FUNDAMENTAL DESKTOP PUBLISHING (400)

REGIONAL - 2019

Production Portion:

Job 1: Logo & Tagline   _____ (130 points)

Job 2: Hours of Operation Sign   _____ (125 points)

Job 3: Letterhead & Envelope   _____ (145 points)

TOTAL POINTS   _____ ***(400 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 ninety (90) minutes testing time
No more than ten (10) minutes wrap-up

GENERAL INSTRUCTIONS

1. Make certain this test booklet contains Jobs 1 – 3.

2. Correct all errors. Copy will be graded on accuracy; effective use of fonts, typestyles and graphics; 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 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 the graphics supplied.

5. **Using a text box, include your contestant number and job number in the lower left-hand corner of <u>all</u> work.**

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, if one was provided. When turning in your completed work, arrange your printouts in numerical order with Job 1 on top, and then place your Scoring Sheet on top of all the job sheets.

SCORE SHEET

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

Job 1: Logo and Tagline			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	Points	*Score*	*Total*
3"x3" Logo	5		
Printed centered on 8.5 x 11 page with Crop Marks	5		
Included tagline *Coffee…The Other Vitamin C*	10		
Logo is suitable for all business uses	5		
Tagline is readable on the Logo	5		
Contestant Number and Job Number in lower left corner	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		
Effective use of graphics and effects including lines, shadow, etc.	0-20		
Overall design and appearance	0-20		
Total	*130*		

Job 2: Hours of Operation Sign			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	Points	*Score*	*Total*
Printed centered on 8.5x11 page with Crop Marks	5		
Card measures 6"x5"	5		
Included Logo and Tagline from Job 1	5		
Included: *The SPOT*	5		
Included: Hours of Operation given in directions	5		
Contestant Number and Job Number in lower left corner	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		
Effective placement of information, use of graphics and effects (*if applicable*) and information can be seen at a distance	0-20		
Overall design and appearance	0-20		
Total	**125**		_____
Job 3: Letterhead and Envelope			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	Points	*Score*	*Total*
8.5x11" paper with correct margins: Top Margin and Border at 2", Left Margin and Border at 1", Right Margin and Border at 1" and Bottom Margin and Border at 1" (5 points each)	20		
Included Logo and Tagline from Job 1	5		
Logo and Tagline included as watermark on letterhead	5		
Company information included on letterhead	5		
Envelope correct size – 4.125"x9.5"	5		
Envelope: Logo and Tagline included	5		
Contestant Number and Job Number in lower left corner on letterhead	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	_____	
Effective placement of information, use of graphics and effects (*if applicable*)	0-20	_____	
Overall design and appearance	0-20		
Total	*145*		_____

Contestant Directions: Use only the graphics provided. In addition, WordArt, lines, shapes, and/or AutoShapes may be used.

GENERAL INFORMATION:
Professional Business Associates is opening a one-stop snack shop on the bottom floor of its building for employees and guests. As a desktop publisher, you have been asked to design the following documents to help get the word out about this new business. 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: LOGO AND TAGLINE

Design an appropriate logo for the snack shop—*The SPOT*. The logo will be used for other promotions involving the snack shop. Also, include a tagline of: "*Coffee…The Other Vitamin C*" somewhere on the logo.

Size: 3"x3" and print centered on an 8.5"x11" piece of paper with Crop Marks showing. Resize images as needed. Not all graphic files must be used.

JOB 2: HOURS OF OPERATION SIGN

Create an Hours of Operation sign so that customers can see when *The SPOT* will be open for business. This sign should be 6"x5" and print centered on an 8.5"x11" piece of paper with Crop Marks showing. Include the company name and the Logo and Tagline from Job 1 along with the following information: Sunday Closed, Monday 9 am – 3 pm, Tuesday 9 am – 3 pm, Wednesday 9 am – 1 pm, Thursday 9 am – 3 pm, Friday 9 am – 1 pm, and Closed Saturday. Your design should be eye-catching, and it should be something that can be read from a distance.

JOB 3: LETTERHEAD AND ENVELOPE

Professional Business Associates would like you to design a letterhead and envelope for *The SPOT* to use in promoting its new venture. The company owners would like you to include the logo and tagline you designed in Job 1 and all of its company information on the letterhead & the envelope . The dimensions for the envelope are 4.125"x9.5". They also want to make sure you have the following margins and borders for the letterhead:
- top margin and border at 2"
- bottom margin and border at 1"
- left margin and border at 2"
- right margin and border at 1"

These margins and borders are to outline the space that information can be placed on the letterhead when it is used. Finally, they would like *The SPOT*'s logo and tagline created in Job 1 used as a watermark in the center of the letterhead. Resize images as needed. Not all graphic files must be used.

GRAPHICS

Print 1

Print 2

Print 3

Print 4

Print 5

Print 6

Print 7