



OFFICIAL SHOWDOWN RULEBOOK

BREAKING BARRIERS

DARING TO DREAM



CONTENT

04

WELCOME

05

OUR TEAM

06

ELIGIBILITY

07

GENERAL
RULES

09

REGISTRATION
GUIDELINES

11

THIS YEARS
THEME

13

QURAN

15

2D ART

17

PHOTOGRAPHY

19

CREATIVE
WRITING

22

FASHION
COLLECTION

26

SPOKEN
WORD

28

STAND-UP
COMEDY

30

SOCIAL JUSTICE
CAMPAIGN

32

SHORT FILM

34

NASHEED /
RAP

36

IMPROV

38

PRODUCT
DEVELOPMENT

41

JEOPARDY



WELCOME TO MSA SHOWDOWN 2020

It is our great pleasure to invite you to the **fourth season of our annual** NY MSA Showdown, an intercollegiate tournament for college students across New York State! This is an opportunity for Muslim college students to come together to showcase their talents across various fields, develop new skills, and build community through friendly competition. **This year, competitors may choose from the following 13 competitions to compete in:**

QURAN · 2D ART · PHOTOGRAPHY · CREATIVE WRITING

SPOKEN WORD · STAND-UP COMEDY · SHORT FILM

SOCIAL JUSTICE CAMPAIGN · NASHEED/RAP · IMPROV

JEOPARDY · FASHION COLLECTION · PRODUCT DEVELOPMENT**

We look forward to welcoming you to this year's Showdown Season 4- come experience new competitions, new experiences, and new opportunities! Does your MSA have what it takes to take home the **gold**?

We hope you enjoy this year's Showdown!

Sincerely,

NY MSA Showdown Team

***IF YOU ARE A RETURNING COMPETITOR, PLEASE NOTE THAT THERE HAVE BEEN CHANGES MADE TO ALL COMPETITION RULES AND SCORE SHEETS, BASED ON FEEDBACK FROM COMPETITORS AND JUDGES.**

PLEASE BE SURE TO READ THE REST OF THE RULEBOOK FOR DETAILS REGARDING ELIGIBILITY, RULES, AND, SCORE-SHEETS FOR EACH COMPETITION.

OUR TEAM

DIRECTORS



CO-DIRECTOR
SANGIDA AKTER



CO-DIRECTOR
ISHRAT AISHEE



CREATIVE DIRECTOR
HIRA ALI

ORGANIZERS



SECRETARY
NISHAT CHOWDHURY



REGISTRATION ASSOCIATE
ISHRAQ KHAN



REGISTRATION ASSOCIATE
ADIBA YEAKUB



GRAPHIC DESIGNER
MARYAM KHAN



MARKETING STRATEGIST
NAMRA KHAN



**FINANCE /
FUND DEVELOPMENT**
REEMA DOLEH



EVENT COORDINATOR
SANJEDA NAYEEM



**COMPETITIONS
ASSOCIATE**
ASMA BAWLA



**COMPETITIONS
ASSOCIATE**
LAYLA ELKOULLILY



**COMPETITIONS
ASSOCIATE**
FATOU DIALLO



VOLUNTEER COORD.
AWAIS RAHMAN



PROJECT MANAGER
KASHFIA ZAMAN



VENUE / LOGISTICS
RABBE ISLAM

ELIGIBILITY

All undergraduate students currently enrolled in public or private colleges in New York State are eligible to compete at NY MSA Showdown.

High school students may not compete, but are encouraged to volunteer until they are eligible to compete upon enrolling in college.

Graduate students may not compete, but are encouraged to judge competitions in their area of expertise.

Students of all faiths may compete.



GENERAL RULES

NY MSA SHOWDOWN IS A SAFE SPACE FOR INDIVIDUALS ACROSS ALL FAITHS AND BACK-GROUNDS. VIOLATIONS OF THIS THROUGH EITHER PERFORMANCES OR WRITTEN CONTENT OR BEHAVIOR WILL NOT BE TOLERATED, AND MAY RESULT IN DISQUALIFICATION SUBJECT TO ORGANIZERS' DISCRETION.

All submissions and performances must adhere to Islamic values and principles.

All submissions and performances must be free of sexually suggestive language, profanity, and otherwise offensive remarks. Any instances of such language may result in disqualification.

All competitors and guests of Showdown are expected to help foster a safe space for all attendees. Any violations of this will not be tolerated, and may result in disqualification.

All submissions and performances must be the original work of the competitor(s). Plagiarism and/or failure to abide by **copyright laws** are serious offenses and will result in disqualification at the organizers' discretion.

All registered competitors must be present for their competition(s).

All submissions and performances must incorporate this year's theme, with the exception of the following competitions: Quran, Stand-Up Comedy, Social Justice Campaign, Improv, Product Development and Jeopardy.

All submissions must include the name, competition and school of the competitor(s) registered for the competition.

All written submissions must be handed in during the designated time of the competition to the judges' panel. 2D Art and Fashion Collection are the **ONLY** submissions that must be submitted **during the event registration on January 25th, 2020**. Late submissions will be subject to a 5 point penalty.

GENERAL RULES (CONT.)

All Early Submissions (Photography, Creative Writing, and Short Film) must be emailed by **11:59 PM on January 11th**. Submissions that are sent after 11:59 pm on January 11th will be subject to a 5 point score penalty. After January 12th 11:59PM, no early submissions will be accepted. **All early submissions must be uploaded through a Google Drive folder, labeled with the competitor's name and the name of the competition, and shared (as a contributor) with nymsashowdown@gmail.com.**

Social Justice Campaign submissions are due **one week** before the event on **January 18th** and must be submitted electronically to nymsashowdown@gmail.com. **All changes to the submitted Power Point presentation must be finalized by January 24th, 2020 at 5 PM.** Changes made after this time may be subject to additional penalty

A draft of Spoken Word and Stand-Up Comedy scripts must be shared with nymsashowdown@gmail.com by **11:59pm on January 18th, 2020**. Scripts can be edited after draft submission.

Competitors who are registered in competitions that require a written submission **must submit three copies of their work** (one to each of the judges on the judges' panel). **All written submissions must be formatted in 12 pt. font and double spaced.** Missing written submissions will be subject to a 15 point score penalty.

Competitors may not participate in both Jeopardy and Improv. However, competitors are not limited in the number of other competitions they choose to participate in.

REGISTRATION GUIDELINES

Once Competitor Registration opens on **October 28, 2019**, the Team Registration Form will be emailed to college MSAs in NY who have shown interest in participating in NY MSA Showdown 2020. If, however, an MSA at a certain college, is not interested in competing, another Muslim student organization in the college can take the responsibility of creating a team. If there is no such organization present and an individual is willing to create a team for their college, a student can create his/her own team. Irrespective of who creates the team, **ONLY ONE TEAM** may represent their respective college/university. For access to the Team Registration Form, organizations/individuals should email us at nyma-showdown@gmail.com.

If there are any colleges interested in competing in NY MSA Showdown 2020, but have not been contacted by us, they should email us at nymasashowdown@gmail.com. We will open up a form for their team as soon as possible.

Each team can have a minimum of **1** and a maximum of **25** competitors. Competitors must be undergraduate students currently attending the team's college.

Each team must appoint a Team Captain to complete the Team Registration Form. The Captain is responsible for registering all team members and making sure everyone is registered for the correct competition(s). There is a limit to the number of competitors that can register per competition within a team, as listed below.

INDIVIDUAL COMPETITIONS

SISTERS' QURAN: 2 COMPETITORS (LEVEL 1 + LEVEL 2)

BROTHERS' QURAN: 2 COMPETITORS (LEVEL 1 + LEVEL 2)

2D ART: 2 COMPETITORS

PHOTOGRAPHY: 2 COMPETITORS

CREATIVE WRITING: 2 COMPETITORS

SPOKEN WORD: 2 COMPETITORS

STAND-UP COMEDY: 2 COMPETITORS

FASHION COLLECTION: 2 COMPETITORS

GROUP COMPETITIONS

SOCIAL JUSTICE CAMPAIGN: 1-4 COMPETITORS

SHORT FILM: 1-4 COMPETITORS

SISTERS' NASHEED: 1-4 COMPETITORS

BROTHERS' NASHEED: 1-4 COMPETITORS

SISTERS' IMPROV: 2-4 COMPETITORS

BROTHERS' IMPROV: 2-4 COMPETITORS

JEOPARDY: 1-4 COMPETITORS

PRODUCT DEVELOPMENT: 1-6 COMPETITORS

****An individual may not register for both Improv AND Jeopardy****

REGISTRATION GUIDELINES

Individual competitors **CANNOT** register on their own. All competitors must be approved and registered by the Captain.

The Captain must complete the Team Registration Form no later than **December 8th, 2019**. Once the Captain has submitted the Team Registration Form, individual competitors will be emailed a payment link, through which they will pay their **\$30** Registration Fee and confirm the information provided by the Captain. A competitor's registration will only be finalized once the payment is made.

Individual competitors must pay their **\$30** registration fee no later than **December 15th, 2019**. A school may choose to pay their registration fees in unison. If that is the case, the team captain must email us at nymsashowdown@gmail.com as soon as possible .

If the overall competitor cap is reached before the Team Registration deadline of **December 8th**, teams will have to be put on the wait-list. If registered competitors do not complete their payment by the payment deadline of **December 15th**, we will open their spots to the people on the wait-list. If necessary, Captains may alter their team after they have submitted their Team Registration Form. All changes to an existing team must be submitted by the Captain to nymsashowdown@gmail.com.

All changes to teams must be done before **December 27th**. Changing competitions after the deadline of **December 27th**, will result in a deduction of points from the overall score of both the individual and the team. If there are any questions/concerns, feel free to email us at nymsashowdown@gmail.com.

BREAKING BARRIERS: DARING TO DREAM

**“It’s the possibility of having a dream come true that makes life interesting.”
- Paulo Coelho, The Alchemist**

We are all dreamers, comforted and terrified by the possibility of what can be. As children, we have no limitations. Anything is possible and probable as long as we can imagine it. With time, however, we realize there are physical and mental barriers that discourage us from reaching for our dreams. We begin to realize that:

To dream is to recognize and overcome the obstacles that stand in our way

To dream is to give hope to a future and reality we are not sure can ever be possible

To dream is to live authentically, unapologetically, and wholeheartedly as ourselves

To exist authentically is to constantly balance our lives on a tightrope as we navigate the barriers set forth by ourselves and others. Islam came to remind the Ummah (believers of Islam) that they were not bound by the traditions of their time and place;

Indeed, Islam in and of itself transcends boundaries. It is not partial to race, class, or lineage. We need only to turn to the lives of the prophets to see this timeless message.

Prophet Adam (as) was the first to break barriers. After he was swayed by Iblis to commit the sin that led to his exile from heaven, he had to overcome a mental barrier we are all too familiar with: doubt. Had Adam (as) doubted himself and his ability to reassess and repent for his actions, perhaps he never would have reached his goal of returning to Jannah.

Islam teaches us that at no point in our lives are we at a point of no return. We can and must always recognize our missteps as a means of growth and return to Allah, who is the ultimate guide in our quest. And through Him we are reminded of why we are striving for our goals to begin with, whether they be worldly pursuits or the ultimate pursuit-Jannah.

Generations later, Prophet Yunus (as) also faced a mental barrier. He spent years trying to guide his people to the path of Allah (swt) to no avail. Frustrated and angry, he left and boarded a ship, where he was thrown overboard and swallowed by a whale. Stuck in the belly of the whale, he realized that while he had a literal physical barrier preventing his access to freedom (the whale), he also had a mental barrier that prevented him from believing in his people’s ability to change their ways. Overwhelmed by the darkness of the sea, the darkness of the whale’s stomach, and the darkness of his despair, he cried out to Allah:

THEME

BREAKING BARRIERS: DARING TO DREAM

لَا إِلَهَ إِلَّا أَنْتَ سُبْحَانَكَ إِنِّي كُنْتُ مِنَ الظَّالِمِينَ

“... ‘There is no god but You (O my Lord!). Glory be to You! Verily I was of the unjust ones!” [Surah Anbiya 21: 87]

When every possible door had closed and he could not foresee a way out, Yunus (as) recognized that he didn’t need a solution, he just had to ask for one. Allah, the Almighty, found for him a way out. Prophet Yunus’ life is a testament to the fact that we too will face obstacles in the pursuit of our dreams, obstacles that seem too daunting to overcome, and when that happens, we need to seek out the one in whose hand lies all control and ask for help. And Allah has promised us:

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

“Allah does not burden a soul beyond that it can bear” [Surah Baqarah 2: 286]

Sometimes our barriers transverse beyond the mental and into the external. For instance, Prophet Muhammad (saw) and his followers encountered many external barriers. We only need to look to the likes of Bilal (RA) to understand the depth of physical and mental anguish Muhammad (saw) and the sahabas endured in their quest to break through societal barriers of race, religion, class, and much more. Nonetheless, they persisted and paved the way for generations to come.

Looking at the Ummah now, we are people of diverse origins and circumstances. Individually and as a group, we face many barriers, both internal and external, that stand in the way of our aspirations. It can be tempting to give in to conformity, lay low, and sacrifice bold dreams for smaller concessions. But as we have seen in the stories above and in countless other examples in both the Islamic tradition and the world around us, no dream is too big for us to tackle. And so, we challenge you to look deep within and find what it is that drives you.

How do you want your life and the world around you to look like?

What are some obstacles you’ve overcome thus far?

What current barriers are standing in the way of your future dreams?

How can you overcome these barriers?

And finally, remember that . . .

“The future belongs to those who believe in the beauty of their dreams.”

- Eleanor Roosevelt.

QURAN

GUIDELINES

DO YOU ENJOY MEMORIZING THE QURAN? HAVE PEOPLE TOLD YOU THAT YOU HAVE A BEAUTIFUL VOICE WHEN YOU RECITE? IF SO, PUT YOUR SKILLS TO THE TEST AND JOIN THE QURAN COMPETITION!

