

MDFBLA Master Pre-Judge Rubric | Business Plan

Event	Business Plan	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Business Concept & Opportunity	0 points	1–15 points	16–21 points	22–25 points	
- Business name and concept - Problem being solved - Product/service description - Connection to customer needs - Value proposition	Business concept and opportunity are not demonstrated. The submission does not clearly identify the business, problem, product/service, customer need or value proposition.	Business concept and opportunity are partially developed. The business, problem, product/service or customer need may be identified, but explanations are vague, incomplete or lack a clear value proposition.	Clearly presents the business name and concept, problem being addressed, product/service, connection to customer needs and value proposition. The opportunity is logical and understandable.	Presents a compelling and well-developed business opportunity. Clearly and specifically connects the problem, product/service and customer need while communicating a strong, differentiated value proposition.	
Market Research & Customer Analysis	0 points	1–15 points	16–21 points	22–25 points	
- Target market identified - Industry research - Competitor analysis - Customer profile - Supporting data	Market research and customer analysis are not demonstrated. No meaningful target market, industry research, competitor analysis, customer profile or supporting data is provided.	Provides limited market research or customer analysis. Some required elements are present, but information is incomplete, general, weakly supported or not clearly connected to the proposed business.	Clearly identifies the target market and provides relevant industry research, competitor analysis, customer profile and supporting data. Information supports the proposed business concept.	Provides thorough and relevant research with strong supporting data. Demonstrates a detailed understanding of the target customer, industry and competitive environment and uses that information effectively to support business decisions.	
Operations & Financial Planning	0 points	1–15 points	16–21 points	22–25 points	
- Business operations overview - Organizational structure - Revenue model - Startup costs - Financial projections	Operations or financial planning are not demonstrated. Required information regarding operations, organizational structure, revenue, startup costs or financial projections is absent.	Provides some operational and financial information, but the plan is incomplete, unclear or lacks sufficient detail. Financial information may be unrealistic or unsupported.	Clearly explains business operations, organizational structure, revenue model, startup costs and financial projections. The plan demonstrates a reasonable understanding of how the business will operate and generate revenue.	Presents a detailed, realistic and well-supported operational and financial plan. Clearly connects operations, organizational structure, revenue generation, startup investment and financial projections to demonstrate strong business feasibility.	
Presentation Quality & Readiness	0 points	1–15 points	16–21 points	22–25 points	
- Professional appearance - Evidence of planning - Clear communication - Feasibility of concept - Readiness for SLC completion	Presentation is incomplete, difficult to understand or does not demonstrate meaningful preparation or readiness for SLC completion.	Presentation demonstrates some preparation but has noticeable issues with organization, professionalism, communication, planning or feasibility. Evidence of readiness for SLC completion is limited.	Presentation is organized, professional and clearly communicates the business plan. Evidence of planning is apparent, the concept is reasonably feasible and the team demonstrates readiness for SLC completion.	Presentation is highly polished, professional and exceptionally clear. Strong evidence of thoughtful planning and feasibility is demonstrated, with the submission showing a high level of preparation and readiness for SLC completion.	
BUSINESS PLAN TOTAL				TOTAL	0

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Event Planning

Event Participants	Event Planning Teams of 1-3 members	Total Points Submission	100 5-10 slide PDF
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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Event Concept & Purpose - Event title - Event objectives - Target audience - Connection to FBLA topic - Expected outcomes	0 points The event concept and purpose are not demonstrated. The submission does not clearly identify the event, objectives, target audience, FBLA topic connection or expected outcomes.	1–15 points The event concept and purpose are partially developed. Some required elements are present, but the event objectives, audience, topic connection or expected outcomes are vague, incomplete or unclear.	16–21 points Clearly presents the event title, objectives, target audience, connection to the FBLA topic and expected outcomes. The event purpose is logical and understandable.	22–25 points Presents a compelling, well-developed event concept with clear and purposeful objectives. Strongly connects the event to its target audience and FBLA topic and clearly defines meaningful expected outcomes.	
Logistics & Operations Plan - Venue considerations - Staffing needs - Schedule overview - Equipment/resources - Risk management considerations	0 points A logistics and operations plan is not demonstrated. Venue, staffing, scheduling, resources or risk management considerations are absent.	1–15 points Provides limited logistics or operational planning. Some required elements are identified, but details are incomplete, unrealistic or insufficient to demonstrate how the event would operate.	16–21 points Clearly addresses venue considerations, staffing needs, schedule, equipment/resources and risk management. The plan demonstrates a reasonable understanding of event operations.	22–25 points Provides a detailed, realistic and well-integrated operations plan. Logistics, staffing, scheduling, resources and risk management are thoughtfully connected to create a feasible event experience.	
Marketing & Promotion - Promotional strategy - Branding concepts - Sample promotional materials - Communication plan - Audience engagement strategies	0 points Marketing and promotion are not demonstrated. No meaningful promotional strategy, branding, communication plan or audience engagement approach is provided.	1–15 points Includes some marketing or promotional ideas, but the strategy is limited, inconsistent or not clearly connected to the target audience. Supporting materials or communication planning may be incomplete.	16–21 points Provides a clear promotional strategy, branding concepts, sample promotional materials, communication plan and audience engagement strategies that are appropriate for the event and target audience.	22–25 points Presents a creative, cohesive and audience-focused marketing strategy. Branding, promotional materials, communication and engagement strategies work together effectively to build awareness and participation.	
Timeline & Readiness - Planning timeline - Budget considerations - Milestones identified - Evidence of preparation - Readiness for implementation	0 points No meaningful timeline, budget considerations, milestones or evidence of preparation are provided. The event is not demonstrated as ready for implementation.	1–15 points Some planning information is provided, but the timeline, budget, milestones or preparation evidence is incomplete or lacks sufficient detail. Readiness for implementation is limited.	16–21 points Provides a clear planning timeline, appropriate budget considerations, identified milestones and evidence of preparation. The event demonstrates reasonable readiness for implementation.	22–25 points Provides a detailed and realistic implementation timeline with thoughtful budget considerations and clearly defined milestones. Strong evidence of preparation demonstrates that the event is highly organized and ready for implementation.	
EVENT PLANNING TOTAL				TOTAL	0

