Contestant Number:

Time:

Rank:

DIGITAL PUBLISHING

(415)

REGIONAL – 2019

**Production:**

Job 1: Logo and Tagline (80 points)

Job 2: Business Card (80 points)

Job 3: Certificate of Appreciation (80 points)

Job 4: Flyer (130 points)

***TOTAL POINTS (370 points)***

**Failure to adhere to any of the following rules will result in disqualification:**

1. **Contestant must hand in this test booklet and all printouts. 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 or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
3. **Electronic devices will be monitored according to ACT standards.**

No more than ten (10) minutes orientation

No more than (90) minutes testing time

No more than ten (10) minutes wrap-up

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*Workplace Skills Assessment Program* competition.

# General Instructions

1. Make certain this test booklet contains Jobs 1-4.

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, but creativity points may be reduced.

4. Only the graphics provided may be used.

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. When turning in your completed work, place your Scoring Sheet on top of all your jobs. The jobs should be arranged in numeric order.

**DIGITAL PUBLISHING**

**REGIONAL 2019**

**SCORE SHEET**

|  |  |  |
| --- | --- | --- |
| **Job 1—Student Generated Logo and Tagline** | **Points** | **Score** |
| Correct Size (4”x4”) | 10 |  |
| Accurate spelling, punctuation, grammar, capitalization, and use of fonts (-5 for each) | 25 |  |
| Use of at least 3 Advanced Effects: drop shadow, stroke, glow, transformation, gradient or transparency (-5 for each) | 15 |  |
| Tagline is appropriate and complements logo in placement and design | 30 |  |
| **Total for Job 1** | **80** |  |

|  |  |  |
| --- | --- | --- |
| **Job 2—Business Card** | **Points** | **Score** |
| Correct Size (3.5”x2”) | 10 |  |
| Accurate spelling, punctuation, grammar, capitalization, and font size (-5 for each) | 25 |  |
| Use of appropriate design principles—use of white space and visual appeal | 25 |  |
| All information included—text and logo | 20 |  |
| **Total for Job 2** | **80** |  |

|  |  |  |
| --- | --- | --- |
| **Job 3—Certificate** | **Points** | **Score** |
| Correct Size & Margins (10”x8”) [landscape] (.5”) | 10 |  |
| Accurate spelling, punctuation, grammar, capitalization, and font (-5 for each) | 25 |  |
| Use of appropriate design principles—use of white space and visual appeal | 25 |  |
| All information included—text and logo | 20 |  |
| **Total for Job 3** | **80** |  |

|  |  |  |
| --- | --- | --- |
| **Job 4—Business Flyer** | **Points** | **Score** |
| Correct Size & Margins (11”x14”) (.5”) | 10 |  |
| Effective use of Logo and Tagline | 20 |  |
| Accurate spelling, punctuation, grammar, capitalization, and font size (-5 for each) | 25 |  |
| Use of appropriate design principles—use of white space and visual appeal | 20 |  |
| All information included—text and logo | 20 |  |
| Effective use of font styles (leading, kerning, scale, tracking) | 15 |  |
| Use of color enhances overall appearance | 20 |  |
| **Total for Job 4** | **130** |  |

The following jobs will focus on Professional Business Associates National Leadership Conference. Conference information and hotel information are listed below. Use this information throughout.

**Conference Location:** Washington, DC

**Conference Website:** www.pba.org/conference

**Conference Dates:** Wednesday, May 6, 2020 – Sunday, May 10, 2020

**Conference Hotel:** Lincoln Hotel and Convention Center

1701 Congress Avenue

Washington, DC 20001

P: 888-555-1213

F: 888-555-1213

**Job 1: Student Generated Logo and Tagline**

Create a student-generated logo for the Professional Business Associates National Leadership Conference.

* Size: 4”x4”
* Accurate spelling, punctuation, grammar, capitalization, and font size
* Logo must use at least three (3) Advanced Effects: drop shadow, stroke, glow, scale, transformation, gradient, vector drawn graphic, or transparency
* Tagline is appropriate and complements logo in placement and design

**Job 2: Business Card**

Design a business card for new employee Shannon Sears, Event Coordinator for Professional Business Associates, 5454 Cleveland Avenue in Columbus, OH 43231-4021, 888-717-1212, using the logo from Job 1.

* Size 3.5”x2”
* Accurate spelling, punctuation, grammar, capitalization, and font size
* Use of appropriate design principles—use of white space and visual appeal
* All information included

**Job 3: Certificate of Appreciation**

Design a Certificate of Appreciation for those members who participated in the Professional Business Associates Day of Service during the National Leadership Conference, using the logo from Job 1.

* Size 10”x8” - Landscape
* Student-generated logo and tagline from Job 1
* Accurate spelling, punctuation, grammar, capitalization, and font size
* Use of appropriate design principles—use of white space and visual appeal
* All information included
* Include the following text: In appreciation for your dedication to others
* Presented to: Use Recipient Name, as a place holder for the name
* Date: May 8, 2019

**Job 4: Flyer**

Create a one-page flyer promoting the PBA National Leadership Conference. The flyer should promote a Day of Service in the community. For the flyer, include:

* Size 11”x14”
* .5 margins
* Student-generated logo and tagline from Job 1
* Use borders, shapes, font effects, etc.
* Activities for the Day of Service include:
  + 5k Walk for Humanity – Friday, May 8, 6 p.m.
  + Blood Drive—Friday, May 8, 9 a.m. – 3 p.m.
  + Socks for Seniors—Friday, May 8, 7 a.m.—5 p.m.
* Meeting location for all Day of Service Events: Lincoln Hotel and Convention Center, Ballroom D