Two sisters (each competing in a different level) and two brothers (each competing in a different level) from each team may register for this competition. Two sisters/brothers from the same team CANNOT register for the same Quran level.

This is NOT a group competition.

Level One: Competitors are expected to be able to memorize and recite any chosen segment from Juz Amma (Surahs 78 - 114).

Level Two: Competitors are expected to be able to memorize and recite any chosen segment from Juz Tabarak (Surahs 67 - 77).

No use of any electronic devices or other sources will be permitted.

Competitors will be asked to recite three segments from the Juz they are responsible for (depending upon level). Segments are, but not limited to, a few verses from the beginning, middle, or end of any of the Surahs in the designated Juz. A segment can also be the entirety of one Surah.

CRITERIA	SEG. 1	SEG. 2	SEG. 3
<p>ADHERENCE TO RULES:</p> <p>Competitor is on time for the competition. (5)</p> <p>Competitor is dressed professionally. (5)</p>	<p>___/10</p>	<p>___/10</p>	<p>___/10</p>
<p>MEMORIZATION:</p> <p>Competitor recites without referencing the Quran or an electronic device.</p> <p>If competitor pauses for more than 10 seconds, he/she will be provided with initial word cues. If the competitor cannot remember the Ayah/Verse, they will be provided with a full Ayah/Verse cue.</p> <p>If competitor pauses, then repeats the verse before 10 seconds pass, no points should be deducted.</p> <p>Competitor recites fluently with no need for initial word or Ayah cue. (full points)</p> <p>Competitor pauses more than 3 times = -3 points</p> <p>Competitor needs initial word cues to remember the Ayah = -3 points</p> <p>Forgetting a word in an Ayah: - 3 points</p> <p>Competitor forgets or skips Ayah = -5 points</p> <p>Competitor needs 1 full Ayah cue = -5 points</p> <p>Competitor is not able to recite the segment given and needs alternative segment= -15 points</p>	<p>___/60</p>	<p>___/60</p>	<p>___/60</p>
<p>TAJWEED & ENUNCIATION:</p> <p>Recites with proper pronunciation of the letters and words (articulate correctly each Makhraj).</p> <p>Recites with proper pronunciation of the vowels (Fatha, Kasra, Damma, and Tanween etc.).</p> <p>Recites the Quran with basic Ahkham Altajweed.</p>	<p>___/20</p>	<p>___/20</p>	<p>___/20</p>
<p>TARTEEL:</p> <p>Recites fluently with rhythm and ability to control the voice.</p> <p>Recites in proper tone with no rushed segments.</p>	<p>___/10</p>	<p>___/10</p>	<p>___/10</p>
<p>Total Score:</p>	<p>___/100</p>	<p>___/100</p>	<p>___/100</p>
<p>Total Average:</p>			

2D ART

GUIDELINES

DO YOU ENJOY PAINTING OR DRAWING? PUT YOUR SKILLS TO THE TEST AND SHOWCASE YOUR CREATIVITY WITH THE 2D ART COMPETITION!

PLEASE NOTE: NY MSA SHOWDOWN CANNOT BE HELD LEGALLY LIABLE FOR ANY DAMAGE THAT MAY OCCUR TO THE ARTWORK DURING TRANSPORTATION, JUDGING, OR ANY OTHER HANDLING OF THE ARTWORK.

2 competitors from each team may register for this competition.

This is NOT a group competition.

Artwork must be in two dimensional form.

The height, width, and medium of the artwork is up to the competitor's discretion.

All work must be completely dry when submitted.

Artwork must incorporate this year's theme.

Artwork must be submitted during event registration on January 25th.

There will be NO interviews for this competition. The pieces will be judged separately by our 2D Art Judge Panel.

Competitors must submit 3 copies of a written statement (300-500 words) that clearly indicate the meaning of the art piece and its relevance to this year's theme. The written statement must be formatted in 12 pt. font and double spaced.

NY MSA Showdown is not liable for any damage that may occur to the artwork before

Art MUST be submitted upon check-in to NY MSA Showdown.

Artwork and written statements must be labeled with competitor's name and college.

Artwork must be original.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitor submits the artwork and written statement on time. (5)</p> <p>3 copies of a the written statement are submitted. (1)</p> <p>Name and college are indicated on submissions. (4)</p>	<p>___/10</p>
<p>CONTENT:</p> <p>Original work of the competitor.</p> <p>Impactful and compelling.</p> <p>Effectively and creatively conveys the intended idea described in the written statement.</p> <p>Does not contain Islamically inappropriate content including, but not limited to sexual implications, profanity, and offensive remarks.</p>	<p>___/15</p>
<p>CRAFTSMANSHIP:</p> <p>Uses a variety of techniques.</p> <p>Demonstrates extensive knowledge of the chosen medium.</p> <p>Competitor appropriately and creatively works with the chosen medium.</p> <p>Shows evidence of effort and time.</p>	<p>___/25</p>
<p>COMPOSITION:</p> <p>Strong integration of visual elements of design for a cohesive artwork.</p> <p>Skillful incorporation of principles of design.</p> <p>Effective selection of color scheme.</p> <p>Effective use of space.</p> <p>Clear emphasis in the artwork.</p>	<p>___/35</p>
<p>THEME (-15 POINTS FOR MISSING WRITTEN STATEMENT) :</p> <p>Written statement explains the meaning of the artwork, inspiration, and incorporation of the theme in 300-500 words.</p> <p>There is a clear connection to the theme.</p> <p>Theme is expressed in a creative way.</p>	<p>___/15</p>
<p>TOTAL SCORE</p>	<p>___/100</p>

PHOTOGRAPHY

GUIDELINES

ARE YOU THE KIND OF PERSON WHO CAN'T GO A DAY WITHOUT TAKING A PICTURE? DO YOU FIND YOURSELF ALWAYS COMPOSING SHOTS IN YOUR MIND? IT'S TIME TO PUT YOUR TALENT ON DISPLAY WITH THE PHOTOGRAPHY COMPETITION!

2 competitors from each team may register for this competition.

This is NOT a group competition.

Competitors may only do basic editing i.e. exposure, contrast, shadows and saturation.

Photographs should not contain watermarks.

Photographs must incorporate this year's theme.

All submissions for this competition must be emailed 2 weeks prior to the event. This includes:

1. 3 photographs in J PEG or PNG format (300 PPI)
2. A written statement (300-500 words) that clearly indicates the meaning of the images, inspiration, and their relevance to this year's theme. The written statement must be formatted in 12 pt. font and double spaced.

All submissions must be uploaded to a Google Drive folder, labeled with competitor's name and competition, and then shared with and emailed to nymsashowdown@gmail.com.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitor submits the images and written statements 2 weeks prior to the event. (5)</p> <p>3 photos are submitted in J PEG or PNG format. (3)</p> <p>Name and college are indicated on submissions. (2)</p>	<p>____/10</p>
<p>CONTENT:</p> <p>Original work of the competitor.</p> <p>Impactful and compelling.</p> <p>All images effectively and creatively convey the intended idea described in the written statement.</p> <p>Images work together to convey the theme, but also stand on their own when viewed individually.</p> <p>Do not contain Islamically inappropriate content including, but not limited to sexual implications, profanity, and offensive remarks. (Disqualify)</p>	<p>____/15</p>
<p>TECHNICAL:</p> <p>Main subject is in focus.</p> <p>Deliberate and appropriate use of depth of field.</p> <p>Appropriate exposure.</p> <p>Use of light and contrast is effective and not lacking or excessive.</p> <p>White balance and tones are not exaggerated and does not take away from the story.</p> <p>Minimal editing, if used, enhances the image. Basic edits only; no cloning, no healing, no removing, no adding of any kind.</p> <p>Quality of images are purposeful and shows creativity.</p>	<p>____/30</p>
<p>COMPOSITION:</p> <p>Integration of visual elements for cohesive images.</p> <p>Effective framing and perspective.</p> <p>Use of interesting perspectives.</p> <p>Use of color/gray-scale supports the mood and idea of the image.</p> <p>Composition prompts the viewer to look where the photographer intends.</p> <p>Composition is purposeful and shows creativity.</p>	<p>____/35</p>
<p>THEME: (-15 POINTS FOR MISSING WRITTEN STATEMENT)</p> <p>Written statement explains the meaning of the artwork, inspiration, and incorporation of the theme in 300-500 words.</p> <p>There is a clear connection to the theme.</p> <p>Theme is expressed in a creative way.</p>	<p>____/15</p>
<p>Total Score:</p>	<p>____/100</p>

CREATIVE WRITING

GUIDELINES

DO YOU CARRY AROUND A JOURNAL TO JOT DOWN WORDS THAT POP INTO YOUR HEAD? DOES WRITING CREATIVELY ABOUT YOUR OWN MEMORIES OR FICTIONAL STORIES EXCITE YOU? PUT YOUR CREATIVE WRITING SKILLS TO USE AND GIVE YOUR READERS A STORY TO REMEMBER!

2 competitors from each team may register for this competition.

This is **NOT** a group competition.

The piece must be written in prose, but can be in any of the following creative genres: **memoir, short story, creative nonfiction, personal essay**. Indicate the genre on your submission. If you would like to choose a genre not mentioned above, please email us at nymsashowdown@gmail.com.

The piece must incorporate this year's theme.

The length of the piece must be between 700 - 1,500 words, formatted in 12 pt. font and double spaced.

All submissions for this competition must be emailed 2 weeks prior to the event.

All submissions must be uploaded to a Google Drive folder, labeled with competitor's name and competition, and then shared with and emailed to nymsashowdown@gmail.com.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitor submitted the written piece 2 weeks prior to the event. (5)</p> <p>Length of the piece is between 700 - 1500 words. (3)</p> <p>Genre of the piece is indicated on the submission. (1)</p> <p>Name and college are indicated on submissions. (1)</p>	<p>___/10</p>
<p>CONTENT:</p> <p>Original work of the competitor.</p> <p>Idea, perspective, or presentation is unique and fresh. Piece expresses ideas rarely found in other literary works or expresses these ideas in an unexpected way.</p> <p>Clear, well developed central idea.</p> <p>Captivating and engaging, throughout and holds the reader's attention.</p> <p>Meaningful, memorable, and impactful.</p> <p>Evokes an emotional response.</p> <p>Characters are fully developed using direct and indirect characterization.</p> <p>Does not contain Islamically inappropriate content including, but not limited to sexual implications, profanity, and offensive remarks.</p>	<p>___/15</p>
<p>ORGANIZATION:</p> <p>Logically organized and easy to follow.</p> <p>Effective, smooth, and logical transitions.</p> <p>Sequencing of details is effective and appropriate.</p> <p>Clear flow and sense of purpose.</p>	<p>___/10</p>
<p>LANGUAGE (STYLE & TECHNIQUE):</p> <p>Vocabulary is appropriate for the subject, style, and audience.</p> <p>Dialogue, if used, sounds natural.</p> <p>Precise, vivid, natural language creates a clear and complete picture of setting, action, and characters in the reader's mind.</p> <p>Displays complexity and creativity through the effective use of various literary conventions (i.e. metaphor, vivid imagery, repetition, irony, etc).</p> <p>Sentences vary in structure and length.</p> <p>Strong rhythm and flow of language.</p> <p>Effective control of tone, diction, and syntax.</p>	<p>___/20</p>

CRITERIA	SCORE
<p>VOICE:</p> <p>Voice of the narrator and/or characters are clear, unique, consistent, and appropriate for the story and audience.</p> <p>Writer's personality is expressed; confidence and feeling are apparent.</p> <p>Emotions are clearly expressed, allowing the reader to feel and understand the writer's emotions fully.</p>	___/10
<p>TECHNICALITY:</p> <p>Punctuation, spelling, grammar, and syntax are standard except when intended for literary effect. Intentional deviations from conventions are consistent.</p>	___/15
<p>THEME:</p> <p>There is a clear connection to the theme.</p> <p>Theme is explored in a creative way.</p>	___/10
<p>Total Score:</p>	___/100

FASHION COLLECTION

GUIDELINES

DO YOU SKETCH DESIGNS IN YOUR SKETCHBOOK, STYLE YOUR FRIENDS FOR FUN, OR GET EXCITED BY INTERESTING FABRICS AND TEXTURES? SHOWCASE YOUR FASHION DESIGN SKILLS IN YOUR VERY OWN COLLECTION.

2 competitors from each team may register for this competition.

This is NOT a group competition.

Competitors will submit their collection in a physical portfolio book, which includes the following, in any order appropriate:

Cover Page with name and college

Market: target customer for this collection

Concept: full written statement (explained below) or any written explanation of the collection's theme and inspiration

Mood-board: visuals illustrating the collection theme and color, print, pattern, and silhouette inspirations

Color Palette: color swatches used in your collection

3 Styles:

1 womens wear, 1 menswear, and 1 outfit of your choice, all of which visually appear to form one cohesive collection.

Each style must include:

- Colored illustration of the design on a figure (digital or hand drawn in any medium)
- Black and white front and back flats with stitching, seams and sewing/construction notes on pockets, seams, buttons, etc.
- Fabric swatch(es) and content
- Retail price

Production Plan: where and how this collection will be produced and the reasoning behind these decisions

FASHION COLLECTION

(GUIDELINES CONT.)

Competitors are encouraged to research and consider the sustainability of their collection (fabric choice, design, production, consumer use, etc) and its impact on people and environments.

All designs must be modest.

All designs must be the original work of the competitor, not taken directly from existing styles. Creativity and originality is key.

Collection must incorporate this year's theme.

Competitors **must** submit 3 copies of a separate written statement (300-500 words) that clearly indicates the inspiration behind the collection and its relevance to this year's theme.

The written statement must be formatted in 12 pt. font and double spaced.

Portfolio and written statements with name and college written on them must be submitted during event registration on **January 25th**.

