



**ADVANCED DESKTOP PUBLISHING**

(415)

**REGIONAL 2022**

**Production:**

**Job 1: Meeting Form \_\_\_\_\_\_\_\_\_\_ (105 points)**

**Job 2: Downtown Dollars Card \_\_\_\_\_\_\_\_\_\_ (125 points)**

**Job 3: Postcard \_\_\_\_\_\_\_\_\_\_ (175 points)**

**TOTAL POINTS \_\_\_\_\_\_\_\_\_\_ (405 points)**

**Test Time: 90 minutes**

The Woodhull Chamber of Commerce is developing a new initiative to encourage people to visit Woodhull's businesses. Woodhull is a city of 25,000 residents and serves as the Stanton County seat. The city's downtown features a number of restaurants, a bakery, a yoga studio, a bookstore, clothing boutiques and several stores selling vintage items. The city is also situated next to a river which connects to one of the largest lakes in the area. While many people come to Woodhull during the week for county matters, business traffic is light during the evenings and weekends. The pandemic has also adversely affected businesses. The Chamber of Commerce is sponsoring several programs to draw traffic to Woodhull and has hired you to design the promotional materials. While the materials are different, the Woodhull Chamber of Commerce wants to ensure there is consistent look across all materials.

**Job 1: Meeting Form**

The Woodhull Chamber of Commerce is hosting a meeting at its office on Tuesday, February 22, 2022, at 7 p.m. titled “Utilizing Social Media to Grow Your Business.” Design a form for businesses to complete and submit.

* Form should be no larger than 8.5” x 11”
* Include the Woodhull Chamber of Commerce address of 25023 Paul Street, Woodhull, OR 65013, phone number of (613) 857-6243, fax of (613) 857-6724 and website of woodhullchamber.org as a footer on the form
* Include a graphic header that relates to the meeting’s theme
* Designated space for the business to include its company name, contact person and position, email, contact number, company website, Instagram account, Facebook account and other social media accounts
* A check box noting the contact person will attend the meeting
* A check box agreeing to be added to the chamber of commerce business directory on the website
* A check box agreeing to be notified of further informational meetings
* Space to add suggestions for future topics or ways the Chamber of Commerce can assist the business

**Job 2: Downtown Dollars Card**

Many Woodhull businesses have agreed to participate in the Downtown Dollars gift card program. Users can load money onto a gift card that is accepted at participating businesses.

* Card size is 3.370” x 2.125”
* Design should utilize at least two advanced design effects: drop shadow, stroke, glow, scale, transformation, gradient, vector drawn graphic, or transparency
* Wording on the front of the card should include: Woodhull Dining Dollars and the tagline “Where good things happen”
* Wording on the back of the card should include the text
  + visit woodhullchamber.org/downtown\_dollars for a list of participating businesses
  + to check the card balance or report an issue, call 1-800-DOLLARS
* Design on the front of the card should include the designated placement for the chip and the design on the back should include the designated placement for the swipe strip

**Job 3: Postcard**

The Woodhull Chamber of Commerce would like to mail a postcard to Woodhull residents and those in surrounding cities, advertising upcoming events.

* Postcard is 7” x 5”
* Design should be incorporated on both sides of the postcard
* At least 4 photos and/or graphic elements are included on the postcard
* Events to list include:
  + Storytime at The Book Nook, Saturdays at 10 a.m. – June 4th, 11th, 18th and 25th
  + Ice Cream Social at the Farmer’s Market on Saturday, June 25 at 1 p.m.
  + Yoga at Nathanson Park on Wednesday, June 8 at 8 p.m. provided by Lotus One Yoga Studio
  + Cardboard Regatta on Sunday, June 26 at 1 p.m. at Clinton River Park
* Designate a 3” x 5” text box along the right margin on the back of the postcard and include the Woodhull Chamber of Commerce address of 25023 Paul Street, Woodhull, OR 65013 in the upper left corner of the text box.
* The wording “Experience Woodhull”, “where good things happen” and “for more detailed information, visit woodhullchamber.org” should be included on the postcard.

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**REGIONAL 2022** **SCORE SHEET**

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| **Job 1—Meeting Form** | **Points** | **Score** |
| Form is no larger than 8.5” x 11” | 10 |  |
| Accurate spelling, punctuation, grammar and capitalization (-5 for each) | 20 |  |
| All textual information is included – Meeting title, location, date and time; Woodhull Chamber of Commerce contact information; business contact information; check box messages and additional suggestions information (-5 for each) | 20 |  |
| Designated checkboxes and space to included suggestions (-5 for each) | 20 |  |
| Form design includes a graphic header that relates to the meeting’s theme and enhances the form’s overall design | 15 |  |
| Form information is effectively laid out, provides adequate spacing to fill in desired information and is easy to read | 20 |  |
| **Total for Job 1** | **105** |  |

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| **Job 2—Downtown Dollars Card** | **Points** | **Score** |
| Correct Size (3.370” x 2.125”) | 10 |  |
| Design includes correct designated placement for chip and swipe strip | 20 |  |
| Accurate spelling, punctuation, grammar and capitalization (-5 for each) | 20 |  |
| Use of appropriate design principles—use of white space and visual appeal | 25 |  |
| All information included—title, tagline, website and phone number | 20 |  |
| Use of at least 2 advanced effects: drop shadow, stroke, glow, scale, transformation, gradient, vector drawn graphic or transparency (-5 for each) | 10 |  |
| Design of card is consistent with the design of Job 1; while the design is not identical, it is evident they are part of the same project. | 20 |  |
| **Total for Job 2** | **125** |  |

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| **Job 3—Postcard** | **Points** | **Score** |
| Correct Size 7” x 5” | 10 |  |
| Accurate spelling, punctuation, grammar and capitalization (-5 for each) | 20 |  |
| Use of appropriate design principles—use of white space and visual appeal | 25 |  |
| All information included – events, address, messages (-5 for each) | 30 |  |
| Design is incorporated on both sides and includes proper space for address | 25 |  |
| Design includes at least 4 photos and/or graphic elements | 20 |  |
| Use of graphics provided enhance the design | 15 |  |
| Design of postcard is consistent with the designs of Job 1and 2; while the design is not identical, it is evident they are part of the same project. | 30 |  |
| **Total for Job 3** | **175** |  |