



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

ADVANCED DESKTOP PUBLISHING

(405)

REGIONAL 2025

Production:

Job 1: Logo _____ (100 points)

Job 2: Album Cover _____ (100 points)

Job 3: Advertisement _____ (100 points)

TOTAL POINTS _____ **(300 points)**

Test Time: 90 minutes

GENERAL GUIDELINES:

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

1. Contestant 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 Contestant 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 Contestant 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			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement)			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Logo shown within a 7" x 7" box and a 1.5" x 1.5" box	5		
Logo contains the band's name "The Harmonic Tides" or a clear representation of the band	5		
Logo contains a graphic, icon or image representative of the music industry	5		
Accurate spelling, punctuation, and grammar* (*even if words are not used, contestant earns full points)	5		
Contestant Number and Job Number in lower right corner	10		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Logo within 1.5" x 1.5" box leaves the logo and all elements still readable and understandable	0 - 10		
7" x 7" logo includes consistent spacing around the perimeter	0 - 10		
Logo effectively utilizes fonts, typestyles and sizing	0 – 10		
Logo applies principles of design and rules for appropriate use of color and proper layout	0 - 20		
Logo creatively incorporates a graphic, icon or image representative of the music industry	0 - 10		
Overall design fits the music festival's vibrant and trendy feel	0 - 10		
Total points possible	100		
<ul style="list-style-type: none"> • Full Points: Exceptional – Fully meets and exceeds expectations • 8-10/18-20: Proficient – Strong work with minor issues • 3-7/13-17: Developing – Missing important technical/design elements • 2 points/12 points or below: Beginning – Needs significant revision to meet expectations 			

Job 2: Album Cover			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Album cover is precisely set up to standard dimensions (e.g., 12.375" x 12.375" with .15" bleed) at 300 DPI, ensuring crisp print quality.	10		
All elements are correctly placed within margins, preventing unintended cropping or content loss.	5		
All images are high-resolution, professionally retouched (if applicable), and optimized for print, free from pixelation or artifacts.	10		
Accurate spelling, punctuation, and grammar	10		
Contestant Number and Job Number in lower right corner	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Cover has exceptional visual impact, powerfully conveying the album's concept ("Coastal Rhythms") and the band's genre-blending sound.	0-10		
Typography is expertly chosen and styled, enhancing the album's mood while maintaining perfect legibility of band/album names.	0-10		
All elements are harmoniously composed, creating a balanced and engaging layout that draws the eye effectively.	0-10		
The cover design seamlessly integrates the Grand Pointe origins or the Soundwave festival for a cohesive look.	0-10		
Creatively incorporates image elements within its design	0-10		
Overall design communicates business' fun, creative side that is also professional in appearance	0-10		
Total points possible	100		

Job 3: Advertisement			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Ad is precisely set to full-page magazine dimensions (page 8.5"x11") with correct bleed (.25") and margins, ensuring professional print output.	5		
All images and graphics are the highest resolution possible to maintain sharp presentation, and free from pixelation or blur when viewed at print size.	5		
The entire advertisement is correctly set up and colors align with established palette from job 1 and, ensuring accurate and predictable color reproduction in print.	5		
Leading, kerning, and tracking are meticulously adjusted for optimal readability and aesthetic appeal in print, even for body text.	5		
Accurate spelling, punctuation, and grammar	10		
Contestant Number and Job Number in lower right corner	10		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
The ad features a clear, compelling visual hierarchy that guides the reader's eye effortlessly through key information to the call to action.	0-10		
The ad seamlessly integrates "The Harmonic Tide's brand identity (logo, colors, typography) and the Soundwave festival branding.	0-10		
The call to action is prominent, clear, and highly effective in prompting the desired response (e.g., "Get Tickets Now!").	0-20		
The advertisement is highly engaging, visually dynamic, and professionally polished, capturing attention effectively.	0-20		
Total points possible	100		