There will be NO interviews for this competition. The collection will be judged separately by our Judge Panel.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitor submits portfolio and written statement on time. (5)</p> <p>3 copies of the written statement are submitted. (1)</p> <p>Name and college are indicated on submissions. (4)</p>	<p>___/10</p>
<p>PRESENTATION:</p> <p>Overall portfolio is neat and well organized.</p> <p>Portfolio contains all required aspects listed in guidelines.</p> <p>Presentation supports and is appropriate for concept and/or designs.</p>	<p>___/10</p>
<p>CONCEPT & MOOD BOARD:</p> <p>Design concept is well thought out, fresh and unique from those present in the market.</p> <p>Concept guides entire collection and does not seem forced as an afterthought.</p> <p>Mood board illustrates the concept and color, print, pattern, and/or silhouette inspirations.</p> <p>Designs and color palette show inspiration taken from mood board.</p>	<p>___/10</p>
<p>DESIGN AESTHETICS & INNOVATION):</p> <p>Styles themselves are original and innovative from those present in the market. These are not simply sketches of existing styles.</p> <p>Strong integration of visual elements and principles for cohesive and aesthetically appealing designs.</p> <p>Designs are wearable and can be produced; they show competitor's understanding of garment construction.</p> <p>Designs are modest.</p> <p>All 3 styles visually look like they belong to one cohesive collection.</p> <p>Illustrations and use of chosen medium show a high level of skill and technique.</p> <p>Chosen fabrics and colors enhance designs.</p>	<p>___/30</p>
<p>TECHNICAL:</p> <p>Flats of all 3 styles (front and back) illustrate stitches and seams which may not be visible in illustrations.</p> <p>Sewing notes provide needed details for construction, pockets, trims, etc. and show competitor's understanding of garment construction.</p>	<p>___/10</p>

CRITERIA	SCORE
<p>MARKET & PRODUCTION:</p> <p>Target customer is clearly identified by demographics and psychographics.</p> <p>Designs and concept are appropriate for the target customer.</p> <p>Price points are appropriate for target customer and production plan.</p> <p>Production plan identifies where and how the collection will be produced, and the reasoning behind these decisions.</p> <p>Production plan shows evidence of research and understanding.</p>	<p>___/10</p>
<p>THEME:</p> <p>Written statement explains the concept of the collection, inspiration, and incorporation of the theme in 300-500 words.</p> <p>There is a clear connection to the theme.</p> <p>Theme is expressed in a creative way.</p>	<p>___/15</p>
<p>SUSTAINABILITY:</p> <p>Impact of collection on people and the environment is researched and considered; steps are taken to lessen this impact in one or more stages: fabric choice, design, construction, production, etc.</p>	<p>___/5</p>
<p>Total Score:</p>	<p>___/100</p>

SPOKEN WORD

GUIDELINES

HAVE YOU EVER SEEN WORDS COME INTO CHARACTER AND LEAP OFF THE PAPER? YOU CAN WITNESS THAT ALL IN A SPOKEN WORD PERFORMANCE. SPOKEN WORD IS A COMPETITION WHERE YOU TAKE YOUR POETRY TO THE NEXT LEVEL AND BRING IT TO LIFE THROUGH PERFORMANCE.

2 competitors from each team may register for this competition.

This is NOT a group competition.

The performance may not exceed **4 minutes**.

Competitors are expected to **memorize** their spoken word piece.

The spoken word piece and performance must incorporate this year's theme. Competitors **must submit 3 copies** of their spoken word piece. All written submissions must be formatted in 12 pt. font and double spaced.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitor is on time for the competition. (5)</p> <p>Competitor is dressed professionally (1)</p> <p>Performance is under 4 minutes. (2)</p> <p>3 copies of the spoken word piece are submitted. (1)</p> <p>Name and college are indicated on submissions. (1)</p>	<p>____/10</p>
<p>CONTENT:</p> <p>Original work of the competitor.</p> <p>Contains rhythm and flows easily.</p> <p>Organized in an effective and logical manner.</p> <p>Displays complexity and creativity through the effective use of various poetic conventions (i.e. metaphor, vivid imagery, repetition, irony, etc).</p> <p>Meaningful, memorable and impactful.</p> <p>Does not contain Islamically inappropriate content including, but not limited to sexual implications, profanity, and offensive remarks.</p>	<p>____/35</p>
<p>PHYSICAL PERFORMANCE:</p> <p>Competitor's physical presence is captivating and engaging.</p> <p>Engages with the audience through effective and appropriate use of eye contact, facial expression and body language.</p> <p>Projects confidence and ease.</p> <p>Makes effective and adequate use of the stage.</p> <p>Physical delivery reflects the tone and overall dramatic appropriateness of the piece.</p> <p>Has the piece memorized and does not look at a device or manuscript for assistance.</p>	<p>____/20</p>
<p>VOCAL STAGE PERFORMANCE:</p> <p>Vocal style is captivating and engaging.</p> <p>Well-articulated and shows skillful use of volume and intonation.</p> <p>Tone of voice should contain substantial variety.</p> <p>Performance is well paced with effective use of pausing.</p> <p>Vocal delivery reflects the tone and overall dramatic appropriateness of the piece.</p>	<p>____/20</p>
<p>THEME:</p> <p>There is a clear connection to the theme.</p> <p>Theme is expressed in a creative way.</p>	<p>____/15</p>
<p>TOTAL SCORE</p>	<p>____/100</p>

STAND-UP COMEDY

GUIDELINES

DO YOU THINK YOU'RE FUNNY? CAN YOU MAKE PEOPLE LAUGH? YOU CAN USE YOUR HUMOR TO DELIVER A HILARIOUS STAND-UP COMEDY PERFORMANCE THAT EXCITES THE CROWD.

2 competitors from each team may register for this competition.

The performance may not exceed **4 minutes**.

Competitors are expected to **memorize** their material.

Please reference the General Rules for clarification on content guidelines.

Performances should not contain Islamically inappropriate content including but not limited to, sexual implications, profanity, and/or offensive remarks. Content not aligned with Islamically appropriate guidelines or judged to be demeaning to any group of people will be subject to organizers' discretion and may be grounds for disqualification or penalties.

