

The Banner Competitive Event is a State Event conducted at the NJ FCCLA Fall Leadership Connection. It is a *chapter/team* event in which a group of students work cooperatively to create a banner as a tool for public relations. Only one banner may be entered for each school.

NEW JERSEY CORE CURRICULUM STANDARDS

- SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with peers on grades 9–10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
- W.11-12.2 Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
- 4.MD.A.1 Know relative sizes of measurement units within one system of units including km, m, cm, mm; kg, g; lb, oz.; l, ml; hr, min, sec.
- 7.G.A.2 Draw (with technology, with ruler and protractor as well as freehand) geometric shapes with given conditions.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans
- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.

CAREER READY PRACTICES

- ✓ Apply appropriate academic and technical skills.
- ✓ Communicate clearly and effectively with reason.
- ✓ Demonstrate creativity and innovation.
- ✓ Employ valid and reliable research strategies.
- ✓ Utilize critical thinking to make sense of problems and persevere in solving them.
- ✓ Use technology to enhance productivity.
- ✓ Work productively in a team while using global competence.
- ✓

NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES EDUCATION

- 11.2.3 Analyze the effect that the principles and elements of design have on aesthetics and function.
- 16.2.2 Evaluate performance characteristics of textile fibers and fabrics.
- 16.2.4 Analyze the effect of textile characteristics on design, construction, care, use, and maintenance of the products.

EVENT CATEGORIES

Junior: Participants in grades 6 – 9

Senior: Participants in a comprehensive program in grades 10 – 12 are subdivided by region:

- Northern Region
- Central Region
- Southern Region

Occupational: Participants in an occupational program in grades 10 – 12

ELIGIBILITY

1. Participation is open to any affiliated FCCLA school. Affiliation must be submitted by November 1, 2022.
2. Each affiliated school may submit one (1) entry in this event.
3. An event category is determined by the participants' grade in school and type of Family and Consumer Sciences program.

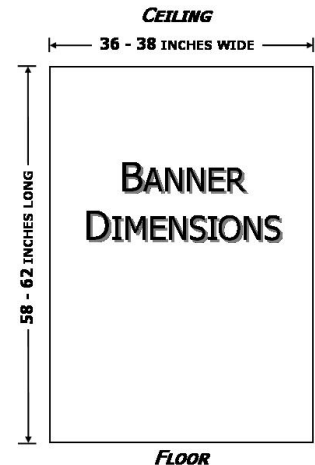
PROCEDURES & REGULATIONS

1. The banner will be entered in competition at the NJ FCCLA Fall Leadership Connection. The banner and the index card must be planned and prepared by the participant(s) only. The banner may be the collaborative effort of FCCLA members of the affiliated school. There can be only one (1) entry from a school, even if the school has multiple chapters. Up to three (3) members may represent the school for recognition purposes. Three (3) school winners from each event category and subdivision will be selected when the banners meet the qualifications.

2. The dimensions of the banner must be 36-to-38 inches wide (horizontal) and 58-to-62 inches long (vertical) including the tabs through which a rod or dowel is used to hang the banner. The banner must be able to hang using a rod/dowel at the top edge. **The rod/dowel is part of the banner and must be included in the banner dimensions.**

3. The banner will be displayed with the 36-to-38 inch sides parallel to the ceiling and floor.

NOTE: Diagram is included to help with orientation of the banner.



4. The banner must include:
 - A. The current FCCLA state theme
 - B. The current school year
 - C. Official FCCLA logo/emblem featured in red and white of any size
 - D. Chapters may include the name or abbreviations of their school (optional)
 - E. **A rod or a dowel to carry and hang the banner.**
5. Participant(s) must follow the FCCLA emblem guidelines (please refer to the *Branding Guidelines* on the national FCCLA website, <https://fcclainc.org/communications/branding-guidelines>).
6. Schools must interpret the current theme in developing their banner. The 2022 theme is:
"FCCLA: Join the Incredible Journey"
7. Quality of construction should be considered when creating the banner. Banner materials are to be made of **fabric**. Suggested banner background materials include heavier fabrics such as felt, burlap, etc.
8. A typewritten 4-by-6 inch index card must be attached to the lower left side of the front of the banner. The card must contain the following information:
 - A. School Name
 - B. Event Category:
 - Junior
 - Senior
 - Occupational
 - C. NJ Region: Northern, Central, or Southern
 - D. A brief materials description of the banner
 - E. The theme interpretation of the banner **not to exceed one-hundred (100) words.**
9. Although, this is an in-person event, each entry will, in addition, submit a digital folder. An assigned digital folder to submit the project materials via Google Drive will be provided to the adviser upon competitive event registration. All digital materials must be submitted by **November 9, 2022** and privacy settings must be viewable to anyone with the link. ***Submissions without a digital folder will be subject to point deductions.***

10. Each entry must submit a digital folder with the following information:

A. Project Identification Page

- School Name
- Event Category:
 - Junior
 - Senior
 - Occupational
- NJ Region:
 - Northern
 - Central
 - Southern
- A brief materials description of the banner
- The theme interpretation of the banner **not to exceed one-hundred (100) words.**

B. Picture(s) of the display. One full page picture of the entire display and up to 4 additional pictures that highlights the banner specifications (i.e. workmanship, lettering, texture, etc.)

