



# 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.

**Job 1: Logo**

<b>Job 1: Logo</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> (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		
Printed on an 8.5 x 11 sheet of paper member ID and job # in the lower right corner of the full page	5		
<b>DESIGN ELEMENTS TO EVALUATE</b> (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		
<b>Total points possible</b>	<b>90</b>		

<b>Job 2: Business Card</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> (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		
<b>DESIGN ELEMENTS TO EVALUATE</b> (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		
<b>Total points possible</b>	<b>110</b>		

<b>Job 3: Marketing Flyer</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> (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		
<b>DESIGN ELEMENTS TO EVALUATE</b> (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		
<b>Total points possible</b>	<b>170</b>		