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MDFBLA Master Pre-Judge Rubric | Event Planning

Event	Event Planning	Total Points	100
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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Financial Statement Analysis

Event	Financial Statement Analysis	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Company & Financial Overview - Company identified - Financial statements reviewed - The analysis purpose explained - Background information - Data sources cited	0 points The company and financial analysis are not adequately introduced. Financial statements, purpose, background information and data sources are not identified or explained.	1–15 points Provides a limited company or financial overview. Some required information is included, but the financial statements, purpose, background or sources are incomplete, unclear or insufficiently connected to the analysis.	16–21 points Clearly identifies the company and financial statements reviewed, explains the purpose of the analysis, provides relevant background information and cites appropriate data sources.	22–25 points Provides a thorough and well-focused company and financial overview. Establishes strong context for the analysis, clearly explains its purpose and uses relevant, credible data sources to support the work.	
Financial Analysis - Ratio calculations - Trend analysis - Comparative analysis - Financial strengths identified - Financial concerns identified	0 points Financial analysis is not demonstrated. Required calculations, trends, comparisons, strengths or concerns are absent or substantially inaccurate.	1–15 points Includes some financial analysis, but calculations, trend analysis or comparisons are incomplete, inaccurate or insufficiently explained. Financial strengths and concerns may be vague or unsupported.	16–21 points Accurately presents relevant ratio calculations, trend analysis and comparative analysis. Identifies meaningful financial strengths and concerns and explains what the analysis indicates.	22–25 points Provides accurate, thorough and insightful financial analysis. Effectively integrates ratios, trends and comparisons to identify significant financial strengths and concerns and demonstrates strong understanding of the company's financial position.	
Findings & Recommendations - Key conclusions - Data-supported recommendations - Business implications - Future outlook - Strategic insights	0 points Key findings and recommendations are not demonstrated. Conclusions, implications or future outlook are absent or unsupported by the analysis.	1–15 points Presents limited findings or recommendations. Conclusions may be general, weakly supported or disconnected from the financial analysis. Business implications or future outlook are underdeveloped.	16–21 points Clearly presents key conclusions and data-supported recommendations. Explains relevant business implications, future outlook and strategic insights based on the financial analysis.	22–25 points Presents insightful, well-supported conclusions and recommendations that directly emerge from the analysis. Demonstrates strong strategic thinking by connecting financial findings to business implications, future outlook and actionable decisions.	
Presentation Quality & Readiness - Professional presentation - Visual clarity - Organization - Supporting evidence - Readiness for final competition	0 points Presentation is incomplete, difficult to follow or does not demonstrate adequate preparation or supporting evidence.	1–15 points Presentation demonstrates some preparation but has noticeable issues with professionalism, visual clarity, organization or supporting evidence. Readiness for final competition is limited.	16–21 points Presentation is professional, organized and visually clear. Supporting evidence is appropriately presented and the submission demonstrates readiness for final competition.	22–25 points Presentation is highly polished, visually effective and exceptionally well organized. Evidence is integrated purposefully and the submission demonstrates a high level of preparation and readiness for final competition.	
FINANCIAL STATEMENT ANALYSIS TOTAL				TOTAL	0

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MDFBLA Master Pre-Judge Rubric | Financial Statement Analysis

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Digital Animation

Event	Digital Animation	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Concept & Story Development • Animation title • Story concept • Intended audience • Message or theme • Connection to topic	0 points The animation concept and story are not demonstrated. The submission does not clearly identify the animation, intended audience, message or theme, or connection to the topic.	1–15 points The animation concept or story is partially developed. Some required elements are present, but the story, audience, message/theme or topic connection is vague, incomplete or unclear.	16–21 points Clearly presents the animation title, story concept, intended audience, message or theme and connection to the topic. The concept provides a logical foundation for the animation.	22–25 points Presents a compelling and highly developed animation concept and story. The intended audience, message/theme and topic connection are purposeful and strongly integrated into the concept.	
Character & Visual Design • Character concepts • Environment design • Art style selection • Storyboard development • Visual consistency	0 points Character and visual design are not demonstrated. Required character concepts, environments, art style or storyboard development are absent.	1–15 points Some character or visual design elements are presented, but development is limited or inconsistent. Storyboard development or visual planning may be incomplete.	16–21 points Clearly presents character concepts, environment design, an appropriate art style, storyboard development and visual consistency. Design choices support the story.	22–25 points Demonstrates a cohesive and purposeful visual design system. Characters, environments, art style and storyboard work together effectively, showing strong creative development and visual consistency.	
Production Planning • Animation software identified • Production timeline • Workflow explanation • Technical approach • Resource planning	0 points Production planning is not demonstrated. Software, timeline, workflow, technical approach or resources are not identified.	1–15 points Provides limited production planning. Some tools or processes are identified, but the timeline, workflow, technical approach or resource planning is incomplete or unclear.	16–21 points Clearly identifies animation software, production timeline, workflow, technical approach and resource needs. The plan demonstrates a reasonable understanding of the production process.	22–25 points Provides a detailed, realistic and well-integrated production plan. Software, workflow, technical approach, timeline and resources are purposefully connected to support successful completion of the animation.	
Progress & Readiness • Storyboard samples • Draft scenes • Animation previews • Design assets • Evidence of project development	0 points No meaningful evidence of animation development is provided. Storyboards, draft scenes, previews, design assets or other development evidence are absent.	1–15 points Provides limited evidence of project development. Some samples or assets are included, but they are incomplete, minimally developed or insufficient to demonstrate meaningful progress.	16–21 points Provides appropriate storyboard samples, draft scenes, animation previews, design assets or other evidence demonstrating meaningful project development and preparation.	22–25 points Provides substantial and well-developed evidence of progress, including strong samples, previews and design assets. The work demonstrates refinement, purposeful development and a high level of readiness for final competition.	
DIGITAL ANIMATION TOTAL				TOTAL	0

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MDFBLA Master Pre-Judge Rubric | Digital Animation

Event	Digital Animation	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Website Coding & Development

Event	Website Coding & Development	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website Purpose & Planning - Website objective - Target audience - Connection to annual topic - Site goals - Project scope	0 points The website purpose and planning are not demonstrated. The objective, target audience, annual topic connection, site goals or project scope are absent or unclear.	1–15 points The website purpose and planning are partially developed. Some required elements are identified, but the objective, audience, goals, scope or topic connection are vague, incomplete or insufficiently defined.	16–21 points Clearly identifies the website objective, target audience, annual topic connection, site goals and project scope. The proposed website has a logical and understandable purpose.	22–25 points Presents a clear, compelling and well-defined website purpose. Goals, scope, audience and topic connection are purposeful and demonstrate a strong understanding of the website's intended role and users.	
Development Strategy - Site map - Planned functionality - Coding languages/tools - Feature descriptions - User experience considerations	0 points A development strategy is not demonstrated. The site map, functionality, coding tools, features or user experience considerations are absent.	1–15 points Provides limited development planning. Some tools, features or site structure are identified, but the strategy is incomplete, unclear or does not adequately address user experience.	16–21 points Clearly presents a site map, planned functionality, coding languages/tools, feature descriptions and appropriate user experience considerations. The development strategy is logical and feasible.	22–25 points Provides a detailed and purposeful development strategy. Site structure, functionality, coding tools, features and user experience are thoughtfully integrated to support an effective website.	
Design & Technical Features - Interface mockups - Navigation structure - Accessibility considerations - Responsive design plans - Technical architecture	0 points Design and technical planning are not demonstrated. Required mockups, navigation, accessibility, responsive design or technical architecture are absent.	1–15 points Some design or technical elements are presented, but they are incomplete, inconsistent or insufficiently developed. Accessibility, responsiveness or technical architecture may be minimally addressed.	16–21 points Clearly presents interface mockups, navigation structure, accessibility considerations, responsive design plans and technical architecture. Design and technical decisions support the website's purpose and users.	22–25 points Demonstrates a cohesive and well-developed design and technical plan. Interface, navigation, accessibility, responsiveness and architecture are thoughtfully connected and demonstrate strong technical and user-centered decision-making.	
Progress & Readiness - Screenshots or prototypes - Code samples - Outline/Draft of Contents - Development timeline - Readiness for final submission	0 points No meaningful evidence of website development is provided. Screenshots, prototypes, code samples, content drafts or a development timeline are absent.	1–15 points Provides limited evidence of development. Some screenshots, prototypes, code or content are included, but evidence is incomplete or does not demonstrate meaningful progress toward final submission.	16–21 points Provides appropriate screenshots or prototypes, code samples, content outlines/drafts and a development timeline that demonstrate meaningful progress and preparation for final submission.	22–25 points Provides substantial and well-developed evidence of progress. Screenshots, prototypes, code samples, content and timeline demonstrate refinement, technical development and a high level of readiness for final submission.	
WEBSITE CODING & DEVELOPMENT TOTAL				TOTAL	0