A draft of the script must be shared with nysashowdown@gmail.com one week before Showdown on January 18, 2019. Scripts can be edited after draft submission. The purpose of these drafts is to assist Stand Up comedians in protecting the safe space of Showdown. Competitors will be notified if their script is deemed inappropriate and will have the chance to revise prior to competition day.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitor is on time for the competition. (5)</p> <p>Competitor is dressed professionally. (1)</p> <p>Performance is under 4 minutes. (3)</p> <p>Name and college are indicated on submissions. (1)</p>	<p>___/10</p>
<p>CONTENT:</p> <p>Original work of the competitor.</p> <p>Performance flows naturally and is well organized.</p> <p>Includes a variety of elements including stories, jokes, and sketches.</p> <p>Utilizes high comedy instead of relying on base humor.</p> <p>Jokes are structured with a setup, punchline, and tagline.</p> <p>Content is relevant to the audience NY Muslim college students.</p> <p>Does not contain Islamically inappropriate content including but not limited to sexual implications, profanity, and offensive remarks.</p>	<p>___/40</p>
<p>PHYSICAL PERFORMANCE:</p> <p>Competitor projects confidence and ease.</p> <p>Competitor’s physical presence is captivating and engaging.</p> <p>Makes effective and adequate use of the stage.</p> <p>Appropriately uses facial expressions and gestures to support the content of the performance.</p> <p>Performs without looking at a device or manuscript for assistance.</p> <p>VOCAL:</p> <p>Performance sounds natural and spontaneous.</p> <p>Competitor is well-articulated.</p> <p>Shows skillful use of volume and intonation to create emphasis.</p> <p>Has good timing and effectively uses rhythm and pauses to create greater comedic effect.</p>	<p>___/35</p>
<p>AUDIENCE RESPONSE:</p> <p>Audience is engaged and interested.</p> <p>Audience laughs and applauds appropriately many times during the performance.</p> <p>Competitor generates energy in the audience and feeds off that energy.</p>	<p>___/15</p>
<p>TOTAL SCORE</p>	<p>___/100</p>

SOCIAL JUSTICE CAMPAIGN

GUIDELINES

ARE YOU INTERESTED IN COMBATING ISSUES THAT GROUPS IN OUR SOCIETY FACE EVERY DAY? PUT YOUR INITIATIVES TO ACTION AND JOIN THIS COMPETITION! THIS GROUP COMPETITION IS COMPRISED OF AN ORIGINAL CAMPAIGN AND PRESENTATION OF A SOCIAL JUSTICE TOPIC LISTED IN OUR SOCIAL JUSTICE TOPIC LIST. THE LIST WILL BE RELEASED ON OUR WEBSITE PRIOR TO THE EVENT.

1-4 competitors from each team may register for this competition.

This is a group competition.

The team will be given a list of topics to choose from, and will send in their top 3 to the MSA Showdown Organizing team and will then be assigned a topic.

The campaign cannot be currently ongoing and must be proposed as a new campaign that hasn't been done before for the particular issue that is being addressed.

The submission must include a visual presentation and an outline of the content of the presentation.

The presentation may not exceed 8 minutes.

Competitors must submit 3 copies of their presentation outline. All written submissions must be formatted in 12 pt. font and double spaced.

The visual presentation consists of a proposed social justice campaign that aims to address, analyze, research, and solve a particular issue.

The visual presentation must be presented on a digital platform to judges (ex: power point).

The visual presentation must be shared with nymsashowdown@gmail.com one week before the event. The presentation can be edited until **January 24th, 5 p.m.**

The visual presentation will outline AND address the following subtopics:

1. Background of Issue
2. Problems and Root Causes
3. Research and Data
4. Campaign Proposal
5. Conclusions

Campaign proposal must present at least three goals that aim to solve the issue.

At least one, one-on-one interview is conducted to further research and proposal.

Competitors must provide the interviewee's name and contact email in their presentation outline.

At least three reliable and credible sources are used to further research and proposal.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitors are on time for the competition. (1)</p> <p>Competitors are dressed professionally. (1)</p> <p>Presentation is under 8 minutes. (1)</p> <p>Competitors have submitted their virtual presentation to nymsashowdown@gmail.com, one week prior to the event. (5)</p> <p>3 copies of presentation outline are submitted. (1)</p> <p>Name and college are indicated on submissions. (1)</p>	
<p>PROBLEMS AND RESEARCH:</p> <p>Content explores root-causes, symptoms of these root-causes, and an in-depth analysis of the issue.</p> <p>Expresses clear and accurate understanding of the issue.</p> <p>Research is derived from credible, unbiased and reliable sources.</p> <p>Research includes at least one, one-on-one interview. Interviewee's name and contact email is provided in the presentation outline.</p> <p>Research is purposeful and aims to drive the overall campaign.</p> <p>Research is both qualitative and quantitative.</p> <p>Competitors used at least three reliable and credible sources</p>	___/35
<p>CAMPAIGN:</p> <p>Campaign consists of a comprehensive strategy with purposeful and practical tactics that address the issue.</p> <p>Presents practical and plausible goals.</p> <p>Supported by facts and is in accordance with the research conducted.</p> <p>Sustainable and may affect long-lasting change.</p> <p>Aims to address the root-causes of the issue as well as the symptoms of the issue.</p>	___/35
<p>PRESENTATION:</p> <p>Presenter(s) communicate the presentation effectively and persuasively, with clear intonation, confidence, and a mastery of the issue being discussed.</p> <p>Every team member takes an active role during the presentation of the campaign.</p> <p>Presentation is ordered in a logical sequence according to the subtopics in the guideline.</p> <p>Presentation is made appealing with visual aids and enhances the overall proposal.</p>	___/10
<p>CREATIVITY:</p> <p>Campaign is original, nuanced, dynamic, and offers multiple perspectives aimed at addressing the issue.</p> <p>Presentation expresses creativity in design, platform, and appeal.</p>	___/10
<p>TOTAL SCORE:</p>	___/100
<p>TOTAL AVERAGE:</p>	

SHORT FILM

GUIDELINES

DO YOU ENJOY ACTING? CAN YOU FILM AND EDIT VIDEOS? DO YOU PLAN OUT SCENES IN YOUR HEAD? CAN YOU WRITE GREAT DIALOGUE? IF YOU ANSWERED YES TO ANY OF THESE QUESTIONS, YOU CAN USE YOUR TALENTS TO MAKE A GREAT SHORT FILM.

1-4 competitors from each team may register for this competition.

This is a group competition.

There is no minimum duration for the film, but the film cannot exceed 10 minutes. Closing credits should be included in the film but will not be counted as part of the 10 minute limit.

The film may be of any genre as long as it is included in all submissions.

Please reference the General Rules for content guidelines.

All submissions and films must incorporate this year's theme.

The crew and cast may include non-group members who are not registered for the competition. However, at least one registered group member must act in the film.

All submissions for this competition must be emailed 2 weeks prior to the event. This includes:

1. An unlisted YouTube link of the film
2. A written statement (300-500 words) that clearly indicates the meaning of the short film and its relevance to this year's theme. The written statement must be formatted in 12 pt. font and double spaced.
3. A list of crew members, cast, and equipment used.

