidence of design principles is present; layout appears random or disorganized. No design terms are used*	*Some design principles are used, but inconsistently or without clear purpose. Layout may lack visual clarity or impact. Limited use of design terminology*	*Demonstrates a clear understanding of core design principles. Layout is visually strong, well-organized, and supports the message or purpose. Appropriate design terms are used, and design choices are explained with logical reasoning.*	*Applies multiple design principles with skill and creativity. Layout is polished, purposeful, and visually compelling, enhancing the overall impact and effectiveness of the design. Design decisions are clearly justified using accurate terminology and thoughtful explanations that show a deep understanding of the work.*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrate Technical Skills: *Use digital design tools effectively, showing knowledge of proper formatting, file setup, and software features.*	*No evidence of technical skill; tools are misused or formatting is missing or incorrect.*	*Basic understanding of tools is shown, but formatting, file setup, or use of features is incomplete or inconsistent.*	*Design tools are used correctly with proper formatting, file setup, and appropriate use of core features. Work shows technical competence.*	*Tools and features are used skillfully and efficiently. Formatting, file setup, and execution are precise and professional, demonstrating a strong command of the design software.*	
	0 points	1-9 points	10-16 points	17-20 points	
Communicate Visually: *Design visuals that clearly communicate a message, meet audience needs, and support the purpose of the project.*	*Visuals do not convey a clear message and lack connection to the audience or project purpose.*	*Visuals attempt to communicate a message but are unclear, inconsistent, or not well-suited to the audience or purpose.*	*Visuals clearly communicate the intended message, are appropriate for the target audience, and support the overall purpose of the project.*	*Visuals are engaging, well-crafted, and deliver a strong, focused message. Design choices are highly effective in reaching the audience and reinforcing the project's purpose.*	
	0 points	1-9 points	10-16 points	17-20 points	
Explain the Creative Process: *Describe how ideas were developed, refined, and brought to life, including how problems were solved along the way.*	*No explanation of the creative process is provided.*	*Provides a limited or unclear explanation of the process. Few details are given about idea development or problem-solving.*	*Clearly describes how ideas were developed and refined. Includes relevant steps and explains how challenges were addressed.*	*Provides a detailed and thoughtful explanation of the full creative process. Describes brainstorming, revisions, and specific problem-solving strategies that shaped the final design.*	
	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*	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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 logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers (preliminary round)* ✓ *Avoided use of food or live animals*			
	0 points	10 points			
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (140 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments: