



# ADVANCED DESKTOP PUBLISHING (405)

## REGIONAL 2023

### Production:

Job 1: Logo and tagline \_\_\_\_\_ (150 points)

Job 2: Coupon flyer \_\_\_\_\_ (200 points)

Job 3: Phone grip \_\_\_\_\_ (120 points)

TOTAL POINTS \_\_\_\_\_ (470 points)

**Test Time: 90 minutes**

### **GENERAL GUIDELINES:**

*Failure to adhere to any of the following rules will result in disqualification:*

1. Member must hand in this test booklet and all printouts if any. Failure to do so will result in disqualification.
2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

### **EXAM GUIDELINES:**

1. Ensure this test booklet contains Jobs 1-3.
2. Key all jobs according to the instructions given.
3. Correct any and all formatting, spelling or grammar errors. Use the formatting guide in the *Style & Reference Manual*.
4. Your name or initials should *not* appear on any work you submit. Use your Member ID in any occasion you would normally key your reference initials.
5. In the lower **right**-hand corner of ALL work submitted (unless otherwise specified), key your Member ID and job number.
6. If you complete the event before the end of the time allotted, notify the proctor. Time may be considered a factor in determining a winner, when there is a tie score.
7. Place your scoring sheet on top of your jobs. Jobs should be placed in numerical order.

The owner of Selfie Station, a new business opening in your community has hired you to design materials to help with marketing the business. Selfie Station provides a variety of themed backdrops and accessories for individuals looking to make their selfies distinctive. Some of these themed scenes include: Parisian Perfection, Harvest Heartland and Smoky Mountain Magic.

Along with opening Selfie Station, the owner will also need your design services for a side business, Aesthetic Images, which will operate out of the same location. This business will provide space for corporate events and professional photographers to use for senior portraits, engagement photos, professional headshots or other needs.

**Job 1** - Design a logo for Selfie Station. The owner wants the logo to incorporate photography elements as part of the design. The logo should also include the tagline, Express your Essence. The design should help communicate the business' fun, creative side but still be professional in appearance.

Draw two boxes on an 8.5" x 11" sheet of paper - one 7" x 7" and one 3.5" x 2". Print the logo and tagline proportionally within a 7" x 7" box. In the 3.5" x 2" box, determine sizing and placement of the logo and tagline as would be suitable for a business card, leaving appropriate space for text including address, email address, phone number and website.

**Job 2** - Design a coupon flyer to be mailed with other direct mail coupons. The flyer should be double-sided, with a coupon on each side. Make sure the coupons are placed so a customer would be able to cut out and use both. Size of the coupon flyer is 8.25" x 3.5". Design should utilize graphics and/or additional elements to draw attention to the coupon flyer, designate the coupons and communicate the business' fun, engaging atmosphere.

On the first side, include the logo and tagline, as well as the text: Grand Opening of the Selfie Station, address of 455 West Main Street, Cottersport, PA 54302; telephone of 515-654-3214 and website of [www.selfiestation.com](http://www.selfiestation.com). The coupon on the first side should be for a free gift with purchase of an admission ticket to the Selfie Station. Include wording at the bottom to indicate a limit of one coupon per visit and an expiration date of 4/30/23. On the back side of the flyer the coupon should be for buy one ticket, get one half off. Include wording at the bottom to indicate a limit of one coupon per visit and an expiration date of 4/30/23. Additional text on the backside should include: Book your session now! Perfect for individuals, group events, birthday parties, bachelorette parties, any event you want to be memorable. Submit both sides of the coupon flyer on an 8.5" x 11" document.

**Job 3** - Design a removable phone grip to be given away and/or sold at the Selfie Station. The design should cover the full area and include at least the business name. The bleed area is 1.7" x 1.7" with an imprint area of 1.53" x 1.53". Place the design on an 8.5" x 11" document.

<b>Job 1: Logo</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> <b>(All points or none are awarded for each technical requirement).</b>			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Logo shown within a 7" x 7" box and a 3.5" x 2" box	10		
Logo contains the name <i>Selfie Station</i> and tagline <i>Express your Essence</i>	10		
Logo is readable at both sizes	10		
Accurate spelling, punctuation, and grammar	5		
Member ID and Job Number in lower right corner	5		
<b>DESIGN ELEMENTS TO EVALUATE</b> <b>(Points awarded may range from 0 and up for each design element)</b>			
Logo is appropriately sized within 7" x 7" box	0-10		
Placement of logo within 3.5" x 2" leaves appropriate space for business card contact information	0-10		
Logo is distinctive, effectively using fonts, typestyles, and sizing	0-20		
Logo applies principles of design and rules for proper layout	0-20		
Logo creatively incorporates photography elements within its design	0-20		
Overall design communicates business' fun, creative side that is also professional in appearance	0-30		
<b>Total points possible</b>	<b>150</b>		

<b>Job 2: Coupon flyer</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> <b>(All points or none are awarded for each technical requirement).</b>			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" document submitted with two boxes each 8.25" x 3.5"	10		
Coupon flyer contains the logo and tagline	10		
Coupon flyer for one side contains the text: <i>Grand Opening of the Selfie Station; 455 West Main Street, Cottersport, PA 54302; 515-654-3214 and www.selfiestation.com</i>	20		
Coupon flyer for one side contains the text: <i>Book your session now! Perfect for individuals, group events, birthday parties, bachelorette parties, any event you want to be memorable</i>	10		
First coupon is for free gift with purchase of a ticket. Includes wording to indicate a limit of one coupon per visit and an expiration date of 4/30/23	15		
Second coupon is for buy one ticket, get one half off. Includes wording at the bottom to indicate a limit of one coupon per visit and an expiration date of 4/30/23	15		
Accurate spelling, punctuation, and grammar	5		
Contestant Number and Job Number in lower right corner	5		
<b>DESIGN ELEMENTS TO EVALUATE</b> <b>(Points awarded may range from 0 and up for each design element)</b>			
Coupon flyer is designed so both coupons can be used	0-10		
Coupon flyer effectively uses fonts, typestyles and sizing	0-20		
Coupon flyer applies principles of design and rules for proper layout	0-20		
Coupon flyer integrates provided graphics to enhance the overall design	0-30		
Overall design creates a distinctive coupon flyer	0-30		
<b>Total points possible</b>	<b>200</b>		

<b>Job 3: Phone grip</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> <b>(All points or none are awarded for each technical requirement).</b>			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Bleed is 1.7" x 1.7" with imprinted area of 1.53" x 1.53" and placed on an 8.5 x 11 document	15		
Design contains the text <i>Selfie Station</i>	5		
Accurate spelling, punctuation, and grammar	5		
Contestant Number and Job Number in lower right corner	5		
<b>DESIGN ELEMENTS TO EVALUATE</b> <b>(Points awarded may range from 0 and up for each design element)</b>			
Phone grip effectively uses fonts, typestyles, and sizing	0-20		
Phone grip applies principles of design and rules for proper layout	0-20		
Design is engaging and draws attention	0-20		
Graphics and text work together and complement each other	0-30		
<b>Total points possible</b>	<b>120</b>		