



FUNDAMENTAL DESKTOP PUBLISHING (400)

REGIONAL - 2018

Production Portion:

Job 1: Flyer	_____	(150 points)
Job 2: Business Card	_____	(120 points)
Job 3: Certificate of Participation	_____	(120 points)
<i>TOTAL POINTS</i>	_____	<i>(390 points)</i>

**Graders: Please double check and verify all scores
and answer keys!**

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Workplace Skills Assessment Program competition.



GENERAL INSTRUCTIONS

1. Make certain this test booklet contains Jobs 1-3.
2. 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.
3. Software templates may be used; however, creativity points may be reduced.
4. 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.
5. **Using a text box, include your contestant number and job number in the lower left-hand corner of all work submitted.**
6. If you finish before the end of the testing time, notify the administrator. Time may be a factor in determining the winner in the event of a tie.
7. Save all work with your contestant number on the flash drive provided by the contest administrator.



SCORE SHEET

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

Job 1: Flyer			
TECHNICAL SPECIFICATION POINTS			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" paper with .75" margins	5		
Layout: Portrait Orientation	5		
Included: Border around entire page	5		
Included: Information Given. i.e. Location, Objectives, Quotes	5		
Included: Any three (3) Graphics (QR Code Counts as a graphic)	15		
Included: QR Code	5		
Included: Call Out on the Flyer	5		
Contestant Number and Job Number in lower left footer	5		
DESIGN ELEMENTS TO EVALUATE			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity	0-20		
Overall design and appearance	0-30		
<i>Total</i>	<i>150</i>		



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>
8.5" x 11" paper with Business Card printed in the center with Crop Marks	5		
Card measures 2.5" x 3"	5		
Included at least one (1) graphic	5		
Included: Promoters Name, Title, Address and Phone Number	5		
Contestant Number and Job Number in lower left footer	10		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity (<i>theme, eye-catching</i>)	0-20		
Overall design and appearance	0-20		
<i>Total</i>	<i>120</i>		
Job 3: Certificate of Participation			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" paper with 1" margins	5		
Layout: Portrait Orientation	5		
Included: Date	5		
Contestant Number on Recipient Line	5		
Included: Page Border	5		
Included: At Least one (1) Graphic	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity (<i>theme, eye-catching</i>)	0-20		
Overall design and appearance	0-20		
<i>Total</i>	<i>120</i>		



CONTESTANT DIRECTIONS: Use only the graphics supplied. In addition, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used. You may also modify and enhance the graphics provided—shading, backgrounds, and other enhancements.

Project:

Professional Business Associates is offering a Leadership Training Extravaganza. As a desktop publisher, you have been asked to design the following documents to help get the word out about this new training opportunity. The business is located at 5454 Cleveland Avenue, Columbus, OH 43231-4021. Their phone number is (614) 555-8888.

Be creative, and have fun with these projects.

JOB 1: LEADERSHIP TRAINING EXTRAVAGANZA FLYER

Create a Flyer on an 8.5” x 11” piece of paper that can be handed out to create interest for this new Leadership Training Extravaganza. Use at least three (3) graphics – one *must* be the QR code provided and have .75” margins on all sides in portrait orientation with a border around the page.

Pick any of these details below to create an eye-catching callout on the flyer in a location of your choice.

- Location Information:
 - Gaylord Texan Dallas, TX
 - Thursday May 10, 2018 8:00am – 6:00pm
 - Friday May 11, 2018 12:00pm – 6:00pm
- Program Objectives
 - Increase individual leadership competencies and how to relate them to real-life situations. Focus on organizational leadership and developing leadership in others.
 - Learn how to enhance personal leadership skills, pay attention, respond appropriately, model effective communication, and encourage cooperation and collaboration.
 - Investigate leadership values including self-awareness, ethical congruence and commitment to completion.
 - Participate in experiential hands-on activities in group, partner, and individual situations.
 - Become more reflective and learn from your own experiences as well as other people’s experiences.
 - Learn how to nurture more leadership around you so that others can start making things happen.
- Quotes:
 - “If I were speaking to someone who was thinking about going to the Leadership Training Extravaganza, I would tell them GO FOR IT! It’s an experience that I will never forget.” Faith Smith, Massachusetts



- “Attending the Leadership Training Extravaganza was the best thing for me to do! I feel like I will be a better leader because of the skills I learned attending this conference.” Mabry Jones, Texas

Resize images as needed. Not all graphic files must be used. Print one copy of the flyer.

JOB 2: BUSINESS CARD

Create a Business Card that can be handed out to potential conference attendees. This card should be 2.5” x 3” and should print centered on an 8.5” x 11” piece of paper. Include a graphic on this card with the following information: Janie Carr, Leadership Training Extravaganza Promoter, address, and phone number. Print one card.

JOB 3: CERTIFICATE OF PARTICIPATION

Create a Certificate of participation to be used as a template for conference attendees of the Leadership Training Extravaganza. The 8.5” x 11” certificate should print with a 1” margin on all sides, have a border, utilize at least one graphic, include the date of May 11, 2018, have a signature line for both Joseph Strong the Presenter and Janie Carr the Promoter, in the landscape orientation. To give Mr. Strong and Mrs. Carr an idea on how this will look, place your contestant ID number in the recipient’s line.