

2026–2027 Competitive Events Guidelines

Digital Animation

Digital Animation allows members to design and present an original animated video that demonstrates creativity, storytelling, and technical skill. This event assesses members' understanding and application of fundamental animation principles through a pre-judged asset and a live presentation.



Event Overview	
Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Pre-judged Asset and Presentation with a Topic

Event Information:	
<u>National Leadership Conference:</u> Timing Structure: Equipment Set-Up: 3 minutes - No interaction allowed with judges during this time. Presentation: 7 minutes - A one-minute warning will be provided Question & Answer (Q&A): 3 minutes <i>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.</i> Important Notes: Internet Access: Provided - Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device. Prejudge Asset submission due by state set date Event Schedule Notes: - Some events may begin before the Opening Session. - All schedules are posted in local time for the NLC host city. - Schedule changes are not permitted.	<u>District Leadership Conference:</u> Check your DLC Call to Conference and Policies & Procedures for the timing structure, prejudice deadlines (if applicable) and other information. <u>State Leadership Conference:</u> Timing Structure: Equipment Set-Up: 1 minute - No interaction allowed with judges during this time. Presentation: 7 minutes - A one-minute warning will be provided Question & Answer (Q&A): 3 minutes Important Notes: - Time allocations are exclusive. Internet access: Provided but prepare a backup plan. - Colorado FBLA follows the NLC model for Event Administration unless noted otherwise. - Check the SLC Call to Conference for additional information and prejudice deadlines (if applicable).

*** Event specifics are continued below. Review the document in its entirety.

2026-2027 Topic
From Start to Finish: The Journey of a Product Create an animated video that tells the story of how a product travels from raw materials to the hands of a customer. Your animation should illustrate the key stages of the product's journey, including sourcing materials, manufacturing, transportation, distribution, retail, and the final customer experience. How do people, technology, and transportation work together to bring everyday products to consumers?

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National Leadership Conference

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 - Internet Access
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 - Internet Access

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

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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 Administration

This event consists of three phases: a pre-judged asset, preliminary presentation, and a final presentation.

Pre-judged Asset Details: Animated Video

Submission Deadline

- A URL linking to the animated video must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- The animated video must not exceed two minutes in length.
- Competitors may use any animation platform of their choice.
- All content must be original and created specifically for this competition.
- QR codes are not allowed in the project.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Projects must be new, original work and may not have been submitted at any previous National Leadership Conference.

Responsibility for Access

- Competitors are responsible for ensuring the video URL is accessible to judges. If the video cannot be viewed, a score of zero will be given for the pre-judged portion. Best Practice Note: If using a platform such as Google Drive or OneDrive, make sure sharing settings allow access to anyone with the link. If using YouTube or Vimeo, the video must be set to "Unlisted" (not "Private") to ensure it is not publicly searchable but still viewable by judges.

Judging & Ownership

- Assets will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

Research

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

Event Specific Information

- **Project Concept & Design:** Design elements should support and enhance the concept.
- **Project Execution:** Demonstrate creativity, clarity, and consistency, with smooth and professional edits or transitions that enhance the overall presentation. Content should follow a logical flow.

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

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- **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:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- 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

- Video Showcase
 - The pre-judged asset (video) must be played as part of your presentation.
- Presentation
 - **Development Process:** Explain how the animation was planned and developed. Use industry terms and include tangible planning materials.
 - **Production Process:** Describe how the animation was created from concept to final edit. Use correct animation terminology and include examples of drafts, revisions, or timelines.

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- **Tools & Decision-Making:** Explain what software and hardware were used and why. Compare alternatives and justify the final choices based on project goals.
- **Animation Techniques:** Identify and explain the animation techniques used with accurate industry terminology.

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:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- 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.
- Items may be placed on the provided table or on the judges table, if space allows.
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 - **Tools & Decision-Making:** Explain what software and hardware were used and why. Compare alternatives and justify the final choices based on project goals.
 - **Animation Techniques:** Identify and explain the animation techniques used with accurate industry terminology.

