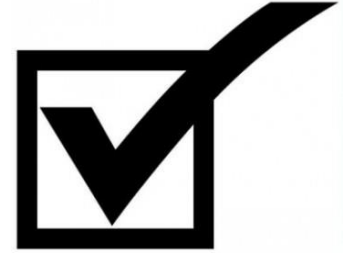


**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential



Advanced Desktop Publishing (405)

REGIONAL 2025

PRODUCTION

Job 1: Logo & Tagline	_____ (100 points)
Job 2: Magnet	_____ (100 points)
Job 3: Advertisement Cling	_____ (100 points)
Job 4: Coupon	_____ (100 points)
<i>TOTAL POINTS</i>	_____ (<i>400 points</i>)

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 1-4.
2. Key all jobs according to the instructions given.
3. Correct all formatting, spelling and/or grammar errors. Use the formatting guide provided in *BPA's Style & Reference Manual*.
4. Copy will be graded on accuracy, creativity, originality, and adherence to design principles such as: contrast, emphasis, visual hierarchy, flow and overall appearance.
5. Software templates may be used; however, creativity points may be reduced.
6. Only the graphics and resources provided may be used. You may, however, use Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes. In addition, you may modify and enhance the graphics supplied.
7. In the lower **right**-hand corner of ALL work submitted (unless otherwise specified), key your Member ID and job number.
8. 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.
9. Place your scoring sheet on top of your jobs. Jobs should be placed in numerical order.

SCORE SHEET

**Note - Contestants may use software templates; however, creativity points may be reduced.*

Job 1: Logo & Tagline Development		
TECHNICAL SPECIFICATION POINTS: (All points or none are awarded for each technical requirement).		
	<i>Points</i>	<i>Total</i>
3" x 3" Logo printed with crop marks	10	
Included a Readable Tagline - Where Curiosity Meets Challenge	10	
DESIGN ELEMENTS TO EVALUATE: (Points awarded may range from 0 and up for each design element)		
Strategic use of typography, while considering styles, size, and content hierarchy.	0-20	
Implemented design principles (<i>Repetition, Contrast, Emphasis, Balance</i>). Layout follows consistent pattern and reflects the purpose of the content and target audience.	0-20	
Logo Design – Visually harmonious and designed using appropriate design principles to communicate the intended message.	0-20	
Overall design and appearance meet all design specifications set forth in the Project Brief/General Information.	0-20	
<i>Total</i>	<i>100</i>	_____

Job 2: Magnet		
TECHNICAL SPECIFICATION POINTS: (All points or none are awarded for each technical requirement).		
	<i>Points</i>	<i>Total</i>
3" x 2" Logo printed with crop marks	10	
Included all pertinent information (i.e., Logo Date, Location, etc.)	10	
DESIGN ELEMENTS TO EVALUATE: (Points awarded may range from 0 and up for each design element)		
Strategic use of typography, font styles, and font sizes	0-20	
Implemented design principles (<i>Repetition, Contrast, Emphasis, Balance</i>) and standards for optimal layout	0-20	
Innovative Magnet Design – NOT a Rectangle Magnet, Creative & Eye-Catching that includes all needed information	0-20	
Overall design and appearance	0-20	
<i>Total</i>	<i>100</i>	_____

Job 3: Advertisement Cling		
TECHNICAL SPECIFICATION POINTS:		
(All points or none are awarded for each technical requirement).		
	<i>Points</i>	<i>Total</i>
11' Circle Cling Created and printed with crop marks	10	
Included all pertinent information (i.e., Call to Action, Logo, etc.)	10	
DESIGN ELEMENTS TO EVALUATE:		
(Points awarded may range from 0 and up for each design element)		
Strategic use of typography, font styles, and font sizes	0-20	
Implemented design principles (<i>Repetition, Contrast, Emphasis, Balance</i>) and standards for optimal layout	0-20	
Design a creative and eye-catching cling design that includes all necessary information. Ensure it is noticeable, follows a cohesive theme, and incorporates a well-thought-out color scheme.	0-20	
Overall design and appearance	0-20	
Total	100	

Job 4: Coupon		
TECHNICAL SPECIFICATION POINTS:		
(All points or none are awarded for each technical requirement).		
	<i>Points</i>	<i>Total</i>
3.5" x 2" Coupon Created and printed with crop marks	10	
Included all pertinent information (i.e., Discount Amount, Logo, etc.)	10	
DESIGN ELEMENTS TO EVALUATE:		
(Points awarded may range from 0 and up for each design element)		
Strategic use of typography, font styles, and font sizes	0-20	
Implemented design principles (<i>Repetition, Contrast, Emphasis, Balance</i>) and standards for optimal layout	0-20	
Creative & Eye-Catching Coupon Design (<i>noticeable, has a theme, color scheme</i>) that includes all needed information	0-20	
Overall design and appearance	0-20	
Total	100	

GENERAL INFORMATION: Conundrum Creations is a new startup puzzle company located in Orlando, Florida that has hired you to create ~~numerous publications and~~ mockups marketing materials for their new company. You have been hired to assist with the following jobs:

Job 1: LOGO

Design an appropriate logo for the Conundrum Creations. The logo will be used for other promotions including their puzzles that will be sold at various storefronts. Also, include a tagline of: “Conundrum Creations: Where Curiosity Meets Challenge.” somewhere in the logo. The Logo size needs to be set to 3” x 3” and print centered on an 8.5” x 11” piece of paper with Crop Marks showing. Resize images as needed and not all graphic files must be used.

Job 2: MAGNET

Create a magnet for our new vendors to place on their file cabinets. It should remind them of Conundrum Creations, our new company, and include our contact information. Include the logo developed in Job 1 along with the following: Design Size: 3.5 x 2 inches, Shape: Anything that is NOT a Rectangle that fits in the design size and concept of your magnet (it can be bigger than 3.5 x 2 but all information must fit in that space), Company Name & Tagline, Social Media Address: Instagram: ConundrumCreations Facebook: ConundrumCreationsFL, TikTok: FL_Conundrum_Creations and Email Address: thesalesforce@conundrumcreations.com, Add other items to make magnet look attractive. Print with crop marks. Resize images as needed and not all graphic files must be used

Job 3: ADVERTISEMENT WINDOW CLING

Design a window cling that we can print for our new vendors that let customers know that this store now carries Conundrum Creations Puzzles. The Design Size should all fit inside a 11-inch circle design. You must include the Company Logo made in job one. Make sure to add call to action somewhere on the design: “LOOK This store now carries Conundrum Creations Puzzles! Stop insides to see these new amazing puzzle designs. Mention this cling for a chance to win coupon!”

Job 4: COUPON

Design a coupon that we can place inside our puzzle boxes for customers that is 2.5” x 6” in size. The coupon must include the company name, logo, tagline, social media addresses, email, and should be at the amount of 20% off your next purchase with an expiration of July 2026. Print this centered on an 8.5” x 11” piece of paper with crop marks showing. Resize images as needed and not all graphic files must be used.