BANNER SPECIFICATIONS

Banner may be constructed from heavier fabrics and must fit within the required dimensions: 36” to 38” wide by 58” to 62” long. ***The rod/dowel must be included in the banner dimensions.***

Effectively Illustrates Theme	Support, illustrate and/or compliment current state theme while including the words of the theme. The space available must be used wisely to support the design and the wording. The banner has visual balance and is not over done.
Reflects the Mission and Purposes of FCCLA	Design should reflect content that is compatible with the mission and purposes, but may not necessarily state the mission and all the purposes.
Appearance/Workmanship	Banner must be attractive to the audience. It must be neat with no glue or lose threads visible. Borders are recommended. The banner has a professional appearance. It is public relations tool that has an appearance worthy of being hung in the lobby of a school or Board of Education office.
Quality of Background Fabric	The fabric enhances the look of the banner. The background fabric should be durable and supports the weight of the design. It should be clean and wrinkle free. The weight of the fabric should support the needs of the design. When hung vertically, the fabric lays flat and does not buckle or stretch.
Casing and Rod	The banner is designed to be hung and therefore must include a rod/dowel. The banner must have a casing or decorative tabs that accommodate a rod for hanging. The banner hangs properly and the design is engineered to work with gravity when it is hung. The fabric and rod support the weight of the design.
Lettering	Letters must be neat and proportionate to the space available. Words must be spelled correctly. Letters must be attached cleanly so that no glue and/or lose threads are visible.
Use of Color	Color should be used to create interest, drama, and harmony. Hues can be represented in a variety of values and intensities.
Texture	The design used texture to enhance the image. The selected textures are well integrated into the design and seem appropriate.
Creativity	The banner’s creativity extends the use of the imagination. The theme interpretation is inventive and inspirational, thereby creating interest. The product demonstrates artistry, creative talent and resourcefulness. At the same time, the design is effective as a public relations tool because it sends a straightforward message. It is not fragmented. The design is not busy or overdone; it employs an effective use of space.

Neat and Attractive	The banner has a refined and professional appearance. It has balance and interest. There are no loose threads or glue visible. The banner is attractive and thought-provoking. It has both “pizazz and polish.”
Required Information	The banner must include the specific state theme, the current school year, and the FCCLA logo/emblem. The logo/emblem must be red and white, the official FCCLA colors.
Identification Card	4” x 6” card with required information in the lower left corner of the front of the banner. The explanation is within the word limit. The design and the explanation are cohesive.

BANNER RATING SHEET

School: _____ **Region (Circle one):** North, Central or South

Check One Event Category: _____ **Junior** _____ **Senior** _____ **Occupational**

Write the appropriate rating under the "SCORE" column. Points given may range between 0 and the maximum number assigned. Where information is missing, assign a score of 0. Total the points and enter under "TOTAL SCORE."

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
<i>BANNER</i>							
Effectively Illustrates Theme (visually and written on card)	0-2	3-4	5-6	7-8	9-10		
Reflects the Mission and Purposes of FCCLA	0-2	3-4	5-6	7-8	9-10		
Appearance/Workmanship	0-2	3-4	5-6	7-8	9-10		
Quality of Background Fabric	0-1	2-3	4-5	6-7	8-9		
Casing and Rod	0-1	2-3	4-5	6-7	8-9		
Lettering	0-1	2-3	4-5	6-7	8-9		
Effective use of color	0-1	2-3	4-5	6-7	8-9		
Variety of texture	0-1	2-3	4-5	6-7	8-9		
Creativity	0-2	3-4	5-6	7-8	9-10		
Neat and attractive	0-2	3-4	5-6	7-8	9-10		
Required Information: Official logo/emblem in red and white, specific state theme and current school year included	0-1	2	3	4	5		

Total Score _____

Verification of Total Score (please initial):

Evaluator _____

Lead Consultant _____

Circle Rating Achieved:

Gold: 90-100 Silver: 79-89 Bronze: 70-78