

(410) Graphic Design Promotion

Description

Develop a theme and illustrate that theme in various promotional materials.

Eligibility

Any secondary division student member may enter this event. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging.

Members must participate in both parts of the competition to be ranked.

Topic

A new energy drink called, ChargedUp, has contacted you to design all the brand images and packaging for this new drink. You will need to create the following:

- Logo with tagline (Max Out Your Day)
- Design full wrap around for the 16 oz. aluminum can. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a fridge pack for four (4) energy drinks. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a Point of Purchase display/shelf stand

Members who do *not* submit an entry that follows the topic above will be *disqualified*.

Member must supply

One envelope containing the materials as listed in the specifications section (only if not presenting electronically)

Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must supply all supporting devices (e.g., extension cords, power supply, etc.)

Digital presentation tools (device and software) (optional)

Props (optional)

Logo with tagline, Wrap around for 16 oz. can, Fridge pack for energy drinks and Works Cited (optional if they are not presenting electronically)

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. Props or visual aids are allowed in this competition. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience

Business Professionals of America Workplace Skills Assessment Program

Material contained in this publication may be reproduced for member and/or event use only.

Release v1.2 October 4, 2024

Specifications

- All designs must be printed on 8½" x 11" paper
- It is recommended to be designed at least 300 dpi.
- **Logo with tagline, Wrap around for 16 oz. can, Fridge pack for energy drinks, Point of purchase shelf/stand, signed Release Form(s), and Works Cited must be submitted in JPG, PNG, or PDF formats at <https://upload.bpa.org> no later than 5:00 p.m. Eastern Standard Time on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- The Competitor is responsible for securing a signed Release Form from any person whose image or work is used in the project including one's self.
- The Competitor is responsible for citing all sources including oneself for any of the work used on the Works Cited page.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be disqualified for violations of the guidelines.
- Auto generated confirmation of receipt will be provided when the project is submitted for the National Leadership Conference.
- Individual confirmation of receipt cannot be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Materials from non-registered members and/or those missing Member ID cannot be accepted.
- No changes can be made to the project after the date of submission.
- The member will give a presentation to judges on how the graphic was developed and produced. A question-and-answer session will follow.
- Student printouts and forms will not be returned.
- Appropriate use of grammar, spelling, and punctuation.
- All graphics must be computer generated. Only member-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- All written materials must follow the organization's Graphic Standards and make proper use of the BPA logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.)
- Member's name may not appear anywhere on output.
- No materials, other than the required submission materials, may be left with judges.
- The length of the presentation will be no more than six (6) minutes, followed by no more than five (5) minutes of judges' questions.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
All files are combined below in a single compressed zip folder. 1) Logo with Tagline- PDF or JPG or PNG format 2) Wrap around for 16 oz. can - PDF or JPG or PNG format 3) Fridge pack for 4 energy drinks - PDF or JPG or PNG format 4) Point of purchase shelf/stand 5) Works Cited - PDF format 6) Release form - PDF format	GDP-MemberID.zip	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

Pre-submitted Project Files

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup

No more than six (6) minutes for the presentation

No more than five (5) minutes for judges' questions

Finals may be included at regional, state, and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

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Judge Number _____

Member ID _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none">Works Cited formatted according to the <i>BPA Style & Reference Manual</i>, in a single combined PDF file.Prints of logo including the taglineWrap around for 16 oz. can designFridge pack for 4 energy drinksMockup of the Point of purchase display/shelf standSigned Release Form(s) All points or none are awarded by the Technical Judge					20
Production Layout					
LOGO <ul style="list-style-type: none">Creativity and Originality: Logo is creative, original, and visually appealing.Conceptualization: Logo concept aligns with the brand identity and effectively communicates the message.Versatility: Logo can be easily resized and reproduced across various mediums without losing quality.Color Palette: The color palette is harmonious, visually pleasing, and suits the overall design	1–5	6–10	11–15	16–20	
WRAP AROUND DRINK DESIGN (16 oz. can) <ul style="list-style-type: none">Creativity: The design showcases originality and creativity in presenting the product.Visual Appeal: The overall design & color scheme, teamed with the logo creates an attractive and cohesive packaging concept.Wrap Around Design: Effectively grabs attention and conveys the brand's message.Product Information: The ingredient list, weight, and other details are clearly on the label, and it wraps around the can.	1–5	6–10	11–15	16–20	

FRIDGE PACK FOR 4 ENERGY DRINKS (16 oz.) <ul style="list-style-type: none"> • Creativity: The overall design showcases originality and creativity in presenting the product. • Visual Appeal: The label is visually appealing and captures the attention of consumers. • Design: The design effectively grabs attention and conveys the brand's message. • Product Information: The ingredient list, weight, and other details are clearly on the fridge pack 	1–5	6–10	11–15	16–20	
POINT OF PURCHASE DISPLAY/SHELF STAND <ul style="list-style-type: none"> • Creativity: The overall design showcases originality and creativity in presenting the product. • Visual Appeal: The label is visually appealing and captures the attention of consumers. • Design: The design effectively grabs attention and conveys the brand's message. • Product Information: The ingredient list, weight, and other details are clearly on the purchase display/shelf stand 	1–5	6–10	11–15	16–20	
All products complement each other but are different.	1–5	6–10	11–15	16–20	
Center of interest apparent in all three products	1–5	6–10	11–15	16–20	
Composition of all three designs have balance, unity, and harmony	1–5	6–10	11–15	16–20	
Placement of design elements, rule of thirds, and emphasis of design.	1–5	6–10	11–15	16–20	
TECHNICAL POINTS (180 points maximum)					

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Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Delivery <ul style="list-style-type: none">• Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.• Presents the information in a highly structured and organized manner that is easy to follow.• Demonstrates a clear understanding of the topic and presents relevant, accurate information.	1-5	6-10	11-15	16-20	
Ability to explain the development and design process for designing brand logo and packaging for ChargedUp.	1-5	6-10	11-15	16-20	
Explain the symbolism and relevance of the logo design to the brand and its target audience.	1-5	6-10	11-15	16-20	
Justify the color choices and how they effectively represent the brand identity.	1-5	6-10	11-15	16-20	
Student explains how the packaging design aligns with the overall brand image and effectively attracts the target market.	1-5	6-10	11-15	16-20	
Explanation of technology & software used.	1-5	6-10	11-15	16-20	
Engage the audience by using clear and concise language. Demonstrate professionalism, confidence, and enthusiasm while presenting.	1-5	6-10	11-15	16-20	
Answers to judges' questions.	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted no longer than six (6) minutes				5	
Appropriate use of grammar, spelling, and punctuation				10	
TOTAL PRESENTATION POINTS (180 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 360

PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES