

The traditional Banner Competitive Event was temporarily converted to a virtual Poster State Event for the 2021 NJ FCCLA Fall Competitions. It is an **individual** or **team** event in which a group of students work cooperatively to create a virtual poster as a tool for public relations that illustrates the NJ FCCLA State Theme. One virtual Poster may be entered for each chapter.

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.CAP.6:	Identify transferable skills in career choices and design alternative career plans based on those skills
9.2.8.CAP.9:	Analyze how a variety of activities related to career impacts postsecondary options
9.2.8.CAP.18	Explain how personal behavior, appearance, attitudes, and other choices may impact the job application process
9.4.8.CI.3	Examine challenges that may exist in the adoption of new ideas
9.4.8.CI.4	Explore the role of creativity and innovation in career pathways and industries.
9.4.12.CI.1	Demonstrate the ability to reflect , analyze, and use creative skills and ideas.
9.4.12.CI.2	Explain the potential benefits of collaborating to enhance critical thinking and problem-solving.
9.4.12.CI.3	Investigate new challenges and opportunities for personal growth, advancement, and transition.
9.4.8.CT.2	Develop multiple solutions to a problem and evaluate short-and long-term effects to determine the most plausible option.
9.4.8.CT.4	Compare past problem-solving solutions to local, national, or global issues and analyze the factors that led to a positive or negative outcome.
9.4.12.CT.1	Identify problem solving strategies used in the development of an innovative product or practice.
9.4.12.CT.2	Explain the potential benefits of collaborating to enhance critical thinking.
9.4.12.CT.4	Participate in online strategies and planning sessions for course-based, school-based, or another project and determined strategies that contribute to effective outcomes.
9.4.12.DC.1	Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content.
9.4.8.IML.3	Create a digital visualization that effectively communicates a data set using formatting techniques such as form, position, size, color, movement, and spatial grouping.
9.4.8.IML.7	Use information from a variety of sources, contexts, disciplines, and cultures for a specific purpose.
9.4.8.IML.12	Use relevant tools to produce, publish, and deliver information supported with evidence for an authentic audience.
9.4.8.IML.13	Identify the impact of the creator on the content production, and delivery of information.
9.4.8.IML.15	Explain ways that individuals may experience the same media message differently
9.4.12.IML.8	Evaluate media sources for point of view, bias, and motivations.
9.4.8.TL.5	Compare the process and effectiveness of synchronous collaboration and asynchronous collaboration.

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 – 8

Senior: Participants in a comprehensive program in grades 9 – 12 are subdivided by region:

- Northern Region
- Central Region
- Southern Region

Occupational: Participants in grades 9-12 who have an occupational and career focused program.

***** The Event Categories are subject to change depending on the number of entries.**

ELIGIBILITY

1. Participation is open to any affiliated FCCLA members. Affiliation must be submitted by October 29, 2021.
2. Each affiliated chapter may submit one (1) entry in this event in each event category. An entry is defined as one (1) participant or one (1) team, composed of a maximum of three (3) members.
3. An event category is determined by the participant's grade in school and type of Family and Consumer Sciences program.

PROCEDURES & REGULATIONS

1. The Virtual Poster will be entered in competition prior to the NJ FCCLA Fall Leadership Connection. The virtual poster and the information document will be planned and prepared by the participant(s) only. There can be only one (1) entry from each chapter.
2. The dimensions of the virtual poster must be 11 by 17 inches wide with a minimum of ½ inch margin around the perimeter of the poster.
3. Consider using this virtual poster as a PR tool in your classroom and on your website or chapter social media.
4. The virtual poster content 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)

5. Participant(s) must follow the FCCLA emblem guidelines (please refer to the *Guide to Promoting FCCLA* on the national FCCLA website, www.fcclainc.org).
6. Schools must interpret the current theme in developing their banner. The 2021-2022 theme is:
Volume 75: The Leadership Legacy Lives On
7. The poster and support document sent for the Virtual Poster must be saved as **pdf** documents.
8. Each entry will have an assigned folder to submit their project materials via Google Drive. A link to submit materials will be provided to the adviser upon competitive event registration. All entries must be submitted by **November 2, 2021**, and privacy settings must be viewable to anyone with the link.
9. A typewritten document must be submitted in the student folder with the poster. The document must contain the following information:
 - A. Participant(s) Name(s)
 - B. School Name
 - C. Chapter Name
 - D. Event Category:
 - Junior
 - Senior (Identify NJ Region: Northern, Central, or Southern)
 - Occupational
 - E. The theme interpretation of the banner **not to exceed one-hundred and fifty (150) words**.

POSTER SPECIFICATIONS

Effectively Illustrates Theme	Support, illustrate and/or compliment the 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 Poster 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.
Overall Appearance	Poster must be attractive to the audience and have a professional appearance. It is a public relations tool that has an appearance worthy of being hung in the lobby of a school or featured on a chapter website or social media post.
Lettering	Letters must be legible and proportionate to the space available. Words must be spelled correctly.
Use of Color	Color should be used to create interest, drama, and harmony. Hues can be represented in a variety of values and intensities.
Creativity	The posters' creativity extends 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 poster has a refined and professional appearance. It has balance and interest. The poster is attractive and thought-provoking. It has both “pizazz and polish.” The Poster has ½ inch margins around the perimeter
Required Information	The Poster 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.
Support Document	The required information about the Poster is included on the support document.
Written Interpretation of the theme	The explanation is well written, with correct spelling and good grammar. The explanation is within the word limit. The design and the explanation are cohesive.

POSTER RATING SHEET

Participants Names: _____

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

Chapter Name _____

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
BANNER							
Effectively Illustrates Theme	0-3	4-6	7-9	10-12	13-15		
Reflects the Mission and Purposes of FCCLA	0-2	3-4	5-6	7-8	9-10		
Overall Appearance	0-3	4-6	7-9	10-12	13-15		
Lettering	0-1	2	3	5	5		
Effective use of color	0-2	3-4	5-6	7-8	9-10		
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	0-2	3-4	5-6	7-8	9-10		
Support Document	0-1	2	3	4	5		
Written Interpretation of the Theme	0-2	3-4	5-6	7-8	9-10		

Total Score _____

Verification of Total Score (please initial):

Evaluator _____

Lead Consultant _____

Circle Rating Achieved:

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