

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 **STAR Events Front Pages** for all event requirements, policies, and procedures before beginning the project.
2. Participants are encouraged to bring a fully charged device (laptop, tablet, etc.) to use for the presentation during competition.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during the school year leading up to the National Leadership Conference (NLC), within the time frame July 1 through June 30, and must be the work of the participant(s) only.
4. **Online Orientation** – NLC participants are **encouraged** to view the STAR Events Online Orientation video to ensure they are fully prepared for the NLC. The video will be available in the FCCLA Student Portal under Resources. **Contact your [state adviser](#) for orientation procedures for competitions held prior to the NLC.**
5. **STAR Events Schedule Confirmation** – It is **strongly suggested** that chapter advisers confirm participants' STAR Events schedules in the FCCLA Adviser Portal. Advisers 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." **Confirming schedules in advance helps ensure that participants are qualified, registered for the conference, and competing in the correct STAR Event. Schedule changes after the published deadline are subject to a \$25 change fee.** Please refer to the FCCLA Website (Competitive Events Dates & Deadlines).
6. Participants who do not follow event guidelines, align with the event definition, or address the current event topic will not have their project evaluated. However, they may still participate in the competition by delivering an oral presentation and will be evaluated based on the 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
*							*	*

*Presentation elements apply only to the *instructional* video presentation. Participants may use audio, *visuals*, and presentation equipment necessary to present the *instructional* video and project website. No additional presentation elements, props, *visuals*, audio, or presentation equipment may be used during the oral presentation. A USB drive is permitted only as a backup copy for presentation use only. Participants may use one (1) note card, no larger than 4" x 6" during the oral presentation.

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: 2025 - 2026

Participants Nationwide	Type of Event	Nationwide Impact
249	Online	62,690

80% of Instructional Video Design participants indicated this event is extremely or very useful to their future.
38% of Instructional Video Design participants indicated they would pursue higher education related to the career chosen in their project.

PARTICIPANT TESTIMONIALS

"Our project creates a secure school system, effectively creates a community to foster young minds, and ensures professional practices recognized by professional organizations related to education." – Georgia FCCLA Member

"This project positively impacted my family, school, and community by adding a sense of an idea that creates stronger bonds between the communities, families in the community, and peers in my school, to help resolve or learn about how conflict is a huge factor in everyday life." – Colorado FCCLA Member

"This project will have a positive impact on my school because I'm allowing the Futures Class (college & career readiness) teacher show my video to the students enrolled in that class, I'm also allowing the Junior High Guidance class teacher show my video to those students." – Nebraska 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 can access and download the guidelines from the FCCLA Portal.

ADVISER PORTAL