All submissions must be uploaded to a Google Drive folder, labeled with competitor's name and competition, and then shared and emailed to nymsashowdown@gmail.com.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitors submitted the competition 2 weeks prior to the event. (5)</p> <p>Film was submitted as an unlisted YouTube link. (1)</p> <p>Film is under 10 minutes. (1)</p> <p>A list of crew, cast, and equipment was submitted. (2)</p> <p>Name and college are indicated on submissions. (1)</p>	<p>____/10</p>
<p>QUALITY:</p> <p>Audio is high quality and is properly synchronized with the video.</p> <p>Background music, if used, is well suited for the story.</p> <p>Video is steady, focused, and clear, demonstrating excellent camera work.</p> <p>Film consists of many different types of shots.</p> <p>Transitions between scenes are smooth</p>	<p>____/25</p>
<p>STORY:</p> <p>Story is original.</p> <p>Story is easy to follow and understand.</p> <p>Story is interesting and holds the audience's attention from beginning to the end.</p> <p>If narration and/or dialogue are included, they enhance the story.</p> <p>Film does not contain Islamically inappropriate content including, but not limited to sexual implications, profanity, and offensive remarks.</p>	<p>____/25</p>
<p>ACTORS:</p> <p>Actors' performances are captivating and engaging.</p> <p>Actors are able to communicate and perform effectively through appropriate uses of volume, enunciation, emotion, facial expressions and body language.</p> <p>Actors are able to develop their characters through various forms of expression (personality, voice, mannerisms, etc...) and the characterization is consistent throughout the performance.</p> <p>Actors' performances are memorable and believable.</p> <p>Actors' costume and makeup is appropriate for their characters.</p> <p>At least one registered group member is an actor in the film.</p>	<p>____/25</p>
<p>THEME:</p> <p>The written statement explains the content of the film, inspiration, and incorporation of the theme in 300-500 words.</p> <p>There is a clear connection to the theme.</p> <p>Theme is expressed in a creative way.</p>	<p>____/15</p>
<p>Total Score:</p>	<p>____/100</p>

NASHEED/RAP

GUIDELINES

DO YOU LOVE TO SING YOUR HEART OUT? JOIN THE NASHEED/RAP COMPETITION WHERE YOU CAN SHOWCASE YOUR VOCAL AND CREATIVE SKILL SET THROUGH A MUSICAL OUTLET.

Only one group of brothers and one group of sisters from each team may register for this competition. Each gender group may consist of 1-4 competitors.

Brother groups and sister groups will perform and be judged separately.

This is a group competition.

Competitors are expected to memorize their Nasheed/Rap lyrics.

Nasheed/Rap lyrics and performance must incorporate this year's theme.

Competitors must submit 3 copies of their Nasheed/Rap lyrics. All written submissions must be formatted in 12 pt. font and double spaced.

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitors are on time for the competition. (5)</p> <p>Competitors are dressed professionally. (1)</p> <p>Performance is under 5 minutes. (2)</p> <p>3 copies of the lyrics are submitted. (1)</p> <p>Name and college are indicated on submissions. (1)</p>	<p>____/10</p>
<p>CONTENT:</p> <p>Nasheed/Rap is the original work of the competitors.</p> <p>Displays complexity and creativity through the effective use of various song-writing conventions that enhance the piece (i.e. Verse (s), Pre-Chorus, Chorus, Bridge, etc).</p> <p>Establishes melodic and rhythmic patterns that are pleasing, memorable, and easy to follow.</p> <p>Lyrics are well-written and contains literary devices that enhance the piece (i.e. rhyme, figurative language, repetition, metaphors, etc).</p> <p>Content is meaningful, memorable and impactful.</p> <p>Does not contain Islamically inappropriate content including, but not limited to sexual implications, profanity, and offensive remarks.</p>	<p>____/25</p>
<p>VOICE & TECHNICAL:</p> <p>Focused, clear, and pleasing timbre/vocal quality.</p> <p>Displays appropriate phrasing and contrasting dynamics.</p> <p>Achieves pitch and rhythmic accuracy.</p> <p>Exhibits excellent articulation and breath control.</p> <p>Maintains appropriate tempo and effective punctuation.</p>	<p>____/25</p>
<p>STAGE PRESENCE:</p> <p>Performance is captivating and engaging.</p> <p>Engages audience through effective and appropriate use of eye contact, facial expression and body language.</p> <p>Projects confidence and ease.</p> <p>Makes effective and adequate use of the stage.</p> <p>Delivery reflects the tone and overall dramatic appropriateness of the song.</p> <p>Has the song memorized and do not look at a device or manuscript for assistance.</p> <p>If team consists of more than one competitor, there is synchronicity and chemistry among the group members.</p>	<p>____/25</p>
<p>THEME:</p> <p>There is a clear connection to the theme.</p> <p>Theme is expressed in a creative way.</p>	<p>____/15</p>
<p>TOTAL SCORE:</p>	<p>____/100</p>

IMPROV

GUIDELINES

ARE YOU QUICK ON YOUR FEET? DO YOU ENJOY ACTING OUT DIFFERENT SCENARIOS? DO YOU OFTEN FIND YOURSELF MAKING PEOPLE BURST INTO LAUGHTER? THEN THE IMPROV COMPETITION IS PERFECT FOR YOU!

Only one group of brothers and one group of sisters from each team may register for this competition. Each gender group may consist of 2-4 competitors.

Brother groups and sister groups will perform and be judged separately.

This is a group competition.

This competition consists of three rounds: **Preliminary, Semifinals, and Finals**. Each round will consist of 2 games. A third game may be added if time permits, subject to moderator's discretion.

This competition is led by a moderator. The moderator introduces the games of each round, and announces the rules and procedures of each game. The moderator then randomly selects a team to come up to the stage to start the round. This process repeats itself every subsequent round.

Each team is given the same amount of time to perform each game.

Each team is given the same games, although the scenarios and/or prompts may be different.

CRITERIA	GAME 1	GAME 2	GAME 3
<p>ADHERENCE TO RULES:</p> <p>Competitors follow all the rules of the game. (8)</p> <p>Competitors perform in accordance with the prompt they are given. (9)</p> <p>Competitors avoided Islamically inappropriate language and gestures. (8)</p>	___/25	___/25	___/25
<p>SCENE STRUCTURE:</p> <p>The scene is coherent, cohesive, and clear.</p> <p>The scene has a logical sequence of events with a beginning, middle and end.</p> <p>The scene is imaginative and creative.</p> <p>Competitors make imaginative and fitting use of the stage.</p> <p>Competitors implement appropriate and purposeful blocking techniques.</p>	___/60	___/60	___/60
<p>ACTING:</p> <p>Competitors are able to communicate and perform effectively through appropriate uses of volume, enunciation, emotion, facial expressions and body language.</p> <p>Competitors are able to develop their characters through various forms of expression (personality, voice, mannerisms, etc...) and the characterization is consistent throughout the performance.</p> <p>Competitors' acting is memorable and believable.</p> <p>Competitors effectively display their improvisational skills, spontaneity, and versatility as actors.</p>	___/25	___/25	___/25
<p>TEAM COMMUNICATION/INTERACTION:</p> <p>Team members are able to communicate effectively with one another.</p> <p>Team members are aware of their fellow actors, and contribute to the game in a mindful and meaningful way.</p> <p>Team members interact with one another in a logical and creative way</p>	___/25	___/25	___/25
<p>TOTAL SCORE:</p>	___/100	___/100	___/100
<p>TOTAL AVERAGE:</p>			

PRODUCT DEVELOPMENT

GUIDELINES

ARE YOU AN INNOVATOR? DO YOU HAVE IDEAS THAT WILL HELP THE MUSLIM COMMUNITY? DO YOU WANT TO BE THE MILLENNIAL THAT PAVES THE PATH FOR FUTURE MUSLIM ENTREPRENEURS? IF SO, WE CHALLENGE YOU TO PROPOSE A PRODUCT/SERVICE/APP THAT IS ETHICAL, INNOVATIVE, AND CAN BE SUSTAINED THROUGH ISLAMIC FINANCING GUIDELINES.

