

### INSTRUCTIONAL VIDEO DESIGN

An individual or *team event* recognizes participants who demonstrate their knowledge, skills and abilities to research, plan and create an instructional video to deliver *content* as part of a lesson or unit of instruction.

#### ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference (NLC) and must be the work of the participant(s) only.
3. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. Only one form per entry is required.
4. The use of inappropriate music, *graphics* or text will automatically disqualify the entry. Inappropriate materials are those that are obscene, profane or explicit.
5. The use of copyrighted music, photographs or *graphics* in the digital video may disqualify the entry. Music, photographs, text, trademarks or names that are used in the project must be properly cited and documented. Only original items or items licensed for reuse are allowed. Most popular/commercial music is copyrighted and its use strictly limited. Participants are encouraged to use music with the appropriate license for reuse and publication on the Internet. Copyright laws must be followed.
6. Participants must follow state or district rules/guidelines for student privacy and use of photographs or student work when published online.
7. Participants who do not follow the event guidelines or the definition of the event, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

#### CAREER PATHWAYS ALIGNMENT

Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
■	■	■	■

#### EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
■	■	■	■

\*See page 7 for more information on event levels.

#### GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	Instructional Video, Project Components and Oral Presentation (National Leadership Qualifiers Only)	Table–Yes Laptop/Internet Access–Yes Electrical Access–Yes Wi-Fi – Yes	FCCLA Official Dress

#### PRESENTATION ELEMENTS ALLOWED

Audio	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
*							*	*

\*A USB Drive is allowed for backup presentation use only. No additional Audio, *Presentation Equipment* or *Visuals* other than the presentation of the website are allowed.

## TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Leadership	Technology
Creativity	Responsibility and Time Management
Communication/ Observation/ Writing Skills	

## INSTRUCTIONAL VIDEO DESIGN BY THE NUMBERS: 2023 - 2024

Participants Nationwide	Type of Event	Nationwide Impact
87	Online	6,162

87% of Instructional Video Design participants indicated this event is extremely or very useful to their future.  
42% of Instructional Video Design participants indicated they would pursue higher education related to the career chosen in their project.

## PARTICIPANT TESTIMONIALS

*Our Instructional Video Design Project describes various things that adolescents should and should not do when babysitting. This video depicts multiple scenarios that the babysitter may encounter while babysitting, and demonstrates what they need to do to ensure that the child is nurtured, or properly cared for. We utilized academic resources online to further the audience's understanding of providing exceptional care for children. – Kentucky FCCLA Member*

*In my video I teach the basics of baking, specifically when making cookies. I go over commonly used kitchen tools, techniques, and basic hygiene. -Utah FCCLA Member*

*"Feeding a Family of Four" aims to teach students the importance of varied meals and budgeting. The preparation of simple meals is shown to give an idea to students who are transitioning or trying to become more independent. It hopes to inform people of the importance of financing one's own money while applying it to a universal skill set -cooking and preparing meals (for family or individual need). Included are three possible meal ideas. – New Mexico FCCLA Member*

## SCHOLARSHIPS

Each year FCCLA's collegiate partners award over 13 million in scholarships to the Top 3 placing Level 3 teams/individuals annually at the National Leadership Conference. Scholarship details can be found on the FCCLA Website.

## INSTRUCTIONAL VIDEO DESIGN GUIDELINES AND RUBRICS

The STAR Events Guidelines and rubrics are updated annually, and they are an exclusive benefit for FCCLA members. Advisers and members can access and download the guidelines from the FCCLA Portal.

[ADVISER PORTAL](#)

[MEMBER PORTAL](#)