Scoring

- The pre-judged asset score will be added to the preliminary presentation round scores to determine which competitors or teams advance to the final round from each section.
- The final presentation score determines the top winners.
- Pre-judged asset score will be used to break a tie.
- 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

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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.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Digital Animation Pre-Judged Asset (Project) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Concept & Design Evaluation: Fully address the concept/ topic	Concept/topic is not followed	Concept/topic not fully developed	Fully addresses the concept/topic	A user with no knowledge of the concept/topic can identify topic based on video	
	0 points	1-6 points	7-8 points	9-10 points	
Project Concept & Design Evaluation: Color, contrast, background, typography, sound, and design are appropriate for the concept/topic	Design elements are missing, inconsistent, or unrelated to the concept or topic.	Some appropriate design choices are made, but there are issues with consistency, readability, or alignment to the topic.	Most design elements (color, contrast, background, typography, sound) are well chosen and support the concept or topic effectively.	All design elements are skillfully selected and thoughtfully applied to enhance the concept or topic. Visual and audio choices work together to create a strong, cohesive experience.	
	0 points	1-6 points	7-8 points	9-10 points	
Project Concept & Design Evaluation: Graphics are appropriate for concept/topic	Graphics are missing, off-topic, or unrelated to the concept.	Some graphics relate to the topic, but their purpose or quality is unclear or inconsistent with the concept.	Graphics are mostly appropriate and support the concept or topic. Visuals are clear and contribute to the animation’s message.	Graphics are well-designed, consistently align with the concept, and strongly enhance the storytelling. Visual choices are purposeful and add clarity, tone, or emphasis to the topic.	
	0 points	1-6 points	7-8 points	9-10 points	
Project Concept & Design Evaluation: Information related to the topic is accurate	No information related to the topic is provided, or the information is entirely inaccurate.	Some information is relevant, but there are noticeable inaccuracies or missing key details.	Information is mostly accurate and clearly connected to the topic. Minor errors, if any, do not affect understanding.	All information is accurate, well researched, and clearly supports the topic. Content enhances understanding and adds depth to the animation.	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Overall quality of elements of animation	Animation lacks basic elements such as movement or timing; appears incomplete or disjointed.	Animation shows limited use of animation principles. Movements may be rough, inconsistent, or distracting.	Animation demonstrates solid application of fundamental animation elements. Movements, timing, and transitions are generally smooth and support the story or message.	Animation is polished and fluid, with strong, consistent application of animation principles. Timing, movement, and transitions enhance storytelling and create a professional-quality experience.	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Quality of editing and transition	There are no transitions or evidence of video editing incorporated	Transitions exist but are rough and do not flow easily	Transitions flow seamlessly and serve as a logical component of the video	Multiple types of transitions are used and all flow seamlessly	
	0 points	1-8 points	9-12 points	13-15 points	
Project Evaluation: Logical flow of thoughts	Flow of video does not seem logical	Flow does not connect each element of the video	Flow is logical and appears sequenced	Flow is logical including a clear beginning, middle, and end	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Video concludes with proper credits and acknowledgement of copyright and sources	Video does not include credits	Video includes credits but they are limited	Video includes credits that recognize the creator, contributors, and acknowledgement of materials used	Video includes credits that recognize the creator, contributors, and includes written acknowledgement of copyright and sources	
	0 points	1-6 points	7-8 points	9-10 points	
Video Time	Video is over 2 minutes		Video is 2 minutes or under		
	0 points		5 points		
Pre-judged Asset Total (100 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:

Comments:

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Digital Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from video to presentation	Demonstrates the topic through presentation	Demonstrates expertise of the topic through presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	No explanation of the development process	Explains the development process but does not share tangible planning documents	Explains the development process and shares tangible planning documents	Explains development process using industry terminology and displays tangible planning documents	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	No explanation of the production process	Explains the production process but does not share tangible planning documents	Explains the production process and shares tangible planning documents	Explains the production process using industry terminology and displays tangible planning documents	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	No explanation of software and hardware used	Explains software OR hardware used	Explains software AND hardware used	Explains software and hardware used as well as alternative options and reasoning for final choice	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	No explanation of animation techniques used	Identifies animation techniques used	Identifies animation techniques used with industry terminology	Identifies and explains animation techniques used with industry terminology	
	0 points	1-9 points	10-16 points	17-20 points	
Copyright and source information is noted and documented, and video content is original	Copyright information or sources not addressed or cited incorrectly AND video content is not original	Material violates copyright and source guidelines OR video content is not original	Copyright information and sources documented, and video content is original	Copyright compliance is documented, sources cited using visual representation and video content is original	
	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 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					

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Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Pre-recorded segment is no longer than 2 minutes ✓ 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	1-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)			
Presentation Total (130 points)			
Name(s):			
School:		Section:	
Judge Signature:		Date:	
Comments:			