

Member ID: _____

Time: _____

Rank: _____



Fundamental Desktop Publishing (400)

Regional 2025

Production:

Job 1: Logo	_____ (90 points)
Job 2: Business Card	_____ (110 points)
Job 3: Marketing Flyer	_____ (170 points)
<i>TOTAL POINTS</i>	_____ (370 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.

Design Brief

Meet Emily, a vibrant 30-year-old with an innate love for dogs. Having grown up surrounded by furry companions, Emily has developed an exceptional understanding of canine behavior and needs. Recently, after noticing the bustling pace of her neighborhood and the number of working professionals with beloved pets, Emily has decided to combine her passion for animals with her entrepreneurial spirit. She envisions starting a pet care business that provides pet walking and sitting business that offers a personalized and reliable service for pet owners in her community. Emily is determined to create a brand that stands out. She believes that providing a warm, trustworthy, and professional service is essential. She aims to build a clientele by offering tailored animal care services, ensuring the happiness, health, and safety of each furry client. Having embarked on this journey, Emily seeks assistance in establishing her business. She requires marketing materials to promote her services within the neighborhood and beyond. She envisions a modern, inviting brand image that resonates with pet owners and conveys her commitment to their pets' well-being.

Emily understands the power of professional design in making a memorable impression. She values creativity and seeks visually appealing materials that effectively communicate her business's reliability and dedication to excellent pet care. Her vision is to create a cohesive brand identity that reflects her love for dogs and her business's commitment to providing top-notch services. Emily has settled on the name 'Refined Retreat Pet Services'. Emily is licensed & insured.

Services:

Pet walking, Pet sitting (overnight, drop-in, playtime, Grooming, Training

Refined Retreat Pet business information:

Emily (no last name)

Emily@RefinedRetreatPetServices.com

123 Main Street

Anytown, USA 12345

111.111.1111

www.RefinedRetreatPetServices.com

Customer testimonials:

I highly recommend Refined Retreat Pet Services! My two pugs received the care and attention they needed, and my house was very well kept! Emily is very friendly, trustworthy and dependable. ~Elaine

You will not be disappointed! My doggos do the happy dance upon Emily's arrival. She is prompt, reliable, trustworthy and will update me when I'm out of town which is comforting. ~Bob

Emily is genuine and reliable. I wouldn't hesitate to recommend her and Beans loves her daily walks. It's great to know your pet is well cared for while you are at work. ~Janice

Images:

Images are available in the provided 'Images_R' folder.

Job 1: Logo

Directions: Design a professional logo for Refined Retreat Pet Services business.

The objective of this assignment is to create a professional and visually appealing logo for Emily's business that can be utilized across various mediums.

Using design software, create 1 unique logo design.

Ensure the logo is scalable and adaptable to different sizes without losing clarity or detail. It should be responsive and look equally impressive on business cards, websites, and on a mobile app.

Considerations for Responsive Design. Keep in mind the importance of responsiveness. Design the logo to maintain its clarity and readability across various screen sizes, including smaller mobile screens, without losing its impact.

Submit logo design showcasing different color schemes, typography, and layouts for Emily's consideration.

Logo should be displayed in the following sizes to maintain brand consistency and ensure your logo looks its best across all platforms:

5 in x 5 in

1 in x1 in

Job 2: Business Card

Directions: Design a business card for Emily

The objective of this assignment is to create a professional and visually appealing business card for Emily, owner Refined Retreat Pet Services

Using design software, create a business card for Emily.

Business card dimensions must be 3.5"x2" and must include the following:

Refined Retreat Pet Services' Logo (your choice from Job 1)

Emily's contact information

Refined Retreat Pet Services business information

Job 3: Marketing Flyer

Directions: Design a marketing flyer for Emily to hang up at local businesses.

The objective of this assignment is to create a professional and eye-catching flyer to promote Refined Retreat Pet Services. Emily plans to hang these flyers in local businesses.

Using design software, create a marketing flyer.

Marketing flyer dimensions must be 8.5"x11" and must include the following:

Refined Retreat Pet Services' Logo

Basic services offered

Customer testimonials

Tear off strips (vertical at bottom) with business name, phone number & URL

Artistic elements that reflect the Refined Retreat Pet Services business purpose.

Job 1: Logo			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Logo shown as 5 in x 5 in & 1 in x 1 in. Logo is scalable and adaptable to different sizes without losing clarity or detail. Logo contains elements that reflect Refined Retreat Pet Services name. Logo contains elements that reflect the Refined Retreat Pet Services business purpose. Logo is identifiable at both sizes.	20		
Accurate spelling, punctuation, and grammar	5		
Print on an 8.5 x 11 sheet of paper member ID and job # in the lower right corner of the full page	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Logo is distinctive, effectively using fonts, typeface and sizing.	0-20		
Logo applies principles of design and rules for proper layout.	0-20		
Logo Overall design reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-20		
Total points possible	90		

Job 2: Business Card			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Business Card shown as 3.5"x2".	10		
Business Card includes Refined Retreat Pet Services' Logo (your choice from Job 1)	10		
Business Card includes Emily's contact information	10		
Business Card includes Refined Retreat Pet Services business information	10		
Accurate spelling, punctuation, and grammar	5		
Printed on an 8.5 x 11 sheet of paper member ID and job # in the lower right corner of the full page	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Business Card is distinctive, effectively using fonts, typeface and sizing.	0-20		
Business Card applies principles of design and rules for proper layout.	0-20		
Business Card Overall design reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-20		
Total points possible	110		

Job 3: Marketing Flyer			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Marketing flyer dimensions must be 8.5"x11"	10		
Marketing flyer includes: Refined Retreat Pet Services' Logo	10		
Marketing flyer includes: Basic services offered	10		
Marketing flyer includes: Customer testimonials	10		
Marketing flyer includes: Vertical tear off strips at the bottom with business name, phone number & URL	20		
Marketing flyer contains artistic elements that reflect the Refined Retreat Pet Services business purpose.	30		
Accurate spelling, punctuation, and grammar	5		
Printed on an 8.5 x 11 sheet of paper member ID and job # in the lower right corner of the full page	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Marketing flyer is distinctive, effectively using fonts, typeface and sizing.	0-20		
Marketing flyer applies principles of design and rules for proper layout.	0-20		
Marketing flyer Overall design reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-30		
Total points possible	170		