



FUNDAMENTAL DESKTOP PUBLISHING (400)

Regional 2024

PRODUCTION:

JOB 1: Car Decal	_____ (155 points)
JOB 2: Postcard	_____ (235 points)
JOB 3: Label	_____ (100 points)
<i>TOTAL POINTS</i>	_____ (<i>490 points</i>)

Test Time: 90 minutes

ACADEMIC INTEGRITY POLICY:

By participating in this event and starting this test, you declare that you agree to the following statement:
I pledge that I will not violate the Business Professionals of America Academic Integrity Policy or submit any work that is not solely my creation. I will destroy this test booklet after I submit my work. I understand that any violation of our policies, guidelines or instructions will result in disqualification from this event.

GENERAL GUIDELINES:

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

1. Contestant must complete the work for this event on his/her own without inappropriate guidance from anyone else during the event.
2. Contestant must submit their work as instructed in the exam guidelines below.
3. You may use the *Style & Reference Manual* and any published and/or unpublished non-electronic written reference materials. However, no additional equipment, supplies, or materials other than those specified for this event are allowed in the testing area.
4. No previous BPA tests and/or sample tests (handwritten, photocopied, or keyed) are allowed in the testing area.
5. With the exception of your laptop or desktop computer used to complete the work for this event, the use of electronic devices is prohibited. The only exception is calculators that meet ACT standards as published in the BPA NLC Calculator Guidelines.

EXAM GUIDELINES:

1. If you wish and/or are able to do so, you may print a copy of this test booklet.
2. Ensure this test booklet contains Jobs 1-3.
3. Create a folder on your computer to save all jobs as individual files.
4. Key each job and save each job appropriately by job number, such as Job1, Job2, and Job3. Save the files in the folder you created.
5. Software templates may be used, but creativity points may be reduced.
6. Correct all errors. Copy will be graded on accuracy, creativity, originality, and adherence to design principles such as: contrast, emphasis, visual hierarchy, flow and overall appearance.
7. Only the graphics and resources provided may be used. You may, however, use lines, circles, squares, rectangles, polygons, and/or other shapes. In addition, you may modify and enhance graphics supplied.
8. **Using a text box, include your participant number and job number in the lower right-hand corner of ALL work submitted.**
9. All jobs must be saved as individual files, with all files being compressed together into one ZIP file. (See instructions below.)
10. When you complete all jobs, submit your work immediately following the instructions provided below. Time may be considered a factor in determining a winner when there is a tie score.

WORK SUBMISSION INSTRUCTIONS:

1. Locate the folder where you saved all the files.
2. Create a ZIP file that contains all the files you have created. If you were instructed to save your final document in PDF format for any particular job, make sure you select and submit the PDF version for that job.
3. Upload your ZIP file to the Judge Pro site.

Wexham is a thriving, growing city looking to be more visible and to publicize its numerous activities. You have been hired to assist with the following:

JOB 1 - For your first task, the city would like a car decal for the city owned vehicle. The decal should be 8" x 8" and include the following two pieces of information: City of Wexham and Official Business. The design must include at least one geometric element and should enhance the text so that it is visible from several feet away. City of Wexham should be on a separate line from Official Business and be larger in size. The finished design needs to maintain a professional appearance representing the City of Wexham.

JOB 2 - The city also would like to mail postcards to pet owners, reminding them to register their dogs. As an incentive, the city will offer a discount shot clinic on select dates. The postcard will be 7" x 5" with a design and text on both sides. The overall design should be easy-to-read and visually appealing. The use of spacing, text size and appearance should be incorporated to aid in readability and direct attention to key information. Graphics must be present on both sides of the postcard to increase attention.