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MDFBLA Master Pre-Judge Rubric | Website Coding & Development

Event	Website Coding & Development	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Website Design

Event	Website Design	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design Concept & Purpose	0 points	1–15 points	16–21 points	22–25 points	
- Website purpose - Target audience - Design goals - Branding approach - Topic connection	The website design concept and purpose are not demonstrated. The website purpose, target audience, design goals, branding approach or topic connection are absent or unclear.	The design concept and purpose are partially developed. Some required elements are identified, but the purpose, audience, goals, branding or topic connection are vague, incomplete or unclear.	Clearly presents the website purpose, target audience, design goals, branding approach and connection to the topic. The design concept is logical and appropriate for the intended audience.	Presents a compelling and cohesive design concept with clearly defined goals. Branding, audience, purpose and topic connection are purposeful and demonstrate strong understanding of the website's intended identity.	
User Experience Planning	0 points	1–15 points	16–21 points	22–25 points	
- Navigation structure - User journey - Accessibility considerations - Content organization - Ease of use	User experience planning is not demonstrated. Navigation, user journey, accessibility, content organization or ease of use are not meaningfully addressed.	Provides limited user experience planning. Some navigation, content or accessibility considerations are identified, but the user journey or ease of use is incomplete or unclear.	Clearly presents navigation structure, user journey, accessibility considerations, content organization and ease of use. The planned experience is logical and appropriate for the target audience.	Demonstrates a thoughtful, user-centered experience plan. Navigation, journey, accessibility, content organization and ease of use are cohesively designed to create an intuitive and accessible experience.	
Visual Design & Branding	0 points	1–15 points	16–21 points	22–25 points	
- Color palette - Typography - Layout design - Wireframes/mockups - Visual consistency	Visual design and branding are not demonstrated. Color, typography, layout, wireframes/mockups or visual consistency are absent.	Some visual design elements are presented, but the color palette, typography, layout, mockups or branding are incomplete, inconsistent or insufficiently developed.	Clearly presents an appropriate color palette, typography, layout design, wireframes/mockups and visual consistency. Design choices support the website's purpose and brand.	Presents a polished and cohesive visual identity. Color, typography, layout and mockups work together purposefully and demonstrate strong design judgment and visual consistency.	
Prototype & Readiness	0 points	1–15 points	16–21 points	22–25 points	
- Outline/Draft of Contents - Design mockups - Partial website demonstration - Evidence of progress - Readiness for final competition	No meaningful prototype or development evidence is provided. Content drafts, mockups, demonstrations or progress evidence are absent.	Provides limited prototype or development evidence. Some content, mockups or demonstrations are included, but they are incomplete or do not demonstrate meaningful progress toward final competition.	Provides an appropriate content outline/draft, design mockups, partial website demonstration and evidence of progress. The submission demonstrates reasonable readiness for final competition.	Provides substantial and well-developed prototype evidence. Content, mockups and the partial website demonstrate refinement, purposeful iteration and a high level of readiness for final competition.	
WEBSITE DESIGN TOTAL				TOTAL	0

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MDFBLA Master Pre-Judge Rubric | Website Design

Event	Website Design	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Supply Chain Management

Event	Supply Chain Management	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Supply Chain Strategy - Supply chain process explained - Suppliers and sourcing identified - Distribution plan outlined	0 points The supply chain strategy is not demonstrated. The process, suppliers/sourcing or distribution plan are absent or unclear.	1–12 points Provides a limited supply chain strategy. Some process, sourcing or distribution information is included, but key elements are incomplete, unclear or insufficiently connected.	13–17 points Clearly explains the supply chain process, identifies suppliers and sourcing decisions and outlines an appropriate distribution plan.	18–20 points Presents a detailed and cohesive supply chain strategy. Process, sourcing and distribution decisions are well connected and demonstrate strong understanding of how the supply chain supports the business.	
Operations & Logistics - Production or service process described - Inventory management plan - Transportation/logistics considerations	0 points Operations and logistics planning are not demonstrated. Production/service processes, inventory management or transportation considerations are absent.	1–12 points Provides some operational or logistics information, but the production/service process, inventory plan or transportation considerations are incomplete, unclear or unrealistic.	13–17 points Clearly describes the production or service process, provides an inventory management plan and addresses relevant transportation and logistics considerations.	18–20 points Provides a detailed, realistic and integrated operations and logistics plan. Production/service, inventory and transportation decisions are thoughtfully connected to support efficient supply chain performance.	
Risk Management - Potential supply chain risks identified - Disruption response strategies - Sustainability or ethical considerations	0 points Supply chain risks and risk responses are not demonstrated. Sustainability or ethical considerations are absent.	1–12 points Identifies some risks or responses, but the analysis is limited. Disruption strategies or sustainability/ethical considerations are incomplete, general or insufficiently developed.	13–17 points Identifies relevant supply chain risks, provides reasonable disruption response strategies and addresses appropriate sustainability or ethical considerations.	18–20 points Provides a thorough risk management approach that anticipates significant disruptions and presents practical response strategies. Sustainability and ethical considerations are thoughtfully integrated into supply chain decisions.	
Sample Application - Realistic supply chain example - Connection to business operations - Professional quality and accuracy	0 points No realistic supply chain application is provided. The example, business connection or supporting information is absent or substantially inaccurate.	1–12 points Provides a basic example, but the application is limited, unrealistic, insufficiently connected to business operations or contains notable accuracy issues.	13–17 points Provides a realistic supply chain example that clearly connects to business operations and demonstrates professional quality and accuracy.	18–20 points Provides a highly realistic and well-developed application that clearly demonstrates how supply chain concepts operate within a business. The example is accurate, relevant and professionally presented.	

