

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 the Requirements and Policies as outlined in the STAR Events Front Pages prior to event planning and preparation.
2. Participants are encouraged to bring fully charged devices, such as laptops, tablets etc., to use for audiovisual *electronic portfolio* presentation at competition.
3. 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.
4. **Online Orientation** - National Leadership Conference (NLC) participants are **encouraged** to view the online orientation video and submit the STAR Events *Online Orientation Form* to ensure they are fully prepared for NLC. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. The video and form cannot be completed through the FCCLA Adviser Portal. Only one form per entry is required. **Contact your State Adviser for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
5. **STAR Events Schedule Confirmation** – It is **strongly suggested** that Chapter Advisers confirm National Leadership Conference competitors' STAR Events Schedule in the FCCLA Portal by the date outlined on the FCCLA Website (Competitive Events Dates & Deadlines) Adviser can review students' schedules in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the National Leadership Conference, and choosing "Confirm STAR Competition." **Confirmation of students' schedules ahead of time will prevent issues with being qualified and registered for the conference and ensure students are competing in the correct STAR Event.**
6. Participants who do not follow the event guidelines or the definition of the event, or if they create an item that does not align with the current event topic, 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 CLUSTERS ALIGNMENT

Arts & Design	Education & Training	Financial Services
■	■	■
Hospitality & Tourism	Human Services	Public Service
■	■	■

EVENT LEVELS

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

Review the "Event Description and Levels" section of the policies in the front of the guidelines 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: 2024 - 2025

Participants Nationwide	Type of Event	Nationwide Impact
116	Online	7,899

81% of Instructional Video Design participants indicated this event is extremely or very useful to their future.
45% 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](#)