



**BUSINESS  
PROFESSIONALS**  
of **AMERICA**  
Giving Purpose to Potential

# ADVANCED DESKTOP PUBLISHING (405)

## REGIONAL 2024

### PRODUCTION:

JOB 1: Letterhead	_____ (145 points)
JOB 2: Invitation and reply card	_____ (270 points)
JOB 3: Certificate	_____ (160 points)
<i>TOTAL POINTS</i>	_____ ( <i>575 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 You may use the *Style & Reference Manual* and any published and/or unpublished non-electronic written reference materials.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. **You must use Adobe Illustrator, Adobe Photoshop, or Adobe InDesign to create your work.**
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 publicize its numerous activities. You have been hired to create updated materials.

**JOB 1** – Wexham wants to update its letterhead. They are looking for a fresh, modern design that will incorporate its tagline *Moving Forward Together*. The 8.5” x 11” design should feature the use of lines, a san serif font and at least one effect. In addition to the tagline, the letterhead should include: City of Wexham, 548 Paxton Road, Wexham, Michigan 45378.

**JOB 2** – The City of Wexham is hosting a business networking luncheon on Friday, January 19, 2024, at Mackenzie’s Restaurant and Banquet Center. An invitation and reply card need to be designed. The invitation is 5” x 7” and the reply card is 3.5” x 5”. The invitation and reply card should complement the design of the letterhead by using the same san serif font, incorporating lines, at least one effect and kerning. The invitation needs to include the following text: *You are cordially invited to a Wexham Networking event, 1:00 p.m. on Friday, January 19, 2024 at Mackenzie’s Restaurant & Banquet Center, 1983 Reynolds Road, Wexham, Michigan 45378. Salad selection, Michigan salad with chicken or salmon, Chicken Caesar salad, Greek salad with chicken or gyro meat or a Cobb salad. Reply is requested by January 8, 2024, Moving Forward Together.* The reply card should include the text: *Name, I will attend, I will not be able to attend, please add me to the business networking listserv. Salad selection, Michigan salad with chicken or salmon, Chicken Caesar salad, Greek salad with chicken or gyro meat, Cobb salad.* A line should be included after name, and the salad listing should be arranged with lines and/or checkboxes to indicate the person’s choice of salad and meat. Checkboxes should be used to indicate attendance at the networking event and being added to the listserv.

**JOB 3** – The City of Wexham will give out certificates to business members who are part of its networking initiative. The certificate is 8.5” x 11.” The certificate should include the words *Certificate of Appreciation* centered in the upper quarter of the page followed by a blank line and then the text *given to* centered on the next line. A 2” spacing should be placed between this line and the following text *in recognition of your creativity, innovation, and leadership to the City of Wexham.* In the bottom quarter of the certificate should be two 2” lines. Centered under the first line is the text *Elizabeth Cochrane, Mayor* and on the second line, *Date*. A blank line should then be followed by the text *Moving Forward Together*. The city would like the certificate to be modern in appearance, using a san serif font and avoid having a border.

<b>JOB 1: Letterhead</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>
Design is shown on 8.5" x 11"	5		
Letterhead contains the text: <i>Moving Forward Together, City of Wexham, 548 Paxton Road, Messner, Michigan 45378.</i>	30		
Design incorporates lines, san serif font and at least one effect	30		
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>			
Design creatively incorporates the use of lines and at least one effect	0-20		
Text is distinctive, effectively using san serif font, typeface and sizing	0-20		
Overall design applies principles and elements of design for layout	0-30		
<b>Total points possible</b>	<b>145</b>		

<b>JOB 2: Invitation and Reply Card</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>
Design is shown on 5" x 7" invitation and 3.5" x 5" reply card	10		
Invitation contains the text: <i>You are cordially invited to a Wexham networking event, 1:00 p.m. on Friday, January 19, 2024 at Mackenzie's Restaurant &amp; Banquet Center, 1983 Reynolds Road, Wexham, Michigan 45378. Salad selection, Michigan salad with chicken or salmon, Chicken Caesar salad, Greek salad with chicken or gyro meat, Cobb salad. Reply</i>	55		

<i>is requested by January 8, 2024, Moving Forward Together.</i>			
The reply card should include the text: <i>Name, I will attend, I will not be able to attend, Please add me to the business networking listserv. Salad selection, Michigan salad with chicken or salmon, Chicken Caesar salad, Greek salad with chicken or gyro meat, Cobb salad.</i>	45		
Design on invitation incorporates lines, san serif font, at least one effect and kerning	20		
Accurate spelling, punctuation, and grammar	5		
Contestant Number and Job Number in lower right corner	5		
<b>DESIGN ELEMENTS TO EVALUATE</b> (Points awarded may range from 0 and up for each design element)			
Design of invitation creatively incorporates the use of lines and at least one effect	0-20		
Design of reply card creatively incorporates the use of lines and at least one effect	0-20		
Text on invitation and reply card is distinctive, effectively using san serif font, typeface, kerning and sizing.	0-20		
Design of invitation and reply card complement design of letterhead	0-20		
Overall design of the invitation and reply card applies principles and elements of design for layout	0-30		
<b>Total points possible</b>	<b>270</b>		

<b>JOB 3: Certificate</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>
Design is 8.5" x 11"	5		
Text is a san serif font	5		
Design includes the text: <i>Certificate of Appreciation, given to, in recognition of your creativity, innovation, and leadership to the City of Wexham, Elizabeth Cochrane, Mayor, and Date, and Moving Forward Together.</i>	30		
Text is placed at the correct points per the instructions: upper quarter of the certificate, 2" after the first two lines of text, following the blank lines, and underneath the two lines which are located towards the bottom quarter of the certificate	20		
Design features two lines that are each 2" long and have a 2" blank space	10		
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>			
Certificate effectively uses fonts, typeface, and sizing	0-20		
Certificate applies the principles and elements of design for layout	0-30		
Overall design effectively incorporates spacing, typeface, sizing and placement	0-30		
<b>Total points possible</b>	<b>160</b>		