

2025–2026 Competitive Events Guidelines

Digital Design & Communications Case Competition



Digital Design & Communications Case Competition challenges members to analyze a case study and develop a creative strategy that addresses various aspects of digital communication. Members present their findings and solutions to a panel of judges, showcasing skills in areas such as branding, social media campaigns, marketing plans, graphic design, website prototypes, video production, and multimedia presentations.

Event Overview

Division	Collegiate
Event Type	Team of 1, 2, 3, or 4 members
Event Category	Case Competition
Event Elements	Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Arts, Entertainment, & Design
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism, Technology

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The case competition and rating sheet can be found starting on page 5. ***The business entity should not be contacted for additional information.***

This case competition for educational purposes only, offering a real-world scenario to help FBLA Collegiate members develop critical skills.

State

Check with your State Leader for state-specific competition information and deadlines.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Technology and presentation items Photo identification - Conference-provided nametag - Attire that meets the FBLA Dress Code	Table

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:

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- **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.
- **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:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **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.
- **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:**
 - 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.

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:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 5 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.

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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.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

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

Scoring

- The rating sheet will be released with the case competition.

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- 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.

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Overview and Background Information

Client: Act Missouri (transitioning to Act)

Project: Rebranding & Digital Design for Regional Expansion

Act Missouri, a nonprofit organization dedicated to substance use prevention and healthy youth development, is entering a strategic growth phase. With expanded partnerships and programming across state lines, the organization is rebranding as **Act**, dropping the "Missouri" to better reflect its new regional scope.

This rebrand presents an opportunity to align the organization's visual identity with its updated mission, vision, and values while preparing for broader engagement through modern marketing collateral and social media outreach.

Your Task

You have been contracted by Act as a digital design consultant. Your team is tasked with delivering a refreshed brand identity and updated marketing assets that position Act as a forward-thinking, youth-centered prevention leader across the Midwest region.

[Click here](#) to access Act Missouri's current and past logos, mission and vision statements, and examples of their past marketing collateral. Your deliverables must reflect the shift toward a regional presence, while maintaining the integrity of Act's long-standing commitment to prevention, education, and community empowerment.

Deliverables

Your final presentation should include:

1. Logo Redesign:
 - A new logo that aligns with the updated name ("Act") and expanded regional mission.
 - Explanation of design choices, color palette, and typography in a brand book that explains proper use of the new designs.
2. One-Sheet:
 - A professional, visually appealing flyer outlining what Act does, whom they serve, and the services/programs offered.
 - Designed for use at conferences, meetings, and digital distribution.
3. Business Cards
 - Design business cards for staff to use to share their information with others at meetings and events.
4. Banner:
 - Design a new banner for use at events or exhibit booths that pulls up
5. Social Media Assets:
 - A consistent and engaging look for digital use including:
 - Profile icon
 - Facebook/Twitter/X banner
 - Instagram story highlight covers
 - Post template for announcements or campaign launches

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Digital Design & Communications Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of Client & Mission Alignment	<i>Shows little or no understanding of mission or goals; designs are unrelated to case</i>	<i>Demonstrates limited understanding; some attempt to align with mission but lacks clarity or depth.</i>	<i>Reflects Act's mission, vision, and transition to a regional focus; maintains integrity of brand purpose.</i>	<i>Deeply understands and communicates Act's mission; design captures both legacy and growth vision with insight and creativity.</i>	
	0 points	1-5 points	6-10 points	11-15 points	
Logo Redesign & Brand Identity	<i>No logo redesign submitted or does not align with brand purpose.</i>	<i>Basic redesign with minimal creativity; weak visual alignment to mission or regional scope.</i>	<i>New logo is clear, professional, and relevant; color palette and typography are appropriate and consistent.</i>	<i>Logo redesign is distinctive, modern, and meaningful; brand book clearly articulates design rationale and professional standards.</i>	
	0 points	1-5 points	6-10 points	11-15 points	
Consistency Across Deliverables	<i>Deliverables are visually inconsistent and disconnected.</i>	<i>Some consistency but noticeable discrepancies in style or color usage.</i>	<i>Visual and thematic consistency is maintained across all materials.</i>	<i>Strong, unified brand presence across all pieces; consistent tone, style, and professional polish.</i>	
	0 points	1-4 points	5-9 points	10-12 points	
One-Sheet Design & Content Clarity	<i>One-sheets missing or unclear; layout ineffective for communication.</i>	<i>Basic information included but lacks organization or visual appeal.</i>	<i>Clearly communicates key information with professional layout and visual balance.</i>	<i>Engaging, well-structured one-sheet that conveys impact; strong visuals and storytelling suited for print and digital use.</i>	
	0 points	1-4 points	5-7 points	8-10 points	
Business Card Design	<i>Business card missing or does not include essential details.</i>	<i>Includes basic information but lacks hierarchy or brand consistency.</i>	<i>Professional, easy-to-read layout with aligned branding.</i>	<i>Clean, creative, and impactful design; effectively represents organization and brand identity.</i>	
	0 points	1 points	3-4 points	5-6 points	
Banner Design	<i>Banner missing or unusable for display.</i>	<i>Design included but text or visuals are hard to read from distance.</i>	<i>Clear and visually appealing; suitable for event or booth use.</i>	<i>Eye-catching and highly professional; excellent use of space and readability optimized for large-format display.</i>	
	0 points	1 points	3-4 points	5-6 points	
Social Media Asset Suite	<i>No social media materials included or designs are inconsistent.</i>	<i>Minimal set of assets; lacks cohesion or digital readiness.</i>	<i>Consistent, engaging designs suited for multiple platforms.</i>	<i>Dynamic, on-brand social suite; visually unified and optimized for engagement and adaptability.</i>	
	0 points	1 points	3-4 points	5-6 points	
Presentation Delivery					
Statements are well organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) seemed prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-4 points	5-7 points	8-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-4 points	5-7 points	8-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-4 points	5-7 points	8-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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