MDFBLA Master Pre-Judge Rubric | Supply Chain Management

Event	Supply Chain Management	Total Points	100
Participants	Teams of 1-3 members	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Metrics & Performance Evaluation	0 points	1–12 points	13–17 points	18–20 points	
- Key performance indicators identified - Efficiency measurements explained - Cost management metrics - Continuous improvement strategy	Performance measurement is not demonstrated. KPIs, efficiency measures, cost metrics or continuous improvement are absent.	Identifies some performance measures, but KPIs, efficiency, cost management or continuous improvement are incomplete, unclear or not meaningfully connected to supply chain performance.	Identifies appropriate KPIs, explains efficiency measurements and cost management metrics and provides a reasonable continuous improvement strategy.	Presents a strong performance measurement system with meaningful KPIs and clear efficiency and cost metrics. The continuous improvement strategy demonstrates how performance data would drive ongoing supply chain improvement.	
SUPPLY CHAIN MANAGEMENT TOTAL				TOTAL	0

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MDFBLA Master Pre-Judge Rubric | Career Portfolio

Event	Career Portfolio	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Career Goals & Planning	0 points	1–15 points	16–21 points	22–25 points	
- Career objective identified - Career pathway explained - Educational goals - Professional aspirations - Future planning	Career goals and planning are not demonstrated. The career objective, pathway, educational goals, professional aspirations or future plans are absent or unclear.	Some career goals are identified, but the career objective, pathway, educational goals, professional aspirations or future planning are incomplete, vague or lack a clear connection to one another.	Clearly identifies a career objective, explains the career pathway, addresses educational goals and professional aspirations and provides reasonable future planning.	Presents a clear, purposeful and well-developed career plan. Career objectives, pathway, education, professional aspirations and future plans are strongly connected and demonstrate thoughtful preparation for the future.	
Experience & Accomplishments	0 points	1–15 points	16–21 points	22–25 points	
- Work experience - Leadership activities - Volunteer involvement - Awards and recognition - Evidence of growth	Relevant experiences and accomplishments are not demonstrated. Work, leadership, volunteer involvement, recognition or evidence of growth are absent.	Includes some experiences or accomplishments, but information is limited, incomplete or presented without sufficient explanation of growth, contribution or significance.	Clearly presents relevant work experience, leadership activities, volunteer involvement, awards/recognition and evidence of personal or professional growth.	Provides a comprehensive and purposeful presentation of experiences and accomplishments. Clearly demonstrates growth, leadership, contribution and achievement through specific and meaningful examples.	
Skills & Personal Brand	0 points	1–15 points	16–21 points	22–25 points	
- Technical skills - Employability skills - Personal brand development - Professional image - Unique strengths	Skills and personal brand are not demonstrated. Technical or employability skills, professional image or unique strengths are absent or unclear.	Identifies some skills or personal brand elements, but the presentation is general, incomplete or does not clearly demonstrate how the student's strengths support career readiness.	Clearly identifies technical and employability skills, presents a developing personal brand and professional image and communicates relevant unique strengths.	Presents a distinctive and well-developed personal brand. Strongly connects technical and employability skills, professional image and unique strengths to the student's career goals and readiness.	
Portfolio Quality & Readiness	0 points	1–15 points	16–21 points	22–25 points	
- Organization and design - Professional presentation - Supporting documentation - Completeness - Readiness for competition	The portfolio is incomplete, poorly organized or does not demonstrate professional presentation or readiness for competition.	Portfolio demonstrates some organization and professionalism but has noticeable gaps in design, documentation, completeness or overall readiness.	Portfolio is organized, professional and complete. Appropriate supporting documentation is included and the presentation demonstrates readiness for competition.	Portfolio is highly polished, cohesive and professionally presented. Supporting documentation strengthens the portfolio, the design effectively communicates the student's brand and the submission demonstrates exceptional completeness and readiness for competition.	
CAREER PORTFOLIO TOTAL				TOTAL	0

Name(s)	Section
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MDFBLA Master Pre-Judge Rubric | Career Portfolio

Event	Career Portfolio	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Coding & Programming