1-6 competitors from each team may register for this competition.

This is a **group** competition.

Each team must provide a prototype of the product and a power point presentation. NY MSA Showdown cannot be legally held liable for any Intellectual Property related issues arising from the submissions. If you are thinking about creating a company based on your product, please consult a legal counsel regarding the steps that need to be taken to protect your product.

The visual presentation must adhere to the following requirements:

- The visual presentation must not exceed 10 minutes (including a demonstration of the prototype).
- The visual presentation must be presented on a digital platform to judges (ex: power point).
- The visual presentation must be shared with nymsashowdown@gmail.com one week before the event on January 18, 2019. The presentation can be edited until January 24, 5 p.m.
- 5 points will be deducted for late submission of visual presentations.

Guidelines for the prototype:

Apps

- If you have a working app, then you must have a video clip on your power point that demonstrates how the app works.
- If you do not have a working app, then you must create a simulation of how the app would look like.
- The simulation could be a series of pictures that would outline how the app would look like and how it would work.

Websites

- If you have a working website, then you must have a video clip on your power point that demonstrates how the website works.
- If you do not have a working website, then you must create a simulation of how the website would look like.
- The simulation could be a series of pictures that would outline how the website would look like and how it would work.

PRODUCT DEVELOPMENT

(GUIDELINES CONT.)

Physical Prototype

- If you have a physical prototype, then you must demonstrate it during the presentation.
- If you do not have a physical prototype, then you must create a 3D model on software and be ready to demonstrate it.

Guidelines for Power Point:

- Abstract
- On this slide, briefly explain the function of your product and how it is beneficial to the Muslim community.
- Demonstrate your product (This is included in your ten-minute presentation).

Value Proposition and Customer Segment

Clearly, list out your value propositions

- A value proposition is a promise of value to be delivered, communicated, and acknowledged.
- Be ready to explain any statistics that are used in the presentation.

Clearly list out your customer segments

- A customer segment is the type of customer that your product will help.

Marketing Strategies Part 1

- Clearly detail how you will recruit necessary experts in the creation, execution, and marketing of your product.
- Clearly detail how you will be reaching out to each customer segment.

Marketing Strategies Part 2

- Clearly identify potential competitors and present a plan for how to differentiate your product from the competition.

Finance

- Clearly detail sources of initial investment, methods for acquiring profit, and long term viability if it is a for-profit venture.
- If it is a non-profit organization, specify modes of initial investment and operating budget.
- Note that crowd-funding is not a viable investment plan I.e: Gofundme.com
- Teams can look at these websites for a clear understanding of Islamic banking and investments.

<https://www.investopedia.com/terms/i/islamicbanking.asp>

CRITERIA	SCORE
<p>ADHERENCE TO RULES:</p> <p>Competitors are on time for the competition. (2)</p> <p>Competitors are dressed professionally. (1)</p> <p>The presentation is under 10 minutes. (1)</p> <p>Competitors have submitted their virtual presentation to nymsashowdown@gmail.com, one week prior to the event. (5)</p> <p>Name and college are indicated on submissions. (1)</p>	<p>____/10</p>
<p>PRESENTATION:</p> <p>The presentation follows the sequence delineated in the template. (10)</p> <p>The presentation begins with an attention-grabbing introduction. (1)</p> <p>The presentation ends with a coherent and actionable conclusion. (1)</p> <p>Presenter(s) communicate their product pitch and supporting research effectively and persuasively, with clarity and confidence, demonstrating an in-depth understanding of the components of product development. (5)</p> <p>Each team member has an active role during the presentation of the product. (1)</p> <p>The presentation follows a logical sequence and is easy to understand and follow. (5)</p> <p>The presentation is visually appealing, concise, and professional. (1)</p> <p>Adequate time is allocated for each component of the presentation. (1)</p>	<p>____/25</p>
<p>CORE COMPONENT:</p> <p>The product/service/app offers a unique perspective and has potential to make a unique and significant contribution to the Muslim community. (5)</p> <p>The features, benefits, and use of the product/service/app is clearly explained. (5)</p> <p>A 2-D or 3-D prototype is presented for the product/service. (5)</p> <p>Presenters include and describe the background research which demonstrates the significant need/want for the product/service by their target audience. (5)</p> <p>Potential competitors in the market, as well as possible barriers to entry are clearly identified and a plan is presented for addressing these challenges. (10)</p> <p>Marketing strategy is well thought out and exhibits proven methods for promoting the product/service to the target audience. (10)</p> <p>Financial Plan: the financial plan addresses the means of acquiring initial investments (with estimated numbers), risks, and the projected profit. (10)</p> <p>The financial plan is in accordance with Islamic guidelines. (10)</p> <p>Data is presented to showcase growth and product/service sustainability over a period of 5 years. (5)</p>	<p>____/65</p>
<p>TOTAL SCORE:</p>	<p>____/100</p>

JEOPARDY

GUIDELINES

HAVE YOU EVER WONDERED HOW GREAT IT WOULD BE TO JOIN A FEW FRIENDS AND PLAY AN ENTICING GAME OF TRADITIONAL JEOPARDY OR TRIVIA? BUZZING IN ANSWERS, RELYING ON PARTNERSHIP AND TEAM SPIRIT, COLLECTING AS MUCH POINTS AS YOU CAN, ROUND AFTER ROUND, IS WHAT JEOPARDY IS ALL ABOUT!

This is a group competition in which up to 4 competitors may register to compete.

Competitors will be quizzed on 5 topics. Four of these topics will be announced with reference links prior to the event. The fifth topic will be current events spanning from **September 2019 to December 2019.**

Preliminary, Semifinal and Final rounds will all consist of a traditional game of Jeopardy. Each round will have 5 questions on each topic totaling 25 questions.

Point value will range from 100-500 based on difficulty.

At the beginning of each round, the starting question will always be Current Events for 100 points. The team that answers this question correctly will then have the control to choose the following question.

If a team buzzes in before the entire question is read, they must answer the question then without hearing the entire question. Once a team has buzzed in, they will get 20 seconds to answer the question. If an incorrect answer is given, the judge will say "incorrect" and the point value will be deducted. Then, the judge will allow other teams to buzz in and answer the question for the same point value. Any following team will also be given 20 seconds to answer the question. If the second team (or any following team) answers incorrectly, the full point value is also deducted from them. All teams can attempt to answer if the question has not been answered correctly. If not, the judge will move on to the next question. If no teams buzz in to answer a question within 20 seconds after the judge has read the question, the judge will move on to the next question.

In case of a tie in any of the Jeopardy Rounds, there will be a lightning round of 2-3 additional Jeopardy questions to break the tie.