On one side the following information should be included:

- Renew Your Dog's License Today
- Avoid the delinquent fee, license your dog before June 2
- Proof of rabies vaccination is needed to obtain a license
- Wexhammi.gov/petadoption
- Free rabies vaccination with license available at Wexham Animal Shelter from 10 a.m. - 3 p.m. on the following dates:
01/20, 02/24, 03/09, 04/13, 05/18

On the other side of the postcard, a postage box should be placed in the upper right. Place the following text in the box: Presorted, Standard US. Postage PAID, Wexham, MI Permit 57. A 3" x 1" space below the postage box should be reserved for address information. Elsewhere on this side of the postcard should be the following information:

- Renew Your Dog's License Today
- Prices are \$40 through June 1 for all dogs
- How to Apply
 - Go to Wexhammi.gov/petadoption, click the link "Dog License" and follow the instructions.
 - Take this postcard along with a valid rabies vaccination certificate to city hall.
 - Take this postcard along with valid rabies vaccination certificate to a participating veterinary office.
 - Come to one of the vaccination clinics held at the animal shelter
 - Mail a stamped, self-addressed envelope along with a valid rabies vaccination certificate to: Wexham Animal Shelter, 1200 Wales, Bldg 32W, Wexham MI 48736

JOB 3 - A small treat bag will be given to owners who come to city hall or the animal shelter to purchase licenses. Design a 2" x 2" label that will be placed on the treat bag. The bag should incorporate a graphic element and include the following information:

- Compliments of the City of Wexham

- Ingredients: wheat flour, honey, peanut butter, canola oil, dried whole egg, natural vanilla flavor, dried cane molasses, sodium bicarbonate and citric acid

Job 1: Car Decal			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Design fills an 8 x 8 space	5		
Design contains the text: City of Wexham and Official Business	10		
Design contains a geometric element	5		
Logo is readable from a distance of several feet	5		
City of Wexham is on a separate line and is larger in size than Official Business	10		
Accurate spelling	5		
Contestant Number and Job Number in lower right corner	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Design is appropriately sized within 8" x 8"	0-10		
Use of geometric element enhances design and is integrated with the text – not just a box or circle around the text	0-20		
Design is distinctive and professional in appearance, effectively using fonts, typeface and sizing	0-20		
Design applies principles and elements of design for layout	0-20		
Total points possible	115		

Job 2: Postcard			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Design is 7" x 5" and printouts for both sides are submitted	10		
One side contains the text: <ul style="list-style-type: none"> • Renew Your Dog's License Today • Avoid the delinquent fee, license your dog before June 2 • Proof of rabies vaccination is needed to obtain a license • Wexhammi.gov/petadoption • Free rabies vaccination with license available at Wexham Animal Shelter from 10 a.m. - 3 p.m. on the following dates: <div>01/20</div> <div>02/24</div> <div>03/09</div> <div>04/13</div> <div>05/18</div> 	25		
On the other side, box is placed in the upper right and contains the text: Presorted, Standard US. Postage PAID, Wexham, MI Permit 57. There is a 3" x 1" space reserved below the postage box	15		
On the same side as the box, postcard contains the following text: <ul style="list-style-type: none"> • Renew Your Dog's License Today • Prices are \$40 through June 1 for all dogs • How to Apply <ul style="list-style-type: none"> ○ Go to Wexhammi.gov/petadoption, click the link "Dog License" and follow the instructions. ○ Take this postcard along with a valid rabies vaccination certificate to city hall. ○ Take this postcard along with valid rabies vaccination certificate to a participating veterinary office. ○ Come to one of the vaccination clinics held at the animal shelter 	25		

○ Mail a stamped, self-addressed envelope along with a valid rabies vaccination certificate to: Wexham Animal Shelter, 1200 Wales, Bldg 32W, Wexham MI 48736			
Graphics are present on both sides of the postcard	10		
Accurate spelling	5		
Contestant Number and Job Number in lower right corner	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Design effectively uses typography to direct attention to key information on both sides of the postcard	0-40		
Use of graphic elements enhance design and are integrated seamlessly with the text	0-40		
Fonts selected are appropriate for the purpose and enhance readability	0-20		
Design applies principles and elements of design for layout	0-40		
Total points possible	235		

Job 3: Label			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Design fills a 2" x 2" space	5		
Design contains the text: <ul style="list-style-type: none"> • Compliments of the City of Wexham • Ingredients: wheat flour, honey, peanut butter, canola oil, dried whole egg, natural vanilla flavor, dried cane molasses, sodium bicarbonate and citric acid 	10		
Design contains a graphic	5		
Accurate spelling	5		
Contestant Number and Job Number in lower right corner	5		
Total points possible	30		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			