Event	Coding & Programming	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Purpose & Planning • Program objective • Problem being solved • Intended users • Project scope • Topic connection	0 points The program purpose and planning are not demonstrated. The objective, problem, intended users, project scope or topic connection are absent or unclear.	1–15 points The program purpose and planning are partially developed. Some required elements are identified, but the problem, users, scope, objective or topic connection are vague, incomplete or unclear.	16–21 points Clearly identifies the program objective, problem being solved, intended users, project scope and connection to the topic. The purpose provides a logical foundation for the program.	22–25 points Presents a clear, compelling and well-developed program purpose. The problem, users, scope, objective and topic connection are purposeful and demonstrate strong problem-solving understanding.	
Development Process • Programming language identified • Development workflow • Algorithm planning • Testing strategy • Technical approach	0 points The development process is not demonstrated. Programming language, workflow, algorithm planning, testing strategy or technical approach are absent.	1–15 points Provides limited development planning. Some tools or processes are identified, but the workflow, algorithm, testing strategy or technical approach is incomplete, unclear or insufficiently developed.	16–21 points Clearly identifies the programming language, development workflow, algorithm planning, testing strategy and technical approach. The process demonstrates a reasonable understanding of program development.	22–25 points Provides a detailed and purposeful development process. Language, workflow, algorithms, testing and technical decisions are thoughtfully integrated to demonstrate a strong and systematic approach to solving the problem.	
Features & Functionality • Core features explained • User interface design • Input/output process • Technical innovation • Program capabilities	0 points Program features and functionality are not demonstrated. Core features, user interface, input/output, innovation or program capabilities are absent or unclear.	1–15 points Some program features are identified, but functionality is limited, incomplete or insufficiently explained. User interface, input/output processes or technical innovation may be minimally addressed.	16–21 points Clearly explains core features, user interface design, input/output processes, technical innovation and program capabilities. The features support the program's purpose and intended users.	22–25 points Demonstrates well-developed and purposeful functionality. Core features, interface, input/output and technical capabilities work together effectively and show meaningful technical innovation or problem-solving.	
Progress & Readiness • Screenshots or demonstrations • Code samples • Testing results • Development timeline • Readiness for final competition	0 points No meaningful evidence of program development is provided. Screenshots, demonstrations, code samples, testing results or a development timeline are absent.	1–15 points Provides limited evidence of development. Some screenshots, code or testing information are included, but evidence is incomplete or does not demonstrate meaningful progress toward final competition.	16–21 points Provides appropriate screenshots or demonstrations, code samples, testing results and a development timeline that demonstrate meaningful progress and preparation for final competition.	22–25 points Provides substantial and well-developed evidence of progress. Screenshots, demonstrations, code samples and testing results demonstrate refinement, problem-solving, technical development and a high level of readiness for final competition.	
CODING & PROGRAMMING TOTAL				TOTAL	0

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MDFBLA Master Pre-Judge Rubric | Coding & Programming

Event	Coding & Programming	Total Points	100
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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Computer Game & Simulation Programming

Event	Computer Game & Simulation Programming	Total Points	100
Participants	Teams	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Concept & Purpose - Game/simulation title - Project concept - Intended audience - Objectives - Topic connection	0 points The game or simulation concept and purpose are not demonstrated. The title, concept, intended audience, objectives or topic connection are absent or unclear.	1–15 points The game or simulation concept is partially developed. Some required elements are identified, but the concept, audience, objectives or topic connection are vague, incomplete or unclear.	16–21 points Clearly presents the game/simulation title, project concept, intended audience, objectives and connection to the topic. The purpose is logical and understandable.	22–25 points Presents a compelling and well-developed game or simulation concept with clear objectives. The audience, purpose and topic connection are purposeful and strongly integrated into the project.	
Gameplay & Design - Rules or mechanics - Storyline or scenario - User interaction - Visual design - User experience considerations	0 points Gameplay or simulation design is not demonstrated. Rules/mechanics, storyline/scenario, user interaction, visual design or user experience considerations are absent.	1–15 points Some gameplay or design elements are presented, but mechanics, storyline, interaction, visual design or user experience planning are incomplete, inconsistent or insufficiently developed.	16–21 points Clearly explains rules or mechanics, storyline/scenario, user interaction, visual design and user experience considerations. Design choices support the project concept and intended audience.	22–25 points Demonstrates a cohesive and engaging gameplay or simulation design. Mechanics, storyline, interaction, visual design and user experience are thoughtfully integrated to create a purposeful and effective experience.	
Development Process - Programming tools identified - Technical approach - Development timeline - Testing strategy - Resource planning	0 points The development process is not demonstrated. Programming tools, technical approach, timeline, testing strategy or resource planning are absent.	1–15 points Provides limited development planning. Some tools or processes are identified, but the technical approach, timeline, testing strategy or resource planning is incomplete, unclear or unrealistic.	16–21 points Clearly identifies programming tools, technical approach, development timeline, testing strategy and resource needs. The process demonstrates a reasonable understanding of game or simulation development.	22–25 points Provides a detailed, realistic and well-integrated development process. Tools, technical decisions, timeline, testing and resources are purposefully connected to support successful project completion.	
Progress & Readiness - Screenshots or prototypes - Code samples - Demonstration of functionality - Evidence of development - Readiness for final competition	0 points No meaningful evidence of game or simulation development is provided. Screenshots, prototypes, code samples, functionality demonstrations or other development evidence are absent.	1–15 points Provides limited evidence of development. Some screenshots, prototypes, code or functionality are included, but the evidence is incomplete or does not demonstrate meaningful progress toward final competition.	16–21 points Provides appropriate screenshots or prototypes, code samples, demonstration of functionality and other evidence that clearly demonstrates meaningful project development and preparation.	22–25 points Provides substantial and well-developed evidence of progress. Prototypes, code samples and functionality demonstrate refinement, technical development, problem-solving and a high level of readiness for final competition.	
COMPUTER GAME & SIMULATION PROGRAMMING TOTAL				TOTAL	0

Name(s)	Section
School	Judge
	Date

Comments

MDFBLA Master Pre-Judge Rubric | Computer Game & Simulation Programming

Event	Computer Game & Simulation Programming	Total Points	100
Participants	Teams	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Digital Video Production

Event	Digital Video Production	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Concept & Story Development	0 points	1–15 points	16–21 points	22–25 points	
- Video title - Purpose and message - Intended audience - Story concept - Topic connection	The video concept and story are not demonstrated. The title, purpose/message, intended audience, story concept or topic connection are absent or unclear.	The video concept and story are partially developed. Some required elements are present, but the purpose, audience, story, message or topic connection is vague, incomplete or unclear.	Clearly presents the video title, purpose/message, intended audience, story concept and connection to the topic. The concept provides a logical foundation for the production.	Presents a compelling and well-developed video concept and story. The purpose, message, audience and topic connection are purposeful and strongly integrated into the production.	
Production Planning	0 points	1–15 points	16–21 points	22–25 points	
- Script development - Filming plan - Equipment identified - Resource planning - Production schedule	Production planning is not demonstrated. Script development, filming plans, equipment, resources or production scheduling are absent.	Provides limited production planning. Some elements are identified, but the script, filming plan, equipment, resources or schedule are incomplete, unclear or insufficiently developed.	Clearly addresses script development, filming plans, equipment needs, resource planning and the production schedule. The plan demonstrates reasonable preparation for production.	Provides a detailed, realistic and well-integrated production plan. Script, filming, equipment, resources and scheduling are thoughtfully connected to support an efficient and effective production.	
Editing & Technical Design	0 points	1–15 points	16–21 points	22–25 points	
- Editing software identified - Visual effects plan - Audio considerations - Technical quality standards - Creative approach	Editing and technical design are not demonstrated. Editing software, visual effects, audio, technical standards or creative approach are absent or unclear.	Provides limited editing or technical planning. Some tools or creative elements are identified, but visual effects, audio, quality standards or the creative approach are incomplete or underdeveloped.	Clearly identifies editing software, visual effects plans, audio considerations, technical quality standards and a creative approach appropriate for the video.	Presents a cohesive and purposeful editing and technical strategy. Software, effects, audio, quality standards and creative choices work together to produce a polished and engaging final video.	
Progress & Readiness	0 points	1–15 points	16–21 points	22–25 points	
- Storyboard or script samples - Sample footage - Editing previews - Evidence of development - Readiness for final competition	No meaningful evidence of video development is provided. Storyboards/scripts, sample footage, editing previews or other development evidence are absent.	Provides limited evidence of development. Some samples, footage or previews are included, but the evidence is incomplete or does not demonstrate meaningful progress toward final competition.	Provides appropriate storyboard or script samples, sample footage, editing previews and other evidence demonstrating meaningful development and preparation for final competition.	Provides substantial and well-developed evidence of progress. Storyboards/scripts, footage and editing previews demonstrate refinement, purposeful development and a high level of readiness for final competition.	
DIGITAL VIDEO PRODUCTION TOTAL				TOTAL	0

Name(s)	Section
School	Judge
	Date

Comments

MDFBLA Master Pre-Judge Rubric | Digital Video Production

Event	Digital Video Production	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Introduction to Programming

Event	Introduction to Programming	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Purpose & Planning • Program objective • Problem addressed • Intended users • Project goals • Topic connection	0 points The program purpose and planning are not demonstrated. The objective, problem addressed, intended users, project goals or topic connection are absent or unclear.	1–15 points The program purpose and planning are partially developed. Some required elements are identified, but the objective, problem, users, goals or topic connection are vague, incomplete or unclear.	16–21 points Clearly identifies the program objective, problem addressed, intended users, project goals and connection to the topic. The purpose provides a logical foundation for the project.	22–25 points Presents a clear, purposeful and well-developed program plan. The problem, users, goals, objective and topic connection are strongly integrated and demonstrate thoughtful planning.	
Programming Fundamentals • Programming concepts used • Logic development • Input/output design • Problem-solving process • Technical understanding	0 points Programming fundamentals are not demonstrated. Programming concepts, logic, input/output design, problem-solving or technical understanding are absent or substantially unclear.	1–15 points Demonstrates limited understanding of programming fundamentals. Some concepts or logic are identified, but input/output design, problem-solving or technical understanding is incomplete or insufficiently explained.	16–21 points Clearly explains programming concepts used, logic development, input/output design, problem-solving process and technical understanding. The work demonstrates an appropriate foundation in programming.	22–25 points Demonstrates strong and purposeful understanding of programming fundamentals. Clearly connects concepts, logic, input/output and problem-solving to the program and explains technical decisions effectively.	
Program Features • Program functionality • User interface • Key features • Testing process • Improvements made	0 points Program features and functionality are not demonstrated. The program, interface, key features, testing process or improvements are absent or unclear.	1–15 points Some program features are identified, but functionality, interface, testing or improvements are limited, incomplete or insufficiently explained.	16–21 points Clearly explains program functionality, user interface, key features, testing process and improvements made. Features support the program's purpose and intended users.	22–25 points Demonstrates well-developed and purposeful program functionality. Key features, interface, testing and improvements show thoughtful iteration, problem-solving and effective application of programming concepts.	
Progress & Readiness • Screenshots • Code samples • Demonstration of functionality • Evidence of learning • Readiness for final competition	0 points No meaningful evidence of programming development or learning is provided. Screenshots, code samples, demonstrations or other evidence of progress are absent.	1–15 points Provides limited evidence of development or learning. Some screenshots, code or functionality are included, but the evidence is incomplete or does not demonstrate meaningful progress toward final competition.	16–21 points Provides appropriate screenshots, code samples, demonstration of functionality and evidence of learning that demonstrate meaningful progress and preparation for final competition.	22–25 points Provides substantial and well-developed evidence of learning and progress. Screenshots, code samples and demonstrations show refinement, understanding, purposeful development and a high level of readiness for final competition.	
INTRODUCTION TO PROGRAMMING TOTAL				TOTAL	0

Name(s)	Section
School	Judge
	Date

Comments

MDFBLA Master Pre-Judge Rubric | Introduction to Programming

Event	Introduction to Programming	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

MDFBLA Master Pre-Judge Rubric | Mobile Application Development

Event	Mobile Application Development	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
App Concept & Purpose - App name - Problem being solved - Intended users - Value proposition - Topic connection	0 points The app concept and purpose are not demonstrated. The app name, problem, intended users, value proposition or topic connection are absent or unclear.	1–15 points The app concept and purpose are partially developed. Some required elements are identified, but the problem, users, value proposition or topic connection are vague, incomplete or unclear.	16–21 points Clearly identifies the app name, problem being solved, intended users, value proposition and connection to the topic. The concept provides a logical foundation for the application.	22–25 points Presents a compelling and well-developed app concept. Clearly connects the problem, intended users and value proposition while demonstrating a strong and purposeful connection to the topic.	
Development Strategy - Development platform identified - Technical approach - App architecture - Development timeline - Resource planning	0 points The development strategy is not demonstrated. The platform, technical approach, architecture, timeline or resources are absent or unclear.	1–15 points Provides limited development planning. Some tools or processes are identified, but the technical approach, architecture, timeline or resource planning is incomplete or insufficiently developed.	16–21 points Clearly identifies the development platform, technical approach, app architecture, development timeline and resource needs. The strategy demonstrates a reasonable understanding of application development.	22–25 points Provides a detailed, realistic and well-integrated development strategy. Platform, technical approach, architecture, timeline and resources are thoughtfully connected to support successful app development.	
Features & User Experience - Core app features - User interface design - Navigation flow - Accessibility considerations - User experience planning	0 points App features and user experience planning are not demonstrated. Core features, interface, navigation, accessibility or user experience considerations are absent or unclear.	1–15 points Some features or user experience elements are identified, but functionality, interface, navigation, accessibility or user experience planning is incomplete, inconsistent or insufficiently developed.	16–21 points Clearly presents core app features, user interface design, navigation flow, accessibility considerations and user experience planning. Design choices support the intended users and app purpose.	22–25 points Demonstrates a cohesive, user-centered app experience. Features, interface, navigation, accessibility and user experience are thoughtfully integrated to create an intuitive, accessible and effective application.	
Progress & Readiness - Wireframes or mockups - Screenshots or prototypes - Feature demonstrations - Evidence of development - Readiness for final competition	0 points No meaningful evidence of app development is provided. Wireframes, mockups, screenshots, prototypes, demonstrations or other development evidence are absent.	1–15 points Provides limited evidence of development. Some wireframes, screenshots, prototypes or feature demonstrations are included, but the evidence is incomplete or does not demonstrate meaningful progress toward final competition.	16–21 points Provides appropriate wireframes or mockups, screenshots or prototypes, feature demonstrations and other evidence demonstrating meaningful development and preparation for final competition.	22–25 points Provides substantial and well-developed evidence of progress. Wireframes, prototypes, demonstrations and development evidence show refinement, purposeful iteration and a high level of readiness for final competition.	
MOBILE APPLICATION DEVELOPMENT TOTAL				TOTAL	0

Name(s)	Section
School	Judge
	Date

Comments

MDFBLA Master Pre-Judge Rubric | Mobile Application Development

Event	Mobile Application Development	Total Points	100
Participants	Individuals	Submission	5-10 slide PDF

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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